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HERE'S WHY YOU SHOULD ADVERTISE IN THE SUMMER SPECIAL

- ★ **DISTRIBUTION**—Because the Summer Special contains so many things of interest to everybody in Show Business, the demand automatically increases, making it necessary to double the usual printing run. No forced circulation methods are employed to sell this important edition—it sells itself.
- ★ **SPECIAL FEATURES**—Editorial articles prepared and written by outstanding personalities in show business give the Summer Special that extra reader interest so valuable to advertisers. Copies are carried from one engagement to another until every article and story has been read.
- ★ **BUYERS' DIRECTORY**—Show people have come to look upon the Summer Special as their seasonal catalog. Orders will be made up and placed from its advertising pages.
- ★ **NO INCREASE IN RATES**—Regular rates prevail, even though distribution is more than double that of any regular edition.

This is the big issue of the season. Everyone in show business knows the importance of the Summer Special. It is their seasonal catalog and buyers' directory. No matter what they need after June 21, they will refer to the Summer Special for sources of supply.

Regular advertisers, too, know how important the Summer Special is—they use larger advertisements. If you have not been taking advantage of The Billboard's influence and power in the Amusement Field, be sure to advertise in this outstanding issue. Let it help you get more business before summer comes to an end.

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JUNE 13



All copy requiring position in any particular department must be in Cincinnati by
WEDNESDAY, JUNE 15

The Billboard

Vol. L
No. 23

June 4,
1938

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3 RECEIVERS NOW FOR McCOY

AFA Enjoined From Picketing H-W Circus in Pa.; Show Files Two Additional Damage Suits

PITTSBURGH, May 28.—Injunctions were granted in three Western Pennsylvania towns this week against American Federation of Actors picketing Hagenbeck-Wallace Circus, Attorney Charles Prichard informed today while John Frankel, lawyer, representing AFA in circus suit, ironically commented, "The rush for relief by H-W would seem to indicate they're having more and more trouble," after stating he preferred union officials to report progress of tacking circus from town to town for picket purposes.

Guy Magley, AFA outdoor organizer, heads the crew which has been following H-W from town to town and, according to Prichard, is getting aid from others besides his own men.

Injunctions were granted in Uniontown Monday by Fayette County Judge Horatio Dumbauld upon appeal of Lawyer John Duggan, representing Howard Hary under supervision of Prichard; in Johnstown Wednesday by Cambria

County Judge John McCann on appeal of J. C. Graham, and in New Kensington Thursday by Judge Hilary Keenan on another Duggan appeal. Circus showings Tuesday in Cumberland, Md., and Oil City, Pa., Friday, were free of enjoinders against pickets.

While an injunction was issued at Uniontown, no papers were served because no representative of the AFA was present. At Johnstown and New Ken- (See AFA ENJOINED on page 66)

Seeing Threat in Wages, Hours Bill, Park Men Write Senators For Exemption From Provisions

CINCINNATI, May 28.—Exemption from provisions of the proposed wages and hours bill in event of its passage by the United States Senate, it having passed the House, is being asked by members of the National Association of Amusement Parks, Pools and Beaches. Secretary A. B. Hodge, Chicago, in a bulletin, declared, "We are advised that the bill in its present form will practically put many of our parks out of business unless an exemption for our industry is secured."

Letters are being sent to senators in Washington by park and beach operators, explaining the peculiar nature of their business in its seasonal quality and asking that this situation be taken into

Third One Is Appointed When W. W. Officials Fail To Appear

Sybil U. Ward, Wilmington woman, and two District of Columbia men, already acting as receivers, to handle liquidation of remaining assets of the show

WILMINGTON, Del., May 28.—Judge John P. Nields, in United States District Court here, yesterday appointed receivers to handle liquidation of whatever assets remain of Col. Tim McCoy and Associates, Inc. Receivers were appointed after Colonel McCoy and other officials of the company failed to appear to answer charges of bankruptcy. Federal Court receivers in Washington, D. C., took over the show May 5 and made ready to sell stock and equipment to satisfy receivers. Show's horses have already been sold by

them. Colonel McCoy was to appear personally in court here yesterday to show cause why he should not be adjudged bankrupt. Insolvency was shown by creditors, one of which was Springfield (See 3 RECEIVERS NOW on page 66)

Biz Fair in Can. For Cole Circus; Weather Handicap

ST. THOMAS, Ont., Can., May 28.—Cole Bros' Circus, first circus under canvas from the U. S. to enter Eastern Canada this season, has been having rain and cold weather since coming into the Dominion and business in consequence has been just fair, Zack Terrill, manager of the show, stated here yesterday. It has been about the same brand of weather as the show encountered in the States.

