

RADIO — STAGE — NIGHT SPOTS — OUTDOOR

JULY 9, 1938

The *15 Cents* Billboard

The World's Foremost Amusement Weekly



—Ben Finchet photo.

MARTHA SCOTT

WHEN IN ROME OR LONDON BUENOS AIRES OR SYDNEY DO AS SMART ARTISTS DO

Keep Your Name Before Talent Buyers in the United States

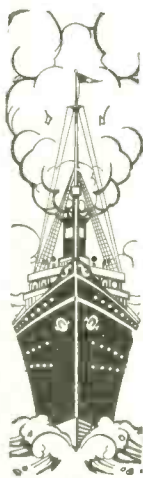
Acts who have gone abroad to play engagements in England or Australia or on the Continent have often been greatly amazed to find upon their return that agents, bookers and talent buyers have forgotten them. The reputation they had built for themselves in this country was something vaguely remembered by some, completely forgotten by most.

Today smart artists do not permit themselves nor their work to be forgotten. While they are filling foreign dates they keep their name before all American talent buyers. They constantly remind talent buyers of their work and their achievements.

How? Very simply. They advertise every week in the one trade paper read by all the show business; the one trade paper read religiously by talent buyers in all the branches of the show business. They advertise in The Billboard.

Before You Sail to Play those foreign engagements mail this coupon . . .

It will bring you complete details about the special advertising rates for artists and The Billboard's free copy and layout service. Mail it today, before you forget.



The Billboard
Palace Theater Bldg.,
1564 Broadway
New York, N. Y.

Gentlemen:

I am going to play a number of foreign dates and I want to keep my name before talent buyers in America while I am away. Please send me full particulars about your special advertising rates for artists and your free copy and layout service.

NAME
ADDRESS
CITY STATE
TYPE OF
ACT

The Billboard

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July 9,
1938

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WILL ACTORS GO TO CIO?

Cast of 1,000 in Rose Production at N. Y. World's Fair

NEW YORK, July 2.—New York World's Fair formally announced yesterday signing of contract with Billy Rose for a musical extravaganza in the marine amphitheater being constructed by the State of New York on Meadow Lake, Flushing, at a cost of \$1,700,000. Production will have a cast of 1,000 and will cost about \$500,000. John Murray Anderson will be associated with Rose.

The spectacle of songs, dances, dialog, tableau and large choruses of girls will have a modern American theme, reflecting contemporary life or presaging future developments. Shows will run for an hour, five times a day, starting at 2 p. m., for a 40-cent admission. The oval stage will be 200 feet wide and set 60 feet off shore from the marine amphitheater, which will have a seating capacity of 10,000. Equipment will include a water curtain blown up from the lake by compressed air. Players will act in pantomime while about 50 persons in a glass room adjoining the stage will supply the dialog, synchronized with the action on the stage.

NEW YORK, July 2.—The visit and address by President Roosevelt and a general strike of about 6,000 construction employees were highlights in the news of the World's Fair this week. The President appeared at the fair site on June 30, laid the cornerstone of the federal government's exhibit building, and then addressed officials of the fair and delegates to the National Educators' Association convention.

Strikers ceased picketing while the President was within the grounds, but activities were resumed following his departure. Trouble started over long-standing controversy between Electrical Workers' Union, Local 3, and the New York Telephone Co. as to whose men shall pull telephone cables between manholes within the grounds. The Building Trades and Construction Council voted to support Local 3 and called all building trades workers off their World's Fair jobs. With Mayor La Guardia promising speedy settlement of dispute, it is expected all workers will be back at their jobs following the July 4 holiday.

Amusement zone is still bare of construction, altho concession department has been signing contracts with attractionists, and several more concessions (See *CAST OF 1,000* on page 62)

Moose Jaw Exbn. Midway 10% Off; "Home" Fund Aided

MOOSE JAW, Sask., Can., July 2.—Conklin Shows, playing their first Class B exhibition date of the season here, found business 10 per cent under that of 1937 even with good crop conditions and ideal weather.

During the week J. W. Conklin, general manager of the show and a member of the committee for the Showmen's Home Fund, sponsored by the Showmen's League of America, obtained \$2,565 in pledges to the fund. Later in the season Conklin plans another solicitation. Those pledging were J. W. Conklin, Frank R. Conklin, E. M. Conklin, B. J. Conklin, Charles Taylor, Dave Picard, Al Kaufman, Harry Lewiston, Maxie Herman, Al Cohn, Joe V. Palmer, Neil Webb, J. Swibel, G. Pappas, P. Olsen, M. O'Hern, B. Fields, F. Woods, A. Radtke, J. Gustock, N. Hirsch, I. Brodsky, J. Saladin, B. Herman, R. Cooper, S. Koven, (See *MOOSE JAW* on page 62)

Courts Rule "Barking" Is Not Law Violation

NEW YORK, July 2.—Courts here dismissed complaints against 21 Coney Island concessioners charged by Park Commissioner Robert Moses with violating the law by barking for customers.

Verdict held that the guilt of the defendants had not been established beyond a reasonable doubt, but that the park commissioner has within his power the right to compel lessees or owners of concessions to refrain from any and all acts which would limit, destroy or impair the beneficial uses of the Boardwalk.

Judges maintained that the carriage of a concessioner's voice 75 feet or more from his own premises was not a violation.

N. Y. License Commissioner Presses for "Closed Shop"

NEW YORK, July 2.—License Commissioner Paul Moss promised 17 members of the Entertainment Managers' Association, meeting with him Wednesday, to effect a "closed shop" for licensed agents in the booking of all kinds of local entertainment and to help them obtain favorable State legislation. In return the managers applied for licenses, tho they are not convinced the law hits them.

To achieve his end the commissioner indicated he'd make arrangements with the Hotel Men's Association whereby all hotels would book entertainment for their own shows and those in their rented rooms thru licensed agents only.

Thru the check-up which the police department is supposed to make of all spots licensed for entertainment he plans to get the names of performers and their bookers. Tho this watch-dog plan has been, presumably, in operation the past three years, a check-up among night clubs here revealed that most of the operators knew nothing about the intended discipline, many of them having made no

Switch of Performer Unions to AFL's Rival Turns on IA Threat

Considered unlikely, but still possible, that Four A units would desert AFL if stagehands get jurisdiction—actors questioned—Whitehead-Browne rumors heard

NEW YORK, July 2.—Will actors stay in the AFL or go CIO? The question was raised last week when a high official of the Associated Actors and Artists of America unofficially approached performers on their attitude toward affiliation with the CIO if the Four A's were backed against a wall by the IATSE. From present indications, the actors' unions are taking George E. Browne's convention threat to take over jurisdiction of the Hollywood guilds more seriously than the surface reaction. While the IA has not

as yet moved to make good its threat, Frank Gillmore, president of the Four A's, has declared the latter will fight the move "to the last ditch."

The possibility of immediate Four A affiliation with the CIO is remote at present, because the actors' international has two ways of stopping the IA which haven't yet been tried. If and when IATSE begins an active campaign to draw SAG members into its union, the Four A board can appeal to the executive council of the American Federation of Labor and subsequently to the AFL convention. If that fails, then the Four A's will either be swallowed up by the IA or seek affiliation with the CIO.

Gillmore denies the probability of a split in the ranks, but is uncertain as to the moves he will make in striking back at the IA in case the Four A jurisdiction in the amusement field is encroached upon. The CIO, long anxious to get its hooks in the amusement field, looms large as a possible escape.

Paul Dullzell, executive secretary of Equity, stated that in case the jurisdictional fight becomes uncontrollable it is more than likely that Equity would leave the labor movement entirely and become a completely independent entity.

"What good's a charter if our rights aren't protected?" said Dullzell. "It then just becomes a scrap of paper not (See *WILL ACTORS* on page 18)

reports to the police other than listing their waiters, cooks, doormen and permanent personnel. According to the commissioner, however, he will get a day-to-day report of changes in all shows and who booked them. By matching names of agents on such a list against licensees, he would be able to spot non-licensed agents. He would then issue court summons, giving the non-licensed agent a choice of taking out a license or engaging in a litigation.

In addition, the commissioner had to make other concessions to the club bookies, who, in a letter to Moss, upbraided him for the alleged lackadaisical manner in which licensing was invoked heretofore, and the little protection the law afforded those who operated under license. Moss agreed to issue licenses under the name of bureau or entertainment bureau for those members who do not work on commission basis, and promised to force licenses upon lecture bureaus, concert bureaus, artist repre-

(See *N. Y. LICENSE* on page 18)

Hotel Press Men Mull Plan To Form Own Organization

NEW YORK, July 4.—Disgusted with double-crossing, "unethical" practices and the lack of high standards in their field, local hotel publicity and advertising men are talking over the idea of forming an association. Claiming they are in a position to form a stable and sound organization, compared with the unfavorable situation confronting freelance publicity men, hotel p. a.'s say they would welcome an organization. But it seems everybody is waiting for the next guy to start it.

There is an Accredited Publicity Representatives' Association in existence. It meets once a month and is composed mostly of free-lance p. a.'s. The hotel press agents claim they would prefer to organize on their own, rather than form a hotel chapter of the APRA. There seems to be no real union sentiment, and the Theatrical Managers, Agents and Treasurers' Union (AFL) has apparently made no dent in the hotel field.

The hotel press agents claim there should be a way to space out opening nights of new bands and floor shows and that, once a press agent has launched a publicity stunt, the other press agents should not horn in or try to crimp it. They also claim a lot of swell inter-hotel publicity stunts are killed because the

hotel press agents don't trust each other and will not co-operate.

Another angle is that a hotel press agent association can become a clearing house for information of mutual advantage, such as the names and methods of crashers, chiselers, phony newspaper men, etc., and also data on advertising media.

Among the more prominent hotel press agents in town are Steve Hanagan and Richard Mockler, hotels New Yorker and Belmont-Plaza; V. E. Scott, Pennsylvania; Marian Morrison, St. Regis; Will Yolen, McAlpin; Edward P. Payne Jr., Pierre; Sam Blake, Piccadilly; George MacMurray, White; George Lottman, Astor; Ted Saucier, Waldorf-Astoria; Edward Weiner, Park Central, and John L. Wasserman.

Hanagan, Yolen, Weiner and Lottman are among those handling outside accounts in addition to the hotels. If and when a hotel p.-a. association is formed, whether to exclude part-time hotel press agents will be an issue. Another angle is whether to restrict the association to p. a.'s employed in hotels belonging to the New York Hotel Association.

Several years ago local publicity men started a public relations counselors' association, but it is now out of existence.

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Night Clubs Like Puppeteers But Want Small Groups

CHICAGO, July 2.—At the annual convention of the Puppeteers of America, held in the Medinah Club here this week, members were told that puppet and marionette acts are now in greater favor in night clubs and hotel rooms than ever before. Reports submitted by members revealed that the demand is greater for acts having only one manipulator (two at the most), which makes them a better buy for the room operators, and for acts whose marionettes can be seen by all the patrons in the room.

A roll-away platform stage has been devised by the Studio Marionettes, of Washington, an innovation in marionette stage designing in that it can rolled thru an ordinary doorway and set up on a floor in a couple of minutes. Act is presented in the ordinary fashion and is high enough to be seen by the entire audience. Another recent innovation demonstrated was "fingerets," puppets worked with the fingers at tables. The performer carries his "act" on a tray and entertains at tables during intermissions or works the front row tables during the floor show.

Other types of puppet acts reported making the rounds include rod puppets manipulated with rods; shadow puppets, an illusion created with the aid of a screen, and the familiar hand puppets of *Punch and Judy* style.

A chief worry of professional puppeteers is the finding of a lighting system that will magnify the "actors." Mrs. M. A. Rust, director of Washington's Studio Marionettes, is experimenting with new lighting effects which tend to create an illusion of magnification.

Strangely, the Edgar Bergen-Charlie McCarthy popularity is not credited with increasing the demand for puppet acts. Association members maintain that their

He'd Better Run For Congress First

DETROIT, July 2.—Plans for a monument to Charlie McCarthy are being considered by civic leaders of Decatur, Mich., Edgar Bergen's home town. Bergen lived for 11 years on a farm near Decatur, and his first theatrical venture, according to locals, was as general chore boy at the old opera house on the site of Fred E. Pennell's New Cozy Theater. Plans for a McCarthy statue are being discussed, over the modest opposition of Bergen's grandmother, Mrs. Nellie Bergren, who still lives at Decatur.

art was in favor long before the rise of ventriloquism and trace Bergen's success to his clever material and not his dummy.

In addition to visiting puppeteers who staged shows during the convention, acts current in local clubs pitched in with their talents.

Date and place of next year's convention will be decided later. New York made a strong bid, as the majority of the association's 350 members came from the Big City.

Marjorie Batchelder, of Columbus, O., was named honorary president, succeeding Paul McPharlin, of Detroit. Helen Reisdorf, of Detroit, and William Duncan, of Cleveland, were re-elected secretary and treasurer, respectively.

San Francisco Clubs Fight AFA 6-Day-Week Rule

SAN FRANCISCO, July 2.—American Federation of Actors was busy this week attempting to iron out situation arising from its recent ruling of a six-day week for all entertainers. As a result of the ruling four night clubs here have threatened to close one night a week. If they do many workers will be thrown out of jobs.

Owners of the Embassy, Royal Hawaiian, Deauville and 365 Club say they will agree to the six-day week for entertainers, but they balk at paying the \$35 minimum plus an additional day's pay. Al Smith, AFA representative, and Eddie Love, secretary of the musicians' union, scheduled meetings with club owners and craft unions in an attempt to iron out the differences.

In addition to the musicians, other crafts affected are bartenders, waiters, cooks. These crafts claim that an allied union cannot pass legislation which would be detrimental to another, and that the AFA ruling will work a hardship on night club workers if the spots operate six instead of seven nights a week.

While these four clubs are the only ones definitely determined to shut down one night a week, it was intimated that others would probably follow suit unless some agreement is reached.

"Show Boat" Still a Smash, As Randall's Island Opens

NEW YORK, July 2.—The Fortune Gallo-John Shubert combination opened another season of "light opera under the stars" at the Municipal Stadium of Randall's Island Wednesday night with *Show Boat*.

Jerome Kern's melodious story of the old showboat days comes to life again on the portable stage at one end of the Island's stadium. Against solid, colorful scenery by Watson Barratt, the huge cast parades its talent. Individual personalities are lost due to the distraction of the wide-open spaces, the Triboro Bridge near by and the distance between the stage and the audience. Ensemble scenes, therefore, are especially effective, with the Bob Alton dance numbers being pleasing and the Fokine Ballet (30 people) providing a couple of interesting numbers.

Five mikes along the footlights did much to carry the sound clearly, but the singers had to rush from one to the next when doing a song combined with action. Guy Robertson, Natalie and Bettina Hall carried the leads. Natalie Hall drew the only show-stop of the show with her rendition of *Bill*, but all three were in good voice. Nina Olivette and Harry K. Morton had the comedy leads and did a nice job, emphasizing sight stuff, of course. Lansing Hatfield sang *Old Man River*, a role heretofore sung by Negroes. William Kent and Zella

Russell carry the secondary love interest competently.

Giuseppe Bamboschek conducted the large orchestra well, altho it was too symphonic in style for the lively, melting melodies of *Show Boat*. Edward J. Scanlon staged the production.

About 4,000 attended the opening Wednesday (postponed from Tuesday due to rain). The similar shows at Jones Beach Stadium started June 25 with *The Three Waltzes*.

Shows at both places change weekly. Prices are 25 cents and up. Both ventures operated in conjunction with the Department of Parks. *Paul Denis.*



THERE were definite indications last week that the back of the recession has been broken. If the usual cycle operates show business will receive the benefits of the general business pick-up within about three months. Which means that the start of the next season should be an auspicious one. The flesh business should benefit because of the general improvement and also because the film situation begs for flesh to jump into the breach and put an end to the latest substitute for good pictures—reissues and revivals. Everything taken into consideration, this seems to be the most opportune time in years for the flesh business to stage a real comeback. The only possible drawback—provided business conditions continue to improve—is the labor problem. If employers are not frightened as they have been on many previous occasions at the prospect of extravagant salary demands and strikes there is no reason on God's earth that they shouldn't at this time be planning a revival of stage-show policies in theaters and larger budgets in the important night clubs.

There is nothing wrong with the philosophy of labor unions. Not even the bitterest critics of unions can deny on the basis of pure economics that unions run by honest and progressive leaders are a boon to business and a blessing to the workingman. But it seems that unions follow extremes in policy and general make-up. In our experience there have been few unions that have followed the middle road. Unions are either very good or very bad—from the standpoint of how they affect the industry with which they are affiliated. The trouble with most unions, we regret to report, is that the leaders are more concerned with their own jobs and careers than the future of industry and the welfare of their members. Unionism has made such remarkable strides in recent years and the leaders have become so smug, overfed and inebriated with power that many of the professional labor leaders no longer try to employ subtlety to veil the fact that they are interested only in themselves.

Conditions being as they are in the world today and with the Wagner Act operating along clearly defined lines apparent to all with at least average intelligence, the wise thing for the worker in the theater is to belong to a union. This does not mean that the worker has to stand by meekly and take what is handed out to him by his leaders. The worker has the kind of union he deserves to have. Which means that union leaders are subject to the will of the members, and if the majority of men belonging to a union are disinterested enough to permit the leaders to make ridiculous demands, bring about strikes unnecessarily by constantly putting the monkey wrench into the works they deserve no pity.

Just as an employer who prides himself on being a good business man and a human being with the heart that goes with it is inferred to have the interests of the worker in mind at all times, so it should be with the unions. A union that makes demands that cannot possibly be met without destroying an enterprise or an industry is either being led by men who are not qualified to hold down their responsible jobs or by crooks who benefit financially from the chaos and economic upheavals that characterize labor troubles. When an industry is hard hit by diminution in revenue the first thought in the minds of unions should be to keep men at work at a decent living wage and to restore to their jobs men who have been let out by a falling off in business and the closing of theaters, shows, etc. A union that croaks about principles, precedents and other generalities while industry is at a standstill and while men and their families are close to starvation is not a union; it is not more or less than a band of hoodlums.

Unions that are conducted by men with ideals and in which members take an active and constructive interest can do much towards bringing back the flesh business. On several previous occasions progress has been impeded by segments of unions led by men surely lacking in foresight and most likely with an eye towards the personal benefits they would derive from chaos and strife. This will not happen again if the parent

(See SUGAR'S DOMINO on page 7)

MARTHA SCOTT

(This Week's Cover Subject)

MARTHA SCOTT, who plays Emily in Thornton Wilder's "Our Town," at the Morosco Theater, New York, prepared for her first Broadway assignment by playing Cordelia, Celia, Hermia and most of the other Shakespearean heroines. That was at A Century of Progress, Chicago . . . and later on tour . . . where Thomas Wood Stevens was giving his streamlined Shakespeare in the Globe Theater, and she sometimes gave as many as eight performances a day.

Miss Scott got her first taste of the theater when she appeared in a Kansas City high school play. Afterwards, at the University of Michigan, she got an A.B. degree, a teacher's certificate and some experience with the Michigan Repertory Players. Shortly after graduation she was summoned to the Detroit Civic Theater, where she played a series of ingenue roles for Whitford Kane and B. Iden Payne. Then came the Shakespearean marathon, which finally led her east last summer to the Cape Playhouse, Dennis, Mass. The role of Emily in "Our Town" is Miss Scott's first on Broadway.

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

JACKIE GRIMES—11-year-old stage veteran who has appeared in such plays as *The Old Maid*, *Western Waters* and *Excursion* and has been heard over the radio on many kid programs and as guesster with Fred Allen and Kate Smith. Has a dynamic personality and a pleasant and expressive voice, along with a large amount of ability. Can sing and dance, as well as act, and shows up as a natural for a film spot, particularly if cast as a mischievous brat a la Rooney. Now doing summer stock work with Frank Hilliard's Washington Heights Actors' Guild, where he copped top honors with his performance in *American Caravan*.

For RADIO

TOM MEANY—sports writer on *The New York World-Telegram*. Was heard on the air on a recent *Let's Visit* program, his voice coming over excellently. Specializes in baseball on the sheet, but could handle an all-round sports job with ease.

The Celebrated DEL RIO Family

TRINIDAD, DOLORES AND PAUL
The Tiniest Adult People on Earth
LIVING DOLLS



They Sing and Dance
★ ★ ★
Hamid's Million Dollar Pier
All Summer
★ ★ ★

Thanks to Clyde Ingalls, Paddy Conklin, Canadian National Exhibition and others for kind offers.

PAUL DEL RIO

is the Smallest Man in the World. See life-size portrait in LIFE, June 20th issue. Ripley's "Believe It or Not," June 9.

TO WHOM IT MAY CONCERN:

This is to advise that MURPHY and MEIKLE are our authorized representatives. They have full authority to book our attraction. We are by contract bound to serve them exclusively.

Signed, THE DEL RIO FAMILY.
Paulino Rodriguez, Father.
Martha Rodriguez, Mother.
Ramona Chaney, Guardian.

STATE OF ILLINOIS, COUNTY OF COOK

Before me, Russell Baker, a Notary Public, this 10th day of March, A. D. 1938, appeared PAULINO RODRIGUEZ, and MARTHA RODRIGUEZ, to me personally known to be the father and mother of the midgets PAUL DEL RIO, TRINIDAD DEL RIO, and DOLORES DEL RIO, and acknowledged to me that they signed the foregoing statement and that the contents thereof are true and accurate.

Signed, RUSSELL BAKER, Notary Public.

Address All Inquiries to MURPHY & MEIKLE, P. O. Box 792, ATLANTIC CITY, N. J.

COCKLE ON TELEVISION

Broadway Beat

By GEORGE SPELVIN

FOR-THE-RICH-YOU-SING DEPT.: *The Herald-Trib* headlined June 27, "Mrs. Alexander has no holiday as general in clean street drive"—but the accompanying photo showed Mrs. Henry Martyn Alexander attired for her work in an ermine wrap, a string of pearls and a corsage of gardenias. . . . Sonja Henie saw the International Casino's ice show last week, but didn't go backstage to visit the cast, thus disappointing her admirers. . . . Steve Hanagan and a crew of five, no less, have moved into the Hotel New Yorker to supervise publicity on a five-month deal. . . . Bob Austin, of *The Billboard's* advertising staff, belongs in *Possibilities* as an ace purveyor of Southern dialect—and if you don't believe Mr. Spelvin, you can ask Sol Zatt. . . . The Village Brewery celebrates its fourth year of existence this week. . . . You-Neve-Can-Tell Dept.: Amy Bonner, no longer night-club-press-agenting, is now with *Poetry* magazine.

George Hale's press agent is plotting a campaign to sell Hale to the public as the successor to Ziegfeld as a beauty expert. . . . Speaking of press agents, the p. a. of the Club Cavalier claims that both hat-check girls at the spot have fathers who own—hat shops! . . . And it's claimed that one of the septia waitresses at the Black Cat is named Sinatra Goldstein; to stretch credulity a bit further, it's claimed that she speaks Yiddish. . . . Mack Millar is back in town, press agenting Bob Hope and Frances Langford. . . . And, still sticking to the drum-beaters, Harry Davies has joined the Warner publicity department but is still keeping his p. a. job at Leon and Eddie's—which makes him the only local p. a. doubling between a film company and a night club. . . . Meyer Horowitz insists that everybody call him by his first name, if he's called Mr. Horowitz, he's insulted.

TO KEEP THE RECORDS STRAIGHT: Dan (*News*) Walker went way off in his column June 28. If he'd read *The Billboard* he wouldn't go on record with a blunder like his "Jack Rosenberg, now president of Local 802, American Federation of Musicians (the New York local), missed being elected president of the national body by only three votes in Tampa last week." Every other mother's son knows that Joe N. Weber was unanimously re-elected prez of the AFM, while Rosenberg was on the short end of the voting for a seat on the international executive board. . . . In the same column Walker said, "Benny Goodman will play a program of Mozart music at Town Hall in November with the Budapest Quartet (fahncy that!)"—but every other mother's son also knows that Mozart, Goodman and the Budapest Quartet are no strangers (fahncy that, Danton). Goodman featured himself playing Mozart on his air show earlier this year, the Coolidge Quartet assisting; his playing with the Budapest Quartet was recorded on Victor more than a month ago and much publicized since; and to top Town Hall, Goodman will be playing Mozart next season at Carnegie with the Philharmonic. All of which you can find in back copies of *The Billboard*. . . . On Monday (27) Walter Winchell reported that John Hurley, of the *Variety* staff, would wed Ruth Meir, whose father owns yachts, on Tuesday. In the first place, her name is Mildred; in the second place, her father doesn't own yachts, but works for a yacht club; in the third place, they were married Wednesday in the first place. . . . One of *The Herald-Trib's* copy readers must have had the jippers Tuesday night, for Wednesday's story about the New York State commissioner of motor vehicles had the name in the head spelled Harnett and in the first sentence Hartnett—and throught the story the spelling alternated between the two. . . . George Ross, of *The World-Telegram*, had Jimmy Cagney and his sister lunching at a Broadway night club a week after Cagney had begun making his new picture in Hollywood. . . . An unidentified caption writer on *The World-Telly* did all right for himself last Saturday (25), saying under one picture, "This young lady, who goes under the stage name of (See BROADWAY BEAT on page 8)

Band Plays Ball for Hobby—and It Pays!

WICHITA, Kan., July 2.—As a director Buddy Fisher has one of the best money-drawing bands ever to play the 400 Club. He is concluding his seventh week at the resort. But that is another story. As the captain of his own softball team from the "ton" of boys in the band, he has copped his share of space on the sports pages of local newspapers and made thousands of friends in the city. Dancers pay the money at the 400 gate not only to see and hear the band but to talk baseball with the boys. They lost a charity game with the Universal Oilers here 7 to 6 in 10 innings, but it was all a game and didn't hurt Fisher a bit when he swung his baton that night. Fisher believes in keeping the band exercised and has a scheme worked out that might be applied to any dance combo. He rehearses after the club closes, and the afternoons are usually passed on a baseball diamond. He says baseball keeps down discontent and makes the band more "harmonious." The boys played around 10 local outfits during the engagement, usually putting up free admission to the club against a dinner for the band.

Cabaret TAC for Coast

HOLLYWOOD, July 4.—Preparations for a political cabaret, on the order of Cabaret TAC presented in New York last month, are now being readied by the Motion Picture Artists Committee. Club will probably make its bow in about a month. Phillip Loeb, legit actor, is writing some scripts and is also expected to appear. John Murray and Allan Boertz, Arthur Kober and Johnny Green are also working on scripts. Edward Ellis will direct. Hester Sondergaard, executive secretary of the New York Theater Arts Committee, is in town assisting in the preparations.

Mrs. Don Quinn Crash Victim

CHICAGO, July 2.—Don Quinn, nationally known radio script writer, was seriously injured and his wife, Garnette, was killed instantly Thursday night in an automobile accident at Murdo, S. D. Quinn was rushed to St. Mary's Hospital, Pierre, S. D., where he underwent an emergency operation. The Quinns were on their way to California for a vacation. Quinn writes the script for the Fibber McGee and Molly air show.

Ad Agencies Hiring Radio Acts To Be Licensed, Says Comm. Moss

NEW YORK, July 2.—License Commissioner Paul Moss and the Entertainment Managers' Association claim advertising agencies which book talent for radio programs are employment agents and therefore require licenses. Within the next few weeks the commissioner will start a campaign forcing the big-wigs such as Lord & Thomas, Young & Rubicam and Ruthrauff & Ryan, which firms he named specifically, to take out agent licenses. This is part of a promise Moss made to the managers at a meeting Wednesday, when they agreed to take out licenses so the whole field of booking might be more uniformly policed. Fact that the admen do not accept commissions won't impress Moss, who is of the opinion that the agencies are trespassing upon the booking field when they arrange for jobs for performers on radio programs. He admits he can't prevent agencies from practicing the booking business, but he expects them to operate under a license, abide by the rules of conduct set up thereby and be subject to punitive measures. Licensing drive will be aimed at artist bureaus of radio stations, concert and lecture bureaus, artist representatives and personal managers. So long as an artist representative or personal man-

Britain's Head Start Over U. S. On Tele Credited to Government

NEW YORK, July 2. — Government control of radio and television is advanced as a principal reason for the head start Great Britain has on the United States in the progress of television. So says Victor Cockle, export manager of Baird Television, British Acoustics and Gaumont British Pictures. Further, there is no chance that television will injure radio, vaudeville, pictures or legit in England, he states, because it is part of the scheme of things over there to insure that one entertainment medium will not ravage another, as has happened to vaudeville here, the result of the growth of pictures and radio. Cockle does not believe that the difference in tele scanning here and there has any part in England's head start. American television uses the cathode ray scanning system; British tele uses the mechanical scanning method. Cockle, in agreement with various authorities here, opines that television will have a varied program material source—flesh, newsreels, news events and film. Further in keeping with American belief he believes that television will be an employment boon to

variety acts and that televised programs will rely greatly on such acts.

BBC Builds Acts

American networks can sit back and learn a lesson from one point established by the English exec. The British Broadcasting Corp. is constantly building its own acts; the contrary is true here, where radio's headliners, with few exceptions, were names in other fields. Rather than take an act known in the English music halls and ruin its commercial value by broadcasting, Cockle says the BBC builds its own acts and subsequently sells the acts to the music halls.

This is the procedure that will be followed in television, to guard against injury to variety, legit or film houses. Cockle points out that Gaumont British, with 400 theaters in Great Britain, has an enormous stake. It is possible free televised films might put the blight on the b. o. Government control, however, will see that the new industry does not stifle any predecessor.

If Cockle has any criticism of British television it is that there are not enough programs televised. There are about 21 hours weekly now supplied by the BBC, which has, so far, the only authorized (See COCKLE ON on page 8)

Cincy TMAT Elects; Will Extend Drive

CINCINNATI, July 2.—Local branch of the Theatrical Managers, Agents and Treasurers' Union, at a meeting at the Gayety Theater Monday night, elected Maurice Zaidins, chairman; Charley Dale, vice-chairman, and Eddie Nordman, secretary-treasurer. Hal Oliver and Ludwig Vroom, TMAT organizers, were present at the meeting.

Zaidins announces that a recognition agreement has been made with the ticket sellers at the local major league ball park, with the basic agreement slated to be signed next Thursday, when Oliver and Vroom will return here. Local TMAT group has signed a basic agreement with the Zoo Opera and River Downs race track here, Zaidins says.

The Cincy TMAT local will shortly extend its drive to Louisville, Indianapolis and Columbus, and Zaidins will visit these towns soon to begin organization work, taking in all forms of amusement in the three towns.

Get into the Road Show Business
 Hundreds of men are making big money operating Talking Picture Shows in theaterless communities. We rent 16 mm talking picture; for from \$20 to \$25 per week, and rent and sell Projectors.
 Write today
Ideal Pictures Corporation
 Dept. B.B.
 28 East 8th Street, Chicago, Ill.

THEATRE EQUIPMENT NEW & USED
 MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, OPERA CHAIRS, SPOTLIGHTS, STEREOSCOPES, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, RECTIFIERS, REFLECTING ARC LAMPS, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, MAXDA LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.
 WRITE FOR FREE CATALOG "B"
MOVIE SUPPLY CO., Ltd.
 1318 S. WABASH AVE. CHICAGO, ILL.

TAFT HOTEL 208-10 South Eighth St. PHILADELPHIA, PA.
 Subway Connection to All Theatres.
Newly Remodeled and Refurnished
RATES: Special Weekly Rates, \$1.00 up Professional

HOTEL RALEIGH
 Where You Can Sleep Anytime—DAY OR NIGHT!
 648 NO. DEARBORN ST., CHICAGO, ILL.
 Single Rooms, \$5.00—Double, \$7.00 per Week.
 Unit Headquarters. 5 minute walk to Loop.
 Theatrical Booking Agencies located in hotel.

THE FILM WEEKLY AUSTRALIA
 Covering the Motion Picture and Entertainment Field Generally.
 Conducted by MARTIN C. BRENNAN.
 188 City Tattersalls Building, Pitt. Street, Sydney.
 Australian Office of THE BILLBOARD.

STOCK TICKETS
 ONE ROLL... \$.90
 FIVE ROLLS... 2.00
 TEN ROLLS... 3.50
 FIFTY ROLLS... 15.00
 100 ROLLS... 29.00
 ROLLS 2,000 EACH.
 Double Coupons, Double Price.
 No C. O. D. Orders
 Size: Single Tick., 1x2".

The Day We Celebrate, July 4th, **1776** is a reminder of the inheritance that's worth fighting for.

TICKETS OF EVERY DESCRIPTION
 Manufactured by THE TOLEDO TICKET CO., TOLEDO, O.

SPECIAL PRINTED
 Roll or Machine.
 10,000... \$ 6.95
 30,000... 9.85
 50,000... 12.75
 100,000... 20.00
 1,000,000... 150.50
 Double Coupons, Double Price.

Program Survey of Raleigh, N. C.

STUDY OF DAYTIME PROGRAMS REVEALS MANY LOCAL SHOWS OF MAJOR DRAWING POWER . . . SERIALS DO OKEH AS USUAL . . . SUNDAY LISTENING DURING DAYTIME LOWEST OF ANY DAY PERIOD BUT STRONG AT NIGHT . . . EFFECT OF WARM WEATHER ON RADIO AUDIENCE SHOWN

By JERRY FRANKEN

Local programs almost steal the show in the Raleigh, N. C., program survey dealing with daytime programs. There are a number of local emanations, which, all things considered, make very strong showings against the network diet, composed principally of the daytime serial pap. One factor which might mitigate against the assumption that local productions have superior strength—superior compared to other cities' local shows—is that WPTF in Raleigh is responsible for about 98 per cent of that town's radio reception. Near-by stations are given scant attention, according to The Billboard survey, prepared by Market Research Corp. of America.

The locals which were reported sufficiently to indicate considerable favor among Raleighites are "Carolina Farm Features," "Dan and Scotty"; a vox pop show, "Man on the Street"; the Ranch Boys (wax), "Real Life Dramas" (wax) and "Birthday Party." Details are on this page as to these programs. The "Leading Program" table shows the number of mentions they received and enables comparison with network shows.

Daytime Listening at 33 PerCent

The Billboard survey covering daytime programs was made from June 6 to June 12. The questions asked were, "Did you listen to the radio today before 5 p.m.? If so, what programs did you hear?" If the interviewee stated he had or she had not listened, the investigators asked the favorite program.

There were 1,069 telephone calls completed during this period, this number dealing only with daytime programs. There were 722 Raleigh residents who said they had not listened to the radio, against 347 who had listened. This is not quite 33 per cent listening. This figure is slightly less than daytime listening reported in other cities covered in these surveys, but the approach of summer probably accounts for the difference. Averages in other cities were but two percentage points higher—35 per cent. Further details on

daily listening percentages are on page 7.

Serials, Serials, Serials

As to be expected, in the five-time-a-week quarter-hour division there is almost a solid front of network originated serials. Raleigh appears to be no exception in its devotion to this hoke; "Pepper Young's Family," "Ma Perkins" and "Guiding Light" made impressive totals, 93, 88 and 87 mentions, respectively. These are all Procter & Gamble sponsored programs.

There are not many non-serial programs in the five-time-a-week quarter-hour division. One to show up is Singin' Sam (Harry Frankel), by way of transcriptions. There are two local shows in this division, "Carolina Farm Features" and "Home Town."

Programs listed in the table headed "Leading Raleigh Daytime Shows" are only those which were mentioned five or more times by Raleigh listeners. It is interesting to note that with the exception of the daytime serials and two other network productions, "Breakfast Club" and "Club Matinee," not one other network program made the leading show group. After the quarter-hour serials all the leaders save the "Breakfast Club" and "Club Matinee" are localities.

Strong Locals

Certainly indicated as a strong favorite is WPTF's "Man on the Street," once weekly, with 16 mentions. "Birthday Party" has 30 mentions.

The Yodeling Kid, it is indicated, also does okeh by himself in the way of listeners, with the "Ranch Boys" and "Real Life Drama" also indicating good draw.

Mulliner Wins Stork Derby

SYRACUSE, N. Y., July 2—Dick Mulliner, conductor of the WFBL orchestra, beat Enoch Squires, news commentator, in a stork derby when Mrs. Mulliner presented him with a baby girl at Syracuse General Hospital June 22. Just 24 hours and 17 minutes later, a few doors away in the same hospital, Mrs. Squires gave birth to a daughter, and for two days cigars were flowing freely at the station.

Six Live Talent Local Shows Prove Popularity in Raleigh

A number of local radio attractions have built considerable audiences, larger than many network programs available in Raleigh, The Billboard survey shows.

A quarter-hour daily is "Carolina Farm Features," conducted by Gene Knight and broadcast in co-operation with the North Carolina Agricultural Extensive Service. This sustainer has been on the air two years.

John and Fern Rae are featured in "Old Home Town," doing three 15-minute stints weekly. Act is also making personal appearances in Raleigh and has been on WPTF a year.

Dixie Lee is the "Yodeling Kid" (sponsor, Smith's Heating System, Inc.) and is also heard three times weekly for a quarter-hour per shot. Act has been on the air four months.

"Dan and Scotty" co-features King-

ham Scott, organist, and Clay Daniel, vocalist. Now sustaining, sponsor until recently was the Perry-Belch Fish Co. Show is now heard once weekly.

Carl Goerch, commentator, showed up as a local nighttime leader and repeats in the daytime shows with his "Man on the Street" vox popper. Sponsored by Allen's Service Station, show is heard every Saturday a.m. and is now in its third year.

"Ranch Boys" and "Real Life Dramas" are wax jobs sponsored respectively by Florence Mayo Nuway Co. and Sanitary Laundry Co. Both are five-minute spots.

"Birthday Party" has the Durham Life Insurance Co. as bank roller and again features Kingham Scott as "Uncle Scotty." Program is in its seventh year.

Chi Web P.A.s Must Try To Be Gents

CHICAGO, July 2.—Brush-off of radio columns by the daily blats and general widening of the breach between press and radio is turning net publicity offices here into what may be called in the strict sense public relation departments. Way things are shaping up now radio is more interested in chilling beefs, warding off government criticism and catering to pressure groups than seeing blurbs printed about shows.

One chain outlet here feels the quickest short cut now to sugar-coat public opinion and win friends and listeners is thru educational stuff. A recent radio-school conference called by Harold Kent, director of radio for Chi's Board of Education, proved that the webs sense an opportunity when all three sent prominent representatives.

Press sections in CBS-WBBM and MBS-WGN are already groomed for the changing order of things. Both hope they have the executive-type personnel rather than just squib writers. NBC's WENR-WMAQ press staff still sends out blurbs in wholesale lots, but at the same time is concentrating more on local

Additional Data Available

Charts showing the breakdowns for every day of The Billboard survey in Raleigh, N. C., are available. These charts show the actual number of mentions each program received day by day and may be had for either daytime or evening programs.

Requests are to be made to the Radio Department of The Billboard, New York office.

special-event angles than ever before.

Opinion around here is that newspapers will hang onto the program listings, since they are proven circulation getters; but if radio pillars are out for good it meets with only a "so what" attitude here. Two daily columns are running in Chi now out of five originally.

MBS Picks Up 15% So Far Over 1937

NEW YORK, July 2.—Mutual Broadcasting System has picked up 15.1 per cent in its grosses for the first six months of this year, as compared to 1937. Total for 1938 to date is \$1,342,182, compared to \$1,165,620 in 1937.

June, 1938, garnered \$202,142, a hefty 72 per cent pick-up over June, 1937, with \$117,338.

KNOXVILLE, Tenn., July 2.—Starting July 1 increase in general advertising rates goes into effect at WNOX, Scripps-Howard radio's CBS outlet here. Program rates go up 15 per cent, with announcement charges increased about 25 per cent, according to R. B. Westergaard, station manager. Local rates are not affected.

Leading Raleigh Daytime Shows

| HOUR PROGRAM | | | | | |
|---|------|---------|---|-------|--|
| (Six Times Weekly) | | | | | |
| National Home and Farm Hour | WPTF | N | | 26 | |
| (Once Weekly) | | | | | |
| Magic Key of RCA | WPTF | N | | 18 | |
| FIFTEEN-MINUTE PROGRAMS | | | | | |
| (Five Times Weekly) | | | | | |
| Pepper Young's Family | WPTF | N | | 93 | |
| Ma Perkins | WPTF | N | | 88 | |
| The Guiding Light | WPTF | N | | 87 | |
| Don Winslow of the Navy | WPTF | N | | 60 | |
| Woman in White | WPTF | N | | 53 | |
| Dan Harding's Wife | WPTF | S | | 50 | |
| Little Orphan Annie | WPTF | N | | 45 | |
| Your Family and Mine | WPTF | N | | 23 | |
| Singin' Sam | WPTF | S | | 18 | |
| The Story of Mary Marlin | WPTF | N | | 13 | |
| Carolina Farm Features | WPTF | L | | 10 | |
| Old Home Town | WPTF | L | | 10 | |
| (Three Times Weekly) | | | | | |
| Yodeling Kid | WPTF | L | | 9 | |
| (Twice Weekly) | | | | | |
| Dan and Scotty | WPTF | L | | 8 | |
| (Once Weekly) | | | | | |
| Man on the Street | WPTF | L | | 16 | |
| TEN-MINUTE PROGRAM | | | | | |
| (Twice Weekly) | | | | | |
| Ranch Boys | WPTF | L | | 6 | |
| FIVE-MINUTE PROGRAM | | | | | |
| (Twice Weekly) | | | | | |
| Real Life Drama | WPTF | L | | 5 | |
| MISCELLANEOUS GROUPINGS | | | | | |
| | | Minutes | | Total | |
| Breakfast Club (Sat.) | (55) | WPTF | N | 13 | |
| (Tues. and Thurs.) | (40) | | | 8 | |
| (Mon., Wed. and Frid.) | (20) | | | 25 | |
| | | | | 46 | |
| Birthday Party (Mon., Tues., Thurs., Frid.) | (30) | WPTF | L | 13 | |
| (Wed.) | (15) | | | 7 | |
| (Sun.) | (30) | | | 4 | |
| (Sat.) | (45) | | | 6 | |
| | | | | 36 | |
| Club Matinee (Sat.) | (60) | WPTF | N | 2 | |
| (Mon., Thurs. and Frid.) | (30) | | | 7 | |
| (Wed.) | (45) | | | 4 | |
| (Tues.) | (15) | | | 9 | |
| | | | | 22 | |

DAYTIME PROGRAMS HEARD IN RALEIGH, NORTH CAROLINA

| Hour Listening | Programs Heard | Program Origin | Station | Total No. Listening | Hour Listening | Programs Heard | Origin Program | Station | Total No. Listening |
|----------------|---|----------------|---------|---------------------|-------------------------|--------------------------|----------------|---------|---------------------|
| 6:30-6:45 | Prayer Service | L | WET | 1 | 12:00-12:15 | Golden Bell Boys | L | WEED | 1 |
| 6:30-7:00 | At Dawning | L | WPTF | 1 | 12:30-12:35 | News | L | WPTF | 4 |
| 7:00-7:15 | Melody Boys | L | WPTF | 2 | 12:30-12:45 | News | L | WPTF | 2 |
| 7:00-7:15 | Monroe Brothers | L | WPTF | 1 | 12:35-12:45 | Ranch Boys | L | WPTF | 6 |
| 7:15-7:30 | Jimmie Johnson | L | WPTF | 1 | 12:45-1:00 | George Hall's Orchestra | S | WPTF | 2 |
| 7:40-7:45 | News | L | WPTF | 1 | 12:45-1:00 | The Yodelling Kid | L | WPTF | 9 |
| 7:40-8:00 | News | L | WPTF | 1 | | | | | |
| 8:00-8:15 | Singing Sam | S | WPTF | 18 | 1:00-1:15 | Monroe Brothers | L | WPTF | 4 |
| 8:00-8:15 | Morning Worship | L | WPTF | 2 | 1:00-1:15 | Fran Allison | N | WPTF | 1 |
| 8:00-8:55 | Breakfast Club | N | WPTF | 13 | 1:00-2:00 | The Magic Key of RCA | N | WPTF | 18 |
| 8:15-8:30 | Dan & Scotty | L | WPTF | 8 | 1:15-1:30 | The Noontimers | L | WPTF | 1 |
| 8:15-8:55 | Breakfast Club | N | WPTF | 8 | 1:30-1:45 | Carolina Farm Features | L | WPTF | 10 |
| 8:15-9:00 | Coast to Coast on a Bus, or the White Rabbit Line | N | WPTF | 3 | 1:45-2:00 | Bert Farber's Orchestra | N | WPTF | 1 |
| 8:30-8:35 | Real Life Drama | L | WPTF | 5 | | | | | |
| 8:35-8:55 | Breakfast Club | N | WPTF | 25 | 2:00-2:15 | The Story of Mary Marlin | N | WPTF | 13 |
| 8:55-9:00 | Press Radio News | N | WPTF | 3 | 2:15-2:30 | Ma Perkins | N | WPTF | 88 |
| | | | | | 2:30-2:45 | Pepper Young's Family | N | WPTF | 93 |
| | | | | | 2:45-3:00 | The Guiding Light | N | WPTF | 87 |
| 9:00-9:30 | Master Singers | L | WPTF | 1 | | | | | |
| 9:00-9:30 | Highlights of the Bible | N | WPTF | 1 | 3:00-3:15 | Dan Harding's Wife | S | WPTF | 50 |
| 9:15-9:30 | Asher & Little Jimmy | N | WPTF | 1 | 3:00-3:30 | Sunday Vespers | N | WPTF | 1 |
| 9:30-9:45 | Josh Higgins of Finchville | N | WPTF | 4 | 3:00-4:00 | Club Matinee | N | WPTF | 2 |
| 9:30-9:45 | The Child Grows Up | N | WPTF | 1 | 3:15-3:45 | Club Matinee | N | WPTF | 7 |
| 9:45-10:00 | Swing Serenade | N | WPTF | 4 | 3:15-4:00 | Club Matinee | N | WPTF | 4 |
| 9:45-10:00 | Woman in White | N | WPTF | 53 | 3:30-3:45 | Club Matinee | N | WPTF | 9 |
| | | | | | 3:45-4:15 | Birthday Party | L | WPTF | 13 |
| 10:00-10:45 | Originalities | N | WPTF | 3 | | | | | |
| 10:00-10:15 | Your Church | L | WPTF | 2 | 4:00-4:15 | Birthday Party | L | WPTF | 7 |
| 10:05-10:30 | Edenton Street Men's Bible Class | L | WPTF | 3 | 4:00-4:30 | Birthday Party | L | WPTF | 4 |
| 10:15-10:30 | Old Home Town | L | WPTF | 10 | 4:00-4:30 | Top Matters | N | WPTF | 4 |
| 10:15-11:00 | Birthday Party | L | WPTF | 8 | 4:15-4:30 | Don Winslow of the Navy | N | WPTF | 60 |
| 10:30-10:45 | Big Sister | N | WBT | 1 | 4:30-4:45 | Jean Sablon | N | WPTF | 3 |
| | | | | | 4:30-4:45 | Your Family and Mine | N | WPTF | 23 |
| 11:00-12:00 | Tabernacle Baptist Church | L | WPTF | 2 | 4:30-4:45 | Recordings-Music | S | WEED | 1 |
| 11:15-11:30 | Man on the Street | L | WPTF | 16 | 4:45-5:00 | Little Orphan Annie | N | WPTF | 45 |
| 11:15-11:30 | Kiddoilers | N | WPTF | 1 | | | | | |
| 11:15-11:30 | Bailey Axton | N | WPTF | 1 | Don't Know | Recordings-Music | S | WBT | 2 |
| 11:30-12:30 | National Farm & Home Hour | N | WPTF | 26 | No Answer to Preference | | | | |

San Fran Daily Pulls Sustainers Off KGO

SAN FRANCISCO, July 2.—Further split of newspaper and radio was evidenced this week when *The Chronicle*, morning daily, yanked sustaining programs off KGO. Paper had reciprocal agreement with NBC local outlet. Features which made exit were *Chronicle* Sunday comics, weekly Sports Headliner, art review, *Chronicle's* Feature Edition and Modern Living, home economics program.

At same time, *The Examiner* pulled its few remaining promotional programs off KYA, Hearst outlet, sheet paying full station rates for three programs weekly. Only news-radio tie-up left is *Call Bulletin* sustainers on KPO, which main event is Bob Anderson's Radio Reporter, twice daily news summary.

Chronicle and KGO combine was set five years ago, with understanding that daily would support station in news columns in exchange for broadcast facilities. When radio columns died, station and paper executives mutually agreed to terminate the bargain.

FDR Appoints Case FCC Minority Man

WASHINGTON, July 2.—Norman S. Case, formerly chief executive for Rhode Island, has been reappointed minority member of the Federal Communications Commission by President Roosevelt.

Portfolio hung in breathless balance while the White House ignored approaching expiration date of June 30. Reminded by the press at the weekly conferences, the President finally indicated that no word on the appointment would be issued until it was made. Political circles wondered why the nomination was not sent to the Senate when that body was in session, and the only conclusions were that Roosevelt intended to appoint a new man—or that the White

Record Ad Lib

PHILADELPHIA, July 2.—Vernon Crawford, WFIL gabber, was broadcasting the arrival of the Swedish royal family at Wilmington, Del., on the occasion of the Swedish Tercentenary celebration. At 11 a.m. he received the signal "You're on the air," but due to the rainstorm boat was delayed for 47 minutes.

So for that time Crawford kept up a rapid-fire repartee description of everything in sight until the Prince and his party arrived.

Classics—With Mustard

PHILADELPHIA, July 2.—Frankfurters and *Faust!* Hot dogs and Haydn!

That's the dish that's being cooked up for Philly lovers of the classics over WFIL this summer. Program is titled *Concert Melodies* and is being sponsored by the Burks Frankfurter Co. Spotted Saturday night just before the Robin Hood Dell airing and is designed to put the listener in the mood for the Dell concert.

House feared a Communications Commission nomination would lend impetus to the House hue-and-cry for a radio probe.

Second of those guesses seems to be best. Recent pieces by political commentators stress the Administration concern over John O'Connor's one-man campaign to get the Connery resolution thru the House in closing moments of the session.

NBC Pushes Bonus Links for Build-Up

NEW YORK, July 2.—Addition of WGAL, Lancaster, Pa., as NBC's 153d station and its sixth bonus station, marks further development of a new policy for the chain which, until about 10 months or so ago, had no bonus stations. With six of them in tow now, network is accenting this method of building stations until they can be sold to network time buyers. Bonus stations do not get paid for carrying network commercials. Object is to build their local audience and prestige by giving them chain programs.

In a number of cases the bonus station are owned, partly or fully, by other NBC stations, or have some sort of arrangement with another link.

Stations going cuff to clients are WJTN, Jamestown, N. Y., which has the same management as WORE, Pa. (not a bonus stop); KPFA, Helena, Mont.; KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.; WMMF, Plattsburg, N. Y., and WGAL.

CBS has had the bonus station policy for a long time.

DES MOINES, Ia., July 2.—The North-westerners, KRNT hillbilly act which recently won the Iowa string band contest, has been signed by Monogram Pictures for a Tom Ritter starrer. Ranny Daly, KRNT-KSO program director, will go to the Coast with the North-westerners July 15 and while there will pipe the Iowa network's Mutual *Tal! Corn Time* show from Los Angeles.

College OK's Radio, But Only if Lousy

LINCOLN, Neb., July 2.—A new wrinkle in football broadcasting came up this week when KFAB tried to sell the University of Nebraska Harry Johnson as pigskin story-teller next fall. For the past two years Reginald B. Martin, then station manager, did the trick.

Martin no longer here, a replacement is due, so Ed Cunniff, KFAB sales head, was telling how swell Johnson, the station's regular sports announcer, would be.

Athletic department came up with the following statement:

"What you might consider a swell football broadcast and what we'd like might be two different things. We don't want the broadcast to be too good. We want the listeners sufficiently discouraged by radio to come to the games in person and spend at the ticket window."

SUGAR'S DOMINO

(Continued from page 4)

organizations pay a little more attention to the locals that comprise their families. Local autonomy is a swell thing in unionism, but it can be carried too far, which happens when locals by their actions veto every constructive move

Hi Yo in Print

DETROIT, July 2.—Fran Striker, author of *The Lone Ranger*, is producing a book based on the *Ranger* series titled *Hi Yo, Silver!* In between the *Ranger* is appearing as a film serial—and was a tabloid stage presentation two or three seasons back. The new book will be published by Whitman Publishers, Racine, Wis.

To celebrate Striker is naming his farm near Buffalo Fiction Farm.

made by the leaders sitting way up on top of the hill far from the madding crowd.

Unions should not wait for employers to come to them with propositions. We think it would be kind of nice this time at least if the unions got together and made the employers propositions. It's worth trying, and there is everything to be gained and nothing to be lost—as those well know who have been unemployed these several years. Trouble is the labor leaders get their salaries every week and a man who doesn't feel hunger pangs and perhaps has never felt them finds it difficult to understand why a workingman with pride in his occupation is interested above everything else in working.

Sunday Weak in Day Listening In Raleigh; Stronger at Night

Tables presented herewith offer a clear picture of warm weather's effect on Sunday listening. Table to the left reports daytime listening; figures in the right-hand table show nighttime listening in Raleigh. Where Sunday night is the second strongest nighttime period, it is the last in daytime shows. Weakness of Sunday daytimes may be caused by available recreations in summer, or poorer programs in comparison to evening attractions, or a combination of both. That listeners make it a point to be near a loud-speaker Sunday nights, tho, is clearly proven.

It is also evident that Wednesday, at least during the period of the survey, is Raleigh's favorite radio day, this day reporting most listeners both day and night.

Tables show number of people listening, not listening, total and percentage.

| DAYTIME LISTENING | | | | | NIGHTTIME LISTENING | | | | |
|-------------------|-----------|---------------|-------|-------------------|---------------------|-----------|---------------|-------|-------------------|
| Day | Listening | Not Listening | Total | Pct. of Listening | Day | Listening | Not Listening | Total | Pct. of Listening |
| Wednesday | 62 | 87 | 149 | 41% | Wednesday | 72 | 78 | 150 | 48% |
| Monday | 54 | 94 | 148 | 37% | Sunday | 70 | 87 | 157 | 45% |
| Friday | 51 | 105 | 156 | 32% | Thursday | 64 | 85 | 149 | 43% |
| Tuesday | 50 | 100 | 150 | 33% | Tuesday | 50 | 101 | 151 | 33% |
| Thursday | 49 | 102 | 151 | 32% | Monday | 46 | 104 | 150 | 30% |
| Saturday | 45 | 112 | 157 | 28% | Friday | 34 | 113 | 147 | 23% |
| Sunday | 36 | 122 | 158 | 23% | Saturday | 27 | 133 | 160 | 17% |
| Total | 347 | 722 | 1,069 | | Total | 363 | 701 | 1,064 | |

60,000 Listeners Can't Be Wrong

**CHICK WEBB
AND HIS ORCHESTRA**
voted "Crown Prince of Swing"
in Martin Block's popular
"Make Believe Ballroom" 1938
Swing Contest.

Personal Management
GALE, INC.

Dance Direction
CONSOLIDATED RADIO ARTISTS

Theatre Direction
WILLIAM MORRIS AGENCY

The FCC Since McNinch; Some Gains, But Still Goal To Go

WASHINGTON, July 2.—Federal Communications Commission has settled into its usual summer lethargy, the custom of Washington, established during more leisurely years. In making an appraisal of the FCC under Chairman Frank R. McNinch it is impossible to apply any rigid rule to determine whether any great improvement has been made.

Last week Chairman McNinch, speaking before the Atlantic division of the American Radio Relay League, credited the recent Congressional vote against a probe as voicing confidence in the FCC and said that improvement in the FCC was going to be made this summer. The first needs an application of salt, for political commentators feel almost unanimously that the radio probe vote was on strict party lines—whether the Administration was going to be placed at the mercy of Republican investigators. As for "improvement," improvement and great changes have been indicated ever since McNinch took office last fall.

Since he has been chairman many hearings have come and gone, some important, most trivial or routine. Biggest stride was abolition of the directors of the various divisions (telephone, telegraph and broadcast), which ended three high-priced sinecures and at the same time marked the North Carolinian for much political courage, for each of the directors was supported in high administration places. Next big event was the probe into radio lawyer practices. Although it was ordered before McNinch took office, he took part in the punitive action which followed. Effect of this case was to set each of the commission's employees on his toes, and the usual care-free nonchalance was dropped for a strict interpretation of the regulations. Other hearings and orders have followed, but only after a campaign of publicity when "trouble-makers" like Commissioner Payne publicly voiced dissatisfaction with affairs.

Nothing unusual can be interpreted from this, however, for most Federal ac-

tion is taken only after publicity "smoke-outs" and when programs have been pushed. Super-power issue dawdled and dangled for months of agitation, and it was only after a "trouble-maker" set WLW down for hearing was the matter brought to anyone's attention. Same might apply to the contractual relationship first established under the Wilmington Consent Decree. Commissioner Craven pushed this, and if anyone is keeping a box score, credit should go to him.

Mistake by McNinch happened when he first took office. At that time the situation seemed very bad and appeared to call for sweeping changes or at least sweeping promises. Latter were made, and since then McNinch has found earlier press statements somewhat embarrassing, for every now and then one of these statements comes up for re-examination. One example is his first view on regulation of broadcasting rates; since that time he has changed his views, no longer regarding radio stations as strictly public utilities. However, much misunderstanding and over-expectation arose from the first press conference. It was simply a case of too much to be done in too little time.

BROADWAY BEAT

(Continued from page 5)

Jane Havoc, will be seen," etc., and ending up with, "She is, incidentally, a sister of Gypsy Rose Lee, who is now known to movie audiences as Jane Hovick." The lad must have the name Jane on his brain—if any. Gypsy Rose Lee's sister is calling herself June Havoc, and Gypsy Rose herself is, of course, using her own name, Louise Hovick. . . . The Telegraph ran a box Sunday (26) telling that the National Peace Conference had endorsed Blockade. "The Conference," said the box, "comprises 40 organizations with a total membership of \$20,000,000." Mr. Spelvin would like to start an organization with a membership of that sort.

Air Briefs

New York By JERRY FRANKEN

SQUIRE PAUL ACKERMAN, customary fact finder for this column, is taking his annual two-week siesta among the rosebushes and camelias. . . . Which marks the first time in more than two years this scribe has found a column for assorted and sundry data waiting to be filled with such choice tidbits as that Chase & Sanborn are looking for a new comedy star Edgar Bergen and the dummy remain. Strouds may scam. . . . E. P. H. (Jimmy) James left on vacation last week and goes Canada-wise. . . . Bill Bacher is in town. . . . Last Fred Allen program of the season last week was a sentimental gathering. Pete Van Steeden and his orchestra gave Fred and Portland a handsome silver tray with the names of the donors engraved on it. The dramatic cast gave Fred a bouquet and Portie a corsage. Minnie Plous, of the troupe, was ailing and couldn't make the last show, with Betty Garde, who left for Bermuda Friday, subbing. Charlie Cantor, also of the cast, left last week too, to be gone all summer in New Hampshire. He'll visit Ben Roche up thar.

One J. Randall breathlessly informs that "High Conrad forgot his real name and couldn't find his office in Time mag's new quarters." I'm afraid to tell you the rest of the

press release. . . . Jimmy Stirton back from Bermuda. . . . Talking about Al Simon, of WHN, which none was, there's a report about field glasses available in his office must be investigated. . . . Arch Obeler, author of Lights Out, post-cards from Holland, but darned if I can make out the post mark. . . . Lanny Grey, Vicente Gomez and Dorothy Dreslin all own renewals granted last week by NBC.

GOOD news—Bing Crosby show renewed. . . . Bob Carter, with horse-race results on WMCA and WNEW, is now doing seven and a half hours of broadcasting per day. In leisure time he beats all competitors at ping-pong. . . . Betty Williams, a candidate in The Billboard's Possibilities column, starts a singing series soon for WLTH, Brooklyn. . . . Jerry Mann is no longer under contract to CBS Artists. . . . One of the largest ad agencies is trying to build its programs without working thru agents. Latter are burning, and rightfully. . . . Ed Wynn show, proposed for Lucky Strike cigarettes, is in such a state that no one will even dare venture to say it will go on. . . . Mark Warnow becomes host after his premiere Blue Velvet CBS show July 6, tossing a party at the Piccadilly Roof.

Chicago By SAM HONIGBERG

DEAR BOSS: I'm supposed to be a guest columnist this week and guest columnists don't have to follow a pattern, do they? And besides, the weather is too warm to find many radio execs in to tell you whether conditions will improve in the fall or if Hollywood's radio activities will settle back in Chicago. They are out tramping golf courses, most of them, and the few that are in are "too busy to see anyone this afternoon." Suppose I clean my desk out and see what I can find. It's as good a time as any, isn't it? And besides, it will save me a job before my own departure. . . . Here's a letter from a guy in Indianapolis with a crush on a band vocalist. Says he: "Her name is — and she has everything. A very beautiful blonde and what a figure she has. She just had a photo taken and she photographs like a million dollars, and I am going to have some reproductions made." Should we sic our advertising man on him? . . . Glad I kept that note from Gale Page (now on Warner's pay roll), written while still a local radio actress and hotel-room songstress. Sounds very complimentary.

That was an old cocktail party invitation that just landed in the wastebasket. Don't go to them any more, after walking out from one recently with a new cousin. It's a fact. . . . A note under a barrage of

pencils reads that Clark Dennis, tenor, will play theaters while the Fibber McGee Co. is vacationing. Didn't know we still had vaude. . . . A yellowed memo to check with hotel-room ops on return of wires into their spots. We know a few vocalists who don't like that idea. Okeh to look at, but when they exercise their pipes in public, watch out! . . . Hasn't that idea for a dope yarn on gosh-awful box-office grosses in Loop houses been used yet? If audiences continue to stay away in droves, by the way, how will the radio mimes sell their movie-star impersonations? Listeners-in won't know one from the other.

Think I'll keep those notes on radio performers in night clubs. Quite a number of them have been making the local spots, professionally. Floor set-up really is about the same, only in this case the audience has a habit of talking back. Which brings to mind the hot spot on South State street that not only encourages the customers to heckle the acts but also to get drunk "with perfect safety." Imbibers are invited to leave their home or hotel addresses when entering the club and are promised a safe and sound journey home "at no additional charge." . . . Ah, here's that dentist bill again. But that's another story.

COCKLE ON

(Continued from page 5)

transmitter, altho Baird hopes to have one of its own. Quality of reception is excellent, Cockle declares. Even on a day with bad weather, when the Derby was run at Epsom Downs and televised, reception was excellent, with the cameras several hundred yards distant from the track.

An element of tremendous importance between the two nations is the difference in size. The BBC television transmitter in London can service within its 75-mile radius one-quarter of Great Britain's compactly gathered population. A similar transmitter in New York City would probably serve no more than one-twentieth of the nation's inhabitants.

No Sponsoritis

British television will never need—or ever have—commercial sponsorship from advertisers. That is a government regulation. When the average Briton gets home at night, Cockle says, he wants rest, to take it easy and to get away from anything that smacks of commercialism. That goes for Cockle, too. Control and financial support will come from the government. The British radio tax is now 10 shillings per year; with television it will probably go to 12 shillings sixpence, about \$3.50 the year, this

tax to be paid by set owners. Part of the income goes to the Post Office Department, which has supervision of radio in England. Part goes directly to the BBC. The Post Office Department, incidentally, services radio sets. A report to the department brings a service man to take out the squeal in a few hours.

American engineers have stated that to sell sets to the public now would be to victimize the purchasers, since the sets will be obsolete within a few months or in a year or so. Cockle believes the sets now sold in his country will not be obsolete for at least two years, if then. The transmitter, on the other hand, may be completely revised within much less time. Many firms sell tele receivers in England, including Baird, Marconi, General Electric and His Master's Voice (RCA). The sets are serviced by the manufacturer, and prices range from about \$150 to \$500. Screen sizes are seven by nine inches and 11 by 14 inches, but reception has been perfected also. Cockle states, for screens almost as large as film theater screens. These are the type used in the pic plants.

Cockle admitted there are other reasons which may account for England's advance over us in tele, but they are reasons he has only heard as rumors, and he wouldn't talk.

World's Worst Titled Program Has Kids Writing Song Lyrics

"Snooks Studio Starlets"

Reviewed Saturday, 10:30-11 a.m. CST. Style—Novelty. Sponsor—Aren Beverage Co. Station—WISN (Milwaukee).

Novelty program with plenty of humor offering an opportunity to youngsters under 16 to go on the air as announcers. Sunday and Monday newspapers carry a list of 10 popular songs for which entrants are required to write introductions. Introductions must then be mailed to WISN, accompanied by an application blank from an Aren dealer, and a label from "Snooks," firm's new beverage. Winning applicants are notified when to appear and present their introductions.

A voting contest is also conducted in connection with the starlets' radio performances, with various merchandise awards to be made to those receiving the most votes. Finalists will compete September 10, with a bicycle as the grand prize for the winning announcer.

Some of the kids pack a punch with their announcements, which are often unconsciously funny. Program runs along in good style. Neil Searles announces. T. N. B.

"Your Radio Reporter"

Reviewed Wednesday, 7-7:15 p.m. Style—Radio fan comment. Station—WHN (New York).

Just a fair fan program, with Ed East answering questions and talking about radio personalities and radio topics. Opened reading questions submitted and answering same. Later went on to a "Lost and Found" department, in which familiar radio names who were once active are traced, such as Pickens Sisters, Arthur Tracy, Ed Wynn, etc. Not confining himself to personalities, East touched on such topics as popularity of swing music in public schools, NBC's hook-up for the Schmelling fight, etc. These last items, to this reviewer, seemed to weaken the script.

Giveaway offer is 20 tickets to Loew neighborhood theaters awarded to 20 best questions submitted.

On the air thrice weekly. P. A.

"Your Scrapbook"

Reviewed Monday 10:30-10:45 a.m., CST. Style—Poetry readings. Sustaining over KWOS (Jefferson City, Mo.).

Romantic women are practically gushing over Bill Cook's 15-minute daily chore. Program features something new locally, a sort of poetry swap-shop. Listeners contribute poems, not necessarily original, with requests for other poems. Original verse is featured whenever possible, and some of the offerings are surprising, altho there's the usual quota of poetical hash, some of it very, very sour.

Men won't go for Cook's program, not because of its delivery, but because of its selection. It's not too mushy, if you like poetry, but it's too sweet for masculine consumption. Ladies hail it, however, and its weekly gather of fan mail exceeds that of nearly any other local program. Idea is to obtain material for a *Scrapbook of Poetry*, issued upon request to listeners and containing the most popular of the original selections as well as old favorites.

Cook contributes some of his own verse, which is commendable enough, on each program. He has many requests to read Tennyson, Burns, Kipling and Shelley among the older works, Sara Teasdale, Helen Welshmer, John Keith and others among the new. Edna St. Vincent Millay, Rousseau, Whitman, Tony Wons, Walt Mason and others are requested occasionally.

Cook's voice is good against the musical background, altho too hepped with

feeling for the majority of male dial-twisters. The musical background, transcribed, is strictly that. It's not at all a flat offering—but again—if you like poetry! A. B. J.

Adrian O'Brien

Reviewed Wednesday, 7:45-8 p.m. Style—Singing. Sponsor—Community Opticians Brooklyn Corp. Station—WHN (New York).

This is a short and sweet program, and is indicative of what can be done for a small financial outlay. Adrian O'Brien, vocalist, is the only performer—and he can hold an audience easily. Sang three numbers, *My Heart Is Taking Lessons*, *Jeannine* and *There's a Tear in Your Eye*, and in each delivered beautifully. Voice is a smooth and buoyant tenor. Arrangements are conservative, keeping the melody intact. For a vocalist who has the stuff, that is the wisest method.

O'Brien is heard Monday thru Friday, and should grab plenty of listeners for Community Opticians. Lewis Charles gives the commercials in clean-cut fashion. P. A.

Rudy Vallee

Reviewed Tuesday, 12-12:30 a.m. Style—Dance music. Sustaining on WJZ, New York.

Vallee, always the showman, is introducing a new note in his late dance broadcasts during his current engagement at the Astor Roof. Wrinkle has the half-hour dance music program punctuated by five-to-10-minute interviews with prominent musical personalities, including band leaders, songwriters, professional managers and song pluggers. Vallee's expressed belief that the popularity of swing has brought about a public interest in the people responsible for its creation and dispensing is the reason behind the new departure from a straight 30-minute dance program.

Phil Kornheiser was the guest slated for the broadcast caught, but was unable to appear, Larry Clinton coming down from his Glen Island Casino spot to fill the breach. Daddy of the *Dipsy Doodle* handed out some advice to aspiring songwriters—including the casually tossed-off suggestion that the best way to get there is to start a band, a suggestion that must have caused plenty of teeth-gnashing among any listening tyros who haven't got enough to eat, let alone form an ork—and gave some vague description of his past history and his present mode of work. Eight-minute interview was about as revealing as interviews of this type usually are.

Musical part of the broadcast was a lot more satisfying, with the Vallee crew doing a nice job on *Music, Maestro, Please* and a "June bride medley." Carol Gould, fem vocalist, did two choruses of *My Heart Is Taking Lessons*, and accomplished the extraordinary feat of making each succeeding eight-bar phrase sound exactly like the one before with-

out the slightest deviation, producing a grating effect not unlike that caused by a broken record. D. R.

Potpourri

Reviewed Tuesday, 9:30-10 p.m. Style—Musical. Sustaining on WHO (NBC Red) Des Moines.

Nature of this new sustainer directed by Harold Fair, WHO program director, is indicated by the title. Entirely musical, the mood changes from one school of composition to another. Selections by modern writers featured; also popular melodies of a few years ago, light classics, classics and operatic numbers.

Probably the very nature of the program is responsible for the feeling of indecision in getting the "feel" of the show. It moves too slowly and just doesn't give one a "lift" at any time.

Studio orchestra of 15 pieces is used, conducted by Don Hovey. Orchestra numbers seem a little thin in spots. It's just an orchestra, without any personality. Kay Neal, song stylist, does a good job on such numbers as *Says My Heart* but lacks appeal. The Songfellows, outstanding quartet, never miss and do everything that can be done for this program. "Three Little Girls Who Love To Sing" are just another three-gal trio.

This program proves that continuity is needed in musical shows. Aside from the Songfellows and possibly Miss Neal, the program doesn't offer any talent and lacks color and form. R. W. M.

"Men Against Death"

Reviewed Thursday, 8-8:30 p.m. Style—Dramatic. Sustaining on WABC (CBS Network).

Paul de Kruif asked for no royalties from the Federal Theater Radio Division or the Columbia Broadcasting System for dramatizations of his books about scientific discoveries. If subsequent presentations in this series live up to the standard of the first installment series will be a honey.

Half hour is a universal attraction. In all fairness to those who had a hand in its making, let it be said that they knew a good thing when they took hold of it. They have been honest to de Kruif, fair to the public and generous with the original text, allowing it to speak for itself most of the time. That in no small way accounts for the stimulating quality of the production. It can't help but accomplish what de Kruif wants it to—reach millions who can't afford to buy a \$3 book but "who when they learn the power of science will finally act to make science come into its own and change the life of mankind—and more." If audiences went out and bought or borrowed a de Kruif book following their adventures with Anthony Leeuwenhoek this reviewer wouldn't be at all surprised.

Upon completion of *Microbe Hunters* series will present, in this order, *Hunger Fighters*, *Men Against Death*, *Why Keep Them Alive?* and *The Fight for Life*. Credits go to the performers, who warmed up to their parts right from the start; George Zachary, director; Leo Fontaine, script writer, and Bernard Herrmann, composer-conductor of the musical interludes and background. S. W.

Current Program Comment

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

Frank Groves has been heard on KCKN, Kansas City, Kan., in *Yours Truly*, Mr. Dooley many times before, but he now appears to better advantage since he returned from WOW, Omaha. New program, aired this week for the first time, finds Groves entertaining and personable, answering questions sent him by listeners. Queries range from bird lore to the heights of skyscrapers, but "Mr. Dooley" always has an answer along with the authority behind it.

Groves is heard three times weekly. Strength of his offering lies in his own distinctive personality at the mike. As it stands now "Mr Dooley" is ripe for sponsorship. Ralph Nelson announces.

The Ripley show on Tuesday evenings for General Foods' Huskies manages to keep to a high entertainment standard. Ripley's oddities are always entrancing, whether dramatized or in person. In person candidates on the show caught

were a youngster who saved a tonsillectomy unwittingly by sticking a firecracker in his month, where it exploded, and two survivors of a set of sextuplets born in Chicago some 70 years ago. Credit should by all means also go to B. A. Rolfe for his orchestral work. But phooey on the commercials.

NBC has a sustainer that is potentially much better than it actually is in a 15-minute session with Milt Herth, his electric organ and instrumental trio; Aldo (Ricci) and his violin and the Keymen Quartet. Herth is probably one of the best organists in radio today, especially on the electric machine, but injures his own program by dominating the supporting instrumentalists. Quartet does nice work, and Aldo, playing a sweet violin in contrast to the swing work of the others, adds a fine touch.

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Chesterfield

CBS Network
Fridays, 8:30-9 P.M. EDST
Beginning July 13
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Featuring
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4 MODERNAIRES
Guest Stars
ART SHAW QUARTETTE

Sunday, July 10
3-4:30 P.M. EDST
CBS Network

PAUL WHITEMAN
GUEST CONDUCTOR
with
HOWARD BARLOW'S
CBS SYMPHONY ORCHESTRA
on
GERSHWIN ANNIVERSARY BROADCAST
Featuring
JANE FROMAN
MAXINE SULLIVAN
ROY BARGY
WALTER CROSS
LYN MURRAY CHORUS

Monday, July 11
LEWISOHN STADIUM
New York, N. Y.
at 8:30 P.M. EDST

PAUL WHITEMAN
GUEST CONDUCTOR
with
PHILHARMONIC SYMPHONY ORCHESTRA
on
GERSHWIN MEMORIAL CONCERT
Featuring
MAXINE SULLIVAN
ROY BARGY
FOUR MODERNAIRES
LYN MURRAY CHORUS

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BARCLAY 7-5371.

ORCHESTRA ROUTES

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

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

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

A
 Abbott, Dick: (Essex) Boston, h.
 Adcock, Jack: (Manos Inn) Manoa, Pa., nc.
 Agnew, Charlie: (Bill Green's Casino) Pittsburgh, nc.
 Alberto, Don: (El Chico) NYC, nc.
 Albright, Clayton: (Igo's) Albany, N. Y., re.
 Alexander, Joe: (To-Jo-Farms) Detroit, nc.
 Allen, Dick: (ENB Club) Akron, nc.
 Anderson, Kenny: (Varsity Inn) Athens, O.
 Apollon, Al: (Dunes Club) Virginia Beach, Va., nc.
 Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
 Awtwater, Fred: (Flamingo Club) Orlando, Fla., nc.

B
 Barbo, Bill: (Roosevelt) New Orleans, h.
 Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
 Barron, Blue: (Edison) NYC, h.
 Basie, Count: (Famous Door) NYC, nc.
 Bestor, Don: (Roosevelt) New Orleans, h.
 Bevy, Dan: (Clearview) Clearview, L. I., N. Y., h.
 Biagini, Henry: (Westview Park) Pittsburgh, b.
 Blaine, Jerry: (Colony Surf Club) West End, N. J., cc.
 Blake, Lou: (Commodore Perry) Toledo, O., h.
 Bonick, Louis: (Mayfair) Boston, nc.
 Boyce, Rym: (International Casino) NYC, nc.
 Breese, Lou: (Chez Paree) Chi, nc.
 Burnside, Dave: (Ocean Forest) Myrtle Beach, S. C., h.
 Busse, Henry: (New Yorker) NYC, h.

C
 Candullo, Harry: (Enna Jettick) Auburn, N. Y., p.
 Carle, Frankie: (Seven Gables) Milford, Conn., ro.
 Carlyn, Tommy: (Peyton's) Steubenville, O., nc.
 Childs, Reggie: (Colonial Terrace Gardens) Lake Manitou, Ind., h.
 Cincione, Henry: (Arabian Gardens) Columbus, O., nc.
 Clancy, Lcu: (Henry Grady) Atlanta, h.
 Clark, Lowry: (Eden) Chi, b.
 Clinton, Larry: (Glen Island Casino) Glen Island, N. Y., ro.
 Cornelius, Paul: (Lakeside Park) Bonner Springs, Kan., b.
 Coquettes, The: (Edgewood Club) Albany, N. Y., nc.
 Costello, Charles: (Commodore) Detroit, nc.
 Craig, Carvel: (Old Mill Club) Salt Lake City, nc.
 Crocker, Mel: (Kenny-Mara) Bridgeport, O., nc.
 Crosby, Bob: (Blackhawk) Chi, h.

D
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 Davis, Jack, & Four Octaves: (Whitcomb) St. Joseph, Mich., h.
 Daw, Freddie: (Coral Gables) Coral Gables, Fla., cc.
 Daziel, Jack: (Caberama Club) Lake City, S. C., nc.
 De Carlos, Joe: (Happy's Cabaret) Glendale, L. I., cb.
 Dictators, The: (Skyrocket) Chi, ro.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 Denny, Jack: (Bon Air) Chi, cc.
 Diamond, Lew: (New Eden) La Grange, Ill., b.
 Donahue, Al: (Rainbow Room) NYC, nc.
 Dorsey, Tommy: (Palomar) Los Angeles, b.
 Dorsey, Jimmy: (Hamid's Million-Dollar Pier) Atlantic City, b.
 Duerr, Dolph: (Green Derby) Cleveland, nc.
 Duke, Jules: (Bismarck) Chi, h.
 Dukes, The, & The Duchess: (Bon Air) Chi, cc.

E
 Engel, Freddy: (University Club) Albany, N. Y., nc.
 Erante, Chapple: (Cavaller) NYC, nc.
F
 Farber, Bert: (Netherland Plaza) Cincinnati, h.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Fielding, Alan: (Hollywood) West End, N. J., h.
 Fisher, Buddy: (Blue Moon Club) Tulsa, Okla., nc.
 Fisher, Freddy: (Paradise) NYC, nc.
 Folman, Joe: (Chelsea) Atlantic City, h.
 Fulcher, Charles: (Greystone) Carolina Beach, N. C., h.
 Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.

G
 Gallo, Phil: (Moorehead) Pittsburgh, h.
 Garber, Jan: (St. Francis) San Francisco, h.
 Gendron, Henri: (Colosimo's) Chi, nc.
 Goodloe, Ellis: (Terrace) Chattanooga, Tenn., b.
 Grayson, Bob: (Lincoln Terrace) Pittsburgh, Pa.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Grier, Jimmy: (Rice) Houston, Tex., h.

H
 Halstead, Henry: (Idora) Youngstown, O., June 18-July 8, p.
 Hamp, Johnny: (President) Atlantic City, h.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Hawkins, Erskine: (Savoy) NYC, b.
 Hawkins, Jess: (Texas) Ft. Worth, Tex., h.

Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.
 Heldt, Horace: (Biltmore) NYC, h.
 Henderson, Horace: (Savoy) Chi, h.
 Herman, Woody: (Hunt's Ocean Pier) Wildwood, N. J., b.
 Hicks, Earl: (Bluebird) Shawnee, Okla., b.
 Hills, Worthy: (Rapps) New Haven, ro.
 Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
 Hollander, Will: (Lincoln) NYC, h.
 Horton Girls: (Clermont Inn) Clermont, N. Y.
 Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.

Kassel, Art: (Steel Pier) Atlantic City, b.
 Kay, Herbie: (Sylvan Beach) Sylvan Beach, Tex., b.
 Kaye, Buddy: (Pleasant View) Clark Lake, Mich., h.
 Kemp, Hal: (Astor) NYC, h.
 King, Teddy: (Oak Rose Casino) Milford, Conn., nc.
 King, Hal: (Tri-Lakes) Tri-Lakes, Ind., b.
 King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.
 Kirkham, Don: (Blakeland Inn) Denver, nc.
 Kristal, Cecil: (Buena Vista) Biloxi, Miss., h.

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

Hudson, Dean: (Totem Pole) Auburndale, Mass., b.
 Humber, Wilson: (Cricket Club) Shreveport, La., nc.

J
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
 Jay, Johnny: (Palace) Corpus Christi, Tex., June 11-July 23, t.
 Jelesnik, Eugene: (Utah) Salt Lake City, h.
 Jurgens, Dick: (Catalina) Catalina Island, Calif., b.

K
 Kara, Peter: (Green Gables) Drums, Pa., nc.

Kurtze, Jack: (Cavaller Inn) La Crosse, Wis., nc.

L
 Lazaro, Leo: (Tutwiler) Birmingham, Ala., h.
 LeBaron, Eddie: (Rainbow Room) NYC, nc.
 LeCroy, Trent: (Maytag Club) Columbus, Ga., nc.
 Lee, Garrett: (Spanish Tavern) Asbury Park, c.
 Light, Enoch: (Taft) NYC, h.
 Livingston, Jerry: (Gateway Casino) Sommers Point, N. J., nc.
 Livingston, Jimmy: (Murray's) Tuckahoe, N. Y., ro.

Songs With Most Radio Plugs

'Angel' Jumps From 10th to 3d as Songs Crowd Top List

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, June 30. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

| Position Last Wk. | Title | Publisher | Plugs | |
|-------------------|--|--------------------|-------|------|
| | | | Net | Ind. |
| 2 | 1. Says My Heart (F) | Paramount | 33 | 33 |
| 3 | 2. Music, Maestro, Please | Berlin | 29 | 29 |
| 10 | 3. I Married an Angel (M) | Robbins | 28 | 13 |
| 4 | 4. I Let a Song Go Out of My Heart | Mills | 25 | 23 |
| 6 | 5. If It Rains Who Cares? | Morris | 24 | 17 |
| 3 | 6. You Leave Me Breathless (F) | Famous | 22 | 18 |
| 6 | 7. There's Honey on the Moon Tonight | Miller | 22 | 14 |
| 7 | 8. Day Dreaming (F) | Remick | 22 | 13 |
| 9 | 9. Why'd Ya Make Me Fall in Love? | Feist | 22 | 12 |
| 1 | 6. This Time It's Real | Spler | 22 | 7 |
| 14 | 6. Oh, Ma, Ma | Shapiro, Bernstein | 22 | 7 |
| 13 | 7. Flat Foot Floogie | Green Bros. | 21 | 14 |
| 15 | 7. So Lovely | Crawford | 21 | 14 |
| 5 | 7. My Margarita | Feist | 21 | 5 |
| 8 | 8. Cry, Baby, Cry | Shapiro, Bernstein | 19 | 13 |
| 7 | 9. I Hadn't Anyone Till You | ABC | 18 | 18 |
| 8 | 10. Let Me Whisper | Chappell | 17 | 14 |
| 14 | 10. You Couldn't Be Cuter (F) | Chappell | 17 | 10 |
| 9 | 11. Saving Myself for You | Harms | 16 | 6 |
| 15 | 11. Cathedral in the Pines | Berlin | 16 | 6 |
| 16 | 11. Havin' Myself a Time (F) | Paramount | 16 | 6 |
| 11 | 12. Don't Be That Way | Robbins | 15 | 17 |
| 8 | 12. Lovelight in the Starlight (F) | Paramount | 15 | 12 |
| 6 | 12. Beside a Moonlit Stream (F) | Famous | 15 | 2 |
| 14 | 13. It's the Little Things That Count | Marks | 14 | 18 |
| 11 | 13. Little Lady Make Believe | Olman | 14 | 12 |
| 8 | 13. Garden in Granada | Southern | 14 | 11 |
| 13 | 14. It's the Dreamer in Me | Feist | 13 | 13 |
| 16 | 14. So Little Time | Shapiro, Bernstein | 13 | 12 |
| 11 | 14. When They Played the Polka | Robbins | 13 | 8 |
| 9 | 14. In a Little Dutch Kindergarten | Fox | 13 | 5 |
| 11 | 14. I'll Dream Tonight (F) | Witmark | 13 | 1 |
| 15 | 15. When Mother Nature Sings Her Lullaby | Santly-Joy | 12 | 13 |
| 15 | 15. I Got a Guy | Fisher | 12 | 11 |
| 11 | 15. I'm Gonna Lock My Heart | Shapiro, Bernstein | 12 | 7 |
| 13 | 15. Spring Is Here (M) | Robbins | 12 | 6 |
| 13 | 15. Where in the World? (F) | Feist | 12 | 5 |
| 13 | 15. Naturally | Lincoln | 12 | 0 |
| 14 | 16. Girl in the Bonnet of Blue | Crawford | 11 | 12 |
| 15 | 16. Something Tells Me (F) | Witmark | 11 | 10 |
| 11 | 16. Let's Break the Good News | Davis | 11 | 7 |
| 12 | 16. At a Perfume Counter (M) | Donaldson | 11 | 9 |
| 12 | 16. There's a Far Away Look in Your Eye | Tenney | 11 | 9 |
| 14 | 16. Stop and Reconsider | Lincoln | 11 | 4 |
| 9 | 16. Toytown Jamboree | Red Star | 11 | 10 |
| 9 | 17. Lost and Found | Santly-Joy | 10 | 13 |
| 12 | 17. At Your Beck and Call | ABC | 10 | 10 |
| 14 | 17. Bewildered | Miller | 10 | 12 |
| 14 | 17. Moonlight in Walkiki | Harms | 10 | 11 |
| 14 | 17. You Go to My Head | Remick | 10 | 4 |
| 16 | 17. Love Walked In (F) | Chappell | 10 | 3 |

Lombardo, Guy: (Waldorf-Astoria) NYC, h.
 Lopez, Vincent: (Casa Manana) NYC, nc.
 Lyman, Abe: (Westwood Gardens) Pittsburgh, ro.

M
 McDonald, Billy: (Natatorium Park) Spokane, Wash., b.
 Madriguera, Enric: (Riviera) NYC, nc.
 Malone, Don: (Turk's Club) Shelby, Mont., nc.
 Mariani, Hugo: (West End Casino) Long Branch, N. J., nc.
 Marlowe, Ben: (Adirondack Inn) Sacandaga Park, N. Y., p.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Marshall, Duane: (Essex) Boston, h.
 Masters, Frankie: (College Inn) Chi, h.
 Maitland, Johnny: (Muehlebach) Kansas City, Mo., h.
 Messner, Johnny: (McAlpin) NYC, h.
 Miller, Glenn: (Reid's Casino) Asbury Park, N. J., nc.
 Mills, Dick: (El Tivoli) Dallas, Tex., nc.
 Molina, Carlos: (Villa Moderne) Chi, ro.
 Moore, Carl Deacon: (Lake Breeze Pier) Buckeye Lake, O., b.
 Moore, Eddie: (Willard Straight Hall) Ithaca, N. Y.
 Morgan, Russ: (Palsades) Palsade, N. J., p.
 Moyer, Ken: (400 Club) Wichita, Kan., nc.
 Munro, Hal: (Medina Club) Chi, nc.

N
 Napoleon, Phil: (Paradise) NYC, nc.

O
 Olman, Val: (Turf Athletic Club) Galveston, Tex., nc.

P
 Pablo, Don: (Reid's Casino) Niles, Mich., nc.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Pancho: (Palmer House) Chi, h.
 Paul, Eddie: (Elberta Beach) Vermillion, O., b.
 Pedro, Don: (Graemere) Chi, h.
 Pendarvis, Paul: (Ritz-Carlton) Boston, h.
 Peterson, Dee: (Riley's) Saratoga, N. Y., ro.
 Prima, Leon: (El Rancho) Chester, Pa., ro.

R
 Rainey, Dud: (The Crest) Pittsburgh, nc.
 Ramona: (Adolphus) Dallas, Tex., h.
 Reisman, Leo: (Cocoanut Grove) Los Angeles, nc.
 Reyes, Chica: (Continental) Detroit, nc.
 Ronald, Ronnie: (Roger Smith) Holyoke, Mass., h.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
 Rust, Ray: (Terrance Beach) Sandusky, O., b.
 Ryks, Chet: (Mayflower) Akron, O., h.

S
 Sanders, Ray: (Magnolia Gardens) Charleston, S. C., nc.
 Schrader, Danny: (Lookout Mt.) Chattanooga, Tenn., h.
 Scoggin, Chic: (Paxton) Omaha, h.
 Sears, Walt: (Ft. Ligonier) Ligonier, Pa., h.
 Shanks, Chuck: (Secor) Toledo, h.
 Sherry, Bert: (Melody Club) Washington, D. C., nc.
 Stegrist, Bob: (Ocean Beach Pier) Clark Lake, Mich., p.
 Silver, Buddy: (Roman Gardens) Potsdam, N. Y., nc.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Smith, Stuff: (Onyx Club) NYC, nc.
 Snyder, Billy: (Lookout House) Covington, Ky., nc.
 Solari, Phil: (Dunes Club) Narragansett, R. I., cc.
 Southern Gentlemen Orch.: (Mayfair Club) Tulsa, Okla., nc.
 Southland Rhythm Girls: (Enduro) Brooklyn, re.
 Stable, Dick: (Kennywood Park) Pittsburgh, b.
 Stanley, Red: (Hickory House) NYC, nc.
 Steel, Leonard: (Ft. Shelby) Detroit, h.
 Subel, Allen: (Loon Lake House) Loon Lake, N. Y., h.
 Swanson, Billy: (Cataract House) Niagara Falls, N. Y., h.

T
 Tatro, Bill: (Bridgway) Springfield, Mass., h.
 Thompson, Lang: (Terrace Beach) Virginia Beach, Va., nc.
 Tolbert, Skeets: (Cafe Afrique) NYC, nc.
 Travers, Vincent: (500 Club) Atlantic City, nc.
 Trombar, Frank: (Biltmore) Los Angeles, h.
 Tucker, Orrin: (Edgewater Beach) Chi, h.

V
 Van Arsdale, George: (Cavern Castle) Chattanooga, Tenn., b.

W
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Walder, Herman: (Spinning Wheel) Kansas City, nc.
 Wardlaw, Jack: (King & Prince) St. Simons Island, Ga., nc.
 Waldman, Herman: (Olmos Club) Houston, Tex., nc.
 Watkins, Sammy: (Hollenden) Cleveland, h.
 Welk, Lawrence: (Walled Lake) Detroit, b.
 Widmer, Bus: (Mile-Away) Grand Junction, Colo., b.
 Williams, Sandy: (International Casino) NYC, nc.

Detroit Buys Park Bands
 DETROIT, July 2.—Local city council appropriated \$12,775 this week for a city-operated series of band and orchestra concerts in city parks during the summer. Scale is same as set last year by the Detroit Federation of Musicians, an ork of 35 at \$35 per week and \$52.50 for leader. Season runs 10 weeks, with six concerts per week. H. W. Busch, commissioner of parks and boulevards, books the bands.

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Beg Pardon, Jimmy, as We Right a Wrong

NEW YORK, July 2.—Due to a correspondent's oversight in forgetting to place a "1" in front of his "800" figure, a news story in the June 11 issue of *The Billboard* erroneously credited Artie Shaw with having doubled Jimmy Dorsey's draw at Hampton Beach Casino, Hampton Beach, N. H.

John J. Dineen, secretary of Hampton Casino Associates, Inc., operating the ballroom, advises that Dorsey drew 1,800 admissions for his solo stand, whereas Shaw's ticket sale was less than 1,700. In addition, there was a higher admission charge for Dorsey.

In his letter to *The Billboard*, Dineen explains, "While it is not our intention to harm Mr. Shaw, I take a great deal of pleasure in saying that during our 12 years of successfully conducting the Hampton Casino Ballroom we have never been better pleased with a band than we were with Jimmy Dorsey, whom we considered to be an exceptional hard-working musician. I would like also to add that he made a fine appearance and all the people at the Casino were amazed and immeasurably pleased with his fine unassuming personality.

"Starting with Rudy Vallee at his peak, who drew over 6,000 at \$1.50 admission per person, we have had, as you probably know, the best bands obtainable while at the height of their popularity, including Whiteman, Olsen, Casa Loma, Ted Lewis, Fields, etc. I can truthfully say that Jimmy Dorsey received more spontaneous and thunderous applause than any other band which has played at our dance hall. So much enthusiasm was displayed over Dorsey's Band that my associates and I would rather have him back for a repeat date during our regular season than any of the current big-name bands.

"This is the first letter of this kind I have ever written to *The Billboard*, which I am aware is the acknowledged leader in this field, and I am hoping this letter may set the facts straight to your readers."

Spirit of Joe Louis Helps Webb Weave 20G at Theater

DETROIT, July 2.—Jubilant of the town's huge colored population over the Joe Louis victory has put them in a spending mood, giving Chick Webb the best backing any band has had at the Fox Theater during the past three months.

With general business conditions in the Motor City poor, Webb's week ending yesterday brought in \$20,000. Figure is considered average in normal times but plenty good now. Upped matinee attendance, predominantly colored, perked the box office to that figure.

Deferred Commish Taboo

NEW YORK, July 2.—Outlawing of bookers' deferred commissions, sponsored by 802's Jack Rosenberg at the recent AFM convention, was passed by the federation's executive board and becomes a reality September 15. Ruling prohibits the current practice of bookers to defer per cents due them from bands playing at scale until the bands get an over-scale call. Under the new law the booker must collect his 10 per cent at the time of the engagement, and if job only pays scale he foregoes the commission.

Love, Honor—Oh, Heck!

LINCOLN, Neb., July 2.—An ill-advised \$10 bet kept Muzzy Marcellino from marrying the girl of his dreams here in Nebraska, altho she had driven all the way from Los Angeles for the ceremony. Marcellino, singer with Ted Fio-Rito, had a bet with Joe Weaver, manager of the band, that he'd be the first to marry. So, after he announced triumphantly to Weaver that it was about time to pay off, Weaver took to the telephone and warned the Justice of Peace with whom arrangements had been made that the girl, Pat Carter, was under age. J. P. put thumbs down and Marcellino had to wait until the band got into Iowa to pull the splicing.



PEGGY KAIN, Dallas beauty, and Willard Alexander, Music Corp. of America exec, joined the merry makers at Henry Busse's New Yorker Hotel opening before being joined in matrimonial bonds July 1.

Hutton's 16C Sock In K. C. Week-End; 1,900 at 25c Terp

KANSAS CITY, Mo., July 2.—Drawing surprisingly well last week-end at Richard Wheeler's open-air Fairyland Park Ballroom, Ina Ray Hutton rang the bell with \$700 and \$900 on Saturday and Sunday nights, respectively. In her first appearance here since Christmas week at the Mainstreet Theater. Weather was rainy and cool, Moppets howled at the terrific six-way brass section featured by the blond leader, and the band surprised even the hep cats with its socko style. Wheeler was well satisfied with the take. Louis Kuhn and Isham Jones play here this week.

Opener of the "College Swing" series in main arena of Municipal Auditorium, sponsored for the first time Friday night by Harry Duncan, former Fairyland general manager, attracted 1,900 dancers at 25 cents a head. Altho the \$475 gate was not as good as expected, Duncan believes he set the stage for regular Friday night dances in the big air-conditioned hall. Louis Kuhn opened and Red Blackburn comes next. Short vaude revue during intermission also a feature.

Clayton Harbur is drawing well at Wildwood Lakes, east of the city, and Paul Cornelius is set at Lakeside Park near Bonner Springs, a few miles west of Kaycee. Chick Webb due for a solo stand under auspices of Local No. 627, AFM. Prexy William H. Shaw will set date late this month at Paseo Hall.

Kenneway Sets Fast Pace as a Starter

CHICAGO, July 2.—Charles Richter and George Hillman, in reviving Kenneway Corp., got their new band-booking agency off to a fast start in signing and spotting orks on location. Jackie Heller comes under their managerial wings this week, opening Thursday (7) at the Claridge Hotel, Memphis, Tenn. Horace Henderson, colored combo, carrying on indef at the local Savoy Ballroom, has also signed with the office, as did Stan Norris, who recently left the Consolidated Radio Artists fold.

Policy of Kenneway, according to Richter, will be a watchful eye for the up-and-coming combos that need builder-uppers to crack the name-band category.

Douglas Hits New Low With \$400 for Canadian Trianon

REGINA, Sask., July 2.—Making their third one-night stand at the Trianon Ballroom here in less than a year, Tommy Douglas, colored combo from Kansas City, hit a new attendance low last Friday. About 500 dancers were on the floor, tickets selling at 75 cents for men and 50 cents for fems. Take was under \$400. Blame is placed on warm weather and high school exam. Band was handled in Saskatchewan by Canadian Orchestra Service, Estevan, Sask.

Ohio Ballroom Op Debunks the Money-Making With Name Cards

Mid-bracket and territory bands make profit for park, says Platt—Glen Gray gives no gravy in \$1,300 gate, but Clyde McCoy does—fed tax angle

AKRON, July 2.—Future ork bookings at Summit Beach Park Ballroom will be confined to mid-bracket bands, the first name attraction of the season having been the first losing attraction. Playing Glen Gray last Thursday, Lew Platt, managing director of the park dansant, revealed that the gate was far below expectations. Of the 1,232 paid admissions, take was about \$1,300; 712 were advance sales at \$1 per and the others bought at the box office at \$1.10 per. "From all reports from patrons," said Platt, "the band was well received. They liked Kenny Sargent and Pee Wee Hunt and they enjoyed crowding around the band shell to listen to the 'hot fast' tunes the band offered. While many complained that they could not dance to the 'fast' numbers, the band as a whole was appreciated by the crowd we had on hand.

Duchin Builds Biz At Chi Empire Room Tho Net Is 8G Less

CHICAGO, July 2.—Concluding his seven-week session at Palmer House June 23, Eddy Duchin made a profit of several thousand dollars for the hotel's Empire Room. Playing comparatively the same season last year, Duchin's net was some \$8,000 more for his two-month stay in 1937. But the management is plenty satisfied, considering that the poor biz conditions in Chicago sharply reduced the take the last two weeks of the engagement, as well as the start of the vacation season and the lack of national conventions in town.

The average liquor check during Duchin's appearance last year was \$2 compared to a 90-cent average this year. For the first five weeks Duchin held his own and on many nights played to capacity, 720 persons. Further, his name was figured stronger this year, budget for the supporting floor show reduced by a couple of gees.

In all, management considers Duchin one of the two top bands that consistently show a nice profit for the hotel. As a result he has been re-signed for the 1939 summer. Other band bringing in the heavy bacon is Guy Lombardo, who takes in the Empire Room in mid-October.

Future policy for the room will call for name bands in the featured spot, the big acts to be few and far between. Excepting the large following enjoyed by Veloz and Yolanda, current headline attraction, no act in recent years made any money for the room. Last appearance of the DeMarcos in August of last year brought a loss of \$12,000.

Riley Makes the Music Go Round 12C in Record Take

COSHOCTON, O., July 2.—Mike Riley stopped off here last week long enough to give Lake Park Ballroom its best band gross in many seasons. Dick John, owner-manager of the park dansant, said Riley jammed the pavilion, making it almost impossible for dancers to move around the floor. At \$1.55 per, over 800 dancers paid in excess of \$1,200. Box-office scale had been substantially hiked, but no beefs, nor was there any dissatisfaction with regard to the music. "It's a new high gross for the pavilion and amazing in the face of existing conditions hereabouts," John said. Plans to return Riley July 25 for a Sunday stand, same admish probably prevailing. Population of town is less than 11,000.

Another Moten Blossoming

KANSAS CITY, Mo., July 2.—Buster Moten, piano-accordion playing brother of the once-famed Bennie Moten, will step out for Frederick Brothers' Agency in September with a 14-piece colored combo. Currently at White Horse Tavern here with a small jam combo, Moten will be groomed for bigger things. Bennie Moten, now dead, used brother Bus and Count Basie on the twin pianos he featured in his old band.

Weintraub to West Coast

NEW YORK, July 2.—Further reorganization of Mills' Artists has Charlie Weintraub leaving the home branch to head the Hollywood office. Departs next week. Norman Campbell, formerly with Radio Orchestra Corp., joins the local office this week to handle one-nighters and tours, Irving Mills' son, Sidney, concentrating on the location calls.

"However," continued Platt, "park officials and myself feel we can do a lot better by playing mid-bracket and good territory bands. For instance, Clyde McCoy, with a guarantee less than half of what Gray commanded, grossed more money for us at a 40-cent gate than did the Casa Loma band at \$1 scale. More than 3,000 came at 40 cents, and because of that price we had no federal tax to pay. This in contrast to the \$125 tax on the occasion of Gray's engagement. Thus we cleared better than \$600 on McCoy, but did not quite break even on Gray, taking into consideration the added exploitation and advertising costs.

"Further," he added, "we played Ralph Webster on a recent Monday and did 1,974 admissions at a quarter. A week later he pulled 1,800 at the same scale. In other words, we would rather present the lesser knowns and territory bands that are priced so that the ballroom has a chance to show a profit. We also did well with Ina Ray Hutton, Rita Rio, Emerson Gill, Rudy Bundy, Lee Allen and Howard Becker. All these bands were paid a guarantee which was satisfactory to the band, the booking office and ourselves, and we realized a nice profit on all of the attractions.

"In recent weeks," Platt concluded, "many ballroom and park operators from Ohio and Western Pennsylvania visited here, and they all expressed the view that 'big names' are too often oversold. Many of them believe the booking offices are not working for their own best interests by overselling names. With business conditions such as they are ballrooms and parks are in no position to suffer many great losses on names."

AKRON, O., July 2.—Ralph Webster cracked his previous set record Monday night two-bit dances last week by bringing in 2,126 admissions, gate hitting almost \$550. Ray Herbeck Thursday (30), at a 40-cent ticket, drew a \$450 gate with over 1,100 admissions. Herbeck's stand was helped some by the front-page publicity attending the thwarted elopement of Joe Martin, band's guitar player.

Fio-Rito Sweetens Saltair With \$1,150 in Solo Stand

SALT LAKE CITY, July 2.—Playing the famous Saltair last Tuesday, Ted Fio-Rito bettered his mark made last year when 2,300 dancers rang up \$1,150 at the door. Box-office scale for the stand was hiked from the usual two bits to 50 cents. Appearance here last year had 1,840 dancers depositing \$920 at the window. Jimmy Walsh, house band, departs this week. Manager Thomas M. Wheeler bringing in Hal Grayson and his Janzen Beach ork from Portland, Ore., to open July 11. Wheeler buys his extra-added attractions from Music Corp. of America.

Fio-Rito High With \$1,650

LINCOLN, Neb., July 4.—Ted Fio-Rito banged away at the Turnpike Casino gate here last Saturday and set a new record gross for the spot at \$1,650, which is fancy for a single night in this territory. Advance sale was slightly more than \$1,000. Fio-Rito played two Nebraska spots, Holdrege and Lincoln. Take hasn't been so strong in other places recently touched on the tour.



Orchestra Notes

By M. H. ORODENKER

First Anniversary

IT WAS just a year ago that Morris Silver, head of its Chicago branch, let out the word that the William Morris agency would expand into the band-booking biz . . . the trade press has kept the report alive, at the same time being suckers at guessing the chosen one to head this new department for the country's leading talent agency . . . the report is entering its second year but has gotten no further than the guessing stage . . . we won't venture to add our guess, excepting that the Morris office may never enter the band biz if the American Federation of Musicians adopts the radical changes proposed for band bookers . . . prexy Joe N. Weber is personally investigating the industry, especially that phase involving the dishing out of network wires to bands . . . he won't tip his mitts other than hoping he doesn't find out what he suspects . . . but if he does, the percenters, principally the big boys, will have to run to cover.

Chi Chat

JACK DENNY, drawing a holdover ticket till August 4 at Bon Air Country Club, augments his organization to 18 . . . in addition to Bob Pace's piping, now has the song singing of the Lorraine Sisters and Gil Mershon . . . also takes on Aleece Graves, who formerly strummed her harp strings for RICHARD HIMBER . . . Bon Air adds a second band this week for its roof garden, calling going to THE DUKES AND THE DUCHESS, seven-piece combo . . . HAL MUNRO returns to the Medinah Club August 5 . . . FRANKIE MASTERS signed with Paramount to make two musical shorts at the New York studios at his convenience, following his current College Inn run . . . HOWARD LeROY lingers at Club Arcadia in nearby St. Charles for the season . . . bolte seats only 85 but caters to the million-bucks set . . . was originally built by Lester Norris, Texaco Co. head, as a sorta partying parlor for his Chicago pals . . . EDDY DUCHIN takes in five days, starting July 22, at the Aragon, and then a solo stand at ANDY KARZAS' twin Trianon.

Uncle Three Balls

Music-makers make all sorts of blues . . . but it took a flicker factory to figure out the kinda blues dearest to the hearts of our music masters . . . it's the *Hockshop Blues*, a musical short completed at the Biograph studios featuring BRAD REYNOLD'S Ork . . . biggest buzz on Broadway centers at the Famous Door, where COUNT BASIE takes over the basement on Thursday . . . will be the first real shot in the arm swing street has gotten since MAXINE SULLIVAN . . . Basie has given the swing diva call to HELEN HUMES . . . also on tap will be JERRY KRUGER, ex-Krupa canary, and ROSE MURPHY, Cleveland gal who pipes to her own pianology and classed as a copper-colored killer . . . gal gets Music Corp. of America guidance and will also work at Decca waxings . . . we've long suspected that Lady Fatima sways it . . . but now NED WILLIAMS informs she swings it . . . a Turkish music poll placed DUKE ELINGTON on top in that country.

Culled From California

RENEWAL tickets have been handed to DENNY MOORE for six more weeks at Athens Club, Oakland . . . another month for JACK WINSTON at Club San Clemente at that resort . . . and six more weeks tacked on to their present contract that runs to July 28 for the KING'S JESTERS at Sir Francis Drake Hotel, San Francisco . . . LEON MOJICA starts a six-weeker at El Patio Ballroom, San Francisco . . . RAYMOND SCOTT is coming east this fall, the first stop for the quintet possibly at New York's Paramount Theater . . . BUD MELVILLE takes in two weeks at Bal Bijou, Lake Tahoe nitery . . . Capitola Ballroom, Capitola, buys four Consolidated Radio Artists bands for the next eight weeks, a fortnight each to CARL RAVAZZA, SID HOFF, NOEL THOMAS and BILLY MOZET.

Gotham Gander

SEGER ELLIS is again starting a band, calling it "The Choir of Brass" . . .

a quartet of trumpets and trombones for the section work with tenor sax and clarinet added for solo passages only . . . Seger's saxless experiment fizzled when he organized a band two years ago on the Coast . . . but this instrumentation sounds promising . . . in fact, it has already shown promise, RICHARD HIMBER dishing out the potent syncos with that instrumentation at the Essex House . . . HELEN OAKLEY summers at her Canadian manse, returning to the Joe Glaser office in the fall . . . PHIL NAPOLEON took over the Paradise stand, GLENN MILLER moving to Reade's Casino, Asbury Park, N. J., for the season . . . the Schnickelfritzers continue with their corny melodies . . . after having MCA and Gus Edwards repping, JOE MARSALA turns to Mills Artists . . . office has also added JACK WARDLAW to its roster . . . CHICK WEBB set for a September fortnight at the Paramount . . . JIMMY DORSEY takes in a week at Hamid's Million-Dollar Pier, Atlantic City, before turning up at that theater on the 13th . . . June Richmond returns to the band.

Cross-Country Chat

AL APOLLON is dishing out the smart A syncos at the smart Dunes Club, Virginia Beach, Va. . . . PETER KARA summers at Green Gables, Drums, Pa. . . . PEARL HEADRICK and her fem tootlers linger the season thru at White Swan Club, Johnstown, Pa. . . . BUS WIDMER makes it his third return trip in two years at Mile-Away Ballroom, Grand Junction, Colo., putting in an eight-week stand . . . KEN MOYER takes over the 400 Club band shell in Wichita, Kan. . . . LOU BLAKE locates at Commodore Perry Hotel, Toledo, O. . . . MEL CROCKER lingers at Kenny-Mara Club, Bridgeport, Conn. . . . DEE PETERSON takes in Riley's Restaurant, Saratoga, N. Y., for July. . . . ABE LYMAN puts in three weeks at Westview Gardens, Pittsburgh, before locating at Chicago's Chez Paree the 22d . . . FRANKIE CARLE, ex-Mal Hallett pianist, proving plenty popular with his band at Seven Gables, Milford, Conn. . . . CAB CALLOWAY returns to New York early in September to reopen the Cotton Club . . . next season he will only take leave for some four January or February weeks for touring, sticking it out at the spot for the duration of the World's Fair.

Notes Off the Cuff

IRV STROUSE, press rep for the Paul Whiteman office, takes to vacationing on the 15th . . . which coincides with the fortnight's leave for this pillar's piper when we go roaming the roadways to meet up with the many band boys making music away from the metropolitan area . . . we take in first Wildwood, N. J., where WILL HUDSON will be holding down the July 16 week at Hunt's Ocean Pier . . . DICK MILLS, booked by CRA, locates at the El Tivoli nitery, Dallas, Tex. . . . Ted Phillips and Prey Pesci add George Fleming for their stroller syncos and now bill themselves as THE THREE SHADES OF BLUE . . . threesome opened this week at Chicago's Evergreen Country Club . . . SNUB MOSLEY, exponent of the slide-sax, replaces Skeets Tolbert at Cafe Atrique, New York, and JOHN MALI takes over the Lou Carroll post at Gotham's Village Brewery . . . LILLY THE LILTER lisp that while her booking agent's love-making is like a rhapsody, she doesn't like the arrangement . . . and so we send our cuffs to the cleaners.

For Band Reviews

Turn to the review sections of the Night Clubs-Vaudeville Department for reviews of bands playing hotels, niteries and vaude houses.

BRITISH BROADCASTING CO. has arranged an ambitious series of weekly relay broadcasts of American bands for its European listeners. First over-the-waves stint set for July 9 with Count Basie, following with Hal Kemp, Bunty Berigan, Duke Ellington and Gene Krupa.

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and his MUSIC
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Kaycee Musikers See Bright Season Ahead

KANSAS CITY, Mo., July 2.—Employment of musicians here took a happy jump, much to the delight of Frank K. Lott and William H. Shaw, prexies of Musicians' Locals No. 34 and 627, respectively. Opening concert of Ben Kendrick's Municipal Band of 30 pieces is slated for tomorrow (3) in Loose Memorial Park, then moving to other city-owned parks to play nightly thruout the summer. Sol Bobrov's 43-piece Municipal Orchestra debuts this week in Swope Park Outdoor Pavilion, playing thrice weekly. Also adding jobs is Dan Blackburn, Negro maestro, whose band of 30 plays opening concert this week on the Parade grounds on Paseo, using Local 627 men exclusively. New radio show from Lincoln Theater, *Vine Street Varieties*, heard weekly on WHB, brings in Herman Walder as house band.