The first Canadian stand was Hamilton, May 24, the show moving there from Buffalo. After Hamilton came Kitchener, 25; London, 26; St. Thomas, 27, and today the show is in Brantford, with Toronto set for next Monday and Tuesday.

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No Film Dough For Legitters Despite Truce

NEW YORK, May 28.—Despite rumored amity between the Bureau of New Plays, backed by Hollywood, and the Dramatists' Guild, picture companies will not put any money into Broadway shows so long as the Guild's present basic agreement remains in effect, according to Bureau Director Theresa Helburn. On the other hand, Lulise Silcox, speaking for the DG, expressed the belief that an equitable agreement for scribes, producers and Hollywood, whereby legit would regain benefit of picture company subsidy without sacrificing (See NO FILM DOUGH on page 5)

Connery Blasts McNinch, RCA, "Time," Shepard, Among Others

WASHINGTON, May 28.—Radio investigation again was discussed in the House Rules Committee Thursday when Representatives McParlane, Voorhis, Connery and Wigglesworth fired verbal

broadsides at the industry. McParlane finished the statement made recently when he accused "two ex-senators" of accepting bribes when they were in office, revealing he had received a telegram from one of the accused men "admitting he was perhaps the one referred to by stating that he had conferred with counsel for the Radio Corp. of America to have the anti-trust suit of the government continued until after the general election" (presumably 1939).

Sensational developments in Thursday's hearing hinged on Connery's statement, since it was his late brother Billy who started the House movement for radio investigation. Connery, succeeding Voorhis, also a probe supporter, launched a bitter attack on radio, after which Wigglesworth spoke for investigation.

Investigation backers have selected special phases of the industry for their individual attention. McParlane fires on patents and manufacturing, Connery on programs and politics, and Wigglesworth on commission activities. More congressmen are said to be planning statements before the Rules Committee in support of a House investigation. Congressional circles believe that Congressman Charles H. Leavy, of Washington; Thomas O'Malley, of Wisconsin, and Robert Bacon, of New York, are scheduled to appear in (See CONNERY BLASTS on page 28)

All's Serene at AEA Meet As Byron Takes Prez Post

Meeting's tranquillity pleasing to Equity execs — for present, peace seems to reign supreme in org, altho Louis Hallett tosses wrench into harmony

NEW YORK, May 28.—In one of the most peaceful Equity meetings in years, Arthur Byron, unopposed in his candidacy, became the fourth president of Actors' Equity Association at its 25th annual meeting yesterday in the Hotel Astor. Unshored into office with him were Bert Lytell, as vice-president, and 12 councilors, unopposed except in one instance. Re-elected to council were Lee Baker, Alfred Kappeler, Earle Larimore and Katherine Warren. Hugh Cameron, Hugh Bennie, Joe Vitale, Eric Dressler, Winifred Lenihan and Broderick Crawford were elected to serve five-year terms. Ruth MacDonald was elected for a two-year term.

The only opposition came from the Federal Theater project, whose members nominated Samuel Bonnell on an independent ticket in opposition to John Lorenz to represent WFA on the council.

Bonnell and his adherents did plenty of campaigning, while Lorenz just looked on.

Result of the vote has not yet been (See ALL'S SERENE on page 28)

Outlook for Ice Shows Good; But New Ideas Will Dominate

NEW YORK, May 28.—With MCA's ice show doing good business at the International Casino here, and with another MCA ice show getting off to a \$30,000 opening week at the Polar Palace, Los Angeles, the ice show idea is expected to gain popularity next season. There is no doubt, however, that plain exhibition ice skating will not be able to get by in night clubs and theaters as it did this past season. The new trend is toward a vaudeville skating show that contains production effort, good lighting, variety acts and stronger comedy.

Show at the International Casino has been grossing around \$34,000 to \$38,000 a week, as compared with the \$40,000 grossed weekly by its chief competitor, the Casa Manana—and the Casino creditor management is understood pleased. The ice show is expected to do even better when the weather gets warmer.