Night clubs, tho experiencing difficulties, are clinging to orchestras, tho some acts have been dropped as economy moves. Judy Conrad's pit ork still augments stage shows at the Fox-Tower, city's only permanent vaude house. In addition, Station WHB and WDAF are using about 25 men for local programs. Noteworthy, also, is the decided decrease in non-union bands holding regular jobs. All in all, things are in fair shape here. Lott and Shaw agree conditions could be and have been worse.

Continental Sets Tours

UTICA, N. Y., July 2.—Continental Orchestra Corp. has Major Olmes and his Regiment of Rhythm, Carl Fischer Ork, Lynne Terry and her Escorts, all from Pennsylvania, and Bob Richmond's Co-Eds, Dick Newcomb, Vic Hunter, all from New England, touring New York State during July. Bands spotted principally at summer resorts serviced by the office, including Sherman's Pavilion, Caroga Lake; Canadarago Park, Richfield Springs; Recreation Park, Fulton; the Gay-Way, Sylvan Beach, and Roseland Ballroom, Canandaigua. COC also has Jan Campbell one-nighting it in New England.

Sheet-Music Leaders

(Week Ending July 2)

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| Position | Last Wk. | This Wk. |
|----------|----------|---------------------------------|
| 1 | 1 | Says My Heart |
| 2 | 2 | Music, Maestro, Please |
| 3 | 3 | Cathedral in the Pines |
| 4 | 4 | Lovelight in the Starlight |
| 6 | 5 | I Let a Song Go Out of My Heart |
| 5 | 6 | You Leave Me Breathless |
| 8 | 7 | Oh, Ma, Ma (The Butcher Boy) |
| 9 | 8 | Little Lady Make Believe |
| 10 | 9 | Cry, Baby, Cry |
| 13 | 10 | The Girl in the Bonnet of Blue |
| 11 | 11 | I Hadn't Anyone Till You |
| — | 12 | This Time It's Real |
| — | 13 | Flat-Foot Floogie |
| — | 14 | Let Me Whisper |
| 7 | 15 | Love Walked In |

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Music Items

Tuneful Chatter
'Bout Tunersmiths

ASCAP is issuing books of stamps to members to be used on manuscripts, letters, etc. Musical notation on the stamps consists of five notes from Victor Herbert's *Kiss Me Again*. Next year, incidentally, the society will reach its 25th birthday. . . . Chappell is publishing six of the most popular numbers from the score of *Tue Bouquets*, Marc Connelly's English importation. Titles are *Sweet Blossoms*, *I Sent a Letter to My Love*, *My Lady Sleeps*, *The Bashful Lover*, *Toddy's the Drink for Me* and *The Fandango*. . . . Henry Nemo, Irving Mills and Mickey Golden, of Mills Artists, will hear Larry Clinton introduce their song, *I Haven't Changed a Thing*. . . . Nat Margo is back with Roy Music as professional manager, a job he held prior to opening his own night club. . . . Joey Stool, formerly with Harms, goes out to the Coast to represent Bregman, Vocco and Conn, and his brother, Jesse, will look after the firm's Chi office. Nelson Inghorn has been named general sales manager. . . . E. B. Marks has reprints of the following old-timers in new arrangements: *I'll Be True to My Honey Boy*, *Preacher and the Bear*, *Only One Girl in the World for Me*, *Bill Bailey, Won't You Come Home?* and *Ain't You Comin' Back to Old New Hampshire, Molly?*

Cab Calloway combined the pleasure of seeing Joe Louis knock out Schmeling with the business of acquiring a new tune from Edward J. Lambert and Stephen Richards during his short visit to New York. Ditty is *Mister Toscanini, Swing for Me*. . . . Three Frank Churchill-Paul Webster songs from the new Bobby Breen pic, *Breaking the Ice*, will be released by Robbins this summer. Titles are *Happy as a Lark*, *The Sunny Side of Things* and *Put Your Heart in a Song*. . . . Duke Ellington has the distinction of having more of his compos used as themes on the country's radio programs than any other writer, according to ASCAP's recent theme song tabulation.

Minnie Nooks Very Much CIO

MINNEAPOLIS, July 2.—While the American Federation of Musicians was conventioning, local CIO musicians' union was busily engaged in signing closed-shop agreements with clubs and taverns around town, working in hand with the CIO Bartenders' and Waiters' Union. Ray Bong, local CIO rep, claims pacts for Harold Walkers' Ork at Swiss Village Alvin Baak at Callums Meadows, Don Wallace at Babbling Brook, Harry Rogers at Headway Tavern, John Beck at Clearview Tavern, Eddie Glen Clapshaw at States Inn, Peter Patrick at Pratts Tavern and Henry Sande at Franz Tavern. Spots are all in the beer steube class.

Killer Diller Still King

NEW YORK, July 2.—Benny Goodman once more came out on top in a swing band poll, this time Martin Block's *Make Believe Ballroom* contest on WNEW. Chick Webb ran second, with Tommy Dorsey and Larry Clinton semifinalists. Contest was an elimination, recordings of two of 16 participants played each night, listeners voting preference between the two. Bands were referred to by number, so reputations would not influence the voters, and no vocal numbers were used.

Haircut for Long Hairs

OKLAHOMA CITY, Okla., July 2.—After playing symphony stuff all winter, Ralph Rose, conductor of the Oklahoma Symphony Orchestra, is swinging toward the swing type in taking his conservatory clan outdoors at Taft Stadium for a summer season. L. R. Weeks, widely known in operatic and concert circles, has been commissioned to create the special arrangements. Is equally known in the pop field, in that circle calling himself Luis Relyea. Marks the first time that a genuine symphony orchestra takes recognition of the fact that their full instrumentation can play the modern swing and pop music in a manner highly pleasing to the ears of the masses without being distasteful to the more serious-minded listeners.

Buyer Bites Back

NEW YORK, July 2.—Booking agents are wont to resort to direct-mail drives in offering their wares to entertainment committees of social, fraternal or collegiate organizations. Feeling they have the field pretty well covered with their form letters, the booking agency were no little surprised this week to find their mail included a form letter from M. J. Wahnun, sent to 44 agents, asking that they submit band bids for the annual shindig of the Tree of Life Society. And to add insult to expenses, Wahnun used his office stationery—advertising a complete and comprehensive direct-mail service.

Kyser's Ork To Remain at Penn

Hotels prep for fall season—Waldorf brings in Benny Goodman—others

NEW YORK, July 2.—With Kay Kyser credited for the boom June biz at Hotel Pennsylvania's roof garden, the musical professor gets the call to continue there for next season. Kyser inked a termer this week to reopen the Madhattan Room October 4, lingering thru the fall and winter. Downstairs room has been Benny Goodman's address for the past few years. Roof closes Labor Day, with Kyser taking in four weeks of one-nighters and theaters before making music at the Madhattan.

Another surprise pre-season booking will find swing coming to roost at the strait-laced Waldorf-Astoria Hotel, Waddling at the Waldorf becomes a reality October 26 when Benny Goodman brings his acen in for a four-week stay.

At other popular hotels depending on name boys for the biz, Sammy Kaye has long pocketed a call for the September 30 opening at the Commodore; Henry Busse, depending on his current draw, may linger at the New Yorker; Blue Baron remains at the Edison; Larry Clinton takes in the first four weeks at the Lincoln; Guy Lombardo is again locating at the Roosevelt, and Harry Owen, depending on the draw after the July 15 starting date, may continue at the Biltmore until Horace Heidt returns in December.

Coast's First Picket Line

LOS ANGELES, July 2.—For the first time in 14 years Local 47, AFM, resorted to picketing to bring the Five and Ten, large Hill street cafe, in line to employ union musicians. Whether the sign-toters are doing much damage to the Five and Ten trade was problematical, both sides claiming they had the edge.

Self-Styled Emily Post Dishes Back-Stage Decorum for Orkdom

BOSTON, July 2.—A half-decent musical aggregation with back-stage discipline will succeed more rapidly than a good outfit with down-the-hatch aspirations—on or off the band shell. And that goes double for the name bands, according to Freddie Balboni, back-stage electrician at the Normandie Ballroom here, who has become the self-ordained Emily Post of orkdom after making a series of mental notes on the manners of musicians between the dance sets. In fact, winks the voltage expert, the general behavior of the band backstage is the deciding factor on whether repeat engagements are in store for the syncopators.

Public enemy supreme as far as the band leader is concerned, claims Balboni, is the band leader's own wife—especially if she is one of the scatter-brained variety. In fact, he considers every wife a general nuisance. And if the old cynic could have his way, he would make their presence taboo backstage. Usually, when the gals call on their hubbies, they bring along a noise-making entourage of no-accounts who buzz-buzz as tho they were at a dipsy society shindig, without concern for the general conduct back-

Pitts Music Prexy Orders Stand-By Charge on Remotes

PITTSBURGH, July 2.—As an aftermath of the American Federation of Musicians' convention, first move to decentralize the control of network wires in the hands of Music Corp. of America and Consolidated Radio Artists was made here effective today (2) when local musicians' union prexy, Claire Meeder, ordered a stand-by charge for all dance remote control broadcasts originating in the Pittsburgh area on steady engagements. Proposal also has the indorsement of Joe N. Weber, federation prexy, who is at present considering ways and means on a national scale of prohibiting bookers from providing for or arranging for radio wires.

All stand-by fees are to be paid to the local, said Meeder, who in turn will engage the stand-bys. Further scale has been set at that of commercial broadcasts. Edict is undoubtedly the death-blow against dance remotes here unless operators accede to the union's demand that local musicians be employed for at least six months of the year. Niteries were willing to hire local bands for three months of the year providing the William Penn Hotel also entered into the agreement, but the hotel informed the

union that they would not consider any change in its present policy of using traveling names exclusively.

Pittsburgh has in the past few years developed as a testing place in the building-up process of bands for both Music Corp. and Consolidated. Latter agency services the New Penn and Lincoln Terrace with bands remoting Coast-to-Coast, while MCA spots them with wires at the William Penn, Bill Green's Casino and The Willows.

ASCAP Appeals Setback

TACOMA, Wash., July 2.—ASCAP received a setback in its attempt this week to show that its attack on the constitutionality of the State's anti-Society law was jurisdictional in that it involved more than \$3,000. A three-judge Federal Court denied the Society permission to give testimony, keeping ASCAP officials Gene Buck, E. C. Mills, Edgar Leslie and Carrie Jacobs Bond from the witness stand. Case previously had been dismissed for lack of jurisdiction, with the final order for dismissal entered after the hearing. Louis D. Frolich and H. Finkelstein, ASCAP barristers, immediately prepared an appeal.

It's No Sin To Swing Out In the Very Early Yawning

NEW YORK, July 2.—Claremont Inn patronage may enjoy swing tunes provided by Clyde Lucas over the objections of residents in near-by Riverside drive apartments. Disturbed tenants, claiming that "when the music gets hot the brass comes in and we can't sleep, and when it stops we're so mad we still can't sleep," brought a disorderly conduct charge against the inn's management. But Magistrate William Klapp ruled that swing music at 2 a.m. is not a breach of the peace and dismissed the case.

Lucas, exonerated as a disturber of the peace, denied that his crew was a swing band, characterizing it as a "novelty band," featuring "seven singing violins and marimbas." Plays stomperos like *Flat-Foot Floogee* only upon request, he stated.

100 Weeks, But in 10 Years

TOLEDO, July 2.—Harl Smith, local light, will be making music for many years to come at the famed Sun Valley Lodge in Ketchum, Ida., vacation home for Hollywood's screen stars. Is set for a 10-week stay this fall, contract calling for a repeater each year for the next 10 years. Smith left his post last week at Hotel Secor's Parisian Bar to summer at Michigan's fashionable Ramona Club, being relieved of his local stand by Chuck Shanks.

BATON ROUGE, La., July 2.—ASCAP hung up a victory in Louisiana this week when a measure against the Society pending in the State Legislature was withdrawn. Announcement that the society would immediately test the law in federal court, if passed, is considered the reason for the withdrawal, even tho the bill has passed the committee and was thought to be well on its way to becoming a law.

Liquor Dealers Rap ASCAP

HARRISBURG, Pa., July 2.—Branding the American Society of Composers, Authors and Publishers as the "most vicious racket in the United States today," Neil Deighan, prez of the New Jersey Liquor Licensed Beverage Association, addressing a meeting of the Pennsylvania Counties Retail Liquor Dealers' Association, urged the formation of a national body of taproom and nitery operators to combat ASCAP activities in Washington, where he claims the society maintains a powerful lobby. Deighan hit a sore spot in mentioning ASCAP, as activities of the society in recent months in this State in the collection of liquidated damages have raised the ire of liquor dealers, who are primarily restaurant and hotel operators.

Colonial Club Adds Names

EVANSVILLE, Ind., July 2.—With mid-bracket bands bought for the dancing on Fridays, Saturdays and Sundays, Witt Eckstein, manager-director of Colonial Club Gardens, is spotting the bigger names for a Wednesday draw. Policy was tested to good returns June 22 with Red Nichols, and a regular schedule gets under way July 13 with Ira Ray Hutton. Tentative Wednesday follows include Ted Flo-Rito and Eddie Duchin.

More Outdoor Mt. Dancing

CHATTANOOGA, Tenn., July 2.—With the season already under way at the Lookout Mountain pavilions, the Terrace becomes the third outdoor mountain dansant and the first for Signal Mountain. Operated by Signal Mountain Club, open-air emporium unshuttered formally Saturday, with Ellis Goodloe supplying the dance incentives. Will operate twice weekly, box office scaled at \$1.50 for each. At Lookout Mountain, the Patio, with Danny Schrader's Ork, asks \$1 adm'n per couple, while Cavern Castle, with George Van Arsdale in the band-shell, peddles ducats at the same scale on week days, upping to \$1.50 on Saturdays.

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NEW BROOM FOR LEAGUE

Managers' Association To Prune All Deadwood From Membership

Changes in constitution and by-laws will also be made as soon as word is received from Equity on basic pact—deadheads, inactive offices, corps. to be dropped

NEW YORK, July 2.—League of New York Theaters is scheduled to begin a house-cleaning campaign that will result in the pruning of one-third of its members from the rolls and perhaps a more unified producers' organization. Of the 130 producers and managers in the league, 40 or more will be dropped this fall. Those dropped include eight producers who are behind in dues, others who have been inactive for the past few years, dummy corporations that were formed for the production of a single show and those classed by the league as shoestrings.

Past performances of the league and its members show it to be a loose organization with little unity. This has been attributed to some of the deadwood in the membership that did the theater no good and created an unhealthy condition among producers.

John Golden, George Abbott and Jed Harris are the only leading producers left who are still apathetic toward the league. Golden and Abbott, however, are said to be warming up, and there is a strong probability that the two will be in by fall.

Important changes in the constitution and by-laws are now under way, but James F. Reilly, the league's executive adviser, declined "premature" discussion of them. He feels that the new rulings will tighten up the organization and strengthen the position of producers.

Action on the amendments is being held up until the league gets word from Actors' Equity on the acceptance of the basic agreement and the ticket code. The special committee appointed by Equity council to study the feasibility of the pact is expected to turn in a report in the next few weeks.

Expulsions from the league will not be an arbitrary matter, according to Reilly, but will be acted upon by the board of governors. The board will drop all the members it considers inactive.

Local 1, IA, and League Mull Discharge Question

NEW YORK, July 2.—With the contract between Local 1 of the IATSE and the League of New York Theaters having more than a year to expire, the organizations are currently engaged in a dispute on the right to discharge heads of production on two weeks' notice at the end of the season.

Local 1 claims that reasonable employment has been "wiped out" and that discharge may only take place for cause, as provided for in the contract. League insists that one of the terms in the contract gives them this right. Issue at the moment is purely technical, since there is no specific case in dispute, but Local 1 executive board is scheduled to meet on the problem.

Shuberts May Acquire Philly Legit Theater

PHILADELPHIA, July 2.—A shot in the arm of the Philly theater is expected this fall. Pointing to this was a visit here this week by J. J. Shubert with an eye to leasing one of the local white elephants for legitimate productions. Shubert tried to keep his visit quiet.

There are three available spots, the Shubert, lately used as a burlesque house; the Erlanger, used for films and legit with varying success, and the Mastbaum, a large house vacant since the late Roxy tried to put on extravaganza there in 1933.

Elitch Biz Upped

DENVER, July 2.—Business took a spurt in the second week of the Elitch summer theater. In nine performances the gross was \$5,500, or \$500 better than the opening week with 10 shows. The production was *Idiot's Delight*. Business was slow until Wednesday, and from then on crowds were better with each succeeding performance.

Week's Announcements

Calling All Men, a comedy with book by Leonard Sillman, Robert Garland and Everett Marcy; music by Baldwin Bergeron and Irving Graham, and lyrics by June Sillman and Irving Graham. Was announced last season, tried out and then abandoned. At that time the book was by Sillman, Garland and Albert Carroll. An entirely new book is being written. Will have an August tryout, but not in a summer theater. Cast will include Imogene Coca, Billie Haywood and Cliff Allen. Producer, Leonard Sillman, 9 Rockefeller Plaza, Circle 6-1940.

All Points East, a comedy by Robert Sloane and Louis Pelletier. Has something to do with India. For production next season. Producer, Juliana Morgan, 1560 Broadway, Medallion 3-6087.

Love Is Blonde, a farce by Jeff Anderson. Concerns an army of blondes that pitches camp in No Man's Land until the revival armies quit fighting. Is the outcome of a press stunt on the founding of an anti-war "Blond Brigade." Will start a two-day trial run at the St. Felix Theater, Brooklyn, on Labor Day, and then may come to Broadway. Cast, a large one with only one male role, will include Olga Bacanova and Jean Colwell, latter the gal for whom the press stunt was pulled. Producer, Noel Meadow, 134 West 48th street, Bryant 9-8570. Casting agent, Barnett Gillman, 1564 Broadway.

Detroit Gets Kid Rep

DETROIT, July 2.—Plans for a juvenile theater upon a repertory basis, under consideration here for several years, are to result in a company in the fall to be called the Civic Detroit Children's Theater. Organization is under the direction of Saul L. Schlesinger and David U. Farlow.

First production of the group was given this week in the Highland Park High School auditorium, the play being A. A. Milne's *Make Believe*.

From Out Front

By EUGENE BURR

Mr. Denis, *The Billboard's* overlord of both night clubs and vaudeville (Edward VIII is still listed as monarch of both England and Scotland even tho Scotland, as a separate entity, has long since ceased to be)—Mr. Denis then, in his own bailiwick in the current issue, spills forth his fondness for humanity by stretching a point and including performers. Not a man to blind himself to the self-evident, he sees all the faults that beset performers, but he also sees the things behind such faults—and he comes to the comforting conclusion that it is impossible for him to break the unwritten law that forbids the razzing of players as a class. He sees—and hears—the noise, the facile emotions, the slandering of rivals, the prattling egos, the insufferable vanity, the flaunting of power and snubbing of old friends that are so embarrassingly prevalent upon Broadway; but he also understands the tribulation and trials and heart-breaks that afflict those who dedicate their lives to others' joy; he sees the tears beneath the greasepaint, and, in the flooding springs of his pity, he is gentle and kind, allowing the strutting mummies to go their way without even a reprimand.

Not so this hardboiled corner. Every evidence of weakness, I feel, should be ruthlessly socked; and this is not because I have no pity for performers but because I have a very real love for them. There is no doubt that the list of vices compiled by Mr. Denis has spread itself lushly to real performers—to real troupers. It is the phonies who are loud and brash and opinionated and egotistic and libelous and ungrateful; the real performers, the real troupers, very seldom if ever succumb to such fripperies. They wouldn't (and couldn't) be real troupers if they did.

I've never met a real trouper yet who was anything but fundamentally modest—some of them almost painfully so. I've never met a real trouper who wasn't grateful, who didn't take scrupulous care to avoid panning rivals, who wasn't something upon which the glittering denizens of Park avenue might well model both their manners and their code. If you dig down thru the accumulated mass of phonies, if you dig down until you find the really fine performers in any branch of the theater (even vaudeville), if you unearth those who have approached the theater humbly and have therefore given it far more than lip service, you will find a small group, it is true, but one singularly without need of Mr. Denis' compassion. Those real troupers would be neither flattered by nor in need of pity—nor would they want it. They can stand firm upon their own feet; they can afford to acknowledge the faults they do possess. There aren't many.

The real troupers ask no favors—and the others don't deserve them. For, surely, no one would be mad enough to recommend mercy for the foibles of the phonies. Without doubt they live, as Mr. Denis suggests, in a world of screen tests that fail, cut salaries, the futility of hopeless hope and the dreariness of drab hotel rooms—but they have only themselves to blame, and they merit no compassion. For they climb or seek to climb upon the platform of the stage not because of their love for the theater, but only to express their own overweening egos in the most blatant manner possible; and this is true whether they be actors, dancers, singers, comedians or that strange and as yet unidentified breed that butchers the lines of playlets on the air. The theater has no place for them. The theater is overcrowded in these drab depression days, and the phonies are taking jobs from the real performers. More than that, the phonies are besmirching—as they have always besmirched—the names and reputations of the fine people who are truly of the theater. They should be driven out as expeditiously and as ruthlessly as possible, for their own sakes as well as for the sake of the theater they relentlessly infest. Back behind their ribbon counters or on their milking stools or in their sweatshops they may subdue the egos that have driven them to a theater that is infinitely better off without them—and the stage will be cleared for the handful who love it and belong upon it.

Therefore, because I happen to love real troupers, I shall continue to pull no

(See FROM OUT FRONT opposite page)

Stage Whispers

With rain flooding the town early in the week and with the weather remaining unusually cool for this time of the year, box offices showed a nice little spurt. Also given some of the credit for the increase is the National Education Association convention, with its influx of 15,000 out-of-towners all on culture bent—which view gets added support because of the extra gains registered by *What a Life* and *Bachelor Born*, both of which have this and that to do with schools. Other hits and former hits have gone from about two-thirds to better than three-quarters. *I Married an Angel* is still the town's smash. . . . But a not so pretty story was told at the ticket windows last week-end (before the rain came). The heat was reflected by attendance at everything except *I Married*, etc.; *I'd Rather Be Right* and *You Can't Take It With You*. . . . The council of the Dramatists' Guild, which is empowered to award the annual Rol Cooper Megrue prize of \$500 to the season's best comedy, met in sacred conclave during the week and decided that there was no comedy worthy of the prize. The few the season did produce, decided the head-man playwrights, weren't up to the standard set by *Having Wonderful Time* last year. Which seems a bit strange in view of *What a Life* and one or two others. . . . Frances Starr, that grand lady of the theater, will make her first Broadway appearance since 1935 when Norman and Irvin Pincus present *The Good*, the new play by Chester Erskin, erstwhile wonder-boy director, who has lately been caught upon the thorns of playwrighting. *The Good*, according to present plans, will be seen in the fall; Miss Starr's last vehicle was *Field of Ermine*, which lasted just a week. . . . Another definite opening date has been set for October; *The Fabulous Invalid*, new Moss Hart-George S. Kaufman show, will start October 6 at the Broadhurst. Rehearsals will begin early in September. . . . The forthcoming Max Gordon revue that is the work of Charles Friedman and Harold Rome, wonder boys of *Pins and Needles*, will get its sets designed by Jo Mielziner and its dances directed by Dave Gould.

The Mercury Theater, that boxed phenomenon led by Orson ("Genius Kid") Welles, is getting to be the brunt of insistent rumors these days—rumors of splits, dissatisfaction of leading players, aimlessness in mapping a definite course and various other misfortunes, deserved or otherwise. And the rumors are given some weight by the insistent signing up of Mercury people with other managements. One of the latest in that class is Hiram Sherman, who will appear for Max Gordon in the fall—and Mr. Sherman's defection brings further changes of plans and circling and wondering in its train. For the announced Mercury revival of *The Importance of Being Earnest* was to revolve around Mr. Sherman—and now there won't be any revival of *TIOBE* at all. No one seems to know what will be done instead, if anything. Also, those Mercury stalwarts still remaining faithful are said to be making quite a point of getting themselves cast in *Five Kings*, the Shakespearean marathon which the Mercury is doing in conjunction with the Theater Guild—the idea being that *Five Kings* will offer more permanent—and definite—employment than any other contemplated Mercury show. There are even those who go so far as to say that if it weren't for the Guild tie-up the Mercury might (because of this or that) be already to all intents and purposes a thing of the past.

Taking a tip from the statistics, which say that one play in five is a hit and that that one can carry the four flops on its shoulders, Jed Harris has announced that he will do five shows in succession next season. He will do them (at least according to plans now being mulled) one a month for five months and will begin August 10. The new Thornton Wilder play, which will have scenery and therefore decide the question of whether or not Wilder can write (See STAGE WHISPERS opposite page)



EUGENE BURR

Summer Theater Notes

NEW YORK, July 2.—Something different in summer theater entertainment is being offered by the Maverick Co-Operative Theater, Woodstock, N. Y., in its plans for all-day festivals, every Saturday, starting with symphonic concerts in the early afternoon (beer on the side), spaghetti dinners to tide the patrons over a likely hunger spell, a string quartet prelude and the legit production winding up the evening. For the initiation of such a program, July 4 week-end, John Lynes will conduct the Maverick Little Symphony Orchestra, whose members are vacationing constituents of the Stokowski and National Broadcasting Co. symphonic organizations; the actors will give *The Cradle Will Rock*, and the Maverick String Quartet, under the direction of George Finckel, will set the mood. *Blind Alley* will replace *Cradle* July 7. In all, 11 plays will be presented by the Mavericks to September 5.

The Millbrook Theater, Millbrook, N. Y., is operating under an every-evening-except-Sunday schedule, and a special matinee on Fridays, under the direction of Charles J. Parsons and managership of Clayton McMichael. . . . Between July 6 and 9 the Cliff Self Players offer Eadey Wood in the lead of *Peg o' My Heart* at the Auditorium Theater, Peapack, N. J. . . . Robert Porterfield's Barter Theater group has been enjoying good business on tours near its home spots, Abingdon, Va., where Paul Yost is now directing *Spring Dance*.

The Plymouth Drama Festival is waiting until the Fourth to open its second annual eight-week series at the Priscilla

Beach Theater, Plymouth, Mass. Its cast of 40 is under the direction of Paul A. Foley. *Stage Door* leads the productions. . . . *The Milky Way* at the Cape Theater, Cape May, N. J., opened the season last night. In the course of the season playgoers will see Edith Barrett, Jane Wyatt, Rose King, Eric Kalkhurst and Maurice Manson.

In the 10-week season of the Weston Playhouse, Weston, Vt., Broadway successes will share the fanfare with revivals and tryouts under the direction of Harlan Forrest Grant. The Theater Arts Department of the Boston Conservatory of Music and the Weston Community Club are sponsors. . . . Robert Elwyn has the Woodstock Playhouse running *Yes, My Darling Daughter* as a beginner.

Dame Nature will have its American debut July 4 thru the courtesy of the Westport Country Playhouse. . . . Estelle Winwood tops the cast in *Art and Mrs. Bottle* at the County Theater, Suffern, N. Y., beginning Monday.

The Washington Irving Theater, North Tarrytown, N. Y., and the Chapel Theater, Great Neck, L. I., are importing attractions from Hollywood this week. Jane Wyatt is on assignment for the first in *Coquette* and Elissa Landi for the Long Islanders in *Veronica*. . . . At Raymond Moore's Cape Playhouse, Dennis, Mass., Jane Cowl will visit for an appearance in a revival of one of her successes, *The Road to Rome*. Sylvia Sidney, in *Pygmalion*, follows, July 11.

Actors' Equity Association reports five more summer theater groups have posted bonds.

BROADWAY RUNS

Performances to July 2, Inclusive.

| Dramatic | Opened | Perf. |
|------------------------------------|---------|---------|
| Bachelor Born (Lyceum) | Jan. 25 | 185 |
| On Borrowed Time (Long-acre) | Feb. 8 | 175 |
| Our Town (Morosco) | Feb. 4 | 173 |
| Room Service (Cort) | May 19 | 472 |
| Shadow and Substance (Golden) | Jan. 26 | 183 |
| Tobacco Road (Forrest) | 4 '33 | 1948 |
| What a Life (Biltmore) | Apr. 13 | 95 |
| Women, The (Barrmore) | Dec. 26 | 36 638 |
| You Can't Take It With You (Booth) | Dec. 14 | '36 662 |
| Musical Comedy | | |
| I Married an Angel (Shubert) | May 11 | 62 |
| I'd Rather Be Right (Alvin) | Nov. 2 | 279 |
| Two Bouquets, The (Windsor) | May 31 | 39 |

Summer Theater Reviews

"Honey"

(Cape Playhouse)
DENNIS, MASS.

A three-act comedy by Ward Greene. Staged by Arthur Sircom. Setting by Eugene Fitch. Presented by Raymond Moore in association with Richard Aldrich and produced by arrangement with Max Gordon the week of June 27. Cast: Mary Brian, Philip Huston, Fred Sears, June Walker, Margaret Wycherly, Otto Hulett, Wylie Adams, Muriel Hutchison, Forrest Orr, Elder Jackie Johnson, Mabel Paige, Francis R. Hart Jr.

Honey, which opened Cape Playhouse season Monday (27), world-premiered at Dennis as a howling wind scattered torrential rain that beat a continual cadence on the roof, drips vinegar; and the taste is one of restlessness and wholesale lethargy. Max Gordon has already spotted it for Broadway this fall, but unless the author hurries to rewrite *Honey* will be a honey of a failure.

It's too laborious, the first act running about 53 minutes, altho the piece works the boards for 137 minutes en toto. It never rises to any great heights of laughter, nor does it get out of its incessant bickering theme of a screwy family from the Dominion of Virginia. Altho the author has spotted the Tarrant family as Southerners now living in Brooklyn, they appear to this reviewer as high-class white trash.

The Tarrants are whacky, proving the axiom that people can survive sans brains. The Tarrants do just that. Maw (Margaret Wycherly) thinks her household script will reform radio and that her slogans will cop cash prizes. Paw (Forrest Orr), with show biz flowing in his veins, skipped with a minstrel troupe seven years before and returns as the prodigal father. Honey (Mary Brian) suddenly becomes a gal of the world and concocts a story that she's an orphan so that her gentlemanly "pick-up" acquaintance, Tony (Philip Huston), Italian legitimized racketeer, will take her up and plant her on the stage and even make a wife out of her. Joe (Otto Hulett) is a married son who has band aspirations and who is the breadwinner for the family. Joe's wife, Lovey (June Walker), seems like the most sensible member of the crew. Hugh, another son (Wylie Adams), by virtue of once being a flicker extra, thinks himself Clark Gable's suppasser, but can't do anything better than hitching himself to a Hoboken gal (Muriel Hutchison), coming home to roost and sponge on the family. Mabel Paige, as the family's root-a-tootin' aunt, gets the family screwballs out of the moths and lets them fling where they will. Francis R. Hart Jr., the Playhouse p. a., is in for an effective bit part as a taxi driver.

The climax comes when Huston, who "never had a family," falls for the Tarrant tarantulas and is willing to marry Honey, buy an old Virginny homestead and put everyone of the Tarrants in to build up the place with their varied talents. He virtually marries the family. Cast's Southern accents are so stoozy that they should be pardoned. Brian, as the star, gives Honey a racy characterization that is a bit too obvious. The cast's overacting in all business is amateurish, and the direction is surprisingly poor. Single set is okeh, altho the single-room bigness isn't typical of a Brooklyn tenement. Sidney J. Parne.

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Write T. BELL, Secretary, 66 West 85 St., N. Y.

Ann Arbor Fest Equals Last Year

DETROIT, July 2.—Five-week dramatic season at Lydia Mendelssohn Theater, Ann Arbor, directed for the first time by Helen Arthur, closed with attendance records that appeared to exceed slightly those of last year. Last two productions opened to practically full houses, with top honors for drawing power going to the final play, *Rain From Heaven*, featuring Jane Cowl.

Break in direction of the Ann Arbor season for the first time in some nine years apparently did not affect attendance. Until this year shows have been managed by Mrs. W. D. Henderson, who died just before opening of the 1937 season, and Robert Henderson.

Bulk of sales this season was on straight subscription basis, with before-certain box office accounting for only a small percentage.

Irish Rep Presents "Well of the Saints"

NEW YORK, July 2.—With Augustin Duncan appearing as guest star, the Irish Repertory Players of New York presented Sygne's *The Well of the Saints* at the Heckscher Theater last Friday night. Mr. Duncan, that fine actor and grand trouper, walked away with the show; he would have walked away with it even if he had been given much stiffer competition than that offered by the supporting cast the Irish Rep gathered around him. He offered a beautiful performance, delicately modulated, a rich characterization and a magnificent reading. The play is a lovely thing anyhow—and Mr. Duncan made the most of its loveliness.

The support, however, did what it could to ruin the effect, altho Charity G. Finney, as Mary, offered a nice enough routine characterization once she got over a tendency to recite rather than read her lines. The others were less fortunate: we can let it go at that.

The Players' production of *The Well* came nowhere near the amazingly high standard set during the winter by their *Candida*—which seems all the more a pity since, in Mr. Duncan, they had one of the finest actors now on the American stage to help them out.

Eugene Burr.

STAGE WHISPERS

(Continued from opposite page)
a play unassisted by a circus production, is scheduled to be the third of the series. . . . The musical version of *Clear All Wires*, the Sam and Bella Spewack play which the authors are now busily adapting, will have songs by Cole Porter, and the dances will be staged by Robert Alton. . . . Speaking of Thornton Wilder (see above), his Pulitzer prize-winning *Our Town* is now playing in an air-cooled theater, the Morosco having installed a cooling system. . . . Joshua Logan, the season's ace director on the strength of *I Married an Angel* and *On Borrowed Time*, will handle the direction of the forthcoming operetta, with book by Maxwell Anderson and music by Kurt Weill.

FROM OUT FRONT

(Continued from opposite page)

punches in socking the foibles and sleaziness of that huge army of phonies who, with their cheap and nasty conduct, soil the reputation of a small but entirely admirable profession.

In a not entirely misdirected pursuit of the above resolve we come to the speech which Orson Welles, medicine man of the Mercury Theater (*The Times*, incidentally, has called him the Mercury Fuehrer) made recently at a meeting of the National Council of Teachers of English. In his speech Mr. Welles proved conclusively, if any further evidence were needed after the Mercury's first season, that he is still wet behind the ears, just as Burgess Meredith was when, a little over a year ago, he spoke at a meeting of the theater convention. There have been indications that Mr. Meredith's session as acting president of Equity served as a sort of auricular towel; but in view of the overwhelming dampness of the Mercury's leader's pronouncement, it is to be feared that the Welles moisture on the basis of a butchered version of Shakespeare, a comedy revival that carefully retained all the bawdy humors of the original and cut out everything else, a stodgily faithful reproduction of a G. B. Shaw chautauqua lecture, and two of the worst acting performances ever perpetrated in the allegedly professional theater—that young man had the temerity to get up at the educators' meeting and, according to *The Times*, say to his hearers in a tired voice, "The theater is not worth your attention."

Going on and up from that point, the bright young thinker stated, "In entertainment value it is vastly inferior to the movies." That, of course, is a matter of opinion. This corner, which has probably seen more movies and more plays than Mr. Welles, violently disagrees; but if Mr. Welles himself would rather sit before the great artistic and intellectual delights of Mae West than of Maurice Evans (even aside from the madness of impotent envy that the latter would probably cause), then there's no arguing with him. It does, tho, bear out a suspicion I have had ever since I first saw Mr. Welles' massacre of *Julius Caesar* and the amateur-hour performance he gave in it. I suspected then that Mr. Welles probably liked the movies better than the theater, because the movies would undoubtedly be the preference of anyone with the mental age that perpetrated the *Caesar* production.

The Boy Wonder's snide and sneering attitude toward a stage that has mistakenly offered him the little meed of hyped-up notoriety that is his—that attitude proves my long-held and incontrovertible contention that he approached the theater without a spark of the humility (see above) which is the jewel and the heritage of all true troupers. The stage to him, as I was sure after the *Caesar* production, is merely a pedestal upon which to place his tiny but horribly over-inflated ego. "The theater is not worth your attention"—except, of course, as a means of getting untold publicity from gullible drama-tasters and for freeing the restraint upon an overweening conceit.

Mr. Welles, according to the reports, said a lot more—but not much of it is really worth reprinting. He did, however, base the popular success of the Mercury on the theory that the troupe delivered lines "with as much clarity and as authentic inflection as possible . . . infusing the language with as much beauty as the actors can lend thru voice and expression." That is odd, coming from a lad who doesn't even know the common-sense breaks in lines of either blank verse or prose.

One thing more, however, should be quoted. According to *The Times*, young Mr. Welles said that the ancient cultural alliance between education and the stage has dissolved because the vitiated and anaemic state of the latter leaves it nothing to offer to the former. The Broadway stage, he said, provides only the dullest and stodgiest fare to theatergoers.

It is to be feared that the only plays seen by Mr. Welles last season were Mercury Theater productions.

To turn from an inducer of contempt to an inducer of apoplexy, the forthcoming issue of *The Billboard Year Book of the Legitimate Stage* has already gone into the works: at least a couple of the features have already gone into a complaining typewriter. So, if your correspondent seems more than usually distraught at any time between now and Labor Day, you know where to place the blame. The perspicuous, incidentally, may have noticed a vague strangeness in the title quoted above. It is, to repeat in part, *The Billboard Year Book*. But you needn't be worried; it's only our old friend, the *Index*, in a new titular disguise. It will be the same *Index* as always—the somewhat enlarged—but this year it will be called the *Year Book*—which is nothing to what this column's perspiring conductor has called it upon frequent occasions in the past.

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Night Clubs in Line for Plenty of Free Publicity

HOLLYWOOD, July 2.—Some night clubs are getting all the breaks.

The Gay Nineties Club of New York and similarly named spots in other cities will get free publicity when Louis Sobol's story of that name is filmed by Warners for the new season's schedule. An all-star cast is set.

The Trocadero, most famous local night club, will get plenty of free advertising when Universal makes *Trocadero*, produced by Joe Pasternak. It is being ballyhooed to exhibitors as "The drama and heart thrills behind the Sunday night auditions at Hollywood's famous night spot with noted directors present—and the world listening in!" Picture marks the first time the audition gag has been glorified.

Int'l Casino 1st B'way Spot To File Reorg Plan

NEW YORK, July 2.—International Casino yesterday became the first Broadway night club to file a plan of reorganization under Section 77b of the bankruptcy act. The plan revealed that the night spot's debts totaled more than \$300,000, and the landlord receives 7 per cent of the gross receipts for rent.

Approximately \$100,000 in new money is being put into the Casino, according to provisions of the plan, with the investors getting a crack at first preferred stock. Creditors and stockholders will receive dollar for dollar value of their claim in new preferred stock.

The value of this stock is based upon the future business the nitery does. Proponents of the plan are hopeful that the world's fair trade will spur the value upward. Holders of present common stock will receive new common but will first make a collective payment of \$22,500 in new money. Hearings on the plan will start July 12 in Federal Court.

Paradise Restaurant, the only other Broadway nitery to survive a bankruptcy via 77b, has not yet filed a reorganizing plan. Hollywood Restaurant, which went down under the auctioneer's hammer after going bankrupt, will be reopened in September and operated by Nat and Joe Moss. A dispute between the Moss brothers and their backer, J. J. Shelley, for a time threatened to cancel the venture before it started, but apparently the trouble has been straightened out.

Several summer spots, including the Surfside and the Glen Island Casino, claim new attendance records. The Surfside claims attendance of 5,500 people last week and the Glen Island Casino played to 1,460 last Saturday.

The Post Lodge, Larchmont, N. Y., will feature a new outdoor patio beginning July 6 with Vic Erwin and orchestra supplying the music.

More Spots Reopen In N. O. Area

NEW ORLEANS, July 2.—Marked activity to improve houses and programs is afoot along the American Riviera (Mississippi Gulf Coast).

Thursday the Edgewater Gulf Hotel opened its roof garden with Jimmy Garigan and ork and John Walton and Delma Raye thru MCA. Cover is \$1 week-ends and 50 cents on week nights.

Tonight the Club Buena Vista reopens in Biloxi with Clyde Crystal and his Atlantians. To be followed at fortnight intervals by Ben Bernie, Paul Whiteman, Kay Kyser, Phil Harris and Benny Goodman, according to Earl Evans, manager.

Further up-State, the new Wind Mill night club at Natchez is due to open tonight with Phil Baxter and band.

Becker Has Lincoln Terrace

EAST LIVERPOOL, O., July 2.—Joe Becker has opened the Lincoln Terrace, located on the Steubenville pike, west of Crafton, Pa. Current are Bob Grayson and orchestra, Chauncey (Bob) Parsons, Three Bo-Brummels, Virginia Bennett, Liberto and Owens and the Lincoln Adorables. No cover, no admission.

Detroit Summer Spots Do Well; Club Dates Up

DETROIT, July 2.—Night spot patronage in this town is going chiefly to the spots that have made some effort to attract summer business. The outdoor and roadhouse-type spots are drawing crowds, with Westwood Gardens and its name-band policy an outstanding attraction. Northwood Inn is getting actual turnaway business week-ends and keeping up to capacity on most week-day nights.

Most near-downtown night spots have folded for the summer. At the swankiest spots, such as the Book Casino, the show has been dropped, with a band and a singer furnishing all the entertainment for hot weather.

One swank spot that seems to be doing business is the Powatan, which is air-cooled.

Agents are paying less attention to night spots and seem to be concentrating on special shows for the summer. Typical event was Wednesday night banquet for sons of Chevrolet dealers. Booked by Abe Schiller, it included Chaz Chase, Lee Purdy, Don Ernesto, Gomez and Marie and the Eight Guardsmen.

Kansas City Spots In Dumps; But Hope

KANSAS CITY, Mo., July 2.—Nitery owners here continue with floor show changes to lure patronage.

Johnny Maitland's Orchestra followed Bobby Meeker's crew into the Hotel Muehlebach Grillroom this week. Barney Rapp's New Englanders are winding up a four-week stint at Sni-A-Bar Gardens.

Stork Club has added Eleanor Leonard and Margery White, while Jimmy and Eddie were added at Perkins Club. Von Busey's Band and Lyda Mae McCoy and Sid Smith went in at Tootie's. Cocked Hat kept pace with a floor show of eight acts and Chet Thomas' Orchestra, and Mildred Metzger's State Line Club took on the Randall Sisters, Frank Tucker, the Rhythmic Trio, Freddie Finch's Band and Florence Denny.

Conditions are still poor, however, inclement weather, early closing laws and general business activity proving hefty stumbling blocks. Ops are hopeful none the less. Newspapers and radio are being used as exploitation mediums, but the volume is below that of a year ago.

Ft. Worth Floorshowless

FORT WORTH, July 2.—Two local night clubs have closed for the summer, the Ringside Club and Shadowland.

Shadowland is slated to reopen September 1, and the Ringside by September 17. Ringside had Ken Moyer's Orchestra and three-act floor show, and Shadowland had Negro orchestra and floor shows.

Better Niteries, Hotel Spots Of Chicago Doing Good Business

CHICAGO, July 2.—In face of business conditions, the established night spots and hotel rooms here are doing satisfactory business. City leaders have not lost much trade to the outdoor spots, partly due to unfavorable weather conditions and also to strong attractions being played thruout the summer.

Mike Fritzel and Joe Jacobson's *Chez Paree* has been attracting heavy attendance since the opening of the new show three weeks ago featuring Cross and Dunn, Helen Morgan and Raye and Naldi. Former two stars have been biz drawers here for years, while the dance team, new in this area, is the first to attract almost as much attention as Veloz and Yolanda did during their early days in the Palmer House.

Palmer House started well with a return engagement of Veloz and Yolanda, altho lack of name-band draw is figured to interfere with record grosses. Stevens Hotel played to more patrons in June than it did in March, novel dance work of Glover and La Mae being credited with increased receipts. Blackhawk Cafe continues to do excellent biz, Bob Crosby's Band now an established favorite there, while the Biltmore Boys and

Those College Boys!

NEW YORK, July 2.—Kay Fisher and George Woodhull are featuring the "sophisticated shag" at the Glen Island Casino in Westchester, but a surer sign of collegians gone wild is the Harlem introduction of the "abbreviated Lindy," the "hyphenated Susy-Q" and the "wormy apple."

New, Young Acts Get Preference in Rochester Clubs

ROCHESTER, July 2.—Night clubs locally are still in the doldrums, with more acts than jobs, but elsewhere in State there are black ink locations. Hotels at Alexandria Bay and clubs and hostalries in the Catskills sector are using talent booked here.

Out-of-town acts bring new faces to clubs that already have run the local talent. Hotel and club managers want young talent despite more experienced acts of old vaudevillians. Local club spenders, themselves youthful, demand performers below the 30s.

Salaries for acts vary, no set standard, but those booked average more than coffee 'n' cake.

Smaller Detroit Cafes Experiment With Shows

DETROIT, July 2.—One of the few hopeful signs for vaude locally is the increased use of floor shows in a few spots that have not tried them before. As a result a few managers in the middle class spots are profiting from using talent when other places have abandoned it for the "duration of the recession."

Charles Collins, producer of the *Hollywood Kiddies' Revue*, is producing a four-act show Mondays and Saturdays at Charles Stepanaukas' Oakland Theater, Highland Park. Collins then has to double the show into the Mettawas Tavern near Flat Rock later Saturday night. Bookings are handled thru the United Booking Office.

Chuck Burns, of Empire Theatrical Booking Service, is adding three spots for full-week shows—places that have used at most one or two nights. Typical of the talent used is the Gray Family, standard act, who opened at the Rouge Gardens.

Jerry Carmen has joined the Empire office and is doubling as emcee at the Rouge Gardens as well as chorus producer there.

New Little Rock Club

LITTLE ROCK, Ark., July 2.—Westwood Club, five miles out, opened this week with Sammy Lazerov and 11-piece ork. Club maintains \$1.65 a couple cover Saturdays but 80-cent minimum week days.

Club Talent

New York City:

GEORGES METAXA returned to these shores this week. . . . FLORENCE AND BOB ROBINSON open July 7 at Ben Marden's Riviera. Past three generations of Robinson twins have also been dancers. . . . HELEN PAMMER, dancer, closed a three-week engagement at Ben Riley's Arrowhead Inn this week. . . . MARITA ELLIN has been taken on by the Bal Tabarin for an indefinite stay. . . . JOHN STEEL goes into the Casa Manana this Sunday. Set jointly by Will Weber and MCA. . . . PAUL AND EVA REYES, dance team, are readying a new number wherein Eva makes a quick change into a Chinese character in less than 10 seconds. . . . GILRONE AND DORYOE are a late addition to the Kay Parson Showboat. . . . THE TOWNSENDS, dance duo, recently returned from the other side, are the proud possessors of one of the most tasteful and flattering press-notice brochures. It contains French and English translations, raves for their Casino de Paris, Paris, engagement.

Chicago:

JERRY (CHI-CAW-GO) SULLIVAN, once in an act with Clyde Hager, is now host at the Bon Air Country Club. . . . EDWARD ALLEN now emceeing the Palmer House show. . . . BILLY STEARN has closed his Gay '90s for the summer. Deal for his acquisition of the neighboring Colony Club, incidentally, fell thru.

INGA BRANDT, of the Brandt Sisters, is skating at the College Inn again after a two-week layoff due to a dislocated shoulder. . . . 885 Club will pick up floor shows again in the fall. . . . MCA here is submitting Tony Martin, screen player, to leading night spots, having signed him under a personal-management contract.

AVIS KENT, local singer, opened a four-week engagement at the Book-Cadillac Hotel, Detroit, Monday.

Here and There:

GINO DARO and Circe Costa, ballroom team, will be occupied with at least four weeks of hotel work in and around Chicago, starting this week. Bookings by Sligh & Tyrrell. . . . The Carltons are now dancing at the Bowery, Detroit. Opened there June 27. . . . JACK LEYSTON'S *All-Boy Revue* is set for the summer at the El Casino Club, Russell's Point, O. . . . RADIO RAMBLERS, made up of Sid Rice, Sammy Vine and Rod Rogers, started at the International Paduc Club, Atlantic City, July 1 for four weeks. . . . AIMS AND VIVIENNE now appearing at Benny the Bum's, Philadelphia, for an indefinite period. . . . GELVA NALLY, formerly of Keller and Nally, has been booked by Sally Fields, Detroit booker, for a summer engagement at the London Bar, Detroit.

RITA BELL opened at Newman's Casino, Saratoga, N. Y., July 1.

HAL AND HONEY ABBOTT go into the Mayfair Club, Boston, Wednesday (6), for a fortnight. . . . DOROTHY BLAINE will open a similar run at the Roosevelt, New Orleans, the following night. . . . DOROTHY de HOGHTON and Ballard and Rae opened June 27 at Alpine Village, Cleveland, for two weeks. . . . PRETTY MAXINE is at home for a rest after 54 weeks at Thorpes Cocktail Lounge, St. Louis. . . . VERN VALDEZ, after 10 weeks at Wagon Wheel Club, Houston, has moved to Finrcchio's, San Francisco, for indefinite run. . . . WALTER HART is in his third year at that San Francisco spot. . . . CHESTER DOLPHIN is held another week at the Shoreham Hotel, Washington. . . . HEWITT AND NEALE are playing a return engagement at Hotel Gibson, Cincinnati. . . . BARRETT AND SMITH continue for a third week at Cocoanut Grove, Boston.

Lincoln, Philly, To Resume

PHILADELPHIA, July 2.—Lincoln Theater here goes back to colored vaude in the fall. For years a colored presentation house, it has been running Jewish shows. Morris Wax takes over and will open after alterations.

Bert Collins' Vaude Unit

WORCESTER, Mass., June 25.—Bert Collins, of this city, started yesterday on a 12-week tour of vaude. Included are four members of Worcester's Hauck Family and a six-girl line.

Bon Air Country Club, Wheeling, Ill.

Individually the acts display talent in the new show at this ultra theater-restaurant (a 30-mile drive from Chicago), but collectively the bill can stand more production continuity. Shifting the revue out of gear opening night was Steve Evens, a swell theater act but a weak night club emcee. Needs material and should adopt a punchier attack in his introductions.

The beautiful line of 16 girls opens with a colorfully costumed Cuban number, backgrounded with harmonious vocalizing by the Lorraine Sisters, trio recently added to the Jack Denny Orchestra. Eunice Healy, refreshing and nimble dancer, follows with a swell toe routine that has a speedy circle-of-turns wind-up. Girl is a gorgeous looker.

The Three Trojans tumble thru a brief session of acro tricks that add belated flash to the proceedings. Men work with speed and finish. Line returns in eye-fetching costumes to parade as *Police Gazette* cover girls to *A Pretty Girl Is Like a Melody*. Producer Sammy Rose in this instance did fine work, and some of the Lester costumes are dazzlers.

Bartell-Hurst foursome come on for a stock adagio routine. It is not too impressive, the appearance of a couple of the male partners lacking in polish.

Sylvia Froos was the hit of the show with a matured and vibrant performance. She delivers a song in a style few others have. Here's a girl, incidentally, who should make a good mistress of ceremonies in a room of this kind. Socked out *I'm Having Myself a Time; Music, Maestro, Please; Week-End of a Private Secretary* and *Rock It for Me*, a versatile collection.

Steve Evans contributed his batch of impressions that failed to get the usual theater-audience response. Some of his impersonations will get the listening ear in both theater and club, but others, particularly characters who are not well known, are lost among the table patrons who are not so anxious to concentrate.

The line closes in a blaze of color with *The Scotch Parade*, which readily lends itself to pompous marching, bagpipe music and bright kilt attire.

Jack Denny will remain thru July, followed by Jimmy Dorsey's outfit August 5. Bob Pace, Gil Mershon and the Lorraine Sisters handle the vocal assignments.

Business has been holding up nicely, the outdoor surroundings also attracting

bathers and golfers. Tommy Kettering continues as p. a. *Sam Honigberg.*

Hotel New Yorker, Garden Terrace, New York

This makes the third "first night" in less than two months for the hotel's summer season, the music making of Ran Wilde and Ramona having been cut short by the attending biz. But this try, with Henry Busse coming in last Monday (27), it looks as if it's going to stick. In fact, the accompanying ice show, providing the floor divertissement, is scheduled to check out next week, with Busse becoming the entire buzz.

When night-life annals are finally written Busse's opening will have to go down in big type. In the first place, the booking was a curious one. Rockwell-O'Keefe services this account, and this time it sold a Consolidated Radio Artists band. Further, Busse gets a CBS wire here, that network's dance remotes being usually associated with Music Corp. of America.

Another unusual situation found a trio of press agents, each working individually to make the opening a memorable Monday. With Steve Hanagan starting his first assignment as publicizer for the Hitz hotel chain, Dick Mockler for the room itself and George Clarke for the band, the New Yorker really reeked with celebs. Busse had been particularly anxious to make his Broadway bow with a bang, hotel even running a series of teaser ads in the dailies heralding the arrival of the "trumpet king." And in the memory of venerate rounders, no maestro ever got off to such an auspicious start.

While the band is brand new as far as New York is concerned, having been cloistered in Chicago for the past four years, Busse is no stranger to home-towners. His *Hot Lips* theme is as familiar in its association as Tommy Dorsey's *Sentimental* or Paul Whiteman's *Rhapsody in Blue*. And when the occasion called for the band to strike up a symphonic arrangement of *When Day Is Done*, his famous trumpet chorus was a signal for acclamation.

Band is obviously a capable one, depending on sectional work which is perfection plus. While Busse has styled the band to the motif of a "shuffle rhythm," the melodic content of the offerings is never abused. Nor does he weary the hearers with the 6/8 snap of the shuffle, mixing his tempos judiciously to match the mood of the music.

An old hand at pleasing dancers, Busse wisely sidetracks the screwy or descriptive music, being content to play the song hits of the day. He hogs the instrumental highlights for himself—and, while his muted trumpet tootling is mighty corny to the criticizing musicians, it's plenty commercial for the cash customers. Band is heavy on brass, but the horns never scream to pierce eardrums, being well modulated in tone and tempo. The trombone trio especially makes mellow music and should be used with greater frequency in solo passages.

Busse was brought here for four weeks. If he clicks, and there is every reason to believe the personable maestro will, band will carry on for the fall season. *M. H. Orodener.*

Berkeley Hotel, London

Floor show is limited to two acts, both singing. Walsh and Barker, male singing and piano team, have a following here and click with smart topical numbers enhanced by capital showmanship.

Just returned from America, Hildergarde has a fascinating and individual style that lands her an easy winner. Mixes pop ballads with her own dialect comedy songs. *Bert Ross.*

Lincoln Terrace, Pittsburgh

Ignoring the recession, Joe Becker opened his handsomely appointed place last week, and the spot looks to make a strong bid for the cream of the local night-lifers.

Bobby Grayson's orchestra plays for dancing and floor show. Band does both smooth rhythms and swing tunes, all of which are danceable. Grayson shares emcee honors with Chauncey Lee Parsons, who offered several numbers which were well received.

As a whole, the floor show is a show-

stopper. Liberto and Roberts, young dance team, present several sophisticated dances. An ensemble of attractive young women, the Adorables, presented several chorus numbers. The Bo Brummels, a trio of wacky musicians, clicked with their seemingly endless supply of nonsense.

Joe Hiller booked the show. Minimum charge after 10 p.m.

Dick Fortune.

Babette's, Atlantic City, N. J.

While many local niteries have been suffering from sparse patronage due to backward weather and a "closed town" policy, now somewhat slackened, this spot is upholding its standing as the class club with Earl Lindsay's *Summer Symphony Revue*. Lindsay's production fully retains the high standards he set at Philadelphia's Arcadia International.

Highlight is Paul South and Teddy Lane. This piano-singing team uses a zippy bag of gags and their songs are just risque enough. Much of their material is quite new.

Lillian Barnes does very well with a torrid rhythm cycle of unusual vocal arrangements. This Chicago songbird is filling her third summer at Babette's and she's still a favorite.

The MacArthurs, ballroom dancers, deliver three smart routines that are as smooth as any seen here this year. They have a fresh style.

Vivien Newell has a refreshing style of acrobatic and tap dancing, plus plenty of looks and personality. Her big number is a tap routine.

Colorful and shapely background for the show is furnished by Earl Lindsay's Eight Lovely Ladies, whose precision numbers are really precise. All lookers, they parade some exotic costumes.

W. H. McMahon.

Piccadilly Hotel, London

Three diversified international acts comprise the current entertainment at this niterie.

Amedeo Ricci, Italian operatic tenor, has corking pipes and a happy choice of numbers. Has no difficulty scoring heavily.

Art Mahon and Virginia Rucker, American dance team, come to London after a long tour of the Far East. Couple present graceful and agile routines. Highlights are Spanish tango novelty and an unusual fox-trot into which they interpolate some unexpected and slick conjuring.

Lai Foun Troupe, colorful Chinese entertainers, just arrived from the States, score heavily with a great act ranging from balancing stunts to tricky plate-spinning.

Business remains good despite the fine weather. *Bert Ross.*

Terrace Gardens, Elbow Beach Hotel, Paget, Bermuda

Because of the method of transportation and the casual life led by the natives of the island, entertainment and night spots are few and far between. Center of activity at the west end of the island is the Elbow Beach Hotel, where nightly the parade of bicyclers heads for the picturesque Terrace Gardens.

Terrace is located immediately in front of the hotel, which is terraced down to the shore. Dance floor is made of stone and surrounded by a Spanish wall. Orchestra has a small shell at far end of the floor. Place is open to the sky—and with the Bermuda weather, soft strains of the music and a Rum Collins or a Planter's Punch in one's hand it isn't hard to figure out why the place draws.

Band of six pieces plays nightly. Instrumentation includes Hilbert Serbin, violin and director; Max Lambert, sax; Henry Coonley, guitar; Kenneth Hall, bass; Carl Golder, piano, and Murray Kerner, drums. Each man is an accomplished musician, resulting in a "band of soloists." They stick to the soft sentimental tunes, however, which doesn't show up this defect too much and is in keeping with the atmosphere. Band is a Howard Lanin unit and doubles at the hotel for concert and dinner music, where the boys show up better. The Terrace is under supervision of Pedro.

There is no cover or minimum. All you are expected to do is buy a drink—and, if you don't drink, that's o.k., too! *Bruno M. Kern.*

Lobby Cafe, Juarez, Mexico

Tension over Mexican politics having eased along the border, night club business at this established spot is definitely on the upswing. At show caught club was packed. Manager Ignacio Gomez is preparing for better times with a \$5,000 renovation program.

Low Brock is emcee. Aurelio Ruocalva, Mexican tenor, opened with *Rancho Grande* for a good hand and encored with Mex love song.

Brock on next with a fast wisp, winning a short encore.

Lyda Wing, in Spanish costume and doing a spicy rumba, got best hand of evening. Two encores, one being a Spanish castanet dance especially well done. Miss Wing is a pleaser.

St. Clair and Durand, ballroom duo, closed show with a waltz. Followed with a whirlwind semi-adagio.

Roberto Ulrich's Orchestra continues on stand.

Show compares well with others in past and should recapture American and tourist trade. *Hal Middleworth.*

Hollenden Vogue Room, Cleveland

Manager Dick Marsh has revised his show in the Vogue Room of Hotel Hollenden and is riding on thru the warm weather with a floor revue that has proved a high spot in recent weeks.

Lois Kaye, singing beauty-contest winner, who won many friends on her previous appearance here, is back with a new routine of original arrangements, among which *You Leave Me Breathless* and *Says My Heart* deserve a modicum of praise.

Niles Garron and Edythe Bennett put thru their program of whirling ballroom steps. They are graceful and spectacular dancers and were featured at the Mayfair Casino before that ill-starred venture went upon the rocks.

Paul Rosini, magician, continues to hold the crowds, and his engagement may continue thruout the summer. He pleases the crowd and is one of the best holdover prestidigitators that Marsh has presented—and when it is remembered the Vogue Room books more magicians than the average night spot (one appears there almost every week, that is saying a great deal. *Harlowe R. Hoyt.*

Walnut Room, Bismarck Hotel, Chicago

Managing Director Roy Steffen is keeping the room open all summer under a reduced budget and, from all appearances, it will get by most satisfactorily, due to the hotel's rep for excellent food and a pleasant atmosphere.

Augmented bands return in the fall to meet the expected competition of names in other Loop hotels.

The new band-stand combination, Jules Duke's sextet, is a lively dance outfit. Its up-to-date delivery of pop music is a welcome contrast to the anti-swing air prevailing during the floor shows. (Management has been known to favor the more reserved type of acts, more likely to please the continental type of clientele at dinner time.)

Ork boys double on several instruments

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"THE MAD MAGICIAN"

14TH WEEK **COLLEGE INN HOTEL SHERMAN CHICAGO**

and, consequently, can dish out most of the request numbers. Instrumentation includes Jules Duke, drums; Johnny Miller, bass; Fred Aune, sax and vocalist; Jack Price, sax; Clay Smith, harp and Fred Wood, piano.

New show is opened by Darlene O'Day, young soprano, doing *Sweet Mystery of Life and Italian Street Song*. Girl has a strong voice, altho salesmanship is not too commercial. Bob King, ventriloquist, works cleverly with a wise-cracking girl and midget-sallor dummies. The characters are amusing and his throw-off voices are unusually voluminous. Bob makes a nice appearance and, with better comedy material, will have a very strong turn.

Gloria Faye, nice-to-look-at and pleasant-to-listen-to songstress held over from the last show, leaves a striking impression with her *Little Lady Make Believe* and *Cry, Baby, Cry*. She is a decorative and vocal asset.

Modie and Lemoux, dance team, close with three stock routines, including a waltz, whirlwind routine and musical comedy novelty. Their strong points are tricks that look good on a floor, but their work can stand more polish. Appearance is fair.

A good intermission attraction is Betty Grey, youthful and personable organist, who plays on a portable instrument. Cards are distributed among the tables and patrons are invited to jot down favorite numbers for her to play.

W. A. Padgett continues as p. a.
Sam Hontigberg.

Savoy Hotel, London

Only two acts on view here, but both ace.

Frakson, slick and showmanly conjurer, commands attention with his smart lighted cigaret manipulations. Climaxes with a corking new trick, the *Disappearing Radio*.

Estelle and Leroy, in their fourth week here, triumph with sophisticated dancing ranging from intricate waltzes to exotic boleros. Team has class, looks, talent, taste in costuming and showmanship.
Bert Ross.

Green Gables, Drums, Pa.

Featured in the show is the dance team, Felicia and Del Ray. The attractive pair open with a *Symphony in White* and return later with a stirring performance of *The King and the Christian Slave*, in which Felicia is tossed around in apache fashion. The performance was impressive.

The Lonnett Sisters (Jae and Lois) are attractive in their white satin uniforms while performing a military tap. Then Lois sings *I Would Do Anything for You*, finishing it off by singing the second chorus while standing on her hands and the microphone lying on the floor. They close the program with a "whirlwind" acrobatic routine which is plenty fast.

Blond, tall and attractive, the Reeve Sisters (Betty, Kay and Ann) do well as a harmony trio. Al Morrison is emcee. In addition to cracking a few gags, he accompanies the trio on a miniature piano and then helps them in their impersonation program. Impersonations include Durante, Betty Boop, Garbo, Mae West, Robert Taylor and Groucho and Harpo Marx.

Peter Kara and his eight-piece orchestra furnish the music.
Business, fair. Milton Miller.

Northwood Inn, Detroit

This roadhouse spot, with its 15 years' reputation for quality in food and entertainment, is proving a bonanza among local night spots this summer. Friendly management by Herbert L. Hund and staff is one big reason for success.

Ray Carlin and band, Detroit favorites for many seasons, are in their 20th week here. They can handle difficult show music as well as the dance numbers with ease, and make their seven-piece unit

have the effects of a big band. Some of the boys help out with soft vocals for the dance numbers as well.

Eddie Shayne and Charlotte Armstrong have a string of dance varieties—a lilt-ing ballroom specialty to *Tea for Two*, a comedy item, *Gay 90s*, a gliding Andalusian number and so on. Unique whirly and ability to work apparently independently, yet in true teamwork, characterize their style.

Surprise of the show is the Eight Guardsmen, in their eighth week here. Captained by Jerry Wallace, these boys appear in blue nautical uniforms and caps with white mess jackets to give a long variety of songs. Their part singing is perfectly "orchestrated," with none of the three or occasional four voices lost. *A Tavern in the Town* gives them unique opportunities, with Wallace doing a bass solo. Their arranger, Jim Peterson, rates credit for his work. The boys have a repertoire of over 50 numbers, favoring medleys and ranging from semi-classic to swing with equal facility. They took six encores. Look like a coming novelty in night club acts.
H. F. Reeves.

Topsy's, Southgate, Calif.

Playing to capacity business, Ted Lewis, the high-hat maestro, and his show return to the Los Angeles area with an engagement at Topsy's. With a great bunch of artists to back him up, Lewis is breaking all records at this spot.

The Varsity Co-eds, six singers, do some intricate symphonic arrangements that went over well. Their best number was *Ti-Pi-Tin*.

The Troy was okeh in her limberleg act and did a great acrobatic number. This gal is one of the best contortionist dancers seen around here in some time.

Marie Austin contributed several songs. The one that brought down the house was *Who Stole the Jam?* She has the knack of knowing how to sell a song.

Bee Williamson danced the Shag and got a nice hand.

Charlie (Snowball) Whittier, as Ted Lewis' shadow, cracked thru with some really good stuff. The crowd went enthusiastic over his act.

Altho Lewis plays the same type numbers he has for years, the public eats it up. Topsy's place is drawing big and little shots from Hollywood in droves and the place is jammed to the doors nearly every night. In spite of what some of the wise boys predicted in regards to Lewis' run here, he seems set for a long time at this spot.

Definitely topping Jan Garber's high grosses, Lewis has caught on here. His band is "corn"; even the announcements are "corn," but who cares as long as the shekels roll in?
Dean Owen.

Actors Hold Bag When Providence Event Blows

PROVIDENCE, July 2.—Members of Mayo's Daisy, comedy horse act, and Carl Rosini's magic turn were left holding the bag here last Thursday when the Home Beautiful Exhibition and Irish Fair, sponsored by the Irish National Foresters' Benefit Society of Rhode Island, folded after four days of a scheduled week's engagement at Rhodes Ballroom.

Told to collect their salaries Thursday morning at the promoter's office, the performers found the place vacated and the promoter departed.

Rosini told *The Billboard* representative that he and Mayo with three other standard acts had been booked for the affair thru the Times Square Booking Agency, New York. Whether the other three turns were canceled before reaching Providence he did not know, but only he and Mayo's act arrived to fill the date. They have asked William I. Matzner, Providence attorney, to institute civil action for collection of salaries due and have appealed to the Providence police to take action against the promoter.

Night Club Management

By GEORGE COLSON

"Personalized" Postal Cards

BEN MARDEN'S Riviera, Fort Lee, N. J., thru Press Agent Carl Erbe, is mailing out postal cards to friends with the message in script so that it looks personal. It lists raves by the critics and ends with "What more can I say. Cordially, Henry."

Hotel Uses Bulletin

THE St. George Hotel, Brooklyn, distributes a free *News Bulletin* to patrons. Describes hotel activities and also has illustrations. Plugs the dining room show in particular.

That Mixing Problem

CERTAIN New York "smart set" cafes are booking girl singers for small salaries (usually \$25 a week), plus 20 per cent of all tabs they "sit in with." Also free dinner. Mixing is not compulsory, but the entertainers are eager to "sit in" in order to increase their salary.

Hotels Cut Cocktail Prices

TO MEET keen competition from intimate night clubs, where people like to gab and sip, New York City hotel bars and cocktail lounges are cutting their drink prices heavily.

First-rate hotels are advertising cocktails from 25 cents and up, having discovered that special inducements had to be offered to patrons who had become accustomed to drinking in speakeasy atmosphere.

Club Plugs W. F. Angle

THE Boulevard Tavern, Elmhurst, Long Island, is the first night club to cash in on the World's Fair angle. It is advertising its location as being "at the gateway to the World's Fair" and the floor show as the *World's Fair Revue*. It is also using the World's Fair symbols—the trylon and the perisphere.

More Clubs Charge Admission

AT LEAST two New York City night clubs are charging admission in order to draw those patrons who just want to see the show without being obliged to eat or drink.

Leon and Eddie's has launched a policy of \$1 admission price for one section of its Pago Pago room, while dinner may be had in the main room for \$1.50 and up (incidentally, L. & E.'s lowest dinner price). The Casa Manana, of course, continues with its \$1.10 (plus three cents tax) for patrons of the balcony who are not obliged to buy any food or liquor.

Horseshoe Bar Makes Money

STOCKADE INN, Chicago, has a horseshoe bar around its floor where the shows are presented. Owner figures that the customers will do more spending when they are in the limelight watching the show.

Kalchheim Sues for Commish

CHICAGO, July 2.—Jack Kalchheim, local booker, filed a \$1,000 suit thru attorney Henry Kalchheim against Morey Amsterdam and Mabel Todd in a Los Angeles court. Amount, it is charged, is due for back commissions owed Kalchheim, who claims to be responsible for Todd's picture contract with Warner Brothers thru his negotiations with talent scouts Steve Trilling and Joe Rubenstein. Amsterdam, Todd's husband, was formerly booked by Kalchheim here. Attorney A. Sturgis is representing the local Henry Kalchheim office on the Coast.

Dave Bines to Schroon Lake

BOSTON, July 2.—Dave Bines, whose line and production work at the RKO Keith Theater last season rated high, returned to his chores at the open-air theater, Schroon Lake, Schroon Manor, N. Y., to produce summer revues. Herman Citron Agency, New York, is booking the acts.

Idaho Business Poor, But Vaude Units Tour Anyway

BOISE, Ida., July 2.—Seven vaudeville units are playing this territory, even tho business is nothing to brag about. Agent Harlin Talbert booked the *Hollywood Varieties* for the Rialto Theater from June 30 to July 2 and for the Cascade celebration July 3 and 4.

The other attractions in this area are the Morgan Family, Johnnie O'Brien unit, *Colorado Hillbillies*, Sin Family, *A Night in Spain* and Chief White Cloud.

Poor condition of the lumber industry in the Northwest may have serious effect upon show business here. Crop prospects, on the other hand, look encouraging for Oregon, Washington and Idaho.

Colonial, Detroit, Vaude Out

DETROIT, July 2.—Colonial Theater, operated by Advance Theatrical Operation Corp., has dropped vaude for the summer, but will resume in the fall. This leaves the Fox the only vaude house in town, aside from one and two-day stands in neighborhood houses.

N. Y. LICENSE

(Continued from page 3)

sentatives, personal managers, artist bureaus of radio stations, orchestra leaders who book talent other than their own band, and advertising agencies that book talent for radio programs. However, he admitted, he would depend upon espionage by managers, agents and performers to police the field.

Thru Police Commissioner Valentine's help Moss expects to prevent cabarets and night clubs from sending out their shows for private parties and such unless performers are paid. Every employee, salesman or representative of a licensed office will have to register with the license department and obtain a letter of approval from his former employer before he can negotiate for a new position with another agent. This is aimed to prevent "plants" from carrying away one agent's business to another. Disciplinary action will be taken against anyone booking nude shows or agents failing to provide payment for their acts.

The taking out of licenses by the EMA members does not indicate a complete about-face on their part. They are submitting as a co-operative gesture toward the mayor, who, upon the request of the association, issued orders to heads of all city departments forbidding anyone from seeking free shows. "The complaint," wrote the mayor in reference to the abuse of privileges for charity, "seems well justified. Please issue orders accordingly."

WILL ACTORS

(Continued from page 3)

worth keeping. In such a case we might throw it up and withdraw."

This, of course, would have to be decided by the entire membership. Until now the members have been somewhat apathetic to jurisdictional problems, their main concern being employment; but they deeply resent the idea of being mauled about by the stagehands' union.

The greatest resentment, however, comes from the Screen Actors' Guild, whose existence is threatened by Browne's tentative plans. Events of the past year show that the more militant AFL unions have extended a co-operative arm to the CIO wherever possible, and SAG would undoubtedly look to the CIO if no action were forthcoming from the AFL.

During the Federated Motion Picture Crafts strike in Hollywood last year, the CIO opened an office and intended to aid in the fight, an idea to which the actors were not in the least hostile. Lack of strength, however, brought the campaign to a halt.

Radio station engineers, too, are members of the American Communications Association, a CIO union that has never been at odds with the American Federation of Radio Artists, which also has sound effects men under its wing.

Indicative of SAG's present leanings is its indorsement of the strike of the American Newspaper Guild (CIO) against *The Hollywood Citizen-News*. Actors have been helping the Newspaper Guild's cause by picketing and financial aid.

Ralph Whitehead, executive secretary of the American Federation of Actors, could not be reached for comment, as he is out of town attempting to patch up his circus problems; there have been recent allegations that Whitehead and Browne have been making eyes at each other.

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Breaking That Unwritten Rule About Actors

By PAUL DENIS

THERE is a sort of unwritten rule in the theatrical trade-paper field that you must not poke fun at performers as a class.

We suppose the angle is that it's tough enough for performers as it is—so why rub it in? Isn't the life of the average performer sad enough without wise guys ripping off the veil of silence? Isn't the average performer exploited, cajoled, kidded, browbeaten, underpaid and discarded? His last refuge is his own mind and personality, so why not, Mr. Writer, leave him alone?



PAUL DENIS

But really, gents, you've got us wrong. We are not going to razz performers. We love performers, and when you love people you see them in their nakedness as well as in their glory.

WE LOVE performers because they are gentle as a class. Don't laugh; it's true. You have seen performers scream at agents, talk endlessly about themselves, slander rivals, preen before mirrors, shout their vanity, flaunt money and snub their old friends. But you should also see them in their softer moments when the vanity has relaxed into a terrifying worry about bookings, when their glibness has melted into the closed mouth of grim responsibility, when the money has run out and the belt has been tightened.

Performers are gentle because they live more on appreciation than on money. The butcher counts his money and gets rich, but the performer rereads his press clippings and stays poor. When a high salary is usually a symbol of high talent (as in performers) rather than a symbol of shrewd, cold business dealings (as in most businesses), then the performer's money loses most of its ability to deprave.

WE DON'T want to razz performers. We know they walk with smouldering breast, heavy laden with terrifying ambition and colossal confidence. We know that most of the time they are not listening but only waiting for a chance to tell you how they wowed 'em in Philadelphia. We know, too, that they live in a mysterious world full of agents' promises, press clippings, agency addresses, faded mementos, vague yearnings, special material, bookings, wardrobe, small talk, casual acquaintances, broken families, phony contracts, brave fronts, hungry stomachs, sentimental attachments, layoffs and benefits.

How can you poke fun at clowns whose tears have blurred their make-up, whose laughs are often muffled shrieks of distress? How can you be glib with satire when your victim is too frightened even to fight back? How can you pierce their vanity without cutting to the heart?

IT BEGINS to become clear now. The exaggerated boasts, the automatic too friendly approach, the flashy fronts and torn backs, the self-advertisement—all are nothing but a protective shield that hurls back the screen tests that failed, the big dates that never came thru, the "temporary" cut salaries, the huge commissions, the high living expenses, the first wrinkles under the eyes, the thinning hair, the empty bank account, the dreary hotel rooms.

The terror of living from day to day without security, without confidence and often without a home to go back to—that is the terror the performer meets every day, and it is ironic that he is always ready and eager to entertain others.

Now you know: we haven't the heart to break that unwritten rule about razzing performers as a class.

Editor to You!

CHICAGO, July 2.—Matt Duffin, formerly of the Duffins, has left the profession to become editor of *The Culver City Citizen*, Culver City, Calif., a paper owned by his father. His partner, Mary Duffin, replaced Ruth DeQuincy in the act of Gene, DeQuincy and Lewis, and Ruth in turn is now rehearsing a dance act with Jimmy King, formerly of Murray, King and Roberta.

Vaudeville Notes

BURT MILTON, former musical director for the Seller Brothers, has joined George and Arlene Colston in the same capacity. . . . JOYCE BROTHERS AND DEAN were a last-minute addition in Denis Cooney's *Royale Frolics* unit in Chicago, the deal with the Burke Sisters having fallen thru.

TED AND ETHEL WALKER are playing for "Pop" Cameron, of the original Four Camerons, at his Clayton Casino, Clayton, N. Y. . . . BUDDY AND JUDY ALLEN sailed July 1 for a tour of Belgium, France, Italy and England. . . . NVA Club meetings have been discontinued for the summer.

BIG BILL CAMPBELL and his Hillbilly Round-Up are vacationing prior to a July 11 opening at the Empress, Brixton, England. . . . Following an engagement at the London Palladium, the MAURICE COLLEANO FAMILY has rejoined the *Let's Have a Party* show for another tour which started at Leicester, England. . . . THE KARRE-LE BARON dancers, with Mayon, have returned to England from a tour of Continental theaters. . . . RALPH SHAW is back in New York after a year's work in the Midwest.

JEAN MARTIN, until recently line producer with the Owen Bennett unit *We've Got Everything*, is visiting her folks in Houston. She will return to the road in September.

GEORGE JESSEL has been signed to appear in six films for Standard Pictures, a new Hollywood producing company. Will be based on adventures of radio newscaster, with detective story background. Chris Beute will direct. . . . STARNES AND ANAVAN have been held over an extra week at the Dunes Club, Virginia Beach, Va.

CHESTER HALE replaces Marjorie Fielding as dance producer for the Harry Howard revue that will play New Zealand, Australia and possibly Africa. Sailing date for company has been moved up from August 16 to August 3, and the opening is now set for August 27 in Auckland, New Zealand.

EDDIE RIO sails for London July 13, to open at the Palladium July 25. . . . ANDY AND FLO MAYO, owners of Pansy the Horse act, are flying down to Bogota, Colombia, July 20 to tour South American territory. . . . WALTER DONAHUE, now appearing at the Village Barn, New York, expects to make his legit debut in *The Gay Divorce*, Cleveland, July 7. He will return to the Barn after that engagement. . . . SAMUEL J. BURGER contracted Mrs. Hedi Heusser, sit-down love striker of Irvington, N. Y., at \$500 a week for her story and personal appearance in theaters and on the radio.

THREE STOOGES continue personal appearances after their successful stay at the Casa Manana, New York, with a run at the Steel Pier, Atlantic City this week, and successive weeks at the Baltimore Hippodrome, the Flint (Mich.) Rialto and the Chicago Palace. . . . RED SKELTON'S first film, *Having a Wonderful Time*, debuts at the Radio City Music Hall July 7, the day after he closes at the Loew's State, New York. . . . BILLY BENNETT, Scotch comedian on this side for a vacation, comments that vaudeville is stronger than ever in England, but that on this side the only place he has been able to find vaude has been in night clubs. As if we didn't know.

Met, Boston, To Resume

BOSTON, July 2.—A new \$15,000 marquee, orders for all employees to take vacations by August 15 and repainted dressing rooms are obvious indications that the Metropolitan Theater, M. & P. de luxe house (4,200 seats), will resume vaude Labor Day.

Vode-Visions Charges AFM With Restraint

NEW YORK, July 2.—Having received from Joe Weber, president of the American Federation of Musicians, a decisive "no" in the matter of allowing musicians to make recordings for his Vode-Visions, J. E. Horn, producer, has instructed his lawyer, Ahner Rubien, to institute suit, charging Weber with unfair discrimination and restraint of trade.

Horn also sent telegrams to President Roosevelt, Attorney-General Cummings, Secretary Perkins, Administrator Hopkins, Mayor La Guardia and Governor Lehman complaining about the Weber dictum and asking for help.

Wrote Weber to the Vode-Visions counsel: "Members of the American Federation of Musicians will not play for the manufacturers of recordings for actors or entertainers if such recordings are to be used as accompaniments for them in their acts."

This came after Horn guaranteed Weber that his Vode-Visions would use 200 musicians this year at \$50 a day.

N. Y. Strand Vaude Not Definitely Set

NEW YORK, July 2.—Altho Warner booking office denies that any contracts have been signed for stage-show policy at the local Strand, reports are current that Horace Heidt may open the house in late August or early September.

Ben Bernie and Ozzie Nelson also loom as possibilities for the opener, but the Warner office insists that the plan is still in "process," with nothing definitely formulated.

U. S. Acts Set For S. Africa Tour

LONDON, June 25.—Three American acts are set for the next International Vaudeville Co., booked by the I. V. T. A. agency here, to tour South Africa.

Trio are Larry Adler, Music Hall Boys and Hickey Brothers and Alice. Last act scheduled to leave New York June 25 to pick up the rest of the company, sailing from Southampton.

Other acts set to make the tour are Afrique, Freddie Forbes and Angela Barrie, Chic Elliott, Rassana, Lucienne and Ashour and Matthe. Company opens in Capetown July 25 and stays for two weeks, with four weeks at the Empire, Johannesburg, and four weeks at other spots to follow. Line-up is one of best booked for this territory in years.

AFA To Organize In Atlantic City

NEW YORK, July 2.—American Federation of Actors branches out into the Atlantic City area this week when it opens negotiations to unionize performers of MCA's *Ice Follies* at the Auditorium in A. C. Charles Mosconi, AFA treasurer, and Harry Calkins, AFA chief organizer, huddle this week-end with ice-show executives and then will attempt to line up performers at the two piers and the several night clubs in Atlantic City.

Locally the performers' union signed up a couple more night clubs, Lincoln Grill and the Cypress Hills Hofbrau in Brooklyn, and is also completing arrangement for the Showboat Yankee, giving the AFA supervision over all local showboats.

A contract with Rockwell-O'Keefe agency was signed Thursday. It provides that all performers playing the Hotels New Yorker and Belmont-Plaza must be AFA members. The hotels are given a Class A rating (\$40 a week per person minimum).

AFA is picketing Marta's, Le Mirage and Radio Franks now.

Al Weisbrod has joined the AFA organizing staff, replacing Louis J. Pope, resigned.

Safety Thirst?

KANSAS CITY, Mo., July 2.—Otto P. Higgins, director of police, this week inaugurated a new "safety plan" which he believes will reduce the motor toll.

Total of 21 policemen were stationed in front of night clubs to warn bon vivants they were in no condition to drive and to suggest a taxi. In the event the driver refused suggestions police followed and made arrests for driving while intoxicated.

Plan has approval of all ritery owners here.

Vaude Veterans In 2-a-Day Try In Los Angeles

LOS ANGELES, July 2.—Asserted failure of the *Hobohemians* show, opening at the Criterion here, to get under the wing of Equity has resulted in the production being placed in the hands of the American Federation of Actors, according to AFA officials. With difficulties with the American Federation of Musicians ironed out, the show has decided to get along with two piano players for the present. Production is being watched with much interest and is regarded as a test for its type of entertainment.

Hobohemians features many old-time names, including Trixie Friganza, Ole Olsen Jr., James Kelso, Ruth Faber, Edward Foley, Bill Harling, Pat O'Malley, Lea Leture; Paul Girard Smith, who wrote the show; Freeman High and Perrin Somers. Will be a combination of blackouts and skits rather than routine vaude acts. Top will be 55 cents, with two shows a day.

Signing of this production with AFA has given that organization a stronger hold on the entertainment field here, tho the Million-Dollar Theater is still holding out. However, it is rumored the theater has agreed to go AFM September 1. AFA has written Million-Dollar management and suggested it resume business with the Al Wager booking office, which recently signed AFA.

With public interest in flesh becoming more noticeable, there is a possibility that Sid Grauman may resume stage productions at his Chinese Theater in Hollywood.

After a series of bad months the Paramount Theater found it couldn't sell the public on double features and resumed flesh, with Ted Lewis doing smash biz.

16 English Houses Close for Summer

LONDON, June 25.—British vaude will have its annual hard knock when the Moss Empires (General Theaters Corporation Combine) closes down 16 of its variety theaters for the summer.

Four (Hippodrome, Wolverhampton; Empire, New Cross; Empire, Birmingham, and Palace, Hull) close this week. Others follow June 27 or July 4.

Entire circuit reopens August 1, the English Bank Holiday Monday.

Fox, Philly, To Go Combo

PHILADELPHIA, July 2.—Fox Theater, Warner house, will institute a flesh-film policy next fall. Theater has been without live talent for a year and has failed to hit its previous high b.-c. figures on pictures alone.

Name bands and acts will be booked. First-class first-run pictures will also be shown at the Fox, while pictures will continue second-rate at WB's Earle, with the stage show the big attraction there.

Party To LeRoy Furman

NEW YORK, July 2.—Bachelor party was given LeRoy J. Furman, executive of Monarch Pictures, Thursday night at the Hotel Delmonico here prior to his wedding today to Betty Young, former dancer, at the Little Church Around the Corner. Among those present were Bob Weitman, Eddie Burke, Boris De Franko, George Dembrow, Dave Dubin, F. L. Esternaux, Creede Nepper, Lou Notarius and Harry Rubin. Entertainment was by Jack Osterman, and officiating was Albert D. Levin.

Vaudeville Reviews

Loew's State, New York
(Reviewed Thursday Evening, June 30)
One of the best balanced bills in recent months, with novelty, singing, dancing and comedy well taken care of by competent representative acts.

Red Skelton, Irving Caesar and Mario and Floria are the mainstays, with the five Juggling Jewels and Geraldine and Joe capably rounding out. Judging from opening day turnouts, this set-up seems well on its way towards surpassing the \$20,000 gross of last week's Bob Hope-Jackie Coogan combo. Strong *Three Comrades* on the screen is not likely to hurt the take, either.

All-femme Juggling Jewels, five in number, present a fast, well-routined turn chock-full of tricky and novel developments of stock manipulations. Feminine appeal is also brought out with a short stint by one of the girls in tights. Radium-lighted rings and clubs and closing ensemble trick especially effective.

The youthful Geraldine and Joe shape up as promising material for musical comedy. They're good-looking kids, neat and plenty talented for their specialized acro-tap work, and display a flair for sight comedy with a novelty apache dance closer.

Red Skelton, of course, is the laugh-getter, working all thru the bill as an emcee and spotting his rapid-fire miming and gagging to good advantage. Skelton's meteoric rise has been no accident, for he definitely has freshness of material and delivery. Outstanding morsels are his dressing bit, the dunking demonstration and his impressions.

Tunesmith Irving Caesar almost over-stays his welcome and, were it not for the mollifying effect of his remembered song hits and the appeal of his "safety songs" popularized over the Vallee Hour some months back, he might have fared much worse. As it was, tho, despite the letdown brought on by his penchant for "fireside chatting," he wound up with a bang on a rousing piece, *Oh, What a*

Wonderful Day That Must Be.

The fragile and charming ballroomery of Mario and Floria is saved for the closing spot and is a delightful contrast to the rest of the bill. This pair, as *mince et legere* as any gracing the floors of rooms or theaters today, have been repeating at the choicest locations and are giving the rest of the field a battle for top honors. Exceedingly pictorial and offering utmost in precision, their work is further enhanced by excellent music and tasteful settings.

Standees the last show opening day.
George Colson.

Palace, Chicago

(Reviewed Friday Afternoon, July 1)

Not a bad show at all, but despite such names as Maxine Sullivan and Henny Youngman it's not box office. House second show opening day looked the poorest in weeks. Apparently the Pat O'Brien-Kay Francis screen vehicle, *Women Are Like That* (Warner), is not much help out front either.

Three Olympics open on an elevated portable stage with a stock skating routine, its polish somewhat handicapped by repeated displays of the same pair, sandwiched in with tricks by the other male partner. Henny Youngman follows, and from there on stalks in and out with rapid-fire gags, most of which earn solid laughs. You can't help liking the guy even when he pulls a few old ones out. He is clean and funny.

The Debonairs, tapping male sextet, do clean-cut work in show-book fashion. Leader of the instruction scene is new since their last local appearance, this time being Paul Pierce, formerly of Ballantine and Pierce. Boys work neatly and smoothly.

Maxine Sullivan is heralded as the

new song sensation from the East and backs up the rave with an effortless delivery of pop and Scotch tunes warbled in fine voice. Despite the small house she was called back a couple of times for more. She is definitely different from most of our exercise-taking swing songstresses, depending on her voice to bring in the honors rather than on forceful poses and hand-waving. An ingratiating personality, too.

Robinson and Martin, young acrobatic and tap team, close with three routines, the final offering preceded by Ed Korpe, who pumps out on his hamronica a banner-flying version of Gershwin's *Rhapsody in Blue*. Team works pleasantly, but routine is of stock variety. Close with a fast one to *South American Joe*.
Sam Hontigberg.

Palladium, London

(Week of June 20)

Business is excellent despite the hot weather. Reason is obviously the headliner, Evelyn Laye, who makes her London vaude debut here. Splendid bill in support, with five American acts included.

Lazander Four, three men and a girl, occupy the opening frame with honors. Foursome turns in a neat routine of acrobatics and comedy sufficiently original to command added attention.

Dick Henderson, singing monologist, fares well with his usual line of gab and ballad warbling.

Three Swifts sock with their corking club juggling comedy interlude, as fast-paced as it is clever.

Ralph Reader and his Gang Show of Boy Scouts, 150 in number, strictly amateur show but with a big audience appeal, follows. Judged from a professional standard, the presentation is woefully weak and the talent mediocre, but the spectacle and staging plus the patriotic element put the offering over.

G. S. Melvin, best of England's character comedians, provides sock entertainment with his grotesque travesty studies.

Evelyn Laye, on to a big reception, proves to be the best headliner here for months. Beautifully gowned and stunning in appearance, she holds the out-fronters from the start. Combines corking voice with an appealing and gracious personality and showmanship. Eight numbers, mostly from her successful musicals, culminate in a legit show-stop.

Wilson, Keppel and Betty, American comedy dancers who have been over here for six years, wow them with *Cleopatra's Nightmare*, about the funniest of existing dance travesties. A near riot.

Florence Desmond, English impressioniste, is in her usual fine form. An emphatic hit.

Vic Oliver, American comedian and monologist, repeats and lands heavily with some dandy and new wisecracks.

Holland and Hart, American ballroom dancers, win thru on technique. Their dancing is marked by intricate and rhythmic steps.

Peggy Seel, personable American acrobat, fits in between changes and does well with her specialty number.

Here for the first time, Manolo Bel and his Muchachos Band are a mellifluous aggregation. Ork is splendid when confining activities to Spanish and Mexican numbers but falls short when essaying *Tiger Rag* and kindred selections.
Bert Ross.

Paramount, New York

(Reviewed Wednesday Evening, June 29)

It's only the Mexicoll melodies of *Tropic Holiday* (Paramount) that make the screen's share of the billing this week bearable. Far greater interest holds forth in the attending flesh fare.

In keeping with the tenor of the flicker, the Latin lullabies of Xavier Cugat join the Paramount parade of band attractions. No easy task for Cugat, sandwiched in between a stream of swing beater-outers. But he holds his own, the congos and tangos associated with the maestro making very likable lulls for the three show-stopping variety turns on tap.

Tho his smart rumba rhythms have been confined to the smart Waldorf set, dance lovers are definitely Cugat-minded, as evidenced by the warm reception greeting his theme song, *My Shawl*. Save for a single medley of current pops, featuring a fiddle choir of five (boys in the band doubling the chin rests), it's

the more familiar South American music that makes the maestro so masterful at these tempos.

First on, opening cold but almost setting the house afire before blowing out, are the Three Oxford Boys, singing trio with their own guitar accomps. Lacking in stage presence, undoubtedly because of lack in stage experience, the three-some overcomes that by striking a new note for musical impersonations. Their voices incredibly blending to sound like the instrumentation of a dance band, they weave a medley of familiar theme songs.

From the first tonsiling as a trumpet for Henry Busse's *Hot Lips*, twisting the imaginary radio dial to take in Kay Kyser's characteristic signature, a Hawaiian combo, a March of Time episode, Tommy Dorsey's *Sentimental* song, Horace Heidt's three trumpets tooting triplets and the singing guitar, Wayne King's theme and Clyde McCoy's *Sugar Blues*—it's a socko turn that builds so strong that it's even tough for the boys to follow themselves. Segue into *Mickey Mouse's Birthday Party*, but the Walt Disney characters are never as potent as the come-on routine.

Hal Sherman has a field day of his own, picking 'em up from scratch and walking off with the house tucked away in his overgrown dress suit. But not before he delivers that eccentric hoofology. A standard turn, Sherman is a standard sockeroo from every angle. This makes the umpteenth time we've caught him. He hasn't changed the act a lick, but like a rare wine it gets mellower each time.

The biz buzz, in spite of all the biz buzzing that preceded, is Frances Langford. The screen songlady is as ever the potent painter of song stories whose notes fall like balsam on the ears and wisp you back to places you've never been. Sells five songs, *I Hadn't Any One 'Til You*, *Gypsy in My Soul*, *Carry Me Back to Old Virginny*, *Week-End of a Private Secretary* and a fade-out chorus of *Music, Maestro, Please*. She could have sung five more and the house would still hunger. M. H. Orodanker.

Gayety, Boston

(Reviewed Thursday Afternoon, June 30)

A typical audience of vaude customers filled the house to capacity for the opening of *Royal Frolics* (57 minutes), unit booked by the RKO Vaude Exchange thru Doc Breed and produced by Abbott Adams.

Usual pattern of the show beginning with a line number is changed, with the Murphy Brothers and Fitz opening with some audience heckling, led by Bill Murphy. Line (8) is a fair lot and follow with a tap number, and together with their other routines can't seem to stick with the oke tempo and vice versa. Shepard Sisters (2) come out for a fast Cuban hootchy-kootchy and toss out the bumps galore. Later offer a fast acro of okeh caliber. They are brunet and shape up well.

Mal Cameron, magician, warms up as he goes along and winds up with some surprisingly okeh applause. Tricks are embellished by a running commentary.

Roberta Hines looked somewhat rigid and scared and too cued-up in her xylophone playing. She dons a chapeau and taps and gongs out with *Rosie O'Grady*, and puts on a dwarf mask to tap out

The Direct From Palladium, London, Eng.

5 JUGGLING JEWELS

The Original Carlton Sisters

WEEK OF JUNE 30th

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HARMONICA VIRTUOSO
Week June 23, Loew's State, New York.
Week July 1, Palace Theatre, Chicago.
Direction—CHARLES V. YATES, Simon Agency.

Heigh Ho. She even crawls under the xylophone during tune rests. As a result of her efforts, she stopped the show.

Roger Williams employs his vocal apparatus to eke out as complete a menage of instruments, ork units and sounds as heard for some time. Three encores, winding up with a three-year-old kid singing *Peggy O'Neill*.

Murphy Brothers and Fitz come in for their own act of comedy and nonsense and, compared to other trios that have hit other local boards the past season, they were okeh. Some of their beginning stuff is conventional, but they build to warrant the encore. Okeh.

Line does a toe hoof, and work up the finale with various dance crazes, with the entire company doing *The Big Apple*.
Sidney J. Paine.

Loew's Capitol, Washington

(Reviewed Friday Evening, July 1)

Major Bowes' Collegiate Revue takes up the stage this week and provides the best entertainment of any Bowes' unit ever to play Washington. Ted Mack is emcee, delivering his gags in a fresh style and keeping the show moving at a satisfactory pace.

With the house band on the stage, the first of the amateurs is Victor Pankowitz, who, with the band, delivers some excellent music. Pankowitz really does things with his two harmonicas. Next was a singer introduced as Dianne, who rendered *I Double-Dare You* in an average manner, but really hit her stride with *Joseph, Joseph*.

Vivienne La Mance did an acrobatic routine that was okeh and drew a good hand. Herb Taubler has a phenomenal act. He sits on a high chair to pick at a bull fiddle with his toes, at the same time strumming a guitar and playing a chromatic harmonica hung around his neck. His number is unusual enough for any week's billing. Marie Julio, soprano, did a good job singing an Italian operatic number and could have come back with another. Bill Hughes, "the whistling cowboy," imitated birds, and that's about all. However, he does his stuff with a mouthful of cigars.

Ted Mack, breaking away from his emcee role for a moment, does some effective clowning with a clarinet, and then the show picks up with Bobby and Dotty Edwards, who do a stair tap which is competent in every detail—but they're better than "amateurs." Harvey Mearns looks very familiar with his tubular harp, sleigh bells and musical money. A Coast Guard gob sings with the unit for this week only, and then he goes back to the service. Good. The Three Chords have a midget piano, with two of the boys imitating various orchestra instruments with their voices. Part is good, part is average—but showmanship lifts the act over the hump. A very good hand from the house. (Two) Monarchs of Mimicry do Vallee, Lionel Barrymore, Roosevelt, Jolson, Crosby, Fields, closing with both contesting to see who is Eddie Cantor.

The show closes with the three couples who "won the Snag contests at Madison (See VAUDEVILLE REVIEWS page 25)

New Manana Bill Still Sock Stuff

NEW YORK, July 4.—Billy Rose's *Fourth Streamlined Varieties* opened last night at the Casa Manana and ought to run at least three weeks like the previous straight vaude bills. Jimmy Durante is featured and saved for closing spot, where he entertains mightily with his dizzy ditties, gusy mannerisms and explosive gags. Still a bit restrained, he no doubt will blossom out in old Durante style before the week is up.

The rest of the bill is standard vaude stuff, Rose apparently preferring to stick to veteran acts rather than try new talent. Herman Hyde, who appeared here last year in a French Casino show, is a welcome return with his screwy musical props and amusing sight comedy with charming Sally Burrell. The Briants, pantomimists, also seen before in this theater, do their standard vaude turn and sock across easily.

June and Cherry Preisser, young and lovely team, offer their novelty acrobatic dancing, with the younger girl standing out like a lighthouse. Ross Wyse Jr., assisted by tall and acrobatic June Mann, worked furiously at terrific acrobatics and comedy and had no trouble scoring. Benay Venuta sang a brace of pops in attention-winning style, while Nick Long Jr. uncorked some magnificent tap routines, aided by the refreshing comedy style of Davy Kay doing a mad Russian characterization.

Louis Prima, with his hot trumpet, leads his five men thru torrid swing tempos and also provides relief dance music that is not very danceable. The finale is a "happy birthday" number dedicated to George M. Cohan, with popular Cohan tunes being sung and Dave Allen doing a swell Cohan impersonation. A special number is fixed up for introducing John Steel, whose tenor voice is still easy to hear, and Pat Rooney, who is as lively and ingratiating as ever.

Vincent Lopez, who has been here since the vaude policy was installed, again plays the show well and contributed a couple of band numbers in addition to playing dance music. Blond Betty Hutton is the vocalist.

The show does not run smooth and there are, for example, three dance acts in a row, altho different types. However, fixed up here and there it ought to be sock stuff.

Sydney Spier is still doing a fine job publicizing the spot. *Paul Denis.*

Reviews of Acts

Barbara and Barry Leslie

Reviewed at the Coconut Grove, Boston. Style—Ballroom dancing. Time—Nine minutes.

Duo (husband and wife) shapes up well. Femme's experience of ballet work with George White's *Scandals* and three months as premier ballerina at Pittsburgh's Theater, has afforded her grace, expression and class.

Team is out three times during the floor show. First is a symphony of spins featuring difficult carries. It's fast and a click. Second is a waltz adagio with the lass doing some toe work. Third is a production bit with a soft shoe routine.

Have class, are well-wardrobed and manipulate routines in a distinctive manner. Lad handles his partner very well. *S. J. P.*

Hylton Sisters

Reviewed at the Coconut Grove, Boston. Style—Harmony singing. Time—Five minutes.

The Hylton Sisters (Kate, Margo, Evelyn), auburn, blonde and brunet harmony trio, have made shorts—visual and sound track; have been on the WNEW Dance Parade show; with Leon Van Gelder and Vincent Lopez orks, and have made NBC and CBS appearances before joining Jacques Renard as his featured warblers.

Stay at the Coconut Grove netted them an insertion in the floor show, plus vocals during ork chores.

Floor show tunes were a click arrangement of *La Cucaracha* and *My Bonnie Lies Over the Ocean*. They concoct their own arrangements, which are different, and sing them with style. Trio looks like a formidable bet as the next harmony act to blaze out with marquee bulbs. *S. J. P.*

Talent Agencies

PLAZA ENTERTAINMENT SERVICE has opened new offices in Schenectady, N. Y., to service traveling bands and acts in the territory covering New England, Pennsylvania, Ohio and New York. Personnel consists of Herman Fredericks, H. A. Beyer, Joseph Marsolais and Loretta Smirn.

AMUSEMENT ENTERPRISES of Boston, thru Edmund J. McGuinness and Sam H. Paine, have booked Capt. Stan Harris and orchestra and a floor show for the Firemen's Relief Association at the Hatherly Country Club, Scituate, Mass., July 25.

JAYNE JARRELL office, of Pittsburgh, booked 40 performers at an organizational convention at Conneaut Lake Park, Pa., last week. Jarrell office claims it has booked more than 50 conventions this year.

LOU IRWIN, New York, has arranged a tour of personal appearances for Gene Autrey, cowboy singing star, starting at the Earle Theater, Philadelphia, this week.

BOB PRICE is no longer connected with the Central Booking Office, Chicago, having opened an independent office with Seymour Shapiro in that city.

Hirst Circuit Reorganizes

NEW YORK, July 2.—Hirst Burlesque Circuit will hold a meeting for theater operators in Philadelphia July 13 to formulate plans and policies for the coming season.

The Hirst Circuit reached about a dozen weeks at its peak last season compared with the 25 weeks it had the year before.

Gaiety, New York, Burly

NEW YORK, July 2.—Gaiety Theater, Brandt Bros. house on Broadway, is to resume burlesque Labor Day. Will use pictures between burlesque shows.

Plans for installing flesh in other Brandt theaters are in abeyance, no progress having been made toward determining either when or how many of the houses in Greater New York will make the change.

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—SOL ZATT, Billboard, July 2, 1938.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

THE GREAT NICOLA, who for many months has been busy at his Monmouth (Ill.) headquarters preparing a new show for another world's tour, is practically all set to launch the new layout. He promises us full details soon. . . . **JEAN FOLE**, Pittsburgh necromancer, is now doubling as columnist and associate editor on *The Spotlight*, new weekly sheet covering the night life in the Smoky City. . . . **WILLARD THE WIZARD SHOW**, largest undercanvas magical attraction on the road, is reported to playing to good returns in Oklahoma. The snappy performance and the good appearance of the equipment and assistants is reported to reflect the able showmanship of Harry F. Willard. . . . **ZUDELLA**, mentalist, who has been working theaters thru Iowa, Wisconsin and Illinois, is set to play five theaters in Rockford, Ill. . . . **ST. LOUIS RING No. 1, IBM**, held its second quarterly ladies' night show at Asia Restaurant, that city, June 25. Entertainment was furnished by Compeers Badley, Bremner, Buel, Canter, Eifert, Hendricks, James, Little, Ross, Schertz, Schopohl, Scott, Vizard, Wohlhuter, Niendorff and Mrs. W. U. James. . . . **PERCY ABBOTT**, Colon (Mich.) magic maker, gives us the inside dope on how he came to swing the IBM convention to Battle Creek, Mich., for 1939. Perce says he told the same story to quite a number of the boys after the business session at the recent IBM conclave, but he is of the opinion that they didn't believe him. "I had no intention of bidding for Battle Creek until 10 minutes before I went after it," typewrites Abbott. "No one else knew anything about it. It was the outcome of an inspiration or anything you like to call it. I was influenced by the fact that there was little or no money made at Cincinnati and by the poor state of the financial condition of the IBM. It will be no effort for me to make a profit of \$500 at Battle Creek. I have already started things going, and the Post Tavern Hotel will be the headquarters. Also have the backing of the Chamber of Commerce." Abbott at the recent IBM convention in Cincinnati promised the organization a guarantee of \$500 if Battle Creek was chosen as the 1939 convention city.

THE GREAT GEORGE and Anita (Grover G. George) are set in theaters thru Iowa, Illinois, Missouri, Kansas, Montana and Minnesota until September 22, after which they plan to return to South America for another tour and for a visit with Anita's folks. . . . **BRANDINO** is being held over this week at Harlan Points, Toronto. The youngster created a favorable impression with his work on one of the night shows at



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Burlesque

(Communications to New York Office)

New York:

YANKEE, Tony Miccio's showboat, for its first Hudson River burly cruise, July 3, had as entertainers Margie Hart, Bobby Faye, Tommy Raft, Holly Leslie, Buddy Orlando, Ann Smith, Sylvia LaVaun and Jack Montgomery's 10 Moonlight Maidens. . . . **GLADYS FOX** jumped in the middle of the June 24 week at the Republic to replace Jean Carroll, taken suddenly ill. . . . **TAMARA** and Bert Carr were new at the Eltinge July 1. Billy Vail left the day before. Evelyn Myers, after a long Western stay, returns East to open July 8. Hazel Miller was due July 1, but canceled. Miss St. Louis due instead. . . . **ATLANTIC CITY** opening July 2 had such ex-burlesquers as Jean Mode, placed by Stanley Woolf at the Swing Club; Barbara Doane, at the Bath and Turf, and Ruth Donald, at Sam Raynor and Murray Briscoe's new Backstage Club, formerly the Silver Slipper. . . . **PAUL KANE** has succeeded Frank Bryan as number producer at the Globe, Atlantic City.

CHARLES (RED) MARSHALL, comic, theater-partied the last show of June 28 at the Eltinge by Mr. and Mrs. Joe

the recent IBM convention in Cincinnati. . . . **GERBER THE MAGICIAN** played the fourth week-end for the tourist trade at White Cloud, Mich., moving there from Detroit, where he worked clubs. . . . **PRINCESS YVONNE**, one of the best known of the country's mentalists, has been set by her hubby-manager, Doc M. Irving, at the pier at Wildwood, N. J., for the remainder of the summer. . . . **JOAN BRANDON**, charming American mystifier, who went abroad last fall, is playing a return engagement at Del Verme Theater, Milano, Italy, from where she moves to the new municipal casino in Venice. . . . **CASSANDRA**, mentalist, closed a 16-week run at the Hotel White, New York, July 2. She is slated to resume at the Murray Hill spot in September. . . . **SAGINAW VALLEY MYSTICS** will hold their next meeting at the home of Scott Campbell in Caro, Mich., July 12. All magi in the district are invited. . . . **GEORGE PIERCE**, William Cardno, Professor Hobbs and Lucien Cassard, members of the New Orleans magic fraternity, will be among the entertainers at the benefit show to be held for Felix Hermann (Hermann the Great), veteran Crescent City magician, at Jerusalem Temple, New Orleans, July 8. The event was originally scheduled for July 1. Hermann was recently seriously injured about the legs in an auto accident while visiting in New York. . . . **WILL GOLDSTON'S Magical Quarterly**, London publication, reached the desk last week. It's still an interesting sheet, chock-full of new ideas in magic and news of the necromancers abroad.

Eraun, of the Palace Bar-Grill, who were celebrating their seventh wedding anniversary the same day. The party, engineered by Charles Taylor, numbered 45. During the performance Rags Ragland and Taylor did impromptu stunts for laughs. . . . **JIMMIE LEWIS** is tenoring and emceeing at the Bolton Hotel, Harrisburg, Pa., while Diane Ray is in temporary retirement. . . . **JAMES X. FRANCIS** is straightfacing for Benny (Wop) Moore at Saine's Hotel, Mt. Freedom, N. J., while Mary Marvo and sister, Mae Brown, are vacationing in their respective summer homes in Lake Hiawatha, N. J. . . . **ANN POWELL** left the Republic June 30 to vacation in Long Beach, L. I. . . . Ditto Lee and Mina Dawn at Port Jefferson, L. I. . . . Ditto Audrey Welles at home in Waterbury, Conn. All are Audrey Allen's steppers.

GERTRUDE HAGER, Florence Garbo, Dorothy Harris, Claire Gaynor, Thelma Deutsch, Dorothy Fourgette and Evelyn Kane have left the Eltinge chorus for the Globe, Atlantic City. . . . **ANN AND FAY KANE**, of the People's, are of Hawaiian parentage. . . . **EDNA KING** opened July 1 at the Wonderbar, Fallsburg, N. J., where Eddie Rose is emcee. . . . **BILLY FIELDS**, comic, stayed six weeks at the Republic and opened at the Bijou, Philly. **UNO.**

Chicago:

GEORGE CORWIN and Jeanne Wade are back from Salt Lake City and report burly biz on the upgrade there. . . . **LOUIS WINKELMAN**, treasurer of the Gayety, Cincinnati, which has closed for the summer, is spending his vacation at home here. . . . **CHARMAINE** is back at the Rialto for an extended engagement. . . . **MERVYN HARMON** closed in that house to spend the summer at his home in Georgetown, Ind.

From All Over:

MICKEY MAYS, erstwhile singing and talking woman on the old Mutual Circuit and formerly for three consecutive years at the Star and Garter and Rialto theaters, Chicago, is now residing in the little gold-mining town of Grass Valley, Calif., where she and her hubby have a wee farm with oodles of ducks and chickens. She still works an occasional club date in that area and every Saturday night is the featured dancer at Blue Canyon Inn, near Grass Valley.

SALLY WALKER, who suffered serious cuts and bruises and broken bones in an auto accident near Indianapolis recently, leaves City Hospital, Indianapolis, Wednesday (6) to convalesce at her home, 517 East Fourth street, Newport, Ky. Her leg will be inclosed in a cast for six more weeks and she will be unable to work for at least three months.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

HOMER MEACHUM, erstwhile minstrel feature, after several weeks in Cincinnati, hit out last week-end for The Dells, Wis. Homer has given up the stage for the summer in favor of selling an auto polish. He will work Wisconsin towns with the item until the fall.

DEACON LIVINGSTON, black-face monologist, is doing a column, "Weekly Sermon," in *The Spotlight*, Pittsburgh's new night spot gazette.

AL TINT jumped into Kalamazoo, Mich., June 25 to appear on the 10-act bill presented at the State Theater for the State convention for the Veterans of Foreign Wars.

REMEMBRANCING with Walter Brown Leonard: "Remember when Jack Richards and Billy Church were considered America's sweetest singers? When Carl Graves warbled on the Al G. Field Show? When Blackface Eddie Ross agitated his African Harp and told the story of his brother Eczeema? When Tex Hendrix did one of the swellest hi-yellow wench turns in the business? When 'Happy' Jack Lambert was stage manager on the Primrose & Wilson Minstrels? When Arthur Deming was with the Vreeland Operatic Minstrels? When the Luciers featured Walter Brown Leonard's march song, *The Minstrel Street Parade*? When Bobby Erwood, the fashion plate of minstrelsy, leased and took en tour the Hi Henry Minstrels? When John and Harry Dillon opened at Tony Pastor's and were sponsored by Maggie Cline?"

"HI-BROWN" **BOBBY BURNS**, well-known burnt-corker, who since April 1 has been press representative with the Russell Bros. Circus, was forced out of those duties recently due to poor business conditions and is now doing special advance work for the Rosalie Nash Players in Northern Michigan. He has been with the latter troupe on two other occasions in the past.

Arena here Sunday night with an elimination sprint that saw Jack Glenn and Margie Bright survive the battle. One of the largest crowds of the 23-day stay witnessed the final dragout. Good weather favored the show, altho town's population kept total attendance within small proportions. Twenty couples started the show.

VICK ZUCKERMAN posts from St. Louis: "How about the kids dropping in a line and telling us who is left in the field in the Zeke Youngblood show in Paris, Ill.? Is Sam Simons still walking in the Aurora, Ill., show?"

JACKIE RICHARDS, who made his bow as a contestant at the last Chicago show, writes that he intends to enter the next show there if a certain blonde will say "yes." Richards finished third in the last Windy City contest.

EARL HARRINGTON, former marathon entertainer, is now teamed with Miss Tex Gentry, piano-accordion soloist, working night clubs in the New York City area. They postal that they would like to read a line here on Hughie Hendrickson and Relafini, recent winners of the Dunlap contest in Georgia.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Dunlap Washington Show Gets Away to Good Start

WASHINGTON, July 2.—With the contest rounding out the first week of operation, all the earmarks of a successful contest are evident. Contest saw 26 couples get under way a week ago. Big top is pitched on Georgia avenue at the B. & O. tracks, just two blocks across the district line in the town of Silver Spring, Md. Show is under the auspices of the Cissel-Saxon Post No. 41, American Legion.

Couples remaining in the contest at this writing are Al Larson and Vera Anderson, Stan West and Mary Rock, Clyde Hamby and Angie Oger, Billy Willis and Ruthie Carroll, Louie Meredith and Viola Comerford, Elmer (Sparkle) DuFree and Lucille Delmar, Hughie Hendrixson and Patsy Patterson, Smitty Innman and Velma Lane, Jules Zachary and Martha Raye, Sammy Kirby and Opal Fertig, Marvin (Hobo) and

Jean Hobaugh, Jack Kerns and Dusty Rhodes, Harry Hamby and Eileen Thayer, Jackie Parr and Jennie Bush, Roy Meyers and Millie Bungers, Billy Steele and Betty Steele, Joe Nichols and Lillian Mamana, Tommy Ware and Maxine Lang, Jack Berquist and Marge Strom, with Johnnie Reed and Joe Curtice.

Bill Stein is again on the mike, with Dick Edwards, Lenny Paige and Irving Freidberg on the entertainment end. Dick Layer as supervising judge, with Walter Gafsky acting in this capacity in the daytime; Harry Dunlap, chief dietitian; Johnny Lue, night manager of concessions; Lowell Masop, night manager; Margie Lingo, auditor, and Margie King and Connie Mitchell, nurses. C. H. Doerrer, Legion committee head, and "Pop" Dunlap are supervising the event.

Ross Derbyshow Winds Up

ALEXANDRIA, La., July 2.—Hal J. Ross closed his Derbyshow at Mule's

ALL ABOARD
TONY MICCIO'S

Burlesk Show Boat "THE YANKEE" every Sunday evening, starting July 3rd, for a delightful moonlight sail up the Hudson mixed with a big show, featuring

MARGIE HART

For the initial cruise, refreshments and dancing. **REAL ENJOYABLE MOONLIGHT RAMBLES**, all at a dollar a head. Leave Battery, N. Y., 8 P.M., and 132d Street, North River, N. Y., 9 P.M.

Wanted Contestants
OPENING JULY 15.
CAN USE a few good Sprint Teams. Write
C. M. HAYDEN,
Exposition Park Hotel, Aurora, Ill.

Norma Ginnivan Reports Biz OK

EDGERTON, O., July 2.—Norma Ginnivan Show, one of Ohio's oldest tent show organizations, under the management of Norma Ginnivan, is in its seventh week of the new season, with business holding at a satisfactory level.

Featured play in the Ginnivan repertoire this season is *Tropical Love*, presented with special scenery and lighting effects. Show's line of bills is interspersed with vaude specialties and backed by a seven-piece orchestra. A new ticket wagon adds to the attractiveness and flash of the Ginnivan outfit.

In the roster are Norma Ginnivan, manager; Howard Ginnivan, treasurer; Peggy Ginnivan, reserves; Bert Arnold, characters and director; Gregg Rouleau, leads; George Newman O'Brian, comedy; Mickey Thornton, general business; Chester LeRoy, juvenile; Red Walker, general business; Leona Sharpe, leads; Lucille Blackburn, ingenue; Beth Unruh, characters; Ann Hicker, general business.

Orchestra is under the direction of Jeff Unruh and comprises Roy Slater, Red Walker, Bert Weir, Mickey Thornton, Sherman Weir, Beth Unruh and Ann Hicker.

Leta Slater has charge of concessions, and Red Walker looks after the top.

Heffner-Vinson Hi-Lites

MOREHEAD, Ky., July 2.—This town gave us good business in spite of opposition from F. H. Bee Shows. Both shows extended courtesies and there was much visiting back and forth. Natives hear plenty of *The Billboard*, with both bands on streets.

Severe wind hit lot at Flemingsburg, Ky. Sunday, leveling working crew's cookhouse, but doing little damage. Luckily, big top wasn't up. Flemingsburg, the a small town, proved to be one of the best yet.

Passed Lassies White show setting up on Winchester lot last Saturday. Too early to catch anyone but Douglas, lot superintendent. White show has beautiful top and flashy trucks. Bea Heffner drove over and caught show and reported it pleasing. Rheba Herbert was in No. 1 ticket box during her absence.

Irwin and Lois Behmer, of the Lassies White show, were over at Owingsville to visit Paul and Dixie Herbert, formerly on that opy.

The writer had to pinch hit for Jim Heffner with the chin piece at Maysville, Ky., when latter was laid up with attack of throat trouble.

Besides the various "joining suits" Paul Herbert's ever-growing collection of ties is causing no end of comment.

Recent visitors noted were Dick Hawkins, former musician on here, who caught show in Lexington; Ruth Manning, former tabster and now buyer for a Lexington department store; F. H. Bee, of the Bee Shows, and Frank Meeker, bandmaster with same show.

Betty Noble is back on show after two enforced layoffs due to illness. This time we hope she is on for rest of season.

AL PITCAITHLEY.

Milt Tolbert Show

HUNTINGTON, W. Va., July 2.—After broadcast Tuesday the Kay Jewelry Co. called at the studio to see if they could arrange with us to do a broadcast by remote control from their store in the heart of town. Manager Buddy Hale, quick to see the value of such a tie-up, went ahead with arrangements. Newspapers tied in also and Wednesday at 11:45 a.m. we went on the air from the main floor of the store.

Show was rebroadcast from the outside and drew a record crowd. Streets were jammed for two blocks and newspaper photographers were busy with their flashlights. Lassies has a world of friends in Huntington and they were all out opening night to pay him tribute.

Our guest for last week was Bea Heffner, of the Heffner-Vinson Show, which was playing just a few miles away. After the show several of the boys and girls had a get-together.

We would like to pay tribute to those forgotten men of the billing brigade. We do have a splendid group of boys ahead of this copy. Nearly every week they sell a banner for us or book a dance for Red Jenks and the band, and when that car pulls out of a town the natives really know that a show is on the way.

TOBY EASTMAN.



NORMA GINNIVAN, owner-manager of the tent show bearing her name, snapped in her combination ticket and concession trailer, selling the first ticket of the 1938 season to a resident of Fayette, O., who has been a patron of the show for 35 years.

Billroy Briefs

STERLING, Ill., July 2.—Plenty of warm weather during our Iowa dates, also lots of opposition in this territory, including one of the larger circuses that has the habit of covering up all paper in sight, thereby causing our manager to suffer from a severe attack of insomnia.

Geneva Meyer and Angle Spinner are recent additions to the show, giving us a line of 14 girls and some members of the orchestra a new lease on life.

All piscatorial experts are oiling their reels for the Wisconsin invasion, with the exception of Cal West, who is the proud owner of a new guitar and is going to learn how to play it.

Frank Sullivan and Len Fye, pinochle players doubling bass and clarinet, respectively, were fined \$2 each last week for missing a matinee card game and were given to understand that repetition of same would mean instant dismissal or a return to the minors.

Hal Crider is back on his feet again after suffering from injuries received from sliding into third base during a softball game.

Madeline Roche is convalescing after a few days in hospital.

In Dubuque we enjoyed a short visit with Ray and Arline Hodgson, who are playing a return engagement at the Hill-Top Club there. Also met Jerome Cargilleo, Bert Cortelyon and William Marlatt, who are staging historical pageants thru the Midwest. WAYNE BARTLETT.

Cannon Shots

HEGINS, Pa., July 2.—Business is practically at a standstill the last two weeks, altho Benton, Pa., was a darb in a steady rain, and Shamokin, Pa., Wednesday night was better than average.

Spotted in Hegins Park here Thursday as a free attraction; no top to go up or down, just loll in the shade until evening when we did four 30-minute shows.

Natives in this section keep us busy with questions about the Ringling-Barnum closing.

James (V. M. I.) McCann leaves Sunday to accept a position with *The Washington* (D. C.) Post.

I wonder who is sending the comic postcards to various ones on the show to the next towns. Just a comedian at heart, I guess.

E. S. Holland just blew in to give a look at our first park date. If it pans out there are more in the offing. All next week at Rolling Green Park Theater, Sunbury, Pa., and another park the following Sunday—all guaranteed dates.

BUDDY CANNON.

Chick Boyes Players Begin Fourth Season in Lincoln

LINCOLN, Neb., July 2.—Chick Boyes Players opened here last week to a good house and ran about two-thirds capacity all week. Players have Chick doing characters and Mrs. Florence Boyes leads. Other members of the troupe are Harold Gaudin, leads; Billie Nash, ingenue; Clyde Cole, general biz; Mina Cole, second biz and characters; Carlton Ruby, juvenile; George Young, juvenile, and Jack Roberts, scenic artist.

Troupe is spotted on the same West Lincoln lot it has used for the past three seasons and is carded to remain here indefinitely. Later in the season Chick will send out a second company under tent to play picnics and fairs booked by him in Nebraska.

Rep Ripples

RAY BASH PLAYERS, after many weeks in Kansas, have invaded Nebraska. . . . ORPHEUM PLAYERS, management Billy Fortner, reopened in the Ozark region of Missouri July 4 under a new top. . . . BEVERLY SUTHERLAND is a recent arrival in Kansas City, Mo., having terminated her contract with Allen Bros.' Comedians. . . . JACK HART'S Comedians are now on three-night stands in Oklahoma. . . . HOLLYWOOD TENT THEATER, after many weeks in Nebraska, has gone into South Dakota for a few weeks. . . . NIG ALLEN PLAYERS, now circling in Western Kansas, are making plans for a No. 2 show to open early in September. . . . CHARLES LUDWIG, trail blazer, who recently closed with Harry Hugo in Nebraska, is sojourning at his home in Iowa. . . . BESS THEBUS was a Kansas City visitor last week, jumping in from Little Rock, Ark., where Bill Thebus is director of dramatics in a local institution. . . . MARJORIE WILLOUGHBY and Jack Price have wound up their contract with the Rosalie Nash Players. . . . DAVIS BRUNK COMEDIANS, after an extended tour of Arkansas, have invaded Southern Missouri. . . . FREDDIE MEEKS, former tab and rep pianist, is now musical director with the police department band in Kansas City, Mo. . . . FRANK WILDER has moved his circle to Northern Minnesota and will play in and around Brainerd the remainder of summer. . . . FRED BRUNK'S COMEDIANS are now on two-night stands in Colorado. Business is said to be good. . . . HARVEY AND ARNONE TWYMAN, who formerly conducted a circle, are now with Station WAAW, Omaha. . . . JAMES B. BARNETT writes from Wichita Falls, Tex.: "For some time I have been reading your column, always looking for the name of an old friend of my father's, namely Lewis Lord Russell. He was in my father's show, the Howard Players, some 30 years ago, thru Texas and Oklahoma. . . . CAMDEN PLAYERS are playing the island resort towns of Maine, using short-cast bills. . . . JACK HOWE and wife, Marion March, are on tour with the Showboat Players in Maryland. . . . BEN AND LILLY HEFFNER, of the Heffner-Vinson Show, jumped into Cincinnati last Friday (1) to catch the night baseball game between the Chicago Cubs and the Cincinnati Reds. They also saw the two teams play Sunday. Ben and Lilly spent the week-end with Ben's mother in the Queen City.

MARJORIE KENNEDY opened a small dramatic show July 2 to play Maine resort towns. . . . LITCHFIELD PLAYERS, circle group, will make a three-town Connecticut circuit—Kent, Litchfield and Milford—for the remainder of the summer. Alan Fox is in charge of publicity. . . . SMALL SHOWS in New England report a slight pick-up in business. . . . DEL ROACH, former rep actor, will have a small ork at a New Hampshire summer hotel this season. . . . MUNCH'S COMEDIANS, in the Dakotas, have switched from week to two-day stands. They report biz as only fair. . . . CHARLES PAYNE, of Philadelphia, was a recent visitor at C. J. White's camp and service station at South Boston, Va. The pair spent most of the time talking about the days they spent with the Mort Steece *Uncle Tom's Cabin* Co. back in 1925. . . . VERMONT PLAYERS are touring Vermont and New Hampshire with *Recollections*, by E. F. Hannan, and several other bills. . . . STANLEY FORD, rep actor, is booking engagements at New England resorts with his dramatic bits from famous plays.

MRS. HARLEY SADLER was the loser of \$3,000 worth of diamond rings for a few moments recently when an unidentified lad snatched a purse from her dressing room during the show's engagement at Portales, N. M. An employee of the show caught the boy and recovered the jewels. Mrs. Sadler has recovered from the shock. . . . GATES FAMILY Dramatic Show, reported to be playing to fair returns in Northern Vermont, will shortly invade the province of Quebec. . . . PAUL PALMORE, leading man and piano and callopo plunker, closed with the Majestic Showboat at Owensboro, Ky., recently to return to his home, where he plans to open a music studio. . . . He had been on the showboat since April 15. . . . JOHN R. VAN

Mildred Harris Chaplin Ending Extended Run With Heffner-Vinson

CINCINNATI, July 4.—Mildred Harris Chaplin, name feature with the Heffner-Vinson Show since the opening of its 1938 tent season April 4, is closing with that attraction at the end of this week after being persuaded to stay four weeks over her original 10-week contract.

Miss Harris did not renew her contract to finish the season with Heffner-Vinson because of other engagements that will pay her more money, according to Jim Heffner, Heffner-Vinson manager. "She has drawn her share of business for us," stated Heffner. "For instance, at Flemingsburg, Ky., Monday night (27) we had 'em standing."

William P. Fleckenstein, former nationally known football star, is Miss Chaplin's personal manager.

Leonard's Lines

RICH CREEK, Va., July 2.—The rains have finally bowed out and Old Sol is beaming on us at last. Mr. ar. Mrs. Leonard, with the Romeos, visited the Ed Reno Funmakers and found them all with the candid-camera craze. Dutch Moon, of the Funmakers, took moving pictures of our gang.

Our soft-ball team finally met its Waterloo here. It was defeated by the Rich Creek girls' team, 26 to 0. That cooled us off so that we have nothing to say in regard to a challenge.

We see where another show is making appearance in this territory, the Lassies White show. Milt Tolbert show has bills up to appear at Princeton, W. Va., July 7. Brownie's Comedians are billed into Greenville, W. Va.

The writer was visited this week by his former boss, Paul Brown. Mrs. Brown accompanied her husband. We talked over old-time trouping days or the Brownie's Comedians thru Ohio and Kentucky. Confab lasted a whole day.

The boss went off yesterday to Lewisburg, W. Va., and returned with a new Dodge truck. The Romeos looking over a new De Luxe trailer. Expect to see them making a deal most any day now.

JOHNNIE BISHOP.

ARNAM will take his show into Maine for six weeks this season, three of which are booked north of the city of Bangor. . . . MASTER HERBERT HUGG, son of Manager Harry Hugo, of the tent show bearing his name, is framing a new candy stand for the Hugo Players' midway. His dad is making preparations to enroll him at a California military school in the fall. . . . WELDON HARRIS is a recent addition to the Princess Stock Co., now showing Missouri. . . . DICK MILLER, formerly with Toby Shelton's Comedians, is now sojourning in Oklahoma. . . . RICHARD WARD has returned to Kansas City, Mo., after the closing of the Paramount Players in Iowa.

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One-Night-Stand, wants Contracting Agent with car, two sober Billposters, Radio Act or Hill Billy Band that is known in Southern States, to feature. Other useful People write. WANT Man with Sound Car and Sound System for tent. Pierce Williamson, wire/ others write. Address Colquitt, Ga.

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Black Face, Sketch Team, Man produce short script
Bills, Bits, Musicians, Piano Player. State lowest salary if you want answer. Allow time for mail to be forwarded. Enlarging show. Bangor, Pa., 4-5-6.

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DRAMATIC-END TENTS

Fulton Bag & Cotton Mills

BEATTY—Harry Lee, 21, usher with the Ringling-Barnum circus from 1934 to 1937, killed June 24 in Jackson, Tenn., when struck by a train while walking along a track. Survived by his widow, father and brother, Lewis, all of Jackson. Services June 26 and burial in Hollywood Cemetery, Jackson.

BIGELOW—Jerome, veteran pitcher, in Chicago June 29.

BRANDEIS—Emily Ryan Coleman, 20 years ago feted as a famous *Follies* beauty, in St. Clare's Hospital, New York, June 15. In 1921 she married Joseph Coleman, the "mustard kind," and later the millionaire Omaha sportsman, E. John Brandeis.

BREWER—Donald (Buckets), 33, former concessioner, shot to death June 22 in San Antonio. Survived by his widow, mother and brother.

MY DEEP APPRECIATION

To the FAIRLY & LITTLE SHOWS for their many kindnesses at the recent funeral of my dear wife at Clear Lake, Ia. Also for the many wires and letters of condolence sent me by my friends in the Show World.

DICK WAYNE BARLOW.

The Final Curtain

Jenkins Bros., engineers, to entertain at their conventions all over the world. He was vice-president of the Peonies and member of the Elks. Survived by a brother, Pom, burlesque comic. His wife died several years ago.

MECKEL—Arnold, 44, Paris impresario and talent manager, remembered on this side for handling the tour of Argentina, Spanish dancer, of a heart attack in Paris June 24. Survived by widow and son.

NEUER—Berthold, 58, general manager and vice-president of Knape Piano Co., in Leroy Sanitarium, New York, June 29. He was largely instrumental in bringing to this country many famous artists, including Richard Strauss, Arthur Bodanzky, Leopold Godowsky, Lauritz Melchior and Friedrich Schorr. Survived by widow and daughter.

OWEN—John W., 71, for many years a billposter with circuses, June 20 at his home in Bedford, Ind., after a long illness. He had several strokes. Survived by his widow and son, Lawrence, Indianapolis. Burial in Green Hill Cemetery, Bedford.

PARKS—Lee Ray, 47, veteran vaudevillian, June 29 at his home in Louisville of heart trouble after a lingering illness. He had been in retirement several years. Parks spent 30 years on the stage, breaking in on the Pantages Circuit when 15 years old with a quartet. Later he was identified with burlesque as producer, straight man and soloist. Survived by his widow, known professionally as Ruth LaPoint, member of the Thompson Sisters act, and a sister, Mrs. Art Hammer, Elmira, N. Y. Body was sent to Elmira for American Legion services and burial.

PEERS—Frank O., 67, former stock actor and legit theater manager, in Chicago June 24. In his early days he worked at Elitch Garden, Denver, and later went to New York to appear in Mrs. Osborne's playhouse. In 1890 he became treasurer of the Auditorium Theater, Chicago, and then business manager of the Whitney Opera House and Adelphi Theater in that city. For the past three years he was manager of the Blackstone Theater, Chicago, operated by the Federal Theater. Services in Chicago June 28.

QUINN—Mrs. Garnette, 32, wife of Don Quinn, nationally known radio script writer, June 30 near Murdo, S. D., in an auto accident. Quinn was severely injured in the accident.

RANDOLPH—Charles, 82, known to showfolk as Uncle Charles Lamont, June 27 at his home in Salem, Ill. Survived by a sister, Mrs. L. Hitchcock. Services June 29 and burial in East Lawn Cemetery, Salem.

ROEMHELD—Henry F. W., 73, father of Edgard and Heinz Roemheld, associated with the film industry in Hollywood, June 27 in Milwaukee. Also survived by another son.

RYAN—Mrs. Tom, well known to outdoor showfolk, recently in Soquel, Calif.

SCOVILL—F. Lee, 47, for the last 10 years owner and manager of Prospect Theater, Kansas City, Mo., June 22 at his home in that city. He was a Shriner and Mason. Survived by his widow, a sister, Mrs. Rose Barrett, and a brother, Ray, all of Kansas City, Kan. Services June 24.

TOUCHETT—Edward O., 68, employed at Fond du Lac (Wis.) Theater, June 23 in that city. Survived by his widow, daughter and five sons, several of whom are associated with the Fox Circuit in Wisconsin.

WEBER—Carl C., 58, chief electrician at Hanna Theater, Cleveland, since 1921, June 29 at his home in that city after a short illness. He formerly worked at the old Colonial Theater, Cleveland. Survived by a sister. Services and burial July 1 in Cleveland.

WILLIAMS—George W., 79, retired actor, recently in St. John's Hospital, New York. He was a member of the Masonic Order. Burial in Woodland Cemetery, Bellport.

WILLIAMS—Jack E., 41, cookhouse man formerly with the Ringling-Barnum circus and various carnivals, June 3 in Orlando, Fla., of pneumonia after a short illness. He was born in Terre Haute, Ind., and was known in private life as James G. Reynolds. Services and burial in Orlando.

Marriages

BADER-MOORE—Don J. Baker, non-pro, and Frances X. Moore, prima donna

with Marcuel's floor show, June 28 in Chicago.

CUNNINGHAM-POLING—Ed Cunningham, NBC night manager, Chicago, and Nellie Elizabeth Poling at Ottumwa, Ia., June 25.

FURMAN-YOUNG—LeRoy J. Furman, film executive and treasurer of Monarch Theaters Corp., and Betty Young, non-pro, in New York July 2.

HALSTEAD-CARVELLE—Harry J. Halstead, non-pro, and Marjorie Carvelle, of the team of Carvelle Sisters, June 25 in Rochester, Ind.

LANDRUM-LAURIE—Robert Landrum, tenor of the Radio City Music Hall Glee Club, and Frances Laurie, ballet dancer of the same theater, in New York June 30.

LAW-LUCKEL—Glen Law, newscaster for Iowa Broadcasting System, and Florine Luckel, in Nashua, Ia., June 18.

NEHER-FERGUSON—Richard Neher, radio performer, and Kathryn Ferguson, non-pro, in Des Moines, Ia., June 23.

REISENAUER-NOTH—Frank Reisenauer, concert orchestra xylophonist, and Leone Noth, June 12 in Tomah, Wis.

WHALEN-LAMB—David Barry Whalen, Belmont, Mass., publicity director of Republic Pictures Corp. of New England and former press agent for the Massachusetts Federal Theater vaudeville project, and Kathleen Lamb, Boston, publicity director of the Federal Music Project of Massachusetts, and former verse writer for Walter Winchell, in Boston June 18.

Coming Marriages

Arthur F. Day Jr., theatrical agent, and Lita Grey Chaplin Aguirre, seen in vaudeville in recent years, soon.

Pat Kelly, publicity director at KFRC, San Francisco, and Claire Conerty, KFRC hostess, in the spring.

Paul Edward Iobe, Topeka, Kan., and Adah Charline Kahn, singer with Station KGKO, Fort Worth, Tex., July 20 in Cincinnati.

Births

An eight-pound daughter, Ellen, to Dick Powell and Joan Blondell, film players, June 30 in Cedars of Lebanon Hospital, Hollywood.

A 7½-pound daughter, Janet Kay, to Mr. and Mrs. Owen Jones, concessioners with the W. E. West Motorized Shows, June 16 in Columbus, Ind.

A son, Carlos Harding, to Mr. and Mrs. Carl Lasater in St. Anthony Hospital, Dodge City, Kan., June 27. Father is a member of the Charles Siegrist Flyers, and the mother one of the Harding Sisters, trick riders and ropers, formerly toured with Cole Bros.' Circus.

An 8¾-pound son to Mr. and Mrs. Ray Borane in Douglas, Ariz., June 18. Father is an orchestra leader.

A son to Mr. and Mrs. Harold Mead June 21. Mother is the daughter of Mr. and Mrs. Jack Gregory, jugglers.

A daughter to Mr. and Mrs. Stanford Zucker in New York June 24. Father is general manager of Consolidated Radio Artists.

An 8½-pound son, Russell Lloyd, to Mr. and Mrs. Lloyd Schermerhorn in Albany, N. Y., June 25. Mother is a dancer, professionally known as Margie Boyd.

A son to Mr. and Mrs. Al Doran in Detroit June 22. Father is chief engineer at WWJ, that city.

A daughter to Si and Peg Saulnier June 25 in Lynn, Mass. Parents trouped with the Al G. Hodge Shows last year.

Divorces

Dorothy Duckwitz Searle, concert pianist, from Clinton E. Searle in Detroit June 24.

Laurine Poll Nolan, daughter of the late Sylvester Z. Poll, theater operator, was granted a divorce in New Haven, Conn., June 24.

Oma F. Magill from Carl Magill June 11 in Troy, O.

VAUDEVILLE REVIEWS

(Continued from page 21)

tines gave the audience the action it wanted and showed the wisdom of their being spotted on the bill.

Picture is (26th) *Josette*, so the gross won't break any records this week.

Edgar Jones
Square Garden." Their strenuous rou-

State-Lake, Chicago

(Reviewed Friday Afternoon, July 1)

Schichtl's Royal Wonderettes provide one of the most refreshing opening novelties house has had in a long time. A marionette turn presented on a miniature stage, complete to footlights, with amusing characters expertly manipulated. Repeated transformations of the puppets at flash speed is a novel surprise angle.

Barney Grant and his family of four Ozark Mountaineers provide typical hill-billy entertainment. Minor in response, but stacks up as passable fare. Grant's chatter session borders on the raw gag field, but otherwise act is harmlessly amusing.

Leon Navara is a talented pianist but he wore out his welcome with an endurance session, coming back time and again to milk the audience. He displayed plenty of versatility on the ivories, but the response would be heartier if he would compress his unit. The whistling session in this case was unnecessary, for Eddy Duchin is doing the very same thing at the across-the-street Chicago and regardless of who came first Duchin, because of his name, will be credited with the idea.

House band, batoned this week by Violinist Ray Lang, moves on the stage for the girl line's first routine, a brief and zippy version of *The Serenade*. Pat Kennedy, once Ben Bernie's famed masked tenor, is in the next spot with a series of pop and old Irish tunes that earned him mediocre response. Pat can't carry a tune as strongly as in the past and his salesmanship is not enough to mask that shortcoming.

The Rhythm Commanders (Three Samuels and Harriet Hayes) were the hit of the show with the most polished tap and acrobatic act that graced these boards since their last State-Lake appearance. The comedy is proper and the routines are not far from perfection. Miss Hayes scored with an acro single and in the closing mass military number that has a sock exit march. House line's ballet number for the finale was superfluous considering the reception given the Commanders.

On screen, Warner's *Love, Honor and Behave*. Business good first show opening day.
Sam Hontigberg.

Roxy, New York

(Reviewed Friday Evening, July 1)

With the widely heralded American screen debut of Danielle Darrieux in *The Rage of Paris* figured to pack the house this week, Fanchon & Marco's stage presentation, running 50 minutes, and the excellent screen fare prove a good combo.

The Gae Foster girls, teamed with the Twelve Dancopators, really keep the show from falling flat; but with the appearances of Captain Proske's Tigers, the Virginians, Calgary Brothers, Lucille Page and the rhythmic orchestral accompaniment of Paul Ash and his boys, the layout proved to be a good running mate for the picture.

Using the full stage for his tiger act, Captain Proske opened amid an elaborate setting of the G. F. girls in gay costume. Eight guards stand by in case the tigers get out of hand. Proske does a typical circus training act, but the action is filled with suspense and proper timing. The audience reaction is one of loud approval when he puts his face in a tiger's mouth. Act goes over strong.

Eight Virginians, male song octet, were pleasing with *Oh, Mama*, and *Dipsy Doodle*. They also appeared with the chorus in the *Heigh-Ho* number and their rendition of that song was the most melodic on this stage in many a week.

Calgary Brothers do a good knock-about act that keeps the house in stitches for 15 minutes. Slow-motion business of a couple of drunks fighting is their strongest bit.

Lucille Page drew good applause with her swift acrobatic dancing numbers. Hers was the only single dance act on the bill. Her fine sense of grace and terpsichorean skill made her stand out. Twelve Dancopators fill in with the girls on two numbers, the first the dance of the rapiers, handled with professional skill and precision, and the closing number, which included the Virginians and was a takeoff on *Snow White*. Colorfully costumed and beautifully danced and sung, it was the hit of the evening.

House was packed on opening night, and business should go far beyond last week's gross of \$80,000.
Sor Zett.

ACTS, UNITS AND ATTRACTIONS

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

A
 Abbott & Costello (Steel Pier) Atlantic City, p.
 Abbott, Muriel (Cavaller) NYC, nc.
 Adams, Johnny (Howdy) NYC, nc.
 Adams, Johnny (Howdy) NYC, nc.
 Adrian, Iris (Leon & Eddie's) NYC, nc.
 Africana (Cafe Afrique) NYC, nc.
 Ahern, Will & Gladys (Earle) Washington, t.
 Allen, Stuart (Essex House) NYC, h.
 Alexander, Durelle (Chicago) Chi, t.
 Alvarez, Nina (Havana-Madrid) NYC, nc.
 Ames & Arno (Beverly Hills) Newport, Ky., cc.
 Anderson Sisters (Plantation) NYC, nc.
 Andrews Sisters (Earle) Philadelphia, t.
 Anise & Aland (Surfside) Long Beach, N. Y., nc.
 Arlen, Jackie (Pepper Pot) NYC, nc.
 Arnold, Floyd (Greenhorn Tavern) Hickman Mills, Mo., nc.
 Ash, Paul (Roxy) NYC, t.
 Astwood, Norman (Cafe Afrique) NYC, nc.
 Atiles, Joe (Plantation) NYC, nc.

B
 Bagwill, Gladys (Morocco) Hollywood, Calif., nc.
 Bailey Sisters (Edgewater Beach) Chi, h.
 Baines, Pearl (Kit Kat) NYC, nc.
 Baldwin & Bristol (Riverview) Pennsville, N. J., p.
 Banks, Sadie (Old Roumanian) NYC, re.
 Baple & Lamb (New Yorker) NYC, h.
 Barth, Ruby (S. S. Bear Mountain) NYC, s.
 Bass, Paul (Chateau Moderne) NYC, nc.
 Bell's Hawaiian Follies (Palomar) Seattle, Wash., June 27-July 3; (Post) Spokane 5-10, t.
 Benny & Jimmy (Cafe Afrique) NYC, nc.
 Bennet, Ethel (Old Roumanian) NYC, nc.
 Bennett, Virginia (Lincoln Terrace) Pittsburgh, nc.
 Beno, Ben: Hope, Ind.
 Berk, Irving (Roumanian Village) NYC, nc.
 Billetti Troupe: Newport, R. I.; Wilmington, Del., 4-9.
 Biltmorettes, The (Earle) Washington, t.
 Birse, Daria (Russian Kretchma) NYC, re.
 Blackstone, Nah (Club 17) Hollywood, Calif., nc.
 Bo Brummels (Lincoln Terrace) Pittsburgh, nc.
 Bongor, Art, & Andriella (Mayfair Club) Detroit, nc.; (Casino) Toronto, Ont., Can., 15-22, t.
 Borg, Inga (Jimmy Kelly's) NYC, nc.
 Bortz, Leo (Bortz Show) Leadwood, Mo.
 Bouvier, Yvonne (St. Moritz) NYC, h.
 Bowes, Major, Collegiate Revue (Capitol) Washington, D. C., t.
 Bowne, Jerry (Biltmore) NYC, h.
 Boyettes, The (Wonder Bar) Baltimore, nc.
 Bromley, Bob (Radio City Rainbow Room) NYC, nc.
 Brown Sisters (Swanee) Hollywood, Calif., nc.
 Brown, Dolores (Cafe Afrique) NYC, nc.
 Brown, Danny (Maverick Club) Sheridan, Wyo., nc.
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., 5-Sept. 3.
 Bruce, Carol (Glen Island Casino) New Rochelle, N. Y., nc.
 Burgland, Margot (Castleholm) NYC, re.
 Burton, Mary (Club Maxims) NYC, nc.
 Bryants, The (Casa Manana) NYC, nc.
 Byrd, Muriel (Belmont Plaza) NYC, h.

C
 Caesar, Irving (State) NYC, t.
 Calgary Bros., The (Roxy) NYC, t.
 Cantatore, Maria (Gamble) NYC, c.
 Capps, Kendall (Opera House) Blackpool, England, June 20-July 30.
 Carlos & Carito (Villa Venice) Northbrook, Chi, cc.
 Carney, Alan (Paradise) NYC, re.
 Carney, Art (Biltmore) NYC, h.
 Carr, Billy (606 Club) Chi, nc.
 Carroll, Audrey (Queen Mary) NYC, re.
 Carter, Martha (New Yorker) NYC, h.
 Chandler, Evelyn (International Casino) NYC, nc.
 Charles & Barbara (Gatineau) Ottawa, Ont., Can., cc.
 Chocolateers (Surfside) Long Beach, N. Y., nc.
 Clarke, Ruth (Circle) Hollywood, Calif., nc.
 Cobey, Lew (White) NYC, h.
 Cole & Phillips (Chez Paree) Chi, nc.
 Cole, Joyce (St. Regis) NYC, h.
 Collette & Barry (St. Moritz) NYC, h.
 Collins, Eddie (Rhineland Gardens) Armonk, N. Y., nc.
 Connelly, Harry (Bill's Gay '90s) NYC, nc.
 Cooley, Marion (Pierre) NYC, h.
 Cooper, John (Kit Kat) NYC, nc.
 Coralli, Claudia (Bublichki) Hollywood, Calif., re.
 Cortes, Arturo (Gaucho) NYC, nc.
 Cortez, Pepper (Maverick Club) Sheridan, Wyo., nc.
 Cotton, Larry (Biltmore) NYC, h.
 Crosby, Anne (Morocco) Hollywood, nc.
 Cross & Dunn (Chez Paree) Chi, nc.
 Croft, Dorothy (Joe's Grill) Bridgeport, Conn., nc.
 Cugat, Xavier, & Band (Paramount) NYC, t.

D
 D'Arcy Jean (McAlpin) NYC, h.
 D'Avalos, Rodolfo (Versailles) NYC, re.
 Dagnie, Sigrid (Edgewater Beach) Chi, h.
 Dale, Maryon (Le Mirage) NYC, nc.
 Dancing Debutantes, 16 (Earle) Washington, t.
 Dancopators, 12 (Roxy) NYC, t.
 Daniels, Jean (Plantation) NYC, nc.
 Daniels, Putney (Furnace) NYC, nc.
 Daniels, Billy (Mammy's Chicken Farm) NYC, re.
 Darryl & Gilbert (Maverick Club) Sheridan, Wyo., nc.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 Day, Gloria (Chez Paree) Chi, nc.
 Deacid Twins (Berkshire) Chi, h.
 DeCheco, Kay (Joe's Grill) Bridgeport, Conn., nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

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

De Cleo, Magician: Lagrange, Ind., 4-16.
 De Flores, Felipe (Havana-Madrid) NYC, nc.
 DeMarcos, Three (Gloria Club) Columbus, O., nc.
 DePaino, Nick (Joe's Grill) Bridgeport, Conn., nc.
 Debonairs, The (Palace) Chi, t.
 DiGitanos, The (Riverside) Milwaukee, t.
 Diamond Boys (Lyric) Indianapolis, t.
 Dimitri & Helen Virgil (El Gaucho) NYC, nc.
 Dio Trio (La Cava) NYC, re.
 Dittman, Grace (Palmer House) Chi, h.
 Dixon & Pal (Lyric) Indianapolis, t.
 Dolgoff, Lew (Swing) NYC, nc.
 Donohue, Walter (Village Barn) NYC, nc.
 Doree, Bobbie (New Yorker) NYC, h.
 Dorita & Valeroy (El Chico) NYC, nc.
 Douglas, Milton, & Co. (Fox-Tower) Kansas City, Mo., t.
 Drew, Charlie (Lombardy Bar) NYC, re.
 Duchin, Eddy, Orchestra (Chicago) Chi, t.
 Duffy, Bobby (New Yorker) NYC, h.
 Durante, Jimmy (Casa Manana) NYC, cb.
 Duval, Dorothy (Miami) Dayton, O., h.

E
 Egbert, Marion (Plantation) NYC, nc.
 Ellison Sisters (Famous Door) Chi, nc.
 Eltons, The (Village Barn) NYC, nc.
 Esmeralda (Afrigue) NYC, c.
 Estelle & LeRoy (Savoy) London, h.
 Estes, Del (Rose Bowl) Chi, nc.
 Everett & Conway (Ray-Ott Club) Niagara Falls, N. Y., 4-11, nc.

F
 Farley, Durelle (New Yorker) NYC, h.
 Farrell, Bill (Place Elegante) NYC, nc.
 Fawn & Jordan (Park Central) NYC, h.
 Faye, Gladys (Jimmy Kelly's) NYC, nc.
 Faye, Gloria (Bismarck) Chi, h.
 Feldkemp, Elmer (Ritz-Carlton) NYC, h.
 Felix, Claire & Tonita (Ivan Frank's) NYC, c.
 Ferguson, Bobby (Wonder Club) New Orleans, nc.
 Fern, Vera (Paradise) NYC, re.
 Fisher, Mark (Riverside) Milwaukee, t.
 Fiske, Emily (Dunes) Virginia Beach, Va., nc.
 Flash & Dash (Kit Kat) NYC, nc.

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

Flash, Serge (Ben Marden's Riviera) Ft. Lee, N. J., nc.
 Flores, Marissa (Waldorf-Astoria) NYC, h.
 Florston, Consuelo (Chateau Moderne) NYC, nc.
 Flying Whirls (Village Barn) NYC, nc.
 Foster, Gae, Girls (Roxy) NYC, t.
 Fox, Dorothy (Radio City Rainbow Room) NYC, nc.
 Frances, Dixie (LaSalle) Chi, h.
 Francis, Ray (Spinning Wheel) Seattle, Wash., nc.
 Francis, (Chez Paree) Chi, nc.
 Frank, Eddie (Place Elegante) NYC, nc.
 Frankl, Walter (Broadway Hofbrau) NYC, c.
 Franz & Fuller (Beacon) Vancouver, B. C., t.
 Frazer, Jack (Playland Park) Rye, N. Y., p.
 Fuller, Howard, & Sister (Polokus on the Lake) Erie, Pa., 4-18, nc.
 Furman, Ed (Bill's Gay '90s) NYC, nc.

G
 Gale, Betty (Governor Clinton) Brooklyn, h.
 Gale Sextette (Leon & Eddie's) NYC, nc.
 Galvan, Gilberto (Hawaiian Paradise) Hollywood, Calif., nc.
 Gaynor, Marilyn (Barney Gallant's) NYC, nc.
 Gaynes, Leila (Club 18) NYC, nc.
 Gentlemen Songsters (Astor) NYC, h.
 George, Great, & Anita: Columbus, Mo., 7-9; Sioux City, Ia., 11-17.
 Geraldine & Joe (State) NYC, t.
 Gilbert, Ralph (Maverick Club) Sheridan, Wyo., nc.
 Gilmore, Gita (Maverick Club) Sheridan, Wyo., nc.
 Gilmore, Patricia (Riviera) Fort Lee, N. J., ro.
 Glover & LaMae (Stevens) Chi, h.
 Gold, Daisy (Wagon Wheel) Houston, Tex., nc.
 Gonzales, August (McAlpin) NYC, h.
 Gooding, Gladys (Broadway Hofbrau) NYC, c.
 Goodman, Charles (Biltmore) NYC, h.
 Gordon, Rosalind (Wivel) NYC, nc.
 Gould, Caryl (Astor) NYC, h.
 Granados, Asuncion (El Chico) NYC, nc.
 Grant, Rita (Paradise) London, nc.
 Grant, Barney & Co. (State-Lake) Chi, t.
 Gray, Jack (Park Lane) NYC, h.
 Green, Al (Pioneer Nut) NYC, nc.
 Gregor's Dandy Dixie: Ft. Mitchell, Va.; Red House, Va., 11-16.
 Guerlain, Annette (Bill Bertolotti's) NYC, re.
 Gulzar, Professor (New Yorker) NYC, h.
 Gushee, Stephen (Half Moon) Coney Island, N. Y., h.
 Gyldenkrone, Baron Ebbe (Garbo) NYC, re.

H
 Hale, Teddy (Kit Kat) NYC, nc.
 Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.

Hanneford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15.
 Hardeen (Leon & Eddie's) NYC, nc.
 Harrington, Pat (Club 18) NYC, nc.
 Harris, Muriel (Villegue's) Sheepshead Bay, Brooklyn, re.
 Harrison, Spike (Gay '90s) NYC, nc.
 Hartmans, The (Riviera) Fort Lee, N. J., ro.
 Hector & His Pals: (Troadero) London, nc.
 Heen, Robert (Mayflower) Akron, O., h.
 Hemmer, Carl, Dancers (St. Regis) NYC, h.
 Henri, Harri (Gayety) Boston 7-10, t.
 Hildegard (Berkeley) London, h.
 Hill, Florence (Plantation) NYC, nc.
 Hillard, Jack (Riverside) Milwaukee, t.
 Hoffman, Lou (Villa Venice) Chi, cc.
 Honey Family (Lyric) Indianapolis, t.
 Hood, Mikl (Grosvenor House) London, h.
 Hooton, Don (Palmer House) Chi, h.
 Hopkins, Bob (Chez Ami) Buffalo, nc.
 House, Billy, & Co. (Lyric) Indianapolis, t.
 Howard, Joseph (Bill's Gay '90s) NYC, nc.
 Howard, Eugene & Willie (Marden's Riviera) Ft. Lee, N. J., nc.
 Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
 Hughes, Lysbeth (Biltmore) NYC, h.
 Hyde, Herman (Casa Manana) NYC, cb.
 Hyers, Frankie (Lookout House) Covington, Ky., nc.

I
 Irene Sisters (Villa Venice) Chi, cc.

J
 Jackson, Jack (Dorchester) London, h.
 James, Dorothy (Villa Venice) Chi, cc.
 James, Freddie (Surfside) Long Beach, N. Y., nc.
 Janet of France (Janet of France) NYC, re.
 Jarvis, Sam (International Casino) NYC, nc.
 Jeffries, Paula (Dunes) Virginia Beach, Va., nc.
 Jerry & Turk (Colosimo's) Chi, nc.
 Johnson, Lucille (Earle) Washington, t.
 Johnson, Mae (Surfside) Long Beach, N. Y., nc.
 Jones, Owen (Leone's) NYC, re.
 Joyce Bros. & Dean (Riverside) Milwaukee, t.

K
 Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
 Karson, Maria, Musicales (Ohio Villa) Cleveland, nc.
 Kaye, Irving (Lesser Lodge) White Sulphur Springs, N. Y., h.
 Kaye, Johnny, & Playboys (Spiders Den) Houston, Tex., nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kennedy, Chic (Astor) NYC, h.
 Kennedy, Pat (State-Lake) Chi, t.
 Kerr, Sally (Zepplin) Akron, O., nc.
 Kewpie Dolls, Five, & Harry Taylor (Frank's) Buffalo, re.
 King, George (Jimmy Kelly's) Brooklyn, nc.
 King, Bob (Bismarck) Chi, h.
 King, Donna (Biltmore) NYC, h.
 Kings, Four (Biltmore) NYC, h.
 Kirk, Beverly (Astor) NYC, h.
 Kirk, Joe (Leon & Eddie's) NYC, nc.
 Kraddock's, Four (Palmer House) Chi, h.
 Kressels, Four: Manchester, Ia., 10-12; (Celebration) Everett, Pa., 16-23.
 Kreuger, Jerry (Famous Door) NYC, nc.
 Krupa, Gene, & Orch. (Stanley) Pittsburgh, t.
 Kuhlman, Marie, Dancers (Hi-Hat) Chi, nc.

L
 LaSalle, Kay (Races) Omaha, nc.
 LaSalle, Kay (Rose Bowl) Chi, nc.
 LaZellas, Aerial (Fair) Emerson, Can., June
 Lackore, Jimmie (Barn) Lake Placid, N. Y., nc.
 Lai Foun Troupe (Piccadilly) London, h.
 Lamb, Gil, & Co. (Earle) Philadelphia, t.
 Lane, Kathleen (Lincoln) NYC, nc.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lang, Wilson (Queen Mary) NYC, re.
 Lang Sisters (Cafe Afrique) NYC, nc.
 Langford, Frances (Paramount) NYC, t.
 LeBaron, Peggy (Savoy-Plaza) NYC, h.
 LePaul, Walter (Inform Show) Loraine, O.
 Lee, Bob (Wivel) NYC, re.
 Lee, W. J. (Traymore) Atlantic City, h.
 Lee, Julia (Millon's) Kansas City, Mo., nc.
 Lee, Marva (Happy's) Glendale, L. I., nc.
 Lee & O'Neal (Fox Tower) Kansas City, Mo., t.
 Leonard, Ada (Colosimo's) Chi, nc.
 Lewis, Ann (Plantation) NYC, nc.
 Lewis, Joe E. (Riviera) Fort Lee, N. J., ro.
 Lewis, Dorothy (International Casino) NYC, nc.

Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.
 Leyston, Jack (El Casino) Russells Point, O., nc.
 Liberto & Roberts (Lincoln Terrace) Pittsburgh, nc.
 Lind, Christina (New Yorker) NYC, h.
 Lonas, John (Spinning Wheel) Seattle, Wash., nc.
 Long, Avon (Plantation) NYC, nc.
 Long, Leon: Norton, Va., 6-11.
 Long Jr., Nick (Casa Manana) NYC, cb.
 Loring, Michael (Palmer House) Chi, h.
 Lorraine Sisters (Bon Air) Chi, cc.
 Lorraine & Rognan (Marden's Riviera) Ft. Lee, N. J., nc.
 Low, Tom (Savoy-Plaza) NYC, h.
 Loy, Thida (Kenmore) Syracuse, N. Y., h.

M
 McCabe, Sara Ann (Beverly Hills) Newport, Ky., cc.
 McCoy, Bob (Biltmore) NYC, h.
 McCrary, Christine (Village Brewery) NYC, nc.
 McCullough, Gene (South Seas) Los Angeles, nc.
 Mack, Ernie (Half Moon) Coney Island, N. Y., h.
 Madiska & Mickel (Villa Venice) Chi, cc.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mahon & Rucker (Grosvenor House) London, Eng., h.
 Major, Bob & Bobbie (The Studio) Clifton, N. J., nc.
 Mangan, Hazel, Four (Colosimo's) Chi, nc.
 Mann, Marion (Blackhawk) Chi, nc.
 Manners, Gloria (Bill Bertolotti's) NYC, re.
 Manolita & Gitanilla (Marta's) NYC, nc.
 Mapes, Bruce (International Casino) NYC, nc.
 Marcus, Doctor (College Inn) Chi, h.
 Marcy & Roberta (Colosimo's) Chi, nc.
 Maree & Pals (Gwynn Oak Park) Baltimore, p.
 Margo, Ben (Howdy) NYC, nc.
 Marinos, Los (Troadero) NYC, nc.
 Mario & Floria (State) NYC, t.
 Marlynn & Michael (Radio City Rainbow Grill) NYC, nc.
 Marquises, Three (La Marquise) NYC, nc.
 Marquis, Rosalind (Beverly Hills) Newport, Ky., cc.
 Martinelli, Ugo (Fox Tower) Kansas City, Mo., t.
 Martinez, Juan (Havana-Madrid) NYC, nc.
 May, Kathleen (Playhouse) Chi, nc.
 Max & Gang (Earle) Washington, t.
 Maxine, Dorothy (Barkley's) Brooklyn, nc.
 Medina & Mimosa (Zarape) Hollywood, Calif., nc.
 Medrano & Donna (Ross Fenton Farms) Deal, N. J., nc.
 Mercer, Maryann (Village Barn) NYC, nc.
 Merrill, Lorena (Zepplin Club) Akron, nc.
 Metropolitan Comedy Co.: Kings Port, N. S., 7-9.
 Michon, Michel (Russian Kretchma) NYC, re.
 Miller, Beth (Roumanian Village) NYC, nc.
 Miller, George (Circle) Hollywood, nc.
 Miller, Helene (Arcadia) Phila, nc.
 Miller, Cathlyn (Bal Tabarin) San Francisco, nc.
 Minute Men, Three (Lexington) NYC, h.
 Mirova, Aida (S. S. Bear Mountain) Battery Park, NYC, s.
 Modle & Lemaux (Bismarck) Chi, h.
 Modiska & Michael (Rainbow Inn) NYC, re.
 Mole, Joe (Fernandez Shows) Honolulu, Hawaii.

Monte, Hal (Chez Paree) Chi, nc.
 Montes, Nena (Dimitri's Gaucho) NYC, nc.
 Morales Bros. & Little Daisy (Martin's Tavern) Lima, O., nc.
 Moran & Piemonte (Warwick) NYC, h.
 Morgan, Helen (Chez Paree) Chi, nc.
 Moriche, Jose (Troadero) NYC, re.
 Morrison, Alex (St. Regis) NYC, h.
 Morris, Will & Bobby (Celebration) Oyster Bay, L. I.
 Mulcay, Jimmy & Mildred (Lyric) Indianapolis, t.
 Mystics, The (Skyrocket) Chi, rh.

N
 Nagle, Bert & Co. (Dutchess) Munich, Germany, 1-5, t.; (Ostend Casino) Ostend, Belgium, 16-23.
 Napua (Lexington) NYC, h.
 Navara, Leon (State-Lake) Chi, t.
 Nazarenko (St. Regis) NYC, h.
 Nelson, Walter (Playland Park) Rye, N. Y., p.
 Nesbit, Evelyn (Cavaller) NYC, nc.
 Nessley & Norman (Owl Club) Grand Rapids, Mich., nc.
 Newton, Peggy (Hickory House) NYC, nc.
 Nichols & Roberts (Stanley) Pittsburgh, t.
 Niessen, Gertrude (Cafe de Paris) London, nc.
 Ninon & Villon (Villa Venice) Chi, cc.
 Norris, Harriet (Alabama) Chi, nc.

O
 Olympics, Three (Palace) Chi, t.
 Orla, Nena (Marie's Crisis) NYC, nc.
 Ortego, Rosita (Villa Venice) Chi, cc.
 Ortiz, Joe (Circle) Hollywood, nc.
 Owen, Guy (International Casino) NYC, nc.
 Oxford Trio (Paramount) NYC, t.

P
 Page, Paul (Edgewater Beach) Chi, h.
 Page, Lucille (Beverly Hills) Newport, Ky., cc.
 Page, Lucille (Roxy) NYC, t.
 Paige & Jewett (Radio Tabarin) Olomouc, Czechoslovakia.
 Palmer, Gladys (Mammy's Chicken Farm) NYC, nc.
 Palomo (Waldorf-Astoria) NYC, h.
 Panico, Gloria (Rose Bowl) Chi, nc.
 Pansy the Horse (Astor) NYC, h.
 Partaga, Graziella (La Rue) NYC, re.
 Parsons, Chauncey Lee (Lincoln Terrace) Pittsburgh, nc.
 Paule, Bene (Red Dragon) St. Louis, nc.
 Payne, Frank (Fox-Tower) Kansas City, Mo., t.
 Pertell, Lois (New Yorker) NYC, h.
 Peters, Great (Palisades) Ft. Lee, N. J., p.
 Phelps, Phil & Doty (Dominion Park) Montreal, Can., p.
 Pierce & Harris (St. Regis) NYC, h.
 Plante, Texas (Wonder Bar) New Orleans, nc.
 Planzer, Doty (Howdy) NYC, nc.
 Plank, Sebastian (Hofbrau) Long Island, nc.
 Preisser, June & Cherry (Casa Manana) NYC, cb.
 Pressnell, George (Dutch Village) Toledo, O., nc.
 Price, Rhoda (Village Brewery) NYC, nc.
 Proske's Tigers (Roxy) NYC, t.

(See ROUTES on page 60)

Out in the Open



Roger Littleford Jr.

NEW YORK, July 2.—We saw a terrible thing last week. Fifteen hundred circus people voted themselves out of 20 weeks' work. About 900 didn't care much whether they had that particular job or not (they comprised the responsible majority) and the other 600 looked upon the show as their livelihood . . . for many it was the only occupation they really knew.

The Ringling-Barnum circus has been the sustaining factor in hundreds of lives and now the circus is no more.



E. S. Littleford Jr.

It is back in winter quarters, inactive, dormant, until another season rolls around next spring. Meantime the 1,500 showfolk who made it go have been cast upon the American public in quest of occupation elsewhere. A very small percentage will find it.

It is a tragic thing, and worse, an inexcusable thing. Had it not been for one man, an outsider who obviously knows little of the intricacies of the American circus, all those people would be working today, producing clean, wholesome entertainment for kids from Maine to California. Pecuniary reward would have been less, but "cuts" had been administered in the past and nobody seemed to protest much. Everybody ate regularly and slept well and had the security of being a part of a tremendous organization—an organization that had never missed a pay day in half a century and had grown famous within the trade for fair play and treatment to the men and women who "trouped" it.

There are hundreds of people on the Ringling-Barnum show who loved the circus, appreciated their jobs and were wise enough to know when they were well off. Unfortunately, tho, many more, the workingmen, didn't give a damn. They were asserting themselves and loved it.

Regardless of who broke what contract and when, it seems that when it became evident the circus management was not bluffing and that the show would actually go back to Sarasota, the American Federation of Actors would have been wise to acknowledge defeat and accept the 25 per cent reduction in wages that the management held imperative if the show was to continue.

After all, a union is supposed to protect and better the working conditions of its members—and certainly work at reduced wages is better than no work at all. Pay would still be in excess of what laborers were receiving before joining the AFA, and regular meals and a good bed in which to sleep are pretty welcome, and scarce, these days.

From London J. W. Shillan, British amusement ride manufacturer, writes that the amusement park patronage at the Glasgow Exhibition is not so good. "Contrary to reports," J. W. shoots, "business has been bad. The weather has been diabolical . . . with rain on six consecutive Saturdays and, of course, the park is not open Sundays. This speaks for itself—take the best day of the week away for six weeks and what can you have?"

"Another unfortunate factor is that they have sold 150,000 season tickets for the amusement park alone. In accordance with Scotch principles, the first week people attended about six times, and the second week about five times and the third week about four times, until they all got down to going about once a week. . . . They have all ridden every ride in the park and are naturally weary of the park's entertainment. It now behooves authorities to bring visitors from all over the country, and I frankly cannot see huge numbers of people traveling from the South of England up to Glasgow, sitting up all night in the train, then trudging about the exhibition all day, and finally sitting up again that night going home. But

that is what happens when a park cannot operate on Sunday. If it were open Sunday visitors could make a nice weekend trip of it with less rushing and more sleep."

Fred Fansher, the park entrepreneur, philosophizes from Altoona, Pa.: "Show-folk are internal optimists. . . . With rain beating down week after week their general attitude remains. . . . "This can't last forever and anyway there is nothing that can be done about it. It's no use to cry and clear skies are bound to come." . . . President Roosevelt's ceremonies at the World's Fair this week offered occasion for a grand get-together (not with the President) of a small group of well-knowns in the show biz. Clan included, besides George P. Smith Jr. and other execs of the fair, Harry C. Baker, "Doc" Cooney, Lew Dufour, Frank (Doc) Shean, W. F. Mangels, Harry G. Traver and Ray Meizel.

Joe Hoefle, concessioner, and Edwin Tait, operator of Tait Shows in the Orient, visitors this week, besides those regulars Dufour and Shean. Hoefle is here for the fair and Tait vacationing for a year or two. . . . C. M. Hefelfinger has resigned as vice-president and general manager of the Seaside Heights Pool and Casino in New Jersey. No reasons given . . . as yet. . . . Billy Rose has been exceptionally secretive concerning plans for his amphitheater at the World's Fair. His press agent says it will employ 1,000 and seat 10,000.

The New York WPA circus is already besieged by performers from the Ringling-Barnum show. And some will probably be used. "From Rome to Ringling to WPA." . . . They say the Circus Fans' Association has yet to select the time and place and show for its annual summer convention. . . . Friends are expecting Jake Newman in town shortly, as he books the Cole show over the Ringling route. . . . Frank C. Miller, circus concessioner, recovering nicely at the Hospital for Joint Disease from a recent abdominal operation. . . . Bernard N. Mills, son of the late Bertram Mills and co-operator with his brother of the famous Mills show in Britain, a visitor this week. Will spend several weeks scouting American circuses for suitable acts. Probably a break for Ringling-Barnum performers.

Hartmann's Broadcast

PARKER & WATTS CIRCUS in Montana a few days ago had its first circus opposition. It was from the Al G. Barnes-Sells-Floto Circus. To show just what his show, on the road for its first season, is up against, Manager Ira M. Watts sent us an editorial which appeared in *The Harlem* (Mort.) *News* of June 24. Headed *The Editor Thinks Cut Loud*, the editorial reads: "It was the biggest example of poor sportsmanship in business competition that ever came to our attention when on Thursday the advance truck for the Al G. Barnes circus came into town and began posting bills over those of the Parker circus, which is to show here next Monday. The Barnes man, it is said, even paid youngsters to broadcast the report that Parkers had canceled their Harlem engagement and that the Barnes show, which will be given 45 miles distant, was the one everyone should see. "From all reports the Parker circus is exceptionally good. It is showing here, paying a Harlem license, and has been legitimately advertised, the advance cars, four in number, having done the posting here some weeks ago. If the Barnes advance was any example of what to expect from their circus it won't be much to see. Let's spend circus day in Harlem!"

Commenting upon the situation, Ira says: "The Barnes show has proceeded to tear down our paper, cover our daubs and spread false reports that we are not coming in towns as far as 70 miles distant from its show stands. "Starting in at Wolf Point, Mont., we have found our paper destroyed and



A. C. HARTMANN

Earnes agents presenting credentials supposed to be signed by the writer authorizing the removal of lithos and the covering of our stands.

"The writer was with the Ringling interests long enough to know that it was not formerly their policy to conduct their business in such a way, and I do not believe that it is now their wish, but feel that it is only certain individuals on the Barnes show. One of their advance men when interrogated by one of our representatives stated that when they worked for anyone they had to do what they were ordered to do.

"Our business out here while not big has been satisfactory and much better than the early part of the season. We now seem to be in the flood district, having gone thru months of rain, but are in hopes that we will eventually get the weather.

"This show has never missed a pay day, which you can verify from any member of our organization. We feel sort of proud of this fact, inasmuch as we are a new show and many people didn't give us long to live."

We should think that the paper put up in Harlem by the Barnes men had little if any effect in drawing Harlem people to the Barnes show after the editorial appeared in *The Harlem News*. And just think of the bad impression the public gets of the circus thru such business tactics!

JUST at the time labor trouble was causing the closing of Ringling-Barnum circus, it was interesting to note in *Editor and Publisher* (June 25 issue) an editorial on just what can be accomplished if there is co-operation between labor and capital.

"Now comes an interesting experiment," reads the editorial, "with labor joining hands with the 'bosses' to resuscitate the dying cap industry. A \$50,000 promotion fund is being raised, to be expended in trade papers, newspapers, magazines, retail store events, a nationwide cap event and college tie-ups. Of this total \$5,000 has been paid by 300 cap manufacturers and makers of allied products, while the United Hatters, Cap and Millinery Workers' International Union has appropriated \$3,500 from its treasury. . . .

"Particularly striking is the fact that the union's contribution comes from the treasury of 40,000 workers in hat, cap and millinery establishments, rather than from the 4,000 cap makers alone. Charles Green, secretary to Max Zaritsky, president of the United Hatters, believes the workers have a greater stake in the survival of the cap industry than the manufacturers. . . ."

Notes From the Crossroads

By NAT GREEN

OVER the Hump! No doubt you have watched a heavily loaded freight train in the hill country start up a long grade at a fairly good rate of speed, gradually slow down and then barely creep along, the locomotive chugging and groaning as firemen constantly fed fuel into the fire box. Often it seemed as if the freight could not make the grade. But it always did! Slowly the locomotive and its string of cars crept up and over the summit of the grade; the labored chugging changed to a staccato refrain; the train leveled off, gathered speed. Firemen and engineer eased up and relaxed. They were Over the Hump!

Something like that has happened in outdoor show business this spring. It's been a long, hard, heartbreaking pull. Show owners, determined to keep the train moving, have been shoveling fuel into the fire box. At times they almost despaired of making the grade. But they kept at it and with few exceptions those associated with them—showmen, performers, concessioners, workmen—gave loyal support. That's the spirit of show business. And now the big climb has been negotiated. Slowly but none the less surely, the train of show business is gathering speed. It will find some grades and curves ahead, 'tis true, but it is Over the Hump.

Several times in the year before he



NAT GREEN

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No. L. JULY 9, 1938. No. 29

passed on Herbert A. Kline outlined to me his plans for a "Garden of Rides." It was to be, in effect, a traveling exposition. Novel rides were to furnish the entertainment incentive to draw the people to the lot. Surrounding the rides were to be not the usual shows and concessions but exhibits of nationally advertised products of many sorts, each exhibit to be supplemented by some entertainment feature. It looks as if this exhibit idea may blossom forth this season in somewhat modified form.

Ty Colvin, up and coming publicity man on the Hagenbeck-Wallace Circus, plans a lecture tour of schools and colleges after the close of the outdoor show season. . . . He has some very fine circus motion pictures made on various shows and so far has lined up 10 weeks of fall and winter dates. . . . J. Frank Hatch, whose years in show biz have included carnival, motion picture and circus, spent a couple of days in Chicago last week before going on to Davenport, Ia., on a new show idea which he thinks has unlimited possibilities. . . . Austin King, Ringling side-show man, stepped off in Chi a few days ago on his way to San Francisco, where he expects to make a connection with the Golden Gate International Exposition. . . . James A. Tinney, formerly with White City and now with Pabst, just back from a tour of Iowa, reports that conditions in most sections of the State are very good. . . . Gordon M. Potter, model circus wagon builder of St. Joseph, Mich., in Chicago conferring with John Shepard, former editor of *The White Tops* and proprietor of the Mighty Hale Bros.' Circus, miniature white-top outfit. . . . The Great Gravityto, juggler and magician who has been manager and lecturer for Fred Thomas' Ten-in-One on the Strates Shows, paid the Chicago office of *The Billboard* a visit on his way to Canada. . . . He will be a new feature on Dick Best's side show on the Royal American Shows. . . . J. C. Simpson, general agent of the Johnny J. Jones Shows, passed thru Chicago Wednesday on his way to Davenport, Ia., to confer with carnival representatives. . . . J. Ben Austin, of the Barnes show, jumped into Chi for a couple of days to make railroad contracts. . . . Reports everything moving smoothly. . . . The Hunt twins, daughters of Jack Hunt, manager of the State-Lake, home from the R-B show. . . . The Ringling debacle has, unfortunately, drawn the attention of several sensation-mongering mags, at least one of which has a man at work gathering data. . . . A story by someone unfamiliar with the circus, with the attendant inaccuracies, could do a world of harm.

R-B SHOW BACK IN QUARTERS

Open-Shop Policy From Now on, Says Steele, Personnel Manager

About 50 of 210 workmen aboard train retained as quarters crew—to fingerprint and classify non-union labor—no intention of reopening this year

SARASOTA, Fla., July 2.—Ringling Bros. and Barnum & Bailey Combined Circus, its 1938 season shattered by labor troubles, crept back into quarters at dawn yesterday, just three months after its triumphal departure for Madison Square Garden, New York. John Ringling North, president, did not return with the show, having left at Washington for New York. Unloading operations, launched immediately upon arrival, were directed by George W. Smith, general manager. Two hundred and ten workmen came into quarters aboard the train, but Smith said all save the quarters crew would be discharged immediately after unloading. Quarters crew is about 50 men. Sarasota, foreseeing a dangerous unemployment situation, asked State officials to double the WPA quota of 120 men.

While all rumors of reorganization for the current year appeared groundless, evidence of an effort to build a strike-proof structure for next year was seen in the announcement that the Big One would be an "open-shop" show from now on.

Steele To Handle Personnel

M. Steele, ex-New York State labor department official and former Yale classmate of North, has been retained as personnel manager. Steele said that show labor from now on would be strictly nonunion.

Workmen will be fingerprinted and classified before the show takes any of them on, Steele further said, and the "lawless" element will be entirely eliminated.

No union representatives were in evidence as the show came into quarters. The men appeared in good humor and performed their tasks with customary circus precision, altho there was no indication of any hope of settlement on either side. The big top, still soaked from Pennsylvania rains and mud, was unloaded first and spread beneath a blazing Florida sun to dry. The quarters appeared in good shape, altho recent rains all but flooded the place.

Show officials said that there were no developments in immediate sight, and that the intention of the management was to keep the show in quarters and spend as little as possible until next spring.

Say Barnum & Bailey Title Safe

Sources close to North said there was nothing to the alleged agreement whereby the show would lose the Barnum & Bailey title if it failed to play for 20 weeks out of a season. They said the Barnum & Bailey name was the absolute property of the Ringlings and that the Big One would still be Ringling Bros. and Barnum & Bailey when it rolls northward in the spring of 1939.

WASHINGTON, July 2.—A midnight conference aboard the Ringling-Barnum train in Potomac railroad yards here (See R-B SHOW on page 31)

Publicity to R-B Failure Expected To Aid Others' Gates

KANSAS CITY, Mo., July 2.—Folding of Ringling-Barnum circus last week caused wide comment in Kansas City on part of public, showmen and the press. Understanding was that the "greatest show on earth" was to have played here in August.

Members of the Heart of America Showmen's Club, only a few of whom are not out traveling themselves during the summer, expressed deep regret over the strike and subsequent moving of the Big Show back to winter quarters in Florida.

Altho a tragedy for show business in general, members of the club agreed other circuses when they appear at the grounds later this season at St. John and Belmont avenues would reap unusually heavy attendances due to the publicity given the R-B failure thruout the nation.

King Back With Cole

Will continue to direct Robbins Bros.' advance—picking up R-B dates

GLOUCESTER, Mass., July 2.—Announcement of the appointment of Floyd King as general agent of Cole Bros.' Circus was made here June 29 by Zack Terrell, manager. He succeeds J. D. Newman, who will in the future be railroad contractor. King had been general agent of the Cole show since it was organized late in 1934 by Messrs. Adkins and Terrell until the first of the year, when he was transferred to Robbins Bros.' Circus. He will continue to direct the advance of the Robbins show. L. C. Gillette will be the traffic manager of Robbins.

Robbins will exhibit in Portland, Me., picking up the date vacated by the Ringling-Barnum circus that was scheduled to exhibit in the Maine metropolis July 4. Other dates that were billed in New England that will now be played by Robbins will be Burlington, Vt., July 13; Rutland, Vt., 14; Manchester, N. H., 18, and Worcester, Mass., 19.

The Cole show is picking other cities (See KING BACK on page 31)

Excerpts From Editorials and Letters Regarding Ringling-Barnum Closing

Cario's heart is breaking—but the show must go on. Leo the lion has just mauled his keeper, and the lovely lady rore walker falls unconscious into the net—but the show must go on. The Wolf at the Door has bitten the box office—but the white-haired widow of a former proprietor rides up to the lot in a private car to tell the roustabouts the show must go on. And then, incredibly, the tradition breaks down. The show will only go on at union rates. The animals are willing, the freaks are willing, the performers are willing, even the peanut men are willing, but the union is adamant. Pay cuts are out. So right in the hardest stratum of the hard-coal belt the show folds. What a pity. Winter quarters in Florida is no place for the circus in summer time. But the union won a famous victory. Are its members happy? No. They, too, are out of jobs. The elephants are all white elephants now. It is not Cario's heart alone that is breaking. The callope is silent and small boys everywhere are sad. Is it the beginning of the end of the big top? Not at all. We still have the WPA circus. — THE NEW YORK TIMES.

If the Ringling brothers, P. T. Barnum and his old partner, Bailey, did not turn over in their graves when the circus threw up its hands, figuratively speaking, at Scranton, Pa., it was because these famous circus men and founders of the "Greatest Show on Earth" did

AFA and the Circus

THE tactics employed by the American Federation of Actors in closing the Ringling Bros. and Barnum & Bailey Combined Circus in Scranton, Pa., have no place in outdoor show business. Mob rousing is dangerous in any industry and particularly with the American circus—an institution that requires full co-operation at its height and undivided loyalty in times of stress. The Ringling Bros.' show and the Barnum & Bailey Circus before that were built thru years and years of devoted service—the working together of employer, performer and workingman to a common end.

Using the words of Ralph Whitehead, the American Federation of Actors' executive secretary, "this horrible thing" could have been averted had he, as head of the union, properly handled the mass meetings and "directions" to the AFA personnel. Derogatory and misleading remarks about circus management in general and the character of Ringling-Barnum officials in particular were most certainly uncalled for.

Mr. Whitehead referred time and again in harassing tones to the "mules" and the "butchers" and the "half-baked" at the head of "The Greatest Show on Earth." Its effect—a complete disillusionment, a shattering of that cherished and essential "trouping" spirit.

It was unfair and entirely unnecessary to call in high-powered spokesmen of the labor movement to deliver stock anti-employer spiels—emitted by personalities completely unknown to the listeners, absolutely inexperienced in the operations of the circus.

It was against all the fundamentals of democracy to abruptly refuse veteran members of the show public voice—obviously with the fear that they might disagree with the chair's command—and it was downright rude to reprimand and ridicule verbal dissenters unfortunately outclassed in elocution ability.

If votes by acclamation, altho within the law, had been replaced by the secret ballot, especially after performers, many workingmen and the management pleaded with the union for such expression, the greatest institution on the road would probably not be back in its barn today.

Circuses Required To Post \$10,000 Bond at Scranton

SCRANTON, Pa., July 2.—As a result of the inability of the Ringling-Barnum circus to stage its night performance here night of June 22 because of the strike, Mayor Fred J. Hueter and Safety Director James M. Powell have agreed that in the future circuses will be required to post a bond of \$10,000 when applying for a permit, the bond to serve as a protection for patrons in the event no performance is given.

Mayor Hueter declared this is a precautionary measure to prevent a recurrence of the recent tie-up of production over a labor dispute.

Robbins Ends Canadian Tour

Twenty-five towns played—2 days at Sydney, N.S.—covers 3,000 miles

HOULTON, Me., July 2.—Robbins Bros.' Circus tour of Eastern Canada has been concluded. In all there were 25 towns played, with 26 show days. Two days at Sydney, N. S. Thirty days was spent in Canada including the four Sundays. Just a few miles less than 3,000 was covered with only one late arrival, at Yarmouth, N. S. Performances and parades, with the one exception, were on time.

Jess Adkins, who has always been an ardent fisherman, was able to indulge in his favorite sport when he took advantage of the Sunday lay-off at Halifax and, accompanied by Mrs. Adkins and several others, went some 20 miles out into the North Atlantic. They had engaged a man who had a knowledge of the fishing grounds and returned after nightfall aboard the yacht Comber with some 300 pounds of deep-sea fish.

Hoot Gibson also went fishing and had three Sundays with excellent results. He had Billy Hammond, the expert marksman, along with him.

Pearl Bryon, who does whip cracking in the Wild West, astonished the showfolk when it came to light that she was a Canadian girl and was from Pettitcodiac, N. B. Moncton is only a few miles from her home town and many folks in the audience recognized her during the performances.

Stanley F. Dawson was taken suddenly ill at St. John and had to be taken to a hospital. It is not thought to be anything serious and he will probably be back on his box when this is read.

No Read Papers, Sammy?

SARASOTA, Fla., July 2.—Uncle Sam doesn't read the papers. When the nation's press was focused upon Scranton, Pa., as Ringling officials battled it out with striking workmen, William Hobson, manager of the winter quarters here, received a letter addressed to "Ringling Bros. and Barnum & Bailey Circus, Sarasota, Fla." It was from the Social Security board headquarters in Scranton.

not know what had happened. It would be almost incredible, but cynics, viewing a distracted world, are beginning to think anything can happen. One would have thought that the circus could surmount any misfortune. Has not the circus gone on, year after year, in good times and bad? Has it not come thru bankruptcy with flying colors, only to proclaim itself "bigger and better than ever?" In all towns and cities of America where it was billed to appear there will be disappointment and not a few tears. Surely if there ever was a time when this country needed the cheering influence of the circus it is now. — THE BEAUMONT (TEX.) ENTERPRISE.

Untold thousands of juvenile souls will be moved to lamentation over the news that the circus has folded up. This can be construed only as another flag flying in the wind as a symbol of the depression or recession, or whatever at the present moment it may be termed. In a half dozen ways there seems a peculiar aptness in the coupling of the words "bread" and "circuses." In this particular instance it might be thought that three-quarters of a loaf for the circus workers would have been better than no bread at all. But that is the circus people's affairs, and perhaps we have no reasonable excuse for preaching the gospel of prudence to them. For (See EXCERPTS FROM on page 63)



With the
Circus Fans

By THE RINGMASTER

President MELVIE D. HILDRETH, 716 Evans Bldg., Washington, D. C.
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 2.—Billy Lorette, clown, who is located at Forest Park Infirmiry, witnessed his first circus performance in three years at Joliet, June 26, on the Tom Mix show. Col. William Sneed picked Lorette up at the hospital and took him to Joliet. Seated in the back yard, surrounded by circus friends, Billy, who has a paralyzed arm, said: "This was the grandest day of my life and one that I will never forget." During the performance he was seated at the band stand and given a special announcement. Others at the show were Mr. and Mrs. Robert Clark, of Madison, Wis., and his mother, who lives in Joliet; Mrs. Hutchison and W. H. Hohenadel and son, Walter. The Fans were shown every courtesy by Tom Mix and Manager Dall Turney. Show arrived late and matinee did not start until 4 o'clock, but had about a three-quarter house.

J. A. Wagner, of Des Moines, Ia., was thru Los Angeles, having attended the graduation of his granddaughter at Pomona College. J. A. Westmoreland saw him and together they visited Lalo Codona in Long Beach and made a trip to the graves of Lillian Letzel and Alfredo Codona.

Circus Fans of Norwich, Conn., attended Newton Bros.' Circus when it showed there June 25.

A postcard from Burt L. Wilson from Pecos, Tex., states that he will be back in Chicago about July 25.

The James E. Cooper Top met with member Fred Orsinger at his home June 26, at which time he displayed his circus moving pictures taken over a period of years.

F. E. Loxley, of Cranston, R. I., caught Barnett Bros.' Circus at Pawtucket, R. I., and Fall River, Mass.

A. T. Sawyer, CFA, is general chairman of the Fourth of July celebration at Monmouth, Ill.

Letters received every day by White Tops from CFA members all express regret for a situation that has taken the Big Show off the road.

E. L. Williams and John R. Shepard visited the Mix show at Evanston, Ill. Report fine show and excellent performance. Visited with Homer Hobson Sr. and others on show. Nat Green, Clint E. Beery and John Madison were also on the lot. Irving K. Pond occupied a front seat; first performance he has witnessed this season. Pond visited with his close friends, the Clark family.

CFA Gordon M. Potter, St. Joseph, Mich., was in Chicago for a short time

June 26 and met J. R. Shepard and Charles Bennett.
T. S. Crosby, M.D., Circus Fan of Ironwood, Mich., is on vacation, en route to Europe.

Mix Has Good Day at Evanston

CHICAGO, July 2.—Evanston, North Shore suburb, gave the Tom Mix Circus a swell house Tuesday night, and Mix gave Evanston a swell show. Following several days of rain, the Mix show was fortunate in having excellent weather at Evanston, altho the lot was very soft and ground acts worked under difficulty. Matinee showed to about half a house and at night the big top was comfortably filled. It was one of the best days the show has had in recent weeks.

The Evanston stand was the occasion for much visiting. Scores of show people and Circus Fans from Chicago were on the lot both afternoon and evening. Among visitors at the night show were Mr. and Mrs. Albert Hodgini and Bertie Hodgini; S. T. Jessop and George Johnson, of U. S. Tent and Awning Co.; Jack Holden, of WLS; D. F. McLeod, manager Chicago Stadium; Bob Hickey, Stadium publicity man; Jack Hickey, Harry Bert, H. A. Atwell, Eugene Whitmore, Clint E. Berry; Harold Boulware, of Kansas City; I. K. Pond, William S. Sneed; Bill Green, of MCA; H. A. (Whitey) Lehrter, Eleanor Getzender, John Shepard, Jack Tavlin, Earl and Hattie Shipley, Hazel Cotter, Ab Johnson, Floyd Nelson and John Shubert.

Despite the fact that the show has encountered rain for weeks, the equipment is in excellent shape. Performance is pleasing thruout, and the concert is very good.

Gargantuan Howl

KANSAS CITY, Mo., July 2.—Typical of the far-reaching disappointment which greeted the closing of Ringling-Barnum circus was that of Michael Beckley, son of Paul Beckley, Kaycee newspaper man, who isn't old enough to attend school yet.

Young Beckley, it was revealed, had heard many tales concerning Gargantua, gorilla with the show. Down thru the months he had saved his pennies so he could see the animal in its air-conditioned cage.

On being told Gargantua would not come here "Mike" let out a howl. Father Beckley calmed the offspring only by promising he would take the boy to meet Clyde Beatty, Tom Mix and "a whole roomful of clowns" when they come here later this summer.

Members of the Beckley family are avid "big top" followers and readers of *The Billboard*.

WPA Biz Excellent At Astoria, L. I.

ASTORIA, L. I., July 2.—The WPA Federal Theater Project's circus closed its week-end engagement here June 25. Biz was excellent. Frank Farrell is the new representative for the U. S. Treasury Department. He succeeds Abe Halley.

Manager Eddie Sullivan is in St. Vincent's Hospital, the aftermath of a severe cold. He is doing nicely and expects to be discharged in a few days.

Managing Director O'Sullivan has about completed rerouting the 27 displays. Show closes with the Wild West display.

William Cutty, director of the band, received many nice notices in the neighborhood papers for the excellent manner in which he wields the baton and for the way in which his boys "go to town" with the *Chicago Tribune March*. Walter L. Main was a visitor here, reports Wendell J. Goodwin.

Jack Nelson Recovering

CANTON, O., July 2.—Jack Nelson, a catcher in a flying act on Robbins Bros.' Circus, injured when he fell when the show appeared at Minster, O., is recovering at his home in Deylestown, O. He suffered a broken arm. When his arm is healed he plans to rejoin the show.

Dexter Fellows (CSCCA)

Tent Tattles

By FRED PITZER

NEW YORK, July 2.—A hard-working national president is Rennie L. Arnold, of Petersburg, Va. He is not only the moving spirit in the Will Rogers Tent, but he concerns himself with other tents, often visiting New York City and Richmond to discuss problems.

Dr. Bill Roher is now commuting between Jersey City and High Point, where he purchased a summer home. . . . We want to thank Sharon Stephens for his splendid work with the Dexter Fellows Tent band. During the season Sharon accumulated a fine bunch of circus music. . . . Judge Walter Schlesinger, the tent's attorney, knows more worthwhile men in New York City than any other of its tent members. And Walter is continually keeping interested in things having to do with the good and welfare of the tent. . . . Lieut. Chet Cross and Dr. Louis Clement attended their first executive committee meeting last Tuesday at the Hotel Bedford. These men were recently elected. Dr. Clement will be remembered as the man who invented poison gas for the World War.

Has Soft-Ball Team

The Dexter Fellows soft-ball team is out for its victims. The team is managed by E. L. Robbins, and F. Darius Benham is assistant manager. It is expected that Winthrop Rockefeller will captain the team. Among the expert soft ballers and high ballers who will represent the team will be Ray Schindler, Tex O'Rourke, Rad Haffenden, Orson Kilborn, Ollie Oliphant and Chet Cross. The games will be played on Long Island. They had to pick a place that was long on account of the flies Tex will knock. The first game will be played against the Nine Old Men and the second against the Adventurers' Club. Bill Steinke will act as umpire until disabled by his decisions. All profit will go to the Old Troupers' Home Fund. The uniforms were designed by Tex O'Rourke and will be built by the Omar Khayyam Tent Co. They are made up of a fine combination of colors and are so loud and outstanding that they ought to put a Long Island sunset to shame.

Congrats to the Adventurers' Club for arranging to take 500 underprivileged kids to Frank Buck's Jungle Camp on July 20. I learn that next year this organization will take as big a group to one of the bigger circuses.

Mary Ben Fuller Johnson, a circus enthusiast, writes that in Cody, Wyo., is the Buffalo Bill Hotel and the one thing that impressed her was not the myriad of Colonel Cody mementos strung all over the place, but the solid brass door-knobs which are all buffalo heads perfectly designed.

Newest member is Harvey L. Schwamm, of New York City. He was proposed by Les Kramer.

For collectors of Circusiana (Kid Show) we have picked up a pamphlet, the American Giantess, Miss Rosina D. Richardson, the Most Remarkable Natural Curiosity in the World. 8 Vo. Pictorial Wrappers. 12 pp. New York (ca. 1855). Very unique.

Another Veteran Passes

By DOC WADELL

COUNCIL BLUFFS, Ia., July 2.—Show-folk with Crowley's United Shows held memorial service for C. B. (Butch) Frederick here morning of June 27. The band played his favorite hymn, *In the Garden*, and the show people sang it. The writer spoke the memory tribute:

We called him "Butch." His name in census was C. B. Frederick. Show-folk knew and loved him. A majestic character he was. To the old school of circus troupers he belonged. A master mind within the realm of Sawdust and Spangles. His entire life was spent in big-top game. With vision to the future, at his home place, he purchased farms and town property and passed one of the richest in Wichita, Kan. He possessed a divine urge to accomplish the greater things. So his growth and success were founded on truth. His religion was the Golden Rule. The rainbow of promise ever spanned the horizon of his earthly existence.

To the wonderful widow and all his other loved ones the show world sends condolence. Together they mourn.

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Under the Marquee

By CIRCUS SOLLY

BEN STURGES cards that he is no longer with Cole Bros.' Circus.

BOBBY BURNS has left Russell Bros.' Circus. He was on press.

COLE ROBINSON advises that he will open indoor circus in early autumn.

GEORGE BARTON presented his circus acts at the recent Firemen's Carnival, West Chester, Pa.

REPORTED that Tom Mix Circus had a good day's business at South Bend, Ind.

JAMES MCKENNA cards that Barnett Bros.' Circus at Pawtucket, R. I., June 28 had very good business.

PAUL F. VANPOOL states that Matsumato Family recently arrived at Joplin, Mo.

DESPITE RAIN at Newburyport, Mass., Cole Bros.' Circus had good crowds at both performances.

JOE SHORT informs that he is not trouping this season. Is located in Detroit.

MANAGER POWELL, of Lucky Teter's Hell Drivers, while in Atlantic City called on Frank B. Hubin.

ALBERT SHERWIN has left Lewis Bros.' Circus and joined Joe Quintano's Concert Band.

TOMMIE MADDEN, 73, formerly with circuses, is located in Olean, N. Y., as a decorating contractor. Will be pleased to see any troupers when in that city.

DON'T let your equipment run down. It doesn't pay. Keep it in just as good shape as you possibly can. A little paint here and there will brighten up things.

ROBERT D. GOOD, formerly with Ringling-Barnum circus and Lloyd Mitchell, of Allentown, Pa., saw the Big One at Scranton.

LEONA CARTER, mentalist, who is in Side Show of Tom Mix Circus, expects to work at the exposition in San Francisco next year.

JOHN F. HARTMAN advises that Frank Clark, band leader, left Beers-Barnes Circus June 18 and that Bennie Waters now has the band.

CLIFF McDOUGALL, on press staff of Hagenbeck-Wallace Circus, returned to his home town, Waterloo, Ia., when show played there June 30. His parents now live at Marion, Ia.

BUCK LEAHY and wife and William C. H. Lumb, general agent of Murphy Bros.' Circus, joined Richard Bros.' Circus at Somerville, N. J., June 25. Show opened there July 1.

HARRY VILLEPONTEAUX left Russell Bros.' Circus in Chicago and is now doing his trapeze and comedy contortion act, also parachute drops from balloon, at fairs and celebrations in Iowa.

SAMUEL GOLDMAN is at Veterans' Hospital, Ward 2E, Wadsworth, Kan., and would like to hear from the boys on Hagenbeck-Wallace Circus. Says he is recovering.

FRANK KINDLER and wife, of St. Cloud, Minn., entertained Mickey McDonald, of Hagenbeck-Wallace, after night show with buffet luncheon. Kinder had fine visit with Ralph Clawson.

ROBERT SPEAR pens that Harry Mack, who was with Downie Bros.' Circus, has been seriously ill at Central Hotel, Macon, Ga., and is showing slight improvement.

AFTER CLOSING with Golden Bros.' Circus Art Powell joined Parker & Watts Circus. Mrs. Powell and Art Jr. went to New York City for a visit to their home. The missus will join Art later in season.

ALLAN C. RAUP, of Indianapolis, states that a picture taken by him of Chester Barnett, producing clown of Hagenbeck-Wallace Circus, recently won second place at the Fourth International Leica Exhibit in that city. Was placed in a traveling exhibition of pictures.

Picture was used in *The Pica Rule*, a New York publication.

JAYDEE the Great, free act with Pine Tree State Shows, and Al Barnard, of Wichita, Kan., caught Cole Bros.' Circus at Concord, N. H., June 27. Barnard, former juggler and advance man, is postmaster at Wichita.

ED WERTHAN is confined to the County Home and Hospital, Uniontown, Kan., with erysipelas. Has trouped with Hagenbeck-Wallace, M. L. Clark, C. A. Wortham, Rose Killian and other shows. Letters from acquaintances will be appreciated.

SILVER BROS.' CIRCUS recently was at Tremont, Pa., home of Tex Worth, med showman. He and his wife and daughter visited. Harry McCall, chief of police at Lykens, Pa., played cornet in band. His brother, J. Albert, was with the La Tena show in 1915.

MORRIS WATNICK left the advance brigade of Lewis Bros.' Circus at Clyde, N. Y., and returned to the home of his parents in Lawrence, Mass. He is the former booking agent for Sam Langford and Joe Walcott and also managed Allan Drew and his Harlem Amateurs.

ARTHUR AND EVELYN HEYDEN will join the Greater Berry Circus of Peru, Ind., Arthur as electrician and Evelyn doing aerial numbers. Visited Tom Mix Circus at Joliet, Ill., and Russell Bros. at Chicago Heights. They were with Russell last year.

ENCOURAGING—some big tops have been doing a little better of late.

LLOYD MERRELL (Whitle), who had the uptown ticket sale on the McCoy show, returned to his home at Evanston, Ill., when show closed and opened the Hollywood Archery Range. His partner, O. V. Swisher, was formerly connected with theaters.

WILLIAM GOODMAN, with Haag Bros.' Side Show, pens that show is doing good in Kentucky. Kid show is managed by Harry Harris. Attractions include Cuban Mack, knife throwing, magic and juggling (is inside manager); eight male minstrels, and Bam Boola, fire-eating pygmy.

ACTS that appeared at the Albany Democratic Circus June 25 were Hughie Fitz and Company, comedy, magic and acrobatic turns; Three Jacks, novelty hand balancers; Leo Hyatt, strong man; Happy Spitzer and bucking mule; Ballot's trick dogs, and Professor Perkins' monkeys, dogs and ponies.

L. CLAUDE MYERS, band leader on Haag Bros.' Circus, was away from the show three days when he made a trip to get his new band trailer. It has 12 single berths, each equipped with inner spring mattress and eider down pillow. It is insulated. A canopy covers the trailer and also the car which tows it. Myers has 12 men.

A CALAMITY, the closing of the Ringling Bros. and Barnum & Bailey Combined Circus. 'Tis a pity that matters could not have been worked out satisfactorily on the Big One.

WILLIS HAYLES, for many years with Ringling Bros.' Circus and who has been a patient in the Pennsylvania State Hospital at Waymart for more than six years, had one of his happiest days of his life on June 22 when Dr. Charles A. Zeller, superintendent of the hospital, took him to Ringling-Barnum circus at

Scranton. He visited with the Pallenbergs, Fred Bradna, Merle Evans, Frank Braden, John Brice, Pat Valdo, Clyde Ingalls, Mr. and Mrs. Ed Rooney and Mrs. Charles Ringling.

VISITING NOTES—Frank Blimel Jr., of Hobart, Ind., saw Tom Mix Circus, night show, at Michigan City, Ind. Equipment in good shape and performance entertaining. . . . **BENJAMIN LUSH** says that Eddy Bros.' Circus had small house in evening at Port Chester, N. Y. . . . **WILLIAM PURTILL** visited Newton Bros.' Circus at Westerly, R. I., reporting two fair-sized houses in spite of a hard rain. Met Bill Newton, Harry FitzGerald, Joe Haworth and Rhoda Royal. It was Royal's first visit there in 38 years. . . . **F. D. GARDNER**, of Maywood, Ill., saw Tom Mix Circus at Elgin, Ill., and Russell Bros.' Circus at Maywood and several other stands. He had a sheet in front window of his home for Russell show. Enjoyed both shows.

EDGAR H. (DOC) KELLEY and wife caught Newton Bros.' Circus at Norwich, Conn., June 25 and at Westerly, R. I., the 27th and report good performance. At Norwich, nice crowd at matinee and very good at night; Westerly (rain all day), small crowd at matinee and three-fourths house at night. On lot at Norwich were Walter Buckingham, Bugs Raymond, Judge Crandall, Felix Callahan, Frank Wilson, Joe Daley and wives, Circus Fans of Charles Sparks Tent; also Ray, Irene and Florence Wilcox; at Westerly, Otis Crooks and William Purcell. Kelley reports following men in band: Del Holmes, leader and clarinetist; Jim O'Brien, Rex Robinson, Richard Dix, cornets; Del Smith, Paul Venson, trombones; Bill Dennis, baritone; Ray Edmundsen, bass, and George Cravens, drums.

Dressing Room Gossip

TOM MIX—There's an underlying feeling of big top drama, which is more plainly manifested each time Equestrian Director James Arbaugh blows the whistle, for it brings thoughts in the minds of all, of the absence of our friend and fellow trouper, John Agee. If there are any words we use, John, that bring you any degree of consolation in the sorrow of the loss of your wife, this write-up will have served its purpose.

For three days we have been in the vicinity of Chicago and visitors have swarmed on us. I will try to give mention to all, but if I skip you it is because you failed to register (in my mind). Bill Sneed brought a party, including Billy Lorette. Visitors from across the ocean were the Wirths, of Australia, and Mrs. C. Fyfe, of England, who spent a day with the Clarke family. Other visitors: Mr. and Mrs. M. J. Boyle and son, Mr. and Mrs. William Turney, McKeone family, Mr. and Mrs. James O'Donald, Mary Murgatroyd and children, Flying Sullivans, Harry Bert, Edward Suser, Pierre LaFramboise, Victor and Madame Bedini, Mr. and Mrs. Orrin Davenport, Earl Shipley and wife, Wayne Larry, Bert Doss and wife, Charley Martin, Bertie Hodgini, I. K. Pond, Mr. and Mrs. E. L. Johnson, Bob Hickey, Grover McCabe, Jack and John Tavlin, Mildred Nibeberg, Sol Friedman, Herman Cohen, Ab Johnson, Albert Hodgini and wife, Agnes and Charles Cline, Floyd Nelson, Harry Atwell, I. Hubbel and wife, Charles Beares and wife, Jack Hubbel and wife, Irene Ledgett, Paul Jordan and wife and son, Mrs. Edna Curtis, Joe Coyle, Mr. and Mrs. Con Colleano and party, S. T. Jessop and wife, George W. Johnson, relatives of Herman Nolin and wife.

Perhaps the outstanding event of the reunion of old friends was the golf game, the players being S. T. Jessop, Tom Mix and Dail Turney. Those long

drives of Tom and Dail's putting are still being talked about.

DR. GEORGE W. T. BOYD.

ROBBINS BROS.—At St. John, N. B., it was necessary to give three shows on account of large attendance. One of the first accidents of the season happened when Catherine Kay Brown fell from her iron-jaw rigging, fracturing her ankle. She was rushed to the St. John Hospital. At Fredericton, N. B., just before crossing the border, Jack Ryan was a busy man handing out the manifest cards. Albert Powell has been seen working on a new clown gag for a walk-around.

Leo Kerns is seen practicing cymbals for clown band. Rose Behee is back and is feeling fine after a successful operation. Billy Hammond, who has been under the weather, traded some liquid medicine for some pills with Dr. Lounsbury, show doctor. Both were well pleased with the deal and are on the road to recovery.

Circus officials and newspaper men made it possible for the orphans to be entertained between shows at St. John, N. B. Acts and clowns were commented on by the newspapers, which gave them full-page spreads with pictures. Esma Wilson, who has been on the sick list for several days, is feeling much better. The writer is ready to go to work on the bass drum in the clown band, as the bass drum has a new head now.

VAN WELLS.

PARKER & WATTS—A few nice warm, sunny days, then rain and mud and everyone in galoshes and raincoats again. Show encountered 18 miles of clay mud road from Williston, N. D., to Plentywood, Mont. Arrived late, doors opened at 3 o'clock with two good houses for the day. In Malta had one of the best days of the season. Art Powell has joined on tickets. A. G. Zimmer has replaced Kal Brodow as cashier of inside candy stand. Paul Luckey, cornetist, augmented the band for Western tour. Everyone enjoyed the fish dinner in cookhouse at Baker, Mont. Fish were caught by Eddie Bowen, Lloyd Kindall and Eric Eklund. Bill Mitchell is recovering rapidly from his appendix operation at hospital in Wolf Point, Mont. Bertha Conners is working on wardrobe and Frank Lavoie is doing magic tricks. JIMMY THOMAS.

HAGENBECK - WALLACE — Arthur Borella is getting the show and himself good publicity with his talks and entertainment at service clubs, chambers of commerce and on radio. During the recent softball game between the ballet girls and those of the big show dressing room, Laurie Sprague made the only run for the ballet, score 8 to 1. Marie Tronge did a good job of catching and Virginia Sprague and Jean Telling made some nice catches in the outfield. Music for the occasion was supplied by the clown band, led by Mrs. Hanneford. Virginia Cimine, who had never played baseball before, made two outs. Big day for Jean Telling in Des Moines entertaining friends and relatives. Mrs. Stevens is making wardrobe for spec. Colonel Casper, Side Show midget, is a frequent visitor in the backyard. Henry Brown's Side Show band of 12 pieces is really going over with several new special arrangements of modern tunes.

At Sioux City, Ia., Miller Bros.' Shows on adjoining lot, Jannie Walters renewed acquaintances in the women's dressing room and many carnival people were at the matinee. Several birthday anniversaries were celebrated recently; Concha and Billy Pape's fall on the same day. Mitze LaForm and mother, being the same height and weight and when dressed alike, are often taken as twins. Cliff MacBride is now known as the "Dookie Man." Mike Wissing is planning on a new whip-cracking act. Joe Siegrist is doing a double somersault in the flying act, bound in a gunny sack. Three good luck tokens bearing the inscription "Give Me That Old Feeling" were received from Vern Wood, of Detroit, by Art Lind, Mickey McDonald and the writer. Pleasant memories were brought back to dressing room when a program of Mills' Olympia Circus, now touring England, was received from Emmett Kelly. Program contained many photos of Kelly. CHESTER BOBO BARNETT.

Mickey King Leaves H-W

CHICAGO, July 2.—Mickey King, featured aerialist on the Hagenbeck-Wallace Circus, left the show this week after a controversy over salary. She has signed with Music Corp. of America to play special events.

Additional Lien Filed Against The Estate of John Ringling

SARASOTA, Fla., July 2.—The filing of an additional lien against the estate of the late John Ringling last week brought Uncle Sam's income tax liens against the circus king's estate to \$2,829,000.

The lien filed in Circuit and Federal courts of this district by Collector of Internal Revenue J. Edwin Larson represents a tax of \$171,244.36 assessed against Ringling for the year 1926—plus interest to June 18, 1938, which amounts to \$72,173.04—a total of \$243,417.40.

This is the third lien filed against Ringling in his own name. Another for \$166,308 was filed against John Ringling Estates, a Sarasota realty firm handling Ringling properties, in August, 1933.

In November, 1937, 11 months after the circus magnate's death, the revenue department filed a lien against Ringling for \$2,277,942. In January of this year an additional lien for \$141,247 was filed.

The Corral

By ROWDY WADDY

W. H. SMITH has been awarded the contract to produce the first annual rodeo to be held in conjunction with the Anderson, Tex., Fat Stock Exposition.

CHEYENNE BILL PENNY writes from Oklahoma City that he is lining up a group of Cheyenne Indians to play rodeo and fair dates this fall.

LUKE PASCO'S trained sheep dogs were featured at the three-day rodeo held in connection with the Crockett County Fair, Ozona, Tex., June 30-July 2.

OFFICIALS of the Mid-South Fair, Memphis, have contracted with Homer Todd to furnish the stock for their seventh annual rodeo in the fall. George Adams is to furnish special talent and other features.

BEUTLER BROS. have been contracted to furnish the stock for the seventh annual Rodeo and Round-Up in Custer City, Okla., late this month, under Chamber of Commerce. Elmo C. Rankin, rodeo secretary; Jim Beutler, arena director.

BAR X RODEO headquarters in Wapakoneta, O., owned by Ralph Beckholt, sustained a \$1,000 loss in equipment as a result of fire there recently. Beckholt, however, has purchased new equipment and launched the show on a full schedule of dates July 1

HOUSTON last week dedicated its National Frontiersmen's Museum. Free to the public, it contains such exhibits as Kit Carson's possession and other Old West memories. Holger Jeppesen, Chief Red Fox and city officials delivered addresses and introduced oldtimers of the West at dedicatory ceremonies. A smoking of the peace pipe and a friendship dance by a group of Sioux concluded festivities.

WINNERS AT the recent annual Punnichy (Sask.) Stampede under Little Touchwood Stampede Association auspices were: Bronko Riding—Kicky Green and Clifford Pryor, split first and second; Shorty Ross. Calf Roping—Slim Gates, Dee Hyer. Steer Decorating—Reg Hauckley, Kicky Green, Slim Gates. Wild Horse Race—Dee Hyer, Alfred Pryor and Slim Gates (three men constitute a team). Wild Cow Milking—Reg Hauckley and Hector Clifford.

RESULTS of the recent stampede in Granum, Alta., Canada, Saddle Bronk Riding—Cecil Bedford, Jimmy Wells, Clark Jackson. Calf Roping—Toots Burton, Dick Jackson, Roy Baird. Bareback Riding—Cecil Bedford, Roy Baird. Wild Steer Riding—Frank McDonald, Roy Baird. Stake Riding—Ed Reardon, V. Prophy. Wild Cow Milking—Frank Valle and Roy Baird. Dick Jackman and Les Baird. Indian Race—1, Tom Three Persons, I. Bastine

OFFICIALS FOR the fourth annual three-day Spanish Trails Fiesta, to be held in Durango, Colo., soon, under San Juan Basin Rodeo Association, include O. C. McCormick, president; T. E. Higgins, secretary and vice-president; F. E. Browning, treasurer; E. S. Linderholm, concessions; Mathew (Pat) Thomas, race track and arena; T. E. Higgins, solicitations and bands; Lloyd Case, advertising. James Sanderson has been contracted to furnish the stock. Show is a member of the Rodeo Association of America.

TENTH ANNUAL rodeo and barbecue held on Millerick Ranch, Sonoma, Calif., June 19 under Chamber of Commerce auspices, was the most successful ever held in point of attendance, financial returns and program, according to Wade H. Wilson, secretary. Attendance was estimated at 4,200, topping last year's figure by several hundred. A free street dance the previous Saturday night was a feature. Results: Bronk Riding—Pete Grubb, Burel Mulkey, Paul Carney, Ward Watkins. Bulldogging—H. Pettigrew, Ward Watkins, Dick Herren, Hugh Bennett. Steer Roping—John Mendes, Glen Shaw; John Bowman, Hugh Bennett and Russ Smith split third and fourth. Brahma Steer Riding—John Bartram, Charles Stickney and Paul Carney split first, second and third; Dick Griffith and Amil Ferrerio split fourth. Bareback Bronk Riding—Pete Grubb; George McIntosh, Paul Carney split second and third; Mitch Owens and Buck Wyatt

split fourth. Calf Roping—John Bowman, Hugh Bennett, H. Pettigrew, John Schneider. Jack Millerick directed the arena.

CONTESTANTS at the Fourth Annual Clamper's Club rodeo in Long Beach, Calif., June 26-27, included Lance Pollard, Homer Pettigrew, Dick McPherson, Chuck Heacock, Eddie Adams, Bill Eaton, Johnny Beach, Buck Standefer, Andy and Ed Juaregui, Clay Carr, Mickey McCrorey, Harry Logue, Bertha Blanchard, Bill Whitehead, Juan Puento, Solis Leglin, George Rasmussen, Harold Mueller, Ward Watkins, Duward Ryan, Bob Estes, Bud Cook, Joe Thompson, Doff Aber, Burel Mulkey, Al Hayes, Stub Barthlemay, Frankie Schneider, Alvin Gordon, Buck Wyatt, Nick Knight, Frank Finley, Jim Erwin, Buff Brady Jr., Johnny Gardner, Jimmie McGee, Holloway Grace, Paul Carney, Bob Whiting, Jackie Cooper, Charley Jones, Lee Ferris, Johnny Bowman, Fox O'Callahan, Laurence Conley, Chick Hannan, Hugh Bennett, Dusty Doyle, Joe Edwards, Earl Blevins, Bud Evans, R. Bendele, Dick Herron, Oran Fore, Carl Shepard, Blondie Brunzell, Clyde Sheffield, Carl Dossey, Fritz Truan, Jim Massey, Hank Durnell and Iva Dell Jacobs.

FAVORED WITH IDEAL WEATHER, the fourth annual Clamper's Club rodeo at the Lomita Riding Club grounds, Long Beach, Calif., June 26-27, attracted the largest attendance since its inception, according to Dusty Doyle and Alvin Gordon. Officials included Dusty Moore, manager; Andy Juaregui, arena director, who also furnished the stock; Abe Lef-ton, announcer, and Mrs. Alvin Gordon, secretary. Specialties were presented by the Long Beach Mounted Police, San Bernardino Sheriff's Posse, Lomita Ladies' Riding Club and the Vaquero Club. Pinkey Gist clowned. Governor Merrimam and staff were honored guests. Results: Calf Roping—First day, Lance Pollard, Andy Juaregui, Johnny Bowman, Bill Eaton. Second day, John Bowman, Clay Carr, Carl Shepard, Charles Jones. Finals, John Bowman, Clay Carr, Charley Jones, Carl Shepard. Saddle Bronk Riding—First day, Stub Barthlemay, Burel Mulkey, Jackie Cooper, Nick Knight. Finals, Alvin Gordon, Jackie Cooper, Stub Barthlemay, Frankie Schneider. Steer Wrestling—First day, Doff Aber, Bud Evans, Homer Pettigrew, John Bowman. Second day, John Bowman, Earl Blevins, Homer Pettigrew, Carl Shepard. Finals, John Bowman, Homer Pettigrew, Bud Evans; Jim Irwin and Earl Blevins split fourth. Brahma Bull Riding—First day, Lee Ferris, Bob Estes, Frankie Schneider, Duward Ryan. Finals, Bob Estes, Duward Ryan, Frankie Schneider, Lee Ferris. Bareback Bronk Riding—First day, Lee Ferris, Frank Finley, Jack Hayes, Dick McPherson. Finals, Stub Barthlemay, Jackie Cooper, Burel Mulkey, Alvin Gordon. Wild Horse Race—First day, Jimmie Massey, Carl Dossey, Buck Wyatt, Jimmie McGee. Finals, Jimmie Massey, Carl Dossey, Jimmie McGee, Buck Wyatt.

Johnson Arrested; Too Late With Refund Offer

EATON RAPIDS, Mich., July 2.—Ford D. Johnson, general manager of Ford Bros.' Circus, was under arrest here Tuesday, facing fraud charges and another charge of breach of contract after his show failed to keep a date here Monday.

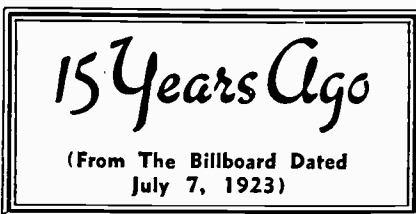
Johnson was arrested Monday evening at Jackson, Mich., and returned to Eaton Rapids, where he discovered that merchants had issued a warrant charging him with defrauding them of money which they paid for advertising banners. Johnson offered to pay back the money but the warrants had already been issued.

H. J. Watson, of the American Federation of Actors, also brought a charge against Johnson for breach of contract involving \$125.

Clarkes in Albany

ALBANY, N. Y., July 2.—Radiant June weather welcomed the Tom Mix show on its visit to Albany June 8. As this was the first circus of the season thousands of keen fans greeted the show on its arrival from Gloversville. Afternoon, near capacity; night, capacity. No wonder therefore that Manager Dall Turney and his alert assist-

(See CLARKES IN ALBANY on page 49)



A billing war, first ever in this city, was on in Auburn, N. Y., between the Sells-Floto and Al G. Barnes circuses. . . . S. R. Mishell, C. L. Burns, Thomas Bagon and Frank Bagon were banner-men with the Barnes show. . . . George Trueblood, rider with Hagenbeck-Wallace Circus, was seriously injured at Springfield, Ill., while performing in a hunting scene. Shorty Whitcomb, usher, was knocked down at the edge of the track and suffered bruises and a broken kneecap. . . . Samuel W. Beckett, who had been in the show business 15 years with Barnum & Bailey, Great Wallace, Sells-Floto, Gollmar Bros., Forepaugh-Sells and Ringling-Barnum circuses, was manager of the service department of Doyle's Auto Store, Detroit.

Charles Siegrist, of the Siegrist troupe of aerialists, rejoined the Ringling-Barnum circus after several weeks' lay-off due to a fall at Madison Square Garden. . . . Bill Brown, burlesque agent, was on the advance car of Golden Shows. . . . Wilbur Lazella was playing exhibitions and indoor circuses on the West Coast. . . . Bob and Olive Nelson were not with the white tops, but were playing vaude dates in Wisconsin. . . . Goldsberry Brothers, high-wire and clown act, were booking independent dates. . . . Doc Williams, lot superintendent and boss of props, closed with the Barnes show. . . . Jewelry valued at \$20,000 was stolen from the home of Edward Shipp at Springfield, Ill.

Richards Bros.' Shows were hit by a windstorm at Manes, Mo., and every tent on lot blown down. Damage estimated at \$2,500. . . . Melhorn's band of 16 pieces, Frank Curren, rings and traps; Little Daisy, contortion; Carl Horn's January act; Margarita, Mexican juggler; Rue and Laura Enos, contortionists; Morales Bros., rings; Curren's monopod marvel; Carl Horn's dogs; Bones Hartzell, one-man prize fight; Wilbur Lazella, trapeze; Signor Macias, Mexican wire walker, were at the Elks' Circus at San Diego. . . . Mrs. James Howard, member of the Howards, mentalists, feature of Wirth Bros.' Circus, died at Merriwa, New South Wales, May 23.

Proposed Ordinance Out at Indianapolis

CINCINNATI, July 2.—Albert Neuerburg, of Indianapolis, Ind., states that final action on the ordinance which would prohibit circus performances on Easter Sunday and Good Friday in that city was taken by City Council at the regular meeting June 20 and that the measure was finally disposed of when a motion to strike the proposed ordinance from the files was carried.

He further states that the ordinance, which had been pending before the council for several weeks, affected only the one type of business, the unfairness of the measure being plainly apparent. At the hearing on the ordinance, opponents of the measure in asking for its defeat denounced it as being unfair, discriminatory and class legislation.

Newton Elephants Stampede

PROVIDENCE, July 2.—Newton Bros.' Circus gave residents of Arctic, R. I., an unprogramed thrill Tuesday night when two of the elephants with the show stampeded from the lot and ran thru the business section of the town, causing much excitement but no damage.

One of the pachyderms was caught just as it threatened to back thru a plate-glass window of a drug store; the other corralled by elephant men and circus employees a short distance on up the main street. A third animal, which was being used with the other two in pushing circus wagons out of mud holes on the lot, stood at its post thruout the excitement.

CFA, CSSCA—Notice

Editor The Billboard: I am wondering if the Circus Fans' Association and Circus Saints and Sinners' Club would not like to interest themselves in the plight of C. M. Hibbard, of Sturgis, Mich. Mr. Hibbard, now in the 80s and for more than 40

years an employee of Ringling Bros. and Barnum & Bailey, is unable to work because of an injury sustained on the Big Show two seasons ago. His case with the New York State compensation board has received little or no attention.

Would not some of the prominent circus fans like to write the proper authorities on their business letterheads and see if this claim cannot be expedited? This is a very worthy claim on such services. All Mr. Hibbard is seeking is his just dues.

P. M. McCLINTOCK.

R-B SHOW

(Continued from page 28)

finally determined whether the show would try to outwit labor troubles and bad business prospects or go back to Sarasota.

When the three sections rolled in Tuesday night they were met by Melvin D. Hildreth, who that day had protested the closing of the circus to William Green, of the AFL, along with a score of reporters and news photographers. Neither John nor Henry North was on the train, and it was explained that they were to motor down to meet the train.

While waiting for the arrival of the Norths staff men displayed sections of air-brake connections which had been slashed by vandals at Erie. "We're asking for a federal investigation of this," General Manager George Smith told newsmen. A check at the FBI indicated no record of a request for the investigation.

Comment among performers was that Ralph Whitehead, executive secretary of the AFA, was almost entirely responsible for the shutdown.

While waiting for the Norths it was found that no orders had been given or no arrangement had been made to move the train any further south. Stock men tending the animals were steadfast in their belief that the show would reorganize in Washington. "Why are the horses here instead of being shipped to Peru?" they asked.

Some time after 11 o'clock that night the two North brothers arrived, going into immediate conference with their staff. The trainmaster was consulted and at that time it was decided to go over the canvas, which had been wet when loaded at Scranton. The next day it was decided to get under way by noontime, leaving the canvas as is, wetting it en route by hose until it could be dried at Sarasota.

Presumably answering Hildreth, Ralph Whitehead issued a statement Wednesday from the office of William Green, disclaiming responsibility for the closing of the show. Said he: "Mr. North and the circus management felt they had already licked the cream of the business in the big cities and were unwilling to take the usual business risk of continuing their scheduled tour of the smaller cities, even tho they are forcing the 1,600 circus employees out of their jobs."

Hildreth immediately denied that the circus management was eager to quit. Reaction of the press to the closing of the circus was very unfavorable, and in Washington it was believed that the obstinate course taken by Whitehead will react upon union labor in general.

KING BACK

(Continued from page 28)

in New England that were originally scheduled to be played by Ringling-Barnum; namely, Providence, R. I., July 11; New London, Conn., 12; New Haven, Conn., 13; Hartford, Conn., 14; Springfield, Mass., 15, and Albany, N. Y., 18.