The Shipstead ice show in Los Angeles is expected to gross around \$100,000 in a four-week run. MCA hopes to keep this and its local Chandler-Mapes show here working right thru next season, as it is continually improving the shows. The problems now are to change an exhibition sport into an entertainment and also to overcome practical difficulties in installing ice tanks quickly.

Another problem is talent. MCA is understood to have around 90 per cent of the important exhibition skaters under contract, with Rockwell-O'Keefe its only rival. R-O-K has some skaters under contract and has been staging the ice shows at the Hotel New Yorker here the past couple of seasons. R-O-K also had an ice show at the Congress Hotel last season. It's biggest name under contract is Vivian-Anne Hulston, placed with ice carnivals this past season.

Ice show producers would welcome

variety acts that can work on skates and would use them to provide punch to exhibition shows that tend to monotony. George Hale, who staged the show at the International Casino for MCA, for example, is planning many innovations for his next ice show and may experiment with regular vaude acts working on especially made ice skates that lessen the danger of falls.

Sonja Henle, former Olympic champ and now under contract to 20th Century-Fox, is recognized as the greatest skating box-office draw. She toured the country this winter and spring and did sensational business with her ice revue, grossing \$206,000 in eight performances in Chicago, \$137,000 for seven shows in Detroit, and \$134,000 in Cleveland in December. She did \$250,000 for six shows at the Madison Square Garden here and \$125,000 for five shows in Boston in January. Minnie, her weakest date due to weather, closed the tour. She booked direct.

IA Prepares for Its Cleveland Meeting

CLEVELAND, May 30.—Seven hundred and twelve locals will be represented at the biennial convention of the International Alliance of Theatrical Stage Employees here beginning June 6 at Public Auditorium. They will represent around 40,000 members.

In addition, special delegates will represent about 10,000 Class-B members (ushers and front of house employees) who are not being given equal representation at the convention because they pay only 20 cents a month per capita, compared with \$1 per month by regular members.

Twenty-eight locals have been char-

tered since the last convention, including one in Hawaii.

Officers, elected for four years, remain in office until 1940. However, it is probable that elections will be made to fill the secretary-treasurer spot, vacant due to the recent death of Fred Dempsey. Louis Krouse was appointed to it by the IA's executive board.

Membership has grown vastly since George Browne swept into office, and it is not expected that he will get much opposition at the convention, the IA's 84th. Relationship of the IA to the musicians' union, the Theatrical Managers and Treasurers' Union, the building service international and the actors' unions will be aired.

Whether Browne will revive his threat to "absorb" the actors' unions is not known.

Acting Poor in "Anthony and Anna"

CHICAGO, May 28.—Burdened with inferior acting, St. John Ervine's comedy *Anthony and Anna*, premiered in this country by the Federal Theater at the Great Northern Wednesday, proves to be dull fare. One of those frothy three-acters that are not taken seriously but usually manage to be entertaining items if bolstered by suitable performances.

The hero in this case cashes in on charm and believes himself one of the few who have never been meant to work. And when he meets and falls in love with the vacationing daughter of an American millionaire he is still determined not to work for a living and insists that her father support her if she expects to live with him. At least one time our heroine promises us that matrimonial bliss will change the ideals of her romantic loafer.

The work of Carl Rodgers and Margaret Joyce in the leads is too weighty and inexperienced. Polish is very essential here and they lack a good measure of it. Victor Sutherland, director, doubts as the millionaire father agreeably but not impressively. A few comedy



THERE isn't a day that passes without demonstrating in some way to those who keep their eyes open that human beings are like a flock of sheep. Let one venturesome gent step out with something new or with something old dressed up in new clothes and the rest are sure to follow.



E. E. SUGARMAN

It is too bad that Billy Rose chose to inaugurate his vaude policy at the Casa Manana at the tail end of the season. That is too bad for those who would profit from a quick revival of vaude at this time. As it is there cannot be any doubt that the success of the new policy at the Casa Manana will have its reverberations when the fall season opens. Showmen with their sheeplike reactions to stimuli provided by showmen with Rose's courage and ingenuity are already taking up the cry of a vaude revival impending. Even the men who write highly personalized columns that are read by millions—the same scribblers who wept alligator tears over the alleged demise of vaudeville—are letting phrases slip thru with increasing frequency about the revival of vaude.