Allen Lester With Cole

NEW YORK, July 2.—Allen J. Lester, former contracting press agent on the Ringling-Barnum show, has been employed by the Cole Bros.' Circus to handle local contracting ahead.

PROVIDENCE, July 2.—Cole Bros.' Circus wasted no time in arranging a Providence booking when word of Ringling show cancellation of its Providence booking on July 2 became definite. The show comes into town July 11 and has added this headline to newspaper ads: "NOW the Greatest Show on Earth." Show will set up at Melrose Park, same site Ringling show would have used.

ST. JOHN, N. B., July 2.—Robbins Bros.' Circus was one of the best shows seen here in recent years. Performers provided entertainment for children in three orphanages, county poorhouse and tuberculosis hospital. Three spots were chosen for these programs, run in between the afternoon and the first of the two night shows.

Administration Building at Knoxville Destroyed by Fire; New One To Cost \$110,000

KNOXVILLE, Tenn., July 2.—Plans were under way to rebuild the Tennessee Valley A. & I. Fair's administration building at Chilhowee Park after a fire Tuesday night that burned the 29-year-old building to the ground. The big two-story frame structure—last of a group built in 1910 for the Appalachian Exposition—went up in a spectacular blaze of unknown origin while thousands of persons watched, many of them drawn by an unusual on-the-spot broadcast by Station WNOX.

Damage to the building, owned by the city, was estimated at about \$50,000, and Fair Secretary H. D. Faust said from \$10,000 to \$20,000 in fair belongings, including a truck, were destroyed.

The new building proposed by the fair association would cost \$110,000, with the fair furnishing materials and the WPA furnishing labor. Mayor W. W. Mynatt said the city would sponsor the WPA project, making application immediately. A committee drew tentative plans for a building 400 by 100 feet (the old building was only 300 feet long), one story and of fireproof construction.

WNOX was given an opportunity few if any radio stations ever have had when the fire broke. Horace (Mike) Hunicutt, promotion manager for the station's owner newspaper, *The Knoxville News-Sentinel*, was only a few hundred

feet away from the blaze broadcasting dedication of a new lighted softball park. He described the night blaze for more than an hour as firemen fought it.

The administration building followed by less than three years the burning down of the woman's building, a hundred yards away. It burned in September, 1935, with a loss of \$5,000.

S. C. State To Have Races, Horse Show

COLUMBIA, S. C., July 2.—Pace and trotting races and a horse show with nearly \$2,000 in cash prizes have been arranged for the South Carolina State Fair. The racing program will last two days, with prizes offered aggregating \$1,500. The horse show is scheduled for school day, with prizes of \$470, together with trophies and ribbons. Paul V. Moore, secretary of the fair, said the program was the first of its kind the fair had attempted.

Parking Space Increased At Rhode Island State Fair

KINGSTON, R. I., July 2.—The State Fair of Rhode Island had men working all winter, clearing off an area to further increase its parking space. These grounds were formerly owned by the Washington County Agricultural Society and in years past the so-called Washington County Fair or Kingston Fair was annually held there.

Under the management of A. N. Peckham, it has grown by leaps and bounds. The Industrial Halls are already filled and further industrial exhibits will have to be placed in tents.

Kattenmeyer Booked For Wapakoneta Fair

WAPAKONETA, O., July 2.—Harry Kahn, secretary of the Auglaize County Fair here, has booked the original Kattenmeyer Kindergarten of Chicago for Wednesday night of the fair. Amusement program will be changed every night. The merchants will give away an auto at the fair. Fair has 195 merchants in the county in the proposition and expects to put out two million tickets. Concessions are coming in fine, more than half of the space having already been sold. Kelly King dropped in last week and picked out space.

Not Decided, Says Craner About Golden Gate Job

CINCINNATI, July 2.—Querying Arthur P. Craner, well-known West Coast showman, on a report that he would be connected with the Golden Gate International Exposition proper or the State of California exposition administration, he replied by wire as follows:

"I was talked to concerning promotional position with California State Commission, Golden Gate International Exposition, in connection with series of rural events. Have made no decision and will be guided by outcome of State primary election in July. Will advise fully at that time."

Pomona Fair Buys Property; Total Area of Park 300 Acres

POMONA, Calif., July 2.—Announcement by Los Angeles County Fair officials of the purchase of the famous Carnation Stables property adjoining the present grounds brings to attention a million-dollar structural and development program which has been going quietly but swiftly forward since the close of the record-breaking 1937 exposition. Acquisition of the Carnation property, consisting of 13 acres and several buildings, brings the total area of the beautiful exposition park to 300 acres or an increase of some 50 acres since last September.

A dozen new buildings, including two major steel and concrete exhibit structures, will be in readiness for the open-



E. ROSS JORDAN, secretary-manager of the Georgia State Fair and Exposition, Macon, is making an earlier start than usual in preparing for the fair. An excellent crop season is predicted.

Xenia, O., Fair To Have Centennial Celebration in '39

XENIA, O., July 2.—A centennial celebration in 1939 to commemorate the 100th birthday of the Greene County Fair has been launched here. The Greene County Agricultural Society, sponsor of the fair which was founded in 1839, introduced night sessions three years ago and in 1937 expanded the fair into a four-day show after 98 years of annual three-day expositions. To enable the present generation to visualize the society of early pioneer days, its dress, manners, tools and handicraft and possessions, as exhibited at the first county fair there, the fair board plans to sponsor a series of historical pageants and playlets which it will call "The Pageant of Greene County Families," according to N. N. Hunter, fair board president.

Attractions for Zanesville

ZANESVILLE, O., July 2.—The most ambitious entertainment program in the history of the annual exposition has been contracted by the Muskingum County Agricultural Society for this year's four-day event in August. The WLW barn dance unit will be the attraction Tuesday night, opening night of fair. Lewis Bros.' Circus intact will be offered as the grand-stand show, Wednesday and Thursday nights, and on Friday night Ward Beams' Thrill show will be presented. There will also be a soap box derby for children the opening day, according to Perl L. Elliott, secretary.

Says Big Year for Racing

BELLEFONTAINE, O., July 2.—Mrs. Don A. Detrick, executive secretary of the Ohio Fair Managers' Association, predicts a big year for racing at the county fairs. Already many fairs have scheduled race programs. "Ohio will hold 85 harness meetings this year, far more than any other State," she said.

French Village For N. Y. Fair

Spot will have area of 110,000 square feet — concessioners to operate

PARIS, June 19.—The layout of the French Village at the New York World's Fair in 1939 has been made public by architects Louis Sue and Andre Fouloux. The spot will have an area of 110,000 square feet, entirely separate from the official French section, and will be run by concessioners selling French products. The entrance will be by gangway, symbolizing the landing on French soil; the exit a reproduction of the shopping arcade in the Saint Lazare Railroad Station which tourists use in departing.

A bit or Normandy will be the first to be seen, an old square in Havre; Deauville next and other Northern towns to Alsace, Lyon, Bordeaux, the Basque Country and Marseille. There will be a reproduction on a small scale of the 200 miles of champagne cellars at Rheims; a French spa, consisting of square, post office, town hall, etc. Paris will reproduce a little of old Montmartre in showing the Place du Tertre with its restaurants and shade trees.

The village will consist of reproductions of actual buildings, restaurants, cafes, etc., and will give a small but faithful portrait of each section. Small shops will sell French articles, and restaurants will serve local specialties that have become famous.

Prospects Are Good At Taylorville, Ill.

TAYLORVILLE, Ill., July 2.—Prospects are good for another successful Christian County Fair as the mines are working and crops are excellent. The Snapp Greater Shows are booked for the midway.

Joe J. Smith's Frolics of 1938 will be staged on Sunday afternoon and night and vaude acts will furnish the entertainment remainder of the week. The Society Horse Show and harness and running races will again be featured. The spectacular "Baby Pageant" and the "Miss Christian County" contest, in which the queen is chosen from the 17 "Miss Townships," are annual outstanding events sponsored at the fair.

C. C. Hunter is serving his 11th year as secretary and general manager. This is one of the top-ranking fairs in the State.

12,000,000 Expected At Washington Expo.

SEATTLE, July 2.—More than 12,000,000 paid admissions are expected for the 1942 exposition of the State of Washington. This estimate is made by those in charge of the first fair the State has had since 1909, when 4,500,000 spectators passed thru the ticket gates—so it is regarded as a conservative estimate.

This exposition, with a host of concessions and other attractive features, will celebrate 100 years of State history and advancement. A five-year plan which was begun in 1937 is being rapidly carried forward for this celebration, for which electricity is to be the theme and motif.

Improvements at Puyallup

PUYALLUP, Wash., July 2.—One of the many outstanding improvements now being made at the Western Washington Fair here is a new restaurant which will emphasize the importance of the great dairy and poultry industries of the State of Washington.

The restaurant, located in what was known as the dance hall, will be operated by the Administrative Dietitian Training Course of Seattle, in co-operation with the dairy and poultry industries, whose products will be featured in the meals of this novel restaurant.

Today the dairy industry of Washington has an evaluation of \$70,000,000, and the poultry industry, \$24,000,000.

No Increase in Hotel Rates at San Fran Expo

SAN FRANCISCO, July 2.—There will be no increase in hotel rates during the 1939 exposition. Major San Francisco hotels have filed with fair officials a schedule of charges to remain in effect from now until the end of next year.

The schedule shows that six Class A hotels here will have a total of 3,682 rooms for visitors ranging from \$4 to \$10 for single; \$6 to \$12 for double, and \$7 to \$12 for rooms with twin beds.

Fifteen Class B hotels, the schedule reveals, will have a total of 4,200 rooms available at prices ranging from \$2.50 to \$6 for single; \$4 to \$6 for double, and \$5 to \$9 for rooms with twin beds. Similar schedules were filed for Class C hotels at rates ranging from 75 cents to \$6 per day.

Agents Ed Fishman, Milton Pickman and Barney McDevitt, up from Hollywood over week-end, setting expo music deal for Ted Lewis. Expo radio division has turned back Jack Lyman to NBC. Lyman, producer, was loaned to fair for radio groundwork in exploiting season ticket sales drive. San Francisco's Fourth of July observance will be moved to Treasure Island. A \$3,000 fireworks display will be held during course of patriotic program.

Ballyhoo to bring championship heavyweight bout to fair still strong. Sports group has a war chest of at least \$300,000. Twenty-three thousand persons have visited fair site since sightseers were permitted on grounds April 3. June most active month for visitors. Chile latest foreign country to be fair participant. Republic will put up own building and send exhibit. Colorado has gone for 2,000 square feet of space and \$50,000 for participation, exhibiting in Hall of Western States with a Pikes Peak motif.

Williams Big Draw At Grand Forks

CINCINNATI, July 2.—Harry Clark states that Flash Williams and his thrill drivers shattered attendance records for thrill and auto race days at the North Dakota State Fair, Grand Forks, June 30, this in spite of threatening weather, with Ernie Young's latest and most pretentious revue, *Follies Internationales*, feature grand-stand attraction day and night.

Williams has been signed for Friday of the Minnesota State Fair, St. Paul.

New Features For Blandford

BLANDFORD, Mass., July 2.—The eyes of Massachusetts fairdom will be on the Union Agricultural and Horticultural Society Fair in September as a result of the many new features to be put into effect and which were discussed at several meetings recently.

Last September a survey of the fair's attendance was made and the results tabulated and analyzed by Earle S. Carpenter, of the Massachusetts State College at Amherst.

The conclusions reached, in excerpt, are of material aid to other fairs crying out for added attendance, ways and means. The State College, in co-operation with the Massachusetts Department of Agriculture, reached these conclusions:

1. Thirty-seven per cent of the total attendance at Blandford came from within a radius of 10 miles and 78 per cent of the total attendance came from within a radius of 20 miles of the fair. It is therefore logical to assume that the greatest percentage of any fair's advertising should be done within a 20-mile radius of its fairgrounds.

2. The various means of advertising a fair arouse considerable discussion at any fair meeting. The Blandford Fair survey showed that the people learned of the fair via the following media: A. 32 per cent thru the newspapers. B. 18 per cent as a matter of habit, explained that the Blandford Fair for one fact is always held Labor Day and the day following. C. 14 per cent from friends and relatives. D. 12 per cent from posters and signs. E. 8 per cent from periodicals. F. 5 per cent from auto bumper signs. G. 4 per cent from premium lists. H. 7 per cent from miscellaneous sources.

3. It is safe to estimate that at least 70 per cent of those attending your fair do not get their living from the farm, but are particularly interested in the agricultural, horticultural, youth and home exhibits.

Bentley Circus Booked For Michiana States

SOUTH BEND, Ind., July 2.—Things are shaping up fine here for the Michiana States Fair, according to J. B. Hendershot. Bentley's Circus, using two

Lewistown, Pa., To Have "Reserves" First Time

LEWISTOWN, Pa., July 2.—Hamid's Million-Dollar Pier in Atlantic City gave up chairs so that a reserved section could be installed in the grand stand of the Mifflin County Fair for the first time. The seats will get their dedication during fair week in August.

Of the plywood type, with arms and movable seats, the chairs form the first reserved seating at the fair, and are stationary in the center grand stand. Their construction makes them ideal for withstanding weather. As comfortable as a theater seat, during the hot days they will be cooler than an upholstered seat, however, and much cleaner.

Taking advantage of this seating, an innovation among the fairs, the publicity department in Lewistown is exploiting "indoor comfort out-of-doors."

rings and a stage, has been booked. The United Fireworks will have a big display. Large cash prizes in the beef calf and dairy herd show will be offered.

Hendershot also has taken over the annual Free Street Fair at Silver Lake, Ind. Ted Brande, secretary, is looking after his interests. There will be big merchants' exhibits, calf club show, agriculture display, free acts, fireworks, shows, rides and concessions.

Boys' Strike Settled At Detroit Fairgrounds

DETROIT, July 2.—A three-day strike of 150 boys working for the N. Y. A. on the Michigan State Fair grounds project was settled Monday, when Frank N. Isbey, general manager of the fair, promised to bring the boys' demand for increase of their present schedule—32 cents per hour for 56 hours a month—up to 60 cents per hour for 72 hours a month—before the national administrators, taking it up personally at Washington if necessary.

The boys have been doing general landscaping and carpentry and similar work at the grounds, Isbey set up a fund of \$600 when they started work to aid the boys with lunch money and carfare and promised coveralls to boys assigned to painting this week when the strike was settled.

Isbey was made chairman of the Public Works Study Commission recently, appointed by Governor Frank Murphy.

Texas State Will Emphasize Agriculture

DALLAS, July 2.—The Golden Jubilee celebration of the State Fair of Texas will emphasize agriculture, according to the premium list just announced by State Fair president, Otto Herold. Fair Secretary Roy Rupard is in charge of premiums and listings for the fair.

The premium list includes more than \$100,000 in cash awards to be paid by the fair.

A new policy of the management will be the elimination of competition among county exhibits and the awarding of \$125 cash to every county exhibit which passes the "sifting committee" of the fair management. The new agricultural program, worked out by fair officials and Texas A & M College, is expected to develop a more complete picture of Texas agricultural possibilities than the old scorecard system formerly used by the fair management. Under it each county will be given the opportunity to show just what it is best suited to produce.

Prizes will also be awarded to individual winners of farm displays, 4-H boy and girl classes and Future Farmer classes.

Bookings at Kosciusko, Miss.

KOSCIUSKO, Miss., July 2.—Nine counties have been invited to participate in the Central Mississippi Fair here. Secretary Dewitt Jordan announced booking of the Wallace Bros.' Carnival to furnish midway attractions. A rodeo, featuring the Angelino Sisters, has also been engaged.

Highlights of the week's fair will be a dairy carnival, a dairy parade on Thursday of fair week and horse show. Sponsored by the Chamber of Commerce, with Nelson Siegrist as general chairman of the committee, the exposition will offer prizes of \$1,500.

More Dates Lined Up For Central States Assn.

DAYTON, O., July 2.—Two more fair dates have been added to the national championship circuit schedule of the Central States Racing Association, national governing body of the dirt track auto-racing, for September fair date events. Du Quoin, Ill., where the prime CSRA speedsters broke all-time attendance records last year, is again on the race calendar.

According to H. E. Strong, Du Quoin fair secretary, additional ground has been purchased, enlarging the fair site, and the present track will be moved into the newly acquired space and auto racing will be a regular fixture for still dates during 1939, plus the speed program of the fair.

Port Royal, Pa., will have its first auto race in history for its final September fair day, according to Henry Miller, of Pittsburgh, world's champion starter and auto-racing sponsor, who has the contract to provide CSRA contest board sanctioned speed events this year at Port Royal.

ALTOONA, Pa., July 2.—International championship sprint auto races will feature the season's final program at the newly banked Altoona speedway here Labor Day, according to W. A. Morgan, manager of the historic speed site.

Sanction of the Labor Day speed sortie has been approved by the contest board of CSRA, national governing body of the dirt-track sport, and besides all of the nation's ace speedway drivers, outstanding pilots from Europe and South America will be in the competitions.

COLUMBUS, Ind., July 2.—Formal approval of CSRA for the still date auto-race card at the local fairgrounds was secured by W. A. (Bill) Caine, of Indianapolis, for the July 24 date here, local fair officials announced.

Attractions for Miss. State

JACKSON, Miss., July 2.—Attractions for the Mississippi Free State Fair as announced by Mabel Stire, secretary-manager, include Royal American Shows, Ernie Young's *Follies International*, Armin Hand's championship American Legion Band and Flash Williams and his thrill artists.

A new entrance, replacing the one destroyed in a fire that also leveled the baseball grand stand, will greet fairgoers. Numerous other improvements are contemplated, using WPA funds and labor.

According to exposition heads, advance reservations indicate a sellout of space in all buildings, as well as on the grounds.

La. Exhibits at Expositions

NEW ORLEANS, July 2.—The Louisiana House of Representatives this week passed unanimously, two bills appropriating \$35,000 to pay cost of a Louisiana exhibit at the New York World's Fair and \$25,000 for exhibit at San Francisco International. The bills are to be voted on in the Senate, with hardly a chance of failing to go thru.

Fair Organized at Beandon

JACKSON, Miss., July 2.—The Rankin County Fair Association was recently organized at Beandon with G. H. Sherrill Sr., of Fannin, as president. The Rankin County board of supervisors has authorized \$500 in premiums for the best fair exhibits. Dates and site have not yet been chosen.

THE STRATOSPHERE MAN



World's Highest Aerial Act. Finishing With a 500-Ft. Slide for Life.

Available for Fairs, Parks, Celebrations.

Late Southern Dates Wanted.

Address Care of The Billboard, Cincinnati, O.

SECOND ANNUAL FREE STREET FAIR

Silver Lake, Ind., August 30-31, September 1-2-3, 1938.

Wants Rides and Shows. All Concessions open and will work. Plenty advertising. 80,000 to draw from. Fireworks, Free Acta. J. B. HENDERSHOT, Mgr., 107 W. Colfax, South Bend, Ind.

TED BRAUDE, Sec., Silver Lake.

CARNIVAL WANTED

FOR 75TH ANNUAL PLATTE COUNTY FAIR, DIAMOND JUBILEE,

August 31, September 1 and 2, 1938

Shows, Rides, Concessions. WALTER FOX, Concessions, Platte City, Mo. J. FRANK SEXTON, Secretary, Platte City, Mo.

WANTED

RIDES, SHOWS, ACTS, CONCESSIONS FOR PUTNAM COUNTY FAIR

AUGUST 16-20, INC.

Jersey Parrish Show will be held August 16, with the 4-H Club scheduled for August 17 and 18, and the Horse Show August 19 and 20. Five continuous days, assuring large crowds. Write EUGENE AKERS, Greencastle, Ind.

Secretaries ATTENTION!! ACTS AND REVUES

FOR FAIRS — CELEBRATIONS CENTENNIALS AND HOMECOMINGS SIDNEY BELMONT

Fullerton Bldg., ST. LOUIS MO.

The Harford County Fair

Bel Air, Md., August 31-September 2

U. S. Route No. 1, week before Triennial Horse Pulling Contest, Horse & Pony Show.

Wanted Rides and Concessions.

WALTER H. ARCHER, Concession Agent. Phone 590.

GLADDEN DAVIS, Secy. Phone Bel Air 34-W

CARNIVAL WANTED Hitchcock County Fair

JULY 27, 28, 29, 30,

DRAWER F, Culbertson, Neb.

WANTED

Good, Clean Shows and Concessions for the COLORED TRI-STATE FAIR

SEPTEMBER 22, 23 AND 24, 1938.

The Largest Colored Fair in the South. DOCTOR L. G. PATTERSON, Secy.-Mgr., 164 Beale Avenue, Memphis, Tenn.

NINETY-EIGHTH ANNUAL

ORANGE COUNTY FAMOUS FAIR

MIDDLETOWN, N. Y.

Eight Days! Eight Nights!

AUGUST 13 TO 20, INC., 1938

Frozen Custard and Other Concessions Open. No Grift.

Write Concessions Committee, 10 King St., Middletown, N.Y.

WANTED

Rides and Concessions

FOR COUNTY FAIR AND HORSE RACES

August 22 to 26, 1938

GREENFIELD, INDIANA

Auspices American Legion Post of Greenfield

BERT SWAIN, Secy., Greenfield, Ind.

CHRISTIAN COUNTY FAIR

TAYLORVILLE, ILL.

Opens Sunday, July 24. Closes July 29.

Mines working. Excellent Agricultural prospects. Legitimate Concessions wanted. Scales, Novelties and Grand Stand open. No Carnival has played Taylorville this year.

C. C. HUNTER, Secretary.

ATTENTION FAIRSI!

★ Blonde Sensations ★

Two beautiful girls in 100-ft. high Aerial Act. A few open dates. Wire or write

AL MARTIN, 96 Broadway, Boston, Mass.

WANT MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

ATLANTIC CITY LIFTS LID

Bingo, Other Games Resume After Four-Week Shutdown

Decision results from conference between City Commissioners and Enoch L. Johnson, county political leader—about 20 boardwalk spots affected by ruling

ATLANTIC CITY, July 2.—The lid is off. Right on the eve of the resort's biggest holiday and when things looked the blackest for amusements on the Boardwalk here sudden word was shot out Wednesday night that it was oked to open up. Action came after a conference at the Brighton Hotel between city commissioners and county political leader, Enoch L. Johnson. Heavy hand of Johnson is seen as he has always been for a liberal policy in Atlantic City and opposed to inner-department bickerings which closed all games on the Boardwalk the day before Memorial Day and has kept them closed for a month.

Wednesday night bingo, tango, fortune, keno, bagatelle and bumper licensed by the city were reopened.

Patrons began to trickle in slowly—wary at first lest police appear and order them out. Altho no special order had been issued to police, there was no interference with the games. Operators reported business as "fair, considering everything."

Only places licensed by the city and from which the city derives about \$30,000 yearly are affected by the lifting of the lid. Operators had advance notice the slough would be ended as far as their establishments were concerned. Employees had been waiting since early afternoon for the magic word to go ahead and cheers greeted the announcement when it finally arrived.

About 20 places on the Boardwalk are affected by the decision, not counting the hundreds of bagatelle machines scattered in cigar and candy stores throughout the city.

Improvements for Eastwood, Detroit

DETROIT, July 2.—Rain Saturday and Sunday hurt business at local parks considerably. Weather the past week started off with a couple of cool days, following four good days the week before, when temperatures in the 90s drew big crowds.

Improvements to present street car loop facilities at Eastwood Park are to be made next week. In addition the local street railway is adding bus service next week, on evenings and Sundays, thus bringing the park 10 minutes nearer the downtown district. New addition to the park is the first high striker seen here in several years. It is being operated as a concession by Harry Stahl, park superintendent. Park lighting, long an important consideration here, has been stepped up this season and a variety of colored lighting effects has been produced.

Fireworks will be a major July Fourth attraction. Resort's pool is open and doing fair business.

Outdoor ballroom has been a major drawing card nightly with Isham Jones closing this week. Wayne King follows Jones' Ork.

New Concessions Added To Casino, Fort Worth

FORT WORTH, Tex.—Several new concessions have been installed on the Boardwalk at Casino Park, Lake Worth. Mrs. Ernest Sturm, formerly with the Silver States Shows, has her Mickie Mouse Circus here, while John Bailey is in charge of the new auction store installed by the management. Don Ansley, silhouette cutter, came here from parks and beaches in South Texas, and R. J. Smith Jr. has taken over the speedboat concession from Joe Elchor, who still has the skee-ball game.

Miniature circus, built and displayed by George Hurley and Ted Rowin, leaves the Boardwalk after July 4 to play Fort Worth lots.

THE LASHERS, diving act, after a successful engagement in White City Park, Worcester, Mass., opened in Enna Jettick Park, Auburn, N. Y., for a two-week engagement June 27 under direction of George A. Hamid.

New Ballroom Policy For Jefferson Beach

DETROIT, July 2.—Opening of the beach at Jefferson Beach Park here last week brought increased park attendance for four days of warm weather. Cool and rainy week-end, however, hurt beach biz considerably, but did not interfere as much with other park attractions. L. P. Wagner, vice-president, claims the park experienced a mild snow flurry over the week-end, accounting for the low attendance.

Ballroom, operated by Beach Ballrooms, Inc., under management of Arley Fleming on a concession basis, is closed Monday and Tuesday nights this season. It opened last year on a seven-night policy, but changed to six during the season. It was dropped to five nights this year because of increased scales for musicians, according to park operators. New policy has not affected general park attendance seriously, however, management reports.

Park Roster

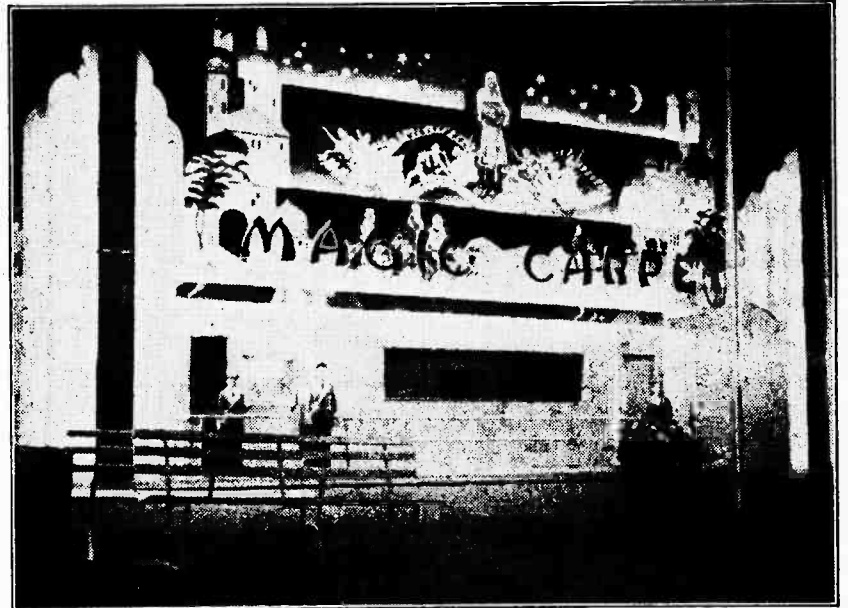
Roster of principal park men and concessioners for the season follows: Administration: L. P. Wagner, vice-president; J. F. Gibson, managing director; A. T. Mattison, assistant manager; Jack Stevens, park manager; Doris Olsen, head cashier; Cornelia Mattison, stenographer; Leonard Shipan, accountant; Arnold Rottermund, first aid.

Rides: Razzle-Dazzle, Steve Garrick; Mystic Tower, Bill Ling, with Leo Rose, talker; Coaster, Oscar Sayer; Octopus, Peje Benoit; Skooter, Floyd Schaffer; Bug, Bernard LeCroix; Merry-Go-Round, Jack Tetter; Swooper, George Stevens; Airplane, Burt Dollee; Whip, Harvey (See NEW BALLROOM on page 36)

A. C. Assn. Seeks Codification Of Beach Ordinances, Regulations

ATLANTIC CITY, July 2.—New ordinance for regulation of beach and Boardwalk sought by the Atlantic City Planning and Improvement Association has for its purpose the codification and combination of existing beach and Boardwalk ordinances and regulations, with such additions and alterations as will insure a safe, sane and modern operation of the city's beach front. Ralph Scull, manager Crane Exhibits, is the association's president. Group itself is composed of beach-front interests and was recently given recognition by the mayor's office. Henceforth any changes in amusements will have to be sanctioned by this body. Many amusement people feel that too much power is being placed in the hands of private people inasmuch as members of the committee represent hotels and amusement piers.

Ordinance prohibits the parking of roller chairs along Boardwalk rails and provides further that beach chairs and cabanas may not be erected or placed without a permit from the city. General thought is to modernize the beach. If not the letter behind the Easement Deed under which the beach was created a public park. It is pointed out that while the letter of that ancient document has been progressively disregarded with the advent of modern and unusual condi-



H. A. ILLIONS' MAGIC CARPET and Funhouse installed recently at Belmont Park, Cartierville, Montreal, at a reported cost of more than \$25,000, including the Magic Carpet invented and designed by Hyla F. Maynes and some effects purchased from the Philadelphia Toboggan Co. Outside trimming is a 16-gauge monel metal nickel-plated railing.

Dry Spell Aids Pontchartrain Biz

NEW ORLEANS, July 2.—Favored with good weather, Pontchartrain Beach here has been drawing big crowds. There has been 12 inches deficiency in rainfall here thus far this year and long periods of dry weather have been the right remedy for beach patronage. While aggregate patronage is probably a shade under last year's record-breaking attendance. Managing Director Harry Batt reports the spot's biggest concession returns. Business at the Casino and on rides is good.

Tonight ends the two-week engagement of the LaFavors, free act. Dr. Carver's Diving Horse comes in for a three-week stand Sunday to be followed by the Stratosphere Man. High praise is being heaped onto the beach management by act managers this year.

Thousands of Masons jammed the beach last Saturday when 47 local Blue Lodges held their fourth annual St. John's Day celebration.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Thing which will not fail to impress motoring fair visitors next summer in Long Island's confines are the roads and parkways, most of which came into being within the past four or five years. Real development started when it was learned officially that the fair would be held, authorities becoming mindful of the potential influx of traffic. Most important of the local highways have been linked to Flushing, home of the big exposition.

Over on the fairgrounds the other afternoon President Grover Whalen was host to 200 representative Rockaway Beach citizens, and lost little time in elucidating upon the advantages that near-by Rockaway will have in attracting many of the millions of fair visitors next summer. Whalen implied that more money should reach Rockaway business than the total of any other three summers. Rockaway group responded by saying that it has raised a fund of \$25,000 to advertise its attractiveness at the fair, and that it hopes to raise more.

Briefs: A pastime continually winning appeal (and gold for the sponsors) is archery, and bike-riding concessioners are having a gala season. Eddie De Lange, ork pilot, again is a top local fave, especially with the younger set, and his appearances at Show Bar, Forest Hills, bear out his popularity.

Karyl Norman is a gay host at Woodside Gardens. Johnny Morgan, emcee of Boulevard Tavern, is the only local entertainer whose contract runs duration of World's Fair. WPA free dramas lured more than 6,500 at a recent performance.

LONG BEACH: City is way behind in the beach toll take, with poor weather limiting the number of surf patrons. Boardwalk coppers assigned to posts. By the way, a survey shows that the busiest spot on the Walk is in front of the Nassau Hotel, which is as it was 10 years ago. Hot dogs and custard are the leading items marketed by Boardwalk concessioners. Police Chief Agnew, eager to refine the Boardwalk, is out to eradicate types of concessions and amusements that "tend to cheapen and reduce from the proper atmosphere of the Boardwalk."

Neville Bayley Is Honored

NORWALK, Conn., July 2.—Neville Bayley was honored at a testimonial dinner at Rotor Point Park here this week on the occasion of the 25th anniversary of his ownership of the resort. Chamber of Commerce, Kiwanis Club, Rotary Club and local service clubs sponsored the event.

American Recreational Equipment Association

By R. S. UZZELL

"Chargoggagoggmanchaugogoggochoan-buanguncanaugg," the Indian way of saying "We fish on our side of the lake, you fish on your side of the lake, and nobody in between." This is the long word extending entirely across the door of the entrance to Danny Bauer's inner office and creates no end of interest and amusement, especially when the novice attempts to pronounce the word. It may appear to be the mumbling of someone on the morning after the night before, but it's precisely what we have indicated as the Indian meaning. This reflects Danny's endeavor to portray something of his local setting. Going back to the old days near the beginning of things in his locality New Bedford was the whaling capital of the world and, as such, was called The Light of the World because it produced the sperm oil for making the candles which were the only method of illumination not so long ago.

He uses many whale pots for flower containers. He has them painted red and they are all about the same enormous size. They were used on old whaling vessels for testing the whale blubber. Then he has some whale jaws on the premises, especially two large ones at the entrance of the coaster. Some of these are seven or eight feet long. He has some whales' teeth which are certainly interesting. Some of the largest are about six inches long. Danny himself is an authority on whaling vessels that once sailed from New Bedford. He has been there about 24 years and has gained his knowledge from sea captains, ex-sea captains, whaling museums and from frequent visits to the Mariners Home, the chaplain of which, Charles S. Thurber, has been on the sea himself and speaks the language of the seamen as only one who has not had the actual experience at sea can do it.

On the Colonel Greene estate there is maintained an old sailing vessel of the whaling days. It's equipped with all paraphernalia used in capturing and in reducing to whalebone and sperm oil the carcass of the great fish. Few people realize that a bull sperm whale contains as much flesh as 30 elephants. About 125,000 people could be fed from the flesh of one whale.

Rare Shell Collection

In Danny's dine and dance place there is a rare collection of sea shells that have been garnered from all countries (See RECREATIONAL on page 36)

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Business at the big Westchester spot is on the up since Jupe Pluve has been giving us a break. Outings from New York, Connecticut, New Jersey and Pennsylvania are bringing great crowds and from all indications the safety pins are off the pockets and the twine from around the old wallets. Current free attraction, Pee-Jay Ringens and Rita De LaPlata, trapeze artist and added attraction, are clicking. Bi-weekly fireworks display is holding up well and drawing big.

Laper's Pennyland, Morgan's Roof Garden; Whitey Feuer, novelties, and A. Marras' Boardwalk Spa, report that business is picking up, while A. Abbott, Gus Rosasco, E. White, Mike Wallace, Gus Bersman and the personality girl, Dot Swin, are much encouraged by the rise in business. Jack (Dart) Frazer says he feels much better since undergoing a recent appendectomy. There goes Fred (Doc) Nelson, of the Gastronomic forces. With him is Adolf Paccianni. Packy is one of Fred Merritt's right-hand (See PLAYLAND on page 36)

Revere Beach, Mass.

By BEACHCOMBER

Coming into season here if there is to be any season. It's rainin' like hell here and we are wiped out again . . . total to date, 24 days in May, rain; remainder seven London fog and that cold damp chilling-to-the-bone; Decoration Day week-end holidays a freeze out. We were rained out the first two Saturdays in June. First Sunday in June was halved with a deluge and the third Sunday we blew entirely. Rents are falling due, and

as if economic conditions were not enough, but now for the brighter side. Derby Racer has found itself and is enjoying business when it sunshines. Trains are now negotiating the trackage in fine style due to mechanical maneuvering of tracks and cars. . . . Messrs. Trask and Bopp, operators, are courageously putting back income for improvements and general ballyhoo. Ride is the pillar of the center of the Joy Zone.

Glenn Porter and Janie visited Sunday, coming in from Newton Bros.' Circus, en route to Portland, Me., to join T. W. Kelly's Side Show on the World of Mirth Shows. Glenn, who has been boarding Kelly's pythons, also will open the Porter-Kelly Jungle Show on Lindermann's opera in Portland. Play here is at season's peak, the "take" is big and (See REVERE BEACH on page 36)

Old Orchard Beach

By HOWARD STANLEY

It's the same story a week later, with rain and cold weather kicking a noticeable dent in business. Many concessioners are wearing that worried expression. So consistently bad has been the weather in the past that we are hoping against hope for a let-up at least before the next July Fourth week-end. To make matters worse, despite the fact that this is considered one of Old Orchard's worst seasonal starts, the city has raised the license fee of many concessions as much as five times (palmyristy concessions for example) over that of last year. Concessioners move in in May, presuming that the license cost will be the same as the previous season's. Licenses, however, are issued in June after everyone is settled. Move is thought by many to be most unwise and unjust at this time. When the boys are making it they never shirk, but at present money is about as scarce as 30 days in February. . . . So, why not give us a break, Mr. Licenseeman?

Ducats tarified at popular prices, a sellout is reported on Howard Duffy's presentation of Benny Goodman's Orchestra at the Pier Casino Ballroom. C. W. Usen, featuring good second-rate bands at his Palace Ballroom, is doing good business considering atmospheric conditions. Spot offers movies, dancing and floor show for 40 cents cover-all admission. Rides are getting a play from near-by grammar, high and prep school graduating classes out to Old Orchard for a final good time.

Babe Sutherland and her all-girl orchestra are swinging them in at Sears, despite absence of popular emcee, Billy Earle, who will join soon. Miss Sutherland's singing is handicapped by an inferior mike system unfortunately. Competition being exceptionally keen, local eateries and taverns are replacing phonograph machines with live talent, booked thru Boston agencies. The greater the entertainment value the greater the business seems to be the indication here.

Nominated for efficiency, good manners and clean-cut appearance in business: Frederick E. Dittmer's beano boys. Genial entrepreneur Dittmer, collecting money from all around, is now selecting an extra crew for fair and exposition dates scheduled for July and August. His flash display is a joy past power of words. Thomas E. Morrissey, manager of Jerry Gardner's Keano Casino, reports an increase in business due to rain driving players inside. First big \$50 free game was played to a capacity crowd.

Paragon, Nantasket

By ARTHUR L. GAULIN

Intimate in tone, subdued and restful in decoration, Palm Garden Grille has been winning patrons night after night. Managing Director Joseph Stone is making a real go of the grill, located about 20 miles from Boston. Magnet is a combination of good music and good food at attractive prices sans cover charge. Charlie Wallace and his serenaders are supplying the dance music. Charlie and his latest protegee, Lillian Ring, are the grill's sock attraction. Hazel McHugh, formerly of Palomar, Los Angeles, is hostess.

George Youngberg claims he is responsible for the prevalent good weather. During a heavy downpour George paraded thru the park with Mrs. Dave Stone's umbrella and predicted that good weather was coming. Flying horses have been redecorated by a Chicago artist. Paragon Park has, at great expense,

moved the stage to make room for the new Auto Speedway next to the flying horses facing Palm Garden. All space has been boarded and there's plenty of room to watch the acts.

Grand opening of the Chateau Ballroom was held June 16 with Alden Porter's Band. Albert Golden is president and Erwin Golden manager.

Jimmy Infusino, sound engineer, has his public-address system working perfectly. Frankie Emanuella celebrated his 23d birthday anniversary June 19 and Johnny Infusino his 25th June 20. Paragon Park has gone completely modern and streamlined. Artist Tony Solomon did the murals and decorative effects on the new Jig Saw.

John (Cupie) Kilroy returned as life guard at the beach here.

Palisades, N. J.

By CLEM WHITE

There were many visitors here last week but none were as welcome as good Old Sol. His reappearance after the rainy spell brought joy to all. Concessioners report that even with the spotty weather to date receipts are running about even with last year. But then they can't help bemoaning what might have been if—Kohr brothers' new recipe on frozen custard has jumped their receipts. Chief gardener Mike Carado received credit lines in all the dailies when he reached the finals in Greater New York's most beautiful garden contest. His rock gardens with Japanese bridges at the New York gate are conceded an excellent chance of winning top prize.

George Reiser, not busy enough with his Motor Speedway, is trying to compete with Mike in his own inclosure. Dory Luff's Pony Track now complete and is helped by the new picnic grove (featuring self-service) alongside. New lacquer combination has worked out so well at the Lake Placid bobsled that it can run even while Russ Morgan's Ork is playing its broadcast spots, which still are meeting with approval due to swell solo work by Gloria Whitney, Carolyn Clarke, Mert Curtis and Jimmy Lewis. Russ' Music Quest contest figures big for Friday's finals at Ray Curtis' Park Casino. Idea has Morgan selecting the best voice and adding it to his organization.

Bert Nevins is getting twice the number of entries over last year for the "most beautiful legs" contest July 10. Jack and Irving Rosenthal have worked out a signal-flag system thru the park. Mrs. Kenneth Maybrie, of the World's Fair exploitation staff, has been a constant visitor, as was a Coney Island delegation which closed its own spots during the rainy days to take a postman's holiday. Fletch Creamer did a good deed by rushing a message to the free stage, only to learn that it was a request for an autograph. Incidentally, from the crush of candid enthusiasts there anyone without a camera seems unusual. Adolph Schwartz is contemplating a contest to name all the mice individually at his mouse game. One working best for the house is to get the fanciest title.

Bonita Meyers, late of RKO, has joined the public relations staff. R. Schwartz, of the Funhouse, divides the Morgan Band business with Joe McKee's bobsled. A wag suggested giving the boys passes for the engagement in both spots in lieu of salary.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, July 2.—Atlantic City has prepared for its biggest Fourth of July—or so everyone hopes. Season so far has been laying eggs all over the place, with the only noticeable pick-up within the last few days. This is blamed by amusement interests on the cool weather and the shutdown of the town. City officials were upset yesterday when they learned that some wise acre had placed a sign "Atlantic City is closed; go to Wildwood" on White Horse pike. (See ATLANTIC CITY on page 36)

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

On Water Wings

Far be it from this department to belittle various types of swim instruction technique, but it seems to me that too many aquatic teachers are slighting an all-important old-fashioned method in preference to new-fangled ideas yet to prove their worth. I refer to the old reliable set-up of employing water wings when teaching someone how to swim. Why have so many swim tutors discarded them when their predecessors achieved so much success with them?

Now I know there are nearly as many different schools of thought on the so-called proper methods of swim instruction as there are aquatic trainers throughout the country. There really is no reason for this condition either, especially when water-wing procedure has already proved so successful.

One of the outstanding swim coaches in the world, Charles Norelius, of Greenbrier swim tank, White Sulphur Springs, W. Va., and formerly head teacher at swanky Atlantic Beach (L. I.) Club pool, swears by water wings. As a matter of fact, it is now aquatic history how Charlie taught his daughter, Martha Norelius, to swim with this method and how she later became undisputed Olympic champion and finally undefeated pro titleholder, capturing the difficult long-distance swim at Toronto. And this is just one of many definite cases on record. With this glaring evidence how come some young teachers today do their teaching without wings, instructing beginners to attempt difficult American and Australian crawl strokes before they have been able to acquire necessary confidence in themselves in water?

Only objection I have heard to water wings from swim teachers is that—in their belief—the beginner loses confidence when wings are taken away. All of which to my mind is just so much tommyrot. One would never teach a person how to drive an auto by having him speed in traffic right in the beginning, and that to my mind seems to be just what the coaches do when they have beginners use the Australian crawl first.

The writer is not a swim instructor and doesn't profess to be one. It's just that I can't understand why young fellows in the game today turn aside from a plan of teaching that proved such a boon 30 or 40 years ago when a Mr. Ayvad invented the water wings. From letters received the past few years I know that many swim trainers from Y's, municipals, schools and commercial tanks read this column regularly, and I'm grateful for their patronage. At the same time if I believe something is wrong I can't help preaching out loud, and no one can blame me for that.

In view of the fact that this is such a controversial subject, the column would like to hear the opinions of others. Why are you—or aren't you using water wings in your swim classes? Surely Charles Norelius and the writer can't be (See POOL WHIRL on page 35)

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Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

BOB LEE postcards from Los Angeles that he has left Sid Grauman's Roller-bowl and is preparing for a 21-day roller race.

THREE WHIRLING BEES. Buddy, Betty and Bob, recently played El Chico Club, Plattsburg, N. Y., and a hotel date in Allentown, Pa.

DUO SPINNERS, Woodie and Betty, recently played Leon and Eddie's and Bal Tabarin, New York, and Shore Road Barn, Brooklyn.

TWO KAYS, Golden Rollers and Earl, Jack and Betty, roller-skating turns, were recent visitors, Art Bonger and Andrillita, musical act, write from Detroit.

JACK WYTHE, proprietor of Alhambra Roller Rink, Syracuse, is managing Boysen Bay Rink, Oneida Lake, N. Y., for the summer and reports business good. He recently visited rinks in New York while attending the Louis-Schmelting fight.

"WHILE MAKING a recent tour of Michigan rinks I crossed the border into Canada and visited Border Cities Arena Rink, Ltd., Windsor, Ont.," writes Armand J. Schaub, "and found them roller skating on a portable floor over the ice arena. Charles Chunn is manager. Sessions are held four nights weekly. We seldom hear of the many small rinks successfully operating in Michigan. Let's hear from them thru the Rinks and Skaters' column of *The Billboard*."

"RECENTLY *The Detroit Free Press* carried an article about a big skating procession staged in Detroit 30 years ago last April when Peter J. Shea managed the old Wayne Roller Rink, then recognized as one of the finest rinks in the Middle West," writes Earl Dawson. "It is doubtful if such a spectacular feature, witnessed by thousands of spectators, has ever been duplicated by a rink since. More than 9,000, several hundred in costume, skated over main streets of Detroit. Procession was six blocks long and destination was Wayne Rink, where admittance to skaters was free. The amusing part of the promotion was that only about half the skaters were able to enter, despite the rink's 29,000 feet of floor space. Procession was led by Clarence Melody, assistant to Shea, and Lillian Kay, who later became an opera singer. The parade created much interest, and Shea figured the advertising derived was worth hundreds of dollars, as the rink was filled to capacity until its season closed 10 days later. Shea was a showman and a rink manager who created new thrill features. He never let his patrons tire, and what a popular place the old Wayne Rink was in those days, patronized by college students and business and professional men and women. It was one of the few rinks that had a daily afternoon attendance of 300 to 400, mostly young ladies and married women. So few rinks of the present feature matinees."

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.

NEW BALLROOM

(Continued from page 34)

Swaic; Flying Skooter, Harry Turner; Stratoship, R. King; Dungeon Dipper, Leo Adler; Bathhouse; Edith Rodda, women's department; M. A. Chaffee, general manager; Bob Springle, head life guard.

General staff: Leo Alleygoat, John Liss and Paul Beauregard, carpenters; Fred Wilbur, Basil Heacox, M. Sheehy and Walter Powell, police; C. Bergman, John St. Pierre, Emil Fischer and Frank Vernier, gardeners; James Langell, stockroom manager; Meryle Downey, restrooms; Pete Boddery and Jimmie Rodda, park maintenance; Harry Perry, electrician; Ralph Cuthbert, shooting gallery manager. Cashiers: Hune D. Mille, Mary Blair, Margaret Olson, Mae Leykauf, Nora Johnson, Florence Fischer, Marietta Ling, Betty Bower, Helen Pfeifer, Marie Lawrence, Eleanor Bower, Nora Sheehy, Helen Clinton, H. Geraldine LeBean, Edith Rodda, Lorraine Shay, Betty Norman, Vivian Olsen, Shelby Waring, Nellie O'Rear, Loretta Dubey, Evelyn Kerr and Julia Rock.

Independent Concessions

Independent concessions: Marjorie Stevens, cigar stand; Stanton Welsh, ski ball and penny arcade; Jacobs Brothers, refreshments; Adrian Lingerman, speed boats; Bruno Hannapin, Drive-ur-Self boats; W. O. King, waltzer and hoop-la; Burt Selly, bingo; Frank Hamilton, radio stand; Tommie Jadik, Charlie McCarthy store; Nick Jadik, country store; Harry Connections, ham store; Red Hackett, cigaret store; Louis Connections, dog store; Irving Barker, jewelry stand.

Ballroom personnel: Sylvia Taylor, cashier; Earl Dunn, doorman; Kenneth Allen, F. T. Buckley, Louis Wojcik and Percy Soba, floormen; Gerald Burandt and George Baird, checkroom.

ATLANTIC CITY

(Continued from page 35)

They want all to know that the city is wide open and ready to welcome visitors. Boardwalk should be going full blast by tonight. . . . Hamid's Million-Dollar Pier and the Atlantic City Steel Pier have been operating for a week on summer schedule and have everything running smoothly for their second big shows. Featuring the Million-Dollar Pier show will be Jimmy Dorsey, Snow White and Prince Charming, while Steel Pier will star the Three Stooges; King Tuffy, the wire-walking lion, and four bands.

Last night marked the opening of burlesque at the Globe Theater. House has been redecorated and will be run this summer by I. Hirst. . . . Joe Beck is local manager.

Dick Bergseth, manager of the Ventnor, and who has been in the hospital for a few weeks, will take over his new duties, as manager of the new Margate Theater soon.

Garden Pier this week-end opens its season under the direction of Lex Carlin, with the first show, *Brother Rat*, starring Leon Janney. Hotel President for the first time goes into night club life when it opens its new room featuring Belle Baker and Johnny Hamp's Orchestra.

Lawrence Power, principal tenor of the Chicago Civic Opera, took the lead in the first Steel Pier Operatic production of the season. Tex Cooper is strutting around town and can usually be found up around Tom Endicott's Dude Ranch. Vaughn Comfort, minstrel man, is guesting at Andy Grob's.

Auditorium's Ice Follies, with 20,000 feet of real ice, gets under way this week-end. Irish Horan, of Lucky Teter's gang, visited Hamid's Pier this week. Skee-ball Stadium, after many difficulties, is again going full blast.

RECREATIONAL

(Continued from page 35)

and climes—in itself ultimately there will be the equivalent of a small fortune. This story is not as interesting to the natives as to those who come from other places and, especially those who stop to dine, go away fascinated with the story and tell it far and wide so that the fame of the spot is gradually spreading. A fine illustration of what a man can do with his own environment when he makes a study of it; but Danny does not stop at this. He has beautified

the place, Acushnet Park, with flowers of great variety and beauty and is a stickler for keeping all of his rides and attractions safe and neat in appearance.

Family

His family, daughters, sons-in-law, the daughters-in-law and wife work with him, and are to be admired for their thoroughness and efficiency. We hope prosperity will come again so that they may cash in on their tireless efforts and their constancy at the place which has had to take the same wallops that everybody took in the amusement park business, and in addition thereto they had to see the factories and the mills close one by one. Out of the 35 enormous ones there are little more than a dozen left. City has taken them for taxes and will sell a factory worth \$100,000 for \$50 providing purchaser will agree to operate it and employ some labor, and some of them are beginning to work.

Saturday, Sunday and Monday just passed brought plenty of rain and put a big crimp in park receipts. It was not very favorable to the opening of the pier at Atlantic City. Ponty's place at Atlantic Highlands, N. J., and Carll & Ramagosa at Wildwood, N. J., with their new enterprise. Let us hope that it has rained out enough so that we shall have a good week-end and a favorable Fourth of July.

POOL WHIRL

(Continued from page 35)

completely wrong in our convictions—but if we are we certainly would like to know why.

Boardwalking Out Loud

Made a hurried visit to Atlantic City last week to catch opening of George Hamid's Million-Dollar Pier and while there gathered a few swim notes. . . . Hamid's idea of having Cuban divers leap into the ocean from the end of the pier for coins is a swell one and proves to be a thrilling extra-added free act. . . . Wonder why the Morton Hotel doesn't play up its indoor pool like the Ambassador, President and other boardwalk hostleries. . . . The Hygia tank, by the way, played host to a throng of kids the day I was there, which was in co-operation with a city-wide children's celebration—and they certainly put on a grand water show. . . . All cabanas on the beach seem to be prettied up this summer, with a new color scheme prevailing. . . . Hotel officials still belly-aching about improper beach patrol for cleanliness and local papers front-paging demand of realty boards for action. . . . Too much boardwalking on the part of swimmers in bathing suits! even tho it's against the law, marred the picture for these eyes at any rate. . . . Will Osborne, ork pilot, sunning himself on the Shelburne roof with his pretty wife, bemoaned the fact that nearest solarium was at the Hygia, which, come to think of it, means that Atlantic City could use some more sun solariums, offering nude sun baths. . . . And I really have to drop down to the playground again, for there seem to be a great many aquatic items around.

Splashes and Flashes

Word has been received that there will not be any swim races at Canadian National Exhibition, Toronto, this summer. All of which is bad news for hundreds of marathon swimmers who train the year round for the big event. Event began with the old Wrigley long-distance swim for \$25,000 first prize. Then in later years the CNE people conducted the race with smaller prizes. However, the way the situation is today, with not one big marathon swim slated for 1938, any kind of prizes would be welcomed by the marathoners. Mebbe the World's Fair will eventually adopt plans how under fire for a big endurance swim in the waters of Flushing Bay, in which case the boys and gals will be back in the running.

REVERE BEACH

(Continued from page 35)

all attractions are being brushed up. Ride machinery is being double-checked against possible breakdown.

Streets of All Nations Show now has four features with addition of Capt. Ringman Mach in the main show lineup. Dick Siler and Betty King on the front. Manager George LaFollette, who did the brunt of work thru the rain and cold, is easing up for the holidays. . . . Little Flash Murray again is confined in Kingsbridge Government Hospital, New York, with a broken leg. First op was for bladder and kidney. This time the docs had to put a plate in the injured leg. . . . Members of Cole Bros.' Circus and John R. Gibb, daddy of Gibb Sisters, Siamese twins, and Lou Delmore were among visitors here.

Joe Murphy, talker, ticket box man et al. with the Cole organization in its virgin year, was all agog over the visit and took time off from Boston Fire Department duties to see his old cronies.

. . . Al McCullough, one-man band at Streets of All Nations, underwent two operations at Massachusetts General Hospital and will be out for the season. People seem to be in a spending mood.

PLAYLAND

(Continued from page 35)

men. Kid Merz is assisting the Voice of Playland. Lee Bloom is again captain of the top deck at the boathouse.

Business at the beach and pool isn't so good due to the unseasonable weather. Everett White's rides, Loop-o-Plane, Flight Tutors and Flying Scooters, on the North Boardwalk, are doing a good biz. Harry Baker's Funhouse and Ferris Wheel are getting their share, while his Octopus ranks among the park's high money rides. Tru-Photos are also doing well in both boardwalk and park studios. Wild Gus Bersman's studio is a favorite rendezvous for late night parties. Handwriting and horoscope both report satisfactory business. Mayor Hague, of New Jersey, headed a party of 6,000 for an outing at the park. They used four steamers.

George O'Jensen, an assistant gardener, accompanied by a charming young lady, visited the Music Tower the other night. George J. Foley is custodian at the bathhouse. Mrs. Undershill is in charge of the women's side. Joe Drombour, manager of Harry Baker's attractions, and Neil Nugent, of the same forces, are a couple of swell fellows. Signing off now, so hasta luego.

Park Cleanings

NEW PHILADELPHIA, O.—A new penny arcade has been installed at Tuscora Park here. New concession is said to be one of the largest in operation in this district. In former years it was leased and operated by Dick Johns.

FORT WORTH, Tex.—Great Fussner, who opens at Casino Park, Lake Worth, July 10, will be the second free act appearing at the park this season. He will replace Dr. Carver's diving horse act. Fireworks displays will be featured for July 4 celebrations.

CHIPPEWA LAKE, O.—Chippewa Lake Park here has inaugurated a free-act policy in the open-air theater for successive Sunday afternoons in July, featuring Lillian Strock, aerialist, and Arnold's Barnyard Frolics. Innovation is proving popular with patrons and helping Sunday afternoon business, according to Parker Beach, manager. Free movies were offered in the open-air theater for several years.

ZANESVILLE, O.—Tom Richards, of Dayton, O., has assumed the assistant manager post at Moxohala Park here. A nephew of Walter Delscamp, one of the lessees of the local park, Richards is well versed in park operation.



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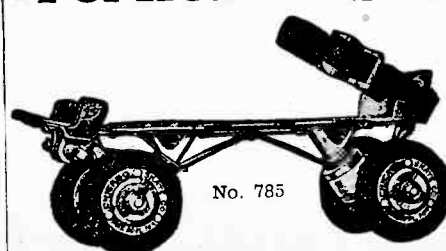
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MAX GRUBERG, general manager *Gruberg's World's Exposition Shows*, is seen here in Dick Collins' press wagon reading *The Billboard*. He seems to be looking at the advertisement of the *Stratosphere Man* in the amusement park department. Altho Max has been fighting bad weather, such as floods and tornadoes, for the past 10 weeks, he still finds time to read and enjoy *The Billboard*. Photo was taken during shows' engagement in Schenectady, N. Y., recently by *The Schenectady Union-Star* staff photographer.

RAS With Added Attractions Starts for Tour in Canada

Weather hurts business in Davenport, where customs and immigration inspections are made—radio gives co-operation—Sedlmayr Jr. now show operator

DAVENPORT, Ia., July 2.—New canvas, two shows, a ride and latest type Funhouse were added to Royal American midway this week in preparation for opening of Class A Canadian circuit of exhibitions. This year more equipment and a larger personnel than ever before goes with the show to Canada. For past week Canadian custom officials, headed by William Rose, of Winnipeg, have been assisting in making out manifests and overseeing many details necessary before shows can make this longest jump and pass port of entry. In addition Royal American was host to many officials of carnival world, who were guests of owners. Among them were Harry W. and Orville W. Hennies, Rubin Gruberg, J. C. McCaffery and Barney S. Gerety. Weather held down attendance in Davenport for 10-day engagement. Playing under Shrine auspices on levee showground gate was excellent for few days that weather permitted. However, grounds on remade land off Mississippi were soft.

The Junior Chamber of Commerce, with membership of 500, invited Carl J. Sedlmayr and Elmer C. Velare to attend a "carnival evening" banquet at which he spoke on *Benefits of a Carnival to a Large City*. Talent for Junior Chamber of Commerce entertainment provided by midway and included Imperial

(See RAS WITH on page 49)



CANADIAN SHOWFOLKS: Mr. and Mrs. Richard Jackson, of *Jackson's Shows*, he the owner and manager and she the assistant manager, secretary and treasurer. Photo was taken at the Jacksons' winter home in Bradenton, Fla., and sent in by Mrs. H. S. Jackson, sister-in-law, from Simcoe, Ont., Can. Latter Mrs. Jackson in commenting on the health of Mrs. Richard (Myrtle) Jackson, said to a reporter for *The Billboard* recently, "She is out of the Detroit Osteopathic Hospital and well on her way to recovery. She nearly died on her second major operation, which was performed only two weeks after the first one. However, all on the show are looking forward for the return of their lady assistant manager."

Summer Party of Ladies' Auxiliary Of HASC Well Attended; a Success

KANSAS CITY, July 2.—On Tuesday, June 28, the Ladies' Auxiliary of the Heart of America Showmen's Club gathered at the Preen Parrot Inn at 1 p.m. for the annual summer party.

Hattie Howk, chairman of the entertainment committee, was on hand early. She had with her her sister, Mrs. Sarah Griggs, and her daughter, Bernice, who were visiting her, coming here from their home in Santa Barbara, Calif. Then Rely Castle, dressed becomingly in a pale blue crepe with hand-embroidered flowers; with Sally Stevens in gray, Ruth Martone in green and blue, arrived, as did Mrs. C. W. Parker and daughters, Gertrude Allen and Lucille Heminway, and Louise Allen, from Leavenworth, Kan.

When all had arrived they went out into the beautiful garden and pictures were taken in groups. When that was over they went back into the inn and

dinner was served. Starting with apple-juice cocktails and on thru delicious fried chicken, homemade cottage cheese, apple sauce, raspberry jam and ending with cake and mint sherbet.

In addition to the flowers on the table, the men's club had sent centerpiece of red and white carnations. The visiting then started, and it was learned that Ruth Ann Levin had been hurt in an auto accident driving to visit the J. L. Landes Shows. Harriet Calhoun was ill at home. It was voted to send the lovely centerpiece of flowers from the men's club to her, and it was also her wedding anniversary. Lola Hart is back in the hospital, and Elizabeth Yearout has had her tonsils out. Then after a few nice things were talked of, Myrtle Duncan, the president, suggested that those of us that were well and comfortable could help those not so

(See SUMMER PARTY on page 49)

Goodman Opens Fair Season

Light rain children's day fails to hamper attendance or business

GRAND FORKS, N. D., July 2.—Goodman Wonder Show arrived here last Sunday from Fargo to play its first fair of the season, the North Dakota State Fair, under the direction of D. F. McGowan, secretary.

Sunday, setting-up day for the shows, furnished plenty of entertainment for the large crowds that thronged the midway from 11 in the morning until darkness. In spite of inclement weather, the spirit shown by the visitors gave evidence of their being show hungry, and the Bison State's annual event bids fair to become the outstanding feature of the week in the State as far as fairs are concerned.

Monday, Children's Day, was greeted with overcast skies. However, they

(See GOODMAN OPENS on page 49)

Press Agent Stein Now Has a Secretary

SWEETWATER, Tex., July 2.—Here is something new in the annals of the carnival business. Roy E. Stein, press agent for the T. J. Tidwell shows, has been given a traveling secretary by Owner-Manager T. J. Tidwell.

He is B. A. Childs, formerly with Con T. Kennedy, C. A. Wortham, J. George Loos and West's World Wonder shows. Child's duties consist of filing all publicity matter, keeping adequate files of cuts and mats, picking up tear sheets, checking billboard locations and passes and relieving Stein of routine detail work. He travels in the advance car with Stein and so far as is known is

(See PRESS AGENT on page 49)

Mich. Showmen Decide To Have Moonlight Ride

DETROIT, July 2.—A special meeting of the Michigan Showmen's Association was held at the clubrooms on Second boulevard Monday, with 30 members in attendance. President Louis Margolis presided. Plans for summer activities were discussed, including a moonlight ride on one of the Great Lakes boats, to be arranged for the middle of July. Louie Wish was made chairman of the committee appointed on arrangements.

Six new members were passed upon who will be admitted to membership at the meeting to be held next week.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Location, indefinite, State of Colorado. Week ended June 25, 1938.

Dear Red Onion:

This date can be classified as more of a three-round bout than an event. It should have been billed "The Pikers vs. the Peakers." The show was unloaded at Colorado City, then the wagons were moved some 15 miles. Whether east, west, north or south, that we never did find out. The location for the week was indefinite, with no town. To give the accurate location is also impossible. But we do know where we were located and dislocated between the base and tip of Pike's Peak. The show was contracted, just contracted, to furnish the amusements for the first International Pikes Peak Climb and Alpine Yodelers Song-fest. This gave the company a two-continent tie-up which resulted in much publicity both at home and abroad.

Our committee insisted on the midway being laid out in a line from the base to the top, stating that our three-mile-long midway, as advertised would fill the measured space and give the climbers recreation while going up and coming down. Then the bosses and the committee went into a huddle, with the bosses coming out on top with their show on the ground. The bosses convincing them that they had cut down on midway mileage and had added it to their moves and promised to send their No. 2 show, "The Pinnacle and Rock Bottom Midway," to fill the date next season.

The midway was finally split into three separate units. One to play at the base, one halfway up and one on the

peak. To get the equipment up the mountain was the next big job. This matter was soon thrashed out in real showmanship manner, Pete Ballyhoo saying "Never cross a committee until you come to them." The base unit was set up first and ready to open Tuesday night but too late to play to the climbers who had started upgrade on Monday. This kept the midway dark waiting to catch the climbers on the rebound.

The halfway unit started up the mountain loaded on the Rocky Road cars that were pulled by burros over a narrow-gauge road. The show that was to be "tops" was loaded on the backs of pack mules. Being the lightest unit, it consisted of a kiddie ride, three unborn specimens, a half-and-half show and a side-walled girl show.

By the time that the halfway unit was erected again the climbers had passed that point, and when the "on top" unit arrived at the peak the climbers had started on their descent. This gave our independent showmen something to sing about and the yodeling was on, some using their loudspeakers so the office could hear it down below. But the words "too many passes" were not included in their singing. Both high units were then ordered to play "follow the leader with the climbers and return."

On the climbers' return Saturday they were too tired to enjoy the midway, but it was the banner night of the week. It is impossible to give the accurate figures at this writing, but business was on the sliding scale, both up and down, resulting in the show saving on its income tax.

MAJOR PRIVILEGE.

Bill Lynch Now Touring N. S.

Located in heart of Sydney—Sol Solomon's water act free attraction

SYDNEY, N. S., Can., July 2.—Bill Lynch's Greater Exposition Shows arrived here June 26 after a 300-mile jump from Halifax. Playing under auspices of the Canadian Legion and Sydney Fire Department, show was in the air after six hours work, situated on a lot in heart of Sydney.

Bill Lynch has one of the best carnivals touring in Canada, with sufficient equipment, in storage and on the road, to supply the needs of his bookings. He is assisted by Dooley Morash.

Featured free act this season is Sol Solomon and four high divers.

The equipment is in good condition and newly painted. Canvas is all new. Illumination, in charge of Clyde Miller.

(See BILL LYNCH on page 49)

Detroit Grants 4 More Permits

DETROIT, July 2.—Four further carnival permits were granted to sponsoring units this week, including three veterans' organizations and a church, by the city council.

F. W. Beaudry Drum and Bugle Corps, Post 126, American Legion, hold the record for the number of carnivals they have staged so far this season. They

(See DETROIT GRANTS on page 49)

Klein's Attractions To Launch Its Season in Ohio

MINERVA, O., July 2.—Klein's Attractions, under management of C. A. Klein, of New Waterford, O., will launch its season here Monday, July 11, under the auspices of the City Park Commission. The show, while small, will be complete in every detail, according to Klein, and will have rides, concessions and shows, one of which will be Jack Orr's Ten-in-One. Bookings are confined to Ohio and Western Pennsylvania. Most of the equipment will come here in baggage cars and trucks. It will be the first carnival to show here in several years. The show is being heavily billed and advertised in the newspapers.

Flood Maroons American United

No lives lost but show property damaged—show workers lauded

HAVRE, Mont., July 2.—The American United Shows appearing here for week ended June 25, auspices of the Eagles' Lodge, were hit by the most disastrous flood experienced in this area in 25 years on June 23. The entire show from front of the midway to the back was submerged in about five feet of water. Rain started to fall about 6 o'clock and at 6:30 was coming down in torrents.

Dad Allen, a veteran of many years in show business, was at his post in the sound truck at the head of the midway and gave warning to all show managers to watch out for wind which changed its course, which they did, knowing that it is impossible to fight wind and rain at the same time.

The water started to rise at 7 o'clock and in a short time the entire city of Havre and the carnival grounds were completely covered with tons and tons of water, the carnival grounds being the deepest part due to being located in a basin between hills. Mex Snobar's pony ride was completely submerged in water. He saved his ponies by having them swim about a quarter of a mile to high ground. Workingmen gave Snobar a hand in recovering his paraphernalia from the deep water by wading around in the dark up to their shoulders.

House Trailers Marooned

House trailers belonging to Mrs. George Allen, Ray Bivins, Powell Barnett, Tex Gilman and Wayne Endicott were pulled over 200 yards to high ground with the help of the entire personnel of the show, men and women. Show equipment such as ticket boxes, platforms and jacks were washed away as far as five miles. However, all were recovered the next day after the waters receded by Manager Allen and Mex Snobar, who made a tour of the surrounding area.

The entire personnel from the manager down were marooned in two three-room cabins on a hillside near the showgrounds for eight hours as the highway leading to town was impassable, being covered with four feet of water and debris. The show people would have been marooned in the cabins all night if it were not for the courage shown by concessioners Shonecker and Benny Kaplan, who dared the raging torrents, making several trips taking show people to their respective hotels. Many cars and trucks were abandoned and had to be hauled out of the muck and mire the next day. The damage to trucks, trailers, stock and other show equipment was very heavy.

Opening Delayed

The show did not open Thursday night as the midway was covered with a foot of mud and water, as everyone was out to check over the damage done Wednesday night.

The office wagon, which was submerged in five feet of water, had four inches of mud on it after water receded. Secretary Henry Supino shoveled mud before he could open the office for business. Most hard hit of the concessions was Virgil Snow's house, from which the stock was completely washed away. Only due to his and his brother's courageous efforts was his sound equipment saved, being carried by them above their heads thru water five feet deep. Mr. and Mrs. Baxter, operators of the cookhouse, and their help stayed in the last minute serving coffee and eats to those who were cold and wet to their skins, while they themselves were wading around in the rising water.

President H. H. Avery and Manager O. H. Allen, who worked hand-in-glove with the show workers, had to stay up

(See FLOOD MAROONS on page 49)

"Gods of Fate" Smile On Aerialist Perry

DAYTON, O., July 2.—For 11 years Bob Perry, of Los Angeles, had worked in aerial acts, most of them high in the air, and lately with the Four Apollos, now a free act with Dodson's Shows playing here last week.

In all that time he had never made a misstep, but there always has to be a first time for everything, and Tuesday night, June 21, it came for Bob while he was up about 100 feet on the rigging of the Four Apollos.

Bob was just ready to flip over and catch the hands of his partner, who was suspended, head down, from bars above, when he slipped and plunged downward. The crowd of several thousand gasped, for the act uses no net and hitting the ground would have meant instant death.

Luckily Bob was thrown against the rigging when he had descended about 25 feet and he had presence of mind enough to grab tight and save himself. Undaunted, Bob ran up the ladder at the side to his proper post and the act was finished without any indication that anything unusual had taken place.

When the four had descended to the ground three of them had a well-defined case of "jitters." The fourth was as calm as the proverbial cucumber. He was Bob Perry.

problems.

Since Mr. Pelley is spokesman for carriers' point of view, we feel that it would be helpful to quote at length from his remarks. Mr. Pelley went on to say that if railroads' specific suggestions for changes in legislation and in public policies of transportation are carried out, that we shall "once more see that national prosperity is geared to railroad prosperity."

He also went on to say: "Give railroads reasonable freedom to 'price' the only product they have to sell—transportation service—subject, of course, to the general principles that rates shall be reasonable and neither discriminatory nor preferential," Pelley urged. "Give them greater freedom to adjust their rates to meet competitive situations; to adjust their services to the demands of traffic, and to adjust their expenses to the conditions of their business."

Explaining that by equality of treatment and opportunity he meant "Equality with all other forms of transportation in matters of regulation, taxation, subsidy and the like," the speaker continued:

"If regulations are to be applied to railroads, let them be applied in equal measure to our competitors. If subsidies are to be paid to our competitors, let them likewise be made available to railroads."

According to Pelley, the long-standing public policy toward transportation has been, in effect, to require the user of rail transportation to pay all the costs of



MEMBERS OF THE LADIES' CLUB of the C. F. Zeiger United Shows are seen here at their Tacky Party given at Scottsbluff, Neb., June 22. Committee in charge was Rita Brazier, Helen Brooks, Hilda Criger and Clara Zeiger. Prizes were awarded to Helen Tignor, tackiest costume; Lou Schafer, funniest costume; Rosemary Loomis, booby prize, and weekly \$10 prize award was won by Lee Sturm. Members standing, left to right: Hilda Criger, Lucia Emig, Nancy Swanberg, Lee Sturm, Helen Brooks, Eunice Olson, May Ward, Kitty Paterson, Cleo LaJone, Lou Schafer, Helen Tignore, Lorraine Hughes, Emma Montgomery, Clara Zeiger, Thelma Mardis and Lou Ann Hayden. Kneeling: Frances Kean, Alice Shires, Rosemary Loomis, Pat Morten, Ruby Johnson and Angelian Scarcell. Sitting: Joy Strueby, Maxine Wilson, Lillian Wilson, Bobby Edwards, Dorris Schallock, Eleanor Boyd, Zelma Weadon and Nita Boyd. Absent members were Helen O'Brien, Marcell Conover, Boots Strueby, Betty Owens, Arlene Hawkins and Pearl Schafer. Photo was taken by Rita Brazier and sent in by Mrs. Clara Zeiger.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 2.—The ACA offices have had a number of visitors during past week or two. Altho this was due in part to presence in this city of Gruberg's World's Exposition Shows, there were representatives of other organizations dropping in. Visitors from Gruberg's included Max Gruberg, owner-manager; Edward Rahn, general agent, and Dick Collins, press agent. Leonard C. Sprague, of Holman's Rides; Art Lewis, of shows bearing his name, and Bernard Mendelsohn, of a well-known tent and awning concern, were also callers in town.

During week's engagement here many from Gruberg's shows became personnel members of the association, and we are pleased to record this fact.

During past week or two there has been considerable mention in daily papers of various matters relating to railroad transportation situation, and within past few days J. J. Pelley, president of Association of American Railroads, addressed New York State Bankers' Association at Saranac Inn, N. Y., on subject of railroad transportation, and advocated allowing railroads to operate as a business and to give them equality of treatment and opportunity to end that they solve their own

producing the service which he uses, including taxes for the support of government in general, at the same time relieving the user of most other forms of transportation of a large part of their true costs, by putting them on the taxpayer.

"It is a curiously ostrich-like policy which seems to think that any cost which can be hidden in the sands of taxation ceases to exist," he stated.

Pelley compared the average investment in, and maintenance of, rail roadway with the cost of the government-built and government-maintained channel of the Ohio River as an example of how high concealed costs can go. Investment in rail roadway, including the cost of sidings, multiple main tracks and yards, averages approximately \$61,000 per mile of line, and the average annual maintenance is about \$1,700 per mile, he declared.

On the other hand, he said, the Ohio River channel has cost the taxpayers \$142,000 per mile for construction, and is costing nearly \$3,900 per mile per year to maintain and operate. River miles, he pointed out, are measured as the stream winds, and to put them on the same basis as the straighter railroad mileage would add about one-third to these figures.

MILWAUKEE, July 2.—United Show Workers of America, Inc., held a show June 27 at headquarters here, with indoor and outdoor acts furnished by a leading local booking office. The event was open to all show workers and entertainers and included refreshments.



National Showmen's Association

Palace Theater Building, New York.

NEW YORK, July 2.—Chairman of the house committee Sam Rothstein reports that Frank Miller is at the Hospital for Joint Diseases, 124th street and Madison avenue, this city, and is resting quite comfortably after an operation for gall stones. Sam also advises that after a visit to Rye Beach, Rye, N. Y., the July 4th holiday will find NSA activities starting there in a big way.

Sam Hamid is starting NSA activities at White City Park, Worcester, Mass., application of Ralph William Marquet being the first to come in from there this week.

Mack Harris is leaving our midst to go to Bradley Beach, N. J., for the summer, where he will be associated with David Epstein, who has concessions at that resort. Also departing are Italo Fantino and Mr. and Mrs. Otto Ernst Fantino, Mrs. Fantino being a member of the Ladies' Auxiliary. Their destination is South America, where they open in Bogota, Colombia, on July 10.

George J. Konesny writes: "Count me in on our first annual banquet and make two reservations for me now. Our party will be much larger and will advise you of the additional guests later."

On the occasion of the opening of Hamid's Million-Dollar Pier in Atlantic City Executive Secretary John M. Liddy sent the following wire to President George A. Hamid and General Manager Samuel W. Gumpertz: "The National Showmen's Association, thru me, wishes you and your associates the success you richly deserve with your new enterprises, not only for bringing to the nation's greatest seashore resort the latest in wholesome amusements, but more so for your confidence in the business uptrend of the country by investing such large sums of money and putting hundreds of people to work in these trying times. And also making Hamid's Million-Dollar Pier look like a million dollars."

William J. Giroud, of the New England Shows, advises that he has already lined up eight new members for the association and many more to come and will let association know after July 4 just when he is going to put on the benefit for the Cemetery Fund.

Jules Lasures, of the Phil Isser Shows, advises Trojan activities on his show and report on same will be forthcoming during the next week.

Ladies' Auxiliary

Thanks to Fannie Linderman, World of Mirth Shows, the following new members are within the ranks of the NSA Auxiliary: Mrs. Madge Ward, Margaret Elizabeth Lake and Mrs. Jean Constance Walker. Edna Lasures obtained Mrs. Evelyn Prudent, Prudent Shows, as a member, and other ladies are on the constant lookout for new recruits.

Mrs. Max Linderman has 15 additional members lined up and applications and remittances will be forthcoming within 10 days.

Mrs. Linderman also has invited President Dorothy Packtman to address the World of Mirth Shows when it is (See NATIONAL SHOWMEN'S page 49)



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

SHOW and TRAILER CANOPIES
Fulton Bag & Cotton Mills

Los Angeles

LOS ANGELES, July 2.—Beaches and other outdoor amusement enterprises report good week-end crowds and an uptrend in spending. The California Zoo Park has increased week-end attendance, and Ross R. Davis reported both Griffith and Lincoln city parks drawing usual large week-end crowds and the rides at both places doing nicely. Stated there will be a resumption of the Sunday recitals on the big organ beginning tomorrow.

Thomas J. Hughes has his West Coast rides on suburban lots. United Attractions have the July 4 date at Huntington Beach, Calif. Had fair week at Florence and Compton location. C. H. Steffens moving to the July 4 date at Ocean Park, Calif. Chamber of Commerce and others interested have made many improvements on the beach resort. Paul W. Richmond reports that towns he has covered in Arizona show a pick-up. Milt and Pearl Runkle arranging for the summer vacation trip to Yosemite and points in Washington and Oregon. J. Ed Brown, up from Long Beach, says work going on steadily at the new Virginia Park and that additional building would hold up the formal meeting until July 15.

F. Franklin Pierce, of Caracas, Venezuela, is a West Coast visitor. Stated would take back to that country park equipment, rides, etc. Also interested in permanent park in Maracaibo. Looking over the beach resorts. Eddie Kickham, Mission Park roller rink, and G. Christenson up from Mission Beach for a short stop. Will handle the U. S. Navy event at San Diego. This was a standout event last year. Don La Varre, magician, is located on Ocean Park Pier for the summer. L. A. Stutz has taken space on Ocean Park Pier. George Silvers is sending a detachment of the flying squadron to Phoenix (Ariz.) Rodeo. Those who left were I. J. (Baldy) Miller, Eddie Cantrell, Spike Roberts and Charley Frank. Bert Nelson and Doc Cunningham with Virginia Barnes had their units at the Pomona, Calif., show. Jimmie Woods was one of the executives. Jack Arnott and the missus are doing night clubs to good results. Harry Pink in from San Fernando. Just finished last promotion until fall and stated the three last promotions were up to last year in profits. Many people think that outdoor amusements are in the upgrade.

A lot of money is being spent on and tremendous publicity given to several of the early July 4 events. The Pasadena Firemen's show will have, according to Eddie Gamble, as large a program as in any past year, and the advance sale indicates an attendance of 80,000 for opening day. American Legion at the Coliseum is presenting a big show, with Jo Bren handling the acts. Balboa Park publicizes a big week beginning July 3 with added attractions, Al Anderson handling the details of the week's business.

E. N. Workman, up from Balboa, stated that business thus far this season has been very satisfactory. Ernest Pickering, amusement purveyor at Mission Beach, stated there was no cause for complaint about business at amusements there. Mr. and Mrs. Carl Feiger in for short visit before returning to Kansas City. Ben Goldfarb returned from a successful business trip for Acme Novelty Co. and stated that carnival folk were much encouraged over the improvement in business past several weeks. Al Painter, with the Roller Derby, still going in a big way. Added special features attracting large crowds, with the movie folks giving it a big play. Charley Tobin, for several months a patient at General Hospital, Los Angeles, much improved in health, was noted downtown. Mike Golden, widely known West Coast showman, is at the Rest Sanitarium, Sunland, Calif., and asks friends to drop him a line.

Why "in H—," We Say, Too

Bradford, Pa., June 21, 1938.
Editor The Billboard:

After visiting the Frank West carnival last week I am convinced that the expulsion of this show from Williamsport, Pa., was nothing but a political issue, if you want to call it that.

Inclosed you will find a newspaper clipping in regards to showmanship. When a local newspaper writes up a show on its own accord you can see that this show pleases the people.

When in Bradford a delegation from the local Circus Saints and Sinners Club called on Mr. West to see if they could purchase a small tent for their activities. They were offered a 20x40 tent absolutely free.

I hereby want to take the side of Hartmann's Broadcast and state why in h— do people try to take advantage of show people. JAMES A. TERRELL, Circus Fan.

Clipping referred to by Mr. Terrell was a recent column by Tom Gee entitled *The Parade Passes from The Bradford Era*. It reads:

"Show people have not found the current season a lush one. Downie Bros. Circus has folded up and returned to winter quarters. Even Ringling Bros. and Barnum & Bailey has announced a 25 per cent cut in salaries. And a barker for the West carnival, playing at the Seward avenue grounds, carped the other night, 'Bradford must be like Wall Street. When the oil market drops, everything freezes up.'

"Sure," he continued, 'we've had a lot of people down here but they're keeping their money in their pockets.'

"Despite the trend of the times, folks in the West show, we learned from another source, have not forgotten one of their guild who sleeps in a local cemetery.

"Pete Arnellia, a concessioner with the Strates Shows, died last year. His body was brought here for interment in his old home town. And yesterday showmen from the West carnival visited his grave to leave there a mute tribute of flowers.

"They remembered, too, Frank McIntyre, former executive in the front office of the Ringling Circus, who died two years ago and lies in a cemetery here, his days on the road forever ended.

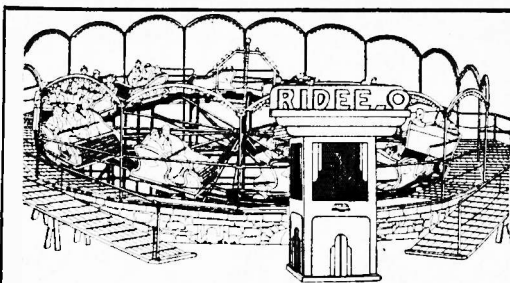
"Mighty decent people we would term these showfolk whose course thru life is ever itinerant and whose memories, despite a changing background, are long and whose hearts are loyal."

15 Years Ago

(From The Billboard Dated July 7, 1923)

John T. McCaslin's Peerles Shows had just experienced third of three blow-downs in a two-week period, worst coming just before opening June 23 in Baltimore. Almost every show top was ruined . . . Greater Sheesley Shows got off to an excellent start in Duluth, Minn. . . Brown & Dyer Shows broke in a new lot in Canton, O., to highly satisfactory business. . . Casper, Wyo., proved one of best show towns in West for Wortham's World's Best Shows. . . K. G. Barkoot Shows played to fair business in Kalamazoo, Mich., despite fact that weather was extremely hot. . . Walton, Ky., proved a maiden spot for United States Exposition Shows. . . Claude R. Ellis cast his lot with John M. Sheesley, in charge of advertising for that pioneer organization.

Harry Roebuck and wife, Ada, arrived in Cincinnati after making several special dates with their concessions in Middle West. . . Doc Leonard closed with Lew Dufour Exposition and was doing his sword swallowing act at Wonderland Side Shows, Coney Island. . . World of Mirth Shows had just been awarded contract to furnish midway attractions at Central States Fair, Aurora, Ill. . . Boyd & Linderman Shows were contracted to play Cincinnati Fall Festival. . . Harry Hansen, announcer and athletic event promoter, joined Joe Carr's Athletic Show with Hanser Bros. Attractions at Whiting, Ind., June 23. . . John W. Berry, general agent for Bernardi Greater Shows, had extreme satisfaction of celebrating his 20th wedding



Spillman Engineering Corp.

RIDEE-O RIDE

12 Cars 18 Cars
"OWNERS SAY"—Far exceeds our expectations — Trouble Free — The Big Money Ride — Tops the Midway Every Night.

Pays Consistent Dividends

N. Tonawanda, N. Y.

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.

BOOMERANG

The New Sensational Ride

ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

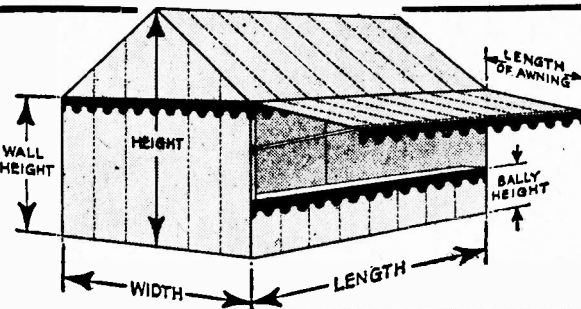
Boomerang Mfg. Corp.

HARRY WITT, Sales Mgr.

366 HAMILTON AVE. BROOKLYN, N. Y.

Capacity Gross Repeats

Send for Illustrated Circular



Concession TENTS

Give Measurements as Indicated BUY

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POWERS & CO., INC. 26th and Reed Sts., Phila., Pa.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST. Send for Used Tent List.

LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

Chicago, Ill.

ALL NEW MONEY-GETTING RIDES

RO-LO — SUNHOUSE AND RIDE COMBINED. A big money earner—a gorgeous flash—loads on one wagon—quick to erect—now operating on Royal American, Coleman Bros., Gooding Greater, Happyland, Sol's Liberty, Joyland, others.

KIDDIE AUTO RIDES—Over 180 sold—showmen everywhere say "The Biggest profit from the Smallest investment." New modernistic design more attractive than ever.

STREAMLINED PORTABLE CARROUSELS. All Sizes. Complete Information on Request.

ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

anniversary with his greatest pals on earth, his wife, Blanche L. Berry, and two children, at Malone, N. Y.

Ward (Dad) Dunbar, mail agent and salesman of *The Billboard* with Greater Sheesley Shows, was swelling his list of *Billyboy* purchasers each week. . . Adena, O., proved a lucrative stand for Wallace Midway Shows, altho rains prevented organization from showing last three days of week . . . Mrs. Sam Wallas was confined in Grace Hospital, Kansas City, Mo., with pneumonia. . . H. E. (Punch) Wheeler left Elks' Home at Bedford, Va., for an extended tour. . . Rubin & Cherry Shows played Kankakee, Ill., to satisfactory business despite a terrific heat wave. . . Altho Nat Reiss Shows opened at Centralia, Ill., with biggest opening night of season, finish was far from satisfactory.

is the possessor of a large number of shares of General Motors, which he bought in the early days of the company, and is well fixed to spend rest of his years in retirement.

Ralph W. Smith, veteran treasurer of the World of Mirth Shows, who underwent an operation in Plainfield, N. J., a few weeks ago, has returned to the show greatly improved in health.

Bill Hasson resigned as assistant manager of the De Luxe Shows and returned to the city and entered the employ of the Greyhound Co. as driver of one of their busses.

Bobby Hasson, who was on one of the ticket boxes of the Ringling-Barnum Circus side show, returned to the city on the closing of the circus in Scranton, Pa., this week.

Hank Sylow, who has been managing the Eighth Street Museum for past three years, expects to place himself shortly.

Philadelphia

PHILADELPHIA, July 2.—South Street Museum closed season today. On the whole business has been fair. Rain and cold weather interfered somewhat in past few weeks.

W. L. Wyatt, for many years manager of Col. Francis Ferari Shows and retired for the past 18 years, paid a visit to the home of B. H. Patrick, *The Billboard* representative, during the week. Wyatt

RIDE MAN WANTED

Second Man on Wblp. Must be experienced and sober. Write or wire

DE LUXE SHOWS OF AMERICA

36 Green St., Newark, N. J.

CARNIVAL WANTED

FOR OLD SETTLERS' REUNION
Alton, Mo., August 8-13, Inclusive.
Also Free Acts.
Big crowds daily. No gift wanted.
Address N. L. THOMPSON, Secy., Alton, Mo.

MONSTER CELEBRATION

TO RAISE MONEY FOR A NEW CHURCH, JULY 11-15.

WANTED — Wheels that work for 10c.

WANTED — Grind Stores.

EDISON BASE BALL FIELD, Bloomfield, N. J.

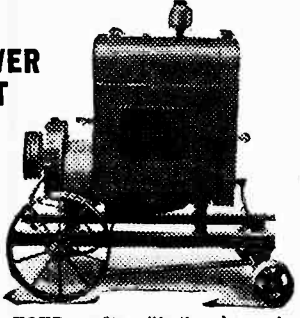
WANTED — Good Merry-Go-Round Foreman.

Tel: Humboldt 2-6336.

MICHAEL CENTANNI

927 Broadway, Newark, N. J.

ELI POWER UNIT



Protect YOUR profits with the always dependable ELI POWER UNIT. Write for information.

ELI BRIDGE COMPANY
Builders of Dependable Products,
N. West Street, JACKSONVILLE, ILL.

PENNY PITCH GAMES



Size 48x48". Price \$20.00.
Size 48x48". With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price\$12.00

BINGO GAMES
75-Player Complete\$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.
Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

SLACK MFG. CO.
124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.

Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each03
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Samples of the 4 Readings, Four for 25c.
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Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK
120 Pages, 2 Sets Numbers, Clearing and Policy, 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. Samples, 25c.

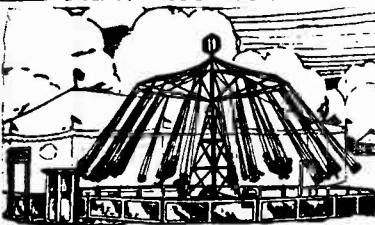
PACK OF 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.

ZODIAC FORTUNE CARDS. Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

THE NEW CHAIRPLANE



The Chairplane is now built in three heights, 22 ft., 20 ft., and 15 ft. The 22 ft. tower is our standard size ride. The 15 ft. tower takes a smaller space for operation but still has the same seating capacity as the other sizes. All 24 seats can also be hung on the outside if preferred.

SMITH & SMITH, Springfield, Erie Co., N. Y.

BUDDHA PAPERS—SUPPLIES

1938-'39 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.

148 Page Illustrated Catalog Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

NELSON ENTERPRISES
198 S. Third St., Columbus, O.

POPCORN

GOLDEN — Jumbo (Dynamite). O-MI-JAP (hullies). White Rice, Golden PEARL, 100-lb. bags. JAP-O-NUT BUTTER (golden color) for "battered" corn, frying potatoes, etc. Packed 10, 25 and 50-lb. cases. GLASSINE CONES (7 Colors), also Bags and Cartons for "battered" corn. Corn Syrup in 125-lb. steel drums, half barrels, etc. Cash deposit with orders. (Est. 1903).

BRADSHAW CO. 31 Jay Street, NEW YORK CITY.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



Our Midway

By RED ONION

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

After the Fourth of July came the fireworks for a number of carnivals.—Unkle Jerk.

WHAT BECAME of Walter D. Nealand?

GENE R. MILTON—Where and how are you?

FRED MYERS is handling the press for the Model Shows.

LOOK ahead and go ahead. Best part of the season is yet to come.

FELIX BLEY, general agent Gooding shows, visited *The Billboard* office last week while in Cincinnati on business.

EDDIE RUSSELL reports from Rochester, Pa., that John Flaglan has the cookhouse with Howard Bros.' Shows.

WORRIED SICK: Mrs. Mel-Rio cards from Dexter, Mo.: "Dr. Mel-Rio is my husband. My mother is better."



FATHER AND ONLY CHILD. Here is George C. Crowley, owner-manager Crowley's United Shows, and his daughter, Georgeanna. Photo taken in Moberly, Mo., this season and sent in by George Webb, well-known high diver, who is with the Crowley organization. Crowley is rated as one of the youngest and most progressive showmen in the carnival business. Note the Big Eli Wheel left and a concession tent right.

HASC, Kansas City, advises that Mrs. Lola Hart is still in the hospital at Leeds, Mo.

THE TENT MAKERS are offering some unusual bargains at this time. If you need a new top now is a good time to get one.

For show purposes it is permissible to embellish the truth, but one should never deliberately lie to its profession.—Unkle Jerk.

CARL J. LAUTHER has the best side show of his career if the opinions of showmen who have seen it this season count for anything.—RED ONION.

FRED L. PRESCOTT cards from Bottineau, N. D.: "Flash from E. J. Casey Shows: Awarded midway contract for International Air Meet. Event to be held in Brandon, Man., Can., in August."

JOE SELLY AND CLARENCE KATZ card from Davenport, Ia., that they joined Royal American Shows there to work concessions on the Canadian tour.

W. A. THOMAS letters from Export, Pa., that Freddie Pifner, of Tiffin, O., joined the Cavalcade of Fun Shows as electrician and also operates a shooting gallery with it.

J. W. HARTIGAN JR. letters from Morgantown, W. Va.: "Visited West's World's Wonder Shows in Ambridge, Pa. The general frame-up and equipment is last word in quality and flash."

WALTER A. SAVAGE cards from Sac

City, Ia.: "Have had Merry-Go-Round, Big Eli Wheel and Seaplane out since May 17 and have not had a losing week. It must be luck.

ELMORE FLORENCE cards from Delphi, Ind.: "Groves Greater Shows were flooded out here June 27. Moved to a higher location. Lot show moved off was still under water the next day."

Seems like that it was just plain local politics that messed up Elgin, Ill. Nothing more or nothing less.—Wadley Tif.

ROY B. JONES, now press agent for Dodson's World's Fair Shows, says he is booked to handle Pete Kortez Museum following the close of the carnival season.

HARRY WITT seems to be putting the Boomerang ride over in fine style. In recent letter he stated that his brother, Mark Witt, is still in South America and that where he is that it is now winter time.

A TEN-PIECE BAND is not 15 pieces! Why some press agents insist on exaggerating is a mystery. Thirty-five cars is not 40 cars and a 20-car train is not 35 cars either.



EDDIE AND RUTH DAVIS, who are now putting in their second consecutive season with Dodson's World's Fair Shows. Eddie operates the cookhouse and two grab stands with this show, all of which may be termed as high class both as to frame-ups and food served. Ruth presides at the cash register of the cookhouse and Eddie keeps his eyes open for business there and at the stands on the lot. Photo taken on the midway at Terre Haute, Ind., June 2 by Jessie Clark and furnished by Roy B. Jones, the shows' press agent.

GEORGE C. VAN ANDEN, press agent De Luxe Shows, letters from Massena, N. Y.: "Carnival folks like to see their names in *The Billboard*." George C. is no youngster but he is doing good work for the Sam E. Prell organization.

WORD COMES to Our Midway from Muncie, Ind., that Carey Jones has been sick since February 5 and was paralyzed April 1 and that Mrs. Carey Jones is operating his show. It is also stated that he is at the home of his daughter in Muncie.

MODEL SHOWS (railroad) are still going with W. R. Harris, general manager; E. B. Kaw, general agent, and E. B. Braden, business manager. This paragraph is in reply to several inquiries regarding them.—Editor.

LILLIAN OLLMAN letters from Knox, Pa.: "Capt. Ben Luse, Side Show manager, celebrated his 67th birthday while playing the Knox firemen's celebration here. He gave all his people a chicken dinner. He says he has been in show business for

about 50 years but has never seen business in all that time as it is this season."

NORTON, Va.—Most of the racket boys in this territory are asking why Warren J. Bunts, manager of the Crystal Exposition Shows, does not change the title to "Christian Exposition Shows."—L. F. (LEGS) CROSSWHITE.

As to Future of Public Weddings in New York State

ELIZABETH FENN, the well-known special events promoter, letters from Montgomery, Ala.: "Recently returned home from Max Gruberg's Shows. Max lived up to his contract with me regardless of rain, storms and mud. I belong to the old school and recently had an offer from a big show. Am at present connected with local city parks. Inclosing a clipping from *Christian Science Monitor*. It contains valuable information for public wedding promoters. People on the show laughed when I told them why I was leaving Gruberg show, but public weddings are off in New York State."

Below is the clipping Elizabeth refers to:

Lehman Signs Two New Marriage Laws

(By a Staff Correspondent of the *Christian Science Monitor*)

ALBANY, N. Y., April 12.—Governor Herbert H. Lehman today signed a bill which, after July 1, will require all marriage license applicants to undergo a blood test for venereal disease. Where the tests show diseases of this type to be communicable, marriage is banned.

The measure was the second approved by the 1938 Legislature and signed by the governor to combat social disease. The other measure required all prospective mothers to be tested and a statement entered on each birth certificate stating whether the test was administered. The result of the test, however, is not to be entered.

Tests must be made not more than 20 days before the application for the marriage license. Marriage licenses will be good only for 60 days. Town and county clerks are forbidden to issue a marriage license without a physician's affidavit indicating a test has been made and that both applicants are free of communicable venereal disease.

Big business interests do not select locations for stores because the locations are cheap and easy to get. But many a carnival is booked on that basis.—B. H. Nye.

YES! L. C. Miller is a clever press agent. Still with Cetlin & Wilson Shows. He is bound to go ahead, as he is not afraid to try new ideas. To wit: His weekly photo card of scenes on the midway.

DICK WAYNE BARLOW cards from Belleville, Ill.: "I wish to thank Noble C. Fairly and Phil Little, of the Fairly & Little Shows, for their kindness during my wife's funeral at Clear Lake, Ia., and to all my friends in the show world for their wires and letters."

GEORGE MALLOY letters from Columbus, O.: "Am inclosing a clipping, 'Don't Be a Sucker,' taken from the magazine *Your Friendly Neighbor*, published by the Pure Oil Co., of Chicago. Thought carnival men might be interested in some of the practices of some concessioners."

MERRA SMITH cards from Somerset, Pa.: "Visitors seen on Smith's Greater Atlantic Shows recently were Alabama Bill Storey, wife and child; Charlotte Penn and James M. Benson, of the old Benson Shows. All are friends of show manager Brownie Smith."

EDWARD C. ANDREWS cards from Dayton, O.: "Been a patient here in U. S. Veterans' Hospital since May 15. Had shrapnel cut from left leg June 15. Now I have to go back on the table for a double hernia operation. Will not be able to get out for two or three months yet. Formerly a side-show man."

It seems foolish for the managers of some carnivals that have no route booked to request that their routes not be published.—Unkle Jerk.

JACK (TEXAS) HAMILTON carded from Mexia, Tex.: "Making a long jump to northern part of Illinois after some pretty bad business in this State. However, I did manage to get myself together. Hope I get some business at

fairs booked, which have in the past been real spots."

HELEN BRAINERD SMITH, treasurer Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, wrote A. C. Hartmann June 28: "Leaving coming week to visit my son in San Bernardino, Calif. Later he, his wife and I will go to Salem, Ore., to visit my sister, Mrs. Abner K. Kline, and her husband."

Letter From J. George Loos

KINGMAN, Kan.—Had a tough siege of pneumonia followed by the bursting of a blood vessel in my leg which compels me to hobble around with a cane. Never thought I would ever have to use a "stick," otherwise I am feeling oken and expect to throw away the "crutch" eventually. We have had three to four days' rain each week for 10 weeks, but it cannot go on this way forever. Our fairs and celebrations starting in Jury should pull our show out on the right side of the ledger.

Anyway it is a grand life and a great world. The only unfortunate thing about it is that most of us do not live long enough, as nowadays when a man gets to be 100 years young he is considered an old man. I think it would be great if all of us could live as long as we want to and never want as long as we live. Even during these adverse times those who cannot take it have no right to be in the carnival business. Then again there should be a law to prevent shows from taking all the money out of the towns.

That was a clever radio broadcast that Carl J. Sedlmayr made. He gave plenty of facts couched in plain talk and in language that most people can understand.

As to letters about our show: I cannot see any logic in stating that a show had rain every day until Friday and then the statement that business as a whole was profitable. Nor can I understand how anyone can be interested in the "news" that "Tillie Smith" bought a new pair of panties last Thursday. Perhaps all this is what interests people these days.

Maybe I am living in the years of the "black snow." Anyway I am glad that I am living. Best wishes to *The Billboard* staff.

HIS MOTHER IS DYING! Kay Harrison letters from Indianapolis, Ind.: "Am trying to locate H. H. Harrison, scale man, his mother is dying. He may be with George Fold, also a scale man, probably playing in Ohio or Indiana. His mother is in Montgomery, Ala. Had a wire from Harrison's brother asking that I try to locate h.m."

P. GEARWIN, press and banner agent for the Bill Lynch Shows, letters from Halifax, N. S., Can.: "Have not seen anything in *The Billboard* about this show recently, so I thought I would write a few lines. Have not seen Red Onion since he was up in Canada the last time with Ben Williams Shows. Good luck to all."

Editor's Note: Both the editorial and circulation departments of *The Billboard* have written William P. Lynch from time to time in recent months, but to date have failed to receive any reply from him. This is the reason write-ups from his show have failed to appear in *The Billboard*.

HAPPY SUMRALL cards from Alexandria, Ind.: "After closing with the Blue Ribbon Shows I took a few weeks' vacation at Monticello, Ind. Recently joined KHe Greater Shows as chief mechanic and ride superintendent. Mrs. Sumrall is handling tickets on the front



THIS IS MARY A. CRANE and her 1938 model Buick. She operates a frozen-custard concession with the O. C. Buck Shows. Mary sent the picture in from Jamaica, N. Y., June 21 and said she spent her birthday and a short vacation prior to returning to the shows at Hempstead, N. Y., for the Elks' annual celebration. "Me and my Buick!"

gate. Business is good when the weather is good."

IRISH JACK LYNCH cards from Mason City, Ia.: "Now out of the sandstorms. Saw Goodman Wonder Show in Fort Dodge, Ia., and Fairly & Little Shows here. Both look fine. Plan to anchor on some show as soon as I can get placed right. Goldie Pitts and wife are looking good and prosperous. Best of luck to *The Billboard*."

Ball Game Queen's Convention: I think that all the ball game queens should hold a convention and I suggest it be held soon, as there are a number of matters that should be taken up and acted upon. It seems that some of them lack the looks and personality to attract customers and have to resort to "pulling them in." This is all wrong and should be changed. Then again all the ball games should be better flashed with merchandise that is worth while. —Tillie Few Clothes.

ROSE WESTLAKE (Sheepheaded Girl) letters from Long Beach, Calif.: "Underwent an appendix operation in St. Mary's Hospital here recently. Doctor said he never saw a person come out of one so fast before. The operation was to have been on a Friday, but I set it ahead to Thursday so I would be able to read *The Billboard* on Friday, as that is the day it arrives here."

ANENT "FIXERS": Legal adjusters, patchers, vulcanizers or whatever they may be called remind me of the bootlegger. The workingman gives the bootlegger his money so the bootlegger can ride around in swell automobiles. The concession operator gives the "fixer" his money to fix. One adjuster recently stated that it cost \$100 to fix this spot, but I have the \$100 in my pocket.—WILLIAM SUTHERLAND, Clarinda, Ia.

WILLIAM R. HICKS letters from Morehead, Ky.: "Guess Claude R. Ellis has gone to Virginia on his vacation by now. Hope he will rest and have a good time. Tell Al C. Hartmann that I am with him 100 per cent against the gyp concessions. That editorial he had in a recent issue was straight to the point and it should awaken some carnival managers as to why it is getting hard to book towns."

A carnival can have all the big free acts in show business, but they will be of no value unless the owner-managers of the carnivals let the public know that they are presenting them. Trouble is with the managers and not with the acts. When a carnival has free acts the fact should be heavily exploited thru newspaper advertising and not by begging space in the reading columns of the newspapers. How can the acts draw if the public does not know they are with a carnival. Managers, if you have free acts wake up and let the public know thru newspaper advertising.—Red Onion.

R. H. MINER, owner and manager of R. H. Miner's Model Exposition of Shows, lettered from Norristown, Pa.: "My two units have been hitting real red ones the past three weeks, but up to that time things looked very blue. I think we can now look forward to better weather and

business and feel sure we can come out a winner and get on the right side of the ledger when fall comes." N.B.: Mr. Miner sent in his subscription to *The Billboard* for three years.

Carnival Elephant Has Wanderlust

A large elephant which showed here last week at the carnival and circus of the Greater Exposition Shows on Dundee avenue got wanderlust late Saturday night and wandered off the showgrounds.

The elephant caused no small amount of excitement when he was noticed in the neighborhood of Douglas avenue and Lovell street.

Glegg Russell, 1026 Cedar avenue, reported the incident to police and Patrolmen A. R. Burgeson and Robert Mayor investigated. The trainer from the carnival grounds was summoned and he soon had the elephant back in tow and headed for the showgrounds.

From Elgin (Ill.) Courier-News June 27.

MR. AND MRS. ROY WILLIAMS letter from Homer City, Pa.: "We were formerly with Winters Shows but now with Cavalcade of Fun Shows. It is not a big show. Concession frame-ups are new and going over in a big way. Raymond Williams is griddle man. All on the show are looking forward to a bigger and better show. Mrs. Lloyd Reese framed a pitch-'til-you-win. Lloyd Reese, owner of the show, is a busy man picking towns where he figures the show will do well."

R. W. REED letters from Dublin, Ga.: "Things are pretty fair around this neck of the woods. Expect to join out soon to make a few fairs. Been working medicine since spring. Worked two weeks at opening of season as billposter for Sam Lawrence Shows, but then decided to quit the road until the fairs. Was with Orange State Shows for a while in '37. Recently I had to drive 52 miles to get a copy of *The Billboard*, as I do not seem to be able to get along without it. Hope Our Midway continues to be good."

Laying out lots: It seems that there is still a great number of things to be learned about laying out lots, judging from the messed-up midways seen lately. Carnival business certainly needs a couple more illuminating engineers, just men to do a few "cut-ins" will not do. Equal distribution of light and for artistic effects are badly needed around several carnivals.—Wadley Tif.

T. L. DEDRICK, manager Funland Shows, cards from Owenton, Ky.: "Just what is our business coming to? One man wrote, wired and phoned all collect that he would join with a 12-people colored minstrel show and some side-show acts if our show would send him \$10 to Pikeville, Ky. We did, but neither he or any of the people joined. Another man wired from Middlesboro, Ky., to send a truck and his troupe would join. This cost our show \$25 and the two good men we sent with the truck had to whip five on a show and we have no minstrel show yet. Think we will have to do without one."

It seems all wrong to book a carnival out in the woods so the gyp concessioners can work to the farmers when there are several lots in the city near by that have been played previously by the same carnival. The front gate has to get money, the shows and rides as well, but they certainly cannot get money with no people on the lot. Has the world gone completely nuts, and some units of the outdoor show business in particular?—Red Onion.

EVANS
MONEY MAKERS
Rely on Evans 48 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, handsomely 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.
1520-1530 W. Adams St., Chicago, Ill.

Bortz Amusement Co.

Wants Athletic Man, all kinds Ride Help. Shows with own outfits. Stands that work for stock. Have a few open dates. Fair Committees get in touch with us.

Leadwood, Mo., July 4th to July 9th.



OCTOPUS
LOOP-O-PLANE
TWO BIG WINNERS
UNEQUALLED FOR PERFORMANCE AND PROFITS

EVERLY RIDES GUARANTEE BIG PROFITS

EVERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.

ARCHERY IS STORMING THE COUNTRY
WARNER BROTHERS' LATEST RELEASE, "THE ADVENTURES OF ROBIN HOOD." CREATING INTEREST EVERYWHERE.

Archery, this year, is more popular than ever. Archery Ranges are being installed everywhere. These Ranges pay handsome profits. Write us for full instructions how to operate and install. Also for catalog and discounts.

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Quickly erected — 100% portable — bolt and wing nut construction. Orange and Black colors. Fire Models, 12 Sizes. New low prices. Circular free.

THE MONROE CO., COLFAX, IOWA

Johnny J. Jones

(Railroad)

Canton, O. Week ended June 25. Location, Stark County Fair grounds. Weather, one night of rain. Auspices, Ladies' Auxiliary Disabled Veterans. Business, good first part of week, fair last part.

Little has been left to say regarding week here due to Rex McConnell, the local *Billboard* representative's copy having already been published. Not only is McConnell a great booster for shows and showmen but ever ready to assist in making sledding easy for agents working city. V. F. W. State Convention, with parades daily both afternoon and night, held crowds on downtown streets during last three days of week, caused midway attendance to fall off considerably. Rain Saturday night gave show an early tear-down. Work of repainting show for the fairs is now on in earnest. Some new canvas arrived with more to be delivered for first fair at Anderson, Ind. Additional canvas arrived for the annex on Carl J. Lauther's Side Show. This new striped top is to be erected behind big top, giving main show more room and set up more attractive. Show is flashing many new banners, designed and painted by Billy Burke, side-show artist. Paul Sprague, well-known orator and all-round lecturer, is now announcing show's free act. It is a pleasure to stand by and listen to his announcements that really tell story in a manner that sells act and thrills audience. Chester Cass and the Royal Russian Midgets making weekly appearances in local department store, resulting in much newspaper publicity. Visitors during week: Rex McConnell, local *Billboard* representative; Jack Nedrow, retired circus trouper, now operating a poster plant at Massillon, O.; Dr. Mast, a local show fan, visited daily. Following and families visited: J. C. Thomas, show's special representative, all from old home town, Dover, O.; Mr. and Mrs. Matt Ress, Mr. and Mrs. Cheese Honhart, Mr. and Mrs. Billy Thomas, he a brother; Mr. and Mrs. Dick Johns; Mrs. Rice and friend, of Coshocton (O.) Park. Mr. and Mrs. Bill Minehart, of Massillon, O.; Mr. and Mrs. Breed, of Canton, Mrs. Breed sister of late Con T. Kennedy, visited Mrs. Hody Jones. Mrs. Frank McIntyre accompanied the Breeds. John R. Stevens, of Buffalo, visited Director-General William C. Fleming. Berndt Spahr, Fred Mauer, Fred Mauer Jr., Whitey

MINER'S MODEL SHOWS WANT

Rides, Shows and Concessions for
Columbia, Pa., week July 11.
Address R. H. MINER, Linwood, Pa.,
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SECOND-HAND SHOW PROPERTY FOR SALE.
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WE BUY ALL KINDS OF RINK SKATES AND GUESS-YOUR-WEIGHT SCALES. WELL'S CURIOSITY SHOP, 20 S. 2nd St., Philadelphia, Pa.

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JULY 11 TO 16.
RIDES BOOKED.
CAN USE legitimate Concessions and Shows of all kinds. Carnival Unit dates open after August 23. New Ferris Wheel and Kiddie Ride.
D. J. VAN BILLIARD, North Wales, Pa.

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Devil's Bowling Alley, Fish Pond, Dart Game, Pitch-Till-You-Win, any legitimate Store not conflicting. CAN PLACE two more Shows.
JOLLY JAILLET SHOWS
Tionesta, Pa., this week; Sherman, N. Y., next week.

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Cheap to the quick buyer.

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GIRLS WANTED

Experienced Tap, Acrobatic, Novelty Dancers. Strip Tease and Singers. Top salaries guaranteed every week. Also Girls for Posing Show. Must be attractive and youthful. Also a Piano Player. Must read and transpire. Answer at once or come to Omaha, Neb., July 16. Address **ELSIE CALVERT BRIZENDINE**, care J. L. Landes Shows, as per route.

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Bucher, all of Canton, and Glenn Wagner and John Hare, circus fans of Dover. Death of Cheese Honhart's father, of New Philadelphia, O., a shock to his many friends on show.

STARR DeBELLE.

Strates

(Railroad)

Williamson, W. Va. Week ended June 25. Auspices, American Legion. Location, South Williamson circus grounds. Weather, rainy. Business, fair.

Monday night opening completely lost due to bad condition of showgrounds. Three carloads of cinders were hauled on grounds to make it walkable. Tuesday evening a fair crowd came out but no great amount of money spent. Balance of week remained about same, except Saturday when largest crowd of week came on lot and a fair gross was registered by shows and rides. Every conceivable method known to show business was used to pep up business, but with coal mines being out of work for so long it was just another date for the show. Much credit is given to committee for wonderful co-operation given shows' staff in trying to make date a

night. Thursday night, Longview Night, drew big crowds. Chamber of Commerce sent letter of appreciation to Manager E. W. Coe. Friday, Mr. and Mrs. O. H. Hilderbrand celebrated their wedding anniversary. They received many beautiful gifts and well wishes from entire personnel of show. Lucille Grisham welcomed back after being confined in hospital at Salem, Ore. Bud Cross' new ride, Roll-o-Plane, broke a motor part while operating to capacity. A long-distance phone call was made to factory. Within one hour Lee Eyerly and Abner K. Kline with a mechanic were repairing and had ride in operation. Lee flying here from Salem. That is service. Jerry Mackey returned after visit in Los Angeles. New bowling club, formed on show, worked out in local alleys. Bob Bocker, secretary-treasurer, made captain of team, which is comprised of Mr. and Mrs. Fred Thumberg, Red Palmer, Art Anderson, Ralph Balcom, Morris Lehey, Harry Rhinehart, James Heller, Chester Wilson and Bill Warrington. Betty Coe, Hazel Fisher, Verna Seeborg, Fern Chaney, Madge Buckley, Toots Epple, Billie Hicks, Margaret Hilderbrand, Leone Barie, Clara Cardwell, Margaret Balcom and others, all members of the PCSA, working on plans for club. Both town

week of season. Al Bird purchased new trailer thus joining city on wheels brigade. Mel Rennick, dancer with French Casino, rehearsing new act.

CLAUDE A. BARIE.

Cetlin & Wilson

McKees Rocks, Pa. Week ended June 25. Auspices, Hose Co. No. 2. Location, Vaseline showgrounds. Weather, cloudy and rain. Business, poor.

This stand turned out to be the worst of the season. Quite good attendance but no money spent after the people were on the inside. Rained out Wednesday and Saturday matinee. Skooter grossed top money for rides. Merry-Go-Round, second, and Octopus, third. Paradise Revue top-money show. Hall of Science, second, and Monkey Circus, third. New outfit is being framed for Red Rogers and his midgets. P. Van Ault has a new front for his Pennyland with five giant clown figures studded with lights. Mr. and Mrs. Willie Johnson arrived and have charge of Illusion Show. Ted Miller ahead of show doing advance publicity work for the 4th of July engagement. Tilt-a-Whirl has been repainted. Big Elf Wheels and Chairplane will be repainted in time for fair season.

GEORGE HIRSHBERG.

Bantly's

(Baggage cars and trucks)

Connellsville, Pa. Week ended June 25. Auspices, Milton L. Bishop Post, American Legion. Location, Fayette Field. Weather, clear. Business, fair.

What everyone expected to be one of big weeks of season proved very disappointing. Committee, headed by Ben Campbell, commander of Legion, did everything in their power to make showing a success, but there was not any money. Ella Carver left Monday night to attend funeral of her father, who died in Columbus, O., and did not return until Wednesday, which left show without a free act for Tuesday night. However, Dick Keller, old reliable, came to rescue and did a 50-foot walk-off into flames, in comedy makeup, and saved the day. Everything on midway closed while Dick was making his dive and applause he received was deafening. Captain Gene Hoxie joined Frank Zorda's Ten-in-One doing trick and fancy shooting and iron jaw. His acts are very pleasing. Jesse Cypher, local merchant and friend of showmen, nightly visitor, as was Bert Hoffman and party of friends. Another club formed on show. Goodfellows' Club meeting held Thursday night, with Danny O'Connell as emcee, proved a huge success, with 10 acts of vaudeville and every one of them real good. Lady Luck eventually was with the show as it rained quite hard from 5 until 6:30 p.m. Saturday, then stopped. Altho it was threatening all evening, it did not rain again until midnight, when the show started tearing down. Sam Hull and Mrs. E. H. Philbert celebrated birthdays.

HARRY E. WILSON.

Anderson-Strader

Pratt, Kan. Week ended June 25. Auspices, Pratt Amusement Park. Weather and business, good.

Tenth week show has been out this season. With all inclement weather it has ducked and dodged, all windy storms and rain, it has missed only four nights on account of rain and not one Saturday night. Everyone is in a good mood looking forward to big 4th of July. No shows, rides or concessions report being in red. Rain ceasing and wheat harvest just beginning it looks as tho it will be smooth sailing for balance of season. Johnny Wuetherick is adding two more concessions, malted milk and custard. Mr. and Mrs. Wuetherick five flashy concessions with new canvas and a crew of capable agents. Grace and Gabe King say this has been best bingo season in years. Mr. and Mrs. J. Cramer recently took over Side Show. Management added 1,000 25-watt lights to show fronts completely circling each banner. Earl Richardson has one of best cookhouses on road. Mrs. Richardson has charge of affairs while Earl has his canvas machine a-humming, repairing and making new awning and also a complete set of pennants for entire show. Patsy Strader, owner of Kiddie Auto Ride, and operated by Harry Stanley Jr., reports business okeh. Harry Stanley Sr. recently added novelties concession, Ted Hudspeth guess your weight and D. Payne Fun on Farm show. Helen Culvert has added her new ball game, assisted by her sister, Patricia.

ARTHUR HUTCHINSON.



EDDIE L. KARN, pictured above surrounded by members of his Beef Trust cast, now touring with Beckmann & Gerety Shows, is supporting the suggestion made by *The Billboard* that fat people shows should have plenty of girls, not just one. Eddie now has five of them in his presentation besides his huge comedian, Jimmy Oakes, and his equally gargantuan emcee, Glenn Weston. Left to right: Vivian Smith, Ruth Melville, Virginia Everhardt, Ida McCoy and, sitting on Eddie's knee, Sally Robinson. Photo taken by Siever, St. Louis, during the shows' engagement in that city in April and furnished by Walter Hale, the press agent.

success. Construction Superintendent Jimmy Yotas and crew are working on two new fronts for Folies de Nuit show of Choc and Mona Phillips, and Dixie to Harlem minstrel front for Sammy Green. Both new fronts are 100 feet long and will be ready for first fair date in August. First wedding of season on Strates Shows was staged in Williamson. John Gordon, prominent in concession row, and Rosa Lee Meadows, of Princeton, W. Va., were quietly married by Judge G. B. Hurd, of Pikeville, Ky. They were attended by Francis McCovick and Mrs. Jean Williams as best man and maid of honor, respectively.

BEN H. VOORHEIS.

Hilderbrand's

(Motorized)

Kelso, Wash. Week ended June 25. Auspices, Kelso Fire Department. Weather, cold and windy. Business, fair.

For first time in many seasons this show did not lose a single night here on account of rain, altho Kelso is always known as a rain town. Committee under Chief A. L. Crump worked hard to make engagement a success. Sea Scouts, working with committee, had a band and drill teams in front of marquee each

dailles, Longview and Kelso, carried art and stories. All credit for opening night's business goes to R. F. Clark. After that three free acts. Hustrel Troupe, Four Rockets and Smith's Diving Ponies gave exhibitions which packed midway for balance of week. All concessions had nice week. Shore dinners served by Ed and Ma Lahay in Dinner Bell Cafe very popular with showfolk. Alex Hustrel rehearsing a new dance on high wire; music furnished by Barie's Oriental Band under direction of Marion Ritchie and Jack Ripley. Kongo Show topped midway on shows here. All shows and rides took on a new coat of paint here. A near calamity on show was caused by *The Billboard* copies not arriving on schedule owing to flood conditions north. Fred Stewart, Earl Branam and Bill Summers, electricians, working on novel lighting effects for midway. Lawrence LaLonde's Ten-in-One and Bird's Athletic Arena had nice week. May Stewart in Magic Show had banner week of season. Bert Warren's concession agents put on a sit-down strike here. Johnnie Hicks winning honors for sitting. Performers from Barie's French Casino put on floor show for Kiwanis luncheon. Johnnie Cardwell topped midway on concessions. Johnnie and Billie Hick's "Trading Post" had banner

Wm. Bazinet & Sons

Staples, Minn. Week ended June 25. Weather, hot. Business, fair. Show arrived here Monday afternoon and opened on schedule that evening, chiefly to bugs and mosquitoes. Bob Heth continues to add zest to this organization. John Scott joined with two concessions, and Speck Alexander with one, assisted by Turkey Talman and Red Downs. Bill de Camp had a banner week with banners in Cass Lake, Minn. Frank Allen has had difficulty in performing his buried-in-ice act because of heat. Jimmie Fingers, of diggers, has a new truck and only has to drop its sides to be ready for work. **JESSE C. VINCENT JR.**

Cote's

Grand Ledge, Mich. Week ended June 25. Location, Fitzgerald Park. Auspices, American Legion. Weather, ideal. Business, good.

This was a new spot for show. Good weather here, after seven weeks of worst weather ever experienced, was a life saver. Grand Ledge is one of Michigan's oldest towns and is beautiful. Show-folks enjoyed themselves exploring seven islands and ledges, from which town derives its name. Several new concessions were added: Rita and Therese Cote, penny pitch; Joe Cote, soft drinks; Jack Cote, ball game. Mrs. E. Cote joined for balance of season. **MARY SIMPKINS.**

Blue Ribbon

(Motorized)

Bedford, Ind. June 13-18. Location, Fifth and S streets. Auspices, Young Men's Republican Club. Weather, ideal. Business, good.

Red and orange fleet made record run of 150 miles from Richmond to Bedford. Everything ready for opening. So far every move has been from 150 to 300 miles every week, but show has always been in Sunday and ready Monday. Show carries all new moving equipment. As this being only show allowed in city limits Monday night found crowds out early and by 8 o'clock midway was packed with crowds, rides taking biggest share of receipts along with front gate. Receipts increased nightly with exception of Wednesday night, when a local affair cut gate receipts down just a trifle. Monday gladdened hearts of everyone on show when Mrs. L. E. Roth, who had been confined in hospital at Madisonville, Ky., for some time, returned to rejoin show. A reception committee was formed by entire show personnel, and as Mrs. Roth's private car arrived at front entrance Page's Kiddie Band played *Happy Days Are Here Again*. Many shed tears, overcome with joy at seeing her back home and well again. Shower was held for Baby Eleanor Marie Massaro, who was born Wednesday morning at Richmond, Ind. Many gifts were presented by friends. Mother, Mrs. Dot Massaro, is up and looking well as ever again. Page's Kiddie Band received new uniforms here and still making a hit with crowds on the midway, especially little "Hunky," as called by showfolks, who is youngest member of band. John Galligan busy getting his other corn games and trucks ready for fairs, while Mrs. Ann Galligan is kept busy looking after John Jr. Baseball team is being organized by ride boys, with Ben Miller acting as captain. Two games were played here with local team. Ride boys being defeated in both games. Game was scheduled last week with Dodson's Shows at Richmond, but bad weather made it impossible so game was called off. Altho show has had plenty of mud this season, everything looks bright and shining as it did leaving quarters. New Minstrel Show top arrived, making all tops on midway new canvas. This makes midway look just as nice from outside as it does inside. Local officials here and newspapers highly complimented L. E. Roth on his midway. All newsboys were guests of L. E. Roth Monday night and were taken on rides and in shows free. Four groups were entertained, namely, *Bedford Mail*, *Bedford Times*, *Louisville Times and Courier*. Roy Clark, committee official, helped L. E. Roth in showing newsboys a real time. Friday and Saturday broke all records for season so far as to attendance, especially Saturday when midway was packed to capacity. Altho crowds did not have much to spend, everyone had a real good day's business. Roy Wood's Hell Riders running tops for shows, Ridee-O for rides and Art Alexander's ball games for concession row. Everyone happy after last

week, which was first out of 12 since opening that show had clear weather all week, which shows that everyone can do some business when it is not raining. **JACK GALLUPPO.**

Art Lewis

Watertown, N. Y. Week ended June 18. Weather, clear. Business, fair. Location, Garland City Park. No auspices.

For first time in many weeks show operated with fair weather. As a consequence crowds were in attendance nightly, altho conditions at Watertown, like everywhere else, are far below normal. However, week ended on right side of ledger. Ringling Bros.-Barnum & Bailey Circus exhibited here June 18. While Big Show had many folks watching arrival and set-up, Lewis Shows' attendance at night was bigger than any previous night of engagement. Mrs. Victor Lee has a complete new front for her Egyptian exhibit, which is very elaborate and makes it an added feature on midway. Barney L. Lamb received from importers two boa constrictors, one measuring over 23 feet in length, and other 16 feet. These have been added to his newly framed Monster Show. Jimmy Robichaud is building a new Mickey Mouse Show and ordered new front for his Bughouse Show. Newton Kelly, manager of Sweet Marie, completed redecorating of his 60-foot front and in preparation of his invasion of Canadian exhibitions ordered a much larger tent to house his attraction. Sweet Marie in '37 played to capacity business at every stand in Canada. Weekly jamboree of social club

by General Manager Art Lewis. He made a very interesting talk on prevailing conditions that were affecting show business as well as all other lines of business thruout country. He impressed upon entire assemblage that "The show must go on." Quite a sum was realized also during this intermission when Lew Lange presented a new version of high-pressure salesmanship in sale of prize candy packages. Second part of program opened with a Cuban rumba number led and sung in Spanish by Frances Berman accompanied by chorus. Next number, Bibs and Bits, went over big, with Roberta (Robert) Morris singing a parody on *Love in Bloom*. Next, highlight of entire program, a strip tease performed by Bernice (Benny) Kornfield. Then came grand finale with entire company in celebration of father's day singing *Dear Old Daddy of Mine*. **F. PERCY MORENCY.**

Golden State

Mountain View, Calif. June 14-19. City license. Weather, good. Business, fair.

This stand proved much better than expected. However, for crowds lack of legal tender was very noticeable. Here show started getting ready for 4th of July, so paint and brushes were quite in style among ride men. Likewise all show owners and concessioners fell in line making what repairs necessary. So with bang of hammers and swing of paint brushes, to tune of Merry-Go-Round, it sounded like a musical sequence in a motion picture extravaganza. Manager

amazement, repeats in broken dialect, "Me get louder bells on cash register." But behind all laughter there must be drama. Grounds here were infested with black widow spiders. Several show people receiving bites. Buddy Hannemeyer was first to bring it to notice, after being bitten and falling unconscious on main street of the town. He was rushed to hospital and remained there for three days in a very serious condition. Rest of casualties were Patty Ryan, Mrs. Doc Ashwell, Arthur Ray and Jewell Hobday. All are doing nicely now, however. **CHARLES SANKER.**

Miller Bros.

Omaha, Neb. June 13-25. St. Alfo Festival. Location, 17th street for six blocks. Attendance, good. Business, excellent.

Shows had best business of season here. At least 100,000 people thronged midway, every ride and show doing near-capacity business. In spite of fact that show played night before in Fremont, Neb., it was ready by 3 o'clock and doing business Saturday afternoon, June 11. Following Sunday afternoon parade of various Catholic societies packed streets with result everybody on show had a banner matinee. Committees from Burwell Rodeo at Burwell, Neb., and Sioux Falls, S. D., visited. All workmen connected with show are now attired in natty khaki uniforms with name of their particular branch of activity embroidered on their respective caps and shirts. Local bread company co-operated by inclosing children's matinee coupon in each loaf of bread distributed in Omaha. **CHICK FRANKLIN.**

Krekos West Coast

San Francisco, Calif. June 6-12 (second week). Auspices, Italian Festa. Location, Fisherman's Wharf. Weather, fair and very cold. Business, profitable.

Carl Holt, manager of Parisian Revue, left here. Show was immediately reorganized with new talent and proceeded to the next spot. Charles Walpert reported a bang-up business with his concessions second week of engagement. Russian Nick joined to have charge of front gate.

Mt. Shasta, Calif. June 15-18. Weather, cold, with snow Saturday. Business, excellent.

Long haul and up early as usual. Opened to big crowd and most surprising



DURING HENNIES BROS.' SHOWS ENGAGEMENT in Janesville, Wis., twice-a-day for 30-minute periods each a program was broadcast from the midway by Station WCLO. This photo was taken by Joe S. Scholibo inside the Red Hot and Blue tent theater operated by Jack Paige. Announcer Jack Foster is seen at the microphone and he gave timely factual and humorous patter during and between the acts presented. Others, left to right, are: Mrs. John Dixon; Mona Aspinwall, manager of Fort Atkinson (Wis.) studio for Station WCLO; John Dixon, program director, and William Campbell, assistant engineer. Ed Hesky, engineer, is at the controls. Owner and operator of Station WCLO is Sidney Bliss, who with his brother is associate publisher of The Janesville Daily Gazette. They are show and theatrical jans and have for the past two seasons put over the Hennies' engagement in Janesville.

scored once again. Gave best show yet produced and it really was a wow from start to finish. Much credit must be given Gene O'Donnell and Benny Kornfeld, who so ably conceived and directed entire performance. All bits and dialog were especially arranged by them. All costumes and wardrobe by Mrs. Jean O'Donnell, Mrs. Benny Kornfeld, Mrs. Larry Zerm and Bernice Lamb. Musical arrangements and numbers by Freddie Carlton. Daisies on Parade was title. Jean O'Donnell was emcee. Opening number was presented and led by Alberta (Al) Rogers and chorus, consisting of bevy of daisies, to wit: Josephine (Jos.) Decker, Iva (Irving) Martin, Ginger (Granville) Buck, Jackie (Jack) McCormick and Roberta (Robert) Morris. Oriental specialty during this number was by Miss Loretta (Larry) Zerm. Next number was Enchanted Wine Blackout, with specialty by Alberta (Al) Rogers. Third number was Beef Trust Revue, with Harriet (Harry) Decker, Louise (Lew) Lange, Louisa (Louis) Sage and Wally (Walter) Ryan. This was finale of first part of program and took house by storm. During intermission entire personnel of show was addressed

William Hobday took over Girl Show and putting on Hobday touch, making all new costumes of his own design that look gorgeous. O. N. Crafts paid a week-end visit and passed comment on fact that everything was in tip-top shape. With his keen eye and far-sightedness so as to be ready in case of emergency for the Fourth, he ordered all new belts and extra cables for rides, even tho those now in use are like new. Dick Kanthe, with Athletic Show, has real training quarters, with hot and cold showers. Has more talent available than he can use. They all like to work for Dick, because he is a real showman and a swell fellow. Motordrome, playing to very good business, with a real rider, Speedy Webster. Homer Rees, lot superintendent, completed renovating his home on wheels, with all new inlaid linoleum and a swanky paint job. On concession row, Harry Takei, little Japanese, who owns most of concessions on midway, runs up and down with old familiar cry, "I no get nuts tonight," but buys brand-new Chrysler. Eddie Shews, one of his outstanding agents, adorned lot with a new Silver Dome housecar. Harry Takei, viewing with wide-eyed

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20. Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

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WANTED FREE ACTS

For balance of season. Only best acts wanted. Wire price and acts you have. **ART B. THOMAS OUTDOOR STAGE SHOWS,** Lennox, S. D.

everyone, as this little town was a fill-in on way up north. Business held up each day and was far in excess of management's hopes. New Girlsque Revue not only did good business but topped midway during engagement, with M. E. Arthur close second. Again Charles Walpert did business with his concessions. Manager W. T. Jessup up north straightening out route, which was interrupted by canceling of Pioneer Days' celebration at Centraia, Wash. Outside of total blank played at Sacramento, Calif., show has had satisfactory business to date this season. MIKE KREKOS.

E. J. Casey

Pine Falls, Man., Can. June 6-8. Location, baseball park. Auspices, Canadian Legion. Weather, varied. Business, satisfactory.

Dogging along at heels of this show is rainy weather. Move off lot at Beausejour was smoothly made, but trailers and rolling stock were halted halfway up to this Northern paper mill spot for weighing and inspection. Road patrolmen were searching for Big Eli Wheel, as they had heard that its weight would bog down trailer in soft spots along road. Roads in this section are laid over muskeg and are simply crowns of hard surface over that unreliable substance. Wheel and rest of equipment got safely over soft spots. This was first carnival ever here. Set-up was made in rain, which continued for two days. A nearby mill contributed sawdust. Wednesday was sunny day and patrons came early. Business began with a rush and continued so. Big Eli had a steady stream of riders. Side Show, with Khardo the Great, ran into circus tradition and strayed them at all performances. Ticket box hung up an all-time record gross for day. Big wheel boys toiled far into night. Ed Cartwright's two-headed calf nearly paid off mortgage on the farm where it was born. Owner E. J. Casey been fighting a bad case of influenza. LeBelle Prescott doubled as reception committee to visitors. V. A. Reddy, of South Africa, among visitors. Bullmoose Kerslake installed a new battery in his chariot. Mrs. Mary Ann Casey was busy counting silver long after show was down.

Kenora, Ont., Can. June 9-11. Location, baseball grounds. Auspices, Kenora Hockey Club. Weather, rain. Business, good.

This stand was a surprise, as it has been mediocre heretofore. New driver was told to make time on leaving Pine Falls. He took advice literally with result that back of semi-trailer carrying Eli Wheel burst open. Wheel was dropped piece by piece over 40 miles of road until all that remained in truck were pillars and seat boxes. Several hours was spent gathering up wheel parts, and show moved on to Kenora. Set-up again made in rain. Lot was so soft that trailers could not pull onto it with a load. After show was set up it rained harder, so all adjourned to town. Hospitality was extended by owner of Lake-of-Woods Brewery, who held open house. Ernie Bentz, of auspices, and Sorcey Elliott did all possible to aid personnel. Ernie Bentz even concocted a rum potion that knocked Manager Casey's influenza. Casey is back on job good as ever. Shows were left roped up for two days while rain continued. Mayor's wife praised show's conduct. Saturday sun shone brightly and soon dried lot. Good business began immediately and continued until midnight. This was fourth anniversary for Casey Shows here. Ham party was given for Owner E. J. Casey and staff at close of engagement. Speedy Brooks did good business with ball game. Grab stand went to town on hot dogs. Tiny Cottom left his bingo. Some of Joe Carter's boys will operate bingo. Big Eli topped rides. Kiddie ride and McKenzie's Mix-Up tied for second. Extensive repairs were made to light plant. Show had sunshine to tear down in at close here. FRED L. PRESCOTT.

Dee Lang's

(Motorized)

Brainerd, Minn. June 6-12. Auspices, American Legion. Location, East Oak street showgrounds. Weather, clear, then some rain. Business, fair.

Same auspices and location as in '37. Location was high spot which received benefits of breezes blowing from any direction and during this date reached high proportions at times. Thursday and Friday nights hampered by rain. Best gross on Wednesday and Saturday

nights. Sunday and other nights only fair. Mr. and Mrs. Ray Van Wert rejoined here. A curiosity to strangers in town was sight of seeing many menfolk wearing Van Dykes and other hirsute facial adornments. Explanation of this was that these fellows were wearing them to advertise and later on participate in forthcoming Paul Bunyan celebration which is an annual event here, drawing crowds from many parts. Due to incessant plugging and its nice appearance, Charles DeKreko's Jesters Palace has been doing nice business. A substantial amount is being accumulated from midnight bingo games held every Wednesday night for sick and accident benefit fund.

Fergus Falls, Minn. June 13-21. Location, fairgrounds. Auspices, American Legion. Weather, clear. Business, fair.

Business fair until Saturday night, which was best of week. First time for show here. Remained over two more days than scheduled prior to starting fair dates. Large regal python arrived and placed on exhibition. Due to it being in captivity only a short time, on being released it provided quite a tussle for its handler, Wesley LaPearl, who tried to accustom it to new surroundings. Painting and reconditioning of shows and rides prior to starting fair dates. Grounds required quite a bit of filling in and conditioning before setting up. Several showfolks enjoyed facilities of town bathing beach and came back with nice sunburns. Visits exchanged with West Bros. showfolks showing near by. R. W. Morlock, general representative, ill several days in Moorhead, Minn., hospital. C. R. NEWCOMB.

headed by Postmaster Henry C. Schultz, assisted by Earl Werkheiser. Parade Saturday dumped over 4,000 on grounds. Show had complete control of street concessions. Bernie Estes, former Associated Press man with London office, new managing editor of *Easton Plain Dealer*, generous with space. Newsboys feted Tuesday. Wilno, Eddie Lippman and Whitey Ryan took part in studio broadcast via WEST. Strong advance advertising schedule in Easton, Allentown and Bethlehem papers as well as frequent spot announcements on local radio station. George Welsh and Maxie Glynn swapping cookhouse concessions with Endy and Marks shows, respectively, latter joining in Irvington, N. J. Charlie Hulfish renewed many of his home-town acquaintanceships. Dudley Race, retired showman, attracted many guests to his Mt. Vernon hotel. Speedy Merrill's Wall of Death top attraction and Boomerang had best ride business. GLENN IRETON.

Sims

Lachute, Que., Can. (Fair) June 15-18. Weather, rain on big day. Business, good.

Shows and rides opened for business Wednesday, altho fair was not officially opened until Thursday. With early arrival of visitors to exhibition business immediately started off good. Caterpillar topped rides for week, followed closely by Tilt-a-Whirl. All other rides and shows had good business entire engagement and natives remained on grounds until after 1 o'clock in morning. Lachute Fair among rural exhibitions in Canada has no superior in points of equipment, grounds and exhibits. Races were held



SOME PROMINENT SHOWMEN OF THE PACIFIC COAST: Left to right: Joan Hilderbrand in the arms of her father, O. H. Hilderbrand, owner-manager Hilderbrand's United Shows; E. O. Douglas, owner-manager Douglas Greater Shows; Pierre Ouellette, general agent for Hilderbrand, and William H. Myers, press agent and lot superintendent for Douglas Shows. Photo taken recently in Auburn, Wash., by Curlee Jones, The Billboard sales agent and mail man for the Douglas Shows. Office wagon is in the background right and midway to the left.

L. J. Heth

Huntington, Ind. Week ended June 18. Location, Gunthers' Field. Auspices, baseball club. Weather, good. Business, light.

Show moved from Findlay, O., and made good time putting up. After playing four Ohio stands shows have been repainted and also rides. Hippodrome has nice layout with plenty of live animals and a very smart pony act, dancing bears, monkeys and dogs. Side show has plenty attractions that are new to this show and meeting approval of patrons. J. J. Fontana away on a business trip. L. J. Heth busy with his pop-corn stand trying out some new Indiana corn. Writer played a celebration at Lagro, Ind., June 18 for Rev. Father Manion, pastor of St. Patrick's Church. Plenty of people came out but left early in day. Folks on show miss Little Jo Dean. She left for Rushville, Ind., after visiting her mother, Mrs. Dolly Friedman, of this show. L. J. Heth bought a new Ford truck to haul snake show. THOMAS PARKER.

Endy Bros.

Easton, Pa. Week ended June 18. Location, Cub's Field. Auspices, Four-County Firemen's Convention. Weather, variable. Business, excellent.

In spite of heavy showers Monday night turned best gate of season, with 30,000 paid admissions for week. First carnival to play Cub's Field in seven years. Fine co-operation by committee,

daily and seven free acts were presented twice daily. Only thing that kept week from being a big success was three hours of heavy rain on big day, but if all falls will have an attendance in equal proportion to Lachute season should be good. Jack Bently joined show with mouse game. Many visitors to show at Lachute came from Montreal, including quite a few from Belmont Park. Owner Fred W. Sims contracted for several free acts to join in near future. WILLIAM DAVIS.

F. H. Bee

Georgetown, Ky. Week ended June 18. Auspices, American Legion. Weather, good, except Saturday, when it rained. Business, excellent.

Move being short from Lexington, everything was ready to show Sunday afternoon, but the boss gave everyone a treat. All had a firemen's holiday and took in local picture theaters. Splendid co-operation from committee made week a pleasant one for entire personnel and especially way they handled tickets on gate and different attractions. C. A. Devore joined here with his 4-legged girl show and immediately became one of top-money shows. John Thompson's Hawaiian show scored in a big way. Since adding another dancer front looks like a big revue. Writer was a guest of city fathers at a puddles supper. In return for the party show invited all city and county officials, along with com- (See F. H. BEE on page 53)

Red River

(Baggage car)

Beardmore, Ont., Can. June 16-18. Auspices, Chamber of Commerce. Weather, cold and occasional rains. Business, fair.

Shows been battling bad weather for past three weeks. Only one day out of 21 was suited for business. However, personnel of Red River Shows are still in an optimistic mood as it just cannot last forever. Owners of shows are T. Baker and I. Mattel and have a splendid corps of men associated with them. Despite cold weather, rain and sleet shows have been taken down and set up and, most important, ready for business at advertised time.

Business in Keewatin, Dryden, Schreiber and Nipigon was spotty. Providing weather man had been kind these mining and lumbering centers in Northeastern Ontario would no doubt have been banner spots. Most of these towns are in a swampy and mountainous country and a lot of preparatory work has to be done before shows can effect a set-up. However, Baker and Mattel are carrying on with a smile. Management as well as personnel has been highly entertained by local citizens. New arrivals since last reporting: Mentalist camp, A. Martin; engraving, Frank Ochoski; cushions, John Barch; high striker, Herman Shaler; Bruce McKinnon and Jack Gorin, blower. Cece Case is talker for Revelation of Life show. Girls From Paris performers are Margaret Lang, Ola Samuels and Edna Rogers, specialty dancers; Fred (Curly) Clarkson and Cecil Briggs, musicians; Mickey Banner, emcee and producer; Bill (Heavy) Griffiths, talker and manager. TED ZIBRICK.

Frank West's

Bradford, Pa. Week ended June 18. Location, Seward avenue showgrounds. Auspices, Redmen's Baseball Club. Weather, clear and cool. Business, best of season.

Show chalked up another red one for all rides, shows and concessions as Bradford, oil center of Northern Pennsylvania and home of Kendall Oil, has not suffered much as result of so-called depression. Attendance was up to expectation and citizenry were liberal with their spending, showing that they were really show-hungry for first show of season. Harry Dunkel, general agent Cetlin & Wilson Shows, visited and contracted the same auspices for a week in July. Mike Conti, special agent, wrecked his car en route here. He suffered a fractured right hand but was able to take care of his many duties. He had front arch well filled with banners. Ted Woodward, in charge of billposting, now two weeks ahead, reports that Marietta, O., is well decorated for 150th Anniversary of the Northwest and Fourth of July jubilee. Neil Berk, general agent, away for a few days on business. Cliff Jewell confined to his hotel for a few days, but now much better. FRANK LA BARR.

Happyland

Detroit, June 13-19. Location, Livernolds and Cortland. Auspices, Faust Post Glee Club. Weather, fair. Business, good.

At last weather gave show a break and it went thru entire week with almost perfect weather. No rain fell at all during time show was open. Midway was crowded every night and everyone had a good week, particularly rides and shows. This was second engagement this year under this auspices. They are an energetic and capable group. A pleasure to work with such an auspices. Max Sanders added grocery wheel. Felix Bley, general agent of Gooding Greater Shows, a visitor. Special kiddies' matinee Saturday turned out very good. Ten thousand special coupons were passed out at schools and thru neighborhood and children came out. Lots of extra space on back end of lot, which boys converted into a baseball diamond. Several games were played and the not very artistic they were very interesting. Everyone had a great time, but there were plenty of sore muscles next few days. V. L. DICKEY.

West Bros.

Breckenridge, Minn. Week ended June 18. Location, Eight street show lot. Auspices, American Legion. Weather, cold first of week, fair last half. Business, poor.

With Fargo, N. D., lost at last minute due to mix-up in permits and fight between committees, this town was

booked Sunday night and show pulled in and was ready to go Monday night. Small town, but townspeople gave it good reception and spent the best they could afford. Much work was done during week painting and repairing. All fronts were repainted and much lettering work was done. Frank H. Owens, general agent, returned to show for a two days' visit, accompanied by his wife. Russ Morgan and wife, Mitzel, left in Fargo, and girl revue has been placed under management of Trixie Clark and Nelle Round. Minstrel show, Harlem in Dixie, received well by public. This show now carries eight-piece band, eight chorus girls and four comics and male dancers. **BRUCE BARHAM.**

O. J. Bach

Ogdensburg, N. Y. Week ended June 18. Auspices, Knights of Columbus. Weather, good. Business, excellent.

Altho week began slow, Wednesday found midway packed with amusement seekers spending freely at shows, rides and concessions. Best week of the season to date. Weekly social party held Wednesday evening following close of show at Fitz's Grill. Program in charge of Ma, Pa and Harold Chevrier. Ogdensburg home town of Chevriers, who thereby introduced many local entertainers during party in addition to old stand-bys of show. Everyone had a fine time. George Bezio, foreman of Whip, painfully injured when heavy bull-gear fell from truck and pinned his forearm. Injury required medical care but is coming along nicely. Jimmy Payne, of Chuck Linn Cowboys, featured during week over Radio Station CFLC, Prescott, Ont., Can. Friday Orphan's Day, with more than 100 little tots enjoying afternoon as guests of show, rounding off their holiday with pop corn, pink lemonade and a vaudeville show. Lots of paint spread this week, with Walter Gray doing most of the spreading. **LEO GRANDY.**

White City

(Baggage Cars and Truck)

Caldwell, Ida. Week ended June 18. Location, Rodeo Park. Auspices, American Legion. Business, poor. Weather, unsettled. Pay gate, 10 cents.

With a committee working against show instead of with it kept things in constant turmoil during engagement here. Difficulties began when committee rose up in arms over admission gate, contending it was an imposition on public to charge a fee to enter midway. Evidently public was not of same opinion, as they flocked the midway nightly to witness performances of Marlo and LeFors and May Collier, but spending of money inside was nil. Frustrated in their attempt in having gate taken off, committeemen paraded grounds with walking sticks in a belligerent attitude, which created arguments between showfolk and visiting public, keeping midway in a constant uproar. Had people been in spending mood they would not have been able to patronize shows, rides or concessions due to fact they were too busy witnessing battles created for their entertainment by committeemen. Despite all this antagonism committee was "Johnnie on the Spot" to demand their pound of flesh at termination of engagement, and what might have turned out to be a fair week of business was marred by their unwarranted action. General Agent Arthur Hockwald returned from his booking tour. A complete new banner line and ballyhoo platform was constructed by Frank Forrest for his Ten-in-One, giving his side show 120 feet of banner line. May Collier entertained a party of showfolk at a chicken dinner preceding a swimming party at a local pool. Mr. and Mrs. C. F. Corey gave a midnight repast at their bungalow to entertain members of the R. A. T. Club. Myles Nelson departed for a visit to his home in Olympia, Wash. Johnnie Herti created a dazzling effect to his Octopus when he added several hundred globes to the base of ride. Pa Slover was busy all week constructing a pop-corn and peanut stand on a trailer. Mr. and Mrs. Jelly Long were supervising construction of several new concessions. White linen suits have taken show by storm, and among showfolk appearing on midway were Ted LeFors, Frank Forrest, Myles Nelson, William Sinclair, Howard Tydings, Swede Oleson, Jelly Long, Johnnie Herti, Arthur Hockwald, Casey Taylor, Lloyd Hole, Pa Slover, Richard Thornton, Claude Renner, Joseph White, Earl Gold, Johnnie Sterling, Carl and Chris Hageman, Pat Hayes and Lu-Verne. Jean Casper left on a short visit to Los Angeles. Zona Brown was called to aer

home in Boise, Ida., by illness of a relative. Mr. and Mrs. Joe Williams' Models on Parade enlarged the show to 10 banners and did fair business. Mr. and Mrs. C. F. Corey made several trips to Boise on business. Mr. and Mrs. Al Weinstein, of Boise, visited show. Since joining Athletic Arena as an attraction "One-Gun" Keith Twegiliger Moprang Dinwoody Sutton has become a riot as loudest and most popular feature on midway. Mock battles staged at cook-house between Howard Tydings and Pa Slover has kept showfolk in stitches while public gaze on in bewilderment. While victorious, Arthur Hockwald is recovering from a "one-punch" battle with a committeeman in Salt Lake City and was unanimously tendered decision by all eyewitnesses. Recipient of baskets of red roses, Marlo LeFors attempted to hide her embarrassment when her admiring donors declared her to be prettiest woman on show, while showfolks were of same opinion. Marie Forrest's antics on ballyhoo platform has kept public gaping in amazement at her versatility. A surprise party was tendered Betty Corey upon her arrival from Los Angeles, which was attended by all younger members of show. **WALTON DE PELLATON.**

Elite

(Motorized)

Herington, Kan. Week ended June 18. Location, Athletic Park. Weather, clear. Business, fair.

Got away to good start Monday night but storm hit Tuesday night and night lost. Severe rain, wind and hail caused considerable damage to pit show, which was blown down. Annex withstood storm in good shape due to fact that Manager Blackie Pike was on job. Orval Cox, promoter and manager of Athletic Show, had nice business with plenty of talent. Charles Sinclair made business trip to Burlington. Mrs. Bladwin gave dinner party at Dally Hotel in honor of her son's (Philip Darling) 23d birthday. Those present: Mr. and Mrs. Orval Cox, Doc Wright, Mr. and Mrs. Bert Banty and daughter, Jennette; Mrs. Charles Rotolo, Mr. and Mrs. F. C. Bogle, Mrs. Mabel Conway and Ruth McFarland. Three-course dinner was served, at end of which Darling was presented with a traveling kit and shaving set. After show Thursday night a surprise party was held in Darling's honor by entire show personnel. Ice cream and cake were served. Slim Johnson, of Midwest Merchandising Co., called on concession men and received orders. Willis Clark is pinch-hitting on scales. All softball games were postponed this week because of bad weather. Pete Sterns now selling tickets on Loop-the-Loop. **DON FOLTZ.**

Howard Bros.

Beaver Falls, Pa. Week ended June 18. Location, Bridge street. Auspices, American Legion. Pay gate. Weather and business, good.

Rochester, Pa. Week ended June 25. Location, Water street. Auspices, American Legion. Five-cent gate. Weather, rain. Business, fair.

A birthday party was given at Rochester by members of show for Mr. and Mrs. Ray Howard, whose birthdays fall on June 23. Lunch and refreshments were served. Entertainment by members of show was held in Girl Show top and was emceed by Floyd Short, operator of Girl Show and Pleasure Price show. Gus Kant, of Kant Novelty Co., did a strip-tease number. Many beautiful gifts were given. Harry Wissner, Legion district commander, gave a nice talk. This was the second year that the party was held in Rochester. Show went into West Virginia after Rochester. **MRS. F. A. SHORT.**

B. & V.

(Baggage cars and trucks)

Southbridge, Mass. June 20-25. Auspices, Italian Society. Weather, fair. Business, bad.

On Tuesday, June 21, at 3:45 a.m. a daughter was born in their trailer to Mr. and Mrs. Justin Van Vliet. Mother better known as "Queenie" is show's secretary and the father general manager. Both mother and daughter doing fine. Billy Outten joined with his high-diving act in Cohoes, N. Y., week before with all new equipment from tank to costumes. He gives a pleasing act, with Jerry Outten doing fancy diving; Jack Davis clowning and Billy Outten doing high dive. All costumes are new and elaborately decorated with rhinestones. Whitey Corry, who has Athletic Show, is doing well. He has had several up-

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sets in this section by a local boy known as "Beef Stew," who takes him and his protegee, Jean, to floor regularly. Ticket seller on main gate is Grace Arlotta and Vince Russo is Chairplane foreman. Business this season so far has been very bad, but everyone with show is optimistic as to future.
J. CHARLES ROBBINS JR.



W. C. Kaus

Kingston, Pa. Week ended June 25. Auspices, Six-County Firemen's Convention. Weather, hot. Business, excellent.

Attendance records for this celebration broken. Over 50,000 paid admissions at main gate. First week this season that rain has failed to mar at least one day. Local firemen co-operated 100 per cent, keeping grounds patrolled inside and back of shows. Police very active in handling crowds and other details satisfactorily. Concessions and shows worked due to some real diplomacy on part of Edward Cooper, adjuster. Revelations of 1938 show did near-capacity business all week and topped shows, Motordrome second. Oddities on Parade show had best week of season. Serpentina packed them in, Geeko held crowds nightly and snake and monkey show did very good at reduced prices. Octopus topped rides; Skooter second. Big Ell Wheel and Whip were popular rides, both getting good play.

Russell Owen's bingo topped concessions, holding crowds until after midnight. Walter Cox's mouse concession got good play, being new in this territory. Penny pitches, hoop-la and ball games sprung up like mushrooms during convention. Convention observations: Monday 20,000 firemen and friends registered at convention headquarters. Tuesday, annual banquet. Wednesday, Mummies' parade, with \$500 in prizes given. Thursday, convention parade and 20,000 paraders braved seven-mile route in boiling heat. Friday, firemen's ball. Saturday, band concerts on show-grounds. Observations on midway: Visiting firemen spent freely. Henry Weddle received lacerations of scalp. Seven stitches inserted. Fractured skull when a panel front collapsed while tearing down. Now confined in St. Joseph Hospital, Carbondale, Pa. Lilly Burgess confined in General Hospital, Wilkes-Barre, Pa. Mrs. Ed Cooper back on show after three weeks' illness and looking better than ever. Heat wave struck show colony, pools and swimming holes packed daily. That prosperity finally hit midwayites was proved by many shoppers back and forth to Wilkes-Barre. Adolph Kaus busy man all week superintending his Octopus and Skooter. Bob Howell taking a glance at his out-of-the-ordinary python front, all lettering, no pictorial. Mr. and Mrs. W. C. Kaus entertained friends and relatives all week in their modernistic trailer. Blondie Mack kept busy overseeing his many concessions. Hawaiian Village and Revelations, both girl shows, make flashy appearances on the bally with their girls. Mack's eating emporium popular meeting place for all showfolks. All feel at home since new tables have been installed. Billy Kaus Jr. expressed pride in his school progress upon his arrival on show since closing his term in New Bern, N. C. Jay Mengel credited for his

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gentlemanly manner in which he conducts Revelation's front and his masterly control of English language. Virginia Warwick, platinum blonde, attracting attention with her new gowns. Mr. and Mrs. Jack Coleman departed for home, illness in family. Bob Howell will manage Serpentina until the Colemans return. Kaus Social Club postponed weekly meeting on account of celebration. Bingo was held as usual Friday afternoon.

New arrivals: Revelations of 1938, Harvey Potts, manager; Norman Warwick, tickets; Jay Mengel, talker, and Ethel Potts, wardrobe mistress and chorus producer. Dancers: Virginia Warwick, featured; Madaline Ramsey, Sue Snyder, Ann Suter, Thelma Todd and Princess Nadja. Wall of Death, Stellman brothers, managers, and Frank Turner, talker. Riders: Stanley and Buddy Stellman and Dainty Olga. Joe Rock, foreman on Skooter. Herold Gamble, foreman on Octopus. **BOBBY KORK.**

Kaus

(Baggage cars)

Hillside, N. J. Week ended June 18. Auspices, Veterans of Foreign Wars. Weather, two days rain. Business, fair.

Opening scheduled for Sunday night but rain interfered. Rain in late afternoon Monday and again about 9 spoiled that night also. Show got under way with clear skies Tuesday and weather continued clear balance of week. Lot rather small and show cramped up. Fair amount of business done, with Friday night continuing to be big night for attendance. Ray McWethy and Harold Lucas on sick list this week with the grippe. Warren Buck brought a very important addition to Elberta Meck's Monkey Circus in person of a giant Nubist baboon. At any rate he seems almost a person in intelligence he shows in performing his act. Hillside Athletic Club challenged show to a three-game series of softball. A team was hastily organized, and altho two games only were necessary, show team credited with holding score close. City fathers, headed by Mayor Vogel and Chief of Police Sanford, led visiting list this week. Mrs. Ray McWethy and Ray McWethy Jr. visited over week-end with Ray McWethy Sr. Mr. and Mrs. Tony Desmore, late of Miami Zoo, visited Mrs. Alberta Mack. Mrs. Mack also had a surprise visit from her brother, Paul Thomas. Mr. and Mrs. Carl Davis also had visitors: Mrs. Morgan, concessioner in an amusement park at Newark, and Mr. and Mrs. Finnigan, of Newark. Harry Heller, of Heller's Acme Shows, was a midway visitor. James Cucca, wheel foreman, visited his folks in Providence, F. I. Mrs. Elberta Mack and Richard Mack visited O. F. Mack on No. 2 unit. Mrs. Tillie Burns and Mrs. Bessie Traylor took

a shopping trip into New York. Mrs. Julia Kaus is again on show after having spent spring with her daughter, Mrs. Tressie Daher, of Johnstown, Pa.
LESTER KERN.

Patrick (Motorized)

Walla Walla, Wash. Week ended June 18. Auspices, D. A. V. Location, Pasco highway, city limits. Weather, bad. Business, good when weather permitted. Pay gate 10 cents.

Show broke in a new lot. Johnny Bauers joined with a Ten-in-One and Girl Show. New dancers are Pattie King, Naydine Bauers and Edna Miller. Bull Montana added a new concession, with Jeffers and Bill Farnsworth as agents. Eddie Lane is in clothespin store. Owner W. R. Patrick was host to newsboys. After he had taken them on rides and in shows, Mrs. Patrick made their day complete by buying them ice cream cones. P. Kerr and C. Thompson are now magicians in Ten-in-One show and Jolly Trixy, fat woman. Several on show went over Friday to pay Al G. Barnes Circus a visit. Monroe Eisenman left first part of week to advance show into Orofino, Ida. Freddie Walker returned to show after extended trip thru Idaho and Oregon. Carl Lindell and wife left show for their home in Portland, Ore. Visitors: Tennis Randall, Mike Rosen and Jimmy Wear. BOB KING..

Crowley's

Council Bluffs, Ia. Week ended June 25. Location, 10th avenue and G street circus grounds. Auspices, Veterans of Foreign Wars. Pay gate, 10 cents. Weather, one night cloudy, one rain and one cool. Business, fair.

From Sioux City train and overland fleet recorded fastest move this season. First three days ideal weather and midway packed. Wednesday night's business came late, quick finish of Schmeling-Louis fight released radio listeners all over town. From 9:30 to 10:30 show fans swarmed midway, but patronage of tent theaters, rides and concessions not so good. Threatening clouds Thursday night lowered attendance. Friday night in drizzling rain small crowd proved best spenders of week. Saturday matinee fell off account low mercury. Wraps and overcoats in evidence Saturday night with business chilled. Wednesday afternoon set as Sabbath on lot by

George C. Crowley, show owner. More than 300 persons, showfolk and towners, in canvas church this Wednesday. Doc Waddell, chaplain and pastor, in charge. Dr. August L. Strankman, spiritualist preacher, introduced. Instrumental music by Musical Crawfords. Dolly the Doll, midget soloist. Sermon, "Right Living," by Pastor Waddell Omaha and Council Bluffs papers carried stories with pictures. Tuesday in Jennie Edmundson Hospital 10½-pound girl born to Stanley J. Gross, museum owner, and wife, Connie. Dr. Joseph Thornell, showfolks' friend, attended. Dolly the Doll entertained Lions' Club. Birthday parties for Evelyn, wife Sammie George, Crowley's Sally Rand; Jewel Sloan, ride foreman; Russell Haskett, on Skooter ride, and 2-year-old Arthur Gross, son of Mr. and Mrs. Stanley Gross, who here one year ago had his first birthday anniversary. Gifts and dinners evidenced. Surprise parties for Mrs. Ike Wolfinger, operating photo gallery, and Mrs. V. McLemore, running bingo game. Both Council Bluffs born and reared. Local folks brought gifts. Newspapers featured parties. Robert K. Norwood, orator for Girl in the Goldfish Bowl, and Jewel Dunlap, dancing girl, married Saturday. Buddie Bailey and wife, Dory, joined Thrilldome. Dory to ride and Buddie to orate. Three lions arrived for Thrilldome. Clyde Hill working Military Teddy Bears. Bud Gross adding to his Cavalcade of Wonders Its roster: Harry Bush and Clarence Fursee, tickets; Shorty Hinkle, ballyhoo clown; Bill Sheets, second opening; Mel-Roi, mentalist; George Hershley, magician; Flamo, human volcano; Dolly the Doll, singing midget; Pete Barrett and wife, illusions; Terrance O'Malley, Popeye; Ruth Brown, bearded lady; Musical Crawfords, accordions, piano and bell ringing; Ernie Doam, human art gallery; Leo Ballman, iron tongue; Lou-Louette, main annex, sex contradiction; Josephine Generro, inside lecturer; Blanche and Little, Australian whip crackers; Margaret Fursee, torture cabinet, and Robert Mills, fat boy. Myron Clevenger has two 5,000-watt searchlights on top transformer wagon. His office in wagon arranged so can see every party of midway. Mr. and Mrs. James V. Boone called to Geneseo, Ill., to funeral of Mrs. Boone's mother, Mrs. Hannah A. Johnson, who died at Pontiac, Mich. Memorial service held for her by showfolk. Also for C. B. Frederick, retired circus man, who died in Wichita, Kan.

GEORGE WEBB.

Eric B. Hyde

Washington, D. C. June 15-25. Location, Georgia avenue and Underwood street. Auspices, American Legion. Weather, rain. Business, good.

Business good when weather was such that folks could get out and several nights found a good crowd in a drizzling rain. Committee gave wonderful co-operation and did everything in its power to make engagement a success. Major Scott made a trip in connection with early fall fairs. H. L. Hardin made business trip to South Carolina. Manager Eric B. Hyde and writer had a check-up at Mt. Alto Hospital. Manager Hyde joined Ft. Stevens Post of American Legion. Johnnie Webb has added quite a number of people and features to his Ten-in-One show. Washington papers were liberal with space and carried many stories of show during entire engagement. Owing to bad break in weather show extended engagement until Tuesday night, June 28.

WILLIAM C. EARLE.

Keystone

(Motorized and baggage cars)

McKeesport, Pa. Week ended June 25. Auspices, K. of P. Weather, variable. Business, light.

One of those spots that sooner forgotten better. Ideal location on edge of city limits across from city park. Large crowd opening night and during early part of week. Wednesday lost owing to being rained out. Committee poorest one of season, very weak in co-operation and one of kind that wants all but gives nothing in return. Sad loss occurred here this week when favorite hunting dog of C. A. Hartzberg died. Buddy was a great favorite of owner and also with everyone on show. William Cooke put over live baby give-away contest. Visitors: Sam Lawrence, of Sam Lawrence Shows; Joe McLaughlin, of Memorial Theater staff of McKeesport, showman's friend; Dare-Devil Oliver and wife residing here, who visited with folks of free act. Harry Agnew has flashy corn game. Lawrence Hoffman and wife left to take

job in park in Ohio. General Agent Murray visited show Friday accompanied by Legion Commander Hip Cummings and party from Canonsburg, Pa. He was very much pleased with performances of Unicus Troupe and Revolving Arontys, free acts. H. V. and Marion Leamon left. Parisian Revue in new hands. Keystone Shows baseball team piling fresh laurels every week. Octopus ride, here for first time, topping rides gross. Captain Lyons adding new acts to his trained Monkey Circus. Bob Cruver still handing out the mail and many copies of *The Billboard* every week. Saturday night here, just as free act program had ended, a cloudburst; result, another Saturday night teardown in rain and mud.

BOB CRUVER.

Crystal

Greeneville, Tenn. June 20-25. Location, Lonesome Pine Trail. Weather, ideal. Business, good.

Despite fact this was third show here this season, this was a red one for everybody. Over 3,000 attended Friday night and Saturday went just a bit over 5,000. Wonderful tie-up with merchants' tickets and also splendid support by Boy Scout troop. Side Show topped shows; Sam Petrali, second. Doc Carlo did nice business with both shows. Life and Twins. Walter Bunts, shows' public relation man, is doing a nice job. Young Billy Bunts is learning cookhouse business fast and looks like he may get a promotion soon.

R. G. FELMET.

Jolly Jaiilet

Rouseville, Pa. Week ended June 25. Location, new lot between Oil City and Rouseville, Pa. Auspices, Parent-Teachers. Weather, ideal. Free gate. Business, poor.

New girl show came on Monday making an added asset to midway. Frankie Werner and his Diamond Lil Revere with an 80-foot banner spread. Crowe Miller's Side Show has been topping shows. Chairplane top ride. Don Carlo has been added to Miller's Side Show with his knife throwing and whip-cracking. Dick Martin is new electrician and also handles mail and *The Billboard*. Mike Miller is handling advance billing. Jaiilet's son, Howard Jr., is spending vacation on show since school is out. Frank Bland, general agent, had Sheffield American Legion committee on lot Saturday evening. Number of show fans were on lot this week, including Rose Scalley, of New Brighton, Pa.; Isabel Louise Seaton, of Franklin, Pa., and O. W. Davis, of Central Labor body of Warren, O.

FRANK BLAND.

Gruberg's

Rochester, N. Y. Week ended June 25. Auspices, William Dowd Post, American Legion. Lot, Buffalo road and Barge Canal. Ten-cent gate. Weather, fine, except Saturday, rain. Business, good.

Show cannot seem to get in a full week of fine weather as it rained Saturday all day. Fine auspices and best co-operation possible. Legion, for which show played last year with much success, was 100 per cent efficient, and with help of Charles Tuttl every possible avenue of exploitation was used. Morris Stokes did a splendid job of billposting. Two radio stations broadcast five times daily with two half-hour sessions direct from the grounds. *Rochester Democrat-Chronicle*, *Rochester Times-Union* and weekly *Sun* carried stories before and during show's stay in every issue. In fact, nothing was lacking in exploitation end of affairs, and all preliminary details were arranged by Joe Mannheimer, contracting agent. Gate and receipts up to Friday night were in excess of last year. In spite of everything it was best week of season and everyone got money. All concessions worked and shows cleaned up as a rule, with few exceptions. Norman Wolf topped midway again, with Charles Gramlich well up on money. Lillie Dawn was big attraction on French Casino. Dorothy Stone and Dell Crouch on Wall of Death, furnished thrills, and Cyclone Bell rode thru flaming wall and gave spectators a sensational free act. Al Paolert made hay while sun shone on Esquire show, Elsie Wolf doing lecturing. Jean-Eugene entertained crowds in Aphrodite tent. Hall of Science did well, and Look, under direction of Fats Loraine, was in money. Alcatraz Prison Show had best week of season. Midgets, with Princess Virginia as chief entertainer, ditto. O-We-Go, jungle man, had good business. Al Blondie, with monkeys, did his share. Life Show, completely rebuilt, under management of Dr. Ross Perier, scored heavily, and

due to hard work and capable handling is grossing satisfactory returns for both office and manager. Doctor is quite at home with a carnival. Much of smooth and efficient running of show's activities is due to very efficient manner in which new manager, Jimmy Rafferty, handles details, men and women. He is a great asset to organization. A new team came on for Side Show, Professor Kessler and wife. Butch Cammero and Jimmy Merrino joined with two concessions. Lou Cleaver brought his mouse game on for season. Harry Berger has new chromium store. James Tibbs brought two stores to midway. Harry Kahn added another concession with Harry Green in charge. Walter Tisky did a land-office business with "Charley McCarthy" dolls. New trailers were bought by Barkoot Pasha, Norman Wolf, Whitey Hewett, Paddy Lynch, Bill Wright, Wilhamena and Lottie May Cherry and C. P. Fawn. Sheba, mascot hound, has a new dog house, and Felix, mindreading duck, a nice wire cage. Most of Beau Brummells on show are dolled up with new Rochester-made clothes.

DICK COLLINS.

Gold Medal

(Motorized)

Cudahy, Wis. Week ended June 26. Location, South Packard street show-grounds. Auspices, Holy Name Church. Weather, clear and warm. Business, very good.

Show invaded Wisconsin at Cudahy, six miles from downtown Milwaukee. Town was well heralded, but on short notice, but big surprise date of season. Town, as usual, condemned by personnel of show before arrival, turned in biggest gross of season. Father Stencil, head of church and a fine person, was on duty each night. His fellow parishioners lent every aid to make show a success, it being their first experience in this sort of an event to raise funds. Much visiting between Gold Medal organization and Hennies Bros.' Shows, playing 10 miles to north in Milwaukee. Ned Torti, with a hand-picked bridge player to his sorrow, came over for a few rubbers of bridge with Manager Bloom and Bucky Allen. Show makes longest move to date for its Fourth of July stand, 194 miles to Marinette, Wis., where it will make seven days on Stephenson Island, midway between Marinette and Menomonie.

H. B. SHIVE.

Model

(Railroad)

Richmond, Ky. Week ended June 18. Location, circus grounds. Weather and business, good.

Lebanon, Ky. Week ended June 25. Location, fairgrounds. Weather, good. Business, fair.

Business increased latter part of week. First of week plenty of opposition in one circus, one dramatic show, Lassie White's Minstrels and a fiddlers' convention. This was second week of season in which show has not had from two to four days' rain. Several new concessions joined, including T. A. Stevens, Herschel Wright and Charlie Lee. New shows joining here were Bertha-Bert and Slim Reynolds, with two attractions. Howell, owner of Lindy-Loop, went to Kalamazoo, Mich., with his truck and brought back some concessions and other show property, which will be added to show. Henry Davis, owner of Merry-Go-Round, was stricken and rushed to University Hospital, Charlottesville, Va. Latest reports are that his condition is satisfactory, altho he will be confined there for some time. His son, Mervin Davis, came from Charlottesville to look after his father's interest on show. Mrs. W. R. Harris returned to show after four weeks in General Hospital at Knoxville, Tenn., where she underwent a major operation. Joseph Polin, secretary of Washington County Fair, Springfield, Ky., a visitor. Corn game, operated by Sam Serlen and E. B. Braden, makes a flashy appearance at head of midway and is getting its share of business. Mr. and Mrs. Jack Kennedy's cookhouse is complimented daily and is well patronized by show people. Carl Mack, operator of new Krazy-House, is well pleased with business for season so far. George Parrott, trainmaster, was complimented by both railroad officials and natives for speed and dexterity with which show train was unloaded. First railroad show to play Lebanon in some years. Manager Harris is putting finishing touches on several new attractions that will be featured during fair season. Cliff Gregg gives public plenty of excitement with his cannon act as free attraction.

FRED MEYERS.

"EXTRA"
ONE TO A CUSTOMER
12x10 Brand New Cable End Concession Tent, 12 ft. wide, 10 ft. deep, 5 ft. 6 in. awning, 10-oz. d. f. Khaki, 3 ft. Bally across 12-ft. front. 8-ft. wall, 8-oz. Khaki. Red trim inside.
Price \$38.50
This Price Good Only Until July 9.
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WANTED Electrician
Must Be Thoroughly Experienced.
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Positively Must Be Sober at All Times.
Address
ART LEWIS, Gen. Mgr.
ART LEWIS SHOWS, week July 4 to 9, Solway, N. Y., adjoining Syracuse.

WANTED
Real Performers for **COTTON CLUB MINSTREL SHOW**, also Outstanding Acts for Side Show. Address
GOODING AMERICAN EXPOSITION SHOWS
Covington, Ky., July 5 to 16, inclusive.

SENSATIONAL HIGH ACT
WANTED
For Kalamazoo, Mich., July 15 to 23
Full information and price to **HAPPYLAND SHOWS, INC., River Rouge, Mich.**

Hennies Bros.

(Railroad)

Milwaukee, Wis. Eleven days' engagement ended June 23 at Second and Capitol drive. Auspices, Safety Post of Veterans of Foreign Wars. Weather, good, but chilly in evenings. Attendance, very good first part. Business, fair.

Finally Hennies Bros.' Shows got in a full week without being rained out one single night. Train loaded alongside of Second and Capitol drive lot and transferred over switch move some 11 miles to second location, 35th and West Lincoln, on south side, for six-day stand—same auspices. Many visitors from Oscar Bloom's Gold Medal Shows, they playing Cudahy, Wis. Several from this show visited them Friday night while Hennies midway was taking a day of rest before opening Saturday, June 25. Clint Nogel added a very pretty neon panel front to his penny arcade. Jack Palge added Cab Hovath, late of Club Milwaukee, to his Red Hot and Blue production as emcee. Dick Ready is now talking again on Bill Kemp's Lion Motordrome, coming in week from Houston, Tex. Bill Cain, accompanied by Mrs. Cain, arrived to join Lorow Bros.' Attractions. W. H. Belmont has been handling inside of W. L. (Bill) Collins' Fact show in a most capable manner. Mrs. Al Zimmer underwent a most serious operation past week, but is doing nicely in the Deaconess Hospital. Mrs. Tom Adams was also a patient for five days at same hospital due to a nervous disorder. Margurite and Denny Pugh arrived from Dallas and will be with show rest of season, Denny putting on three concessions for fair dates. Mr. and Mrs. Homer Robinson were blessed with a new arrival, a 6½-pound girl, June 27, mother and baby doing nicely. Denny Howard was overheard placing an order for a bicycle with Ned Torti, to be shipped to his daughter, Pat, in Chicago. J. M. Stone and Agents James Rounds and Odell McCandless have rearranged their attractive concession. It ranks with prettiest among 20 merchandise stands of Hennies midway. Mrs. R. L. Lohmar returned to her home, Morton, Ill., after a most pleasant visit with husband and her many friends around show. Herb Smart has been with Sis Dyer's Monster attraction and Mrs. Smart with Sis Dyer's mentalist booth. Word received from Mrs. Harry W. Hennies, from Rochester, Minn., that Mrs. Daisy Hennies, mother of Orville W. and Harry W., has been released from St. Mary's Hospital and both will return to the show when it plays Kenosha, Wis.

JOSEPH S. SCHOLIBO.

Hartsock Bros.

Camp Point, Ill. June 20-25. Location, City Park. Auspices, American Legion. Weather, fair, excepting Saturday, when rained out. Business, fair. Free gate.

Staff: Walter Hartsock, manager; Martin A. Wirth, general representative and press; Mrs. Walter Hartsock, secretary-treasurer; Carl Jarvis, electrician, and Harry Luper, carpenter-mechanic. Rides: Big Eli Wheel, Byron Hartsock, foreman; Romagne Hartsock, assistant. Merry-Go-Round, Frank Inman, foreman; Lewis Hartsock, assistant. Dangler, Roy Hartsock, manager; Norman Parsons, operator. Shows: Jungleland, Ray Cass, manager; Mrs. Cass, tickets and lecturer. Nights in Paris, C. D. Anderson, manager. Athletic Arena, John Susich, manager and wrestler; Johnny Seals, boxer. Concessions: Ben Lochman, cookhouse. Carl Jarvis, candy floss and snow cones. Harry Phillips, bingo; Evelyn Wirth, bumper, cigar gallery and percentage wheel; Cleman Lee, Erie Diggers; Howard Buckley, short-range gallery; George W. Davis & Son, ball games; Lee Armistead, high striker; Joe Green, mentalist booth and over and under; Thomas Jeffery Jr., penny pitch; Benny Grace, photos and pop corn.

Warsaw, Ill., on streets, auspices fire department. Weather was ideal and business very good. First week of season that good show weather prevailed, and a good week's business was had by all, altho shows and rides were patronized more heavily than concessions. Harry Phillip's bingo got its share, and Evelyn Wirth's bumper ran completely out of stock Saturday night. Camp Point, Ill., opened very good first two days, then dropped slightly for concessions, altho shows and ride business increased mightily until Saturday, when a heavy rain in morning and another steady drizzle commencing about 7 p.m. caused patrons from out of town to return to their vehicles and go elsewhere. Result was an almost blank-

out. Everyone painting up. Walter Hartsock bought a bus, which will be remodeled into an advance and advertising car with calliope.

MARTIN A. WIRTH.

Byers & Beach

(Motorized)

Macomb, Ill. Week ended June 26. Auspices, Athletic Club. Location, Ball park. Business, good.

Attendance marks set up during season were surpassed here. Altho crowds were a little more liberal than in previous weeks, receipts still decidedly under a normal week's gross. Business built up with every night and prospects were bright for Saturday night, but shortly before opening time rain practically submerged lot and night was lost. Show Owners Carl Byers and Harry Beach and Athletic Association immediately made arrangements for another night's showing. Larsen's Band gave several concerts downtown Sunday and crowd that milled about lot during evening well justified extended showing. Mock Court made its initial appearance Wednesday night after show closed and met with such success that court promises to be a weekly feature. Following officials are presiding: Judge, Jake Moore; prosecutor, Buddy Buck, and clerk, Carl Larsen. Carl Byers and John Howard spent Friday in Chicago on business. Earl Tyree, of frozen custard, is making an extended business tour of Middle West. Visitors: Charley Goss, Standard Chevrolet; Milford Smith, Campbell Tent and Awning Co., and Lee A. Sullivan, Eli Bridge Co.

DON TRUEBLOOD.

Zimdars

(Motorized)

Gary, Ind. Week ended June 25. Auspices, Gary Safety Council. Location, Monroe and 27th street lot. Weather, clear. Business, fair. Attendance, good. Ten-cent gate.

Show played on colored show lot and showed to most unruly crowd that it has ever been this show's misfortune to play to. Committee under direction of Dick Kaplan provided enough local police to maintain a semblance of law and order. Attendance was good, altho only a fraction of crowds came thru front gate. Rides did bulk of business, it being almost impossible to give a show and sell tickets. Office reports that it came out on short end of finances. Robert R. Kline show and Curly Vernon's show played close by and many visits were exchanged. Stayed over Sunday, having lost most of Saturday night due to rain.

BUDDY MUNN.

Huggins' West Coast

Seattle, Wash. June 21-26. Location, Denny's Re-grade. Auspices, W. B. N. Association. Weather, ideal. Business, excellent.

Seattle was long-awaited red one. Show grossed double best week previous and all shows, rides and concessions went big. Many new concessioners joined here and will continue with the show. Work was begun on new Motordrome for Clark Willey, whose drome was destroyed by fire en route here. Business was good and public approval genuine. W. C. Huggins entertained many friends and visitors as Seattle is his home town and winter quarters for show.

CARL FOREMAN.

O. C. Buck

(Baggage cars and trucks)

Hempstead, N. Y. Week ended June 25. Elks' Fair. Location, clubhouse grounds. Weather, ideal. Business, little off from previous years.

For 14 years Elks of Hempstead have held a fair. For 14 years Oscar C. Buck has furnished attractions, and this was no exception. Each year show has returned bigger and better and this season the show presented more rides and shows than before, which received the acclaim of entire Hempstead population. One bad break to mar engagement was a free-for-all (not exactly a Hey Rube) which took place on Friday night, and 4,000 patrons went scurrying home. Business was not up to former years, but all in all the show did a nice week's business and the date proved profitable to all. Tom Hasson has been busy the past week building a new side show, this in addition to the one already operating. Will use only 55-foot front and use about five attractions inside. Vivian Snyder is the new rider in Jockey Roland's Motordrome. Tom Heffernan's father and brothers, Jim and John, and sister-in-law were visitors Tuesday night.

HAPPYLAND SHOWS, INC.

Want High-Class Shows and Legitimate Concessions for the following Celebrations and Fairs in Michigan: METROPOLITAN CLUB SUMMER FESTIVAL, KALAMAZOO, JULY 15 TO 23. MICHIGAN PETROLEUM EXPOSITION, MT. PLEASANT, JULY 26 TO 31. FOWLerville FAIR, FOWLerville, AUGUST 3 TO 6. LAPEER COUNTY FAIR, IMLAY CITY, AUGUST 8 TO 12. LITTLE WORLD'S FAIR, BAD AXE, AUGUST 16 TO 19. WESTERN MICHIGAN FAIR, LUDINGTON, AUGUST 23 TO 27. NORTHWESTERN MICHIGAN FAIR, TRAVERSE CITY, AUGUST 30 TO SEPTEMBER 2. ALPENA COUNTY FAIR, ALPENA, SEPTEMBER 5 TO 9. SAGINAW COUNTY FAIR, MICHIGAN FARM PRODUCTS SHOW, SAGINAW, SEPTEMBER 11 TO 17. ALLEGAN COUNTY FAIR, ALLEGAN, SEPTEMBER 20 TO 24. JOHN T. REA WANTS FEATURE GIRLS, DANCERS FOR REVUE. MAN AND WIFE TO HANDLE NEWLY FRAMED SNAKE SHOW. FEATURE ATTRACTION FOR SIDE SHOW. SPECIMENS FOR UNBORN SHOW. CAN PLACE SENSATIONAL HIGH ACT FOR KALAMAZOO, JULY 15 TO 23. ADDRESS

HAPPYLAND SHOWS, INC., River Rouge, Mich., to July 13:

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ITALIAN CELEBRATION, HAMMONTON, N. J.,

WEEK JULY 11.

DELAWARE STATE FAIR, HARRINGTON, DELA.,

WEEK JULY 25.

WANT Grind Shows of merit with own equipment. Can place Silodrome for wonderful drome territory.

WANT Kiddie Rides, Boomerang, eight-car Whip, Double Loop-o-Plane, Stratoship and Lindy Loop.

ALL EATING AND DRINKING STANDS OPEN. Can place all legitimate Game Concessions. All for long circuit of outstanding fairs ending the middle of November.

All address

CETLIN & WILSON SHOWS, INC.

This Week, LOCK HAVEN, PA.

L. J. HETH SHOWS WANT

Cook House, join immediately. Legitimate Concessions come on. Must be up to standards. Mrs. Heth Wants Ball Game and Penny Pitch Agents. Tinter for Photo Gallery, Girls for Revue. Mrs. Friedman wants American Palmistry Readers. McLeansboro Fair, week July 4. Week July 11 open. Newton Fair July 18; Harrisburg Fair, week July 25. Beardstown Fish Fry, on the streets, week August 1; Greenup Fair, August 8; week August 15 open; Fairfield Free Fair, week August 22; all in Illinois. Eight Southern Fairs to follow. Show stays out until first of December. Fair Secretaries and Committees come and look us over.

ROYAL EXPOSITION SHOWS

WANT Concessions, including Grind Stores, Ball Game and Wheels of all kind. CAN PLACE Posing Show. Have complete outfit with Panel Front. ALSO WANT money-getting Grind Show. CAN PLACE Diggers. Week July 4, Altoona, Pa.; week July 11, Johnstown, Pa.

Address: BERT ROSENBERGER.

FREAKS AND ACTS WANTED

FOR No. 2 SIDE SHOW.

Ticket Sellers that can make openings. Must help put up and take down. CAN USE Mind Reading Act, also a strong Feature. No Half-and-Halves. Write or wire

PETER KORTES, Beckmann & Gerety Shows

Appleton, July 5 to 9; Sheboygan, 11 to 15; then Milwaukee, 17 to 23; all Wisconsin.

Al and Mary Crane entertained all the homefolks during the week. A bouquet to Jimmy Allen, probably youngest ride foreman in business. Merry-Go-Round up every Monday by noon. All the ride foreman come in for praise, as not a single one has ever missed Monday night regardless when the show arrived. Bobby Ritchey, daughter of Mr. and Mrs. Billy Ritchey, welcome visitor for balance of season, coming direct from college at Maryville, Tenn. Phil Isser and Ben Williams, both playing near by with their shows on the midway. Roy Van Sickle delayed by truck trouble in move into Hempstead, but opened on time.

R. F. McLENDON.

Buckeye

(Motorized)

Floral, Ala. June 21-25. Masonic Day celebration. Location, on streets. Weather, ideal. Business, good.

Moved from Foley, Ala., to Floral Monday. Show opened Tuesday night to light business. Increased each night un-

til 24th, which is one day of celebration. This Masonic celebration has been held annually on 24th of June for past 67 years. Between 20,000 and 30,000 attending each year. Quite a time was had this season in obtaining parking for house trailers, as Federal White Winged Beetle Control had entire charge of all vacant property and would allow no parking on any place until same was treated. All were finally set in city park, an ideal spot overlooking one of the prettiest lakes in this territory. All rides, shows and concessions did near-capacity business on big day. Shows largest gross on any one day of season. Jolly Clare was especially well patronized. Don Carlos Monkey Show did a capacity business and left show here. Hot weather hindered Old Bruno, Lon Morton's wrestling bear, and he had to be given time out between bouts. Newspapers were liberal with space and gave show good publicity. Fourth year snow has played this annual celebration. Mayor and aldermen were daily visitors and were entertained by Mr. and Mrs.

Joe Galler. Before being permitted to move at end of engagement White Winged Beetle Control forces cleared pavement. Burnt it off with torch and then inspected every article and sprayed everything that touched ground, including all canvas.

H. G. STARBUCK.

W. E. West (Motorized)

Mexico, Mo. Week ended June 25. Business, fair. Weather, good. Location, circus grounds. Five-cent gate.

W. E. West bought a new late model Loop-o-Plane. Several new shows joined, including Bill Mylers, Little Egypt and Monster shows; Blackie Seamster's Geek and Rose Girl shows and writer framed a new Illusion show and Mr. and Mrs. Jimmie Sullivan are operating it. Mr. and Mrs. Joe Ulear received wire from Mrs. Owen Jones announcing birth of a girl, Janet Kay. Mr. and Mrs. Jones were so confident baby would be a boy they had already named it Bill. Joke is on them, as everyone is asking Owen what happened to Bill. Bobbie Bow, of Cincinnati, was a visitor. Her sister is Mrs. James White, who operates Peaches and Temptations. Miss Bow is a show girl.

BETTY JOHN.

Funland

Columbia, Ky. Week ended June 25. Location, Marshall lot. Auspices, American Legion. Weather, some rain. Business, fair.

Visits were exchanged with the Haag Bros. Circus here Friday. Harry and Pearl Harris, of that circus, are looking 10 years younger and both cut it up like youngsters. Neither Funland Shows nor Haag Bros. packed them in. People just did not seem amusement receptive. Several concessions joined.

TED C. TAYLOR.

Mighty Sheesley (Railroad)

Toledo, O. June 13-18. Auspices, Disabled American Veterans. Location, Division at Secor. Business, fair. Weather, good.

Whoever said that 13 was an unlucky number was a trifle wrong, because business was good considering local conditions, and for a change it did not rain and therefore no mud to wade. Radio Station WTOL gave its Professor Koo-Koo and man-on-the-street programs. News Bee accorded fine co-operation.

C. W. NAIL SHOWS WANT AT ONCE

The squawkers know it all, attenders to everybody's business are here no more. All aired out and so I want to book a small Cookhouse, \$25 a week until fair. More than that amount in meal tickets. Can use my Cookhouse top. Want Snow, R. D. Avery wire. Pop Corn and Peanuts. Photo Gallery, Cigarette Shooting Gallery also open. Want Cane Rack, Cat Rack or any Slum Spindles to work for stock without gimmick. Want to book any small Show. Wire at once to C. W. NAIL, NAIL SHOWS, Home, Ark., July 3 to 9; Nashville, Ark., July 11-16.

WANTED

Chorus Girls and Musicians for Minstrel Show. First-class Openers and Grinders inquire.

SAMMIE GREEN,

Care Strates Shows, Inc., Washington Court House, Ohio.

WANT MORE REVENUE
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A Column About Bingo in the
WHOLESALE MERCHANDISE
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THIS WEEK and EVERY WEEK

CUNNINGHAM'S EXPO. SHOWS

NORTHWEST TERRITORY CELEBRATION, MARIETTA, O., WEEK OF JULY 11-16.

Many Other Celebrations To Follow.

WANT—Ten-in-One, Illusion, Big Snake, Minstrel and Mechanical Shows, or any type of Grind Show, with or without outfit. CONCESSIONS OPEN—Long and Short Range Lead Gallery, Fish Pond, Fitch-Till-U-Win, Nickel Roll-Down, Scales, Wheels that use stock, Bird Store, Novelties, or any legitimate Store. Address Marietta, O.

Ernest Kimmer and Helen Blakewood were married. Royal Hawaiian theater topped shows and Dinty Moore's Skooter continues to top rides.

Pontiac, Mich. June 20-25. Auspices, American Legion. Location, Telegraph road and Orchard avenue. Weather, hot until Saturday, then overcoats came out. Business, none, 75 per cent below previous years.

In last three years this has always been one of best still dates of year, but how it changed this year. One of liveliest auspices a show could encounter and with splendid co-operation from every angle. John M. Sheesley states that he has finally become a fisherman, says he caught six one day out at one of the local lakes. Howard Ingram's train crew is building another new modernistic front for the Royal Hawaiian theater. Did not take Karl J. Walker long to get started. Here less than three weeks; results, new top, new stage and over 1,000 feet of neon on front. Jeane and Robert Renton joined their parents here for their annual tour with "Mighty Thing." Have several baseball teams on the show, so any shows in our neighborhood here is your challenge. Clarence Pounds celebrated his "21st" birthday here Monday. Tuesday there was one swell dinner and everything that went with it. Invited guests were: John M. Sheesley, John D. Sheesley Jr., E. C. May, Harry Corry, Charles Sheesley, Robert Sykes, Emil Arnst, Charlie Pounds, Henry Curtin, Hilton Hodges, Dr. Fisher, Mike Goodwin, Art Eldridge, D. Fredrickson, Texas Smith, Howard Ingram, Bob Thomas and writer. Charles Sheesley has been limping past week due to pulling several ligaments in his leg. Clarence Pounds had misfortune to turn his ankle Friday night. FLOYD NEWELL.

Rubin & Cherry

(Railroad)

Wausau, Wis. Week ended June 26. Auspices, American Legion and Shrine Club. Weather, cool and threatening. Business, good.

Dual auspices gave excellent co-operation. Legion boys' drum corps paraded in business center to help incite interest. Radio broadcast daily from lot. Agent Peasy Hoffman and Manager Joe Redding staged a \$2 fun bet on the Louis-Schmeling bout, Peasy winning, then demanding payment by telegraph. Joe obliged, collect! Wire, to Iron Mountain, with accompanying text, set Peasy back 30 cents more than the amount of wager. General Agent Larry Hogan came back to say hello. Many visitors from Beckmann & Gerety Shows in nearby Green Bay; prominent among them, Prince Denis, midget. Keith Vogstad, brother of George Vogstad, widely known illusion impresario, took over Streets of Shanghai, replacing William Cain Jr. Bill Moore added two new lions to his motordrome menagerie, cats coming from Seils-Sterling Circus. Peasy and Cleo Hoffman expressing appreciation of visit by Managing Director Frank Winchell, Tampa Terrace Hotel, to the recent honor graduation of their son, Joe, from Florida Military Institute.

RALPH WILLIAMS.

Western States

(Motorized)

Denver, Colo. June 20-28. Location, Alameda and Federal streets. Weather, rain and hail. Business, light.

The Hopi Indians perform dances to bring the rain, but a capable "rain ceaser" could be a partner in this show. "Rain three days" is becoming a by-word in this weekly report. The rain was not contented to be lone visitor; it had to bring a side kick, hail, along. Sunday night monotony was broken when members Tony and Bernice Kitterman; Mr. and Mrs. Woods and son, Larry Jr.; Bennie Hyman and wife, Bobbie; Rose Ruback and niece, Tillie Jones; writer and wife visited the Lake-side Amusement Park. All rides and attractions were visited by the group. A hearty laugh was enjoyed by the members at the expense of Bennie Hyman while visiting the Funhouse attraction. Climbing the ladder of the long slide, which is the finale feature of the Funhouse, with all the sureness and daring

of a dare-devil about to perform his "slide for life" and with a loud "Here I go, folks," Hyman started his downward journey. With his head where his feet should have been, legs extended in a vertical position, Hyman reached the end. With the end of the feat came the end of all desire of ever becoming a dare-devil.

This being the third show to exhibit on this location, business was quiet. Visitors: Harry Rosenthal, member of city council; Sam Horowitz, Max Levine, novelty jobbers; Mel H. Vaught, owner of State Fair Shows, and Harry White. Clyde Davis' Hawaiian Village had its share of business. Tommie Davis added another concession.

LARRY MULLINS.

J. F. Sparks

Cynthiana, Ky. Week ended June 25. No auspices. Weather, ideal. Business, good.

Jump of 165 miles from Greenville, O. Everything ready to open Monday. Good attendance Monday night with increasing crowds each night. All shows and rides were packed Saturday night, Zoma show topping midway. Tressie McDaniels joined as advance agent. Writer has accepted a position with the Secret Service in Washington, D. C., and wishes to take this opportunity to thank *The Billboard* for all courtesies and co-operation given this show and writer. It is with deep regret that writer leaves the employ of Jesse F. Sparks, owner and manager and one of the finest men it has ever been my pleasure to be associated with. It is hoped that he will have many successful seasons and that all the good things in life will be his. Best wishes to the entire personnel of the show and to *The Billboard*.

JAMES H. TIMMONS.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, July 2.—Thirty-one members attended Monday night's meeting. First Vice-President Harry Hargraves presided. Other execs present: Ross R. Davis, treasurer; H. C. Rawlings, secretary. Sick committee reported convalescence of Charles A. Tobin and serious illness of Pat Cass, who is at the Newhall Tuberculosis Camp. John Lyons showing improvement. He has been able to walk for some months.

Communications: From Ted LeFors, of White City Shows, who said there has been a definite uptrend in business and on visiting several other carnivals noted optimism among the folks; C. F. Zeiger, of C. F. Zeiger's United Shows, who stated business was much better and outlined briefly his plans for raising of funds for PCSA; family of the late Jack Lee, extending thanks for kindnesses shown at time of burial of deceased; Ross Ogilvie, of Foley & Burk Shows; George L. Morgan; Prof. A. L. Morrell, of Long Beach.

Weekly award went to Harry B. Levine. Frank J. Downie, chairman of annual Charity Banquet and Ball, told briefly of plans being worked out. Eddie Gamble, chairman of the entertainment committee of the ball, said the floor show will be along different lines and that there will be several name acts. Jack Arnot, with his wife, will present their act.

Harry Hargraves stated that he is working quietly but effectively on plans for the Gigantic. Said he had heard a lot about surprises in events presented by PCSA but preferred to let those attending the affair see for themselves.

A membership now with PCSA carries one until September, 1939, and for the time being the initiation fee has been waived.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, July 2.—Interest in the campaign to raise funds for the Showmen's Home increases each week. President McCaffery and General Chairman Carl J. Sedlmayr are well pleased with results to date and making plans to carry on this work thruout the late summer and fall. A number of the

brothers have pledged themselves to co-operate.

The membership drive goes merrily on with keen rivalry among those striving to win a gold life membership card. This is the reward for getting 100 new members during the year. In the contest are Fred H. Kressman, Buddy Paddock, Ned E. Torti, John W. Galligan and perhaps a dark horse from whom we have not yet heard. The fee to join is \$20 with application. This amount takes care of the fee for initiation and pays dues to September 1, 1939.

Report from the relief committee shows Lou Leonard is in American Hospital with a sore leg. Others on the list are Bill Rice, who is gradually improving; Een Landes, resting about the same; Harry Mazey, feeling a bit better; T. Erent, who will have a undergo further treatment for a crushed foot. Tom Rankine and Colonel Owens are still at home, condition about the same. Bob Miller able to be up and around but still under care of doctor.

Among welcome letters received was a message from Dail Turney inviting members to visit the Tom Mix Circus during its Evanston engagement. Those taking advantage were S. T. Jessop, George W. Johnson, Robert E. Hickey, George Olsen, Louis Claver, Larry O'Keefe, Whitey Lehrter, Petey Pivor, Grover McCabe, Joe Pavese, Joe Streibich, Joe Murphy, Harry Pierce and others.

Louis Handel in from Detroit for a short visit. Julius Wagner also back from Detroit. Bob Le Burno in for his first visit in eight years. Morris Haft in for a call. Sam Bloom took occasion to spend an afternoon at the rooms. Other callers were Max Brantman, Ben Rosenzweig, Jack Pritchard, William Young, Charles H. Hall, Joe Murphy, Harry Pierce, Earl Bunting and J. Wilson, of the Tilley Shows, were in town on business.

Applications on hand, which will be presented for ballot in a short time, are from Martin Carozza, E. H. Hugo, Edw. K. Johnson.

Don't forget the membership drive is on and Chairman Jimmy Simpson earnestly requests your co-operation.

Ladies' Auxiliary

Thursday, June 23, social had Mrs. Robert Miller as hostess. Very good attendance. President Leah M. Brumleve assisted. Prize of evening was awarded a guest. Mrs. Al Miller got the cut-glass ice cube pail. Set of lace pillow slips went to a guest. Mrs. M. Taylor received a hand-decorated barometer. Phoebe Carsky, Mrs. N. Hirsch, Rose Page, Bessie Simon, Cleora Helmer, Mrs. Bert Clinton, Blanche Latto, Clara Harker and others were among lucky ones present.

Thursday, June 30, social was conducted by Hostess Cleora Helmer, with assistance of President Leah M. Brumleve. Gorgeous prizes were awarded. Owing to fact that many members are out of town and despite constant rain, party was well attended and everyone enjoyed herself.

Mrs. Carrie Green, a guest, was awarded a basket of groceries and basket of fruit. A linen tablecloth went to Phoebe Carsky. Bessie Simon got luncheon cloth, and Ruth Gould a quaint old Dutch tea set. Very befitting to go along with lovely tea apron her mother, Mrs. Diamond, was awarded.

Relief committee reports Sister Marion Ward recuperating at home after a siege of illness. Miss Ward wishes to thank

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND
Previously Acknowledged \$13,055.00
Received This Week . . . 200.00
A Home for Aged and Infirm
Showmen

Showmen's Home Trustees
FRED BECKMANN — Chairman
M. H. BARNES — Treasurer
E. W. EVANS — Secretary
J. W. Conklin — W. R. Hirsch
M. J. Doolan — Max Linderman
Max Goodman — E. Lawrence Phillips
Rubin Gruberg — Carl Sedlmayr
Harry W. Hennies — Elmer C. Velare

Worthy of Your Co-Operation

Ladies' Auxillary for basket of flowers sent her.

Some of members leaving town this week are Cleora Helmer to Michigan. Maude Geller will visit her kin in Jackson, Tenn., and Edith Streblich leaving for Peoria, Ill. Members were delighted to have Mrs. Ida Chase back with them again after her vacation in Minnesota.

Thursday, July 7, social will be Hostess Mrs. Ida Chase. Be sure to attend and receive some of lovely prizes. Reported by Elsie Miller.

Romance on RAS Ends in Wedding

DAVENPORT, Ia., July 2.—A romance of five years on the Royal American midway culminated here June 23 with the marriage of Hazel M. Ferguson, of Chicago, ticket seller on the Heyday, and Earl Maddox, corn game agent. The wedding was attended by more than 50 persons, who were friends of the couple and all from Royal American midway. Mrs. Maddox has been associated with RAS for five years and Maddox for seven years. Attending the couple at the ceremony were Mr. and Mrs. S. G. Huntsinger, of Jacksonville, Fla.

Following the ceremony the party went to the Blackhawk Hotel in Davenport and were served a wedding breakfast. There the bride opened many presents given her by showfolks. The bride and groom left the midway to visit their homes in Chicago and Hannibal, Mo., home of the groom.

Among those attending the wedding ceremony were Mr. and Mrs. Bob Hancock, Mr. and Mrs. Harold Weeks, Mr. and Mrs. China Jackson, Bert McGrean, Mr. and Mrs. J. C. Thompson, Mr. and Mrs. J. C. Williams, Mr. and Mrs. R. Striegel, Walter Kemp and Marjorie Kemp, Mr. and Mrs. Dick Best, Mr. and Mrs. Pete Manos, Mr. and Mrs. Larry Banthin, Mrs. Kitty Hurt, Mr. and Mrs. William Cain and Billy B. Mack, Mr. and Mrs. J. Annin, Mr. and Mrs. Pete Berkheart, George Golden, Mr. and Mrs. R. Barclay and Mr. and Mrs. R. Larsen. Reported by Billy B. Mack.

RAS WITH

(Continued from page 37)

Hawaiians, Tom Rankine; Zilla, mentalist; Lulu, dancer, and Olive Young, Chinese emcee.

Radio Co-Operates Fully

Radio Station WOC co-operated fully. B. J. Palmer, head of radio station, was dinner host for midway officials and visiting carnival men. Mrs. Mazie Stokes, manager of the Mississippi Valley Fair here, and her daughter, Leone, were visitors.

All Shrine arrangements were again made by Arthur D. Pierce, recorder of Kaaba Temple. This is fourth consecutive year Royal American has played this city.

Opening in Davenport for first time was "The Bowery," new show produced by Raynell which was received with splendid support. Bert Slover's Ro-Lo was another innovation. Monster Show now features Pytonia, human with snake's skin. Leon Claxton's Rhythm Show is remodeled and has two new orchestra members, making 10-piece band and a new dancing team. Different-type radio broadcast featured Dr. Joyce Maxwell; Dick Best, manager of World's Fair Oddities show, and Frank Bagenstose, lecturer of Monster Show.

Sedlmayr Jr. To Operate Show

C. J. Sedlmayr Jr. arrived from Florida for rest of season and will operate a Gangster Show. Con T. Lorow, youngest member of Lorow carnival family, also joined RAS family for vacation period. Laura Lorow Manos, by close vote, won radio talkers' contest, with midway stars competing. They were George Haley, R. L. Wallace, Buddy Reilly and George Marshall.

Mr. and Mrs. Elmer C. Velare were in St. Louis for first few days of Davenport engagement. Task of making up Canadian manifest was performed by George Golden, assistant manager of concessions, and a staff of clerks.

All RAS auto owners departed at dawn Friday morning for Minneapolis, where they will park cars and trailers in dead storage until return to States in latter part of August. Special show coaches were added to RAS two special trains. RAS plays seven Canadian engagements, of which largest are Calgary, Edmonton and Winnipeg, and will open at Tri-State Fair at Superior, Wis., for first return engagement in United States. Reported by Francis F. Healy.

FLOOD MAROONS

(Continued from page 38)

most of the night. They extended their thanks and appreciation for the help and co-operation shown by members of the entire show. The show was able to open Friday night after working in ankle-deep mud for two days cleaning up and after Manager Allen bought 200 bales of straw to cover the entire midway. Reported by Hal Compton.

SUMMER PARTY

(Continued from page 37)

well off, and she said it would be nice to donate to the Salvation Army's Penny Ice Fund, and it was voted to give \$5 toward that fund. The treasurer was instructed to send a check to it.

The award for the afternoon went to Myrtle Duncan, a travel make-up bag which had been donated by Ruth Martone. Several of the ladies having to return to the city, the balance of the group played bridge and pinochle. Prizes for high scores going to Bird Brainerd, Myrtle Duncan and Mrs. C. W. Parker.

The secretary pro tem, Hattie Howk, turned over to the treasurer, Helen Brainerd Smith, the following new members' dues: Mrs. Jessie Mellor, Mrs. K. G. Clapp, Mrs. Lillian Allen and Mrs. Alice Morrisey.

Those present were Gertrude Allen, Jean Brumley Garrison, Micky Ingersoll, Jessie Nathan, Helen B. Smith, Myrtle Duncan, Mrs. C. W. Parker, Hattie Howk, Ruth Martone, Margaret Haney, Sally Stevens, Rely Castle, Thelma LaMarr, Freda Helder, Josephine Dauphinee, Bird Brainerd, Toots Riley, Lucille Heminway, Louise Allen, Mrs. Sarah Griggs and daughter, Bernice. Reported by Helen Brainerd Smith.

PRESS AGENT

(Continued from page 37)

the first traveling secretary for a press agent.

In speaking of the new arrangement, Tidwell says: "The advance department is one of the most important departments of a show, as it creates the first impression. By having a secretary the press agent is given more time for more important duties than routine work."

NATIONAL SHOWMEN'S

(Continued from page 38)

in proximity of New York, and the president is planning to fulfill the invitation shortly.

Auxiliary sent a beautiful floral piece to George A. Hamid and Samuel W. Gumpertz on the occasion of the official opening of their Million-Dollar Pier in Atlantic City.

Despite the traveling habits of our members, Secretary Anita Goldie keeps up with their itineraries and retains constant communication with most of the ladies. Recent recipients of anniversary cards have been Ada Cowan, Flora Elk and Ruth Merson.

GOODMAN OPENS

(Continued from page 37)

brought only intermittent drizzling showers which did not seem to affect the desire of the patrons to take in the rides, which they patronized liberally.

The first three days gave every indication that the Goodman organization would round out the week with flying colors as to midway attendance and gross receipts.

Reaching the first fair of the season is always one of the high points of the carnival season. So far Grand Forks has shown up so nicely that all or the Goodman show are imbued with high hopes for the balance of the fair tour. Tuesday was cloudy, but did not seriously affect attendance.

Highlights at Fargo

Tuesday at Fargo the entire carnival family was welcomed at the performances of the Hagenbeck-Wallace Circus. Manager Howard Y. Bary set aside a section for them in the grand stand. During the performance an announcement from the ring bank called attention to the Goodman show on the adjoining lot and recommended the attractions to the patrons of the circus. The result was good business at the close of the week.

In recent weeks the shows have been re-enforced with a Funhouse, Pony Track and Crime Show, the first and last named belonging to Art Riley. Mrs. Tom Rankine joined here and was allotted space in the Side Show. Louis Ingelheim, billposter of last season, came back home and took charge of the billing in Fargo. Another who returned to the fold is Mrs. Peggy Brooks, who

left earlier in the season for an operation in Topeka, Kan., her home town. Mr. and Mrs. Al McCall, who recently purchased a custard machine, are also new members of the Goodman show family.

Mrs. Betty Weaver, daughter of George Freeman, president of the Louisiana State Fair Association, Shreveport, visited. This is her first trip this far north. Reported by Beverly White.

DETROIT GRANTS

(Continued from page 37)

will hold another on Baltimore avenue, just east of Woodward, this month. This is a brand-new carnival lot in the most heavily traveled section of the city to see a carnival in years. The lot is in the city's uptown center, within about two blocks of two of the four busiest rated intersections in the world. While not much of a residential section, this business and shopping center may prove an unusual type of carnival lot to draw crowds.

Other new permits went to Michigan Drum and Bugle Corps, Detroit Naval Post 233, VFW, for Beaufort avenue and Vernor highway in July; St. Gabriel's Church, Vernor highway and Ingalls avenue in July, and College Park Post 327, American Legion, Wyoming road, north of Schoolcraft road.

Carnivals generally reported poor business over the week-end. For several days last week business was very good because of warm weather, but rain and cold on Saturday and Sunday seriously hurt business.

BILL LYNCH

(Continued from page 37)

is impressive. The ride maintenance men dress in cadet-type uniforms and are college men, whose conduct and technique in serving patrons is commendable.

Outstanding among the shows is the Ten-in-One, which has real talent employed and fine assemblage of attractions. It is managed by Arty Steinhart. Sam Mosher is featuring a big display of wild animals, including 100 monkeys, performing bears and Indian pigs and goats. Under the same top is the Mechanical City and a miniature layout of the New York World's Fair. Adjoining the big top is Mosher's penny arcade and shooting gallery.

John Goldie's cookhouse is an exact replica of a streamlined cookhouse seen at a World's Fair. Frame and panels are in knotted pine, surrounded with metal alloys of chrome. Its lighting is colored neon. Margaret McIaac arrived from Europe after taking a culinary course from chef Jean Beau. Her dishes and griddle are beautifully displayed. Staff dresses in tailored uniforms. John Goldie also controls penny pitch, blanket wheel, ham and bacon wheel. He is assisted by Larry Saunders, Bud Burke, Rose Grace and Jean Purcell.

Frank Hanlon has the "Charlie McCarthy" and clock wheel, assisted by John Little and Joe Jaques. Joe Cohen has dart game and pitch-till-you-win. Mrs. Hatty Sutter has doll wheel. Billy Belson has scales and George Cavanaugh bottle game. Risser and Jigger McDonald, of bingo, are doing excellent business. Walter Yetman employed an extra photographer to take care of his photo gallery. John Morris and his collegiate sons have the peanut and karmel corn stands. Novelty hand striker is operated by Jackie Cooper. In center of midway is Elwin Wilson, handwriting expert. Mickey Mouse, snake and dragon, and Popeye concessions are doing good business. Reported by P. Gearin.

CLARKES IN ALBANY

(Continued from page 31)

ant, Charles Warrell, beamed triumphantly.

"All the 'wait' banners in the world can't keep the crowds away from going to see their favorite, Tom Mix, who travels on his merits and leaves people talking about the honest worth of his show," remarked Manager Turney. "Our downtown ticket sale was the best we ever had and it was all for the reserves sold. But come," said Mr. Turney, "I know you want to see your old friends, the Clarkes, in the backyard."

So he graciously escorted my party back to the dressing tents and trailers and there I found Ernest Clarke conversing with genial John Agee, equestrian director. There are a few stray hairs of gray in Johnny's plumage, but he is otherwise as chipper, gay and spritely as when he drove the buggy ahead of the Ringling street parade in those "good old days."

Ernest Clarke had a great deal to tell

me, and all that he said in his quiet, conservative way would fill two or more solid pages of this journal. I wanted to ask him one vital question—did he ever in his long career as an aerialist have a serious accident. "Never," he answered promptly, "and I've been working on traps since I was a bit of a youngster. But I should knock on wood, as I mustn't boast. What a splendid fellow was Codona! The greatest tribute I had paid me was when Alfredo introduced me to the audience at Long Beach, Calif. He was the equestrian director and he announced that I was the first aerial performer to do a triple from the traps to my brother's hands."

With Many Circuses

Then we digressed into talk about the Clarkes' tours with various famous circuses thru Great Britain, France, Spain and Germany, from Powell & Clarke's humble show in England to the Nouveau Circus in Paris, the swell circus of the French capital. Parents bring up their children not merely in the way that they should go, but also in the way that their progenitors have gone before them, and so certain arts, crafts and callings are carried on prosperously and uninterruptedly from generation to generation. The profession of the circus often presents itself in the light of a hereditary, and it is especially in members of a great circus family that this fact may be noted. A sort of genius for the art of the ring runs in the blood of the Clarkes. Ernest's comely daughter, Ernestine, is now riding a principal act and gives every sign and promise of developing into an equestrienne of the highest order. Charles Clarke's daughters are expert jugglers and fine riders.

What a versatile family are the Clarkes! They are actually appearing in five different numbers in the Mix show. Their talent seems to cover every branch of the circus art. Miss Ernestine represents the fourth generation of Clarkes who have excelled as riders; her great-grandfather rode with Astley and at Franconi's in Paris.

Scottish Number a Feature

One special feature of the very interesting and attractive Mix program is the Scottish equestrian number. I recall that the three brothers, Charles, Percy and Ernest, did something of the sort years ago on the Ringling show. But today it is presented in the most elaborate manner with a prelude by bagpipers. I wish I had the poetic pen of Bobbie Burns or Sir Walter Scott to compose a sonnet in honor of the lovely Clarke lassies who execute the Highland fling. Rarely does such romantic atmosphere and charm come to the circus ring!

(By the way, I may mention that brother-in-law George Hanneford rode with the Clarkes in their home town, Glens Falls, where they winter annually. After breakfasting in the cook tent in Albany George proceeded to Atlantic City to fulfill an engagement of three months.)

In conclusion let me add that Tom Mix was cheered to the echo by his admiring friends here. Come again, Tom Mix, and bring the Clarkes!

TOWNSEND WALSH.

Milan, Mo., Banner Stand For Admire & Eakin Show

GALLATIN, Mo., July 2.—Milan, Mo., was the banner stand for the Admire & Eakin Circus. Ring-bank biz at both performances.

At Canton, Mo., light matinee and about two-thirds at night. The colored band, which recently closed with Sells-Sterling Circus, visited here, en route to Lexington, Mo. At Shelbina no matinee; fair night house. Blew the matinee at Marceline. Canvas truck in wreck en route on the 80-mile jump. Night house capacity. At Milan ring bank afternoon and night. At Unionville, small lot, only used a two-pole top. Half house both afternoon and night. At Bethany, with 3,000 farmers in town, rain all day, business terrific.

Silverlakes concert drew big crowds at Milan, but side show blew town account of breakdown en route.

Conroy show has played small towns in Northern Missouri this spring, and the McCall Dog and Pony Show is now playing some of the little spots in that section. McCall's agent was a recent visitor and reports show making some money.

Crops are very good in Missouri; in fact, the entire State looks good.

MCA Attractions At Fort Worth Show

CHICAGO, July 2.—Music Corporation of America is booking some top-flight attractions for Casa Manana, feature of the Fort Worth (Tex.) Fiesta. Opening July 29, Casa Manana will have as its first big attraction Wayne King and his orchestra, in for two weeks at a reported \$14,000. Jan Garber will follow for two weeks. Frances Langford and other name attractions also are being engaged. Edgar Bergen and Charlie McCarthy will appear for one night. There will be a line of 54 girls, trained by George Hale. Casa show will run at least four weeks. Hogan Hancock, Dallas MCA representative, is drawing up final plans for the show.

Fiesta committee's goal of \$50,000 has been reached with the exception of \$2,500. It is expected the remaining amount will be subscribed soon.

Firemen's Meet Successful

KINGSTON, N. Y., July 2.—With perfect weather, the successful Six-County Firemen's Convention here on June 20-25 was attended by 50,000, and the W. C. Kaus Shows, on the midway, had their biggest week this year, said Bobby Kork. Special events were float and band contests in a Mummers' parade for which \$500 in prizes was awarded; fire-fighting equipment contest; tallest, smallest, heaviest and oldest firemen contests in parade.

Bryan Horse Show

Set-Up on Streets Around Court House
Bryan, O., August 17-18-19-20
Biggest Horse Show in This Part of the Country
Want clean Shows and Concessions. No grift.
Ginsberg wire at once.
Contact DR. GLEN BIDDLE, Bryan, O., or
ROY WEER, Hillsdale, Mich., July 4; Chelsea, Mich., July 5-9; Rockford, O., July 10-16; Grover Hill, O., July 17-23; Ohio City, O., July 24-30.

"ONE DAY STAND"

For Rides, Amusements, Etc.
6th ANNUAL NATIONAL BRANDS PICNIC
3RD OR 4TH WEEK OF SEPTEMBER.
1937 Attendance—43,000.
Interested parties write for actual date and concession privileges.
M. K. ALLEN, Box 67, Athens, O.

WANTED

High-Class Free Acts and Attractions for
Archbold's Annual
Home-Coming Celebration
Thursday, August 11

Tell all in first letter and lowest price for three performances. No Concessions, Rides or Games wanted. A. C. FAGLEY, Secy, Archbold, O.

WANTED

LEGITIMATE SHOWS AND CONCESSIONS
Splendid site, ample room, easy accessible, adjacent to Vandalia, Mo., Highway 54.

JOHN W. TROWER
VANDALIA, MO.

WANTED

For Labor Day Celebration
RIDES, SHOWS, ACTS AND CONCESSIONS,
September 5, 1938.

Sponsored by American Legion and Fire Departments.
Write MAX BAHR, Gen. Chm., Dolgeville, N. Y.

WANTED

Concessions and Attractions for
BARNARD'S 45th ANNUAL PICNIC
August 3-4-5-6.
L. D. GOFORTH, Secy., Barnard, Mo.

OPEN FOR LEGITIMATE CONCESSIONS

No Money Plays, no Flat Joists.
NORTH SALEM, IND., ANNUAL HOME COMING
AND FALL FESTIVAL,
July 28, 29, 30, Inclusive.
E. M. RAGLAND, Chairman.

Wanted - FREE ACTS - Wanted

FOR KEOKUK FREE FALL CELEBRATION AND STREET FAIR
WEEK OF SEPTEMBER 19TH — KEOKUK, IOWA.
Write JOHN C. FRY, Secy., Keokuk Chamber of Commerce.
ONLY HIGH-CLASS OUTDOOR ATTRACTIONS NEED APPLY.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Dickey Again East For Jubilesta Acts

KANSAS CITY, Mo., July 2.—Lincoln G. Dickey, general manager of the 1938 Jubilesta, is expected back in the city early next week. He is in the East again shopping for talent for the Jubilesta, third annual, to be held in Municipal Auditorium.

The Dickey trip marks the second time in three weeks he has gone to New York. Announcement that Rudy Vallee and company would be one of the attractions was made by him on his return from the first junket. Vallee is the only big name signed to date.

Arthur F. Killick, now employed full time as publicity chief, has been netting good space in the press here.

White City Shows Set For Idaho Celebration

TWIN FALLS, Ida., July 2.—Annual Legion-sponsored celebration here, "Idaho on Parade," will be managed by Verne Newcombe, well-known showman and general manager of amusements at Southwestern Sun Carnival, El Paso, Tex. J. Edward Warner is general chairman.

There will be an eight-county picnic, expected to attract about 80,000; State-wide baby show and parade, queen contest, pioneer day parade and celebration and *Siege of the Argonne*, fireworks spec. White City Shows have been awarded the midway contract and will also furnish free acts.

Wisconsin Event Has Acts

CHILTON, Wis., July 2.—Attendance was big at sixth annual Calumet County Cheesemakers' Picnic and Dance at the fairgrounds here on June 26. Program included WLS acts, dancing to Louis Wrensch's and Lawrence Duchow's orchestras, with additional music by the Brillion German Band. Admission was free. Cash prizes were awarded on dance tickets bought in advance.

Midway for Texas Festival

EL PASO, Tex., July 2.—Carnival attractions will again be on streets surrounding Liberty Hall here, where the second annual Southwestern Harvest Festival will be held. More than 2,000 invitations have been mailed to exhibitors, and prize list is expected to be about \$2,500. Officers are Dan White, secretary-manager; David Price, president; W. H. Peterson, vice-president, and Harry Talpis, treasurer.

Labor Union To Celebrate

JOLIET, Ill., July 2.—Sponsored by Will County Central Trades and Labor Council, seven-day Celebration and Industrial Fair here will feature a midway and exhibits. More than 100 unions will participate, and nominations for a popularity contest will be tied up with the ticket-sale campaign and automobile give-away, reports James Kenney, chairman. S. R. Miller is manager. Plans call for printing 1,000,000 tickets.

Wisconsin Fete Goes Pro

MADISON, Wis., July 2.—Fifth annual South Side Frolic here will have professional entertainers instead of amateurs as heretofore, said Sam Thomson, program chairman. Booked are WLS artists; Ben Berger, escape artist; free shows, merchant displays, concessions and rides.

Midway To Be Featured At Pa. Firemen's Event

SELINSGROVE, Pa., July 2.—In anticipation of increased attendance, sixth annual six-day Free Gate Carnival and Night Fair here, sponsored by D. H. & L. Fire Co., has booked the largest number of midway features in history, reports Roland E. Fisher. Fair will have street and pet parades, contests, exhibits, concessions and music by 12 bands.

On the midway will be Reithoffer Bros.' rides; shows operated by Mabel Mack, G. S. Eagleson, Evelyn Fallon and an athletic show. Free acts booked are ElRey Sisters, Four Lorenzos, Kurtzo and Kurt and Grimes Sisters.

Publicity is being handled by broadcasts from WKOK, Sunbury; WKBO, Harrisburg; WRAK, Williamsport; programs, souvenir books, posters, bumper strips and bally truck.

Police To Have Field Day

DETROIT, July 2.—Twelfth annual Police Field Day on Michigan State Fair grounds here for benefit of widows and orphans of officers killed while on duty will have competition of all types, with entries from departments of five cities. Entertainment will be the Police Orchestra, under Ernest Lindemeyer, and the Police Quartet, made up of Leo Causley, Ray Yearwood, Howard Martin and Harry Ludwig. Acts, including several former professionals now associated with the police department, will also be seen. Orchestra and quartet will be heard twice daily on local stations in advance of the event. Ludwig is director of radio programs.

Acts Booked for Ill. Fete

STREATOR, Ill., July 2.—Contracted for a celebration on a 12-acre downtown lot here on July 4 were fireworks by the Liberty Fireworks Co.; Prof. Charles Skiver for two balloon ascensions and 12 free acts, including Great Eugene; Has-kins Troupe, aerialists, and Fearless Tommy, said General Chairman William J. Lewis. Event was advertised in five counties, with paper from the Donaldson Lithograph Co.

Shorts

THEARLE-DUFFIELD fireworks were featured at an American Legion Celebration in Little Rock, Ark., on July 4. Admission was 15 and 25 cents. Proceeds will be used to defray expenses of the drum and bugle corps to the national convention.

OFFICERS elected for annual Archbold (O.) Home-Coming Celebration are J. L. Westenfelder, chairman; John G. Miller, assistant chairman; A. C. Fagley, secretary; Theo W. Dimke, treasurer, and May V. Miller, assistant treasurer. Proceeds will be used for park maintenance.

WELLER AND DURBIN, aerialists, played the recent Coalport (Pa.) Firemen's Celebration as free act.

ANNUAL Masonic Day Celebration at Florala, Ala., on June 24 drew 20,000. Fireworks, band concerts, boxing matches and dancing were on the program.

ANNUAL Malvern (O.) Street Fair and Homecoming, sponsored by merchants, firemen and American Legion, will have Roy Gooding's four rides, vaude shows, amateur contests and band concerts. Larry Larrimore will be in charge of concessions.

WINTERS' five rides and Jadee, high free act with C. A. Klein Attractions, will play the annual Putnam Pumpkin Show, Zanesville, O.

LARRY LARRIMORE'S concessions and Roy Gooding's rides have been en-

HELP This Department by Telling Committees About It.

gaged for the annual Firemen's Street Fair, Waterford, O.

DESPITE rain each day, profit sufficient to buy uniforms for a firing squad was secured by Jefferson County American Legion Post, Fairbury, Neb., on May 16-21. Miller Bros.' Shows were on the midway.

CLYDE UNITED SHOWS, free acts, fireworks and parades will be featured at a celebration sponsored by the Brockway (Pa.) Volunteer Hose Co., reports Secretary Ralph E. Durbin.

C. D. SCOTT SHOWS will play Forrest City (Ark.) Peach Festival, sponsored by the Young Business Men's Club, reports J. R. Porter, secretary.

SUCCESSFUL London (Wis.) Annual Summer Festival on June 25 and 26 had big attendance. Bink's Circus Revue, with Leo Demers, acrobat, were free attractions. Rides and shows were on the midway.

WANTED WANTED WOOD COUNTY TOMATO FESTIVAL

AUGUST: 29, 30, 31, SEPT. 1.
BOWLING GREEN, O.

Legitimate Concessions of all kinds. Also high-class Free Attraction. Rides and Shows booked. NO GATE.

Address all wires and mail to
C. M. CALLIHER, Chrm., Bowling Green, O.

CALIFORNIA VOLUNTEER FIREMEN'S STREET FAIR & CELEBRATION

July 11 to 16, on the Streets Downtown
First Celebration in City This Year
Two Day Days This Date

Can place Fortune Teller, Scales, Photo, Grind Concessions. Will place Chairplane and Kid Ride for this event. Want to buy Smith & Smith Chairplane. No Wheels. AMUSEMENT COMMITTEE, Box 301, California, Pa.

WANTED

FOR
AMERICAN LEGION HOMECOMING JUBILESTA

AUGUST 3-4-5-6.
Independent Rides, Shows and Concessions that work for stock. No Grift. Play on Main Street. No Carnival. Big Republican Day and Democratic Day. Plenty of Free Acts, Bands, Fireworks, Parade. Floats, Balloon Ascensions.
FRANK J. ZULZ, Gen. Mgr., Wenona, Ill.