There's more to the rumors this time than on previous occasions when the motion picture industry's vigilantes were called out on false alarms. Aside from tangible signs of renewed interest in stage attractions noted all over the map, the most convincing indication that has come to our attention is that the film industry's stalwart defender, *Motion Picture Herald*, recently devoted its lead editorial to an attack on the school of thought that dares to expound the theory that the augmentation of films by stage attractions represents the ideal policy for a theater catering to the masses. We doubt whether Terry Ramsaye fell back on this as a means of filling out his space on a day when the Muses failed him. The issue is far more important than that to a paper that has consistently played down vaude thru the simple medium of assuming that it no longer exists. Yes, there is bright hope for vaude when *Motion Picture Herald* rates a corpse from the grave to discuss its place in the scheme of living things.

Of course, there are two venient rampant of Rose's success with his present policy. One is that there is no trick attached to drawing boom trade with a name show, liquor and food. The opposing view is that the standard vaude names are alone responsible for the draw. We are inclined towards the latter viewpoint because we take into consideration the enthusiasm that has marked the reception to the shows and the fact that the man responsible for them has revealed his house to make it possible for persons interested primarily in the show to pay their admission and view it from a special section in the upper part of the house.

The strongest argument (strong because not many have taken the trouble to refute it) against reviving vaude has been that advanced by exhibitors: not big names would not be available to the only because of their allegiance to the gold mines in Hollywood but also because their salary requirements are extremely too high to permit anywhere near conservative operation. Rose is exploding these cockeyed beliefs and one of his practical means he is using to do this is to hold over shows as long as they will, thus giving him breathing space and an opportunity to comb the field for attractions. Rose must have found out by now that a slew of names that mean something at the box office are available to work that they are ready and willing to work for salaries within his budget. There are first-run theaters all over the country that can be geared to budget higher than that of the Casa Manana. All that is evidently needed is courage and faith on the part of the theater operators and fair co-operation on the part of musicians and stagehands.

Vaude as we knew it and as most of us would like it to be is on the way (See SUGAR'S DOMINO on opposite page)

BOB CROSBY AND HIS ORCHESTRA

(This Week's Cover Subject)

"SUMMERTIME is Divided with Bob Crosby and his orchestra." This announcement, heard several times nightly over WGN and the Mutual network, introduces to the radio audience of the nation the modern Divided music of Bob Crosby, whose band is acclaimed by critics as one of the finest in America.

In Ray Beach, Eddie Miller, Bobby Haggart, Bob Zurke, Yank Lawson, Charlie Spivak, Irving Fazola, Billy Butterfield and Warren Smith, the Divided dispensers are blessed with perhaps the greatest collection of star instrumentalists in the business. The vocal assignments are handled by Crosby himself, with the able assistance of Marion Mamm and Nappy Lamara.

In the three short years since its organization the Bob Crosby Orchestra has fulfilled notable engagements in many of America's finest hotels, numbering among them the Adolphus, Dallas; Cincinnati's Netherland Plaza; the New Yorker and Lexington, New York; the Congress, Chicago; the Ritz-Carlton, Boston; the Pennsylvania, New York, as well as the Palomar Ballroom, Los Angeles, and currently the Blackhawk Restaurant, Chicago.

Bob is a brother of Bing Crosby. His band makes recordings regularly for Decca and has appeared in several shorts.

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 RADIO

MICHAEL LORING—baritone with unusual tonal quality and delivery, caught recently at Cabaret TAC, New York, where he rendered difficult numbers with both feeling and excellence of voice. Would be a good bet for the air waves—and also for films. Besides his fine voice he has good looks and a sparkling personality.

For FILMS

MARY GAYLORD—young legit actress caught recently at an audition held by the American Theater Council.

... A nice-looking and personable lass, she played a difficult scene from Robert Sherwood's *Waterloo Bridge*, and did beautifully with it. Has authority, intelligence, a fine sense of character and a sure knowledge of stage effect. Films need people like her.

HENRY LASCOE—young legit actor specializing in character parts caught recently at a Theater Council Audition performance of *Tchekov's Three Sisters*. Played a small character bit and made it stand out with the honesty, detail and effect of his playing. Is extremely versatile, fitting effectively into many types of character role. A valuable man to have on any lot.