WANTED

FOR THE LEAGUE OF OHIO SPORTSMEN
CONVENTION, WEEK AUGUST 22,
Gordon State Park, Lake St. Marys, O.,
Four or five Rides, Shooting Gallery and clean
Concessions. Positively no Gambling, Grift or
Strong Joists. Write or wire
JOHN SUNDERLAND, St. Marys, O.

WANTED

STOCK CONCESSIONS
LEXINGTON, ILL., ANNUAL HOME COMING.
No Wheels. One Grab open. Ex sold on Corn
Game, Pictures, Cook House. Call in person, July
8, 7, 8, or write HOME COMING COMMITTEE,
310 W. Main Street, Lexington, Ill.

WANTED CONCESSIONS AND RIDES

FOR
5th ANNUAL CHEESE DAY
SCALES MOUND, ILL., AUGUST 18.
Write SCALES MOUND CREAMERY.

RIDES WANTED

FOR
FIREMEN'S ANNUAL PICNIC
SATURDAY AND SUNDAY, AUG. 6 AND 7.
Write terms and what you have to
CARL O. OLSON, Chairman, Rio, Wis.

WANTED

FOUR FIRST-CLASS RIDES ONLY,
July 18 to 23, Inclusive.
FIREMEN'S CARNIVAL
HOP BOTTOM HOSE CO.,
Hop Bottom, Pa.

Eastern Colorado's Greatest Celebration, August 4-5-6

WANT Good Rides, Free Acts and Concessions.
C. H. BUTLER, Wray, Colo.

CARNIVAL WANTED

In July or First Week in August.
Annual Event Sponsored by Odd Fellows' Lodge
at Canton, Mo.
Address all communications to R. WALTON
MIL'ER, Canton, Mo.

Classified Advertisements

COMMERCIAL

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FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

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5c WORD (First Line Large Black Type)
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AGENTS AND DISTRIBUTORS WANTED

ACTIVE AGENTS—\$1.25 SELLER, MEN'S SUMMER Slacks, Pants. Finest assortment, \$9.00 dozen. **MALBIN**, 2605 Coney Island Ave., Brooklyn, N. Y.

AGENTS—300% PROFIT SELLING GOLD LEAF Letters for store windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago, Ill. tfn x

AGENTS - CARNIVAL SALES - CREW MANAGERS—Clemaco Tire Boosters inflate flats until garage is reached. New sensational necessity for automobile drivers. 100% profit. Sample 5c. **CLEVELAND MACHINE**, 1131 E. 60th, Cleveland, Ohio. tfn x

ATTENTION, SUBSCRIPTION SALESPeople—If you work east of Rockies and north of Mason-Dixon line write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES Easiest thing today. Free samples. Also, sideline salesmen for Name Plate and Tire Cover Transfers. **"RALCO"**, 1305 Washington, Boston, Mass. x

EXPERIENCED SUBSCRIPTION MEN WANTED. Rural work exclusively; New England-North Central States. Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. jy30x

LORD'S PRAYER ON PENNY ON CARD—\$2.00 a 100. Sample, 3 for 10c. **DAVE MARKUS**, 131 South Honore St., Chicago. jy9

MANUFACTURE AND SELL YOUR OWN MOTOR Overhaul Compound, expanding mineral supplied. Clean up with fastest selling specialty, make as easy as a cup of coffee. Formula and enough mineral to start business, \$1.00. **XROLITE**, Kalispell, Mont. jy16x

MILLIONS HAVE ATHLETES FOOT—CRACKS between toes, little blisters on bottom of feet. Walkers Wonder Oil will relieve. Sells one dollar full treatment. Send dime for trial size and agents' offer. **LARENZ LABORATORIES**, 5713 Euclid Ave., Cleveland, O. x

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. jy30x

PERFUME BUDS—COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. jy30x

PITCHMEN - MEDICINE MEN - NURAGEN Tonic. Nationally advertised medicine now available. 15c bottle, dozen lots. Sells \$1.25. Beautiful three color carton. **THE DICKSON CORP.**, Nashville, Tenn. jy16

RESURRECTION PLANT—UNIQUE NOVELTY, miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico. x

SELL BY MAIL—FORMULAS, BOOKS, PICTURES, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfn x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. au6x

\$50 WEEKLY CALLING ON STORES—NO SELLING, just deliver-collect. **DREXEL SALES**, Box 97, Drexel Hill, Pa. x

ANIMALS, BIRDS AND PETS

ALLIGATORS—HARMLESS ASSORTED SNAKE Dens: 8 Large, \$10.00; 10 Mediums, \$3.00; 10 Large Water Snakes, \$5.00. Price List. **ROSS ALLEN**, Silver Springs, Fla.; wire via Ocala, Fla. jy16

AGENTS AND SALESMEN

read

DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

ANIMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Gilas, Monkeys, Parrots, Macaws, Parakeets for Wheels. **SLAKE KING**, Brownsville, Tex. au20x

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, Inc.**, Box 8, Oceanside, N. Y. Rockville Center 5006. Write for price list.

BABY TURTLES—SENSATIONAL 25c SELLERS. Waterproof decorations. Mickey Mouse, Donald Duck, Snow White, Seven Dwarfs, Flowers, Hand lettered with attraction, names, etc. Per hundred: Walt Disney Turtles, \$10.00; Flowers, \$9.00; Turtle Food (10c), \$2.50; Mailing Boxes, \$1.00. **FISHLOVE COMPANY**, 1430-A Orleans St., Chicago. tfn x

COLLIES, FOX TERRIERS, GREYHOUNDS, ALSO Bull Pups. Ship anywhere. Live delivery guaranteed. Guaranteed Mange Medicine. **BULLDOGS**, 501 Rockwood, Dallas, Tex. jy23x

FOR SALE—FIVE-LEGGED, ELEVEN-TOED Yearling Heifer, alive and healthy, T. B. tested, \$75.00. **CLAUDE QUAY**, Feura Bush, N. Y.

OFFERING FOR IMMEDIATE SHIPMENT—40- Pound Dens of Large Mixed Snakes, \$10.00. No C. O. D. **ELLISON MITCHELL**, Naturalist, St. Stephen, S. C.

PEDIGREED BLACK POODLE PUPS—BEST blood in America. Almost human intelligence. Great for stage or circus work. **NOSCUIT KENNELS**, 1103 E. Walnut St., Evansville, Ind.

RINGTAIL MONKEYS, SPIDER MONKEYS, Marmosettes, Colombian Parrots, BeeBee Parrots, Macaws. Complete list sent. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE**, Bell, Calif. jy30

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

BOOKS FOR LECTURERS—CONCESSIONS. Shows, Stores, Canvassers, Pitchmen, etc., on Health, Crime, Drug Evil, Fun, Fiction, etc. Stock and special editions. Write your business. Get samples. Low prices. **STEIN PUBLISHING HOUSE**, 521 S. State St., Chicago, Ill.

BUSINESS OPPORTUNITIES

ATTRACTIVE BALL THROWING GAMES—Bottles, Cats, Dolls, Kids, Tenpins. Complete outfits, ready for business. **LAMANCE**, 782 Marion, S. E., Atlanta, Ga.

FOR SALE—DANCE HALL AND BEER GARDEN, 4-Room Cottage and Parking Ground. Building 115x32. Open year round. Doing splendid business. Good reason for selling. Price \$9,000. **HARL SNEDEKER**, Bloomville, N. Y.

PITCHMEN! SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSON**, 303 W. Erie, Chicago.

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. jy30x

SNOW KING—MOST PRACTICAL SNOW Machine made. Factory to you. Hand Power, \$41.00; Electric, \$83.00. 1/3 with order. Extracts all flavors, \$3.75 gallon. Cones and spoons. **WALKER LABORATORIES**, Box 1894, Wichita, Kan. jy9x

START A MANUFACTURING MAIL ORDER business. Make and sell your own products. Details free. **PEDERSON**, 1609 East 5th, Duluth, Minn.

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 CLOSOUT—4 BALLY EAGLE Eyes, \$89.50 each; lot, \$350.00. **KISSEE NOVELTY CO.**, 2012 S. Logan, Lansing, Mich.

AAA-1 BARGAINS—SKILL FIELDS, '38 MODEL, \$135.00; Rotaries, A-1 condition, \$58.50; Preakness, Sportsman Deluxes, \$25.00; Fairgrounds, \$69.50; Mills One-Two-Three, \$75.00; Turf Champs, \$12.95; Derby Day Consoles, \$59.50; Track Times, '37 model, \$135.00. Novelty Tables bargain prices. **MARKEPP CO.**, Cleveland, O.

A RARE BUY—TWO DIME AND TWELVE Nickel Mills FOK Slots, escalator model, mystery pay, reconditioned, buffed and repainted, \$19.95 each. **SOUTHERN NOVELTY CO.**, 125 W. Central Ave., Valdosta, Ga.

A-1 CONDITION—KENTUCKY CLUBS (CON- sole), \$150.00; Kentucky Clubs with Skill, \$200.00; Rifle Targets, \$40.00; 14-Ft. Bow-lettes, \$45.00. State your needs. **W. E. KEENEY MFG. CO.**, 2611 Indiana Ave., Chicago, Ill.

AIRWAYS, \$25.00; BALLY RESERVES, \$50.00; Electros, \$30.00; Running Wild, \$10.00; Power Play, \$13.00; Genco Football, \$13.00; Replay, \$10.00; Chico Derby, \$8.00. Illustrated Arcade, Bagatelle List Free. **MUNVES**, 555 W. 157th, New York.

ALL FOLLOWING NOVELTIES, \$7.50 EACH— Live Wire, Short Sox, Hold 'Em, Roll Over, Banker, Neck 'n' Neck, Excel, Happy Days, Daytona, Bumper, Buttons, Rugby; following \$9.50 each: Electric Scoreboard, Outboard, Ricochet, East and West, Bally Booster, Keeno, Hot Springs. 1/2 deposit. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla.

BARGAINS—POP-O-MATICS, PERFECT, \$79.50; Pamco Marksman, \$30.00; Ducks, \$35.00; Paytables, \$10.00; Selectophones, \$40.00 each. **E & R SALES**, 813 College, Grand Rapids, Mich. jy9

BARGAINS—SKILLFIELDS, \$110.00; RAY'S Track, check, \$50.00; ticket, \$60.00; Rosemont, \$25.00; Fairgrounds, \$60.00; Derby Day, Clock, \$17.00; Rotaries, \$70.00; Track Times, Red Head, \$150.00; Hi De Ho, \$7.00; Air Races, \$12.00; Photofinish, \$19.00; Grand Prize, \$15.00; Bee Jay, \$7.00; Playtime, \$15.00; Springtime, \$12.00; Carom, \$15.00; Royal Races, \$12.00; Pamco Races, \$25.00; Mazuma, \$8.00; Hi Card, \$15.00; Tanforan, \$40.00; Electro Hoist, Microscope Diggers. **CLEVELAND AUTOMATIC VENDING**, 2637 Superior, Cleveland, O. x

BARGAINS—COUNTER GAMES: REEL SPOT, \$8.75; Daval Derby, \$9.75; Cent-A-Smoke, \$6.50; Penny Smoke, \$6.50; Penny Packs, \$7.50; High Stakes, \$6.50; Wagon Wheels, \$4.00; Punchette, \$3.00; Jennings Club Vender, Cigarette Reels like new, \$15.00. Deposit. **WEST COAST AMUSEMENT CO.**, 820 S. Lisbon Ave., Tampa, Fla.

BARGAINS—WILL SACRIFICE FOR QUICK sale, in excellent shape: Turf Champs, \$22.50; Latonia, \$25.00; Stoners Air Races, \$20.00; Queen Mary, \$10.00. And others. **WM. PEARSON**, 1500 Mulberry St., Scranton, Pa.

BUCKLEYS—ERIES, MERCHANTMEN, AUTO- scopes, Iron Claws, Candy Bar Machines, Arcade Machines, Guess-Your-Weight Scale, 200 Peanut Machines. **BARGAINS. NATIONAL**, 4242 Market, Philadelphia, Pa.

CLOSING OUT—BALLY BOOSTER, ELECTRIC Scoreboard, Daval Baseball, Home Run and Replay. All \$50.00. **J. R. KATZ**, 152C N. 24th, Omaha, Neb.

FIVE (5) 1938 POPMATIC POPCORN MA- chines, \$100.00. **BOX C-573**, Billboard, Cincinnati, O.

FOR SALE—SIX SKEEBALL ALLEYS, ALMOST New. Write **JAMES C. HENES**, 1641 North Shore Road, Revere, Mass.

FOR SALE—ROCK-O-BALL ALLEYS WITH Visible Triple Scoring Device, Seniors and Juniors, \$60.00. **BULLION**, Station "O," Box 118, New York. jy16

FOR SALE—LIGHT-UP GRILLES. MAKES your old Phonographs look new, \$9.95 each. **JOE MILLER**, 530 Fairview Ave., Kingsport, Tenn.

FOUR PENNY PACKS, \$6.50 EACH; TWO Taverns Cigarette, \$4.50 each; 1 Cent-A-Smoke Divider, \$6.50. **BROWNING**, Elk Point, S. D.

GOODBODY'S BARGAIN LIST IS WAITING for You. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. jy23

JOBBERS, ATTENTION—MILLS GOLD AWARD, Side Venders and Bells, 10 Dime, 9 Quarters, 6 Half Dollar Machines, serials up to 400,000, like new. Been in storage in Georgia since October. For quick sale, \$750.00 for lot. **B. WELLMAN**, 6101 Newburg Ave., Chicago, Ill.

LIKE NEW—GENCO FOOTBALL, \$17.50; DUX, \$19.50; Chicago Express, \$25.00; Cross Line, \$7.50; Exhibit Basketball, \$19.50; Exhibit Bobs, \$21.50; Gottlieb Baseball, \$25.00. 1/3 with order. **MARC COIN**, 1211 E. Third, Dayton, O.

LITTLE DUKE, 1c PLAY, \$10.00; BALLY DERBY, 5c cash payout, \$15.00; Mills-Watling-Jennings 5c Slots with Jackpots, \$20.00. **O'BRIEN**, 89 Thames, Newport, R. I.

MARS, \$22.50; DUX, \$19.50; CHICO DERBY, \$17.50; Classic, \$14.50; Bally Ranger, \$12.50; Fence Buster, Allstars, Bally Derby, Bluebird, Policy, Crossline, Homerun, Firecracker, \$9.50; Live Wire, Replay, Fireball, Sequence, \$7.50; Rollover, Banknite, Neck'n'Neck, Rack 'Em Up, Madcap, Short Sox, Holdem, Bolo, \$5.00; Snacks 1c, like new, \$10.75. Trade for Ballgum Venders or Victrolas. 1/3 deposit with order. **FINN & GENE**, Mocanaqua, Pa.

MECHANICALLY PERFECT—NINETEEN QUAR- ter and thirteen Dime Watling Rol-A-Top Slots, \$24.50 each. **SOUTHERN NOVELTY CO.**, 125 W. Central Ave., Valdosta, Ga. x

MIDSUMMER CLEARANCE—PAY TABLES, Novelty Games, Slots. List free. 10 Mills Dancemasters, Seeburg Selectophone, \$25.50; sample, \$35.00. **COLEMAN NOVELTY**, Rockford, Ill.

MILLS BLUE FRONTS—NICKEL, DIME FJTUR- itys, Chiefs, almost new, \$35.00; Lion Heads, \$17.50; Penny Pace, Dukes, Mills, \$12.50; Penny Mills G. A., \$25.00. 1/3 deposit Will buy Wurlitzers, Penny Packs. **E. C. HUNTER**, 309 N. Locust, Pittsburg, Kan. ry16x

MILLS 1-2-3 (LATE), BALLY RESERVE, SPORT Page wanted at once. State price and quantity. **CLIFTON NOVELTY CO.**, 2216 Lake Ave., Baltimore, Md.

ONE RIDGEWAY JR. SCALE FOR SALE—GREEN porcelain column, accurate, looks almost like new, \$20.00. **L. R. PORTER**, Alexandria, Ind.

READY TO OPERATE—MILLS ONE-TWO- Threes, \$50.00; Air Ways, \$27.50; Dux, \$17.50; Tops, \$22.50; Stoner's Races, \$17.50; Silver Flashes, \$25.00; Genco Football (1937), \$13.50; Post Time, \$10.00; Golden Wheels, \$22.50; Racing Forms, \$22.50; Mercury, \$15.50. Counter Games: Zephyrs, \$10.00; Reel 21, \$4.00; Reel Spot, \$6.00; Reel Dice, \$5.00; Buckley Cent-A-Pack, like new, \$8.50. Bally Sum Fun, \$5.00; Penny Cigarette Machines, \$5.00. Prices F. O. B. Miami. 1/3 deposit with order, balance C. O. D. **H & G NOVELTY**, 849 S. W. Second St., Miami, Fla. x

REAL BARGAIN—FIFTEEN NICKEL AND ONE Quarter Mills Silent Mystery Golden Bells Slots, thoroughly reconditioned, buffed and repainted like new, \$29.50 each. **SOUTHERN NOVELTY CO.**, 125 W. Central Ave., Valdosta, Ga.

RED HOT PRICES—BALLY RESERVES, \$45.00; Aksarben, Free Play, \$60.00; Genco Double Tracks, single or double chute, \$50.00. All perfect, third deposit. **G. W. NATION**, Eatow, Fla.

ROTARY MERCHANTISERS—GUARANTEED excellent condition, \$64.50; also other type machines. **GEO. J. KEPPLER**, 2606 Detroit Ave., Cleveland, O.

SACRIFICE SALE—PHONOGRAPHS, PERFECT condition and clean. Six Wurlitzer 616s, \$145.00 each; four 716, \$145.00 each; five Style 412, \$75.00 each; three P-10s, \$45.00 each; three Seeburg 1936 Symphonolas, perfect, \$50.00 each. Original shipping cases. F. O. B. Wilmington. **C. L. WHITEHEAD**, 1205 Market St., Wilmington, N. C. jy16x

SLOT MACHINES—LATE PACE 5c, SERIAL No. F.B. 45927M, \$45.00; Pace 5c, Serial No. F.B. 36272, \$25.00; Mills Futurity, Serial No. 381011, \$35.00; Jennings Chief, Serial No. 118821, \$30.00. Perfect condition. Also 4 Console Stands for Slots, \$4.50 each. 1/3 deposit. **R. COLLINS**, 307 Wildwood Ave., Pittman, N. J.

SUMMER PARK PENNY ARCADE—NOW IN operation. Have 100 Machines. Diggers, Athletic, Microscopes, Novelty, Etc. Can be seen at park. **J. WILLIAM POWERS**, Edgewater Park, Grand Island, N. Y.

USED PHONOGRAPHS—1935, '36 AND '37 Models, \$25.00 and up. Write for price list. **KANSAS NOVELTY**, 555 W. Douglas, Wichita, Kan. jy30x

VALUES YOU WILL REMEMBER—RAYS Tracks, \$65.00; two for \$100 (Late Models); Galloping Dominoes (Evans), \$75.00 (perfect); Wurlitzer 616s, \$149.00. Many others. Write your needs. **P. K. SALES**, Cambridge, O.

VEN-A-PACK PEANUT OR HERSEY BAR MA- chines, original cartons, like new, \$10.00, cost \$15.00; 22 for \$200.00; 10 Trickett Machines, like new, cost \$15.00, lot for \$40.00; also 30 3-Way Grippers, used only 2 weeks, \$10.00 each; like new 5c A. B. T. Target, cost \$9.50, used 5 days, \$25.00; 1 Jennings Chief, coube jack pot, 5c play, like new, guaranteed, \$50.00. 1/3 deposit with order, balance C. O. D. **BRUNNER SALES CO.**, 80 Oakland St., Manchester, Conn. x

WANTED TO BUY—USED FLEETWOODS, Multiple Races, Sport Pages. Quote best price first letter. For sale, Novelties, Slots, Pavouts. **TOLEDO COIN MACHINE EX.**, 1825 Adams St., Toledo, O.

WANTED—BALLY RESERVES, BALLY FLEETS, Bambino, Snappy, Swing Time. **ACCURATE COIN COUNTER COMPANY**, Box 312, Patton, Pa.

5/8" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. au13x

5 WURLITZER 1937 SKEE BALL ALLEYS—14 feet, 5c coin operated, now in use, \$150.00. **F. SEYFRED**, Manasquan, N. J.

10 BALLY RESERVES—USED LESS THAN thirty days, \$60.00 each. 1/3 cash, balance C. O. D. **JAX NOVELTY SALES CO.**, 111 W. Duval St., Jacksonville, Fla.

225 SLOTS—MILLS, PACE, CAILLE, JENNINGS, Watling Jackpots. Late models, A-1 condition. Write for prices. **SCHWARTZ & CO.**, 401 Bidwell, Fremont, O. jy16

COSTUMES, UNIFORMS, WARDROBE

ATTRACTIVE EVENING SHOES, 50c PAIR; Chorus Costumes, \$1.50 up; Evening Gowns, Wraps, Capes, Hulas. **CONLEY**, 310 W. 47th, New York.

BAND COATS—ALL COLORS, \$2.00; CAPS, \$1.50. Tent Curtains, Costumes, White Mess Jackets, Cellophane, Minstrels, Fans. **WALLACE**, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices, leads. **GIBSON LABORATORY**, Chemists, BH-1142 Sunnyside, Chicago. tfrx

FORMULAS — LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS — FEARLESS, BURCH, LONG- Eakins, Champion, heavy 12-Quart Popping Kettles; Caramelcorn Equipment; Gasoline Burners, Tanks, Tubing, Repairs. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia. se10x

FROZEN CUSTARD MACHINES—NEW ELECTRIC Portable Aluminum Counter Models. Uses ice-salt, \$150. **CREAMASTER COMPANY**, 310-B East 35th, New York. jy30x

LARGE TENTS — 40x80, 40x120, EXCELLENT condition. Very reasonable prices. **TAVENTIAN**, 61 Rutgers St., New York City. x

NEW "VELVO" FROZEN CUSTARD AND ICE- cream Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.**, Gastonia, N. C. jy30

POPCORN MACHINES, CRISPETTE, CARME- Crisp, Potato Chip, Cheese Coated Corn Equipment. **LONG-EAKINS**, 1976 High St., Springfield, O. jy23x

RINK OPPORTUNITY—MAPLE FLOOR, 49x120, \$500.00; Public Address System and 400 Pair Chicago Skates. Good condition. **G. T. CHANDLER**, Crapo Park, Burlington, Ia.

FOR SALE—SECOND-HAND SHOW PROPERTY

A BARGAIN — TERMS. SKEE BALL ALLEYS. Bought new. Never moved. Also Scooter Cars. Write for particulars. **GLAZIER**, 5111 College, Indianapolis, Ind.

A-1 ATTRACTIONS—DOUBLE BODIED TWINS, Goldfish Bowl Illusion, Television Girl, Ant Circus Alive. Complete Wax Show, Sidewall, Tents, Banners, Circus Acrobatic Pad and others. **UNIVERSAL**, 3238 S. State, Chicago.

BALLOONS, PARACHUTES, INFLATORS — Specify jumper's weight. Builders and operators since 1903. Also Tent bargains. **THOMPSON BROS. BALLOON CO.**, Aurora, Ill. x

FOR SALE—KIDDIE AUTO RIDE, 6 CAR, AIR Tires. Can send picture. Used 10 days. **H. H. PICKLESIMER**, North Vernon, Ind.

HELP WANTED

EXPERIENCED PENNANT MACHINE OPERA- tors. All big celebrations Black Hills, Fairs later, top prices. Wire commission wanted. **GLASNAPP**, Belle Fourche, S. D.

FOUR SINGING LEADS, COMEDIENNE, CHAR- acter People, Male Quartette, handle lines; Chorus Girls with Specialties, 8-Piece Orchestra. Musical road show. Photo, references. Car owners preferred. State salary. Rehearsals September 1. Also High-Powered Advance Salesman for unique merchant-theater tie-up. Expense against percentage. **BOX C-575**, Billboard, Cincinnati.

GIRL TRUMPET PLAYER—ALL GIRL UNIT. Steady location Wisconsin. Must read. Send photos, state experience. **NAN GLASS**, 2915 Stevens, Minneapolis, Minn. jy9

MAN WITH TRUCK OR HOUSE CAR—CARRY 500 pounds. Assist in act on fairs. To join Connecticut, Chicago or California. August. Gas, oil, salary. **GEORGE WILLIAMS**, 2025 Broadway, New York City.

MED PEOPLE—TEAM, SINGLES, BLACKFACE, knows acts; Musicians that sing. State all, lowest salary. **G. HANKS SHOW**, General Delivery, Salina, Kan.

WANT GOOD FIRST TRUMPET MAN—ALSO Sax, Clarinet who arranges. Hams, drunks and weeds lay off. **BOX C-576**, Billboard, Cincinnati.

WANTED—FIRST ALTO SAX, CLARINET FOR young dance band immediately. No liquor or tea. Sleeper bus, no hotel bills. Fifteen a week. **DON ENGSTROM**, Holdrege, Neb.

WANTED QUICK — MED PERFORMERS, ALL lines. Single Blackface. Don't misrepresent, cause of ad. Salary sure. **CHIEF GRAY FOX**, Sorento, Ill.

Show Family Album



MEMBERS of Sparks' Circus Band, Jack Phillips, leader, taken season of 1923. Standing, left to right, are Henry Baske, Ed Younger, Jack Phillips, Frank Kible, Tony Lamb and Henry Blank. Seated are August Rutch, John Griffin, Pascal Hays, Charles Dirr, Paul Matheson, Leon Forsythe, a Mr. Stewart; Charles Wetterman, a Mr. Putman, James Norman, E. J. Ewing and Bert Proctor. Forsythe and Wetterman are dead. Show traveled 15,261 miles that year.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who 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.

WANTED—GIRL SINGER. MUST PLAY PIANO. Double Violin or other instrument preferred. Steady job, night club. Wire or write. **CLUB EMPIRE**, La Salle, Ill.

MAGICAL APPARATUS

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938-'39 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 illustrated page catalogue, 30c. **NELSON ENTERPRISES**, 198 South Third, Columbus, O. jy23

FREE! CATALOG 500 MAGIC TRICKS FOR pocket, parlor, club or stage. South's largest line. **LYLE DOUGLAS**, Station A-9, Dallas, Tex. x

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. jy16x

MAGIC BOOKS, TRICK CARDS, LOOK-BACKS, X-Rays, Novelties, Bingo Specials, 3,000, \$4.50; See Thru Markers, \$10.00 gross packages of 25. **WARNOVCO**, Conimicut, R. I. jy23x

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY**, 1313 N. Wells, Chicago, Ill. Illustrated folder free. jy30

VENTRILLOQUIAL FIGURES—24-PAGE ILLU- strated Catalog 10c. **FRANK MARSHALL**, 5518 S. Loomis Blvd., Chicago, Ill. Used by all professional ventriloquists.

MISCELLANEOUS

EMERGENCY MUSIC SERVICE — MUSICIANS- Orchestras. **RUDY**, 12113 Woodward Ave., Detroit, Mich.

LAM-A-FAB — A LIQUID FABRIC CEMENT. Water and sun proof, always pliable. Sews seams and puts on patches that stay. Keeps your canvas goods in perfect condition. \$1.25 per pint plus postage. **S. J. RUSSELL CO.**, P. O. Box 137, Peoria, Ill. jy9

ZEPHYR CHAFAID — DON'T SUFFER FROM chafing. Send \$1.00 for new scientific application. **ZEPHYR LABORATORY**, 4013 Milwaukee Ave., Suite 323, Chicago. x

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AT LIBERTY

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AT LIBERTY - A No. 1 TATTOO ARTIST. Ready to join at once. SAILOR JACK BAILEY, Bessemer City, N. C.

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WILDCATS-Wild West Show Act for any occasion where Wild West is wanted. Have 3 horses. ELMER DRAEGER, 3769 N. Port Washington Ave., Milwaukee, Wis.

AT LIBERTY

COLORED PEOPLE

AFTER JULY 4TH-Colored Trombone. Read, get off tone. Appearance, experienced. State salary. JOHN RHODES, 1121 Madison Ave., Baltimore, Md.

AT LIBERTY

DRAMATIC ARTISTS

AT ONCE-MAN, GENERAL BUSINESS, Feature Blackface Comedy, Specialties, Violin, Guitar, Piano in Orchestra. Reliable shows only. State all and best salary. Transportation? Yes. Write ROY RICE, Wytchville, Va.

AT LIBERTY-Price and Gentry. Walter X., comedian, banjo in orchestra. Helen, piano, read, fake, transpose, general business and characters. Single and double specialties. Have musical openings. Can produce concerts. Join on wire. WALTER X. PRICE, care General Delivery, Oklahoma City, Okla.

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MAGICIAN-Wants to join Vaudeville Unit or N. C. 16th. No tent shows. Good suitcase act and small illusions. Young, experienced. State all. PHIL MESSENKOPF, 619 W. 7th St., Erie, Pa.

AT LIBERTY

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MOTION PICTURE CAMERAMAN-Now available for making film productions. Have 16 and 35MM. camera equipment. Will travel. DAN ALBERIGO, 26-22 30th St., Long Island City, N. Y.

AT LIBERTY

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CELLIST-UNION, EXPERIENCED, young, conservatory trained. Will travel. EDER, 72-37 57th Ave., Maspeth, L. I., N. Y. Newtown 9-2444.

TENOR SAX - CLARINET

Arranger-Double fine Fiddle. Experienced, transpose, phrase, read and ride. Age 22, university graduate, single, sober and reliable. Can bring fine drummer, bass and ride trumpet. OWEN ELKINS, Walnut Ridge, Ark.

A-1 DANCE TRUMPET - ALL ESSENTIALS. C. ZYLMAN, 298 Irwin Ave., Muskegon, Mich.

ALTO OR TENOR SAX-DOUBLING CLARINET, Violin, Flute, Baritone Sax. No take-off. Good reader, tone and teamwork. Radio and recording experience. With "Dan Russo" in '35 and '36. At liberty after July 4. Write or wire HARLEY E. WALKER, 625 A Ave., N. E., Cedar Rapids, Ia.

AT LIBERTY - SIX-STRING GUITAR MAN, doubling Violin and Trumpet. Union, sober and reliable. Will go anywhere if job is good. Have new automobile. Write or wire CLARENCE T. NELSON, Yankton, S. D.

AT LIBERTY JULY 1ST - TROMBONIST. Union, take-off man, swing. Prefer 2nd Trombone. Young, experienced. JUNIOR COOPER, 3008 Hampton Drive, Middletown, O.

AT LIBERTY - SWING DRUMMER. YOUNG, single, sober, neat and reliable. Read, cut shows. Willing to travel. Write or wire all to G. CHRISTEL, 614 Gries Ave., Elizabeth, N. J.

AT LIBERTY - SOUSAPHONE. EXPERIENCED all lines. Sober, reliable, competent. CHOP EYESTONE, 1101 N. Walnut, Danville, Ill.

AT LIBERTY-MODERN DANCE TROMBONE. Dixieland Style. Twelve years' experience in all lines. Double fair Fiddle. No panics, please. Write or wire HOWARD STRATTON, Box 245, Coloma, Mich.

BANDMASTER - ACCOUNTANT WANTS permanent location. Well schooled and experienced. HAROLD F. KELLOGG, Ethridge, Tenn.

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DRUMMER-SWING. YOUNG, EXPERIENCED. Pearl Outfit, Bells, car. MUSICIAN, 307 Summer St., Royersford, Pa., near Philadelphia, Pa.

ELECTRIC GUITARIST AT LIBERTY-VOCALS. Yodeling. Wants job with a good swing Hawaiian or Hillbilly orchestra. Have my own car. Will go anywhere. Young and reliable. CECIL R. MILLER, Oxford, Pa.

SELOUT GUITAR MAN-DOUBLES ELECTRIC and Vocals. Arrange and have had experience fronting. Prefer commercial band or strolling unit. DAN WALTERS, 476 Dayton Ave., St. Paul, Minn.

TENOR SAX-TRANSPOSING ALTO PARTS AT sight. Double go Clarinet, Alto, Trumpet, Piano. Arrange. Experienced in shows. Read and fake anything. Union. Waiting for good proposition. GOSS, Spencerville, O.

TROMBONE - EXPERIENCED. UNION. GOOD reader. College, 23, sober. ELSTON STRANCE, Hillsboro, Ill.

TRUMPET MAN - DOUBLING GUITAR AND Pianist-Arranger. Young. Will go anywhere. Easy to get along with. SOL SINGER, 1244 South Avers Ave., Chicago, Ill.

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ALTO SAXOPHONE - Doubling Clarinet. Good tone, read, fake and transpose. Modern take-off, good arranger. Wife works chorus. Join on wire. MUSICIAN, Ball Ground, Ga.

AT LIBERTY-Trumpet. Read, cut, take-off. Experienced in club work. Prefer small location band in Northern Wisconsin. Union, reliable. FRED A. MCCORMICK, Princeton, Wis.

BASS VIOL - Age 25. Have 80 swing arrangements. Only reliable and swing bands answer this. Parties lay off. SAM ROWE, 409 E. Wood, Paris, Ill. Phone 918-X.

DANCE DRUMMER-After July 10. Experienced, age twenty-one, union, reliable. Go anywhere. State all in first. BOB WALKER, 320 Gaines St., Little Rock, Ark.

DRUMMER - Age 27, experienced, union. Cut floor and stage shows. Consider small combo or anything anywhere. Join on wire. DICK DIXON, 316 E. Magnolia, Knoxville, Tenn.

I PLAY GUITAR like Skavinsky Skavar and can't get it off my chest. Just give me a job, about 35 bob, and I'll give you as good as the best. 28, up-to-date, sing, swing, stroll, no skool. East, West. Nine years good bands. FORD, 1456 Central, Indianapolis, Ind.

SWING GUITARIST - With plenty of lift, also take-off. Cut anything. Have \$400 guitar. Young, union. Send ticket. FREDDIE STIVERS, 838 W. Sawyer, Decatur, Ill.

TENOR SAX - Doubling Clarinet and Alto. Modern take-offs, tone and read. Young, single and reliable. Want change from present job to one with modern band. Will prefer location. BOX C-574, Billboard, Cincinnati, O.

TROMBONE - STRING BASS - Experienced, cut, ride, take-off, read. Four years together. Prefer stick. Sober, young, reliable. Write best offer. MUSICIANS, Box 103, Douglas, Ga.

TRUMPET, TENOR SAX, PIANO - Three brothers. Sight read and take-off. Latest style. State pay. Join immediately. Write or wire. CHARLEY CATANZARO, Hotel Melrose, Melrose, Minn.

TRUMPET - Doubling Tenor, Clarinet. Also Drummer. At liberty June 25. Young, non-union, but willing, both read and some ride. Go anywhere. No panics, please. The last one really threw me. Write or wire PATT J. JACKSON, Apt. 1, 2249 Balcomb, Detroit, Mich.

TRUMPET AND PIANO - Ten years' experience with good bands. Brothers, university graduates. Trumpet play any part. No liquor or weed. Will accept individual work, but prefer to stay together. Location preferred. W. DENNIS, 408 S. 6th, West De Pere, Wis.

AT LIBERTY

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THE LERCHES - Lady and Gent. Comedy Table Act; also Aerial Act. 1801 W. Main St., Philadelphia, Ill.

THREE ACTS - Tight Wire, Slack Wire and Rolling Globe. All acts first-class every way. Write for prices and literature. RALPH AND SYLVIA CHRISTY, Kokuk, Ia.

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AT LIBERTY

PIANO PLAYERS

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COLLEGE GIRL - WANTS LOCATION IN Southern Ohio or Indiana. MONA MORRISON, 644 Lincoln Ave., Cincinnati, O.

DANCE PIANIST-RELIABLE, SOBER, MARRIED, age 23. Read, etc. Want location, prefer East or South. Must give notice. Address PIANIST, Box 365, Mason City, Ia.

PIANIST-READ, FAKE, UNION, ARRANGE. Double Accordion. Any type dance band. PIANIST, Hotel Cargill, Des Moines, Ia.

PIANIST-AGE 21. READ, FAKE. EXPERIENCED IN ALL TYPES. Sober, reliable. Can arrange. L. RIMMELE, 708 Benton Ave., Jansville, Wis.

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EXPERIENCED PIANIST - Fake, transpose. Reference. Don't double stage. Also nine-year-old girl, parts, singing, dancing and roller skate tapping specialties. Warehouse. Prefer dramatic or vaudeville show. Joint salary twenty-five collars. Tickets. NELLIE ROGERS EATON, Fairhope, Ala.

PIANIST-Male, thirty, American, single, union. Wide professional experience, concert and dance, trained musician. Now in East. State particulars. BOX C-568, Billboard, Cincinnati, O.

PIANIST-Experienced in dance bands. Location or one nighters. No hams need apply. Call leave at once. CHUCK RABER, 1133 Bellvue Blvd., St. Louis, Mo.

PIANIST - Experienced, cut shows, iam, read, arrange. Age 23, sober, reliable, union. Just finished three months at South Bend Country Club, La Salle, Ill. State full particulars. CLARK WINTERS, Lacon, Ill.

AT LIBERTY

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AT LIBERTY

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AT LIBERTY - OLD-TIME BLACKFACE COMedian. Up in all med acts and bits. Do singles, change for two weeks. Play Guitar, Harmonica and Saw. TOM YANCEY, 535 S. Jefferson St., Du Quoin, Ill.

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AT LIBERTY-Character, Straight Man, Rube, Black Eccentric. Real singing voice, bass baritone. Fully experienced performer. Consider any first-class show, large or small. Can lecture med. Appearance, age 45. Answering mention salary. J. WILBUR DAVIS, 2903 Chestnut St., Ft. Worth, Tex.

AT LIBERTY - Old-Time Med Comedian, Vent. Silent picture outfit. Double with lecture or team. Salary or percent. House car. HAPPY GEO. TROY, Ill.

"3 BAKERS" - One Man, two Ladies. Contortion, Comedy, Juggling, Knife Throwing, Dogs, Pigeon Act, Rope Spinning. Good wardrobe. State best salary. Cruise, N. C.

YOUNG TEAM - Man, Feature Comedian, Song and Dance, especially Black and Toby. Doubles some Piano and Drums. Wife, General Business, Straights, etc. We do gag specialties that go. Sober, reliable, modern wardrobe. Nothing too large or small. Can produce. Name best sure salary in first. Wire WITHE BISHOPS, care Leonard Players, Wytchville, Va.

F. H. BEE

(Continued from page 44) mitted, to fried chicken supper at cook-house. Gus Bethune certainly put on food with all trimmings and all went away singing praises of show. Visitors: J. F. Sparks, W. R. Harris, E. B. Braden and Tressie McDaniels. F. H. Bee made trip to West Virginia and came back with very favorable reports as to conditions in that territory. Equipment is undergoing painting. WILLIAM R. HICKS.

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

More Mdse. on Summer Bingos

Outdoor bingo ops use loads of prizes—Jones' 5 layouts doing okeh

CHICAGO, July 2.—Following success formula of indoor church and organization bingos, outdoor bingo ops are outdoing one another in giving away more and better merchandise prizes this season.

Reports from the various shows indicate that the players who patronized the indoor bingos during the fall and winter are now flocking to carnival and park bingos and that the one factor responsible for this is the tastefully arranged merchandise displays featured by outdoor ops.

Accompanying photograph shows one of the W. H. (Bill) Jones bingos on the Oscar C. Buck midway. Ray J. (Leafy) Rehrig manages the stand and reports that, despite bad weather breaks and a slow start, biz has been holding up pretty well and improving right along.

Picture is graphic proof of what bingo ops are doing in the way of dishing out merchandise awards. The photograph shows such assorted prize merchandise as lamps, clocks, dishes, hassocks, hammocks, blankets, vent dolls, stuffed toys, umbrellas, cocktail sets, radios, vanity sets and numerous others.

Jones, incidentally, is one of the biggest of the outdoor ops, having bingos on William Glick's Ideal Shows, West Wonder Shows, Strates Shows, Art Lewis Shows in addition to the stand on the Buck midway. Also has an extra set-up which plays celebrations, etc.



HERE IS W. H. (BILL) JONES' BINGO LAYOUT on the O. C. Buck Shows. Layout is under the management of Ray J. (Leafy) Rehrig. With bingo games on five other carnivals this season, Jones is an outstanding example of the operator who assures the success of his games by using plenty of merchandise prizes.

Hot Weather Mdse. Getting Good Play

CHICAGO, July 2.—Hot weather—the wilting, parching kind—seems made to order for many concessioners, salesboard ops and bingo heads who recognize the value of timeliness in their merchandise offerings. In close contact with public wants the aforementioned groups were quick to flash hot-weather goods designed to bring relief from the heat or add to the joy of recreation or the pleasure of entertaining. Appearance of many old favorites in the group of items of summer-time appeal was closely followed by the introduction of some striking new numbers of a strictly torrid-zone nature.

Old stand-bys such as electric fans, sun glasses, matched luncheon sets and beverage and drinking sets of many kinds are still popular. Manufacturers and designers showed some genuine skill in the motifs and color arrangements on many of the staple items, with the result that there is no apparent letdown in popularity this season.

It is notably in articles of drink and lunch merchandise that new numbers are offered. Glass, china and pottery ware and chromium are the popular materials for the formation of some of the cleverest mixed drink services and luncheon set ideas ever seen on a midway. A pick-up in interest in the stripe-tease highball glasses is also reported; a spurt attributed to the demand for a smart manner of presenting cooling summer drinks.

A couple of items which have been meeting with great success on bingo stands lately are deck chairs and folding lawn chairs, while picnic thermos jugs, particularly the one-gallon size, have been among standout choices of game winners, according to reports.

smartly styled air-flow design. Fan is available in two sizes, floor model and table model, and an airplane-type motor is capable of producing 16,000 revolutions per minute. It is claimed to be absolutely soundless. Deal works on a 1,500-hole one-shot board and should receive a good play from the boys.

It's the little things that happen which makes life interesting. An operator tells us that when he worked down south some years ago many of the locations would not do business with him because his accent gave him away as a foreigner from the North. He didn't know what to do about it when by chance his problem was solved. He walked into a local shop one day and (See DEALS on page 58)

BINGO BUSINESS

By JOHN CARY

AN ENCOURAGING NOTE about bingo business is the fact that so many churches and organizations who decided to run their indoor bingos thru the summer are doing surprisingly well. Perhaps the rather cool weather in most territories has had a great deal to do with the success of these bingos, but whether it has or not, the fact remains that almost all indoor church and organization games now running are still drawing patrons and showing good profits.

WE FEEL, TOO, THAT IT IS UNFAIR to give too much credit to the weather. We believe that when the hottest days of July and August roll around bingo fans will still be flocking to their neighborhood indoor games. After all only a small percentage of the bingo-playing populace can afford to go out of town for summer vacations and the large percentage who must remain in town still need the relaxation which bingo affords them. The smart operator, as a matter of fact, has been and will continue to cash in on the heat of the dog days. When the thermometer hovers around the 90 mark, just staying at home (in most apartments and homes) can be a mighty uncomfortable business. The op who gives his players some form of air-conditioning or air-cooling in his auditorium or bingo hall will draw many a player who "just wants to get away from the heat."

AND THE LURE OF A GENUINELY ENTERTAINING EVENING, plus seasonally attractive merchandise prizes, will always draw bingo players, rain or shine. When the 1938 summer season comes to a close we feel certain that many churches and organizations will be completely sold on the idea that summer bingo indoors can be run profitably.

WE KNOW OF ONE OP who is seriously considering setting up a nursery room for the convenience of mothers who want their youngsters taken care of while they play. It wouldn't surprise us at all if he went thru with it. He got the idea when he overheard a couple of patrons discussing the absence of two friends because they "had to stay home to take care of the children." He figures that

Concessioners Scan Markets

Outdoor men hunt new items — several numbers attracting attention

NEW YORK, July 2.—With the most profitable part of the summer ahead, park and carnival concessioners as well as outdoor bingo operators are reported to be scanning the wholesale markets for something new and different in merchandise prizes. Men are reported to be looking for items possessing sufficient appeal and utility coupled with the necessary flash to attract the attention of the passers-by on the midway.

One item expected to get a big play is the new vest-pocket binoculars recently announced by Lou Fox Enterprises. This is something decidedly different in the binocular field, it is reported. Glasses boast of pitch-polished lenses which fold into a case no larger than a cigaret case. They can be easily carried since the overall dimensions are only four by three inches. One of the things that make it a real eye-catcher is that it comes in three flash colors—black, Chinese red and ivory.

The attention which some of the men are giving the new vent doll creations augurs well for their continued success over the summer. N. Shure's Dopey the dwarf, and Ralph Freundlich's comic strip favorites, Dick Tracy, Herby and Kayo, are reported to be in good demand. Stuffed animals and dolls will also be casting their "take me home" looks from midway stands until the last stand is struck at the end of the season. Blossom Doll's Miss America Doll and some of the clever creations of Persia Mfg. Co. are reported to be doing well. Several other numbers like Masco Novelty's Dummy Bank and the Lucky Baby Shoes of Lasco Products are going over with the men who want smaller type awards.

Radio Popular

Radios, of course, are as popular as ever both with concession fans as well as with the bingo addicts. New smaller than usual midget models being offered by Evans Novelty, Zenith Sales, Silver Mfg. Co., Playland Supply and others are coming in for a big share of the sales to the outdoor concession fields.

With the candid camera craze still going full blast, some of the low-priced numbers being marketed by J. Mallory, Silver Mfg. Co. and others are among the most popular items of the season. It's a big year for the snap-shooters, and carnival and bingo concessioners are not letting any grass grow under their feet in capitalizing on the popularity of this item, it is reported.

Of course, the new numbers in plaster, balloons, jewelry, etc., are all coming in for their share of attention, since the word has passed round that the boys who are tossing out the goods this year are the ones who are on the long end of the big take.

such a nursery (properly supervised and something on the order of those in department stores) would not only be the means of many mothers getting out and enjoying a few hours relaxation in the afternoon, but would be a great stimulant to the indoor bingo biz during the summer season. So if any of you ops have ever heard of such a plan, or if you think the idea is just a brainstorm brought on by the intense heat of the past few weeks, let us have your opinion on it.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

We still receive letters from operators asking if a sample salescard can be included in a mail solicitation. To our knowledge there is no federal law which prohibits merchandise sales thru the salescard method, and there are hundreds of operators using the mails regularly. However, we understand it is important to have the following statement somewhere on the card: "Contents, merchandise. Postmaster: This parcel may be opened for postal examination if necessary." What laws there are on the books pertaining to this business, we believe, are local in character. Therefore operators who contemplate going into the mails would do well to seek the advice of their local postmaster. He should be able to set them straight.

Do you know who first called the board a salesboard? Whoever he is he deserves a vote of thanks. It has done much to stimulate public acceptance of a business which is in every way legitimate when conducted properly.

Earl C. Jasper has another item which looks like a winner—the Air Chief home fan. Earl has just returned from a trip thru Wisconsin and Minnesota and reports that from all indications Air Chief is going to prove one of the biggest one-shot hits in years. Among its many features are a cool running motor, vibrationless shaft, deep-pitched blade wings, streamlined guard, self-aligning oilless bearings, non-creep heavy base and

CHECK THESE HAHN SPECIALS

TIE OLIP SETS
\$3.50
 GROSS
 ORDER No. B201.

| No. | Item | Price |
|-------|--|---------|
| B202 | As Above, Carded, Gross... | \$ 1.85 |
| B203 | Tie Chain & Collar Holder Sets on card, Gross... | 4.00 |
| B204 | As Above, Boxed, Gross... | 6.00 |
| B205 | Color Bead Necklaces, Doz... | .75 |
| B206 | La Fiste 18" Pearl Necklaces, boxed, Doz... | .65 |
| B207 | Enamel Double Combs, Doz... | 2.25 |
| B208 | Ring and Pendant Set, Doz... | 1.85 |
| B2010 | Rhinestone Brooches or Ear Drops, Doz... | .65 |
| B2011 | Jumbo Dip Pens, Gross... | 12.00 |
| B2012 | Imported Wind Lighters, Gr... | 10.50 |
| B2013 | Assorted Charms, Gross... | .65 |
| B2014 | Electric Shavers, Ea... | 1.85 |
| B211 | Kwik Shave Electric Shaver, Ea... | 2.50 |
| B2015 | Amer. Made Lipstick Lighters, Doz... | .79 |
| B2016 | Blades (5 in pkg.) Per 100... | 3.00 |
| B2017 | Filter Cigarette Holder, Doz... | 1.25 |
| B2018 | Guar. Pocket Watches, Ea... | .64 |
| B2019 | Guar. Alarm Clocks, Ea... | .64 |
| B2020 | Electric Alarm Clocks, Ea... | .98 |
| B2021 | Amer. Made Wrist Watches, Ea... | 1.48 |
| B2022 | Ladies' Jeweled Watches, Ea... | 2.10 |
| B2023 | Sun Goggles (12 on card), Gr... | 8.90 |
| B2023 | Opera Glasses, Doz... | 1.75 |
| B2023 | Pigskin Billfolds, Doz... | .75 |
| B2024 | Jap Kimono, asst. colors, Doz... | 5.95 |
| B2025 | China Head Cans, Gr... | 6.95 |
| B2026 | Maple Cans (Amer.), Gr... | 18.50 |
| B2027 | Ast. China Novelties, Gr... | 7.20 |
| B2028 | Needle Books (25c), Gr... | 1.25 |
| B2029 | Baseballs, Gr... | 9.00 |
| B2030 | Blankets, Indian design, Ea... | 1.25 |
| B2031 | Monks Glove Doll, Doz... | 1.35 |
| B252 | Candid Type Cameras, Ea... | 2.62 |

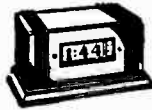
25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 323, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.
JOSEPH HAHN CO.
 Wholesalers and Importers Since 1911.
 217-225 W. Madison St., Chicago, Ill.

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.

Popular Chieftain

One of the most remarkable in long-run items is the Penwood Chieftain. Electrical numerals show time at a glance. This remarkable new-type electric clock makes it easier to tell time.



Beautiful in design, it is offered at a low price. It has proved a good salesboard item from the start and comes in a modern plastic case, smartly styled, combined simplicity of design with simplicity of time reading available in either walnut or black. Evans Novelty Co. is exclusive distributor in United States for the salesboard trade.

Air Chief Fan

Air Chief Fan is reported by Earl Jasper, factory representative, to be one of the biggest and fastest one-shot hits on salesboards for some time. Fan is mounted on a sturdy pedestal stand, completely finished in chrome. Fan has airplane-type motor which is said to be soundless even when ticking off 16,000 revolutions a minute. Jasper says there is no vibration with this fan nor will it interfere with radio reception. Claims it is real breeze maker for home or office.

Lucky Baby Shoes

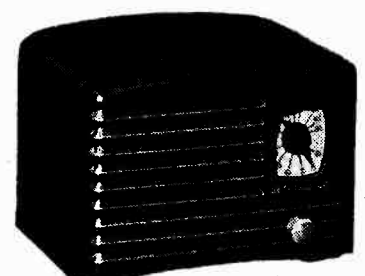
Lasco Products is doing quite a job with the Lucky Baby Shoes. It seem as tho the country has taken up this item in a big way. Lasco's Baby Shoes are made of leather and have heels and soles. Firm claims its prices are exceptionally low, thus allowing agent to make a large profit.



Tom Thumb Radio

Proclaimed "the world's smallest and most beautiful radio," the Tom Thumb Superheterodyne is being promoted to the prize and premium trades by Automatic Radio Mfg. Co. Set boasts of five tubes, a dynamic speaker, illuminated dial and self-contained aerial. Operates on both AC and DC current. Comes in artistically designed walnut cabinet and (See POPULAR ITEMS on page 58)

This Year's Greatest Radio Value DETROLA "Pee-Wee" Jr. IN A BAKELITE CASE



ONLY \$6.95 ea.
 IN LOTS OF SIX

Single Samples, Only \$7.45 Each. Nationally Advertised! Easy to Sell! Incorporates all the amazing features that made the original "Pee-Wee" such a tremendous success. Wire or write for complete details.

EVANS NOVELTY COMPANY
 946 DIVERSEY • CHICAGO.

CONCESSIONAIRES!!
 MERCHANDISE FOR EVERY GAME ON THE MIDWAY
 LOWEST PRICES
 SAME DAY SERVICE
 CATALOG FREE FOR THE ASKING
HEX MFG. CO.
 468-470 SENECA ST.
 BUFFALO, N. Y.

Send For Our NEW 1938 CATALOG
 Your FREE COPY is Ready!
 • CONCESSIONAIRES • PITCHMEN
 • PARKMEN • NOVELTY WORKERS
 • SPECIALTY MEN • AUCTIONEERS
 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 Defy 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.
GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

Carnival Novelties New Stock—Just Arrived

| | | | |
|---------------------------------------|---------------|---|-------------|
| BB1 Men's Toy Wrist Watches, 1 in box | Gro. \$3.75 | BB6 High Hat Fur Monks, 8 in. | Gro. \$6.75 |
| BB2 Gillette Style Blue Blades | Per 1000 3.00 | BB8 Cell. Doll, 7 in., with Plume Dress | Gro. 8.50 |
| BB3 Flying Birds, Outside Whistle | Gro. 1.85 | BB9 Swagger Sticks, 36 in. | Gro. 5.50 |
| BB15 Pennant Cans | Per 100 .85 | BB10 China Head Swagger Sticks | Gro. 6.75 |
| BB5 High Hat Fur Monks, 6 1/2 in. | Gro. 3.75 | BB12 Reach Boulder Balls | Doz. 1.15 |
| | | BB13 Carnival Print Balloons, No. 8 | Gro. 2.35 |

Parade Cans, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.
 1938 CATALOG READY NOW—ADVISE YOUR LINE.
 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.
LEVIN BROS. TERRE HAUTE, IND.

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 Cans - Parade Cans
 Pennant Cans - Celluloid Dolls
 Fur Monkeys - Parasols - Balloons 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 Interior 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!



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 to radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamer. Cash in on the big craze now! Rush your order today for same day shipment.
GENUINE LAMBSKIN FUR RUGS \$1.00 each
 White, brown or gray fur shades. Big flash. Hot \$5 seller in all dept. stores. Measures 2x3 ft. Sure-fire money maker at this close-out price. Order today!
H. M. J. FUR CO.
 150 W. 28 St., New York, N. Y.

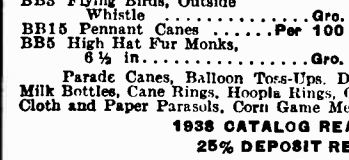
TRIXO Hand Monkey
 Composition is a d shaped exactly like a monkey's. Cloth body. Each in lithographed display box.
 B 38N11
 Per Gross \$16.50
 Per Dozen \$1.50

TOY SALESMEN WANTED
 Midwestern Toy Manufacturer has excellent proposition for an A-1 Capable Salesman. State territory covered, factory represented and trade contacted.
 Address BOX 319, Billboard, Woods Bldg., Chicago, Ill.

Get Going with this Hot Number!
Good Luck Key Chain
 Cast Metal Horse Shoe with Nickel Finish Flexible Key-chain. Each carded, in cellophane envelope.
 B26 C22
 Per Gross \$4.20

N. SHURE CO.
 200 W. ADAMS ST.
 CHICAGO

THE LATEST CREATIONS IN STUFFED TOYS
 (Fur and Plush)
 All styles, all types at lowest prices Write today for FREE price list and illustrated circular.
MAJESTIC NOVELTY CO.
 2407 Valentine Ave., Bronx, N. Y.



No. BB 9588—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

ROHDE-SPENCER CO.
 223 W. Madison St. Chicago

SNOW WHITE AND SEVEN DWARFS.
Positive Sensation on
LIVE LUCKY TURTLES

Each in 10c lot.
Hand-lettered



Sells like hotcakes for 25c at Fairs, Parks, Carnivals, Circuses, Resorts, 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-lettered.

Walt Disney Designs. Sample Doz. \$1.50
100 lots. Each Individual, Self-Mailing Postal Approved Boxes. Each. 9c
Wunder Turtle Food in Cellophane Envelopes (10c Seller), per 100. \$2.50
F.O.B. Chicago. Approx. 6 lbs. per 100.
Exclusive Licensees for Turtles by
Walt Disney Enterprises.

H. Fishlove & Co.
1430 N. ORLEANS ST. CHICAGO

NOTES from SUPPLY HOUSES

Louis J. Lindner, specializing in college gowns and caps for showmen, recently received an order from a well-known publishing house which plans to organize a subscription crew made up of college grads who will wear college caps and gowns working in the sales field.

Standard Sales Co., formerly of 3425 Armitage avenue, Chicago, has moved to new and larger quarters at 2363 Milwaukee avenue. Firm officials state that move was necessitated by increase in business. With the added room, they state they now have the space necessary to give proper service this business requires, as well as to handle a bigger stock so that they can ship orders the same day as received. With its present facilities Standard Sales expects to increase shipments many times. "We intend to live up to our reputation as the 'house of hits,'" officials stated. Firm specializes in supplying ops and

jobbers with new and unusual prizes for salesboard deals.

THE NEWEST GAME SENSATION

LEVICH'S HOLE IN ONE



Get the Ball in the Hole If You Can

● Here is the fascinating new game sensation that is sweeping the country like wildfire. Kiddies and grown-ups everywhere are busy trying to get the ball in the hole in one.

● 1500 Hole in Ones were sold in a single night in Coney Island, New York! Thousands of Hole in One fans all over the country. Motion Picture Theaters are featuring Hole in One contests.

● Streetmen, demonstrators, fair workers are cashing in now on this latest game craze. Easy, flashy demonstration and low price assures quick, steady sales. This is every hustler's opportunity to clean up this season.

● Send 10c today for postpaid sample, wholesale prices and complete information about this NEW GAME SENSATION. Do it now!!

M. MANHEIM CO., INC.
15 East 26 Street New York, N. Y.

Cash In On The Biggest Selling Sunglass Of The Year

SUN-EX SUNGLASSES

DOZ. \$1.80 GROSS \$21.00



New Streamlined Appearance. Made of Non-Inflammable Unbreakable Acetate. Side Shields Give Full Protection Against Sun, Wind and Dust. Polished Lens—Colors—Smoke & Amber.

DOZ. \$1.80 GROSS \$21.00
Order this Sun Glass Now—you will be right in line for Increased Profits.

BALLOONS
SKYROCKET KNOBBY GROSS \$3.25
SERPENTINE, GROSS \$3.00.
Demonstrators for Above, 25c.

SPECIAL LARGE CRAWLING DOLL
Regular 25c Size.
Dozen, \$1.20. Gross, \$12.00.
LARGE DRUM MAJOR DOLL.
Dozen, \$1.80. Gross, \$21.00.

Write for Our New 1938 ILLUSTRATED CATALOG. Lowest Prices on Carnival, Beach, Park & Circus Merchandise. 25% Deposit With Order, Balance C. O. D.

EPSTEIN NOV. CO., Inc.
116 Park Row, N. Y. C.

Let me Send You this Tailored SUIT!

and PAY YOU UP TO \$10 A DAY!



Amazing plan! No money needed! I want an ambitious, alert man in your town to wear this splendid suit. I'll pay for it if you follow my easy plan. Choose from fine woollens, tailored to your measure. Just show it to your friends—tell them about it. You can make up to \$10.00 in a day this easy way, representing nationally famous Union tailors. My sensational plan can bring you big money—easy! NO EXPERIENCE NEEDED—NO HOUSE-TO-HOUSE CANVASSING. Experience not necessary. Amazing low prices mean big income for you without house-to-house canvassing, and amazing chance to get your own suits FREE of one penny cost!

SEND FOR FREE ACTUAL SAMPLES!
I supply complete elaborate demonstrating samples to you FREE of cost, and tested, sure-fire, money-getting plan. This is your chance. Don't let anyone ahead of you. Start at once. Your income may begin with first day. Send no money—now or ever. Write today for complete equipment and surprising FREE SUIT details. Send postcard or letter to H. J. GRAVES, Pres. Stone-Field Corp., Dept. G-717, 1300 W. H. Harrison, Chicago.

BUYERS!! SAVE 5 TO 25%!!

SHOE LACES (U.S.A.), 27", Gross.....\$.36
VANILLA, 8 Oz., Doz., 62c; Gross..... 7.25
FLY SWATTERS, Doz., 36c; Gross..... 3.00
ASPIRINS, 144-10c Tins..... 1.56

With this ad.
1938-1939 CATALOGUE FREE. WRITE.
RICHARDS (Dept. 35), Flint, Mich.
1636 Semihole.

ELGIN and WALTHAM
Renewed Watches \$1.65
18-size O. F. cases.

LOU MALTZ
139 So. 8th St., Philadelphia, Pa.
Our prices always the lowest. Send for Catalog.



HANDEE
TOOL OF 1001 USES

ACTUALLY A WHOLE SHOP FULL OF TOOLS IN ONE

Uses 200 different accessories, instantly interchangeable in easy-working chuck. For faster, better work on all materials, at home, in shop, or take to job. Plug in any AC or DC socket, 110 volts. You'll be amazed at its unmatched performance, precision and almost human response.

Grinds Drills
Polishes Engraves
Sharpenes Carves
Cleans Sands
Cuts Saws

STANDARD MODEL
18,000 r.p.m. Weighs 16 oz. \$10.75 post-paid with 3 Accessories.

DE LUXE MODEL
25,000 r.p.m. Fastest smoothest, most powerful tool for its type and wt. 12 oz. \$18.50 post-paid with 6 Accessories.

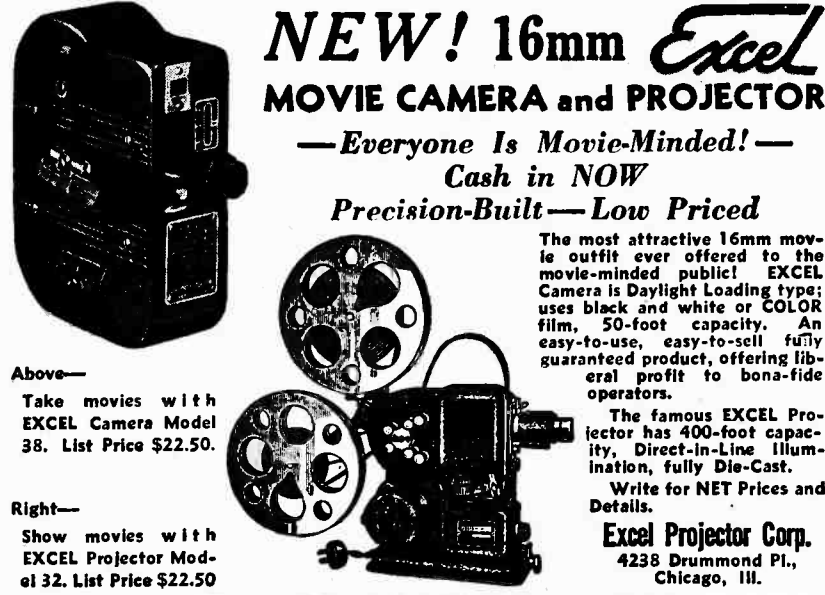
GET A DEMONSTRATION
at hardware, tool or dept. stores, or let us send either model on 10-day money-back trial.

New ROUTER and SHAPER
Convert your De Luxe Handee into an easy-to-handle Router or Shaper. Will inlay, rout, carve, make moulding cuts to 100th of an inch accuracy. \$12.50.

Catalog Free.
Chicago Wheel & Mfg. Co., 107 S. Aberdeen, Chicago, Illinois
—Send Catalog.—Router-Shaper Set.—De Luxe Model.—Standard Model. Send C. O. D.

NEW! 16mm Excel MOVIE CAMERA and PROJECTOR

—Everyone Is Movie-Minded!—
Cash in NOW
Precision-Built—Low Priced



The most attractive 16mm movie outfit ever offered to the movie-minded public! EXCEL Camera is Daylight Loading type; uses black and white or COLOR film, 50-foot capacity. An easy-to-use, easy-to-sell fully guaranteed product, offering liberal profit to bona-fide operators.

The famous EXCEL Projector has 400-foot capacity, Direct-in-Line Illumination, fully Die-Cast. Write for NET Prices and Details.

Excel Projector Corp.
4238 Drummond Pl., Chicago, Ill.

Above—
Take movies with EXCEL Camera Model 38. List Price \$22.50.

Right—
Show movies with EXCEL Projector Model 32. List Price \$22.50

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. Peddlers, Streetmen and Circus Men selling Twister like Hot Cakes! Workers for TWISTER BALLOON 25c Each.

25% Deposit, Bal. C. O. D. 1938 CATALOGUE NOW READY.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

SPECIAL CARNIVAL BULLETIN JUST RELEASED.
HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.

MIDWEST MERCHANDISE CO.
10TH & BROADWAY. KANSAS CITY, MO.

A \$5.00 GIFT FOR YOU
ELECTRIC RAZOR FREE with Purchase from Catalog. Write Today—Also Free Sample Case Offer!

GOGGLES—Boxed Special-Dozen 75c

● Premiums, Sales Boards, Notions, Lotions, Perfumes, Carded Goods, Blades, Soap, White Shoe Polish, U. S. Rubber Swatters, Balloons, Electric Clocks and Lamps—Sideline Merchandise.
● Wagonmen, Pitchmen, Home and Office Canvassers, Get Free Catalog Listing Money-Making Items.

CHAMPION SPECIALTY CO., 814-A CENTRAL ST., KANSAS CITY, MO.

WHITE PEARL PEN & PENCIL Combination and MIDGET KNIFE DEAL With Push Card. Selling Like Wildfire. Write for Details.

MASTER, MAJESTIC or MARVEL ELECTRIC DRY SHAVERS

Flat Stores, Pitchmen and Sales Promotions, Be First at This Low Price.

In Dozen Lots. Sample, \$2.20. 25% Deposit on All Orders, AC or DC. Current. With Leather Case and Box.

GUARANTEED FOR ONE YEAR


DIXIE SALES
2204 ELM STREET, DALLAS, TEXAS



SOUVENIR PENNANTS

1 1/2" ASSORTED COLOR BACK-3 1/2" LONG GROUND. MINIMUM QUAN. EACH CITY 250.
With Local Scene or Indian Head in Colors. Ea., 5c.

AMCO EMBLEM CO., Inc.
PAINTED PENNANT DIVISION,
35 East 21st St., New York, N. Y.



LATEST STYLE FUR COATS

Genuine Fur Coats, all types, all sizes, Pe'd Seal, Swaggar or Semi-Fitted Models. Finest quality, A-1 workmanship. Give yourself a bigger profit margin by ordering now, before the season starts. Lowest prices in fur history. Balance C. O. D.

M. SEIDEL & SON
243 W. 30th St., New York, N. Y.



Name _____
Address _____ (B-7)

ADVERTISE IN THE BILLBOARD
YOU'LL BE SATISFIED WITH RESULTS

REMINGTON
THEY'RE NEW | **THEY SELL**
 SPRING-O-MATIC PLUNGER VAC. | TATTLE-TALE. INK GAUGE PENS.
 PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
 458 Broadway, NEW YORK CITY.



Every \$1.00 Gets you \$5.00
 Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1884 they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.
GOODRICH,
 1500 West Madison, Chicago, Dept. BG-7.

PIPES for PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

MANY OF YOU . . . fellows who read Pipes every week haven't been heard from for a long time. Come on now, boys and girls, take off a few minutes and tell Ole Gas Bill what's doin'.

CONSISTENCY is truly a virtue. Are you consistent?

DOC TOM MCNEELY'S . . . Satanic med unit, after encountering a poor run last fall in Texas and Oklahoma, is playing its old Colorado territory to fair results. "Business in Pueblo," says Doc, "is off somewhat due to the closing of the steel mills. Cast is the same as ever and it includes Sheets Snow, wife and daughter; Skorty Morton and my wife and me. Have just added a new p. a. system and torso and like it fine. I look for a good season."

WEINER AND POPEIL . . . are reported to be working the 16th street lot in New York to fair takes.

"PLUGS ARE WORKING . . . strong in this neck of the woods," blasts Abe Weisner from St. Louis. "We have three sets going full blast. There's room for more workers, and the town is wide open for good men. Let's have some pipes from Harry Maers; Herman, Karl, Charlie and Jack King and Arizona Bill."

HOW WAS business over the Fourth? Come on, tell us about it.

HARRY PRALL . . . is working darners on the boardwalk in Ocean Grove, N. J., to good results.

A. M. WOODS . . . and partner, who have been working juicers in a Miami chain store, were recent visitors to Nat K. Morris' Kitchen Gadget Co., Asbury, N. J.

NAT K. MORRIS . . . tells from Asbury Park, N. J., that he has a new glass fruit knife which he believes will be a good money getter when it's ready for distribution.

MICKEY LOMBARDE . . . radio worker, and Jack Wagner, of astrology fame, have been booked into a string of chain stores in Eastern Pennsylvania for the summer.

GIVING BUM STEERS is not professional, fellows. Don't do it.

AMONG THE PITCH . . . contingent working New York are Carl Herron, Bill Owens, Slim Green, Tumbling Block Slim, Doc Lee, Danny the Mouse Man, Dave Potter and Jack Waldman and partner, Ginger.

CARL HERRON . . . comes thru with the following effusion from New York: "After a long court battle this city's 300 roving peanut vendors have won their case and will be permitted to renew their license which had been rejected recently. However, this applies to peanut vendors only. More power to them for fighting for their constitutional rights. Peddlers' situation here remains the same. Hostile magistrates continue to dish out \$5 and \$10 fines, with no renewal of license in sight. It looks as tho there's no way out for the peddler here unless he leaves town. Jack Waldman and partner, Ginger, are braving the heat wave here and don't seem to mind the extra heat that comes from the flame of the torch as they apply their first test to the silk hose they are selling."

HOW ABOUT getting some more dope on St. Louis, Kansas City, Detroit and other cities?

TOMMIE MADDEN . . . who recently celebrated his 73d birthday anniversary, takes us back 50 years with the following effusion from Olean, N. Y. Says Tommie: "I joined one of the H. & B. Kickapoo mee shows and our doc was Big-Foot Wallace, with

Charlie Raymond, black-face comedian, producing the dramas. H. & B. had about 50 cars on the road at that time. My next move was to the C. E. Spangler Indian med unit. Organization featured an Indian band and a troupe of trained dogs and ponies. C. O. was a good man to work for and he paid salaries every week. My next connection was with a German medicine company under the direction of Dr. H. D. Rucker. Rucker did the lecturing and sold medicine between acts, which at that time was something new in the game. My last association with a med opry found me with Max Crouse, better known as Phenomenal Crouse. His show had a band comprising 20 people, and no town was too big for the show. If any of the boys contemplate making this town I'll do all I can to get them set."

DO ALL POSSIBLE to keep from blocking sidewalk and street traffic. It's greatly to your own and everybody's advantage.

ARCHIE SMITH . . . is reported to be holding his tips spell-bound and getting the dough as he gracefully manipulates his new peeler layout on Vesey street, New York.

J. W. HARTIGAN JR. . . . scribes from Morgantown, W. Va., that Jack Matthews, ex-high pitchman, blew in from the West Coast recently and visited him. Matthews, according to Hartigan, will return to the Coast next month.

MAXIE (SPARKIE) SPARKS . . . formerly of watch fame in New England territory, is now operating two concessions with a carnival company.

THERE ISN'T ENOUGH of those brief and to-the-point pipes coming in, fellows. Get busy with that old writin' stick.

"EDDIE KIEHL'S . . . article in the Summer Special was great, but I think he forgot to remark that as Americans we have the right of free speech," blasts the veteran Dr. Harry DeForrest from Chicago. "I've heard talk about a mayor in New Jersey. Why they take away our rights in every city. But get this, they call us down for knocking, etc., but on a recent radio program the sponsors, in a discourse on med men, informed their listeners that med men sell snake oil to dope the people who listen to them so the pickpockets that the med shows carry can rob the people. That certainly is swell stuff to tell children at bedtime. I also have heard it said that pitchmen could work only once to the same people. How false that statement is. I worked one city for 25 years. Boys, take Kiehl's advice and fight for your rights. I did 50 years ago."

IT SEEMS THAT pleadings and explanations mean little to the careless ones.

"BUSINESS TOOK A . . . holiday this week, but there will be money in these parts in about two weeks," wigwags Harold (Tommy) Thompson from Hutchinson, Kan. "There will be a harvest out here for you boys and girls who want to make this territory next month. This is my fourth week here and I'm still selling varnish."

PHIL KRAFT . . . shoots from Pittsburgh: "Eddie Diebold is right when he says once a pitchman always a pitchman, but there are many fellows up here who wouldn't tell their mother where they are or even give them a tip. As one pitchman just told me, they call them the Pittsburgh Pallbearers."

TRIPOD OPININGS: "Nothing is deader than that bank roll you used to have."

"THE BIG SELLER . . . in these parts at present is grasshopper poison," blasts J. J. Conlon from Minot, N. D. "Met Red Power and Kidder here,



YOU can attract lots of attention and take in plenty of money with this striking novelty balloon.
 Stands 20 inches high. Body is 9 inches in diameter. Printed in two colors. Furnished with cardboard feet.
 Leading jobbers sell **OAK-HYTEX** balloons in the Blue Box with the Yellow Diamond Label.

The OAK RUBBER CO.
 RAVENNA, OHIO.

CROSSES, NOVELTIES CHARM BRACELETS
 Direct from Manufacturer **60c** Per Dozen and Up
 Largest selection of fast-moving flash items in the industry—all styled right, priced right and beautifully finished.
 Sorry, no catalogs available.
 Send \$2 for Complete Sample Assortment. Novelty jewelry, rings, pins, bracelets and engraving items.
President Novelty & Jewelry Co.
 Incorporated
 1220 Broadway, New York City.

NEW CATALOG!
 Showing **FAST SELLING NEWEST ITEMS** in WHITESTONE and GAMBIO RINGS, CROSSES, LOCKETS, SIGNET RINGS and PINS for ENGRAVING and COSTUME JEWELRY!!! Send \$1.00 for Samples, stating which line you wish.
OLYMPIC BEAD CO.,
 307 5th Avenue, New York City.

DID YOU MAKE \$50 LAST WEEK?
 Free Book: Your Opportunity in WHOLESALE BUSINESS of Your Own
 If not, investigate this opportunity to get into a Big Pay business of your own. Show merchants plan that increases sales, profits. Handle Nationally Advertised Line 5c-10c goods. Put up on self-help Counter Displays. 200 daily necessities. Included is Larym's Aspirin—approved by Good Housekeeping Europe—and famous Twenty Grand Razor Blades. Hundreds of men earning 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. 78, Spencer, Ind.

SOCIAL SECURITY
 AS REGISTERED WITH U.S. GOVERNMENT
 No 363-07-8140
 NAME
H. O. STRIKER
 (One-Half Actual Size.)
PRICES, DETROIT:
\$6.00 \$55.00 **CASES,** **DIES,**
 Per 100. Per 1000. **\$4.00** **\$5.25**
 Sample, 10c. Per 100. Complete.
 Beautiful — Attractive — 24-gauge Etched **BRONZE SOCIAL SECURITY PLATE.**
 Sells on sight, 25c to \$1.00.
H. O. STRIKER
 7320 Tireman Ave., DETROIT, MICH.

VETERANS' BIG SELLERS!
 Our sales are increasing. Get your share. New! Great Flash Cover, Primer of Constitution. Every body must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. Patriotic Calendar, 10c. Season, 5c. Samples, 10c. **VETERANS' SERVICE MAGAZINE,** 157 Leonard Street, New York.

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS

GRODIN PEN CO., 898 Broadway, New York City.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
 In New Cases,

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

H. SPARBER & CO.
 106 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.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacists

137 E. Spring St., Columbus, Ohio.

ONE STROKE PLUNGERS

\$18.50 Lowest Price Ever.
 GR INK GAUGE
 Registers Ink Supply. Tells When to Refill.



JACKWIN PEN Prepaid.
 50 West 28th St., New York, N. Y.

SNAPPY POSTCARDS-JOKES

Bathing Girls, Flappers, Variation, Fish Jokes, Assorted Views, Birthdays, etc. 100 samples 50c; 20 samples 10c. Comic Novelties, Mirrors, Pigs, Lady Kidder Handkerchiefs, Comic Booklets, Photos, Imported Glossy Bathing Girls, 5c cards, 30 designs, \$1.00; 6 samples 25c. Vest-pocket Fun Cards, 25 samples 10c. Complete sample assortment, over 100 samples, for \$1.00, express paid. Catalog, wholesale price list with order.

ARTFORM COMPANY, Dept. B,
 1710 Undercliff Ave., New York City.

FULL LINE OF BANKER PENS NOW READY.
 Combination — Plungers — Vacuumaks — Desk Sets. Also a New Pitch Package. Get my New Price List.



JAS. KELLEY, The Fountain Pen King,
 487 B'way, N. Y.; CHICAGO, 180 W. Adams St.;
 1054 Mission St., San Francisco, Calif.



Big Profits!

Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.

HART MFG. CO.
 311 Degraw Street, Brooklyn, New York.



YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE

Write us your needs.
ARGO PEN-PENCIL CO., Inc.
 220 Broadway, NEW YORK CITY.

RARE BARGAINS FOR GOOD BUYERS

Honest to Goodness Values that CANNOT BE BEAT and reasons why we are known throughout the World as

"World's Lowest Priced Wholesalers"

- World's Thinnest Double Edge Razor Blades. None better regardless of price. Famous SINGER, PILGRIM & CHAMPION Brands, 5 to a package, cellophanned. Introductory price. Your Choice, Special. 100 Blades **\$.70**
- UNITED BLADES, 5 to the package, cellophanned. 1000 Blades. 3.50
- RAZOR BLADES—5 to a package, cellophanned. 1,000 Blades. 2.35
- STYPTIC PENCILS, large size, attractively labeled. Gross. .50
- SHAVING and DENTAL CREAM Large size, lithographed box. Gross. 4.80
- FACE POWDER, cello. top, asst. Exceptional Value. Gross. 4.50
- FACE POWDER and PERFUME Combination. Superior to others. Gross Sets. Complete. 6.25
- LOTIONS AND CREAMS Assorted Attractively Labeled. Gross. 5.76
- TOOTHBRUSHES, 4-row, colored handles, cello. wrapped, 1 doz. to box. Gross. 6.75
- ASPIRIN TABLETS, 12 tablets in lithographed tin, packed in fancy display carton. Gross. 1.50
- POCKET COMBS, American made. First Quality. 12 to a box. Gross. 2.25
- POCKET COMBS, with Clip. American made. First Quality. 12 to a box. Gross. 2.95
- BOBBIE PINS, 36 on an attractive card, Black or Brown. Gross. 3.00
- PIPES, Briar-like, 12 on colored display card. Dozen. .78
- SUN GLASSES, Assorted colored glass lenses, individ. carded. Dozen. .50
- BATHING CAPS, American made, assorted colors. Dozen. .54
- SWIMMING TUBES, large size, assorted colors, first quality. Dozen. 1.50
- FLY RIBBON, fresh stock, full length, 100 in attractive box, 100 reels. .65
- FLY SWATTERS, with assorted colored rubber heads. Dozen. .30
- DISINFECTANT, 4 oz., attractively labeled. Dozen. .36
- SOAP CONTAINERS, celluloid, novelty designs and asst. colors. Dozen. .30
- ARMY & NAVY NEEDLE BOOKS, each in an attractive 25c envelope. Gross. 1.10
- SEWING KITS, Pin Cushion top, assorted colors, mirror on inside. Doz. 50
- THREAD, Assorted colors, also black and white, 60 spools to a cabinet. Exceptional Value. Each Spool. .01
- ADAMANTINE PINS, 200 stuck to paper. Gross Papers. 2.16
- SAFETY PINS, 12 to the card, assorted sizes. Dozen Cards. .12
- THUMB TACKS, 36 to box, extra special. 100 Boxes. .70
- WHITE SHOE POLISH, large bottles, attractively labeled, fast seller. Dozen. .40
- SHOE LACES, American made, paired, banded and boxed. Gross. .30
- TIES, latest summer patterns, SPECIAL. Dozen. .60
- CHARMS, assorted sizes, shapes and colors. 1 gross to the box. Gross. .65
- POT CLEANERS, large size, made of sponge, neat steel. Gross. 1.95
- MEN'S HOSE, first quality, fancy plated over cotton. Special. Dozen. .75
- MEN'S HANDKERCHIEFS, individually boxed, 2 doz. to an attractive display container. Dozen. .30
- MEN'S POLO SHIRTS, with zipper, assorted colors and sizes. Dozen. 1.75
- ZIPPER COIN PURSES, extra value. Dozen. .65
- WATER PISTOLS, individually boxed. A buy. Gross. 3.00
- SCREW DRIVERS, 3 sizes to a card, colored composition handles. Dozen. .30
- FLASHLIGHT BULBS, for 2 and 3 cell flashlights, attractive display box. 100 Bulbs. .60
- FISHING RODS, good value, close out. Each. .20

SALESBOARD SPECIAL, 1000 Hole, Cigarette, Candy, Cigar, Gasoline, Novelty or Plain Heading Boards. Big variety. your choice. Each..... .50

UNIVERSAL WHOLESALERS Customers Note Through special arrangement all orders for

UNIVERSAL WHOLESALERS shipped by us. Deposit of 25% with all C. O. D. orders. FREE CATALOGS on request. Send ALL ORDERS to NEW YORK Only.

MILLS SALES CO.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

but they needed for other parts in an effort to get away from the grasshoppers and crickets that have been overrunning this section."

THERE'S A WORLD of specialty articles being advertised for demonstrators and pitchmen this year. Have you looked 'em over?

A WELCOME VISITOR . . . to the Pipes desk last week was Doc Donecher, working tintypes on the lot at Kellogg avenue, near Coney Island. Doc reported that he plans to work out of Cincinnati this summer.

BOB ROCHE . . . is working cards in Chicago to reported good business.

Events for 2 Weeks

- July 4-9
- ARK.—Fayetteville. Soldiers & Sailors' Celebration, 4-9.
- Rogers. Fire Dept. Celebration, 4-9.
- ILL.—Centerville. Homecoming, 4-9.
- Chrisman. American Legion Celebration, 4-9.
- Olney. American Legion Celebration, 4-9.
- IND.—Frankfort. Firemen's Celebration, 4-9.
- Hope. Legion & Business Men's Celebration, 4-9.
- Marengo. Homecoming, 4-9.
- Marshall. Homecoming & Horse Show, 7-8.
- West Baden Springs. Homecoming, 4-9.
- Winchester. Auto Races, 10.
- KAN.—Dodge City. Celebration, 4-9.
- Sun City. McLain's Round-Up, 8-10.
- KY.—Cloverport. Celebration, 4-9.
- MASS.—Quincy. Celebration, 4-8.
- Salem. American Legion Jamboree, 3-9.
- Springfield. Dog Show, 10.
- MICH.—Utica. Anniversary Celebration, 4-20.
- MO.—Weaubleau. Reunion, 7-9.
- MONT.—Wolf Point. Stampede, 7-9.
- N. Y.—Troy. State Dept. Encampment Army & Navy Reunion, 6-9.
- Wellsville. Celebration, 4-9.
- O.—Defiance. Northwest Ohio 150th Anniversary Celebration, 4-9.
- Marietta. American Legion Celebration, 2-9.
- PA.—Barnesboro. Old Home Week, 4-9.
- Bradford. American Legion Celebration, 4-9.
- Conshocken. Spring Mill Fair, 6-16.
- Greensburg. Dog Show, 9.
- Homer City. Old Home Week, 2-9.
- Kittanning. Celebration, 4-9.
- Rimersburg. Firemen's Celebration, 4-9.
- Scottdale. Celebration, 4-9.
- S. D.—Watertown. Celebration, 3-8.
- TENN.—Selmer. Tomato Festival, 7-9.
- TEX.—Valley Mills. Reunion, 6-9.
- UTAH.—Nephi. Rodeo, 7-9.
- VA.—Louisa. Firemen's Fair, 4-9.
- W. VA.—Bridgeport. Air Show, 4-9.
- Racine. Good-Will Celebration, June 24-July 10.
- Shinnston. Firemen's Celebration, 4-9.
- WIS.—Cedarsburg. Fire Dept. Celebration, 9-10.
- Oconto. Celebration, 4-9.


- (July 11-16)
- CALIF.—Salinas. California Rodeo, Horse Fair & Stock Show, 14-17.
- COLO.—Gunnison. Pioneer Days, 15-16.
- IDAHO—Nampa. Snake River Stampede & Stock Show, 14-16.
- ILL.—Lexington. Homecoming, 11-16.
- IND.—Orleans. Homecoming, 11-16.
- Veedersburg. Horse Show, 14-16.
- IA.—Manning. Firemen & Legion Celebration, 13-16.
- KAN.—Topeka. Celebration, 14.
- MD.—Mardela Springs. Firemen's Carnival, 14-Aug. 1.
- MICH.—Edwardsburg. Homecoming, 13-15.
- Grayling. American Legion Drum Corps Festival, 11-16.
- Kingsford. American Legion Celebration, 11-16.
- Traverse City. Natl. Cherry Festival, 13-15.
- MO.—Overland. American Legion Celebration, 16-17.
- NEB.—Omaha. American Legion Celebration, 9-17.
- N. Y.—Rochester. Monroe Co. Vol. Firemen Assn. Celebration, 12-16.
- Sherman. Firemen's Celebration, 14-16.
- O.—Bettsville. Centennial Celebration, 13-16.
- Dayton. Auto Races, 17.
- Grafton. Vol. Firemen Street Fair, 14-17.
- Marietta. Northwest Territory Celebration, 13-17.
- Rockford. Firemen & Legion Celebration, 11-16.
- OKLA.—Buffalo. Rodeo at Doby Springs, 16-17.
- ORE.—Hood River. Mt. Hood Legion Climb, 16-17.
- Salem. VFW Celebration, 9-13.
- PA.—Coatesville. Firemen's Fair, 14-23.
- Dickson. American Legion Celebration, 11-18.
- Rockwood. Old Home Week, 11-16.
- Six-Mile Run. American Legion Celebration, 15-16.
- S. D.—Armour. Armour Days Festival, 15-16.
- Canistota. Sports Day, 14.
- Hot Springs. Water Carnival & Race Meet, 15-16.
- Newell. U. S. Farm Picnic, 16.
- TEX.—Coleman. Rodeo, 13-16.
- Huntington. Homecoming, 11-17.
- Rock Springs. Rodeo, 16-18.
- Round Rock. Old Settlers' Reunion, 9-16.
- Sweetwater. Water Carnival & Beauty Revue, 14-17.
- VT.—Brattleboro. Horse Show, 16.
- WIS.—Hales Corners. American Legion Celebration, 15-16.
- CAN.—Calgary, Alta. Calgary Stampede, 11-16.

DEMONSTRATORS PEELER WORKERS

Back up your demonstration with the quality line of Mincers and Garnishing Sets. Approved by Good House-keeping Institute.

We also Manufacture Safety Graters—Rotary Mincers—Orange Juicers — Spiral Slicers — Rosette Cutters — Kitchen Tongs — Can Openers — Sharpening Stones—Gas Stove Lighters, etc. Attractively packed—prices right—reliable service.

ACME METAL GOODS MFG. CO., 2-24 ORANGE ST., NEWARK, N. J.



GARNISHING SETS.

DEALS
(Continued from page 54)

saw a selection of wide-brimmed hats popular with the men in this section. He had an inspiration and bought one for himself. Wearing the hat was the solution, for people didn't seem to notice his accent so much after that.

We ran into a new coupon deal recently featuring Travel Stamps. More about that next week.

HAPPY LANDING. POPULAR ITEMS

(Continued from page 55)

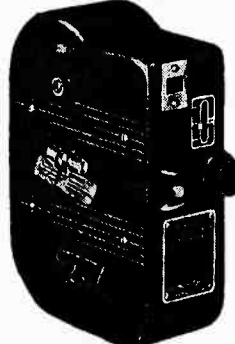
is also available in seven different hues Catalin cases. Manufacturer claims that the beauty of set coupled with its mechanical excellence should make it a natural for salesboard, bingo and concession promotions.

Relaxon Hassocks

Bingo ops and concessioners in search of something new and unusual will do well to look into the Relaxon Hassocks of Distinction, being offered by the Continental Cushion Spring Co., it is said. Few items of greater feminine appeal can be found, and the complete line includes many graceful designs in delightful color combinations. Wide price range makes their use possible in many ways, according to reports.

New Movie Camera

Excel Projector Corp. is introducing the latest in 16 mm. cameras at such an economical price that it will be within range of everybody's pocketbook. You can now enjoy the very best in home movies with the new Excel Model 88 camera, for here is a precision-built movie camera that enables even the most inexperienced to produce brilliant clear pictures with utmost ease. Some of the outstanding features are fast, three-element, fully corrected F4.5 lens in special sunshade mount. Built-in "thru the camera" optical telescope type view finder. Daylight loading 50-foot capacity. Uses any brand of film. Powerful spring motor mechanism. Rust-proof materials. Smooth running and long life. Non-turning winding handle. Eight to ten feet of film released with one winding. Pressure-type starting button. Company claims it has all the features of high-priced cameras, and from all indications it looks like one of the best one-shot salesboard items in some time.



type view finder. Daylight loading 50-foot capacity. Uses any brand of film. Powerful spring motor mechanism. Rust-proof materials. Smooth running and long life. Non-turning winding handle. Eight to ten feet of film released with one winding. Pressure-type starting button. Company claims it has all the features of high-priced cameras, and from all indications it looks like one of the best one-shot salesboard items in some time.

Pearls

An item that is just as strong today as it was centuries ago is a beautiful strand of pearls, and Weinreich Bros. Co., "the house of pearls," reports that it has been making them for over 30 years. Firm can provide a strand of simulated pearls for an extremely low price or as high as the buyer wishes to go. Appeal of pearls to women knows no age barriers. Youngsters delight in them as much as grandmothers, which makes them a natural for any type of prize or premium promotion.

Night Driving Glasses

What looks like one of the fastest new sellers of the summer is Phantoms, (See POPULAR ITEMS on page 62)

ELECTRIC RAZOR Promotions Are Big!

A real money maker. Retail \$2.99. 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 cellophanned. 18 samples for \$2.00. Order samples today.



JEWELRY SALES

We have the newest and best selling styles in Whitestone Rings, Cameo Rings, Photo Jewelry, Lookets, Crosses, etc. Order samples today.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

Hand-Polished on all sides, 14 Kt. Gold Finished and proofed chains. Cleverly designed with places for engraving. Send \$1 for sample line Crosses, Novelties and Engraving Items.

LA MODE BEAD & NOVELTY CO.,
42 West 33rd Street, New York City.

SELL ACE Razor Blades

Single, Double Edge. Snappy Packages. **LOWEST FACTORY PRICES**—Free delivery. Beat competition. Free samples.

ACE Blade Co., Dept. 108, Rochester, N. Y.

New!

Revolutionary Improvement IN-
Razor Blade Industry

REMCO

MIKROTEITED RAZOR BLADES

Send 10c for Samples and Catalog.

SPORS COMPANY, Le Center, Minn.

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 \$7.50 at the Special Price of.....

B. LOWE Room 519, Mallers Bldg., Chicago, Ill.

MEDICINE MEN

A new, complete line (8 standard items) for Medicine Show Workers. Catchy name, flash cartons, labels meet all requirements of Federal and State laws, formulas by registered pharmacist—priced 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.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.,
118 N. Broadway, St. Louis, Mo.

AGENTS WANTED

CIGARETTE LIGHTERS, 2c — COLGATE'S TOOTHPASTE, 6c — THREAD, 1c SPOOL

Real Hustlers Write for 1938 Bargain Catalogue.

ATLAS SALES CO.,
1203 Wyoming, Pittston, Pa.

FREE! 1938 WHOLESALE CATALOG

Has 260 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

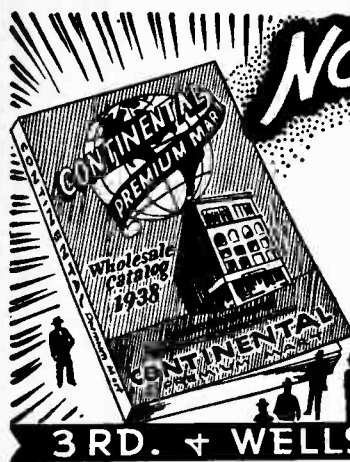
SPORS CO.,
7-38 Superior St., Le Center, Minn.



LETTER LIST

(Continued from page 24)

- Extensive list of names and addresses, including Haddix, Ted; Hadley, Warren; Haug, C. F.; Haug, Harry; Haines, Art; Haines, Ira; Haines, Roy; Hale, Earl; Hale, Tom; Hall, Doc; Hall, Edd; Hall, Jack; Hall, Lew; Hall, Major; Hall, John; Hall, Russell; Hall, F. W.; Hall, Al; Hames, Bill; Hamilton, Doc; Hamilton, J. D.; Hamilton, Jack; Hamilton, Whitey; Hamley, Ray; Hammond, Robert; Hammond, Earl; Hampton, Charlie; Hampton, E. W.; Hanev, Bill; Hanev, Ott; Hank, Chief; Hankenson, Dr. C. E.; Hanks, G.; Harbaugh, Charles; Hardin, Bill; Harlick, C.; Harlem Blues; Chasers; Harper, Al; Harris, Bing; Harris, Roger; Harris, Roze; Harris, Wm. B.; Harrison, M.; Harrison, Robert; Hartman, Wm.; Hartsburg, Chas.; Harvell, L. R.; Harver, A. P.; Harver, Players; Harville, L. R.; Haskins, Clyde; Haskin, Milton; Hatfield, Geo.; Hatfield, Jack; Hawk, James B.; Hawkins, E.; Hawkins, Ralph H.; Hayer, Ed; Heath, Herbert; Heath, J. A.; Heiser, F. R.; Heller, Al; Heller, Harry; Heller, Johnnie; Hemelshier, Ben; Henchman, Henner; Hendershot, Al; Henderson, Billy; Henderson, Jack; Henderson, James; Henderson, Lew; Henderson, Marvin; Henderson, T. M.; Henry, Dave; Henry, Don Y.; Herbert, Paul; Herman, Eddie; Hershey, Geo.; Hess, George; Hester, Ray; Heth, Floyd R.; Heywood, Irwin; Hiburd, Dick; Hicks, Bob; Hileman, Alfred G.; Hill, Henry; Hill, H. P.; Hill, Ted; Hillarie, Dr.; Hines, Murray; Hines, Theresa; Hinkle, Shorly; Hirsch, Leo; Hirschman, John J.; Hiser, Charles; Hock, Edward H.; Hoffman, Woodrow; Hogan, Sanford; Hogue, Edward; Holcomb, Bill; Holder, Elmer; Holdridge, W. D.; Holland, E. L.; Holland, El; Hollenbeck, M.; Hollis, John B.; Holmen, Sam; Holmes, D. R.; Holtzman, F. W.; Home, R. R.; Hood, John F.; Hoper, Norman; Hopkins, Jimmy; Horani, Thomas P.; Horn, Russell O.; Hornsby, Joe; Horton Jr., Wynn; Horton, W. M.; Hosmer, J. E.; Houghton, Frank; Howersick, G. S.; Howard, R. W.; Howe Bros.; Howes, 3-Rinz Circus; Howe, Rex; Howell, Ralph; Hoy, M. W.; Hoyer, Henry; Huber, Raymond; Huddleson, Ace; Hudspeth, Prof.; Hudspeth, Tex; Huffman, Robert; Huggens, Jess; Hughes, Howard; Hugo, Harry; Hull, Burr; Hummel, Roy C.; Hunt, D. P.; Hunt, Tom; Hunters' Artist; Hunter, Eddie; Hunter, Harry; Hursh, Leonard; Hurst, Alex; Hurst, Charles; Laramie, Arsene; Lark, Karl; Lash, J. C.; Laughlin, Elmer; Laughlin, Robert; Lautem, Chas.; Lavine & Mac; Lawes, Arthur; Lawrence, B. F.; Lawrence, John; Lawrance, John; Lawrance Jr.; Lawrence, Russell; Lay, C. H.; Lazelle, Wm. R.; Lazone, Elmer; LeDeaux, Jack; LePeve, Antonio; LeMoind, Frank B.; LeTour, Richard; LeTourneau, W. G.; Leavitt, Alden; Ledell, Theo; Lee, Buddie; Lee, Buck; Leeson, L. W.; Lehbeck & Layman; Leidman, Wm.; Leigh, Walter; Leslie, Francis; Lester, N.; Lenard, Fred; Lenard, Sid; Lento, Tony; Lenzsch, Otto; Leonard, Vic; Leo's Side Show; Leslie, Walter Mayo; Leitch, Prof. L.; Lewis, Dick; Lewis, Harry; Lewis, Joe; Ringling Circus; Lewis, R. E.; Lewis, Sam; Libberte, Genen; Liger, Secon; Liggett, Bert; Lightman, Earl; Lilly, W. E.; Liniger, Paul; Linton, Alex; Littell, Jimmie; Littlejohn, Thos. P.; Livelders, H.; Lochrie, Geo.; Lohman, Wm. Edw.; Lollar, Roy; Lollar, R. E.; Lone Star Jim; Long, Rufus; Loomis, Roy; Loring, H. R.; Louise, Don; Louis, Harry; Lovejoy, J. E.; Lovelace, C. L.; Lovell, Ben; Lowe, Joe; Lowland Jr., N.; Lowrey, John Lee; Lucas, Bernard W.; Lucas, Sammy; Luciana, LeRoy; Ludwig, C. B.; Lunax, Max; Lund, Victor B.; Luse, Capt. Ben S.; Luther, Roy; Lyerly, Ace; Lyman, O. E.; Lynch, Jack; Lyold, Wm.; Lyons, Harry; Lyons, Raymond; McCabe, Bluckie O.; McCabe, Eddie; McCarter, R. C.; McCarty, Geo. T.; McCollister, Eli J.; McCloskey, T. 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C.; Mack, Hughie; Mack, Denver; Mack, Little Red; Mack, Wm.; Mackey, Chief Paul; Mackey, Pete; Madden, Mike; Maddish, Frank W.; Maddox, Whitey; Magee, Harry; Magyar, Mr.; Mahon, Charles; Maiera, Harry; Malone, Jack E.; Malone, J. White; Malone, James; Maranz, Ben Davis; Marcella, Chester; Marks, Dewey; Marks, Grover; Marks, Jobene; Marks, Mitchell B.; Marks, Steve; Marks, Lawrence; Marr, Roy G.; Marrow, Tom & Alice; Mar's Robt.; Mart, Ray; Martin, Bill R.; Martin, Billie C.; Martin, Elyse; Martin, Grover; Martin, Harry; Martin, Terry; Martin, Jerry; Martin, Joe; Martin, S. T.; Martin, Thomas; Massey, Philip; Massaro, Joe; Matheny, M. W.; Maxello, John; Maxwell, I. B.; May, Jackie; Mayes, Chester; Mayes, Pro.; Livingston; Meachum, Homer; Means, Jack; Mehl, T. A.; Meike, G. Sedge; Meller, G.; Melville, Bert; Melville, Ralph; Mendenhall, Jess J.; Ments, Jack; Mercedes, Wm.; Merkle, J. B.; Mesko, John; Mettler, Geo.; Meyers, Joe Arlen; Meyerhoff, Henry; Meyhills, Robert; Mfigs, Marlow; Miles, Frank B.; Miller, Doc Billy; Miller, Breezie; Miller, Brown E.; Miller, Chas.; Miller, Chris H.; Miller, Clyde Rodeo; Miller, Cole; Miller, Ed; Miller (Clarksville); Miller, H. Billy; Miller, Charles; Miller, James; Leonard; Miller, Joe; Miller, Jimmie; Miller, Ted; Milliken, G. P.; Milliken, J. A.; Slim; Mills, Cecil D.; Mills, Geo.; Mills, Harvey & Co.; Miner, Bert; Minton, Redford; Mitchell, Alex; Mitchell, Henry E.; Mitchell, Bert; Mitchell, Bob; Mitchell, Ephrom; Mitchell, Frank C.; Mitchell, Geo. J.; Mitchell, John C.; Mitchell, John C.; Mitchell, Louis; Mitchell, Luckie; Mitchell, L. S.; Mitchell, M. W.; Mitchell, Miller; Mitchell, Sam; Mitchell, Ted L.; Mitchell, Waso; Mix, Art; Monahan & Monahan; Mohoney, Jack; Monroe, Tex; Montenero, Charles; Montgomery, Jean; Moore, Billie; Moore, Earl Deacon; Moore, Herb; Moore, Jack C.; Morey, Max; Morgan, Buster; Morgan, James N.; Morris, Doc E.; Morris, Everett; Morris, Joe; Morris, John F.; Morris, Robert; Morris, Sam; Morris, Billie; Morrison, Chuck; Morrison, Dixie Joe; Morse, Harry L.; Morton, Eddy; Moss, Pole; Moussey, John; Mounts Jr., Dayton; Mulcahy, D. W.; Muldoon, Earl D.; Mulvey, Leo; Munds, C. E.; Munn, Bill; Murphy, Eugene J.; Murphy, Francis; Murphy, Henry; Murray, Al D.; Murphy, Vincent; Murray, Doc; Murray, Wm.; Echart; Murry, Ralph J.; Murray, Jack; Musser, Melvin; Myers, Bert; Myers, Bill Blackey; Myers, E. Y.; Mylie, Sam; Naddix Jr., Green; Nader, Doc; Nader, Jack; Naylor, Clyde; Napolitano, Charles; Nations, James; Neal, L. D.; Neal, J. D.; Neff, Ray; Nelson, W. S.; Nelson, Walter; Nelson, Dud; Nelson, Carl Mack; Nelson, Harry; Sander; Nettie, Joe; Nettles, Wm.; Nelson, Jackson; Nevling, Clifford; New, Bert; Nicholas, John; Nicholas, Joe; Nichols, J. L.; Nickell, Jimmy; Nickerson, S. W.; Nielson, Harry; Nixon & Norris; Nolte, Emory; Noonan, Prof. Leo; Norcross, A. S.; Dard; Norman, Veryl; Norris, Harry J.; North, Ted, Players; Nouroth, Paul; Noustino, Roy C.; Novak, Robert; Noxon, Frank S.; Nuomon, Chuck; O'Brien, Barney; Mickey; O'Brien, Geo. F.; O'Connell, Spike; O'Connor, James C.; O'Dare, Barney; O'Day, Lawrence B.; O'Day, Tim; O'Farrell, Plummer; O'Hara, H.; O'Keefe, Ralph; O'Neil, Baudy; Oaks, Al; Oakley, Elton; Oakley, Geo. H.; Oaman, Frank; Odell, Manuel; Oden, Freeman; Schley; Odoms, Clyde; Ogle, Douglas; Oldham, Barney; Oliver, Bobby; Oliver, Daniel; Olmoy, Fred; Onstatt, Corvin; Robt.; Orange, Bernard; Orr, Jack; Osborn, Irvin; Osborne, Harry S.; Owens, Leck; Owens, Frank; Owens, Mack; Owens, Leavin; Pace, Frank; Page, Jack; Paige, Geo. W.; Paige & Jewitt; Paige, Jack; Pallard, Ray; Palmer, H. S.; Palmer, R. E.; Palfrey, John; Pamilia, Joe; Pangborn, W. D.; Paradise, Jimmie; Paris Jr., Presley; Parisotto, Loms; Parker, Curley; Kumu; Parker, R. C.; Parkins, C. A.; Parks, J. A.; Parrott, Geo. H.; Parsons, Bud; Pastor, Frank; Patrick, Ted; Patroni, Frank; Joseph; Patterson, J. P.; Patterson, Pat & Ada; Paulert, Albert; Payton, Blondy; Peace, Frank; Pearson Carnival Show; Pences, W. L.; Pengelli, Dr. H. B.; Pepper, O. F.; Perkins, Harry; Perkins, Wm. C.; Perrault, Leo; Perrot, Pat; Perry, Bob; Capt.; Perry, C. H.; Perry, Ernest; Perry, J. N.; Peters, Frank; Peterman, Henry; Phelps, L. A.; Philbert, Edwin; Phillips, D. J.; Phillips, Don; Piellow, P. J.; Pierce, Jim; Pierce, Lawrence; Pine, E. A.; Dingston, S. L.; Pitzer, Billie; Plevier, Geo.; Plevier, Charles; Schleifer, J. B.; Schoen, Sam; Schumacker, Hyman; Scott, A. C.; Scott, John; Seewald, Val; Seifer, Howard L.; Sellers, Geo.; Seif, Frank; Sellers, Donald; Sellers, Virgil; Selzer, Louis; Setler, Geo.; Setterick, Jack; Seville, Fred; Shabo, Eddie; Shaffer, Max; Shaffer, Wm.; Shanklin, Don M.; Shanks, Dewitt; Shannon, Pryde; Shaperio, Johnnie; Sharp, Max; Shaw, Louis F.; Sheffield, J. C.; Shell, Ed; Shelley, Jake; Shelton, P. G.; Shepard, E. H.; Shepard, E. H.; Sheppard, Eddie; Sherman Jr., Carl; Sherman, Irving; Sheward, Don D.; Shimomoshi, Frank; Shimman, James R.; Shipman, Russell A.; Shipp, Sid; Showell, Joe; Shore, Albert; Shorty, Ice Water; Shriner, Allison; Huff; Shuck, Frank T.; Shufford, Clint; Shultz, Luther; Med. Co.; Sieg, Chas. J.; Siegrist, Billy; Simpson, Eddie; Sinclair, Wm.; Singer, Dave; Singleton, D.; Sinos, Bill; Sisk, Doc H. W.; Sisk, Pat; Skika, Edw.; Slavin, Claude; Small, Wm.; Latimer; Smith, Al; Smith, Chas. C.; Smith, Charles; Smith, Dad George; Smith, Jack Dot; Smith, J. Davis; Smith, Glenn R.; Smith, John J.; Smith, John I.; Smith, Jackie; Smith, Lewis; Rastus; Smith, K. Max; Smith, Otis L.; Smith, Perry; Smith, Roland; Smith, Sid; Smith, Wm. Robt.; Smithson, C. C.; Smitt, Jack; Smoker, Joe Pedro; Smuuler, Barmie; Smudiker, B. W.; Snellenberger, Charles; Sorensen, Asger; Snyder, Chas. A.; Snyder, Von L.; Snyder, Tommy; Snyder, Shorly; Sogner, Shin; Sousa, Ernest; Spahr, Leon; Sparrall, Robt. Red; Speagle, Dr. A. J.; Speaker, Fred; Spears, Dallis H.; Speight, Sol; Spencer, Travis; Spring, T. W.; Spurgin, Ray; Squires, Ed; St. Clair, Al; St. Johns, Art; Sta. Maria, Tommy; Staley, E. 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W.; Taylor, Russell S.; Taylor, Shelby; Tear, Jimmy; Temple, Johnnie; Tenple, Dave; Terrell, Tom; Terris, Jackie; Texas Driiter, The; Thirman, Morris; Thomas, Cody; Thomas, Dewey; Thomas, D. W.; Thomas, Frank; Thomas, Jack E.; Thomas, James L.; Thomas, Leo; Thomas, Louis; Thomas, L. R.; Thomas, Ralph; Thompson, Chas.; Thompson, Chas.; Wilson, Jerry; Wilson, Leonard; Wilson, Lloyd; Mickey; Thompson, Ewell; Thompson, Preston; Thompson, Hubert; Sawyer; Thompson, Harley; Thompson, Lee; Thompson, Mike; Thompson, Willie; Thompson, Willie; B. Woods; Thombom, Ray A.; Thunderburg, Chief; Joe; Tigere, Ceele; Timberlake, Melvin; Tinnell, D. B.; Tins, Will; Amuse; Wooten, J. G.; Tom, Geo.; Tom, Steve; Tompson, Sam L.; Townsend, Cal; Tracy, Jinnings; Tracey, Bob; Travis, D. C.; Travis, Don; Tremmie, Frank; Tribune, Herman; Trite, Frank; Trueblood, C. D.; Trulson, Gale; Tubbs, Jimmie; Tucker, Bobbie & Billie; Tullis, Wm. A.; Turner, James A.; Turner, James; Twohouse, Chief; Tyrrell, J. 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H.; Watts, Donald; Watts, Herman H.; Watts, Dr. T.; Wauer, Benny; Wayland, Anthony; Wayland, Fred; Webb, Dean; Webb, Capt. Geo.; Webb, Mack; Webster, Fred; Weer, Leroy; Weidman, Leroy; Welch, Dick; Weldin, E. N.; Wells, Clarence; Wells, Morris; Wentz, Philip; Wertz, Philip; Westelman, B. B.; Western, G. J.; Western, George; Western, M. J.; Westfall, Bill; Westlake, Vernon; Whelan, James E.; Whitaker, Casey; White, Bob; White, Guy & Lillian; White, Hugh; White, Jerry; White, Knox; White, J. Robt.; Whittier, A. D.; Wiedemann, Thos. F.; Wilcox, W. F. Bill; Willard, Vernon; Williams, Bill; Williams, Chas. E.; Williams, Chick; Williams, Eddie; Williams, Howard; Williams, Johnnie; Williams, Ray; Williams, S. L.; Williams, Skippy; Williams, Walter; Williams, Woodrow; Wilson, Bill Monk; Wilson, Frank F.; Wilson, Jack; (Chief); Wilson, Jerry; Wilson, Leonard; Wilson, Lloyd; Mickey; Wilson, Mickey; Wilton, G.; Winkle, Edward; Wise, Ralph; Wizard, Jack O.; Woods, Arthur; Woods, Bryan; Woods, Doc Jimmy; Woods, F. A.; Woods, Tommie; Woodson, D. L.; Woodson, M. S.; Wooler, Carl W.; Woolrich, R. W.; Wooten, J. G.; Working Village; World's Fair; Museum; Wright, Chief; Wright, Henry A.; Wright, Horace; Wright, Jack; Wyatt, B. L.; Wyatt, L. L.; Wyett, Buck; Wyckoff, Wm.; Wynne, Pat; Wyoming Duo; Wyoming Jack; MAIL ON HAND AT; NEW YORK OFFICE; 1564 Broadway; Parcel Post; Marmorduke, H. 8c; Women; Abrams, Mrs. Roscoe; Adams, Mrs. James; Allen, Florence; Beck, Barbara; Bernard, Cassie; Clark, Mae; (Prairie Mae); D'Alu, Nina; Davis, Donna; De Houghton; Dorothy; Douglas, Edith; Earle, Arnet Alpha; Emerson, Gertrude; Eskew, Dolly; Frank, Mrs. J.; Gibson, Neila; Dan, Grace; Harmon, Mrs. Irving; Hayes, Mona; (Wynne); Harvey, Grace; Hiatt, Toots; Hill, Margaret; Hopper, Rita; Howard, Margie; Johnson, Cora B.; King, Iona; La Belle, (Carmel); Lamar, Marie; Lane, Mrs. Paul; Larie, Nina; Lawlar, Mary; Leroy, June; Highland; Men; Ada & Co.; Allen, Roland; Anon, William; Ambrose, James; Anderson, Francis; Andre, Ernest; Andre, Jack; Bailey, E. B.; Baker, Joe; Ballinger, Murray; Lee; Benjamin, Jack; Amusement Co.; Bernstein, Rube; Berra, Mike; Biggs, Harry; Broadus, Harry; Broughton, Cyril; Carney, Robert; Carr, Jack; Caul, Bert; Christensen, Capt.; Cronley, Howard; Conroy, George H.; Costigan, Eddie; Couslor, Frank; Curwell, Clarence; Cushman, Ben; Cushman, Curley; Dale, Robert F.; Del Val, Jean; Demitro, Frank G.; Dixon, Herman; Docens, Mr.; Donaldson, Robert; Donaldson, R.; Franklin; Dowse, William; Faust, Ike; Faust, Mike; Finkle, Jack; Flying Wishards; Fretette, Eugene; Garrison, James; Green, Jackie; Haron, Jimmie; Harrier, Martin; Harry, the Elephant; Hart, Donn & Ruth; Hayes, Jack; Healey, Maurice; Hensley, William; Herman, Bennie; Herman, George; Hervey, J. Russell; Howard, Jay; Jahn, F. Carl; Kaulahaus, Jack; Keats, Frank; Kelly, Bob; Kelly, J. J.; Kilons, John; Kleinman, Jules; Langens, William; Latkowski, Frank; Lealand, Robert; MAIL ON HAND AT; CHICAGO OFFICE; 404 Woods Bldg., 52 West Randolph St.; Parcel Post; Schmidt, C. T., 14c; Women; Allen, Margie; Mrs. Sam; Baker, Cay; Baker, Marie; Barton, Mildred; Clark, Mrs. Ruby; Callan, Maxine; Castle, Dolly; Clement, Mrs.; Dare, Betty; Darling, Phillis; Ellison, Joey; Ferguson, Evelyn; Fredrik, Mrs. Mae; Garrick, Marie; Julian, Mrs. Linda; Jeal; Kahn, Mrs. Gus; Kiskis, Bete; La Venia, Eetty; Laine, Mrs. Jack; Lamar, Mrs. Irene; Morgan, Faye; Nichols, Mrs. J. L.; (See LETTER LIST on page 62)



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ROUTES

(Continued from page 26)

- Q Quintero, Diosa (Havana-Madrid) NYC, nc. R Radio Ramblers (International Paddock) Atlantic City, nc. Raftone Sisters & Gay (Glen Island Casino) New Rochelle, N. Y., nc. Ral. Jean (Dorchester) London, h. Ramon & Lucinda (Havana-Madrid) NYC, nc. Ramona (Cavalier) NYC, nc. Ramos, Bobby (Hawaiian Paradise) Hollywood, Calif., nc. Ramos, Francisco (El Chico) NYC, nc. Ransford, Los (La Conga) NYC, nc. Randolph, Amanda (Black Cat) NYC, nc. Ransom, Bienda (Cavalier) NYC, nc. Raye & Naldi (Chez Paree) Chi, nc. Raye, Gilbert, & Malone Sisters (Bartlett Club) Rochester, N. Y., nc. Raye, Delma (Edgewater Gulf) New Orleans, h. Reed, Billy (Grossinger's) Ferndale, N. Y., h. Renaud, Rita (Chateau Moderne) NYC, nc. Rene & Martina (S. S. Bear Mountain) NYC, s. Renee & Evans Bros. (Capitol) Atlanta, t; (Modjeska) Augusta 14-16, t. Reynolds, Helen, Skaters (Belmont Park) Montreal, Que., Can., p. Rhodes, Dorothy (Black Cat) NYC, nc. Rich, Al (Joe's Grill) Bridgeport, Conn., nc. Rickard, Earl (Miami Club) Chi, nc. Riverson, George (Chateau Moderne) NYC, nc. Riviera Boys (Bal Tabarin) NYC, h. Roberts, Ronny (New Yorker) NYC, h. Robinson Twins (Riviera) Fort Lee, N. J., ro. Robinson & Martin (Palace) NYC, h. Rockwood, John (Jimmy Kelly's) NYC, nc. Roland & Dodd (Casino) Duluth, Minn., nc. Rolling Cloud, Chief, Dog Town Follies; Everett, Pa., 3-8. Rosaline & Seville (Arcadia) Phila, nc. Ross, Benny (Paradise) London, nc. Rose, Lila (Happy's) Glendale, L. I., nc. Roth & Shay (Casino Municipal) Juan Les Pins, France. Royal Rangers (Village Barn) NYC, nc. Rubini, Jan (Selznick's) Hollywood, Calif., nc. Rubinstein, Erna (Zimmerman's) NYC, re. Rufus & Richard (Surfside) Long Beach, N. Y., nc. Ruiz, Maclovia (Blackhawk) Chi, nc. Ruvel & Marcla (Leon & Eddie's) NYC, nc. Ryan, Jerry (Gay '90s) NYC, nc.

- Shaw, Wini (Ben Marden's Riviera) Ft. Lee, N. J., nc. Sheldon, Gene (Chicago) Chi, t. Sherman, Shavo (Famous Door) NYC, nc. Sherman, Hal (Paramount) NYC, t. Shore, Willie (Hi-Hat) Chi, nc. Siddall, Bob (Beverly Hills) Newport, Ky., cc. Simmons, Lee (Plantation) NYC, nc. Simms, Virginia (Pennsylvania) NYC, h. Simpson, Carl, & Faith (Golden Gate) San Francisco, t. Sinatra, Ray (Buffalo) Buffalo, t. Skelton, Red (State) NYC, t. Slip, Slap & Slide (Cafe Afrique) NYC, nc. Sokolokskaya, Nadia (Russian Kretchma) NYC, re. Sola, Leonor (S. S. Bear Mountain) NYC, s. Sophisticates, Three (Chicago) Chi, t. Southland Rhythm Girls (Rose Bowl) Chi, t. Sperry, Frank (Roosevelt) NYC, h. Spiller, Capt. A. (Steeplechase Coney Island, N. Y., p. Stapletons, The (Chicago) Chi, t. Starnes & Anayan (Dunes) Virginia Beach, Va., nc. Starr, Jackie (Maverick Club) Sheridan, Wyo., nc. Steiner Trio (Celebration) Chelsea, Mich., 7-9; Port Dalhousie, Ont., Can., 11-16. Stephenson, Gail (Herrigs Village) Columbus, O., nc. Sterling, Lynn (Leon & Eddie's) NYC, nc. Sterling, Wynne (Roumanian Village) NYC, re. Stone, Maxine (Paradise) London, nc. Stone, Mary (Alabama) Chi, nc. Strong, Edna (Astor) NYC, h. Sullivan, Maxine (Palace) Chi, t. Swann, Russell (Savoy Plaza) NYC, h. Swift, Jack (Beverly Hills) Newport, Ky., cc. Sylvia, Franco & Drigo (Silver Lake Inn) Silver Lake, N. J., ro. Sylvio & Melba (Havana-Madrid) NYC, nc. Symbington, Eve (Waldorf-Astoria) NYC, h.

THE TITANS

"Rhythm in Slow Motion"

Dir.: MILES INGALLS & JACK DAVIES.

- Thomas, Don (Bowery) Minneapolis, nc. Thomashefsky, Boris (Rainbow Inn) NYC, re. Three R's (Murray's) Tuckahoe, N. Y., ro. Tilton, Martha (Pennsylvania) NYC, h. Tinney, Dot (Black Cat) NYC, nc. Tisdale Trio (Le Mirage) NYC, nc. Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro. Tomack, Sid, & Reis Bros. (Riverside) Milwaukee, t. Townsends, The (Casino de Paris) Paris, nc. Trenkler, Alfred (Ice Arena) Blackpool, Eng., c. Trent, Tommy (Stanley) Pittsburgh, t.

- Truce, Mildred (Shoreboat) Bronx, N. Y., nc. Tucker, Sunny (Ivan Frank's) NYC, c. Tucker, Sophie (Ben Marden's Riviera) Fort Lee, N. J., nc. Turand Brothers (Troadero) London, nc. Valdez, Vern (Finocchio) San Francisco, nc. Vanderbilt Boys, Three (Beverly Hills) Newport, Ky., cc. Varone, Joe, & Four Sparkettes (Paradise Gardens) Montreal, Can., nc. Varonnes, Carlos & Dolores (Lookout House) Covington, Ky., nc. Velez, Angela (Chateau Moderne) NYC, re. Velez & Yolanda (Palmer House) Chi, h. Venuta, Benay (Casa Manana) NYC, cb. Verne, Miriam (Essex House) NYC, h. Vernon, Dal (Radio City Rainbow Grill) NYC, nc. Villano & Lorna (Stork Club) Kansas City, Mo., nc. Vincent & Anita (Rhineland Gardens) Armonk, N. Y., nc. Virginians, The (Roxy) NYC, t. Voella, Sinda (Russian Art) NYC, re.

- Wade, Dick (Kit Kat) NYC, nc. Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc. Wainwright, Helen (Leon & Eddie's) NYC, nc. Wait, Eric (New Yorker) NYC, h. Walley, Nathan (International Casino) NYC, nc. Walsh, Sammy (Dunes) Virginia Beach, Va., nc. Walton, John (Edgewater Gulf) New Orleans, h. Ward, Will (Bill's Gay Nineties) NYC, nc. Ward, Alda (Surfside) Long Beach, N. Y., nc. Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc. Wayne, Naughton (Dorchester) London, h. Welch, Muriel (La Marquise) NYC, nc. Wendell, Ray (Faust Club) Peoria, Ill., nc. Wessels, Henri (Plantation) NYC, nc. Whalen, Jackie (Stamps) Phila, nc. Wheeler, Charles (Half Moon) Coney Island, N. Y., h. White, Jack (18) NYC, nc. White, Ann (Queen Mary) NYC, re. White, Belva (Miami Club) Chi, nc. Whitney, Marjorie (Skyrocket) Chi, rh. Wickes, Gus "Popeye" (Radio Franks) NYC, nc. Williams, Betty (Half Moon) Coney Island, N. Y., h. Winter Sisters, Three (Paradise) NYC, re. Winters & Merano (Cafe Afrique) NYC, nc. Wolfe, Lorna (Ranch Club) Seattle, Wash., nc. Wright, Charlie (Weylin) NYC, h. Wynn, Ralph (Nut Club) NYC, nc. Wyse Jr., Ross (Casa Manana) NYC, cb. Wyte, Una (Riviera) Fort Lee, N. J., ro.

- Young, Margaret (Gay '90s) NYC, nc. Youngman, Henry (Palace) Chi, t. Yourloff, Your (Old Roumanian) NYC, c. Yvonne & Everett (Bal Tabarin) NYC, nc.

DRAMATIC AND MUSICAL

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

- Mr. Jim: (Selwyn) Chi. On Borrowed Time: (Auditorium) Santa Barbara, Calif., 5-9. Pins & Needles: (Grand) Chi.

MISCELLANEOUS

- Arthur, Magician: Cottontown, Tenn., 6-7; Hillsdale 8-9. Birch, Magician: Milbank, S. D., 6; Webster 7; La Moure, N. D., 8; Eureka, S. D., 9; Linton, N. D., 11; Bismarck 12; Washburn 13; Minot 14; Rolette 15. By-Gosh Vaude. Tent Show: (Fairgrounds) Sutton, W. Va., 4-10. DeCleo, Magician: Ligonier, Ind., 4-9. Delmar, Hypnotist, Escape: (Capitol) Bend, Ore., 4-7; (Gem) Chiloquin 8-9; (Theater) Hood River 10-12. Klein's Attrs.: Minerva, O., 11-16. Levant Show: Blodgett, Mo., 4-9. Lewis, H. Kay, & Hollywood Varieties: Ketchum, Ida., 8-10; Salmon 12-30. MacGreen, Judy, Players: Jasper, Ark., 4-9. Marquis, Magician: Glenwood Springs, Colo., 6-7; Meeker 8; Oak Creek 9; Craig 11; Steamboat Springs 12-13. Marquis, Magician: Craig, Colo., 11; Steamboat Springs 12-13; Vernal, Utah, 14. McNally's Variety Show: E. Galway, N. Y., 4-9. Miller, Al H. Show: Danville, Ga., 4-9. Miller's Ralph, Donkey Baseball: Hammond, Ind., 6-8. Rilton's Show: Gillsville, Ga., 7-9; Lula 11-13; Mount Airy 14-16. Ringens, Pee Jay: (Playland Park) Rye, N. Y., 4-10. Rippl's Community Show: Boston, Va., 4-9. Seacum Park Rides, No. 1: (Legion Celebration) Richwood, O., 4-8; No. 2, (Park) Bucyrus, O., 4-9.

REPertoire

- Brownie's 'Comedians': Greenville, W. Va., 4-9. Ginnivan, Frank R., Co.: Jasper, Mich., 4-9. Ginnivan, Norma, Co.: Hamilton, Ind., 4-9. Heffner-Vinson Co.: Letchford, Ky., 6; Horse Cave 7; Scottsville 8-9. Kinsey, Kathryn, Ko.: Marion, O., until July 23.

CIRCUS AND WILD WEST

- Barnes-Sells-Floto: Williston, N. D., 5; Sidney, Mont., 6; Dickinson, N. D., 7; Mandan 8; Jamestown 9; Redfield, S. D., 11; Watertown 12; Huron 13; Pierre 14; Rapid City 15; Deadwood 16. Cole Bros.: Brockton, Mass., 5; Plymouth 6; Fall River 7; Newport, R. I., 8; Quincy, Mass., 9; Providence, R. I., 11; New London, Conn., 12; New Haven 13; Hartford 14; Springfield, Mass., 15; Pittsfield 16.

- Gould's, Jay: Lakefield, Minn., 6-7; Luverne 8-9; Menno, S. D., 13-14; Armour 15-16. Lewis Bros.: Allegan, Mich., 5; Paw Paw 6; Watervliet 7; Benton Harbor 8; Grand Haven 9; Grand Haven 11. Mix, Tom: Fond du Lac, Wis., 5; Oshkosh 6; Sheboygan 7; Kewaunee 8; Sturgeon Bay 9; Neenah 10; Green Bay 11. Newton Bros.: West Lebanon, N. H., 6; Woodsville 7. Norrisville: Hugo, Colo., 6; Aurora 7. Parker & Watts: Salmon City, Ida., 5; MacKay 6; Blackfoot 7; Malad City 8; Brigham, Utah, 9. Richard Bros.: High Bridge, N. J., 5; Flemington 6; Lambertville 7; Hightstown 8; Jamesburg 9; Perth Amboy 11. Robbins Bros.: Dover-Foxcroft, Me., 5; Waterville 6; Rockland 7; Portland 8; St. Johnsbury, Vt., 9; Newport 11; Montpelier 12; Burlington 13; Rutland 14; Keene, N. H., 15; Laconia 16. WPA: (4th st. & 5th ave.) Brooklyn, N. Y., 5-9.

CARNIVAL

(Routes are for current week when no dates are given. in some instances possibly mailing points are listed.)

- Alamo: Stone Mountain, Ga. All-American Expo.: Bismarck, N. D. Alton-Babcock: Redondo Beach, Calif. American Expo.: Covington, Ky., 7-16. American United: Kallspell, Mont. Anderson-Strader: Lyons, Kan., 6-9. Arena: Harmony, Pa. Bach, O. J.: Potsdam, N. Y. Bantley's All-American: Barnesboro, Pa.; Holdernessburg 11-16. Barfield's Cosmopolitan: Tazewell, Va. Barnhart's Golden West: Grand Meadow, Minn., 6-9; St. Paul 11-16. Barker: Jasonville, Ind. Bass & Lane: Sledge, Miss. Buckeye State: Biloxi, Miss., 5-10. Beckmann & Gerety: Appleton, Wis.; Sheboygan 11-15. Bee, F. H.: Greenup, Ky.; (Fair) Vanceburg 11-16. Blue Ribbon: Linton, Ind. Blue Ribbon Attrs.: Greenburgh, N. Y.; Ardsley-on-Hudson 11-16. Bockus, C. L.: Appomattox, Va., 6-9; Christiansburg 11-16. Bortz: Leadwood, Mo. Bremer Tri-State: Buhl, Minn. Brown Novelty: Cuthbert, Ga. Buck, O. C.: Syracuse, N. Y. Buckeye State: Biloxi, Miss. Buffalo Bazaar Co.: Oxford, N. Y. Burdick's All-Texas: Valley Mills, Tex. Byers & Beach: Sullivan, Ill. Campbell's United: Eatonton, Ga. Cavalcade of Fun Shows: Gallitzin, Pa. Central State: Horton, Kan. Oetlin & Wilson: Lock Haven, Pa.; Hammon-ton, N. J., 11-16. Clyde's United: Brockway, Pa. Coleman Bros.: Wallingford, Conn. Conklin: Red Deer, Alberta, Can., July 6, 7, 8. Cote's Wolverine: Port Sanilac, Mich.

UNBORN SHOW

Wanted to buy same cheap for cash. Wire or phone Revere 2242 how many genuine specimens and accessories. No phoneys and agree to ship subject to examination.

W. J. "BILL" O'BRIEN REVERE BEACH, MASS.

CURTIS L. BOCKUS CIRCUS SHOWS

Want for Christiansburg, Va., and balance of season Cookhouse or Crab. Will book Chair-plane or any ride except Tilt-a-Whirl and Ferris Wheel. Want Shows with own outfits. Can place Legitimate Concessions of all kinds. Bob Coleman wants Agents; V. E. Murphy wire. Address CURTIS L. BOCKUS CIRCUS SHOWS, Appomattox, Va., July 6 to 9; Christiansburg, Va., week of July 11.

WANT SHOWS, RIDES and CONCESSIONS

For Twin County Fair, Shirley, Ind., on the streets next week, and balance of season. Diggers, Bingo, Custard, Eating Stands, Grind Stock Concessions, Athletic, Girl, Ten-in-One, Monkey and any other Grind or Bally Shows. We have some tops. Kiddie Rides, Loop, Octopus, Merry-Go-Round wire. All fairs and celebrations to December. Address TERRILL & MOROHL SHOWS Greensburg, Ind., this week.

GREAT SOUTHERN SHOWS

FREE GATE. BEST FREE ACTS. WANT Kiddie Rides, Shows with complete outfits and transportation, Snake Pit, Platform or others, legitimate Stock Concessions. Long list of Fairs, Williamstown, Ky., this week. Clinton Trarbuna wire R. L. Wade. A. H. MURPHY.

BRIGHT LIGHT EXPOSITION SHOWS

WANTS Ferris Wheel, Merry-Go-Round, Kiddie Rides and Flat Rides, also two more Shows, Concessions of all kinds. No racket. No gates. Write or wire JOHN GECOMA, Mgr., Broadway, Va., this week; Harrisonburg, Va., next week.

Crescent Am. Co.: Manteo, N. C.
 Crowley's United: Quincy, Ill., 6-9.
 Crystal Expo.: Big Stone Gap, Va.
 Cunningham's Expo.: Parkersburg, W. Va.;
 Marietta, O., 11-16.
 Curl, W. S.: London, O.; Miamisburg 11-16.
 De Luxe Shows of Amer.: Saranac Lake, N. Y.
 Dixie Belle: Bloomfield, Ind.
 Dixie Model: Galax, Va.
 Dudley, D. S.: Henrietta, Tex.
 Dyer's: Richland Center, Wis.; Viroqua 11-16.
 Edwards, J. R.: Willard, O.; Mansfield 11-16.
 Elite Expo.: Manhattan, Kan.; Concordia 11-16.
 Ellman: Oconto, Wis.
 Endy Bros.: Kingston, N. Y.; Cohoes 11-16.
 F. & M.: Pine Grove, Pa.
 Fairly & Little: Jamestown, N. D.; Fessenden 11-16.
 Fidler's United: Auburn, Ill.
 Funland: Springfield, Ky.
 Gibbs, W. A.: Chanute, Kan.
 Gold Medal: Iron River, Mich.
 Golden West: Newark, Calif., 6-11.
 Gooding Greater: Defiance, O.
 Goodman Wonder: (Fair) Minot, N. D.; Devils Lake 11-16.
 Gooding Dayton, O.
 Great Southern: Williamstown, Ky.
 Greater United: Ehd, Okla., 6-16.
 Happyland: River Rouge, Mich., 4-13; Kalamazoo 15-23.
 Harris: Chrisman, Ill.
 Hartsock Bros.: Barry, Ill.
 Henke Bros., No. 1: (35th & Villet sts.) Milwaukee, Wis., 6-14.
 Henke Bros., No. 2: (S. 16th & Greenfield) Milwaukee 6-14.

Hennies Bros.: Kenosha, Wis.
 Heth, L. J.: (Fair) McLeansboro, Ill.
 Hilderbrand: Bellingham, Wash.
 Hines: Ashby, Minn.
 Hippodrome: Minonk, Ill., 6-16.
 Hodge, Al G.: Baroda, Mich.
 Howard Bros.: Spencer, W. Va.
 Hughey Bros.: Gilman, Ill., 6-9; Newman 11-16.
 Hurst, Bob: Commerce, Tex.; Gunter 12-16.
 Hyde, Eric B.: Arlington, Va.
 Ideal Expo.: Clearfield, Pa.
 Imperial: Brookfield, Mo.
 Jolly Jaiilet: Tionesta, Pa.; Sherman, N. Y., 11-16.
 Jones, Johnny J.: Anderson, Ind.
 Joyland: Central Point, Ore.
 K. G. Am. Co.: Marysville, Mo.
 Kaus Expo.: East Stroudsburg, Pa.
 Kaus, W. C.: Gloversville, N. Y.
 Keystone: Rimersburg, Pa.
 Kline's Greater: Hope, Ind.
 Kreko's West Coast Am. Co.: Eugene, Ore., 6-14.
 Landes, J. L.: Rockport, Mo., 7-14.
 Lang, Dee: Hallock, Minn.
 Large, H. P.: Crowder, Miss.; Sledge 11-16.
 Latlip's Home State: Oakland, Md.
 Lawrence, Sam: Kittanning, Pa.
 Lewis, Art: Solvay, Syracuse, N. Y.
 Liberty National: Cloverport, Ky.
 McKee, John: Erick, Okla., 6-10.
 Magic Empire: Wahoo, Neb.
 Majestic Expo.: Haysl, Va., 4-7.
 Marks: Gettysburg, Pa.
 Middleton, Karl, No. 1: Wellsville, N. Y.
 Middleton, Karl, No. 2: Canaseraga, N. Y.
 Miller Amusements: Port Neches, Tex.; Port Arthur 11-16.
 Miller Bros.: LeMars, Ia.
 Miner's Model: Linwood, Pa.; Columbia 11-16.
 Model: Hartford, Ky.; Owensboro 11-16.
 Monarch: Frankfort, Ind.
 Naill, C. W.: Hope, Ark.; Nashville 11-16.
 Northwestern: Fremont, Ind.
 Oklahoma Ranch: Hammon, Okla., 7-9.
 Orange State: Pearisburg, Va.; Christiansburg 11-16.
 Page, J. J., Expo.: Lexington, Ky., 5-16.
 Pan-American: Jerseyville, Ill.
 Patrick: McCall, Ida., 7-10.
 Pearson: Fairbury, Ill.
 Peerless: Salina, Pa.
 Penn State: Herndon, Pa.
 Reading's: Cadiz, Ky.; Hopkinsville 11-16.
 Red River: (Fair) Estevan, Sask., Can., 4-6;
 (Fair) Medicine Hat, Alta., 7-9.
 Reid, King: Newport, Vt.
 Rogers Greater: Humboldt, Tenn.
 Rogers & Powell: Hardy, Ark., 7-9; Rossville, Tenn., 13-16.
 Royal American: Brandon, Man., Can.
 Royal Expo.: Altoona, Pa.; Johnstown 11-16.
 Royal Midway: Bloomington, Ind.
 Rubin & Cherry Expo.: Calumet, Mich.
 Santa Fe: Protection, Kan.
 Scott Bros.: Selmer, Tenn.; Forrest City, Ark., 11-16.
 Sheesley Midway: Lansing, Mich.
 Shugart Bros.: Pittsburg, Okla., 7-9.
 Siebrand Bros.: Williston, N. D.; Wolf Point, Mont., 11-16.
 Sims Greater: Sudbury, Ont., Can.
 Smith Bros.: Walters, Okla.
 Smith's Greater Atlantic: Eversen, Pa.; Boswell 11-16.
 Snapp Greater: Freeport, Ill.
 Sol's Liberty: Kewanee, Ill.
 Sparks, J. F.: Russell Springs, Ky.
 State Fair: Dodge City, Kan.
 Strates: Washington C. H., O.
 Sunset Am. Co.: Des Moines, Ia., 6-18.
 Swisher, H. C.: Lyndon, Kan.
 Terrill & Morohl: Greensburg, Ind.
 Texas Longhorn: Marlow, Okla.
 Thomas, Art B., No. 1: Mankato, Minn., 6-9;
 Aberdeen, S. D., 11-13; McLaughlin 15-16.
 Thomas, Art B., No. 2: Hardwick, Minn., 5-6;
 Valhalla Resort 9-10; West Brooks 14-15.
 Tidwell: Hutchinson, Kan., 8-16.
 Tilley: Spring Valley, Ill.
 Valley: Burkett, Tex., 6-9; Cross Plains 11-12.
 Wallace Bros.: Algona, Ia., 4-7; Hampton 9-16.
 Ward, John R.: Centralia, Ill.
 Weer, M. R.: Eaton Rapids, Mich.
 West Bros.: Ely, Minn.
 West Coast: Everett, Wash.; Seattle 10-16.
 West, W. E., Motorized: Red Oak, Ia.
 Western State: Rawlins, Wyo.
 West's World Wonder: Marietta, O.; Dover 11-16.
 Weyls Production Co.: Polk, Pa.
 Williams, S. B.: Thomas, Okla., 8-16.
 World of Mirth: Augusta, Me.
 Young, Monty: Nephi, Utah.
 Zeiger, C. F., United: Lusk, Wyo., 6-9.
 Zimdars Greater: Battle Creek, Mich.; Jackson 11-16.

POPCORN

SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS, CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.

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For Dancing and Posing Show, also capable Talker for Posing Show. Will consider man and wife. Write or wire; pay your own.

E. W. MILLER
 AMERICAN EXPOSITION SHOWS,
 Covington, Ky., July 6th to 16th.

SEILS-STERLING CIRCUS

FOR SALE
 Complete or any part of it.
 Can be seen after July 4th at Sheboygan, Wis.

ELEPHANT MENA

Available as Free Act for Fairs and Parks. Very large and gentle. WANTED—Dependable, sober Elephant Men; prefer some one who can drive semi-trailer truck. **E. E. COLEMAN, 1837 Ravenwood Ave., Dayton, O.**

TEN DAY CELEBRATION

HAMBURG, N. J., JULY 8 TO 16; ENGLEWOOD, N. J., JULY 18 TO 23; THEN HAMMONTON COUNTY FAIR AT FREEHOLD, N. J.
 WANT Concessions, Shows and Useful People for Circus Side Show. All address **HELLER'S ACME SHOWS**
 Havenstraw, N. Y., This Week.

TILLEY SHOWS WANT

Organized Minstrel Show. Have complete outfit. Chairplane Foreman that can Drive Truck, Shows with or without outfits. Also Concessions. Wanted, Freaks and Working Acts for Side Show. Spring Valley, Ill., week of July 5.

FOR SALE

1—60 Ft. Inside Steel Underframe Baggage Car. Price \$600.00. Rent \$40.00 Monthly.
 2—70 Ft. 40 Ton Semi-Steel Flats. Rental \$45.00 monthly each.
 2—66 Ft. 4 In. 30 Ton Semi-Steel Flats. Price \$750.00 Each. Rental \$40.00 monthly each.
 FLAT CARS EQUIPPED WITH ONE PIECE STEEL TRUCK FRAMES.
VENICE TRANSPORTATION CO., 21ST AND LYNCH AVE., EAST ST. LOUIS, ILL.

MISS FAIRYLAND

SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER—

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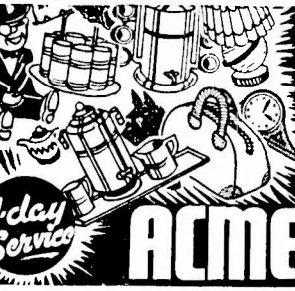
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BECKMANN & GERETY SHOWS WANT

New and Novel Shows that are up to our established standard for the Mid-Summer Festival, Milwaukee, Wis., July 17 to 23, and for the following Big State Fairs: Illinois State Fair, Iowa State Fair, Nebraska State Fair, Kansas Free Fair, Kansas State Fair, Oklahoma State Fair and Oklahoma Free Fair. Will furnish suitable frame-up to responsible showmen. Address **BECKMANN & GERETY**, Appleton, Wis., July 6 to 10; Sheboygan, Wis., July 11 to 15.

W. C. KAUS SHOWS, INC., WANT

Legitimate Concessions of all kinds. Reasonable price. Shows with own outfits. Good proposition for Octopus, Loop-O-Plane or Ridee-O. Address all communications to **W. C. KAUS**, Gloversville, N. Y.

WILL BOOK CIRCUS SIDE SHOW

With or without own outfit or will furnish complete new Side Show Frame-Up or will consider good Side Show Manager who knows the Side Show Business. Must be sober and reliable. Wire **GRUBERG'S WORLD'S EXPOSITION SHOWS, INC.**
 Rochester, N. Y., This Week.

KAUS EXPOSITION SHOWS, INC.

WANTS FOR AMERICAN LEGION CELEBRATION, WEEK OF JULY 11, DICKSON CITY, PA. Snow Ice, Novelties, Arcade, Legitimate Concessions of all kinds except Bingo and Lead Gallery. Pony Ride, Fun House, Walk Thru and Single Pit Shows that don't conflict. Can place Girls for Girl Revue. Have Pennant Machine for sale. Will book same. ADDRESS THIS WEEK, EAST STROUDSBURG, PA.

PEERLESS EXPOSITION SHOWS

Want Rides. Shows to strengthen midway. Concessions of all kinds. This week Salina, Pa.; New Kensington to follow; for week of July 25, Monongahela City on the streets for American Legion Celebration. Nothing too big. Write or wire to JOE CRAMER, Home Office, Carr Hotel, Pittsburgh, Pa., or per route.

PARTY WANTED

With small capital. Party with Trained Stock for small show. Would consider Partner. I have Equipment, Plant, Trailers, Licensed Trucks. Will sell reasonable. Address CARL WILLIAMS, Evansville, Ind.

Place Cook House At Once

Privilege in Meal Tickets. CONCESSIONS: Scales, Cigarette and Lead Gallery, any Pitch-Till-Win, or any Stock Concession, Athletic Show. Dale Panish answer. Jasonville, Ind., this week. Illinois Celebrations and Fairs to follow. V. H. Lockman answer. BARKER SHOWS.

West Bros. Get Best Opening Night of Season

INTERNATIONAL FALLS, Minn., July 2.—West Bros.' Shows opened here Monday night with practically entire show up. Jump was from Watertown, S. D., distance of 481 miles due to detours. This is first time, according to local committee that shows booked have made opening Monday night.

An unusually large crowd was out and show had best opening gross of season. Show remains over Sunday account of American Legion convention and celebration. Reported by Bruce Barham.

Cannon No Terror, But Plaster Puts Zacchini in "Stitches!"

LIMA, O., July 2.—Vittorio Zacchini, "Human Cannon Ball," has been shot out of the mouth of a cannon over the top of two Big Eli Wheels, a distance of over 300 feet, more than 2,000 times without serious injury. However, it remained for a piece of plaster dropping from the ceiling of a downtown store here yesterday to put him in a hospital for treatment. The store was crowded, but Mr. Plaster picked him out as the luckless one.

Seven stitches had to be taken in his head, but, true to the tradition, "show must go on," Zacchini performed last night as a free act with Dodson's Shows.

Ladies' Auxiliary, PCSA

LOS ANGELES, July 2.—Meeting was called to order by President Peggy Forstall, who just returned from New York. Inez Walsh and Ruby Kirkendall were absent, latter being on vacation. Gladys Forest was in after several weeks.

A lovely bunch of Peggy Forstall's famous doughnuts and coffee were served. Bingo was played, Nell Ziv winning award.

Those present were Minnie Fisher, Etta Hayden, Pearl Jones, Nettie Penley, Vera Downey, Millie Dorbert, Alfreida Barnes, Mrs. Burke, Lalla Pepin, Martha Levine, Stella Linton, Jennie Rawlins, Ruby Kirkendall, Nell Ziv and Gladys Forest.

Tillie Palmateer is busy making an afghan to be given away at homecoming in November. Yarn for it is being donated by club members.

Club will meet every two weeks during July and August. Reported by Tillie Palmateer.

OPEN SHOWS, RIDES

That do not conflict. Demonstrators for Exhibits. MONMOUTH COUNTY LEGION FAIR JULY 25-30.

Rusby Agricultural Center. Animal Acts. Write FAIR MANAGER, 82 W. Main St., Freehold, N. J.

financial requirements contracts will be signed.

Maurice Mermey, director of exhibits and concessions, sailed this week for Europe, where he will visit the Glasgow Exhibition, the Oslo Expo and Paris in the interests of the New York venture.

MOOSE JAW

(Continued from page 3)

E. Gamble, E. Spitzer, T. Baker, L. Lobban, A. Franks, A. Morris, J. George, D. Bloom and A. Richmond.

WINNIPEG, Man., Can., July 2.—Margie Palmer, concessioner with Conklin Shows, is in St. Boniface Hospital here following an operation for sinus trouble. She is improving but will have to remain in the hospital for several days longer, after which she will rejoin the show. Her friends literally filled her room with flowers and gifts.

LIMA, O., July 2.—Dodson's World's Fair Shows opened here Monday to 3,500 main entrance admissions and as a whole the week ending here today was very successful.

POPULAR ITEMS

(Continued from page 58)

night driving glasses being marketed by Brewer Mfg. Co., For the first time, it is claimed, all glare from approaching headlights is eliminated without obstructing vision, eliminating the strain and danger of glare lights that blind and confuse motorists. Vast amount of publicity given the item in newspapers and magazines should make it a live number for salesmen contacting motorists, garages, accessory dealers and service stations.

Pres-To Oiler

A new gadget that promises to become a sensational seller to homes, offices and mechanics is the Pres-To (handy like a fountain pen) Oiler. Exactly like a fountain pen in appearance, the point finds out-of-the-way places and when pressed ejects the exact amount of oil wanted. Maker, Dill Mfg. Co., claims the novel item is really taking with handy men, and dealers too, because of its usefulness and its low price. There's a liberal profit margin for the agent, it is said.

CANADA BILL LYNCH GREATER EXPOSITION SHOWS WANT

For balance of season. Acts for SIDE SHOW, also any new and novel Grind Shows. Will furnish transportation and entry to Canada. Also Tents, Banner Lines, etc. Fairs start August 15, Charlottetown, P. E. I. With string of Provincial and County Fairs to follow. WILL buy No. 12 Wheel. Must be in good condition.

Address all mail to W. P. LYNCH, P. O. Box 582, Halifax, N. S., Canada.

VANCEBURG, KY., FAIR, WEEK JULY 11. GRAYSON, KY., FAIR, WEEK JULY 18.

Followed by 14 weeks of straight Fairs. Want Stock Concessions and Shows, also want to book Two-Abreast Merry-Go-Round for Harrodsburg, Ky., Fair Week July 25.

Address or Come on As Per Route. F. H. BEE SHOWS, INC.

14 FAIRS READING'S SHOWS 14 FAIRS

Want Concessions that work for stock. Ball Games. American Palmistry. Custard Machine. Duck Pond, Cane Rack, etc. Want Novelties. Sell X for Bowling Green and Fairs. Everything open except Bingo, Cookhouse, Diggers and Popcorn. Need Grab Joint. Want Grind Shows, Snake, Freak, Illusion. Also Acts for 10-in-1. Must join at once for these money spots and 14 weeks of Fairs, starting August 1st: Hopkinsville, Ky., week July 11th; Bowling Green, Ky., week July 18th. State Legion Convention; Glasgow, Ky., Legion Festival, week July 25th. People that want to close this season with money get with me. Cadiz, Ky., this week. W. J. WILLIAMS, Mgr.

WANTED

FOR SUFFOLK COUNTY DAY AND NIGHT FAIR Riverhead, Long Island, Aug. 22-23-24-25-26 and 27

Concessions of all kinds for Midway and Space for Main Building. Midway has been changed. People must pass thru to get to the Grandstand.

WRITE or WIRE

FRANK M. CORWIN, Secy., Riverhead, L. I.

MIKE PRUDENT, Mgr. Concessions, 124 Cedar Ave., Patchogue, L. I.

CANASERAGA, N. Y., OLD HOME WEEK

This week. Lancaster, N. Y., Old Home Week, July 11 to 16; then Ace Spot. Can place Shows and Concessions. Ten weeks of Celebrations to follow.

KARL MIDDLETON,

O. C. BUCK SHOWS CAN PLACE

For balance of season, Long-Range Gallery, Strip Photos, Grind Concessions and a few legitimate Stock wheels. Can place Monkey Circus and high-class Grind Shows. Season of twelve fairs starts August 2. Address, this week and next, Syracuse, N. Y.

AL BAYSINGER SHOWS WANT

Frozen Custard, Scales, Bowling Alley. Agents for legitimate Grind Concessions. Shows with or without outfits. Rides that don't conflict. Will buy factory-built Auto Ride. Long season South. Abington, Ill., Main Streets, this week.

La. Fireworks Bill Killed

NEW ORLEANS, July 2.—A legislative proposal to ban the use and sale of fireworks in Louisiana ran into unexpected opposition in the State House last week, and when the "fireworks" cleared the vote was 22 yeas to 54 nays, killing the bill for this time in spite of a strong fight for its passage by reformers and city officials of New Orleans. The city itself has already passed an ordinance banning use of fireworks except when placed in care of experts.

CAST OF 1,000

(Continued from page 3)

are expected to be announced within a week.

Concessions of amusement nature already signed for entertainment zone include Parachute Jump, International Parachute Co.; Incubators, "Doc" Cooney, of Coney Island fame; John Hix Strange as It Seems, Dufour & Rogers Attractions; Marionettes, Tony Sarg; Live Monsters, Cliff Wilson; Lafland, fun-house, Harry G. Traver; Cuban Village, P. Benjamin Kaufman, and Sam Grisman.

Rides, according to concession department, have been approved by the fair and as soon as applicants can fulfill

LETTER LIST

(Continued from page 59)

O'Dea, Shannon Varner, Mrs. Clatie Perez, Mrs. Ernesto Wallace, Lorraine V. Wells, Mary West, Mrs. Marie White, Mrs. W. H. Yardell, Marion Yvonne, Miss

Travis, Chief Verle Trueheart, Chief Vinny, Bill Vogel, Ralph Walsh, Thomas Watson, Harold Webster, Ralph Wells, Albert Wiegman, Scotty E. J. Wilder, Frank Wilner, Sam

Heaney, Steve Hicks, Bob Hollingsworth, R. E. Howland, Oscar Ingelston, Corp. E. H.

MAIL ON HAND AT

ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Flannigan, Mrs. J. T., 3c

Kemp, Geo. H. Kieffer, Charles King, A. O. King, C. J. (Tex) Knox, Harry Landrum, Oscar Lautem, Charles Leonard, Harry Long, Howard Lowery, Loyd McCoy, Fred Martin, Dave (Slick)

Men

Adams, Geo. V. Adams, Kiki Agan, C. S. Alexander, Bruce Arnheim, Edward Arnold, Victor Averill, Kiddo Barnes, Barney Beaver, J. Bell, Archie Bessette, Bessie Boots & Saddles Boston, Geo. L. Bowlegs, Chief Willie

Galvin, Mrs. Dollie Haun, Bessie Hayes, Mrs. Lois Luther, Mrs. Stella Mitchell, Anna M. Morse, Miss Elaine Nielson, Lolita Raymond, Mrs. Bertie Schneider, Mrs. Bessie Sewell, Bettie Stanley, Mrs. Dorothy Stanley, Mrs. Harry Stein, Mrs. A. E. Trout, Violet Reine Wadley, Mrs. A. R. Wood, Mrs. Ella Bell

Martin, Terry Meeks, Bob Mitchell, Martie Morgan, Bob & Jean Musgrave, Paul Myers, Jess O'Dare, Jimmie Painter, Al Park, Robert N. Payne, Frank A. Penhleton, Charles Pink, O. V. Qualls, O. V. Ray, Ralph (Kentucky)

Women

Anders, Mrs. Eddie Atkinson, Mrs. Ethel Atkinson, Mrs. Tom (Brownie) Morse, Miss Elaine Nielson, Lolita Raymond, Mrs. Bertie Schneider, Mrs. Bessie Sewell, Bettie Stanley, Mrs. Dorothy Stanley, Mrs. Harry Stein, Mrs. A. E. Trout, Violet Reine Wadley, Mrs. A. R. Wood, Mrs. Ella Bell

Men

Brock, Lew (Larry) Broyers, L. A. Buelen, Dex Burnett, Edward Buttler Med Show, Dr. Carrington, Harold K. Castang, R. Cohen, Chas. Davis, Crash Dent, C. K. Dolan, Tommy "Cookoo" Drury, Ed J. Dunn, H. E. Eagle Wing, Chief Grover Edwards, G. A. Frazier, Jack (Box 215) Freitas, Alfred I. Gaute, Par (Gaucho) Georgian Family (Box 215) Gilliland, Homer Harddig, Bill Harlon, Elmer Hazard, Har Hepburn, Ralph Herley, John

Alfred, Zeb (Tex) Allot Richard C. Ashley, Frank Charles Astera, Manto Badley, Ben Baden, William Bales, Pat Barbee, Ray Benham, Dick Bills, Blackie Brooks, George Brown, Wheeler Bryer, Bill Burns, Leo W. (Shorty) Byers, Robert Card, John H. Carrington, Harold K. Castle, W. J. Christy-McKenney Shows Christie, Wallie Cochran, Chief

Romig, C. A. Ross, Jack Schock, Henry Smith, Tom Stanley, Clipper Stanley, Harry Stanley, Sam Stephenson, Ralph Tabor, Charlie Terrell, James Thompson, Charlie Timmons, Bobbie Tommy, Texas Upson, Roy Vetter, Hila Wallace, Jimmie (Bumps) Willkerson, W. B. Willis, Macon E. Wilson, Curley D. W.

"LAUGH, CLOWN, LAUGH!"



By permission of The Evansville (Ind.) Courier.

EXCERPTS FROM

(Continued from page 28)

the rest of us there may be a small lesson in economics, but personally we are not inclined to be unduly pessimistic. . . . We need not be too gloomy as the circus digs in for the winter just as summer is well started. For the circus is not really dead; it is merely in a state of coma, from which it may easily be revived when the conditions are favorable. We shall not see it this year, but it will probably be here next year or the year after. A continuing world without the circus is unthinkable.—THE PROVIDENCE (R. I.) EVENING BULLETIN.

From certain viewpoints the paralysis of "The World's Greatest Circus" because of labor troubles is epoch-making. Never, as it believed, has anything like the situation at Scranton been duplicated. . . . There is a certain amount of sentimental regret at this sort of a finale for a popular institution. Without going into the merits of the controversy between the circus and its employees, the fact remains that neither side wins. Some of the employees doubtless can find jobs elsewhere or go on relief, but it will not be so easy for the performers. They will be jobless. Thousands of grandchildren and grandfathers will miss circus outings during the summer. Of course, the management will lose heavily. With all these losses, it does seem unfortunate that some formula has not been found to adjust such differences or prevent them.—THE HARRISBURG (PA.) PATRIOT.

If the public can't pay the price of tickets all the glamour in the circus world won't help. Nearly everybody knows that, but nearly everybody would rather think of the circus as a great transient delight for young and old which merely exists in a world of romance and thrills and has no concern with mundane things. . . . The very prospect that the circus might have to call off its tour and return to winter quarters in Florida was disheartening all along the scheduled itinerary. . . . Most of us will still hope that even as

the big show heads for Florida both sides can get together, iron out their differences and resume the tour, with circus economics once more properly covered with tinsel.—THE WORCESTER (MASS.) EVENING GAZETTE.

Bruce Barton said in a speech recently that there are too many 100 per centers in Congress—100 per cent New Deal, 100 per cent anti-New Deal, 100 per cent for labor or 100 per cent for capital. He went on to define a 100 per center as "a man whose mind is on a sit-down strike." At least reasonable people can make this much out of the situation which explains the return of the Ringling Bros.' circus to winter quarters at the start of the season. There are too many 100 per centers in the organization, either in the management or in the workers, or in both. Of this we can be sure. The big top in winter quarters in June is an illuminating commentary on the confused times in which we live.—THE EVANSVILLE (IND.) COURIER.

For the first time in 54 years the tour of the great circus was interrupted by a strike following a refusal of employees to accept a wage cut. Who wins? Employers, employees or public? The answer is, nobody wins—unless maybe it is the animals which don't like to work but are due to get fed anyway—at least for a while.—THE BIRMINGHAM (ALA.) AGE-HERALD.

The circus has folded. To anyone who ever got up before the sun to watch the creaking vans rumble into town or the long gay train pull into the siding that is sad news. We were trained to the inalterable conviction that the circus was a world apart and that circus kings and queens, from the monarch who drove the eight-horse hitch to the glittering empress of the high trapeze, were not as mortals are. In public concept it never was an industry, a business. It was remote from the insistent demands of debts and credits and time clocks. It moved in some glamorous orbit of self-sufficiency, its satellites paid off in the coin of adulation. The circus was divorced from the

realities of life. Of course, this concept was in a restricted province of thought, a province maintained largely in the wonder of small boys. But some persistent tenor of it has usually carried over to adulthood. . . . The circus is a business, an industry, susceptible to the same defects that trouble other businesses and industries. There is absolutely no reason why it should not be so, even if small boys do think the circus runs on moon gold and marbles. But it is still too bad when one thinks of the big tent packed away in Sarasota while the futile bills proclaim an event that will never happen. It is too bad that the small boys couldn't be right just in one case.—THE SPRINGFIELD (MASS.) UNION.

The closing of the Ringling-Barnum circus is a distinct loss to all circus lovers. I'm not familiar with all the details of the dispute between the management and the union, but the Ringlings are not only noted for the outstanding entertaining qualities of their organization but for their strict honesty and square dealing with employee and public alike.—COLE ROBINSON.

I am sick at heart over the developments at Scranton, Pa. The Ringling circus seemed to be a part of these United States and carried on a tradition initiated by Barnum before the Civil War. For nearly a century these names have been before the American public. The awful part about the whole affair is that the Ringling show always had the highest standards, and in its relations with labor it stood at the forefront. Never was there any red-lighting on that show. Never was there any skimping of meals, cheating of employees. And yet that is the circus that has to suffer.

You will recall that the President in his address the other evening spoke of unwise labor leadership. Here is a striking example of that sort of leadership which, strange to the circus and its world, nevertheless has destroyed an American institution. It is not so much the people who are put out of work as it is the countless thousands who look upon the coming of

the circus as an event and who are deprived of an opportunity to see once again what is literally the Greatest Show on Earth. If ever the Circus Fans' Association had a job to do we have it now. There is for us that "unfinished work" which Lincoln referred to 75 years ago.

At the Potomac Yards I watched the trains leave for Sarasota. Words cannot begin to describe the sadness of the picture. Never have I seen such disconsolate-looking faces, such an attitude of helplessness on the part of people who cannot understand why this should have happened.

It is difficult for me, too, to understand why an actors' union should be controlled by roustabouts who seldom know what it is to serve even one circus season.—MELVIN D. HILDRETH.

There are not words to express how unfortunate it is that the Ringling-Barnum show had to close. In a few days Ralph Whitehead ruined an organization that took seven men the greater part of a century to build up. No doubt he knows little of the circus business and probably cares less. Every day I get letters from friends who feel the same way as I do.—GORDON M. POTTER.

It is pathetic that the Ringling show had to be winter-quartered at this time. It is this show that gets the spring ballyhoo when it plays the Gardner in New York, and all circuses must surely benefit by the great amount of national publicity obtained. It awakens the circus consciousness that has been lying dormant all winter. We are of the opinion that everything in connection with the whole matter was thought out on cold grave lines. Never once did either side think of the kid angle. Doesn't it mean a thing a disappoinment a million kids in these United States?

These days it is the survival of the fittest, and with 13,000,000 people out of work there must be give and take on both sides, and it must always be remembered that half a loaf is better than loafing all the time.—FRED P. PITZER.

I am just crushed over the closing of the Greatest Show on Earth. This morning (June 29) I read the long comments on this national calamity in the columns of The Billboard as well as the editorial which appeared therein.

In your editorial you make the following statement: "The Ringling Bros. and Barnum & Bailey Circus is an international amusement institution looked upon by the populace as part of the national life of the United States and Canada." I can truthfully say that you hit the nail on the head with that statement. Hundreds of people in Madison, Wis., comprising business men, professional men, university teachers, judges and people from all walks of life, have asked me what our Circus Fans' Association is going to do about this. They have inquired if there is not something it can do about it. People are, in fact, demanding that this show continue on the road. From my wide contacts with the people of Madison I can say without hesitation that this strike is going to hurt the union tremendously.—SVERRE O. BRAATHEN.

LORDS PRAYER PENNY MACHINES

AMAZING NEW MACHINE Engraves FUNNY Designs on pennies (HOT STUFF). Makes people laugh, keeps the crowd roaring, coins money for you. Write for literature. HURRY.

RAY MFG. CO., 2250 Clybourn, Chicago, Ill.

PENN STATE SHOWS WANT

Capable Foreman and Second Man for Eli Wheel. This week, Herndon, Pennsylvania.

CARNIVAL BOOTHS-RIDES

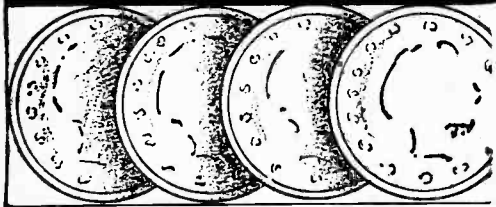
FOR RENT. Complete Unit—12 Concession Booths, size 9x14, including Radio and Ball Games, Refreshment Stand, Electric Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennypacker 2177.

WANTED

Shows of all kinds. Concessions: Lead Gallery Fish Pond, Bowling Alley, Pitch-Till-You-Win, Ball Game, or any Concession not conflicting.

CAVALCADE OF FUN SHOWS, Gaittitzin, Pa., this week; Celebrations to follow.

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.

PUMP SUCKERS

Practically all business authorities agree that definite signs of a pick-up in general business are already at work. So conservative a newspaper as The New York Times even throws out a word of caution that unless business uses foresight the upward swing may be too fast as it was in 1936.

If things have really started to improve now is the time to boost. Now is the time for all industries to co-operate for a more lasting pick-up than we had in 1935 and 1936. This

move for co-operation must include the co-operation of business with business. It must go far enough to stop the vicious, organized attempts to throttle competitive industries with "taxation to kill." It must go far enough to compel each industry to carry its due share of the tax load.



WALTER W. HURD

Now is the chance for the coin machine industry itself to join the march for better business. And one of the first steps is to drop agitation against taxes as far as possible. There are so much better ways to spend money for propagandist purposes than in agitation against taxes. Here is an example from John Wanamaker's store advertising:

"In 1938 the United States is a mighty nation, with the greatest resources in the world. . . . But it has problems. And it has the jitters. But jitters exist only in the mind. They aren't real. They can be banished if we will recall the pioneering spirit of our forefathers and substitute action for depressing thoughts. Hence Wanamaker's started its Buying Ball policy. Without cutting labor a penny, we pared profits. . . . We've lined up hundreds of manufacturers who likewise are paring their profits. And the public is buying. Money, the life blood of prosperity, is flooding into Wanamaker's, to manufacturers, to workingmen."

At least one business house is paying good money to spread a message like that. If enough of them join the parade better times will be here. One cannot help wishing there were enough unity and public spirit in the coin machine industry to make some tangible move in the same direction.

The pump-priming effect of government money lies back of the present swing upward, of course. But remembering the days of 1935 to 1937 we ought to introduce a new term into our language and that is PUMP SUCKERS. It ought to be a much uglier word than the 1932 depression term "Chiselers."

"Pump Suckers" are those who start trying to grab off all the profits the traffic will bear as soon as business starts to pick up a little on government pump priming. They are the "big money" boys who don't know what it means to live and let live. They are out to get theirs while the getting is good. Today we could already be enjoying real prosperity if it had not been for the pump suckers in 1935 and 1936.

The evidence is overwhelming today that business, by raising prices or boosting profits when the government starts to prime the pump, can drain off in short order all the billions that the government pours out among the poor. A reputable statistical organization has carefully checked the course of business during 1935-'37 to find that by raising prices generally as much as 10 per cent business can drain off the pump-priming billions in short order. Which means another depression.

Reports of such institutions as the National City Bank show clearly that the profits of more than 2,000 top corporations jumped excessively high and at too fast a pace in 1935-'37. So fast that business simply cannot stand up against such pump sucking. Much of those excessive profits came from government money. When the pump priming started many corporations raised prices—and many of them cut wages at the same time. No better method of pump sucking could be invented. No country in the world can withstand such undermining practices.

A different story may be told this time. You will note that Wanamaker's is cutting its profits—rather than cut wages. U. S. Steel has already cut prices, and this time U. S. Steel will try to cut prices without cutting wages. That certainly is an experiment worth trying. If all lines of business will fall in line, this time we may not be facing another sharp, bitter depression in two or three years. But the pump suckers can still destroy in short order all the good that is being done.

If you are one of those who swallow hook, line and sinker all the vicious propagandist about taxes, take a look at what some of the pump-priming money is doing for business. One newspaper estimate is as follows:

| | |
|------------------------------|--------------|
| Iron and steel products..... | \$90,800,000 |
| Foundry products, etc..... | 27,500,000 |
| Electrical machinery..... | 23,000,000 |
| Lumber and millwork..... | 23,400,000 |
| Cement..... | 22,800,000 |
| Brick, tile, etc..... | 13,400,000 |

And so on, thru a vast list of materials. Government is paying that much of your tax money directly to business. That is enough cash to start the wheels of industry again. If you are still worried about where your tax money goes, remember that practically every penny spent on relief, WPA, etc., is quickly paid out for food, clothing and other necessities.

Remember that the fastest money in circulation today is tax money, for governments do not hoard money nor do the poor hoard reserves. They spend and spend quickly. If business kept money circulating as fast as governments, or as fast as the poor, there would be few hard times.

Money paid in taxes, or to the poor for relief or wages, has a turnover about 10 times as fast as money paid to big business. Every dollar you pay in taxes or in wages moves fast thru the channels of business—and may do the work of 10 dollars; but it gets terribly slow as it reaches the top. A reliable insurance organization issued the report recently that insurance companies alone "froze" more billions in reserve assets, etc., than the government spent for relief during five years of pump priming.

It is plainly evident there are a lot of things to think about in this day of new machines, new conditions and expensive propagandist. With millions being spent on propagandist, it is very difficult to know the facts in any case.

But we do know that business started upward in 1935 and then for some reason took a worse nose dive than ever. Evidence is very much against the pump suckers, regardless of whose propagandist sheet you read. Some progressive organizations are trying to do better this time. The danger is that there are still too many pump suckers left.

It is too much to expect that all lines of industry will help. But the coin machine industry will gain most by keeping up with progress.

All Machines Will Come Under New York City Tax

Commissions to come under new "rental" tax—funds to be applied to big city housing program—new levy will begin July 15—legal interpretations foreseen

NEW YORK, July 2.—In keeping with the general movement by cities and States to plug tax loopholes, institute universal coverage taxes, etc., a new city tax law will go into effect here July 15. The principle of the new law is so broad that it is fully expected it will include pinball games, vending machines, automatic phonographs, scales, service machines, telephone booths, etc. Many legal interpretations may be necessary when the tax goes into effect. The new law is an amendment to the present occupation tax and is expected to aid the city's municipal housing program to the extent of \$600,000 within the next year. New York City is among the leaders in modern developments of new housing and the returns from the new taxes will be applied on interest payments of the municipal housing authority bonds.

Under the terms of this levy, "every occupant of premises for a year or any part thereof in excess of one month shall pay annually to the treasurer a tax for each separate premises occupied at the rates computed, with reference to the rental value for separate premises in the city of New York as specified." The tax ranges from a \$1 levy where the rental value is between \$1 and \$1,000 to \$6 a year where it is in excess of \$5,000.

Not all the details of classification have been worked out, but it is reported definitely that the administrators regard the commission an operator pays to the location owner as rent and therefore as taxable under the occupancy ruling. So long as any charge is made for the use of any machine or any consideration is paid the owner of the location for permitting the machine to occupy any premises, the machine is subject to tax.

The commission has not yet issued a ruling as to whether this tax will be interpreted to mean that every single machine in a location is a separate "occupancy" and therefore subject to tax at the rate of \$1 a machine or whether all the machines in one location will be regarded as a single occupancy, which would mean a tax of \$1 or \$2 a year for each location, according to whether the total commissions paid in a year are below or above the \$1,000 mark.

The opinion of one of the men working on the tax is that most probably each group of machines an operator has on location would be regarded as a unit and thereby subject to one tax. In other words, all the pin games would pay on tax, the cigaret venders another tax, the phono another, etc. The basis for this opinion is that where the pin games pay the location owner a certain commission (like 50 per cent) and the gum venders pay him 20, each group of machines would be considered thereby a separate unit and would be taxed separately. Where two operators have machines in the same location, however, both will be subject to the tax.

Others, however, point out that an operator having a variety of pin games and venders in a location may have to pay but one tax since the location owner will receive but one check for his total commission, which could be looked on as one "rent" and hence one occupancy. Further ruling from the city treasurer's office is expected early next week.

While there is a possibility that an extension may be granted until August

1, the city will begin collecting the tax July 15 as the ruling now stands. Failure to file a return or pay the tax will be punishable by a fine of five times the amount of tax due plus 5 per cent for each month of delay. If it can be proved that the delay was excusable, the treasurer has the authority to remit the penalty but not the interest. Penalty for filing a false return shall be a fine of not more than \$1,000 or imprisonment for one year, or both.

Wiggins Sells Coin Chute Biz

CHICAGO, July 2.—A business transaction reported in coin machine circles recently was the purchase of the interest of R. B. Wiggins in the Richards Mfg. Co. here by J. W. Meyers and A. R. Haas. The Richards Mfg. Co. manufactures coin chutes and slug devices.

C. E. Pool, former sales manager, has been made general business manager of the Richards firm, in complete charge of activities. Meyers and Haas have operating interests in Wisconsin resort territory to which they devote their time.

R. B. Wiggins is now connected with the National Slug Rejector Co., of St. Louis, it is reported.

Oriole Explains Its Profit Plan

BALTIMORE, July 2.—Eddie V. Ross, of Oriole Coin Machine Corp., states that since they announced the new profit-sharing plan, requests have poured in from operators all over their territory for more information about just how this plan works. "We originated this plan to give operators an opportunity to share in our profits," Ross declared. "We knew that it would meet with the approval of our customers, but the demands of operators we have received in the past weeks for more details have surprised even us. In a few days all our customers will receive full details."

Ross also declared that E. P. Brickman, sales manager of the firm, is getting ready to spend some time covering the shore area of the State to tell operators about the Oriole scrip profit-sharing plan. According to Brickman, "The operators with whom I have talked so far have all been enthusiastic about the idea."

New!

KEENEY'S

TRIPLE ENTRY

9-COIN

3-DIAL

Also made in Skilltime Model

CONSOLE GAME

Pays on ALL played numbers coming up on ANY of 3 dials and according to odds shown for EVERY winning number.

3 WINNERS POSSIBLE ON EACH PLAY

\$10 top award. Equipped for either Cash or Check Separator play.

Triple Entry's earnings top every coin game ever built.

Also New!

PAYOUT TABLE

Keeney's

WINNING TICKET

1-to-6 Coins Multiple Play

The famous Handicapper features and play principle in a 1-ball, multiple play, payout table.

NOVELTY GAME

Keeney's

MULTI-FREE RACES

1-to-3 Coin Play

Same "free game" idea as Free Races but with multiple coin chute and interesting new play-board play principle.

NOW SHIPPING ALL THREE GAMES WIRE, PHONE OR WRITE FOR PRICES.

J. H. KEENEY & COMPANY

NOT INC.

World's Largest Manufacturers of Console Games

"The House that Jack Built"

Chicago, Ill.

FREE OFFER

Operators can benefit by sending us their name and address to receive our price list every week. This keeps you posted on the value of used games, without obligation.

PROUD of your job means a job well done, and WE ARE proud of the way we ship used machines.

AIRWAY—CHICO BASEBALL—WAR ADMIRAL...\$29 ea.
AURORA—HOME STRETCH—BLUE BLAZER...\$12 ea.
RICOchet—BALLY BUMPER—REPLAY...\$7.45 ea.
or 3 for \$21.—1/3 Cash With Order, Balance C. O. D.

EXPORT

"We Cover the World."
Cable Address:
"NATNOVCO,"
Merrick, N. Y.

NATIONAL NOVELTY CO. MERRICK, L. I., N. Y.



AT THE BIG TESTIMONIAL DINNER FOR BILL GERSH recently held in New York. Left to right: Bob Grenner, Mrs. William Gersh, Ray Moloney, William Gersh, Jim Buckley, Mrs. Joe Fishman and Joe Fishman.

Taksen Reports Brisk Phono Biz

NEW YORK, July 2.—These are busy days around the offices of Leon Taksen, it is reported. "Ever since we started to sell used phonographs," Taksen declared, "our business has jumped in leaps and bounds. It seems that all of our old friends who dealt with us at our old address are back doing business with us again. In addition to these old customers

and friends of ours we have gained a great following among operators who are interested in thoroly reconditioned used phonographs."

Taksen reports that he has been traveling around this territory of late acquiring machines from operators to fill the orders he now has on hand. "A great part of our business is with our foreign customers," he concluded. "Some of these people have been doing business with us for years while others are entirely new to us. Regardless of who they are, however, they know they can always depend upon us to give them a fair and square deal."

Schedule of Big Parties

Wurlitzer firm releases list of hotels with dates of 21 parties

NORTH TONAWANDA, N. Y., July 2.—With full steam up to cover the transcontinental tour lasting a month, officials of Rudolph Wurlitzer Co. announced the complete schedule of the good-will parties, the first of which will be held July 6.

Between July 6 and August 6 the Wurlitzer "train crew" will play the genial host to more than 10,000 operators, their wives and sweethearts, in 21 cities from Cape Cod to Puget Sound, it was announced.

Wurlitzer vice-president, Homer E. Capehart, as "Engineer" of the cross-country jaunt, heads the party of executives as they make their first stop-over at the Lord Baltimore Hotel, Baltimore, Wednesday, July 6. And it's the man known to thousands of operators everywhere as "Uncle Homer" who will preside over every banquet and floor show. And since better business takes first place over good food and entertainment, operators eagerly await "Uncle Homer's" promised message of far-reaching importance to the entire automatic music industry.

Invitations are still going out to operators and the volume of acceptances is a direct indication that the S. R. O. sign will be hung out at every stop.

Robert B. Bolles, advertising manager, who is in charge of arrangements for the Coast-to-Coast trek, has just announced the complete list of hotels where each Wurlitzer party is to be held. After the July 6 party at the Lord Baltimore in Baltimore, the "Limited" moves south for a stopover July 7 at the O. Henry Hotel in Greensboro, N. C. On July 8 another sumptuous banquet and floor show will be staged at the Biltmore in Atlanta. Then the Transcontinental Limited takes to the air for a fast hop from Atlanta to New York.

The Manhattan party will be held at the Hotel Pennsylvania on Sunday, July 10. Reservations now on hand indicate an attendance of more than 1,000 operators and guests from the metropolitan area.

During the next week the Wurlitzer Steamliner, with "Engineer" Homer Capehart at the throttle, covers 2,000 miles in whirlwind fashion, with stopovers at Hotel Statler, Boston, July 11; the Detroit Statler, July 13; the Deschler in Columbus, July 14; the Statler in St. Louis on the 15th, and then into Chicago for another gigantic 1,000-guest party at the Knickerbocker Hotel on Saturday, July 16.

After Chicago the nation-wide tour goes deep into the Midwest, the Muehlebach Hotel, Kansas City, July 18; the Paxton in Omaha, July 19; the Radisson in Minneapolis, July 21; the Schroeder in Milwaukee, July 22.

Four Southern cities are next in the route of the fast-moving Wurlitzer express. Typical Wurlitzer hospitality will be extended to Southern operators at the Brown Hotel in Louisville, July 23; the Andrew Jackson in Nashville, July 25; the



Marion in Little Rock, July 26, and the Roosevelt in New Orleans, July 28.

Then the scene of action moves west, stopping in Texas at the Baker Hotel in Dallas, July 30, then across the desert to the Ambassador in Los Angeles, August 1, up the Pacific Coast to the St. Francis in San Francisco August 3, and ending in a burst of glory at the Olympic in Seattle on August 6.

Twenty-one meetings in 32 days is, to put it mildly, a strenuous program. But Homer Capehart wants to meet every operator personally. He wants to maintain his well-known intimate touch with conditions in the automatic music business in every section of the country. Most important of all, he wants to bring to every music operator, in person, the 7-Point Program which promises to be "the most important step ever taken for the advancement and stabilization of the music operating industry."

While every party will have its serious side, no operator will want to miss the Wurlitzer brand of gala hospitality. In every city there will be a splendid banquet, a lavish floor show, music, movies

and dancing. And at every party two beautiful door prizes will be awarded—to some fortunate operator a Wurlitzer phonograph, and to some lucky lady a Wurlitzer spinnette piano.

Minneapolis

MINNEAPOLIS, July 2.—Murray M. Kirschbaum, local phonograph record distributor, reports the following phonograph records as popular with operators in the Minneapolis area for the week ending June 25:

Numbers moving steadily: 1. *Music, Maestro, Please*; 2. *Says My Heart*; 3. *Cathedral in the Pines*; 4. *Cry, Baby, Cry*; 5. *I Let a Song Go Out of My Heart*.

Numbers coming up: 1. *Day Dreaming*; 2. *You and Me*; 3. *There's Honey on the Moon Tonight*; 4. *If It Rains, Who Cares?*; 5. *So You Left Me for the Leader of the Swing Band*.

'Anyone' and 'Floogee' Best Bets To Crash Favorite List

By DANIEL RICHMAN

Best bets among the latest crop of songs to crash the important sheet sale and radio favorite lists are, in the ballad field, *I Hadn't Anyone Till You*, and, for the swing addicts, *Flat Foot Floogee*. Both are coming up in a hurry and operators had better do something about stocking them immediately. *Floogee* especially seems to have what it takes to get people humming, whistling and talking about it, and it's the type that can be played over and over again in an evening without becoming tiresome.

I Hadn't Anyone Till You is by Ray Noble, English band leader, and bids fair to equal the success of other Noble hits.

Couple of other ballads show signs of amounting to something and it won't hurt to have them around starting right now. *This Time It's Real, So Lovely, There's Honey on the Moon Tonight, Let Me Whisper*, and the title song from the Broadway musical comedy, *I Married an Angel*. Last named particularly seems to be heading for the high places, with a nice jump to cop third place on the ether list this week. Another song from the same show, *Spring Is Here*, started as a radio number this week, and may do nicely, but *I Married an Angel* is the one to watch out for.

The score from the new Warner picture, *Cowboy From Brooklyn*, appears to have several potentially big numbers, and we advise immediate stocking of the following: *I'll Dream Tonight*, the love

ballad and tops in its line; *Ride, Tenderfoot, Ride*, a Western ballad that has plenty of appeal for *Last Round-Up* fans, and *Cowboy From Brooklyn*, a clever lilting tune with a catchy lyric. Get these now, and you shouldn't have to wait long for the sweet music of dropping nickels to start.

Another Warner film tune (from *Gold Diggers in Paris*) from which you should get nice returns is *Day Dreaming*, now among the first six most played songs on the air. This one isn't a must as yet, but it shouldn't be passed up if it comes your way.

Several music distributors reported a demand this week for *There's a Far Away Look in Your Eyes* which is surprising inasmuch as the song has just been released and bowed in as a radio song only in the last few days. It will be a good number to have around.

Beside a Moonlit Stream is another that has the elements of popular success. Too early to venture a definite prediction, but worthy of this advance word of warning.

As for the leaders, they remain pretty much the same. *Says My Heart* still claiming top honors, and *Music, Maestro, Please*, a close second. Of course, continue to play these, and for several weeks to come, and ditto for *Lovelight in the Starlight*, *Cathedral in the Pines*, *I Let a Song Go Out of My Heart*, and *Oh, Ma Ma*.

Famed Decorator Chooses Rock-Ola

OKLAHOMA CITY, July 2.—Bishop's Restaurant and Taproom, one of this city's most popular entertainment places, recently received a complete renovation. Only the selection of a suitable coin-operated phonograph remained. Nis Danburg, prominent Oklahoma interior decorator, was called upon by the owner to choose the phonograph best fitted to the beautiful new interior. Several phonographs were lined up for Danburg's inspection. He examined each one carefully, weighing the advantages of one against the next. Finally he selected Rock-Ola's new streamline Monarch-20 phonograph. After he had chosen the phonograph several men present asked Danburg why he had selected the Rock-Ola machine.

Mr. Danburg said: "In my opinion this phonograph has superiority of construction. This phonograph will blend into the surroundings of any location because it has exactly the right proportions, the correct color scheme and just enough lighting effects to attract attention and yet escape gaudiness. And particularly does it harmonize with the setting of this interior."

Since the Monarch-20 phonograph has been on location the operator reports that it is busy all the time supplying music to the guests at Bishop's thriving restaurant.

St. Clair Joins Stahl Specialty

DETROIT, July 2.—Business has continued so nicely on the upgrade for the Stahl Specialty Co., organized about a year and a half ago by Harry Stahl, that he has decided to bring fresh capital into the business by adding Denver St. Clair as a partner.

St. Clair, like Stahl himself, is an experienced showman, as he was formerly with the ballroom at Eastwood Amusement Park, where Stahl is superintendent of the park. He will devote a large part of his time to detailed supervision of the machine routes.

St. Clair believes in taking the coin machine industry seriously and went down to Fort Wayne, Ind., to spend two weeks in the Capehart factory there studying the manufacture and "insides" of the machines so that he will be able to diagnose the possible troubles of any models and will understand how to operate them for maximum efficiency and returns.

Right now St. Clair is busy placing new machines out on the route. The firm has 57 music machines at present and has just placed an order for 30 more Capeharts, making a total of 87 to be on location within the next few weeks. This will place them easily among the larger music operators in the field. Headquarters of the company remain in East Detroit rather than in the city proper.

A tribute to the Capehart for its special music quality was paid this week by Stahl, who said: "They are the finest

Sheet-Music Leaders

(Week Ending July 2)

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 | Last Wk. | This Wk. |
|----------|----------|--|
| 1 | 1. | <i>Says My Heart</i> |
| 2 | 2. | <i>Music, Maestro, Please</i> |
| 3 | 3. | <i>Cathedral in the Pines</i> |
| 4 | 4. | <i>Lovelight in the Starlight</i> |
| 5 | 5. | <i>I Let a Song Go Out of My Heart</i> |
| 6 | 6. | <i>You Leave Me Breathless</i> |
| 7 | 7. | <i>Oh, Ma, Ma (The Butcher Boy)</i> |
| 8 | 8. | <i>Little Lady Make Believe</i> |
| 9 | 9. | <i>Cry, Baby, Cry</i> |
| 10 | 10. | <i>The Girl in the Bonnet of Blue</i> |
| 11 | 11. | <i>I Hadn't Anyone Till You</i> |
| 12 | 12. | <i>This Time It's Real</i> |
| 13 | 13. | <i>Flat-Foot Floogee</i> |
| 14 | 14. | <i>Let Me Whisper</i> |
| 15 | 15. | <i>Love Walked In</i> |

Record-Buying Guide

Going Strong—Keep 'Em Around
Says My Heart
Music, Maestro, Please
Cathedral in the Pines
I Let a Song Go Out of My Heart
You Leave Me Breathless
Oh! Ma, Ma (The Butcher Boy)

On Way Up—Better Stock Them
Flat-Foot Floogee
This Time It's Real
I Hadn't Anyone Till You
I Married an Angel
Let Me Whisper
My Margarita

On Way Down—Not Worth Pushing
Love Walked In
A Garden in Granada
Cry, Baby, Cry
Bewildered
Don't Be That Way
You Couldn't Be Cuter



NEWLY DECORATED OFFICES OF CENTRAL DISTRIBUTING CO., Kansas City, Mo. Wurlitzer phonographs get good display in front windows. R. F. Mason heads the Central organization.

toned machines on the market today. And it has got so today that a genuine music lover is demanding more than he used to from a coin-controlled phonograph. The machines must have both tone and quality to satisfy the discriminating listener—and location owners are realizing that as well."

Stahl's company, which was formerly active in the pin-game field as well, is giving up this part of the business to concentrate entirely on music machines, as Stahl believes that specialization of this type can produce better results for him.

Thomas and Lottie Berdis, operating on the west side, were the new names on Detroit's music list this week.

Mrs. Mary V. Long, one of the city's few women operators, was busy adding more Seeburgs to her route—known as the Marlong Music Co.—this week.

Wolverine Entertainers, of Pontiac, Mich., were another organization coming into the Detroit market to add an order of Wurlitzers this week.

Music Ops Active In N. Y. Territory

NEW YORK, July 2.—Probably the most active group of operators in this area right now are the music men. For some weeks they have been hard at work preparing for what they believe will be one of their most profitable summers. Machines are seen all over the New York and New Jersey resort country. Many of the spots never featured music machines before, but now have turned to the automatic phono as a means of providing music for their customers.

Operators are combing this territory and placing machines in every spot where the crowds congregate. It is generally believed that the fine work which the music operators are doing in the resort spots will firmly entrench them in their present locations so that they will be able to return year after year and get the desired co-operation of the location owners.

This activity is also bearing fruit as far as dividends are concerned. Most of the ops report that they are finding resort collections on the upgrade and expect still bigger things in the months to come for the season is now just getting under way.

New Orleans

NEW ORLEANS, July 2.—Playlands in cooler outlying sections of the city report a sharp pick-up in plays since vacation time has begun and thousands go to the parks, resorts and beaches for recreation and a cooling off. Out at East End on the shores of the broad Lake Pontchartrain the Bucktown Sportland is doing a better business as the park adjoining attracts thousands throughout the week. There is one of the finest electrical fountains in the South just a few hundred feet away and this attraction helps to bring many additional people to the scene of the playland in summer.

Despite high temperatures in the 90s in this and surrounding States, the rural boys are still flocking into town daily to look over new equipment. Several of the distributors report little let-up in the visiting numbers and all report fair-sized sales for this time of the year.

The usual string of callers is reported this week by officials of the Dixie Coin Machine Co., proudly displaying for the first time the new Mills Club Counter slots. "These beautiful new slots are attracting much attention, and several important sales to country ops have been closed in the few days since we received our first carlot shipment," President Julius Pace said. Pace has just returned to his office after being confined to his home with a slight case of flu.

Dick Cue, Bay St. Louis, Miss., op, was a visitor here this week, reporting fine

Bargains in Used Wurlitzer Phonographs
All Rebuilt and Guaranteed in First-Class Condition.
7-12, \$60.00; 400, \$75.00; 412, \$80.00; 416 and 316, \$125.00; 616, \$150.00; 616-A, \$175.00. TERMS: One-Third Cash With Order, Balance C. O. D.

WRENN SALES COMPANY
1623 Hall Street, Dallas, Tex.

fishing on the Gulf Coast. He says that he is preparing for a record-breaking Independence Day jam at the beaches near the Bay and has added some new Mills slots to take care of the summer influx of vacationists.

The Dixie Co. reports a good demand for Bally Reserve pin games. This firm always keeps a large line of Bally machines in stock and it is easy for operators to select machines needed to fill individual needs.

W. C. Singly, well-known North Louisiana operator, traveled to the city this week by automobile. He was last seen placing orders with two distributors for new equipment. Working out of that rapidly growing little city of Monroe, Singly says that business is very good, with the oil boom helping to circulate more money.

Ruth Bosworth is the new secretary of the New Orleans Novelty Co., replacing her sister-in-law, Mrs. Robert Bosworth, in that position. The company is carrying a baseball league of its own this year instead of putting a team out in the city-wide competition.

Ed Rouriguez, formerly head of the American-Southern Coin Machine Co., is now devoting his entire time to distribution and operation of salesboards. He reports a growing demand for this medium of merchandising radios, candy and household articles.

Likewise reporting a growing demand for merchandising thru use of salesboards are two of the South's largest candy manufacturers. Roy Bartlett, manager of the Jacobs Candy Co., rapidly growing to be one of the largest confection producers in the country, and Morel Elmer, of the Elmer Candy Co., distributing in 24 States, both say that salesboards are helping them to sell thousands of packages of their brands weekly.

W. F. Young, an official of the O. D. Jennings Co. factory, Chicago, is a visitor here this week, conferring with Emile Iacopanelli, of the Bell Distributing Co., distributor in Louisiana for the firm's Dixie Belle slots.

Charlie Phillips, one of largest operators of candy and gum machines in this area, reports a fine summer play. Phillips likewise holds the concession on two candy counters in the Singer downtown movie houses and displays in both the widest line of confections seen anywhere in the country. "Anything requested that we haven't got I make up my mind to add to our stock," Phillips says.

THE COIN CHUTE LEAGUE

Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

Phonograph Records

New and important uses for music in charitable work have made it possible for phonograph operators to contribute both records and machines to many organizations and institutions. Music therapy is a new term being introduced by the medical profession, which indicates the growing value of music in the world.

Gerber & Glass, nationally known distributing organization, display with great pride the following letter received on June 28 from the Veterans' Hospital at Hines, Ill.:

"Gerber & Glass, Chicago, Ill.

"Gentlemen: On behalf of Col. Hugh Scott, the manager, and the 1,750 patients at this hospital, I want to express my sincere thanks and appreciation for the 350 phonograph records that you delivered to us today.

"This a very generous gift, and I am sure the patients will enjoy these for a long time to come.

"We all appreciate the spirit that prompted you to remember us, and if at any time I can be of service to you please do not hesitate to let me know."—John R. O'Connor, recreational director.

Picnic for Orphans

Following close on the news of the gift of records to the veterans, the firm of Gerber & Glass also announced this week that plans were rapidly being made to provide free picnics for the various orphanages in Chicago or the Chicago area.

With the co-operation of the Riverview Park management, Gerber & Glass will hold the picnics for orphans there. Riverview is one of the outstanding amusement parks of the country and lies within the limits of Chicago. Full entertainment for the children will be provided by Gerber & Glass, including free rides, refreshments, souvenirs and many other things available at the park. According to Paul Gerber, they plan to give the kiddies "the time of their lives."

Superintendents of orphanages in Chicago and the Chicago area are invited to correspond with Paul Gerber, Gerber & Glass, 914 Diversey boulevard, Chicago, for the arrangement of dates and other details.

Mr. Operator—
WHEN THIS LOCATION OWNER SAYS—
"Streamlined Phonograph"
HE WANTS A
SEEBURG Streamlined SYMPHONOLA
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More Than 2000 Perfect Plays!
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Music Operators Attention!
Used Phonograph Records Wanted!
Any quantity. We pay highest prices. Send full details as to age, make, quantity
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TO ATLANTA

FOR THE BIG WURLITZER PARTY

JULY 8, 1938

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Morris Hankin, Pres.

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A LONG LIFE

PHONOGRAPH NEEDLE

Jobbers and Distributors Write

THE ELDEEN CO.

161 W. Wisconsin Av. MILWAUKEE, WIS.

Kansas City

KANSAS CITY, Mo., July 2.—Things are moving along now in fine shape in the coin machine field here, with manufacturers, distributors, operators and others all reporting themselves busy as July makes its bow. And altho the long and rainy spring tended to harm business, it's now a thing of the past and indications are for a banner season ahead.

Most sensational development in the last fortnight is the maze of Popmatic pop-corn merchandisers now to be seen

in the entrances of drug stores, night clubs and other public places in Kansas City. Beautiful in appearance, the machines are receiving terrific play on all locations. Conservative estimate would be that at least 150 of the units now are being used here to excellent results. The Popmatics are manufactured by the Popmatic Mfg. Co., St. Louis.

All members of the industry here, including some who compete with other automatic phonographs on the market, are planning to drop down to the Union Station July 18 to meet the Wurlitzer Transcontinental Limited when it stops over on its nation-wide tour of America's key cities. The party aboard the train here, judging from interest displayed, should be one of the best of the entire tour.

The new game of the American Sales Co., which Jules Samuelson, president, has titled Pick-Em, is pulling many inquiries and sales. Designed in the horse-race motif, the board proved a sensation on test locations here and now is being marketed nationally. Not much longer than a cigar box, Pick-Em takes little space on a counter. It's a natural for players, paying off as high as 10-to-1 odds.

Tim Crummett, who with Rue F. Mason heads the executive staff of the Central Distributing Co. on Linwood boulevard, won't be seen at his desk in the Central office for several days, perhaps weeks. Seems his name was drawn to serve on a United States District Court grand jury last week, a jury which will continue the investigation of the alleged Kansas City vote frauds in the 1936 Presidential and local elections. Meanwhile Mason and his staff are keeping things in order at the plant, the famous little Kay-See penny vender proving a smart item and one of the big sellers of the year.

Recordings which rated high on phonographs in June and which were found in virtually all of a dozen places surveyed were *The Flat-Foot Floogee*, Benny Goodman on Victor; *It Must Be*

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

GLEN GRAY
Decca 1864

Time on My Hands and *I Cried for You* (the Casa Loma boys give lush with richness for these two standard songs. Both in the slow tempo with Kenny Sargent for the singing. Should do well with both sides, both songs well up among the well-knowns).

RUDY VALLEE
Bluebird 7649

Dream Dust (Vallee reverts to his Vagabond Lover type in singing this soft ballad, which should be good news to his female following. The plattermate, *A Twinkle in Your Eye*, is from the Broadway musical success, *I Married an Angel*. But it's strictly a song for the smart set.

SAMMY KAYE
Vocalion 4152

Let Me Call You Sweetheart (Kaye gives this old-time waltz a welcome fox-trot touch. Plattermate, *When They Played the Polka*, is the standard Kaye music, but the song hasn't made a strong bid for popularity as yet).

SWING MUSIC

TIMME ROSENKRANTZ
Victor 25876

A Wee Bit of Swing (a round-up of the colored swingstars makes for plenty of the jam music on this side. The partner, *Is This To Be My Souvenir*, is kinda sad for this kinda music so stick to the swing side).

BOB CROSBY's BOBCATS
Decca 1865

Who's Sorry Now? and *March of the Bobcats* (there's a deepening wave of enthusiasm for the Crosby brand of beating. Nothing sorrowful about the *Sorry* side, but the better is bobcats cutting their own march in that grand Dixieland style).

INSTRUMENTAL

HORACE HEIDT
Brunswick 8162

Ridin' to Glory on a Trumpet and *Sugar Blues* (these songs have been associated all along with Clyde McCoy, his *Sugar Blues* a nickel-grabber if there ever was one. However, there should be plenty loose change for Heidt's three trumpeters' take-off on these sides, the three gals enhancing with their harmonizing).

VOCAL

ANDREW SISTERS
Decca 1859

Oh, Ma, Ma, and *Pagan Love Song* (those gals are back again and who can say that they've worn out their welcome).

FOLK MUSIC

Recommended for locations that cater to Russian patronage, especially those tea-rooms and restaurants using the Russo or gypsy motif: *Bublitchki* and *Tchastushki* (Columbia 362), folk songs with chirping in native tongue by soprano Liuba Vesiolaya, and *Song of the Plains* and *The White Whirlwind* (Columbia 4204), another native couplet with the Choir of the Red Army of the U. S. S. R. and the accomps of a native orchestra.

True and Moten Swing, Andy Kirk and the Clouds of Joy on Decca; *Topsy*, Count Basie on Decca; *The Week-End of a Private Secretary* and *Says My Heart*, Mildred Bailey and Red Norvo on Brunswick; *Grandfather's Clock*, Gene Krupa on Brunswick; *Music, Maestro, Please*, by Tommy Dorsey on Victor; *Don't Drop a Slug in the Slot* and *Having Myself a Time*, Kay Kyser on Brunswick; *Don't Be That Way*, *I Let a Song Go Out of My Heart* and *It's the Dreamer in Me*, Benny Goodman on Victor; *My Heart Is Taking Lessons*, Bing Crosby on Decca, and Clyde McCoy's waxing of *Sugar Blues*, also on Decca, which took a big spurt because of McCoy's appearance at the Newman Theater.

A. E. Sandhaus, head of the Great States Mfg. Co., is another who claims business is better now than it has been in the last six months or more. Orders for the G. S. Model E Sel-Mor vender are keeping Sandhaus and his many employees plenty busy. As a quick-moving product the Sel-Mor has few equals in this section.

Joseph Berkowitz and Richard Chandler, of the Universal Mfg. Co., jar-game specialist, report things exactly as does Sandhaus. "Plenty of sales," says Berkowitz, "and the hot weather makes no difference. We are filling orders just as fast as they come in. Baby Midgetts continue to be the fastest mover of our line."

Hamilton Enterprises, Inc., which started production of venders last week, featuring Walt Disney's troupe of animal characters, is swinging into line and operating to excellent results already. Right to use Disney designs are owned by the corporation and later it is planned to manufacture candy confections also shaped like Donald Duck, Mickey Mouse, Snow White and other

figures identified with the Disney cartoons to be placed inside the Hamilton venders.

More automatic cigaret venders showed up on locations thruout the city this week. It's getting to be a habit. Hundreds are to be found, and ops report the "take" from each to be unusually good. Which concludes the pillaring from the Kaycee corner this week.

Simple Games Best, Says Keeney

CHICAGO, July 2.—"The fact that so many games were complicated and compelled location owners to explain them to patrons led us to market our simple easy-played Triple Entry. It's as simple as A, B, C, and the player understands the principle at a glance." These were the words of wisdom that rolled off the tongue of J. H. Keeney, head of the House that Jack Built.

Locations report, the company says, that the game is popular because it is so simple. Its simplicity avoids arguments with patrons who believe they have a winner because they do not understand the game.

Keeney will be remembered for the manufacture of Track Times, one of the popular console games in the trade. They forecast a bright future for Kentucky Club, which is a console game also manufactured by them.

Says Jack: "We are very fortunate in having a world of experience in back of us in the manufacture of console games. We expect to do a large volume of business in these games because of their many attractive features."

Houston

HOUSTON, July 2.—Hans Von Reydt, Wurlitzer distributor, has a complete service department. Parts are carried in stock to the point where a new phonograph could be assembled if necessary.

The service department is able to supply any demand of the operator along the lines of amplification, extra speakers, hook-up, microphone connections, etc. Amplifier can be repaired or built to special specifications.

Electrical and mechanical departments are each supervised by a factory-trained man and each department operated without profit; the sole purpose being exclusive service for the operator.

Music Meeting

William Peacock, president of Music Operators' Association of Houston, said that the June business meeting dealt mainly with a program for a 100 per cent local organization. Completing such a program would require that operators of approximately 15 per cent of the phonographs in Houston and Harris County be enrolled in the association. Personal solicitation by individual members and letters by the secretary pointing out the benefits of a 100 per cent organization are the methods to be employed.

The Houston association, a militant and unusually successful organization, has gone a long way in this section in its fight against sales to locations, buying spots, giving suicidal commission, etc.

Mr. Peacock is willing at all times to supply officers of associations anywhere in the country with any information in his power that would help them with their problems. His address is 1306 Lamar avenue, Houston, Tex.

Josephine Cruz, attractive secretary of one of the leading phonograph distributors of the city, also has a nice insurance agency. Automobile, fire, tornado, furniture and phonograph insurance is her line.

Operators J. Q. Chadwick and Ernest Gates are real fishermen. On a recent trip to Galveston they caught over 150 that were beauties.

Last month operator Joe Parano, owner and manager of Silver Amusement Co., purchased two more beer parlors, both of them in the city.

Boston

BOSTON, July 2.—Ben D. Palastrant, president of the Supreme Amusement Co. of New England, Inc., Wurlitzer representative, has increased his parts and service department on Wurlitzer phonographs, supplying most models. Ben Giarmita is in charge of the department, which also carries wall boxes, speakers and tubes.

Dave Myers, mechanic, has given his establishment a paint job—green in color and in harmony with the nationality that inhabits that section of Boston. Business along coin machine row hasn't been too forte the last couple of weeks and has hit Myers as well as the distributors. But Dave cares not. He relaxes and partakes of the Northern brand of mint juleps in his popular bar at the rear of his Washington street repair shop.

Ben Palastrant in recent days has been surrounded by news of marriage and birth. Bill Brase, Wurlitzer service man, who made his headquarters at Ben's office several months and now back at his camping grounds at Fort Wayne, Ind., wired Ben the other day that Mrs. Brase had given birth to a 7½-pound son at the St. Joseph Hospital at Fort Wayne on June 10. Not only did Brase's wire express joy but Ben for some unknown reason was equally as pleased. In addition Ben was one of the first visitors to accept the hospitality of Mrs. Philip Kalick, formerly Ida Shapiro, his former secretary, following their return to the United States after a Havana honeymoon via the Corinthian. He spent the evening with the newlyweds at their Lynn (Mass.) home. The couple, married May 30, were gone on a 10-day trip.

George J. Young, New England Rock-Ola district manager, was all set to return to Boston after a tiring and ex-

tensive trip thruout his itinerary, but a call to the Boston office told him that he had to scoot back to Auburn, Me., and then junket to New York City for a confab with a Rock-Ola executive. Young kept a stiff upper lip, jiggled cupfuls of coffee, and with a hearty sniff burned up the roads.

George J. Scarfo, young executive of J. V. Fitzpatrick Co., manager of the Boston branch of the Boston-Bridgeport (Conn.) set-up, is doing a lot of swimming these nights after work.

Barney Blatt, cigar-smoking half of the brothers Blatt, of the Atlas Coin Machine Co., is back from a three-day Connecticut trip checking up on business and conditions—which are n. s. g. The same attitude is released by Ben Palastrant, who was out in the Nutmeg State for several days. Both distributors came back with some orders.

James Gaffney, of Taftville, Conn., near Norwich, quiet, unassuming operator, was somewhat disturbed when a note did not appear in a recent New England column that he had bought Seeburg products.

Fort Worth

FORT WORTH, Tex., July 2.—Ernest Walker, Fort Worth distrib., has been busy lately down on his 45-acre farm canning fruit and vegetables. Ernest says that if any op happens thru Fort Worth hungry to hunt him up and he'll feed him some of the best food he ever tasted. Right now Ernest is keeping a string of bowling games going.

Operator Ben McDonald has sold his filling station and is now giving more time to operating counter units. Ben is strong for counter machines. By the way, Ben used to be circulation manager on *The Fort Worth Press*, one of the leading evening papers of this city. He really built circulation for that sheet.

Operator Wright is dividing his time between operating and working at one of the Fort Worth packing plants. He is featuring machines with penny chutes.

Lane Terrell, Tarrant County man who is running for State comptroller, is being boosted by operators all over the State. Terrell is asking for his first term against the present comptroller, who is asking for his sixth term.

Willard White, dapper op of the East Side, is taking things easy until after the election. "I'm just lazing around and doing some thinking," says White.

The huge melon crop is beginning to move onto the local market, which brings broad smiles to the cowtown ops. Fort Worth is the melon market hub of North Texas.

A number of Fort Worth operators are doing a nice job with salesboards.

Almost every operator in Fort Worth will attend the big Dallas Wurlitzer party on Saturday, July 30.

The new night club boat which has just been launched on Lake Worth will furnish space for a number of coin machines. The big pleasure boat will book high-class orks and has a dance floor that will take care of 300 dancers. Only fried chicken will be served. No tough steaks, says the manager.



"AS UP TO DATE AS THE WURLITZER PHONOGRAPHS they own and operate." That is how the Los Angeles Phono-Matic Co. describes its new home now under construction.

BRUNSWICK SCORES AGAIN!

We gave you the ORIGINAL:

WEEK-END OF A PRIVATE SECRETARY
Sung by MILDRED BAILEY — Brunswick No. 8089

We gave you the ORIGINAL:

I LET A SONG GO OUT OF MY HEART
Played by the Composer and Introducer, DUKE ELLINGTON
— Brunswick No. 8108

We gave you the ORIGINAL:

FLAT FOOT FLOOGIE
Sung and Swung — Played and Swayed by SLIM AND SLAM
— Brunswick No. 4021

and NOW — The 4 STAR SMASH HIT

OL' MAN MOSE

Brunswick No. 8155 — PATRICIA NORMAN with EDDIE DUCHIN'S ORCHESTRA

The most sensational hit in years! The record that is keeping automatic phonographs playing overtime! The Greatest PROFIT MAKER operators ever had.

BRUNSWICK RECORD CORPORATION

Executive Offices: 1776 Broadway, New York, N. Y.

WURLITZER 616 --- \$147.50

412—\$77.50. P12—\$54.50. ROCK-OLA 1936—\$59.50.

BALLY RESERVES.....\$57.50

LEON TAKSEN, 2134 Amsterdam Ave., N. Y.

Machines Guaranteed FOR EXPORT Cable Address: "LATAKE" Prices include Crating

300 USED PHONOGRAPHS of All Makes
IN A-1 CONDITION, \$29.50 and up

Low Down Payments. Liberal Terms.

SOUTHERN AUTOMATIC MUSIC COMPANY

542 S. 2nd Street,
Louisville, Ky.

420 W. 7th St.,
Cincinnati, O.

620 Mass. Ave.,
Indianapolis, Ind.

Seattle

SEATTLE, Wash., July 2.—With a public hearing planned to select the best type of parking meters, Seattle moved a step nearer towards installation of hundreds of coin machines which will pro-

vide new revenue for the city from parking. They believe the meters will aid in the control of traffic.

Yakima, Wash., has been conducting a poll on the proposed adoption of parking meters in this great fruit community, which has been almost as preponderantly "in favor" as the recent "Ja" vote in Germany. Residents of the city showed considerable favoritism for the new plan to make parking safer and traffic congestion less, while providing for refilling of city coffers. Yakima, it is expected, will soon be another community on the side of coin machine operators.

Preparing to invade the theater market in Seattle with automatic candy machines, James O'Neal, of the West Coast Automatic Candy Co., has moved his organization into film row in Seattle. The company has leased space in the Canterbury Building at 2404 First avenue and is preparing to place the machines in the lobbies of movie houses in the Pacific Northwest. O'Neal has been until recently connected with the Seattle film industry. The firm is a branch of the Sanitary Automatic Candy Corp., of New York.

Put COLOR in Your Music

and
NICKELS
in the Can!

WANT MORE MONEY? Push that phonograph into the spotlight—dress it up with exquisite colors from the new Lucite Bars so that not a single eye can miss it—and watch the nickels roll in! They all want music . . . but you've got to REMIND them.

Give your old MACHINE "E. A." (EYE APPEAL)

A new grille and back plate, easily installed at low cost, gives your old phonograph exactly the same lighting effect used in the new 1938 models. Color runs through Lucite Bars, reflects from back plate of fluted Apollo Mirror Metal and radiates through the grille. Adaptable to all makes and all models.

WRITE OR WIRE FOR PRICES—TODAY!

CHICAGO SIMPLEX DIST. CO.

2430 South Parkway

Chicago, Illinois

FOR SALE AT BARGAIN PRICES

Reconditioned Wurlitzers—38 P-12s, 50 412s, 25 400s. New Lucite Grilles and Apollo Mirror Metal Back Boards installed in each. Pick ups and tone arms thoroughly overhauled for \$1.00, or \$10.00 per Dozen.

CHICAGO SIMPLEX DISTRIBUTING CO. — 2430 South Parkway, CHICAGO, ILL.

Distributors: Full Line New 1938 Wurlitzers. Complete Line Wurlitzer Parts.

SELLING OUT ALL USED "WURLITZER" PHONOGRAPHS

(Every Machine Guaranteed Good Condition)

| | | |
|-------------|-------|----------|
| MODELS P412 | | \$89.50 |
| " P312 | | \$85.00 |
| " 616 | | \$147.50 |

NOTE

We have 33 Watling Roll-A-Top Slot Machines, 25c Play, we will Trade for Wurlitzer Phonographs.

TERMS—1/3 Deposit with Order, Balance C. O. D.

OHIO SPECIALTY CO.

129 W. Central Parkway, Cincinnati, Ohio

Operating and Maintaining

By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.

The Billboard has felt for some time that it could increase its service to the amusement game operators by publishing a column devoted to actual operating technique and maintenance of phonographs, pinball games and general amusement devices of all kinds.

A few issues ago we mentioned that we would be happy to publish the letters from service men containing service hints and operating procedure. The response has been extraordinary. Not only have there been many letters containing suggestions, but inquiries about questions that arise every day in operating procedure.

Everyone in the amusement business can benefit from an exchange of ideas and service kinks, for the net result will be to keep the pieces operating all the time. For the mutual benefit of everyone write in your suggestions and helps.

What might appear to you to be routine repair is probably the very thing the remainder of us have been looking for.

For the best suggestion each month The Billboard is awarding a prize of one full year's subscription free to the writer. The suggestion may be of any nature, just so it concerns operating technique. There are no restrictions as to length of letter or choice of words. If your idea is the best of the month you receive the prize. In addition to publishing the letters each week we are going to discuss some particular part of servicing, such as practical electricity, mechanical repair or operating procedure.

To do your share in making the operating business pay bigger dividends to everyone jot your ideas down and send them along for the help of the rest of us.

Dear Sir: "I have a game that uses resistors in series with the lights. The resistor was burnt out thru a short in the game and I do not know what resistance value it was. The transformer winding that operates the lights delivers 30 volts, and I am using 18-volt lamps."—G. J. S., Kansas City, Mo.

Answer: A satisfactory resistor to employ in this case would be a 70 ohm resistor rated at five watts. This resistor value will allow 15 volts to be applied to the lamp. The life of lamps will be lengthened if they are operated at less than their rated voltage. This value of 15 volts will increase the life of the lamp from 300 rated hours of life to about 450 hours.

Dear Sir: "In every service man's tool kit are a number of various kinds of bulbs, namely, 6, 14, 18 and 110-volt lamps. The 6-volt indicated bulbs and the 6-volt projector bulbs are easy enough to distinguish at a glance, as is the 110-volt pilot lamp. The 14 and 18-volt lamps, however, must usually be chosen by referring to their voltage rating on the base. There is an easier way to tell which is which by glancing at the glass base that supports the filament in the lamp. The 14-volt type is green, while the 18-volt size is brown. Hope this will save you some time when you are in a hurry."—R. H. Brown, Milwaukee.

Thanks for your tip, Mr. Brown. It will be of help when we are juggling light box inserts and reaching for lamps in the tool kit.

Dear Sir: "There are times when I am servicing games on locations and find that I must replace a defective resistor. As usually happens to most of us, we don't have the correct value of resistor in the parts box and yet we must get the game working. On a number of occasions I have used a handy makeshift that allows me to remove the "Out of Order" sign. In one instance I found that I needed a resistor to reduce the voltage to allow me to operate a 14-volt lamp from a transformer supplying 30 volts at its terminals.

"I soldered a lamp socket in series with the wire that fed my illumination lamp. Into this extra socket I screwed another 14-volt bulb. When the illumination lamp on the front of the light box lit up the extra one in the back would light up also. What I really had was two lamps in series, one to illuminate and the other to act as a resistor. These two lamps were dividing 30 volts between them; 15 volts to each lamp. This was giving both bulbs more voltage than their rating, but it allowed me to operate my game till I secured a resistor.

"I have also used an extra 18-volt bulb in series with the original main 18-volt illumination lamp. Working on a voltage of 30 volts, each of these lamps received 15 volts, which was under their rating and gave quite satisfactory service."—J. R. Low, Peoria, Ill.

Answer: Mr. Low's idea is quite practical and commendable. There are many times that the need for a resistor prevents the speedy repairing of a game on location. If a socket is not handy the lamp may be soldered directly to the wires, by soldering one wire to the side of the socket and soldering the other wire to the insulated tip of the socket. A further discussion of the operation of lamps in series will be given during the next few weeks under the heading How To Calculate Resistor Values.

How To Calculate Resistor Values

Part One.

In any discussion dealing with the calculation of electrical values of electromotive force, current and resistance, we must first get a firm knowledge of what a volt, ampere and ohm are. There is no mystery about these quantities, even tho they are unseen but sometimes not unfelt. We are going to decide that resistance is just what the word implies: A resistance to the flow of electricity along a wire. We measure the amount of resistance in terms of ohms, but that is just a name. We say a resistor has 80 ohms of resistance. If there hadn't been a fellow by the name of Ohm they probably would have named it 80 Smiths of Resistance for a man by the name of Smith that they wanted to honor instead of honoring Ohm. For further simplification we could even say the above resistor had 80 feet of resistance, or a resistor half that size would have a resistance of 40 feet.

Now we come to the question of Electromotive Force. Electromotive force is exactly what it says it is. It is a force. As we are dealing with electricity, it becomes an electrical force, or more correctly an electromotive force. If we were dealing with mechanics and had a force it would become a mechanical force. In mechanics we measure force in pounds, for when we say a man can lift or push 30 pounds worth of force we mean he has a mechanical force of 30 pounds at that time. In electricity we say a transformer has an electromotive force of 30 volts, when we mean it has a pushing force of 30 volts. In this instance they honored a man by the name of Volta, whereas they could have honored Brown. Or for our use we could say the transformer has an electromotive force of 30 pounds.

So far we have explained our electromotive pushing force and our resistance, which we have made analogous to a man pushing 30 pounds worth of force against a resistance of 80 feet of friction. But what did he push? We have not mentioned that yet. Let us say that he pushed a boy in a wagon. Now we have an equivalent to current. The current is measured in amperes, named amperes solely to honor a scientist by the name of Ampere, which could just as well have been a man by the name of Jones. Also for our analogy we could say that the boy and the wagon weighed 100 pounds. Thus the current could be considered comparable to the weight that was to be pushed. In mechanical measurements the pound is used both to express the pushing force, and the weight or quantity to be pushed, whereas in electricity, the pushing force is measured in volts and the weight or quantity is measured in amperes. Now let us return to the man pushing the boy in the wagon and compare it with its electrical equivalents. The man pushed with a force of 30 pounds (volts) a boy in a wagon weighing 100 pounds (amperes) against a resistance of 80 feet (ohms). Now suppose that a man was in the wagon instead of the boy, and that the man and wagon weighed twice as much as the boy or 200 pounds. In this case if the original man who pushed with a force of 30 pounds against the boy and the wagon's weight of 100 pounds still pushed against the man and the wagon's weight of 200 pounds he now would only be able to push the 200-pound weight half as far.

This can be demonstrated practically in the case of a man pushing a light car. He could push a 2,000-pound car twice as far as he could push a 4,000-pound car, or he would have to push the 4,000-pound car twice as hard to cover the same distance as he would to push the light car.

It would be well to see clearly how the pushing effect of the man varies as the load varies. In other words, if a man has a certain strength and no more, he can push a certain load a certain distance. If the next load is twice as heavy he can only push it half as far.

Next week we shall discover that the use of Ohms Law affords us a simple means of calculating resistor values and that it is a handy "tool" to use. It is suggested that these articles be kept for their reference value, as the continuation of this article next week will be extremely helpful in a clear understanding of the use of Ohms Law.

TOPPER

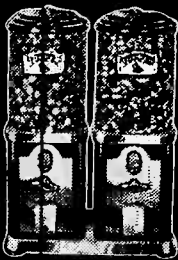
TOPS THEM ALL
For Beauty, Quality Performance and PRICE

TOPPER is Unquestionably The Most Practical Bulk Merchandise Vender Ever Built



16 New Outstanding Features

POSITIVELY MAKES TOPPER "THE TOPS"



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- ★ Charms
- ★ Ball Gum
- ★ Peanuts
- ★ Candies
- ★ Pistachios

Capacity: 5 lbs. Mdse. — 900 Balls of Gum
See Your Jobber For Complete Details And LOW PRICES Or Write

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

Candy Leaders Send Messages on Prospects and Ideals for Trade

CHICAGO, July 2.—National Confectioners' Association headquarters here issued its regular bulletin in new dress this month. The bulletin also reported many details of the speeches and proceedings at the 55th annual convention in New York City the first week in June. The new educational bureau of NCA, with its office in New York, also cooperated in editing the June bulletin.

Foremost in the convention reports are messages from the new president of NCA and also the retiring president. Harry R. Chapman, new NCA president and head of New England Confectionery Co., said:

"Those of us who attended our 55th annual convention were conscious that this highly successful meeting marked the beginning of a new era in our industry.

"Never in my memory has a convention been imbued with so high a spirit of enthusiasm and co-operation. In every mind there was the earnest conviction that we can go places—together.

"Under the leadership of Tom Payne and the persistent work of Otto Schnerring the association took a giant stride. The establishment of the collective co-operation plan was a truly great accomplishment. We of this administration would be remiss in our duty if we did not strive with all our power to advance the work so ably begun.

"We candy manufacturers know what merchandising means, although not all of us practice it as much as we should. In our business it is not enough to make a good product; we must make a product that has the additional quality of appealing to public taste and fancy. As individuals our success is determined by our ability to make good attractive candy and push it along the lines of distribution into the hands of the consumer. That's merchandising.

"In the case of the industry as a whole, the thing we have to merchandise is an idea—the idea that candy is a wholesome, nutritive food. It is a sound idea, supported by scientific data. And NCA can merchandise that idea to the public just as our individual firms merchandise their own particular products.

"The merchandising of an idea, however, requires special machinery, special techniques, special knowledge of the media of public information.

"Our association is especially fortunate in having an organization fully equipped to perform this function of merchandising the 'candy is a food' idea. This organization is the NCA Educational Bureau, set up by one of the leading suppliers and operating without cost to the association. The Educational Bureau has been and will continue to be the spearhead of our drive.

"With this epochal campaign well under way, the benefits to be derived from membership in the association have been greatly multiplied. Likewise the obligations of members toward the association have increased, because the complete success of the campaign depends on solid-front co-operation.

"The new administration, which I am proud to head, accepts its responsibilities gladly, firm in the conviction that we can advance our common cause. We confidently expect the full support of every NCA member in making the quality of our merchandise live up to the claim of our slogan. If candy is food it is our responsibility to make it delicious.

Retiring President

Thomas J. Payne, retiring president of NCA, said:

"If I might make wishes for our new president I would wish for him the friendships, the rich associations and the indulgence and broad-minded co-operation which were vouchsafed me during my term of office; the unity of spirit and peace that prevailed; the willingness of every member to do everything he could to promote a more prosperous candy industry; a handsome reward for the company which lends him to our industry, and those personal blessings that come to those who do things unselfishly and give of themselves for others.

"I hope (but not with great expectations) that candy manufacturers will embrace the doctrine that charity begins at home and discontinue selling candy without a profit or, still worse, giving it away. This practice is impoverishing manufacturers as well as jobbers. It constitutes evidence of individual bad management and is the gravest indictment against the intelligence of candy manufacturers.

"Under our new president I believe our industry will march forward shoulder to shoulder and with a finer spirit than has ever before prevailed. It is unnecessary to ask that every person give him a full measure of co-operation, because I know he will receive and deserve it."

Robbins Reports On Cigar Vender

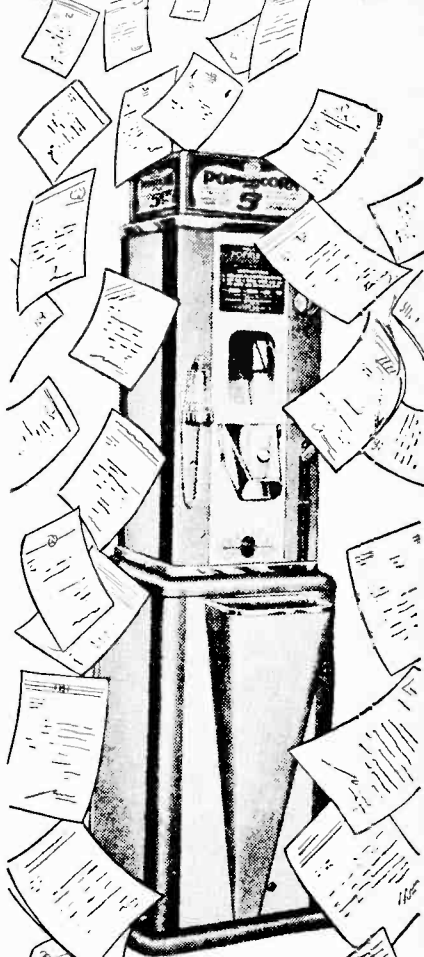
BROOKLYN, July 2.—With continued reports of mounting sales by cigaret vending machine operators comes the announcement of a 5-cent cigar vender to be manufactured by D. Robbins & Co. The attraction of the machine is that it can be installed alongside cigaret venders in their present locations.

Says Dave Robbins: "Our first month's production of the cigar machine has already been sold. We showed our sample machine to some of our local cigaret operators and they immediately placed orders for several hundred machines. Our machine has been approved by the Internal Revenue Department. It is low-priced and holds 50 cigars."

The machine is of modern construction, handsome in appearance and is equipped with a slug-proof coin slot, Robbins states.



Very many letters from successful POPMATIC Operators have come to our attention



You too can cash in on the \$100,000,000 Popcorn Industry by operating a route of POPMATIC

The POPMATIC AUTOMATIC POPCORN MERCHANDISER

Pops, Seasons and delivers a brimming bagful of fresh, hot popcorn for each U. S. nickel inserted

We are now making IMMEDIATE DELIVERIES

DON'T PUT IT OFF!

Order your POPMATIC today while the best locations are still available

PHONE — WIRE — WRITE for complete details and prices

POPMATIC Manufacturing Co.

5147 NATURAL BRIDGE AVENUE

ST. LOUIS

MISSOURI

KAY-SEE PEANUT VENDER for BOOTH or BAR

The Ideal Machine for Locations where space is limited.

\$3.00 Each

1 of 100. Complete With Wall Hanger. Western Mo. and Kans. Distributors for "BANG-A-DEER" The Game That Shoots Real Bullets.

CENTRAL DISTRIBUTING CO.
105 W. Linwood Blvc., KANSAS CITY, MO.

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.

A Real Buy! — ROWE 15c

ARISTOCRAT CIGARETTE VENDORS

SLUG PROOF COIN SLOT
6 Columns
Capacity 150 Packs.
Vends FREE Book Matches.

PRICE — \$27.50.
Lots of 5, \$25 Each.
Metal Floor Stand, \$3.00.

Furnished with 20c Coin Slot at \$2.00 Extra. Mechanism and Finish GUARANTEED Like New. Terms: 1/3 with Order, Bal. C.O.D.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



FORTUNE'S BELLEVIDERE TEAROOM, Memphis, reports that business is "popping" since a Popmatic pop-corn machine was installed.