Advertising in the Billboard since 1905

ROLL TICKETS

DAY & NIGHT SERVICE

SHIPMENT WITHIN 24 HOURS WHEN REQUESTED

★ Absolute Accuracy ★ Dependable Delivery ★ Finest Workmanship
★ Best of Materials ★ Perfect Packing ★ \$50,000.00 Bonded Guarantee

CASH WITH ORDER PRICES - SPECIALLY PRINTED - SIZE 1 x 2

10,000.. \$6.95	50,000.. \$12.75	90,000.. \$18.55	250,000.. \$41.75
20,000.. 8.40	60,000.. 14.20	100,000.. 20.00	300,000.. 49.00
30,000.. 9.85	70,000.. 15.65	150,000.. 27.25	500,000.. 78.00
40,000.. 11.30	80,000.. 17.10	200,000.. 34.50	1,000,000.. 150.50

Above prices for any wording desired. For each change of wording and color add \$3.00. For change of color only, add 50c. No order for less than 10,000 tickets of a kind or color.

FOR DUPLICATE COUPON ROLL TICKETS DOUBLE ABOVE PRICE

STOCK ROLL TICKETS

1 ROLL..... 50c
5 ROLLS..... 40c
10 ROLLS..... 35c

WELDON, WILLIAMS & LICK

FORT SMITH, ARK.

TICKETS OF EVERY KIND AND DESCRIPTION SINCE 1899

lines are punchily delivered by Elmore Gallej and Jeanne Dixon as the title-loving Romeo and security-seeking Lady Speedwell, respectively. Gilbert Douglas is the wise old proprietor of St. Peter's Finger Inn somewhere in Europe where the action takes place; Ted Brooks dialects as his assistant, and Duke Watson appears grouchy enough as the novelist-suitor. Appropriate settings have been designed by Clive Rickabaugh.

Sam Montberg.

Lookout Starts Season

CHATTANOOGA, Tenn., May 28.—With the annual spring outing and golf tournament, Lookout Mountain Hotel, resort managed by S. J. Littlegreen, opened for the season Wednesday.

Danny Schraeder's Nassau Ensemble will play for the season.

Formal opening dinner dance will be held tonight. Levy will be \$3 per person.

The Broadway Beat

By GEORGE SPELVIN

THE TIMES last week ran an item to the effect that the Actors' Church, sponsoring a series of silent film revivals, would show "The Bright Shawl"—with William Powell, Edward G. Robinson, Mary Astor, and Dorothy Clark. . . . But there wasn't a mention of the star for whom the picture served as a vehicle—Richard Bartholomew. . . . Such is fame. . . . Billy Rose is getting to be a regular actor; after the opening of each of his shows at the Casa Manana he takes a bow and delivers a speech. . . . Irene Gordon's name, incidentally, is misspelled on the Casa marquee. . . . The AFA's show at the AFL Union Label Exposition in Cincinnati drew 190,000 people last week. . . . Charles Willard Crouch, author of the American version of "Theater in the Air" and former legitimate stage actor of the Billboard, has completed his dramatization of Sylvia Townsend Warner's novel, "The True Heart," now in the hands of Laura Wilck, and is at Mt. Palomar, Calif., completing an original play, "The Sky Crook." . . . Another Billboard alumnus, Don Gillette, is also making a new play and expects to have it on the boards in the fall. . . . Walter Winchell (will another Billboard alumnus) got off the best line of the week when he defined a blues singer as "adorned with arrangements."

Constance Hope, concert p. a., doesn't take European conditions seriously; she leaves this week with her husband, Dr. Milton L. Boritzer, for a three-week motor trip thru the storm centers on the other side of the pond. . . . Sign in the telephone booth at the Cavalier: "Please do not leave notes, telephone numbers or philosophical quotations here." . . . Consuelo Moreno, Spanish chanteuse at the Casa Valencia, has a sister who was born—in Iceland. . . . Ben Marden's Riviera swears this is true; its waiters are manicured once a week and pedicured once a month—to improve the service. . . . Now that the Hollywood Restaurant is to reopen maybe someone will remove from the marquee the names of the acts in the last show before the spot closed. . . . Don Sherwood, Warner saude booker, is a loyalist to the vaude cause; he refuses to visit night clubs.

TO KEEP THE RECORDS STRAIGHT: Last week's "Possibilities" column in The Billboard listed Slim and Slam for recordings; but Slim and Slam have been making Vocalion records for months and their efforts have been listed among "The Week's Best Records"—in The Billboard. . . . Under a picture of Betty Starbuck, Saturday (21), The Telegraph said she was getting married that day to Eugene W. Burr Jr. It's Edward W. Burr Jr., and The Billboard's Eugene Burr, who got married last month himself, was pretty upset over it. He thinks Miss Starbuck is swell, but after all. . . . In a recent tintype on Maxie Rosenbloom, Sid Skolsky in The Mirror called him a fighter who never does any roadwork. Then, in the next paragraph, Skolsky claimed that Rosenbloom is absent-minded and often gets up early in the morning to do roadwork. It looks as the Skolsky is absent-minded, too. . . . One of the prize boners of all time was pulled last week by George Ross, of The World-Felly, when he painted over the "news" that Larry Schwab will come back to Broadway (via a St. Louis summer tryout) with Knight of Song, described by Ross as "one of the least revived of the Gilbert and Sullivan works." It's hardly news, since Schwab's plans were printed about a month ago, and Knights (not Knight) of Song has already been tried out on the Coast. And it's not by Gilbert and Sullivan at all, but about them, a play with incidental music taken from their operettas. And no wonder it's "seldom revived"; it's new. . . . In the same column (18) Ross said Edna Ferber considered the screen version of Stage Door so much better than the stage version (which, incidentally, wasn't in the least like it) that the play wouldn't be farmed out to summer stock. But quite a number of summer stock companies have already announced it. . . . The May 21 issue of Motion Picture Herald said that Freddie Bartholomew and Mickey Rooney, appearing in Lord Jeff, were together before in Thorobred's Don't Cry. But a film trade paper ought to know that, the Bartholomew was slated for Thorobred, he didn't make it because of a salary dispute with his studio. His role was played by young Ronald Sinclair, the erstwhile Ra Hould.

Chicago Chat

By SAM HONIGBERG

THOSE operators who have ambitions to run summer clubs when the weather man gives the "go" signal will find themselves going thru plenty of red tape before getting advertising credit in the local dailies. Fly-by-nighters held up the sheets for heavy coin last year. . . . Harry Rogers, the producer, denies the report that he owes any back salaries to acts used in his all-Chinese unit. Harry, it must be admitted, is one of the few remaining showmen with a reputation of "paying off." . . . Drake Hotel is using Don Francisco's small combination at dinner time in the Gold Coast Room during the summer. . . . Moe Howard, of the Three Stooges, breared in on his way to Philadelphia and will return to the Palace with the act week of July 22. When he encountered Eddie Weisfeldt, manager of Riverside, Milwaukee, he was given the suggestion that the boys make a short on how they check theater business during percentage dates. It would be a pip. Weisfeldt figures. . . . These Saturday tea dances at the La Salle, featuring the Billmore Boys, are clicking big. . . . Betty Parker, formerly of the Drake, is now secretary to Bill Johnson, operator of the Bon Air Country Club. . . . The new night club reviewer on The Herald-Examiner is the man's fashion writer, C. B. Barron, who succeeds Dorothy Day, now a movie and legit critic. . . . The last Oriental Theater stage bill with two bands, Gene Raymond and Stepin Fetchit cost the Balaban & Katz boys \$8,000. Raymond attracted heavy femme business over the week-end. . . . Merril Abbott sails for South America June 18 with her troupe of girls. . . . Tommy Sacco wants you to know that he signed Fendrick, the cannon-ball man. . . . And Lou Lipstone, the B. & K. booker, cannot take a vacation this summer because furnishing a home is an expensive item.

WITH THE ACTS: Joyce Worth, the dancer in Pinky Lee's turn this season, is gracing the Bon Air line this summer while putting together a new act. . . . Joann Abbott, the blond warbler, made a special trip all the way from Milwaukee to take in her favorite chop suey in a local Oriental eatery the other day. . . . Molly Martin is the new partner in the Roland and Verdita team, which henceforth will be sold as Roland and Dodd. . . . Maxie Turk, team of Jerry and Turk, wants the world to know that he is "that way" about his Shirley Hagen, a Bon Air line girl. Wonder if he already knows that his current engagement at Colosimo's will be extended for another show. . . . Rufe Davis says his two kid brothers are breaking in a banjo and imitation duo in Texas under the label of Buck and Bernie. . . . Frank Farnum is conducting those celebrity nights at Colosimo's Sundays. . . . Lou and Jay Sella on way in to rehearse for their 17-week fair season.