FOR VENDING MACHINES
HARD SHELL—

- Boston Baked Beans
- Smooth Burnt Peanuts
- Fruit Dibs
- Black & White Licorice
- Dibs
- Rainbow Peanuts
- Dainty Cup Eggs
- Licorice Petites
- Mint Patties

CANDIES

PANS
DE LUXE ASSORTMENT
200 Charms—40 Varieties.

No lead—No junk.

(Fill in Coupon for Price List.)

Name:
 Address:
 City: State:
 (Use Pencil, Ink Will Blot.) 126

Boost Salted Nut Sales By "Heat-Fag" Campaign

Morton Salt firm's idea boosts nut venders—Burel organization tests plan for several months—offer posters to operators all over country

CHICAGO, July 2.—Tests having shown the full value of the tie-up with Morton Salt Co. to boost the sale of salted nuts, Burel & Co. is pushing the idea nationally for the summer. The new merchandising idea is said to offer much promise, next to the modern streamlined bulk venders themselves, to increase the sale of nuts thru vending machines. Most important of all, say Burel officials, is the opening up of offices and industrial plants as locations for the bulk vending machines. According to H. L. Sime, of the Morton Salt Co. developed the idea of the "heat-fag" campaign on Morton's salt. Abundant scientific evidence was marshaled by the salt makers to show that salt in extra quantities was needed by working people during hot summer days because of the extra evaporation of salt in perspiration.

The Morton company promoted the idea by marketing a special dispenser for factories to provide small tablets of salt for employees. Ample advertising and reading matter was prepared. Then Sime says that he thought of the idea of using vending machines to promote the sale of salted nuts. Taking extra salt in summer by means of eating more salted nuts would be a very palatable way in which to take the salt. The nuts would also provide extra food energy as well. Bulk vending machines would also be a convenient way in which to sell the salted nuts.

So conferences with Morton officials developed a mutual idea. The Burel firm now offers to operators of its machines attractively designed placards to use with machines having the following message: "Avoid heat-fag with salt. Get your salt the appetizing way—Eat salted nuts every day. Morton's Salt—When It Rains It Pours." Other card messages will be developed also. As the idea is adapted to wide usage and will boost the sales of salted nuts in vending machines generally, we are allowing Mr. Sime to tell his own story of the new merchandising idea. The Burel firm has been using the idea for several months now and urges operators to get busy for the hottest summer months.

Merchandising Ideas

The coin machine industry has always been eager to accept modern merchandising methods, says Sime. Therefore, the adaptation of the Morton Salt "Heat-Fag" campaign to penny nut venders will come as welcome news. For the first time the bulk vending industry will benefit from the use of a sales help and a sales stimulant which is so characteristic of other business methods.

Food manufacturers have been particularly keen in merchandising their products and evidence of their success is conspicuous even to the point of their becoming "household words" for young and old alike. Take spinach for example—consider what Popeye the Sailor Man has done to create an appetite for this vegetable. How many parents have

sold the spinach idea to their children via the Popeye method.

Cigaret manufacturers promise relaxation and relief from fatigue to smokers who use their brands. Fleischmann's Yeast has proved the way to healthy complexions and assures abundant vitality to those who consume it regularly. Wrigley rewards its customers with the lovely smile which results from exercise of facial muscles. Breakfast food companies stimulate their sales by selling to parents the idea that their product will build strong, sturdy boys and girls. The high volume of sales which these companies enjoy is testimonial to the effectiveness of their successful advertising approach.

Now it is thru the joint action of the Morton Salt Co. and Burel & Co., manufacturers and operators of bulk venders, that a new sales tool is made available to operators of nut machines. During the past few years Morton Salt has proved to big industrial concerns that extra salt is indispensable to their workers during the hot months if they are to retain their efficiency. Medical authorities have substantiated the fact that heat-fag can be avoided by the consumption of more salt and that the level of physical comfort is higher as a result.

Scientific Evidence

To quote one of the many pieces of advertising material that the Morton Salt Co. has prepared on the subject: "Today we know without question that heat-fag is one of the direct causes of lowered efficiency and punctured profits in hundreds of plants and offices throughout the country. And by the same token, it is also known that in many hundreds of other plants, alert, forward-looking executives have successfully controlled this strength-sapping force by investing a few pennies in nature's natural remedy—Salt.

"Workers who sweat need salt. The human body when overheated cools itself by perspiration. As we perspire we lose salt and water—and as we lose too much, salt must be replaced or heat-fag results. In comes listlessness and lack of energy—down goes efficiency on the job. Out the window go profits.

"Today there are hundreds of plants that have seen the really devastating results of heat-fag that have looked for the reason (by scientific research) and that have found the answer. To them the furnishing of salt tablets to workers in a convenient easy-to-take form has had an effect on lowered production similar to that of cooling rain on sun-baked vegetation. It may seem strange that industry did not sooner realize this, for what is taken away from the human body by any form of strenuous work or exercise must be replaced."

The Morton Salt Co. is helping to overcome summer heat-fag by making highly refined, pure table salt available in convenient tablet form. In many large factories throughout the country Morton's salt tablet dispensers are provided for everybody's use. These salt tablets are given away free to all employees, and six or more tablets daily are recommended, depending on the type of work involved and the heat to which the worker is subjected.

It is this appetizing way which we are using as a basis for our merchandising plan. If salt is the way to greater physical comfort during the summer heat—if the consumption of extra salt will prevent heat-fag—it is obvious that salted nuts provide an appetizing medium thru which everyone can secure that extra salt this summer. Since salt is offered in its most palatable form when used on nuts, it is equally obvious that the installation of salted nut venders in factories, offices and other places of business will result in more efficient

workers. This plan has great appeal to business management which is faced with the problem of maintaining a high level of efficiency in summer. In addition to the extra energy which the salt provides, the pennies spent for salted nuts satisfy the "in-between meal" hunger which, incidentally, is also detrimental to production.

Thru the co-operation of the Morton Salt Co. printed cards will be furnished for all Burel venders. These cards will be attached to each merchandiser. We have already attached these display cards to every one of our de-luxe venders on location in Chicago, and the displays will also be made available to operators throughout the United States.

The campaign to make the public "salt conscious" will have a threefold purpose for the bulk vending industry. It will enable operators to gain access to the most profitable type of locations—many for the first time—offices and factories and other business institutions employing large numbers of workers. Secondly, when the advertising is seen in retail locations it will stimulate the general consumption of salted nuts by the general public, all of whom experience physical discomfort during warm weather. Finally, the millions of people who go in for summer sports of all types will appreciate the accessibility of salted nuts to replace the large amount of salt thrown off thru excessive perspiration.

As an alternative to giving a cash commission to office and factory locations for the installation of the venders, it is recommended that the equivalent of the location commission be given in the shape of Morton salt tablets. These in turn will be distributed free to employees of the concern. Employees who have not yet adopted the Morton heat-fag plan will welcome this contribution to the welfare of their employees. Naturally this merchandising suggestion will cement pleasant relationships between the management and the operator.

Torr Tells Chance For Oldtimers

CHICAGO, July 2.—In recent months much discussion has centered around the attitude of industry towards middle-aged men. Many industries tend towards the hiring of younger men, passing older men because they theoretically have less years of service to offer employers.

Says Roy Torr, "With industries enforcing the age limit so strictly, men from 40 to 65 are entering the vending machine business every day in increasing numbers. This pleasant, dignified, profitable business offers permanent year-round work for wide-awake men looking for an opportunity to increase their income. In this business a man can start with one machine costing less than \$10. Some who started with one machine now have as high as 600 out on percentage basis, earning from 50 cents to \$1.50 per week on each.

Torr states the following reasons for the success of his own business, "Men are never too old to buy machines from me; anyone can start with small capital; machines shipped on trial can be returned and money refunded if the buyer is not satisfied; in addition, we have a credit system to help build routes faster."

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only **\$2.40** and up

Over 60,000 Sold

America's Finest Bulk Merchandisers

UNIVERSAL

Write for Illustrated Circular

PRICE & TERMS

ROY TORR

2047-A S. 68th St., Philadelphia, Pa.
Factory Distributor



CHARMS Not the Ordinary But an Extraordinary Assortment.

Gross Assorted **\$1.00**

As Low as 75c Gross.

All Best Grade Charms—No Metal.

IDEAL SALES, INC.,

1516 Market St. St. Louis, Mo.



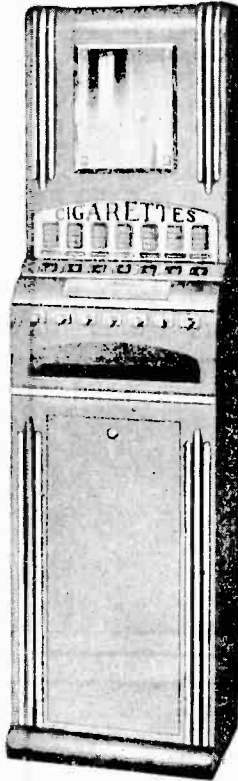
CIRCLE DRUG CO., Memphis, reports it made a "bull's-eye" when an operator installed a Popmatic machine. Notice the smile on the face of the owner.



THE PERFUME BAR, perfume vending machine, goes on display at Oriole Coin Machine Corp., Baltimore. Ethel Sharp (left) and Beatrice Barker, Oriole girls, demonstrate it.

ONCE IN A LIFETIME!

NEW — NEW — NEW
7-Column, 203 Pack Capacity,
With Cabinet Stand.



Two-Tone Brown, Gray, Blue

TRY ONE AND BUY MORE

Special for Short Time Only

\$45.00 Each FOB Cleveland
One-Third Cash With Order

Also have large selection Second-Hand Cigarette Machines. Good condition.

ACE CIGARETTE SERVICE CO.
5508 Superior Cleveland, O.

Philip Morris Passes Old Golds

NEW YORK, July 2.—The outstanding success story of the year was recorded last week when Alfred Lyon, vice-president of Philip Morris & Co., Ltd., Inc., announced that Philip Morris had forged ahead of Old Gold and thus ended the latter's 10-year reign as a member of the "big four" cigaret brands.

While definite figures are not available for this year as yet, Philip Morris' sales for 1937 were 7,500,000,000—400,000,000 under Old Gold's 7,900,000,000. Already, however, *Barron's Financial Weekly* has agreed with Lyon that Philip Morris has forged ahead of Old Gold.

Entering the 15-cent field in January, 1933, Philip Morris brand became an immediate hit. By 1936 sales had climbed to about 3,800,000,000, which brought in a revenue of some \$21,000,000. During that year President Mac McKitterick died and was succeeded by the present head, Otway Hebron Chalkley. Since 1936 President Chalkley and First Vice-President Lyon have increased the sales and profits of the firm 100 per

Wedding Bells

Word comes from Birmingham Vending Co. of the marriage of one of its employees, Abe Eidex, to Gertrude Maisel, of Mobile, Ala., Sunday, June 12.

Baby Production

Arrived on June 17 a first son to Bruno Kosek, of National Coin Machine Exchange. Bruno is well known to the trade as Joe Schwartz's right-hand man. Little Kenneth and his mother are doing fine, and poppa says for the first production model Kenneth is the finest, most perfect and handsomest he has ever seen. He promises that future models will be even better.

Editor's note: We disclaim all intentions of a coincidence in that "Wedding Bells" and "Baby Production" news items should appear so close together.

cigarette merchandisers' association

Address Communications to *The Billboard*, 1564 Broadway, N. Y. C.

DESPITE the objections of New York City operators, together with the Tobacco Retailers and other groups, the City Council and the Board of Estimate of the city of New York passed renewal of the much-disputed cigarette tax along with four other emergency relief tax bills to keep the city's relief program going. A partial consolation was seen in the fact that the council passed the first four bills unanimously for a period of one year, whereas the cig tax won by a vote of 19 to 6, but is to run only until December 31, 1938. The tax of 1 cent a pack is expected to raise \$3,000,000 for the six months' period.

Another tax which will include the cigarette machine operator in its scope is the new addition to the present city occupation tax which goes into effect July 15. Under the present interpretation of this tax, the commission the operator pays the location owner will be classified as rent and therefore is taxable under the terms of the occupancy tax. Tax will amount to \$1 a year for each location. Tax will be collectible beginning July 15, according to present plans, and must be paid in advance. Telephone booths and other groups also will be affected by this levy. City expects to garner \$600,000 from this tax, which is to be used to pay the interest on municipal housing authority bonds.

With over 90 per cent of the New York Cigarette Merchandisers' Association on hand for its semi-annual dinner and dance, the New York Cigarette Merchandisers' Association wound up its fiscal year with a rousing good time. The big event was staged on Thursday night, June 23, at the Boulevard Tavern on Long Island. With their wives and sweethearts in tow, the members made merry until the wee hours. Guests of the association included representatives of the National Venders, the CMA of New Jersey and the Universal Match Co.

The only sour note at the CMA of New York's banquet was the memory of their defeat at the hands of the New Jersey lads in a tight baseball game at the Interstate convention the week before. In a postscript of a letter to Matty Forbes, manager of the New York group, Sol Kesselman, attorney for the New Jersey lads, penned: "Any time the New York boys want to arrange a little baseball game I will be glad to transmit the suggestion to the New Jersey boys." Guess it will be some time before the New York members will hear the last of having their opponents on the short end of a 4 to 0 score in the sixth of a seven-inning game only to lose out in the last frame.

Spuds announced another price reduction effective July 1 which lowers cost per thousand to \$6.25, with the usual trade discounts. Former price was \$6.85 for 900 cigs with 100 being sent free.

Purely Personals: Will R. Golden, former president of CMA of New York, letters from Los Angeles that he and his wife are still enjoying the California sunshine too much to want to think of business plans. He still remembers the send-off the boys back home gave him when he departed for the West Coast. "Please be sure to convey my warmest regards to all of the members whose continued welfare and progress have my every good wish," he concluded. . . . Reports are coming in from Cleveland of the good job J. B. Goldenberg, of the Ohio Cigarette Service, Cleveland, is doing to make the boys CMA conscious. . . . Ben Orowitz had his tonsils removed last week. It is said he didn't mind the operation half as much as missing the New York banquet. . . . Sam Yolen left on his vacation this week. First stop is said to be Gettysburg, where he will take in the celebrations being held there in honor of the 75th anniversary of the famous Civil War battle.

New officers of the CMA of New York elected at the June 16 meeting for the coming fiscal year are: Martin M. Berger, president; Aaron Gosch, first vice-president; Alexander Frazer, second vice-president; William S. Peck, treasurer, and Robert Hawthorne, secretary. The board of directors are Michael Lascari, Jackson Bloom, Samuel Yolen, Allan Jacobs, Harry Pincus and Louis Schwartz. Berger and Hawthorne are new in the officer ranks, while Frazer graduated from a director's post. Both Gosch and Peck were re-elected. All the directors were re-elected with the exception of Harry Pincus, who takes the place vacated by Frazer.

While no definite action was taken on the formation of a permanent Interstate Cigarette Merchandisers' Association at its informal convention held at Camp Stuts, Highland, N. Y., on June 18-19, formal action was taken by the executive committee of the Cigarette Merchandisers' Association of New Jersey by voting unanimously in favor of the organization of a permanent ICMA. Letters of invitation to join the association were addressed to: Joseph Camp, manager of the CMA of Massachusetts; Matthew Forbes, manager of the CMA of New York; Anthony J. Masone, secretary of the CMA of Connecticut; John B. Gage, secretary of the Automatic Cigarette Venders' Association of Philadelphia, and Harry Rosen, treasurer of the CMA of Pittsburgh.

In view of the fact that there will be no dues or assessments to the associations applying for membership in the ICMA, there is no doubt that the association will be organized before the end of the summer and that the first regular convention will be held early in the fall. Any associations thruout the country which may be interested in joining the ICMA are requested to write to Leroy Stein, manager of the CMA of New Jersey, 60 Park place, Newark, N. J., where the temporary office of the ICMA is located.

cent. For the fiscal year ending March 31 Philip Morris' sales showed a gain of 45 per cent, while profits climbed from \$3,573,000 to \$5,663,000 in a depression year.

One of the outstanding reasons for Philip Morris' meteoric rise is seen in their judicious spending of advertising dollars. By getting the most return for every penny spent, Milton Blow, advertising expert for the firm, sold 8,200 cigarets for every advertising dollar spent in comparison with 6,800 for Lucky Strikes, 4,500 for Camels, 3,400 for Chesterfields and 2,200 for Old Golds.

In recognition of the record hung up by the firm, *Time* magazine (July 4 issue) featured President Chalkley on its front cover and devoted two pages to the history and rise of the firm.

ATLAS VALUES

PAYTABLES

| | |
|------------------|---------|
| FAIRGROUNDS | \$82.50 |
| ENTRY | 48.50 |
| ARLINGTON | 39.50 |
| GOLDEN WHEEL | 24.50 |
| CLASSIC | 19.50 |
| TUR CHAMPS | 29.50 |
| PADDOLLS | 42.50 |
| HIGH CARD TICKET | 29.50 |

CONSOLES

| | |
|--|----------|
| BALLY SADDLE CLUB | \$119.50 |
| BALLY SKILL FIELD | 139.50 |
| KEENEY TRACK TIME (Red Head) | 143.50 |
| EXHIBIT CHUCKALETTE (7 coin Drop Head) | 77.50 |
| KEENEY DARK HORSE | 63.50 |
| BALLY FAVORITE | 63.50 |

NOVELTY GAMES

| | |
|------------------------------------|---------|
| EXHIBIT BASKET BALL (Floor Sample) | \$31.50 |
| BOO HOO | 13.50 |
| DUX | 23.50 |
| MERCURY | 18.50 |
| ELECTRO | 32.50 |

SLOTS

| | |
|----------------------------|---------|
| 5c COLUMBIA JACKPOT | \$31.50 |
| 10c MILLS WAR EAGLE | 32.50 |
| 25c MILLS WAR EAGLE | 31.50 |
| 25c WATLING ROLLATOP | 23.50 |
| 10c EXTRAORDINARY | 32.50 |
| 10c MILLS BLUE FRONT D. J. | 42.50 |
| 25c MILLS BLUE FRONT D. J. | 45.00 |
| 1c MILLS BLUE FRONT | 37.50 |

Special! Seeburg Model H Phonograph With Light-Up Grill

\$115.00

Write for new bulletin on complete line of novelty games, pay tables, consoles, slots and counter games.

Terms 1/3 Dep. Bal. C. O. D.

ATLAS NOVELTY CO.

2200 N. Western, 1326 W. Flagler St., CHICAGO MIAMI

1901 Fifth Ave., PITTSBURGH

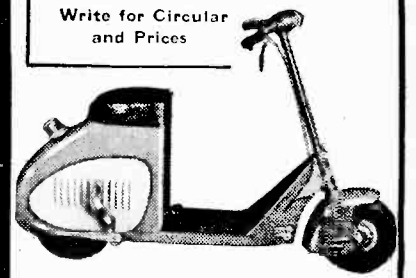
Cable Address Atnovco. The House of Friendly Personal Service.

ATLAS OFFERS

"MOTO-SCOOT"
LOW COST OPERATION

Save Money on Your Collection and Service Calls.

Write for Circular and Prices



The "ORIGINAL" Moto-Scoot

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

1027B University Ave. Wichita, Kan.

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.

PERFECTLY RECONDITIONED—LIKE NEW.

4 in 1 Bulk Venders

\$10.00 EACH 6 FOR ONLY \$40.00
If Bought at One Time.

1/3 Deposit With Order, Balance C. O. D.

EASTERN

350 MULBERRY ST. NEWARK, N. J.

**EXHIBIT'S NEW
"LIGHT UP"
COUNTER GAME**



**"HORSE PLAY"
WITH MYSTERY SELECTION
AND CHANGING ODDS
PAYS ON WIN-PLACE-SHOW**

Coin in Slot—LIGHTS UP—Selection of one or more horses. ODDS—goes the race—THE WINNER—the POSITION—and the ODDS are announced at the finish. Odds up to 20 to 1. Has all the thrills and money-making appeal of a console machine. Colorful lacquered screen glass top—built in a smart compact counter cabinet—equipped with ball gum vender. Operates on 110 volt—A.C.
Order Your Sample Today

24.75

**EXHIBIT SUPPLY CO.
4222 W. Lake St. CHICAGO**

Bar Candy Leads Sweets Industry; Costs Higher

Government's analysis shows sharp rise in molded bars —machine venders seen as aid to increased production —material and labor hike cost

WASHINGTON, July 2.—Among the 10 significant points credited to the candy industry during last year and of especial interest to machine venders of candy was the fact that both in poundage and dollar value chocolate-covered bars were the leaders in the industry. This and other facts were made public here by C. Roy Munde, chief of the Foodstuffs Division of the U. S. Bureau of Foreign and Domestic Commerce. The study was prepared by Albert S. Nemir, confectionery specialist in the division. The study revealed the following points: Manufacturer-wholesalers' average value on their products was up 1 cent per pound; the share of confectionery distribution handled by the jobber increased again; there was a "leveling off" in poundage volume of candy; raw material costs were relatively higher while labor costs advanced more than at any time in the past few years; sales dropped in the last four months; a downward trend in "direct to independent retailers" was checked; the average value of molded chocolate bars increased sharply; manufacturers-retailers increased the average value on their products 2½ cents per pound, altho holding the same quality, and substantial gains were registered in both exports and imports of candy.

Total sales of all types of confectionery during 1937 remained the same on a quality basis, but were 6.6 per cent larger in value than in 1936, it was stated. Based on reports of 316 identical firms, poundage was estimated at slightly more than two billion pounds for the entire trade. The 316 firms were credited with 1,444,534,520 pounds.

The value of this output, however, rose 6.6 per cent, with \$233,469,354 credited to 1937 as against \$219,032,292 in 1936, when the 316 firms also had approximately the same tonnage.

Candy Bars Lead

Both in poundage and dollar value chocolate-covered bars are still the leader in the trade. A total of 146 firms of this type had a volume of 346,626,664 pounds worth \$53,768,730 last year—or 24 per cent of the industry's volume. In 1936 this class of merchandise, altho still the leader, was only 22.4 per cent of the total output.

Bulk confectionery, other than chocolate, was shown to be the second ranking volume item in the trade, with a 1937 output of 309,660,487 pounds with a value of \$32,385,640 or 21.4 per cent of the total volume. Penny goods were third in poundage, but plain-package goods were second in value of output with \$38,944,476.

These positions conformed with the 1936 report.

Raw Materials Higher

Of the four major commodities—sugar, glucose, cocoa and peanuts—which account for 80 to 90 per cent of the industry's raw materials, three were higher on an average in price during 1937 than the year before. Glucose, at New York, was 34 cents a hundred pounds higher; spot cocoa, Accra, advanced \$1.88 a hundred pounds, and peanuts, 50 cents per hundred pounds. Sugar was down for the year, 10 cents a hundred pounds.

Average hourly earnings in the industry rose from 42.1 cents per hour in 1936 to 45.5 cents per hour in 1937.

There were 49 firms in the million-

dollar-or-more volume class who led the various groups in gains during the year. This group had a 7.4 per cent advance. This same group did a volume of \$173,042,778 out of the total of \$239,955,589 credited to the entire group of 316 firms. There were 41 concerns in the \$500,000-to-\$1,000,000 class, with a 1937 volume of \$31,528,323—an increase of 5.1 per cent over 1936. 115 concerns in the \$100,000-to-\$500,000 division did a total business of \$30,348,019, gaining 4.1 per cent; 78 firms in the \$20,000-to-\$100,000 class did a \$4,655,458 volume—an advance of 5.2 per cent, whereas firms with less than \$20,000, of which there were 33, had a \$381,011 volume—a gain of 7 per cent.

One addition was added to the million-dollar class during the year, compared with 1936, bringing the total of firms in this division to 50, which did 72.7 per cent of the total sales of the industry.

In 1937 the industry sold 60.4 per cent of its volume thru jobbers, merchandise going thru this channel having a manufacturers' sales value of \$144,340,163. In 1936, 59.5 per cent went thru wholesalers.

A total of 19.4 per cent went direct to chain stores and 12.1 per cent direct to independent retailers—a drop in the former instance, but a slight advance in the latter case.

Eight per cent of the industry's volume was sold direct to the consumers thru the manufacturers' own outlets and one-tenth of 1 per cent went thru mail order channels.

Since 1930 the percentage of trade volume distributed thru jobbers has risen from 55.9 per cent to 60.4 per cent.

Sales Per Customer

Two hundred and nineteen firms that sell thru jobbers had an average of 1,356 customers with an average sale to each customer of \$453.

This was higher in every respect than in 1936, when, each firm had a total of 1,293 customers and an average sale to each customer for the year of \$404.

The average annual sales per customer to chain stores by manufacturers was \$7,484 in 1937 as compared with \$6,459 in 1936. Each of the reporting candy manu-

READY FOR IMMEDIATE DELIVERY

Chico NAGS & Chico CADET
Daval's GREEN LIGHTS
with NEW Profit-Sharing Reserve and ALL-AWARDS Play System.

Keeney's MULTI FREE RACES

SPECIAL!! LATEST SELECTION OF FINE, UP-TO-DATE USED MACHINES! WRITE FOR PRICES IMMEDIATELY!!

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY
11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

BLOOD PRESSURE SELF-SERVICE SLOT MACHINES
BLOOD PRESSURE INSTRUMENTS CO.
4530 PARK AVE. NEW YORK

facturers were credited with an average of 36 chain store customers in 1937 against 37 in 1936. One hundred and sixty-five manufacturers of the 316 reporting sold to chain outlets last year.

The average number of customers per firm for independent retailers dropped in 1937 to 1,244 customers from 1,455 in 1936, with an increase in average annual sales per customer from \$108 to \$146.

Patterson in Chi; Says Biz Is Good

CHICAGO, July 2.—In town recently to look over the new machines was John Patterson, of the Patterson Vending Co., of Huntington, W. Va., head of one of the well-known vending machine firms in the country.

To confirm his reports that business is good in his section John purchased a new Lincoln-Zephyr in order that he might cover his territory better.

LA BEAU'S BARGAINS ALL GUARANTEED

- 1 SHOOT-A-LITE, Floor Sample... \$ 94.50
- 1 FLYING DUCK 39.50
- 1 JUNGLE DODGER 24.50
- 2 TOM MIX—Each 124.50
- 1 P-12 WURLITZER—Each 74.50
- 3 ROCK-OLA No. 2 REGULAR 74.50
- 1 NITE CLUB 64.50
- 1 616 WURLITZER 164.50
- 1 CLUB HOUSE 72.50
- 1 SADDLE CLUB 99.50
- 1 BONUS JENNINGS—Floor Sample 69.50
- 1 PIC 'EM, Used 174.50
- 2 SEEBURG 10-RECORD 34.50
- 1 DeLUXE BELLS 34.50
- 1 ROCK-C-BALL, Floor Sample 174.50
- 4 PACES RACES, From 99.50
- 1 EXHIBIT SILVER BELLS 59.50

LITE-A-PAIR CAROM
HIALEAH SPRING TIME
TEN STRIKE CLASSIC
BUMP-A-LITE
\$10.00 Each—3 For \$25.00

TERMS: 1/3 With Order, Balance C. O. D. Write for Prices on New or Used Lots.

LA BEAU NOVELTY SALES CO.
1946 University Ave., St. Paul, Minn.

MISSOURI DISTRIBUTOR

DAILY RACES Jr.
The Counter Game Hit!



IDEAL NOVELTY CO.
1518 Market St., St. Louis, Mo.



BILL HELRIEGEL, Philadelphia Mills distributor, didn't catch any whales at Whale Harbor, but he caught enough to brighten up this season's tall fish stories.

- WANTED—**Rolette Jr.'s, Turf Specials, Bang Tails, Liberty Bells, Dominoes. **SPECIAL** Ready to Place on Location. A-1 Condition.
- | | | |
|-----------------------------|-------------------------------|---------------------------------|
| Ray's Tracks \$78.50 | Preview \$14.50 | Derby Days and Evans Galloping |
| Mills 1-2-3 60.00 | Hit & Run 14.50 | Electric Score Board... \$ 8.50 |
| Jockey Club 49.50 | Mazuma 14.50 | Misc. Counter Games... 5.00 |
| Bally Favorite 49.50 | Turf Time (Like New) .. 12.50 | Wurlitzer #16 Phono... 160.00 |
| Evans Rollettes 44.50 | Groetchen Zephyrs | Mills Do-Re-Mi Phono 89.00 |
| Silver Flash 24.50 | (Like New) 12.50 | Wurlitzer Model P10... 49.50 |
| Racing Form 24.50 | Chico Derby 10.00 | Rock-Ola Phono (Late |
| Golden Wheel 22.50 | Bumpers 9.50 | '35 Model) 48.50 |
| Winner 17.50 | Ricochet 9.50 | Mills Low Scales 28.50 |
| Carom 17.50 | Home Run 9.50 | Rock-Ola Lobby Scale. 24.50 |
| Track Meet 17.50 | Replay 8.50 | Royal, Drs. Health |
| Classic 17.50 | Round the World 8.50 | Scale 49.50 |
| | Reel Spot 8.00 | Royal Lobby Scale 20.00 |

ASSORTED PHONO RECORDS—All Types and Kinds, \$1.00 per Dozen. TERMS: F. O. B. Miami—1/3 Certified Deposit with Order, Balance C. O. D.
WM. H. TURNER, JR., 845 N. W. 9th Ct., Miami, Florida

WANTED

Jobbers, Salesmen to sell **FLYING FUN**, the latest coin-operated amusement device, to operators, or hotels, parks, carnivals, air ports, resorts, taverns. It can be placed anywhere a crowd gathers. **WRITE NOW.**

FLYING FUN COMPANY
825 MICHIGAN AVE. SHEBOYGAN, WIS.

SELLING OUT

MUSIC MACHINES: 12 Symphonola A's, \$80.00 Each; 7 Flat Top Selectophones, \$30.00 Each; 7 High Top Selectophones, \$35.00 Each; 3 Mills DeLuxe Dance Masters, at \$60.00 Each; 3 Swing King, Mills (Remodeled Dance Masters, like new), \$60.00 Each. **PIN GAMES:** 1 Golden Wheel, \$15.00; 3 Caroms, \$10.00 Each; 1 Winner, \$10.00; 4 Previews, \$10.00 Each; 1 Sportsman De Luxe, \$17.00; 1 Phantom, \$10.00. **PACES RACES,** over 5,000 Serial, \$175.00 Each. All fine condition. One-Third Deposit, F. O. B. Washington, D. C.
INTERSTATE AMUSEMENT COMPANY
Rear 3810 Georgia Avenue, N. W., Washington, D. C.

SPECIALS

| PHONOGRAPHS | |
|--------------------------|----------|
| 2 Wurlitzer P-12s | \$ 72.50 |
| 10 Wurlitzer 312s & 412s | 85.00 |
| 2 Wurlitzer 616s | 159.50 |
| 2 Wurlitzer 616A | 189.50 |
| 2 Seeburg Selectophones | 49.50 |
| 2 Mills Dance Masters | 39.50 |

| PAY TABLES | |
|-------------|---------|
| Polloy | \$17.50 |
| Flicker | 12.50 |
| Winner | 22.50 |
| Patoka Sr. | 12.50 |
| Carom | 19.50 |
| Grand Prize | 17.50 |
| Giant Movie | |
| Bank, tkt. | 22.50 |
| Turf Champs | 27.50 |
| Quineba | 32.50 |

| NOVELTY | |
|-------------|---------|
| Bumpers | \$10.00 |
| 3 Stars | 9.00 |
| Rnd World | 10.00 |
| Auto Derby | 12.50 |
| Chico Derby | 17.50 |
| Track Meet | 17.50 |
| Ricochet | 12.50 |
| Hi-Lite | 8.00 |
| Rocket | 25.00 |
| Airway | 32.50 |
| Cargo | 37.50 |
| Dux | 22.50 |

| SLOTS | |
|-------------------------------|---------|
| 1c Mills Blue Fronts | \$42.50 |
| 5c Mills Blue Fronts | 45.00 |
| 10c Mills Blue Fronts | 47.50 |
| 25c Mills Blue Fronts | 49.50 |
| 5c Jennings Chief | 42.50 |
| 10c Jennings Chief | 45.00 |
| 25c Jennings Chief | 47.50 |
| 5c Face Comet Bells | 37.50 |
| 10c Face Comet Bells | 39.50 |
| Mills Skyscrapers 1c or 5c | 27.50 |
| Mills Golden Bells, 5c or 10c | 32.50 |
| Mills Extraordinary | 47.50 |
| Jennings Centurys | 32.50 |
| Weighted Stands, repainted | 7.50 |

All Slots Rebuffed, Repainted. Look and Operate Like New.
 Terms 1/3 With Order, Bal. C. O. D.
AUTOMATIC AMUSEMENT CO.
 1000 Pennsylvania St., Evansville, Ind.

To Fayetteville

"To the Editor: I have just returned from a visit to Fayetteville, N. C., to see Joe Calcutt and it occurred to me that this is probably one of the most interesting trips anyone connected with the coin machine business can take.

"As you know, Joe Calcutt is without any doubt the largest distributor of coin-operated equipment in the world. It is therefore tantalizing to the imagination to think of the largest distributor in the coin machine industry being located in so out-of-the-way place as Fayetteville, N. C.

"This city is located in the very heart of the Southern tobacco country. This year bumper crops are expected and naturally this will generally aid all business. And whatever aids business generally by putting money in the pockets of the natives is certainly going to help operators in this section.

"The Vending Machine Co. is so well-known thruout the South (as well as everywhere in the world in this industry) that all the directions a visitor needs to find the place is to just ask for it by name or else ask for Joe Calcutt. Correct directions are immediately forthcoming in every instance.

"Joe has beautiful air-conditioned showrooms and offices; probably the most outstanding in the industry. The display of machines is unusually complete, covering every type manufactured from vendors to service machines and, naturally most prominent, the amusement devices.

"Inquiries and orders are handled in a most efficient manner. A complete staff is at work on this part of the business all day long taking care of correspondence covering almost every country in the world. Mail comes in and goes out by the bag. It is really amazing to see how efficiently the large staff handles this world-wide correspondence. Every inquiry and order is checked and rechecked and the huge card index files of the firm are each gone over carefully for each inquiry to check the card of the writer and the answer he gets.

"Yet this is only one division of the huge organization. The reconditioning factory is truly a factory in every sense of the word. There's enough machinery here to build every type of machine for the entire industry. I saw slots start down the line that looked like something someone had dragged out of the ocean, and you would never in all your life believe these were the same machines when completely reconditioned by this staff of experts. I couldn't for the life of me pick them apart when they were placed next to new machines of the same type.

"And that gave me the answer to why every operator I have ever spoken to (and I believe I have talked with a few) has actually raved about Calcutt's reconditioned equipment. They don't just repair machines down there, they actually rebuild them. To check me on this, just ask any operator who ever purchased anything from the Vending

Machine Co., of Fayetteville.
 "Well, so much for this modern miracle of reconditioning machines. Next comes the huge warehouse of the firm. There are over 5,000 machines on hand here ready to shoot into any territory the ops may want them to go. The machines are set up and aligned as to type, number, etc. Even a youngster strange to the place could pick out equipment in a few seconds after an hour's acquaintanceship.

"Joe's own private offices on the second floor are something to behold. As Walter Tratsch once said, "They are the most comfortable I have ever seen," and he really said something that time. Air-conditioned, deeply carpeted, draped windows, huge desks, large refrigerator, etc. The kind of private office we all dream about.

"Here Joe Calcutt guides the policies of the Vending Machine Co. Here phone calls come in every few minutes, interrupting your conversation, from all points south, east, north and west. While I sat with Joe in these offices enjoying a highball there were two phone calls from Chicago, one from Los Angeles, one from Baltimore, another from Cleveland, one from New York, and goodness knows how many others from other places.

"Just going thru this organization is the trip of a lifetime for any operator. Jobbers and distribs come here to see the place so that they may pattern their own organization after it. The entire intricate workings of this great firm are only best understood when visiting in Fayetteville and going into the Vending Machine Co. and start from the salesrooms upward.

"I am sure that anyone going south would find it extremely profitable to stop off in Fayetteville, N. C., and visit the Vending Machine Co.—Bill Gersh, Byrd, Richards & Pound, New York City."



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
 Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
 CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2710.
 Cable address "WATLINGITE," Chicago.

SPECIAL CLOSE-OUTS

AUTOMATICS - GUARANTEED

LITE-A-PAIR
 TOP 'EM (TKL.)
 PEERLESS
 PAMCO BELLS
 BONUS
 CHALLENGER
 HOLLYWOOD
 DAILY LIMIT
 FLICKER
 PAMCO BALLET
 JUMBO

\$6.00 EACH

Assorted in Lots of 10 or More.

\$5.00 EACH

| | |
|-----------------------|----------|
| BALLY DERBY | \$ 11.50 |
| CAROM (TKL.) | 27.50 |
| BELMONT | 10.00 |
| SPRING TIME | 22.50 |
| MULTIPLE (Pak) | 15.00 |
| LADY LUCK | 32.50 |
| BLUE BIRD | 7.50 |
| GOLDEN WHEEL | 24.50 |
| GRAND PRIZE (Western) | 10.00 |
| BUMPALITE | 17.50 |
| TOPS (5 Ball TKL.) | 32.50 |
| BALLY ENTRY | 72.50 |
| BALLY SKILL FIELDS | 135.00 |
| TYSOON | 10.00 |
| DOMINOES (Pacific) | 39.50 |
| JOCKEY CLUB | 31.50 |
| TAMFORAN (TKL.) | 99.50 |
| POST TIME | 17.50 |

1/3 Deposit, Balance C. O. D. Cable Address: "Idealco." Phone: Garfield 0072.

IDEAL NOVELTY CO.

SELL US

Your Mills 20-Stop War Eagles and Mills Blue Fronts, Single and Double Jacks. CAN ALSO USE late 5-Ball Novelty Games. No trades, all cash. Write or wire.

Howard Sales Company,
 322 South 13th Street, Omaha, Neb.

Get Out of That Trading Rut!

By BILL (THE SPHINX) COHEN
 Silent Sales Co., Minneapolis

Are you in a trading rut? You are in a trading rut when you try to get more money for a poor machine than its true value. You no doubt know many stories in regard to old-time horse trading. Today auto trading is worked the same way. It is pretty tough to beat a man at his own game. You may get a little bait to start with, but like the fish, you will get the hook in the end.

You know when you buy an automobile with a reputation you can get an honest trade-in price on another high-grade machine. You can get more on a good machine than it is worth when traded on an off-brand car, but you will pay dearly when it is time to sell the off-brand car or trade back again for one of the recognized leaders in cars. This is one way of getting in a trading rut.

Another way is to buy an off-brand car on which you save money and then take a terrific licking in attempting to trade this off-brand car on a proved standard model. So oftentimes you again make the mistake of taking another licking and trading your off-brand car on another new buggy of the same second-class variety. So you stay in the trading rut.

Whereas had you taken your first licking you would be on the right road. But cars are but a minor matter unless your car is really needed to make your bread and butter.

Allowing yourself to slide into a trading rut in our business is suicide, as getting the right equipment means success or failure in the coin machine business. You stay in the trading rut when you demand and can't get a reasonable price on a poor machine for a 100 per cent winner.

Get out of the trading rut. Do yourself justice. Admit to yourself that you are on the wrong track. Take the true market value on your bad buys and get on the right road to success with recognized money-making "winners"!

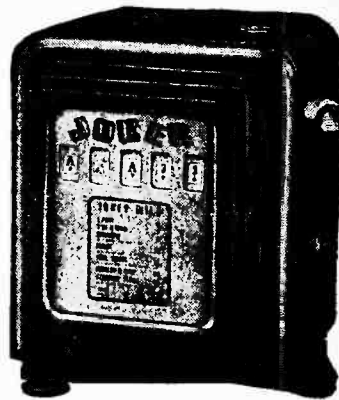
THE "COUNTER GAME KINGS" OFFER—
FREE FOR 7 DAYS TRIAL
 ON ABSOLUTE MONEY-BACK GUARANTEE

"Joker"

Actually looks like a beautiful radio on the counter. Greatest come-on Poker Play ACTION with JOKER WILD! YOU CAN'T LOSE with The G & G GUARANTEE! RUSH
 1/3 Deposit - Balance C. O. D.

ONLY \$22.50

GERBER & GLASS
 914 DIVERSEY BLVD., CHICAGO



BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price \$1.32
 The BIG HIT-400 Hole-Form 3625 Takes in \$20.00 Pays average \$9.16 Price \$0.76 1/2

CHAS. A. BREWER & SONS
 "The Largest Board and Card House in the World"
 6320-32 Harvard Ave. CHICAGO, U.S.A.

GET A HOME RUN WIN \$66

AMERICAN LEAGUE NATIONAL LEAGUE

PAYS \$1000 PAYS \$1000

HIT BY PITCHER 50¢ SACRIFICE HIT 40¢ LEFT FIELD HIT 25¢

STOLEN BASE 2¢ LINE DRIVE 1¢ LEFT FIELD FLY 1¢

WIN \$1000 WIN \$1000

LAST PLAY IN EACH SECTION RECEIVES ONE PUNCH IN HOME RUN BASEBALL

WURLITZER \$149.50 ea. — 616 — (Lots of 10)

SINGLE MACHINE—\$189.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50.
 ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.
 ROWE ARISTOCRAT (8 Columns) \$22.50
 STEWART & McGUIRE (8 Columns) \$27.50
 NATIONAL 1937—9-30 \$74.50

BOWLETTE \$39.50
 (PRACTICALLY NEW)
 50% Deposit, Balance C. O. D.

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

Superior Gives Salary Raise to All Employees

Staff praises firm's social policy—steady business growth makes more pay possible for all workers—plan picnic some time in August

CHICAGO, July 2.—On June 13 George D. Sax, president of Superior Products, Inc., salesboard manufacturing firm, called an informal meeting of all factory and office help and announced a general pay increase thruout the plant. The increase was accredited to the steady growth in business for a year, to contribute to the present trend toward a business pick-up and as a part of the progressive social policy of the Superior management. "It is my desire to help as many of you as possible," Sax told his employees. "I know that there are a great many of you whose salaries here are the sole income for your families. Business as a whole is very bad, but we have been fortunate here at Superior Products. The raise will vary from 5 per cent to 20 per cent depending upon the length of time you have worked here and your present hourly rate. The raise means approximately \$20,000 increase in wages during the year. It will be necessary for all of us to work together even better than we have in the past in order to meet our new pay roll."

Mr. Sax also praised the workers for their co-operation in the past and announced a company picnic to be held during the first week of August.

The employees had previously been told of the support Superior is receiving from operators thruout the United States and the increase in wages has been possible only thru their acceptance of Superior ideas and merchandise.

Social Policy

A house bulletin put out by the advertising staff commented on the "social policy" of the Superior firm as follows: "Superior employees are working these days with renewed vigor as promises of more increases, good times and Saturdays off fill the air.

"Mr. Sax's program of treating the employees in a manner fitting to loyal workers has been in effect for some time and the new attitude which prevails over the entire plant is one that would meet the approval of any outsider interested in learning how an ideal factory is operated.

"For some time a social club has been enjoying life outside the factory. The club, the Superior Social Lions, has a full membership of almost every employee on the first two shifts. Recently the club enjoyed its first get-together wherein a dance was given. Beer, sandwiches and pop kept several bartenders and girls busy. A picnic is planned for the near future.

"Superior softball team, entered in a neighborhood industrial league, and which plays once a week at 8 o'clock, is going along fine considering it is the first time the team has played together. Several of the boys have performed as the most outstanding players in the league.

"A small factory newspaper has made its appearance twice and is edited and conducted by the employees with no outside assistance.

"Mr. Bright, Superior's secretary-treasurer, has been the man responsible for the success of the club and the social events as it is one of his hobbies.

The work within the factory has undergone a noticeable change as the employees work together as one."

Hoelzel Reports Used Games Boost

KANSAS CITY, Mo., July 2.—Used game department of the United Amusement Co., headed by Carl F. Hoelzel, today reported an increase of 500 per cent in sales over those of a year ago. Demands of operators thruout the Middle West for the standard line of Bally coin-operated products are responsible for the tremendous jump, Hoelzel said.

"Automatic phonographs also are moving fast," Hoelzel declared, "especially the Rock-Ola Monarch models. Probably more phonograph units are in use in this section right now than at any other time in the history of the phono industry."

The United president described business generally as being "fast and furious," with a definite increase in sales of all legal machines especially noticeable. More than 300 Bally Reserves have been placed by the United organization in the Greater Kansas City territory.

Proof of increased business lies in the fact the company this week purchased a new truck, to be placed in service to augment the present United fleet.

Large 4th Sales For Western Firm

CHICAGO, July 2.—Jimmy Johnson, head of the Western Equipment and Supply Co., reports that two of their latest game hits, Baby Track and Baseball, were the leading sellers of the week preceding the Fourth of July. Says Jimmy: "Baby Track's play is simple yet compelling. It employs five dice, each in a separate compartment. One die shows the winning number—the number that must be matched by a die in the win, place or show compartment of the playing field when play has ceased. The fifth die indicates odds awarded for win, place or show. The play is instantaneous in all compartments with the insertion of the coin. At the conclusion of this flashy action any winner is given the award as indicated on the die giving the odds."

Baseball is another game gaining praise from the trade. Johnson tells that operators say it incorporates all the thrills of a major league contest into a profit-building coin game. He continues: "Coinmen report it is one of the finest games they have ever had and that its earnings have far surpassed their expectations. It's no wonder that Baby Track and Baseball are selling like hotcakes."

3 Million Packs of Cigarettes monthly are sold through Ginger TOKEN PAYOUT Cigarette Reel Games "Every Sale Certified" Thousands of locations rave about the tremendous stimulation which Ginger automatic Token Payout has given to their Cigarette Sales.



Operators gladly pay the small extra charge to obtain the "certified payout" protection which redeemed payout tokens give them.

Mechanically perfect, with cheat-proof gooseneck coin chute, Ginger turns in substantial profits every week.

Ideal for large route operation Write for quantity price.

GROETCHEN TOOL COMPANY 130 N. Union Street CHICAGO

You'll be glad you waited for Peppy HIGH SCORE NOVELTY GAME that's got "it" CHICAGO COIN MACHINE MANUFACTURING CO. 1725 W. DIVERSEY CHICAGO



MIDGET—"PICK-EM" Place "Pick-em" with Storekeepers on 50-50 Basis and Cash In. On Test LOCATION "PICK-EM" PAID FOR ITSELF THE FIRST HOUR. COMPARE "PICK-EM" AT \$4.50 WITH ANY \$300.00 RACING cabinet as to playing power. Not automatic payout. HOW GAME WORKS Flip celluloid shaker with two red cubes which determines horse's moves. Six horses ripple across the track, packed with thrills. ODDS 2 for 1 to 10 for 1. Play 5c, 10c, 25c. PROFITS Big profits for storekeepers and players. GUARANTEED best counter game ever operated. SAMPLE \$4.50 Cash. No personal checks. Quote Quantity Prices P. O. B. Factory. Counter Size 8"x13"—2 1/2 lbs. Cheat Proof. AMERICAN SALES COMPANY 1439 Grand Ave., Kansas City, Mo.

SUMMER CLEARANCE

| | |
|----------------------|-----------------|
| MARBLE GAMES | Price |
| BALLY ZEPHYR | \$32.50 |
| HARE & HOUNDS | 30.00 |
| BOBS | 30.00 |
| BULL'S-EYE | 32.50 |
| 1938 CHICAGO EXPRESS | 35.00 |
| SILVER FLASH | 25.00 |
| KICKER | 17.50 |
| RUNNING WILD | 15.00 |
| DAVAL BOWLING BUMPER | 25.00 |
| MERCURY | 15.00 |
| BALLY BUMPER | 8.00 |
| BALLY BOOSTER | 8.00 |
| PHONOGRAPHS | Price |
| MILLS DO-REMI | \$ 95.00 |
| WURLITZER 412 | 110.00 |
| WURLITZER 312 | 105.00 |
| ROCK-OLA (Regular) | 95.00 |
| | 10 for \$900.00 |

We Also Have Many Slots, Payout Tables and Consoles. State Your Wants and Write for Prices. Terms: 1/3 Down and Bal. C. O. D. THE CANTON AUTOMATIC PHONOGRAPH CO. 112-14 Navarre Rd., S. W., Canton, O.

WANT TO BUY BEST PRICES PAID FOR LATE MODEL TRACK TIMES, SPORT PAGES, MILLS CHERRY BELLS, PENNY PACKS AND JENNINGS LIBERTY BELLS. WE BUY, SELL OR EXCHANGE. 3147 Locust St. St. Louis, Mo. CALL NOVELTY CO.

ALL PLAY BALL LIBERAL PAYOUT 80% 1

"Sock it out of the Park!" "All-Star" The newest sensation in Barrel Board Deals! Made in either 2280-holes or 2520-holes size. Shows \$40.81 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.

ALL-STAR PLAY BALL 55% 2



A. S. HARTWELL and Mr. Fuller, Hartwell & Fuller Co., distribute Popmatic pop-corn machines in part of New England territory.

SERVICED—READY TO OPERATE

| | | | |
|--------------------------|----------|---------------------------------|---------|
| Late Serial Ray's Tracks | \$ 59.50 | 1937 Bally Skill Field | \$95.00 |
| Red Head Track Times | 139.50 | Western Fast Track, 7 coin head | 49.50 |
| Red Head Skill Time | 147.50 | Jennings Chiefs, 5c slip | 35.00 |
| 1938 Keeney Skill Time | 210.00 | Fleetwoods | 75.00 |
| 1938 Kentucky Club | 225.00 | Fairgrounds | 69.50 |
| 1938 Derby | | Flickers, like new | 15.00 |
| Champs | 159.50 | Pamoo Races, 7 coin head | 25.00 |
| 1938 Bally Skill Field | 135.00 | Top Top, flat dome | 25.00 |
| | | Top diggers | 25.00 |

CLEVELAND COIN MACHINE EXCHANGE 2338-38 Prospect Ave., Cleveland, Ohio.

Send your correspondence to advertisers by mentioning The Billboard.

SKILL DERBY

A GAME OF SKILL

Chi Coin "Peppy" Is Mystery Game

(New Game)

CHICAGO, July 2.—Mystery was the keynote in an announcement by Sam Gensburg and Sam Wolberg, of the Chicago Coin Machine Co., of a new game called Peppy. They said: "You'll be glad you waited for Peppy." This terse announcement and nothing more.

However, they did comment further on their latest coin games—games which they say are boosting earnings of coinmen everywhere.

"Cadet, our new five-ball novelty game, looks like a leader. Because it is sold at an unusually low price coinmen are buying the game in large quantities. They say that the top award of \$15.60 or \$16.60, adjustable, is a very appealing profit-building feature. The original award of \$1 or \$2, also adjustable, is built up by the play of the ball as it touches the 10 bumper springs on the playing field. To obtain any award the player must touch all 10 bumper springs."

They say that the new Cadet has enabled operators to open locations never before open to machines of this type.

Commenting further on their new games, the officials said: "Rising to even greater popularity is the game Nags, a five-ball novelty horse rack-high score game. We describe it as being the 'Thoroughbred' of the coin game industry. The play and action of Nags is by contacting five bumper springs a player gains one lap toward a first, second or third-place award."



J. H. (JACK) KEENEY, head of J. H. Keeney & Co., as he looked June 11 when this picture was taken.

Keeney Set for Sales Fireworks

CHICAGO, July 2.—"While the Fourth of July may see the end of fireworks for a lot of people, we contemplate seeing a lot of fireworks for the rest of the year." That is the optimistic comment of Keeney's well-known Sales Manager Becker, who sees much for the future.

Becker is very proud of the games which his company is listing. He calls attention to Triple Entry, a nine-coin three-dial console game which pays on all played numbers coming up on any of the three dials and according to odds shown for each winning number.

He moves on to fondle a new table game, Multi-Free Races, which he reports is moving with great rapidity. "And," he says, "the operators are sure going for Winning Ticket, a multiple-play one-ball payout table which is similar to our well-known Handicapper except that it has a one to six-coin play chute."

"With a display like that," Becker concluded, "there's bound to be fireworks in a sales way for a long time to come."

that the increased use not only stimulates play, but insures a steadier play week to week.

Of equal importance is the fine display of charms which was very noticeable. Many of the operators run from 20 to 30 charms, properly placed and displayed in each compartment in the front of the glass, which makes a beautiful showing and gives the player the idea that the charms are generously mixed with the merchandise.

Using Confections

It was interesting also to observe that many of the operators use confections exclusively. In many cases two compartments of baked beans were used and one compartment of jelly beans. This was quite surprising, and the operators report that the play on confections only is very high. Of course, the margin of profit is higher and the operation is much cleaner, because salted nuts are avoided.

Generally, however, most operators use two compartments of confections and one of salted nuts or pistachios.

The most popular confections seem to be baked beans, jelly beans, burnt peanuts, butterscotch peanuts and licorice lozenges. The tendency toward the use of high count merchandise running 800 to 900 count per pound is very noticeable. In many cases we found scores of operators who were gradually eliminating the use of pistachios wherever possible because of the present market price and the much higher profit possible in other types of merchandise.

Stands Help

Also very noticeable was the liberal use of stands in many territories. We have dozens of cases where an operator purchases a stand with every machine. They report that the use of a stand secures a better spot within the location and is easily worth the slight extra cost. Also, the operators report that the use of a stand has the result of attracting more attention to the machine and increases play. This is worth very serious consideration on the part of every operator.

As to locations on the Coast, the best locations seem to be the open-air markets, just as in other parts of the country the super markets rank among the best spots. Drug stores, generally speaking, were also regarded as fine spots. We found some operators in certain cities who specialized in horse parlors and found these to be exceptionally good locations. Conditions vary in each territory, and the matter of locations is a question of experimenting with each type of spot.

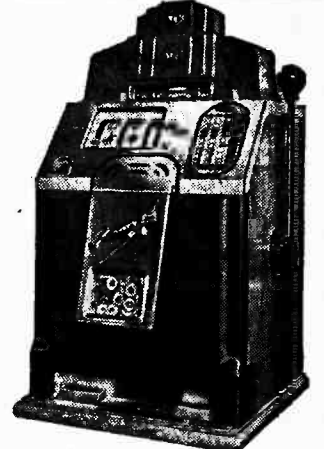
Frequent Service

In some territories we found operators who make a practice of visiting their machines several times a week, and they report increased play by the use of this method. On one call the collection and servicing are made and the second call is a check-up, and each time the machine is thoroughly cleaned.

However, in all parts of the country and in all territories there is no escape from certain fundamental principles of operating, which include the choice of good locations, regular service, the right merchandise, the proper use and display of charms, courtesy on the part of the operator and absolute cleanliness and methodical handling of one's operation. These are principles which all good operators recognize and follow.

bargain

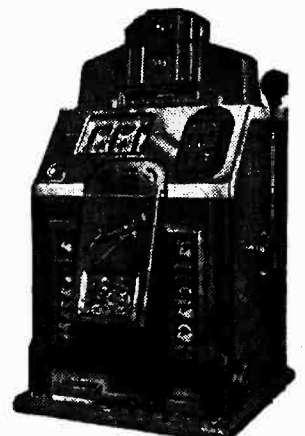
BRAND NEW MACHINES



Sky Chief Bell

These machines are brand new—never used—especially built according to most exacting specifications—and given extraordinary test and inspection to assure perfect performance. Unforeseen conditions prevented using this equipment, so these machines are priced low for quick sale. "Sky Chief" is finished in two tone backed enamel with chromium finished oval top. Equipped with non-bouncing reels, lifetime clock, and other exclusive mechanical features found only in Jennings Chiefs.

\$79.50



Sky Chief Vender

Bells or Front Venders as illustrated. Some have bi-metal check separator using special bi-metal checks. Ordinary checks will not operate machine. Additional charge for bi-metal check separator, including 450 special checks \$5.00. May be equipped with register to count nickels played \$1.50 additional.

\$79.50

The bargain of a lifetime—seeing is believing. Order a sample for inspection. Every machine guaranteed brand new with latest mechanical features, exactly like sample. If you're not convinced—return within 10 days for full refund. Specify Bell or Vender—with or without bi-metal check separator—with or without register.

O. D. JENNINGS & COMPANY
4309 W. Lake St. • Chicago, Ill.

\$1.25 Per DEAL

5 STAR FINAL
1260 Tickets @ 5c, \$63.00
Av. Payout, \$40.50
Av. Profit, \$22.50

PECK'N.
1260 Tickets @ 5c, \$63.00
Av. Payout, \$42.00
Av. Profit, \$21.00

5-STAR FINAL
1260 Tickets @ 5c, \$63.00
Av. Payout, \$38.85
Av. Profit, \$23.15

THE HOTTEST MONEY-MAKERS, at the lowest prices, IN THE HISTORY OF THE JAR DEAL BUSINESS! Sold under our famous 7-day money-back guarantee. **PRICE \$1.25 per Deal** in dozen Lots for Refills. Refills include 1260 Tickets, Jackpot Card and Jar Label. Jars 25c Each. Card Holders 25c Each. Complete Deal \$1.75 per Deal in Dozen Lots. Sample Deals \$2.25 Each Complete or \$6.00 for all three complete. 1/3 Deposit With Order, Balance on Delivery. Send for Catalog of Other Winners.

WINNER SALES CO.
PICK A WINNER WITH WINNER.
3307 ARMITAGE AVE., CHICAGO, ILL.

MCGALL'S SPECIALS

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| PIV GAMES | Green Lights \$49.50 |
| Carnival \$19.50 | Chicago Derby 17.50 |
| Long Beach 19.50 | Rose Bowl 19.50 |
| Bally Line-Up 18.50 | Daytona 22.50 |
| Chicago Express 22.50 | Bally Airway 37.50 |
| 1938 22.50 | AUTOMATICS |
| Dux 17.50 | Bally Entry \$95.00 |
| Mercury 17.50 | (new) \$85.00 |
| Skinner 25.00 | Photo Finish \$6.00 |
| Basket (Exhibit) 25.00 | Cricket (new) 59.50 |
| Stoner's Vogue 22.50 | Mills Big Races 79.50 |
| (Woor sample) 22.50 | Al-Sar-Ben Mills 1-2-3 89.50 |
| Stoner's Baseball 32.50 | Fairgrounds 85.00 |
| 22.50 | Turf Champs 85.00 |
| Stoner's 49.50 | Fleetwood (tbl.) 22.50 |
| 49.50 | |
| Bally Reserve 85.00 | |

1/3 Deposit, Balance O. O. D.
WE BUY, SELL OR EXCHANGE.
3147 Locust St. **MCGALL NOVELTY CO.**
St. Louis, Mo.

What Is the Other Fellow Doing?

By DAVID S. BOND
President of Trimount Coin Machine Co., Boston

On my recent trip to the Coast and back I made many observations which would be of interest to vending machine operators. On the Coast particularly it is very noticeable that charms are used liberally. It is very common for the operators there to use from 10 to 12 charms per pound, particularly with the low-priced merchandise. The confections are generally adjusted for 60 cents per pound, and after payment of commission and merchandise there is still ample margin to allow for the liberal mixing of charms. It is the experience of the operators there

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

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| Bally Mfg. Co. | D. Gottlieb Co. | Daval Mfg. Co. |
| H. C. Evans & Co. | A. B. T. Co. | Western Equip. Co. |
| Gretchen Mfg. Co. | | |

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

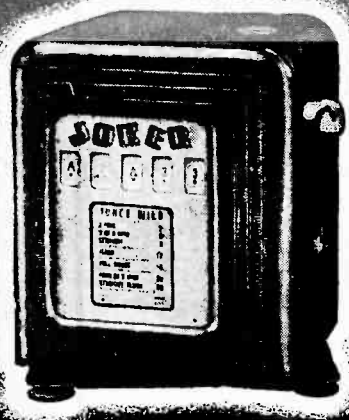
"IT'S A GREAT BUY!"

Says
JOE CALCUTT
of
THE VENDING MACHINE CO.
FAYETTEVILLE, N. C.



... and having sold Counter Games for over 20 years Joe Calcutt quickly recognized a great buy for operators when he saw ...

JOKER WILD POKER GAME



READ THE FACTS!

AT LAST! THE NEW STYLE COUNTER GAME YOU'VE BEEN WAITING FOR! BRING! THE GREATEST AND FASTEST MONEY-MAKING PLAY EVER ORIGINATED! A REAL MCGOY 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 BIRCH MAPLE, WITH EXCLUSIVE DAVAL SKIVEL TURNABLE BASE!

JOKER IS PRECISION BUILT! REMOVABLE MECHANISM IS SILENT, CHEAT-PROOF AND FOOL-PROOF! MONEY COMPARTMENT SEPARATELY SEPARATED 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

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

If U. S. Paid Off in Nickels

CHICAGO, July 2.—Jim Boyle, president of the Boyle Amusement Co., Oklahoma City and Tulsa, visited the Rock-Ola factory to place a large order for equipment recently. In the display room he and Jack Nelson, vice-president and general sales manager at Rock-Ola, entered into a discussion concerning the government's big spending plan which developed into a round-table forum, with everybody expressing his views. With more than \$5,000,000,000 to be distributed thruout the country, Jim Boyle had some definite ideas on the circulation of this money. "I believe that this will benefit all coin-machine men," he declared. "In fact, I genuinely think the coin-machine operators will get more benefit out of this distribution than any other single industry. We should surely be prepared to take care of this business."

"I think you're right," said Nelson. "We'll get our share, but say, wouldn't it be fine if they paid off in nickels?"

"Today everyone has loose change in his pocket," continued Boyle. "And they spend a good share of it in coin machines — playing games, patronizing phonographs, etc., for a nickel a play. Yes, sir, if that money was distributed in nickels our ops would have to truck around a large vault when they went out on collection calls."

Harold Hagenson, prominent Chicago operator, chimed in: "I've been figuring while you fellows have been talking," he said. "Do you know how many nickels there would be out of that \$5,000,000,000? Exactly 100,000,000,000 nickels."

"You're a little beyond my depth," remarked Boyle.

"And here's an interesting point," said Hagenson warming up to his subject. "It would take about 40 20-mule teams to haul the nickels."

"It's going to mean a lot to operators any way the money is distributed," retorted practical Boyle. "I'm getting set for a boom in business, because when people have nickels, dimes and quarters in their pockets they spend it."

"I think you've got something there, boys," concluded Nelson. "We'll be ready for this distribution of Uncle Sam's wealth, and as people begin to spend more freely we'll be prepared to give them an even exchange in good money-making coin-operated equipment."

Madison Alderman For License Bill

MADISON, Wis., July 2.—Alderman C. J. Baccarella introduced an ordinance in

Cleveland Lottery Idea Affords Study in Varied Human Motives

CLEVELAND, July 2.—Pressed by immediate needs for relief cash, the city council early this week appointed a committee to conduct a lottery plan to raise funds. The lottery idea immediately faced the stone wall of an anti-lottery clause in the State constitution. Furthermore, a rain of protests against a lottery began to pour upon the council. These protests and the legal ramifications, politics, etc., provide an interesting study in what we human beings will do.

Innocent victims of the whole procedure are the poor on relief. With the protests against the lottery plan and the certain prospect that it would be stopped by legal process, the council faced the job of trying to find other plans to raise cash. Ideas seemed to run in the channel of finding something that had the appeal of a lottery and yet was not a lottery. Churches and newspapers joined in the wave of opposition to any scheme that took the semblance of a lottery.

Difficulties Arise

The committee considered a football game in the stadium late in the fall, tickets for which would go on sale at once; a big charity dance in Public Hall, a show in Public Hall with one or more prominent movie stars present, or a combination of the dance and the show.

A councilman told the committee, whatever the event, it should be "an attraction that would stand on its own feet."

WHAT GAME HAS WON PUBLIC APPROVAL?

Leading operators everywhere report that the only coin-operated amusement device that has gained the instant approval of the public wherever it has been placed is the "Imperial Custom Built Billiard Table."

Because of this fact more and more "Imperials" are being ordered every day. These operators realize that the indorsement of the public and their civic officials means they will be able to continue in a profitable, legal business regardless of whatever changes may occur

in their territory.

The "Imperial" actually gives the operator a backbone of safety on which to build his business. It insures the operator of big, steady, legal profits without headaches or any underground tactics to keep operating. It's the one game that has WON PUBLIC APPROVAL!

For more complete details and prices write today to ...

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|----------------------|---------|---------------------|---------|
| Turf Kings | \$14.00 | Bally Reserve | \$55.00 |
| Power Play | 10.00 | Zephyr | 33.00 |
| Rose Bowl | 18.00 | Vogue | 17.00 |
| Chico Baseball | 27.50 | Snappy | 44.00 |
| Auroran | 10.00 | Swing | 46.00 |
| Stadium | 10.00 | Cargo | 38.00 |
| Gay Time | 39.00 | Home Run | 7.00 |
| Chico Derby | 9.00 | Match 'Em | 5.00 |

1/3 Cash With Order, Balance C. O. D.

BROOKLYN AMUSE. MACHINE CO.

WURLITZER 616-412
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SKEE BALLS, Write
All Makes for Prices.

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(Tel.: EVERgreen 8-4732.)

the common council June 25 which would permit licensing of pinball games as amusement devices. The measure provides for an annual \$500 license fee for each operator of machines and an additional \$10 per year for each additional machine.

The measure has been referred to the common council's ordinance committee for action.

Anger Working on New Development

DETROIT, July 2.—Russell Anger, head of the American Dispensing Co., is keeping busy these days with a new machine development which he expects to have ready for announcement in about a month. Production of the American soap dispenser itself is at a low figure because of conditions in factories generally. Since the machine goes primarily into industrial locations, its general marketing will be started when industry picks up and allows a wider field of operation than is now possible. In the meantime Anger is sticking so close to his development work that he is not even taking a vacation this summer.

of theatrical and musicians' unions who may be asked to co-operate in a Public Hall event and the promotion editors of the newspapers in order to avoid conflict with any of the charity events sponsored by the newspapers annually.

It appeared certain that if the committee should decide on any scheme that reasonably could come within the definition of a lottery the success of the scheme would be doomed from the outset.

Opposition Certain

In the second place, if the administration did not veto the lottery scheme there are plenty of anti-gambling groups in Cleveland that undoubtedly would.

They would have several measures at their disposal, according to legal experts. One means would be to bring an injunction suit against all public officials engaged in the illegal project, asking that they be stopped. The courts probably would stop them.

Another means would be to enjoin the city from holding illegal events in public buildings.

Still another means would be to swear out warrants against anyone selling the lottery tickets. Conviction would subject those arrested to fines of as much as \$500, imprisonment for up to six months or both. These are provided in the Ohio penal code.

The injunction suits could be brought by any taxpayer of the city, it was said yesterday.

The constitutional prohibition of lotteries is explicit. Article XV, Section 6, says simply: "Lotteries and the sale of lottery tickets for any purpose whatever shall forever be prohibited in this State."

Editorial View

On June 29 *The Cleveland Plain Dealer* said editorially: "Forever Prohibited. Lotteries and the sale of lottery tickets for any purpose whatever shall forever be prohibited in this State."

"So says the constitution of Ohio. There seems to be no question what those words mean.

"Yet the Cleveland city council passed the Novak-Taylor resolution authorizing what some members of the council insist would be a lottery. Mayor Burton in signing the measure calls it 'just a resolution to hold entertainments in Public Hall and the stadium.'

"The tentative proposal of the resolution's authors was to sell \$1 tickets for one or more shows in the hall or the stadium and to give away door prizes to lucky ticket holders. This has all the earmarks, even if not the label, of a lottery.

"Yesterday the committee named under the resolution to carry out its purpose was trying to figure out some way to proceed without running into the danger of being stopped by an injunction or other legal process. The committee wants to know how to run a lottery without having the public discover the fact it is a lottery.

"The motivation of the Novak-Taylor resolution is in the highest degree commendable. The 'entertainments' the mayor mentions are designed to raise money for relief. And everybody knows money for relief is tragically needed. "But there's the State constitution."

Ruling Is Cited

It was pointed out at the committee meeting that this probably would be no violation of the constitution, since the courts have held in the case of *State vs. Archer*:

"A lottery is a scheme of chance by which a result is reached by some action or means taken and in which result man's choice or will has no part nor can human reason, foresight, sagacity or design enable him to know or determine such result until the same has been accomplished."

The committee adjourned to meet again on July 1 at 3:30 and decided to invite to this meeting representatives

DEAR DOLLY FLASHER.

Undoubtedly you'll be interested in hearing about Flasher, the Payout Table Console we named after you. After 10 months of steady selling, it is even more popular than ever before, making more money for operators than anything in its field. Some record, hah Dolly?

Mills Novelty Company

Bally Enjoys Pre-Fourth Rush

CHICAGO, July 2.—Announcing that "the biggest May volume in five years" had been exceeded by June sales, Ray Moloney, president of Bally Mfg. Co., issued instructions to close the doors from Friday night, July 1, until Tuesday morning. "We all rate a rest," Moloney stated, "and even if we are still behind on deliveries the entire Bally organization will knock off for a three-day holiday. This past week has been particularly hectic, as operators rushed to get equipment for July Fourth placement.

"Bally Reserve still held first place, with the Bambino bumper baseball game a close second," he said. "In the payout field our Sport Page multiple one-shot and Lincoln Field seven-coin console enjoyed a heavy run all week. Millwheel and Lite-a-Pax in the counter-game class also gave a good account of themselves in the total volume for the month, particularly in the closing week."

Demon Rum

(Published for the information and delectation of ailing operators.) Harold J. Winter, sales executive of American Spirits, Inc., is responsible for the following:

You will find that it has been definitely accepted that rum is the most potent heart stimulant of all spirits.

Rum and milk in the morning are always a fine restorative and work like magic on cough and chest troubles.

Rum and hot water with lemon and sugar at night are sovereign against colds.

Rum flip—that is, rum, hot milk and a raw egg—may be recommended as a first-rate invigorating beverage for building up the system.

Rum with ginger wine is the most warming of liquids and promptly cures indigestion.

Rum with ginger ale provides a pleasant and wholesome beverage, both hot and cold.

Rum is excellent in weak tea with a slice of lemon and no milk or sugar, and in coffee.

Rum is the base and ingredient of a fine cocktail.

It combines admirably with the juice of fresh limes and oranges.

Its uses in cookery are manifold.

Christmas pudding and mince pies are better flavored with rum than any other spirit. — (Pacific Coast Record, March, 1938.)

\$400 Monthly Income from PENNIES!

Dropped Daily Into the HAMILTON Person Weighing SCALE

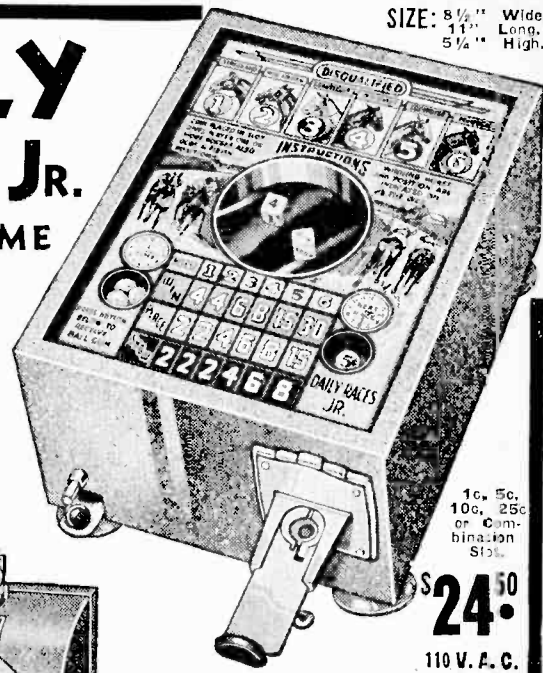
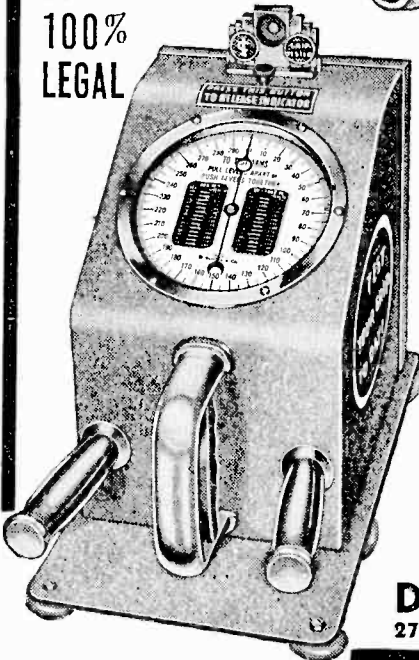
(New 8th Anniversary Model) You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations. WRITE FOR THE FACTS TO America's Largest Exclusive Makers of Person-Weighing Machines. HAMILTON SCALE CO. Dept. B, 1910 Vermont Ave., Toledo, O.

HI-DE-HO, Round World, Fire Ball, Daval Baseball, Scoreboard, Cross Line, Home Run, Ball Fan, Bally Bumper, Reulay, Skooky, Holdover, Ricochet, Equalite, Bally Buster, Highway, \$7.50 Each; Beam Lite, Silver Flash, Tons, Jig Joy, \$22.50; Cargo, \$32.50; Carnival, \$18.00; Stoner Races, \$15.00; Mazuma, \$15.00; Turf Champ, \$25.00; Reel Spot, \$8.00; Lite-A-Park, \$20.00; Tickette, \$3.00; Sky-Hi, Airway, \$25.00 Each; Bally Reserve, \$47.50, 1/3 deposit over \$10.00; under \$10.00, cash. PARTLOW NOVELTY EXCHANGE, 415 Main St., Jacksonville, Fla.

DAILY RACES JR. COUNTER GAME

Famous Daily Races in midget! 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 30-1. Ball Gum Attachment filled without opening machine. ABT slot, last coin visible and illuminated!

100% LEGAL



DE LUXE GRIP SCALE 3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 suction-cup base; new Button 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.

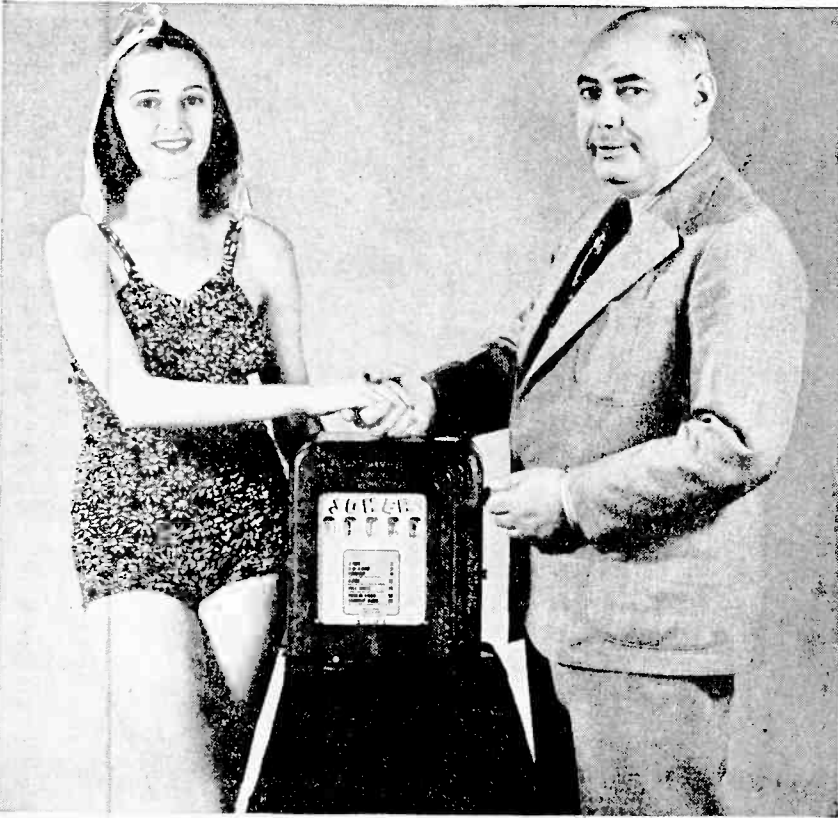
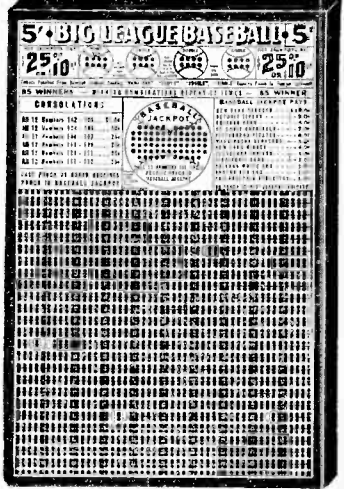
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No. 2415 2400 Holes
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Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

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THE WINNER: After nation-wide search, Eunice Forde was selected to represent Daval's new counter game, Joker Wild. A. S. Douglas, president of Daval, gives her the title of "Joker Lady."

MEET THE "ROYAL FAMILY" OF VALUES!

| PAYTABLES. | | ROYAL COIN MACHINE CO., 2212 N. Western Ave., Chicago, ILL | |
|-------------|---------|---|---------|
| Quinnella | \$92.50 | All Star | \$ 9.50 |
| Fairgrounds | 83.50 | Trojan | 9.50 |
| Bally Entry | 69.50 | Rambler | 6.50 |
| Stables | 64.50 | 5c Blue Front | \$42.50 |
| Arlington | 41.50 | 5c Extraordinary | 31.50 |
| Latoria | 26.50 | 5c Golden Ball | 34.50 |
| Multiple | 14.50 | 10c War Eagle | 39.50 |
| Peerless | 9.50 | 10c Wolfhead | 24.50 |
| Multiplay | 9.50 | Groetchen Columbia | 37.50 |
| | | 1/3 Dep. With Order, Balance C. O. D. Write for Price List. | |
| | | FOREIGN BUYERS CABLE "ROYCOIN" FOR BEST VALUES | |

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|---------------|---------|---------------|---------|--------------------|---------|
| Fleets | \$67.00 | Chic Baseball | \$25.00 | Exhibit Basketball | \$14.50 |
| Daily Dozen | 59.00 | Chic Express | 25.00 | Touchdown | 13.00 |
| Bally Reserve | 52.50 | New Rocket | 25.00 | Stoner Races | 12.00 |
| Recorder | 42.50 | Vogue | 20.00 | Auto Derby | 10.00 |
| War Admiral | 35.00 | Mars | 20.00 | Bumpers | 8.00 |
| Zephyr | 30.00 | Duxs | 15.00 | Ricochet | 7.00 |
| Airway | 27.50 | Auroran | 15.00 | Batter Up | 7.00 |

Write in for Prices on Floor Samples on Other Machines. One-Third Deposit With Each Order.

YALE AMUSEMENT CO., 952 Grand Avenue New Haven, Conn.

Retail Location Group Weighs Business Pick-Up

Dry goods group among most progressive in country—study pros and cons of pump priming—find poor co-operation among business firms

(Location Story)

CINCINNATI, July 2.—Probably the most progressive trade association in the country held its annual convention here this week. It is the National Retail Dry Goods Association, an organization that demonstrated its progressiveness last year by seriously considering the problems of smaller retail locations and also the problems of the consumer. While retail dry goods stores are not among the popular locations for coin machines, such machines as scales have long been used in these locations and other types are being used from year to year. President Saul Cohn of the association opened the convention by saying that "retail stores generally report a much-improved business tone in the past two weeks. A real basis for recovery is indicated by such recent signs as the reduction in steel prices, upturn in stocks, low state of retail inventories, better consumer demand and farm income."

Pump Priming

Then the convention on its opening day heard a critical address of present conditions by Prof. Malcolm P. McNair, of Harvard University. McNair appraised the pros and cons of pump priming and said that if business failed to take the lead, or maintains an aloof and distrustful attitude toward the present program of government spending, an "economic dictatorship" may be next.

This would simply mean, according to Professor McNair, the forcing of "an economic dictatorship upon American business without too many scruples as to the means employed."

It will be dangerous for business if it receives the new government spending program as it did the last one with "misgiving and crossed fingers," the speaker asserted.

"What will happen if business maintains an aloof and distrustful attitude toward the present program of government spending?" he asked. "From a cyclical standpoint we might expect a series of brief episodes of recovery induced by spending followed by a relapse as soon as spending was curtailed. What else lies down that road, how long would government credit last, what form would repudiation take? How soon would there be further revaluation of the dollar?"

Forget Differences

Altho business may have many differences in connection with governmental policy, he is a bold man indeed, declared Professor McNair, who advocates a policy of aloofness on the part of business in the expectation that in the event of continued depression the present administration will be defeated at the polls.

"Today with government participating so largely in economic life, offering so many beguiling panaceas, and deal so munificently in promises and hand-outs, economic and political motives are so mixed that it is unsafe to count on any significant change coming out of the ballot box," he warned.

Tend to Business

The speaker advised business to behave as if many of the dangers which it now envisages were not present. This means, he said, unremitting research for the development of new products, for the improvement of methods of production and lowering the costs of distribution.

"It means pricing goods so that they will move. It means keeping up the pressure of sales promotion, replenishing inventories of consumer goods which are in many instances now too low, and particularly having the courage to proceed with plant rehabilitation and expansion while interest rates are down without worrying too much as to whether the market will be there."

Because short-run benefits clearly accrue to retailing from pump priming, retailers have some special obligations to help start the wheels of business turning, Professor McNair said.

No Co-Operation

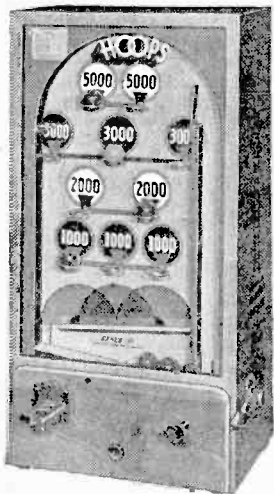
Mr. Cohn, in his regular address at the opening meeting, pointed out that retailing in the recent period has been subjected to much legislation, emphasizing three elements, "the independent retailer," the organized consumer and organized labor. Often these groups work at cross purposes and create a clash of interests in whose center the retailer is enmeshed, he declared.

At the same time within retailing different divisions of distribution are continually clashing and are unable to consolidate their points of views, he added. The effect has been to create a muddled and difficult situation in an important segment of business life, he said.

"If a uniform voice in retailing could be developed, then indeed retailing would be a force to reckon with, but the development of such a uniform voice has been and will continue to be beset with many difficulties because of the cloud of discord which envelops the industry due to misunderstandings and lack of appreciation of one division of retailing for problems of another. Should retailing as an industry ever be able to determine what it is reasonably entitled to have, if it is ever able to develop a positive and recognizable viewpoint satisfactory to all divisions of retailing, it will be able to establish a logical and influential public position."



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100% mechanical . . . 1 1/2" rubber balls . . . 7-ball play, with odd colored ball counting double . . . vertical playing field . . . 29" tall, 15" wide, 10" deep. HOOPS may also be hung on a wall, and is available with legs for \$3.00 extra. **\$29.50** F. O. B. Chicago

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SAMPLE - \$10.00
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Operators of Paces Races, we can fill your orders for parts for Paces Races, such as Paper Rolls, Mercury Switches, Brakes, Crank Shafts and other parts at a saving to you.

Pin Games, Slightly Used and Like New. Exhibit Novelty Candy Vender used only as floor sample \$70.00

| | |
|--|---------|
| 1 Jennings De Luxe Sportsman | 22.50 |
| 1 Jennings Hunter, perfect | 7.50 |
| 2 Dally Races, pay table | 12.50 |
| 2 Golden Wheels | 22.50 |
| 2 Classics | 12.50 |
| 1 Great Guns, perfect | 7.50 |
| 2 Preakness | 32.50 |
| 5 Bally Reserves, like new | 55.00 |
| 1 Mills Big Race, like new | 70.00 |
| 1 Recorder Derby | 30.00 |
| 2 Chico Derby | 17.50 |
| 1 Trio Pack, like new | 6.00 |
| 3 Bally Bumpers | 8.50 |
| 2 Pamco Rosemonts, perfect | 29.50 |
| 1 Liberty Bell | 55.00 |
| 1 Pacific Domino, like new | 27.50 |
| 1 Skipper | 10.00 |
| 1 Bally Skill Field, Serial 2143, like new | 95.00 |
| 1 Bally Zephyr | 27.50 |
| 5 Reel 21 | 3.00 |
| 1 Power Play Novelty Game | 7.50 |
| 25 De Luxe Grip Tester, used less two weeks | 11.00 |
| 2 Mills 1-2-3 | 65.00 |
| 3 Galloping Dominos, 5c check sep., old style head | 95.00 |
| 1 Carom Machine, perfect | 12.50 |
| 1 Buckley Track Odds, used only as floor sample | 165.00 |
| 1 Gottleb Derby Day With Clock, either cash, check or ticket | 20.00 |
| Ray's Track, check separator, 5c play | |
| Serial 3314 | \$75.00 |
| Serial 3547 | 75.00 |
| Serial 4565 | 85.00 |
| Serial 1864 | 65.00 |

PHONOGRAPHS

| | |
|--|---------|
| 1 Mills Dance Master, Ser. 11468 | \$35.00 |
| 2 Mills De Luxe Dance Masters | 55.00 |
| 1 Rock-Ola Multiselector, Ser. 6829 | 50.00 |
| 1 Rock-Ola Rhythm King | 65.00 |
| 5 Wurlitzer P-12, clean and in perfect condition | 69.50 |

We will trade Rock-Ola Windors and Rhythm Masters, brand new, for used Paces Races, Galloping Dominos or Track Times. All used machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. Write and ask us to put you on our mailing list. Get our prices before buying elsewhere, as we can save you money. The above prices are effective July 9, 1938.

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| CONSOLES | |
| Bang Tails (kt. like new) | \$ 99.50 |
| Track Odds | 99.50 |
| Rollette Jr. | 99.50 |
| Keeney's Derby | 189.50 |
| Champs | 189.50 |
| Track Times | 185.00 |
| Dewey Jr. | 99.50 |

| | |
|----------------------|---------|
| COUNTER GAMES | |
| Mikro Kallit | \$ 7.50 |
| Western Horses | 12.50 |
| (New) | 9.50 |
| Triple Grip | 9.50 |
| Bally Mill Wheel | 19.50 |

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| SLOT MACHINES | |
| 1c Mills O. T. | \$35.00 |
| 5c Mills O. | 22.50 |
| Dial & 10c Mills | 22.50 |
| Extraordinary | 32.50 |
| D. J. P. | 32.50 |
| 50c Jennings | 65.00 |
| Chief Built's | 65.00 |
| Eve | 65.00 |

| | |
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| MISCELLANEOUS | |
| Bally Eagle | \$ 65.00 |
| Wurlitzer 412 (electric front) | 99.50 |
| Seeburg Model "J" | 135.00 |

Terms: 1/3 deposit, Bal. C. O. D.
WE BUY, SELL OR EXCHANGE.
3147 Locust St., St. Louis, Mo. **MCGALL NOVELTY CO.**

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THIS WEEK and EVERY WEEK

WILL SACRIFICE
Consoles, like new, 1938 Skill Times, \$180.00; Track Times, \$120.00; Derby Days and Dark Horses, \$50.00; Kentucky Skill Times, \$195.00; Bally Skill Fields, \$125.00; Ray's Tracks, \$50.00; Tanforan, \$50.00. 1/3 Dep. With Order. **AMUSEMENT SERVICE CO.**, 2606 Detroit Ave., Cleveland, O.

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- CLASSIC 19.95
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- RACING FORM 29.50
- SPORTSMAN DeLUXE 29.50
- CLOCKER 44.50

SLOTS

- LION HEAD\$24.50
- BLUE FRONT 39.50
- WAR EAGLE 34.50
- F. O. H. SILENT 19.50
- RELIANCE, 25c 22.50
- CHIEFS, 10-25c 32.50
- COMET FRONT VNDR. 29.50

MISCELLANEOUS

- PACES—20-1\$119.50
- MILLS CRAP GAME 97.50
- GALLOPING DOMINO 95.00
- BANGTAILS 95.00
- SEEBURG RAYOLITE 139.50
- STEWART-McGUIRE
7-Cd. Cig. Machines 54.50
- A. B. T. GAME HUNTER, 1c... 9.95

500 PHONOGRAPHS Write for Prices

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

Monarch Shocker Goes Over Big

CHICAGO, July 2.—In reporting on their new penny electric shocker, better known as Live Profits, Roy Bazelon, official of the Monarch Coin Machine Co., states that the machine was one of the largest sellers for July 4 business.

Commenting on the buying wave instituted by operators, Bazelon said: "They looked for one of the biggest July 4 week-end sales in a number of years. This much we know, these orders kept us working long hours and kept us busy every minute. It is a very encouraging sign for the coin machine business.

"Live Profits, they report, will do its part in keeping a safe and sane Fourth of July. It is a thrilling amusement, and because it is absolutely safe operators felt that they were doing their part in the safety drive for the Fourth."

Monarch reports that sales of reconditioned equipment were large in volume and rapidly depleted their stocks. However, they say, they still have on hand all the different types of equipment that operators will need after the Fourth of July rush.

Royal Exec Sees Bright Future

CHICAGO, July 2.—Enthusiastic over one of the largest peaks of sales ever experienced by the Royal Coin Machine Co. for the week preceding July 4, Reynold Polland, head of the company, predicted a bright future for the coin machine business. He bases his assertion on constantly rising sales figures of his company.

Said Polland in commenting on the week's sales: "In going over our records last week we found that sales of our equipment were near the top in Royal history. They exceeded the past few years, and on Friday, when these records were checked and with time yet to go, they were close to topping the high mark."

In conclusion, Polland stated: "Each week sees more operators getting in to the 'Royal family of bargains,' as our stock has come to be known. When they buy from us they know they are getting something representative of the Royal reputation."

Daily Races Jr. To British Firm

CHICAGO, July 2.—D. Gottlieb & Co. have announced the sale of a large number of midget counter machines. They report that Tony Gasparro, of the Western Novelty Co., London, England, has purchased 500 Daily Races Jr. for distribution "across the pond."

Gottlieb & Co report increasing sales to European firms due to the popularity of games in foreign countries.

They report that Gasparro's comment after placing the order was as follows: "I feel sure Daily Races Jr. will appeal to our players because it has such fine features as illumination, mystery odds and selection, plus all the essential playing features of the original Daily Races, which was one of the most successful games of its kind we have handled."

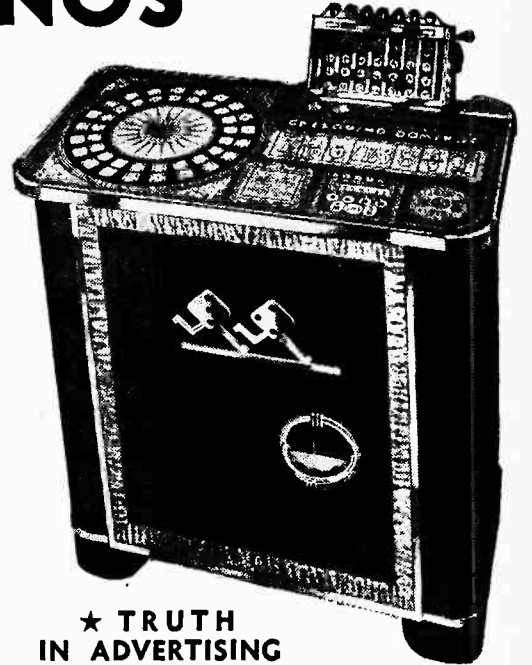


GEORGE McLAUGHLIN and B. C. Caulfield, Mills men, after they had chased an operator into Mexico to sell some cigaret venders. By the looks of things they were successful.

THE GAME THAT BROKE ALL RECORDS!
EVANS' 1938 GALLOPING DOMINOS

★ IT MUST BE RIGHT!

When you buy an Evans machine, that's only the beginning of that transaction! Evans stands back of you with unequalled factory service and full co-operation to help you get your money's worth out of that machine! Every sale must make a satisfied customer in every respect!



This pioneer console game has led the parade for 2 solid years—its class, performance and earnings have been the envy of imitators. Today, with exclusive 1938 features, it's absolutely incomparable to any competing game, regardless of claims!

New Legalizing Skill Attachment with Gold Award conforms to requirements of territories that demand skill games. Evans NEW gyp-proof 7-coin head positively eliminates overlapping and jamming of coins. New steel inner wall prevents tampering with mechanism. New silent-action mechanism, giant power-pak and dozens of other features! Perfect performance unconditionally guaranteed!

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630.

OTHER EVANS HITS:
BANG TAILS
ROLLETTO JR.
Write for Details!

★ TRUTH IN ADVERTISING
To prevent wrong impressions outside the industry, we publish no figures of earnings of any Evans game in our advertising!

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

THE CHAIN GROWS

Operators who have already tried ORIOLE are passing the word along and our chain of satisfied customers keeps right on growing. There's a reason. Find out for yourself.

NEXT TIME TRY....

ORIOLE

COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

—ALSO AT—
Pittsburgh • Washington • Buffalo

- BALLY RESERVES\$60.00
- FAIRGROUNDS 60.00
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- MILLS 1-2-3 60.00
- WESTERN PADDLES 49.50
- GOTTLIEB MULTIPLES 49.50

JENNINGS

- TRI-PLEX SILVER CHIEFS (8skill Atch., 1c-5c-10c-25c).
- DIXIE MELON BELLS (With or Without 8skill, 5c-10c-25c).

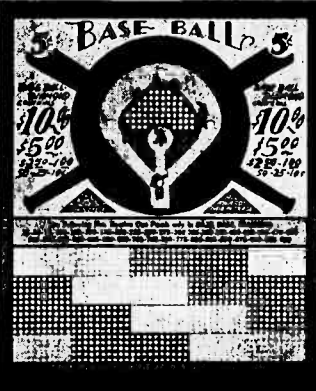
CHICAGO METAL STANDS TO FIT ANY MACHINE.

Prices F. O. B. Baltimore, Md. 1/3 With Order, Balance C. O. D. Write or Wire for Further Information!!

SAVOY VENDING CO.

406-8 W. FRANKLIN ST.
BALTIMORE, MD.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



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 Only \$1.72 | Now Only \$1.14 |

NOTE: Beginning July 1st, Globe Products will be free of U. S. Government Tax.

NEW LOW PRICES NOW IN EFFECT

Ask for Our New, Low Price List.

GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.

NOW READY FOR DELIVERY!

FIVE STAR RESERVE

A new innovation in 5-ball reserve type machines.

\$20 TOP AWARD!

PRICE \$79⁵⁰

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST., CHICAGO, ILL.

BAMBINO

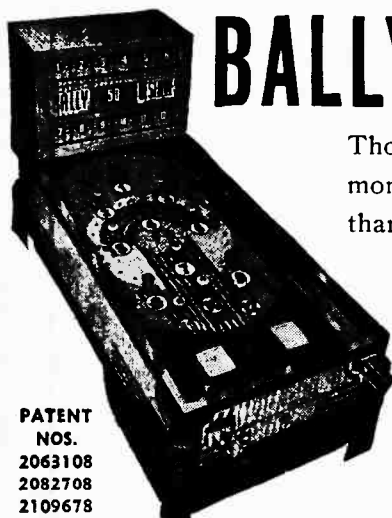
- REAL BASEBALL THRILLS!
- PLAYERS RUN BASES!
- 20 RUNS POSSIBLE!
- NEW HOME RUN LIGHTS!
- ALL AWARDS METERED!

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.



PAT. NO. 2109678.

\$10.00
\$2.50, \$5
\$7.50
BANK NIGHT
Award Cards



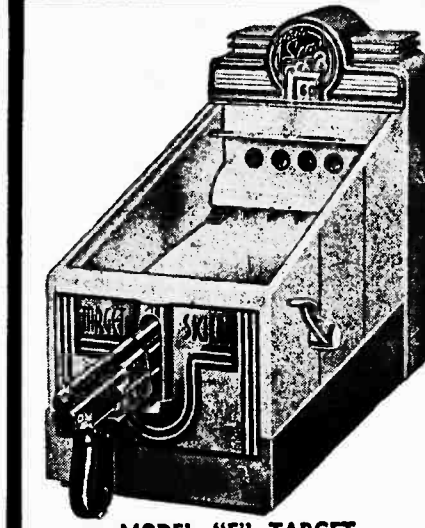
PATENT NOS. 2063108, 2082708, 2109678

BALLY RESERVE

Thousands on location 1 to 3 months . . . now earning more than ever! Collections excel payout profits in many locations! Order BALLY RESERVE today for the biggest dollar's worth of earning power and long life you've ever known.

Write for circulars on MILLWHEEL, LITE-A-PAX, LINCOLN FIELDS, SPORT PAGE.

BALLY MFG. COMPANY
2640 BELMONT AVE. CHICAGO, ILLINOIS



MODEL "F" TARGET

JULY SPECIAL

Operators of "Legal" Machines take notice! Brand new, latest improved Model "F" A.B.T. Target Skill Machines, Regular Price \$39.50, Now Offered for

Only **\$27⁵⁰** EACH

One of the most outstanding and most consistent money makers in strictly amusement devices as yet offered to the operator. Be first! Phone, wire or mail your order today.

Terms—1/3 With Order, Balance C. O. D.

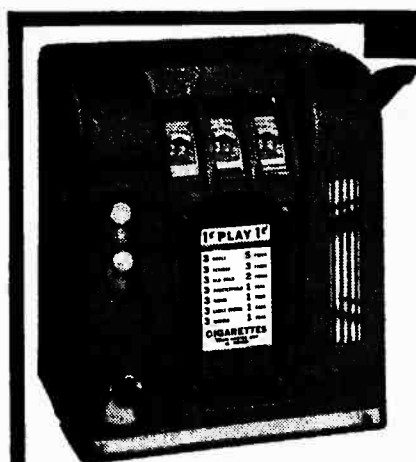
THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

3-Up Fruit Signs Spur Heavy Play

CHICAGO, July 2.—Various operators in the resort regions recently reported to N. L. Nelson, head of Rock-Ola's games division, that not only was Rock-Ola's 2-games-in-one combination popular with players, but the 3-Up backboard and award chart symbols were particularly fascinating to them. Earnings run substantially higher with this game, they say, than with any other similar type of one-shot payout.

"The game 3-Up has the familiar varicolored fruit symbols with the brilliant and animated flasher light system," said Nelson, "which, when the ball is in play, adds to the excitement and suspense of the game. The award chart with fruit symbols adds interest to the attractive playing field. We built this game for lightning-fast action. Everything and anything can happen . . . and no one ever gets the same results twice. That's one reason people enjoy this fast game. It's a good reason, too, why the nickels all pour into the cash box at a faster clip than most coin-operated machines."

Mr. Nelson was informed that some resorts which formerly had mint machines are now using 3-Up to stimulate their business. The thrill of playing the game is the same as playing a mint machine, only the player gets an opportunity to use his skill in trying to win.



ZEPHYR \$18.75 TAX PAID

Two Machines in One—Cigarette Vender or Bell Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols. 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.
BALL GUM—15c a Box (100 Pieces), Case Lots (100 Boxes) \$12.00

SICKING MFG. CO.
1922 Freeman, Cincinnati, O.

McDaniels Arcade With Jones Expo

CANTON, O., July 2.—Mrs. Bertha McDaniels, identified with the Johnny J. Jones Exposition for many years, has her Penny Arcade on the midway again this season. The concession is flashy and one of the best equipped of the portables on the road today. Many new machines have been added this season, and some half hundred different types of machines are included in the set-up under a new brown canvas top. Front is well appointed and an efficient staff is in charge. Her assistants this season are Jack McBride, mechanic, and W. H. Thompson, boss canvasman.

Mrs. McDaniels is optimistic as to the season's outlook, the concession having experienced fair success on the still dates, with the fairs to start shortly at Anderson, Ind., which patronage she regards as best for the Penny Arcade business. The show is contracted for the usual State fairs, including the Indiana State Fair at Indianapolis, opening Labor Day, and the Kentucky State Fair at Louisville to follow, and other Southern fairs, where she predicts the arcade will gross its biggest weeks of the current season.

and thrills for all players. Its cabinet is 29 inches tall, 15 inches wide and 10 inches deep. Because of its convenient size it will open many locations closed to operators in the past because of lack of space. It may be used as a counter game or it may be hung on a wall, etc. Stands are available for the machine if desired.

Genco Announces Counter Game

(New Game)

CHICAGO, July 2.—After extensive location tests Genco, Inc., has announced a new game called Hoops. It is a counter game employing a ball and hoop principle. The machine ejects ball with a flick of the finger towards a group of nets, 10 in number. There are seven balls, one is of a different color than the others and counts double. Genco states that one of the best attractions of the game to operators, patrons and location owners is that it is 100 per cent mechanical and depends 100 per cent on skill; it requires no manual operations or adjustments on the part of operators and there is nothing to get out of order, they state.

As David Gensburg, official, stated: "Once again Genco is supplying the entire coin machine trade with big news. The all-skill feature of Hoops makes it available to operators in every section of the country, since it is legal everywhere. All that has to be done for immediate and long-time profitable operation is to place it on locations. The rest is up to the machine, and here is one game where 'the rest' means big earnings.

"As usual with all Genco games, Hoops was given thoro location tests before it was announced to the trade. We are confident that Hoops will bring in some of the greatest collections ever realized from this type of game." Hoops, they say, will provide real fun



TRACK REELS

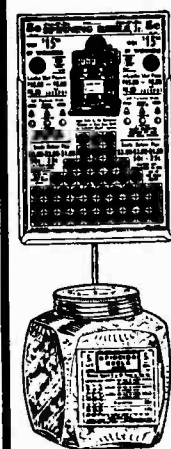
AMAZING NEW DIAL SELECTION!

A great little winner offered by Sicking. Odds from 2 to 1 up to 20 to 1. 4-way play with Win-Place-Show features. Equipped with special turntable at no extra cost.

ONLY **\$19.95** Tax Paid

SICKING MFG. CO.
1922 Freeman, Cincinnati, O.

SPINNING REELS JUNIOR



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

SPINNING REELS JUNIOR!

"IT'S PROFIT FROM START TO FINISH."
97 WINNERS

Takes in 1260 @ 5c. . . . \$63.00
Pays Out (Average) 33.75

PROFIT (Average) \$29.25

SAMPLE DEAL COMPLETE, **\$4.25**

HARDEN SUPPLY COMPANY,
802 W. 7th, Sioux City, Ia.

METAL SLOTTED COIN COUNTER

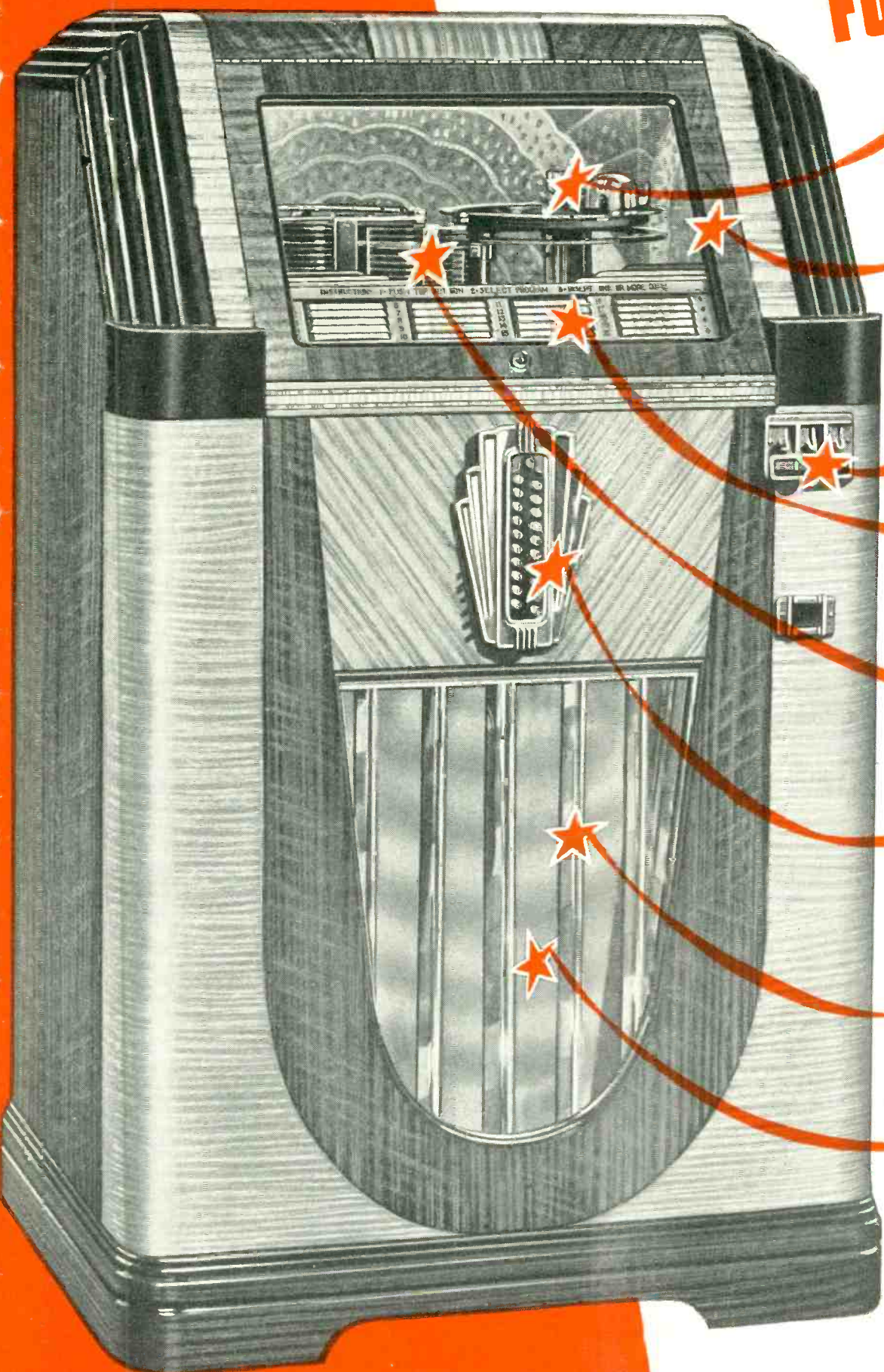
SAMPLE 75c
10 or More, 65c Each.
Polished Aluminum; stamped gauge marks. See slugs through slot! Lasts a LIFETIME!
(For Pennies Only.)

Star Mfg. Co., 3901 Wayne, Kansas City, Mo.

ROCK-OLA DELIVERS

MORE

FOR YOUR MONEY



LIGHTWEIGHT CRYSTAL PICK-UP
—doubles the life of records and needles

SLANTING TOP VISIBILITY
—attracts more play

99% SLUG-PROOF COIN CHUTE
—no extra charge

"NO STOOP" PROGRAM ARRANGEMENT

SIMPLE FLAWLESS 20-RECORD MULTI-SELECTOR

COLORFUL ILLUMINATED SELECTOR PANEL
—beveled buttons

DAZZLING "BOREALIS" LIGHT-UP GRILLE

SUPERLATIVE TONE QUALITY
—scratchless reproduction

Investigate the great earning possibilities with Rock-Ola phonographs. Call a Rock-Ola distributor or write direct to the factory today.

CANADIAN OPERATORS ATTENTION

ROCK-OLA
Multi-Selector Phonographs are **HYDRO-ELECTRIC**
APPROVED IN CANADA

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128 Dundas St. W., Toronto, Canada

THE MONARCH 20

Rock-Ola

800 N. KEDZIE AVENUE

MFG. CORP.

CHICAGO, ILL.

THERE'S MORE PROFIT IN 24 RECORDS

SAY AMERICA'S MOST SUCCESSFUL MUSIC OPERATORS

*...WE FIND IT PAYS TO
OPERATE WURLITZER
MODEL 24's*

Prominent music operators by the hundreds have expressed their emphatic enthusiasm for the Wurlitzer Model 24 Automatic Phonograph. Here are four of these voluntary expressions—an indication of the nation-wide "swing to Wurlitzer" . . . 24 records to select from means more satisfied patrons—less record servicing — increased revenue. Wurlitzer's name on the Model 24 stands for the finest in tone, in construction and in brilliant cabinet illumination. Wurlitzer quality plus instant selection from 24 records offers every far-sighted music operator a powerful, permanent profit opportunity!

THE RUDOLPH WURLITZER COMPANY
North Tonawanda, New York

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

WURLITZER
REG. U. S. PAT. OFF.
AUTOMATIC PHONOGRAPHS

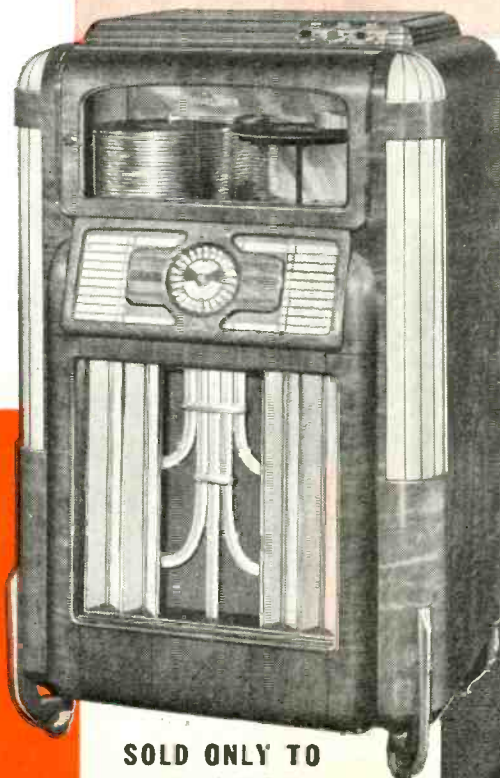
*Bring the Music of
Modern Masters to Millions*



GEORGE F. WHEELLOCK, Geo. F. Wheelock Amusement Co., San Diego, Calif., states: "Congratulations for bringing out the Model 24. The location owners and the public today demand more records, and I find I actually change records less frequently than on your 16-record model. Hope you stay with 24 records from now on. It's the correct number of records!"



C. E. HOWARD, Monarch Sales Co., Birmingham, Ala., gives his opinion: "The smartest thing Wurlitzer ever did was to come out with the Model 24. It has proven to be the finest kind of sales ammunition in securing and holding locations."



**SOLD ONLY TO
OPERATORS
MODEL 24-24A**

R. T. THOMASON, Amusu Novelty Co., Spartanburg, S. C., says: "We are glad to report that our locations are demanding the Wurlitzer Model 24 Phonograph. It has more artists to select from—the patrons are more satisfied—and as a result the average intake has jumped 30% and better."



ADAM EHMANN, Columbus Coin Machine Co., Columbus, Ohio, reports: "The 24-record feature has helped us get locations where other instruments were installed, and has eliminated competition of other make phonographs. Fully three-quarters of our success is due to the wonderful tone and construction, and the beautiful design of every Wurlitzer Phonograph, plus our 100% Wurlitzer operation."