If it's an oldie, blame it on Leonard Sell, of The Times' amusement department. He complains that the press agent releases are so bad these days they have to be rewritten before dumped into the waste basket. . . . Ashton Stevens, The American critic, is in the Mayo Clinic for observation. . . . Toby Wing plays a return engagement at the State-Lake June 17. . . . Supposition may keep the Falkensteins from closing the Hi Hat for the summer.

Musicians To Be Helped Thru Acts' Victory in Los Angeles

LOS ANGELES, May 28.—Settlement of the trouble at the Popkin-controlled Million-Dollar Theater loomed this week when it was announced by the local American Federation of Actors' office that negotiations are under way to bring the "unfair" house under the union banner.

After assertedly balking efforts of crafts to unionize the Million-Dollar, Popkin, according to AFA, at last realized that he couldn't run his house without vaude. Strength of AFA was put to test here last week when all AFA acts were pulled and the Million-Dollar was placed on the "unfair" list. AFA was gratified with support received from members, who, for the first time in the history of Southern California show biz, really stuck together.

The Al Wager booking office, handling Million-Dollar acts for 15 years, has finally accepted an AFA license. Signing of Wager is believed to be the last obstacle eliminated in bringing Southern California bookers into the AFA fold.

After Wager signed he gave Popkin two weeks' notice to straighten out labor difficulty or look elsewhere for acts. It is believed Popkin is in accord with Wager's suggestion.

Apparently accomplishing what other unions have failed to do at the Million-Dollar, the AFA is also handling musicians' union negotiations with the house. Local 47 offers to cut the scale to \$40 per man and \$60 for leader, claiming it cannot lower scale further for fear of reprisals from Orpheum, Class A house, which has always paid scale. AFA points out to Popkin that by cutting his hand from seven to five he could pay the AFM scale. There are indications Popkin may be induced to make the change.

According to AFA, there has been a general stampede by acts wanting to join after the dispute with Wager was settled. General indication is that many performers held back to see just what strength the union had around here.

Only one to suffer from the Million-Dollar dispute was Charlie Crafts, emcee, who was suspended by AFA for six months for an asserted refusal to walk out of the Million-Dollar show. AFA claims he can

be reinstated at end of six months by paying balance of initiation fee and six months' dues.

Further negotiations between AFA and Fanchon & Marco, represented by Joe Eren, are getting under way.

NO FILM DOUGH

(Continued from page 3)

bargaining position of playwrights, is nearer than ever. Both sides are still pondering the common problem, conferring when either offers a fresh idea. Only admitted progress so far, tho, is a more sympathetic and conciliatory attitude adopted by all parties. Should the solution suddenly drop up, it is felt that Broadway producers would give their consent to the new arrangement by agreeing to abrogate their present five-year contract, which runs to 1941.

Pending such a settlement, the Bureau will continue to function, but in a different manner. Screen money will support a seminar school for promising playwrights, beginning in September. Classes will be held two afternoons a week for four-month semesters, under tutelage of John Gassner, Cheryl Crawford, Lee Strasburg and Miss Helburn. An additional session occasionally will feature a guest director, producer or playwright. There are also provisions for students to witness the complete production of a Broadway play.

Will be limited to 12 students, most of whom will be the Bureau's recent award winners. The few others will be selected from recommendations by teachers and play agents. Bureau will not consider general public applications for admission. At its disposal also will be moneys for loans or outright scholarships, if it decides to give them.

Spokesmen for the DG regard the seminar project as "a perfectly good idea." "It will pay the picture people a million times over," said one. "They can't help but gain from more talent." Financial assistance will have to be arranged so as not to stymie recipients' future professional negotiations to get Guild o.k. "If it has no strings attached to it, we won't mind it," Guild said.

Publisher Nabbed On Bouncing Checks

PHILADELPHIA, May 28.—Tim Gayle, publisher of Encore, a theatrical magazine, was arrested here last week when a flock of checks he distributed around local niteries and hotels began bouncing.

Gayle, known to police as Herb Jones, was pinched on a warrant sworn out by Arthur H. Padula, operator of the International-Arcadia Restaurant, who was stuck with \$45 worth of the paper.

Gayle was held in \$1,500 bail for the grand jury in Police Court at a hearing last Friday. Detectives are checking to see whether there are others burnt before they bring Gayle to trial.

Another rap to be brought against the publisher is the charge that he bought several typewriters "on time" in Boston and pawned them in Philadelphia. Gayle was remanded to the County Prison in default of bail pending the court trial.

Nitery Employees Seek To Found Own 12-Acre Town

YOUNGSTOWN, O., May 28.—Hearing against 12-acre town attemptedly founded last week by 33 entertainers and employees of Rendezvous Villa has been set for June 21 by Mahoning County Board of Elections.

Village, proposed to eliminate threat of wet-dry election and which would include club and cottages housing employees, is located in Austintown Townships where voters are considering local option election for autumn. Ballot was 33 to 0 for incorporating town on Villa's 12-acre plot.

SUGAR'S DOMINO

(Continued from opposite page)

back. It matters little to us whether it crops up in theaters or cafes, but if the theater men are wise they will see to it that theaters use the bulk of attractions—and then no more worries about chance games, giveaways and double features. Hollywood's quickie producers have good cause to be alarmed at the trend, but if Hollywood is smart it will benefit from it as well as the thousands of performers, stagehands and musicians who will regain the economic status of which they were deprived almost a decade ago.

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Typical Farm Town Program Study

SURVEY IN WATERTOWN, S. D., REVEALS LARGE NUMBER OF FARM LISTENERS DO NOT KNOW STATIONS TO WHICH THEY LISTEN . . . LEADERS IN WATERTOWN DIFFERENT FROM URBAN SECTION LEADERS . . . 82 PER CENT OF WATERTOWN FAMILIES COVERED IN SURVEY

By JERRY FRANKEN

THE first portion of a survey in a typical farm town, Watertown, S. D., covering evening programs, is presented in this issue of The Billboard. Subsequent issues will be devoted to a similar study of daytime programs and comparisons of listening habits in a farm town as against urban listening habits. It is believed this is the first survey of this type ever published for the general radio industry. Furthermore this survey, prepared for The Billboard by the Market Research Corp., is unquestionably complete from the standpoint of the size of the audience sample used. Survey is based on 2,048 completed telephone calls. There are 2,450 telephones and 2,403 families in Watertown. In other words the entire town answered the questions about a typical farm town's listening habits.

An outstanding point of this survey is the large number of listeners who told investigators that they didn't know the stations broadcasting the programs they heard. This may be seen by consulting the full-page chart on page 7, where the letters "DK" show precisely the number of times that situation developed. It is especially interesting to note the "don't know"

answers on leading programs. Jack Benny, for instance, had 14 such answers. Chase & Sanborn had 18. The Lux Radio Theater, which leads the entire list of programs, had but five. That the Lux type of program—name picture stars in well-known dramatic hits—had only five "DK" answers and is the program leader is an indication of how effective drama may be on radio. This same program also led in Kansas City.

What They Like

Some noted programs do not show up well in this farm study. The Barn Dance, sponsored by Alka-Seltzer, is notable in this classification and leads to the opinion that Reuben stuff is not so forte in rural sections. Rudy Vallee is also scarcely mentioned, with but two listeners reporting having listened to his show. Gossip about well knowns, represented by Walter Winchell's and Jimmie Fidler's programs, likewise shows little appeal. Another conclusion to be drawn is that the late hours mean almost nothing to listeners in farm areas. The latest program reported as heard is at 10:45 p.m.

Watertown, in common with most if not all farm centers, has a wide choice

of radio reception, as shown by the various stations reported by listeners. They include WLW, Cincinnati; WGN, Chicago; WJR, Detroit; WCCO and KTSP, Minneapolis-St. Paul; WNAX, Yankton, S. D.; KFYY, Bismarck, N. D.; WTCN, Minneapolis; KOA, Denver; WFAA, Dallas, Tex.; WOW, Omaha; WMAQ, Chicago; KWTN, Watertown, and WDAY, Fargo, N. D. This was one reason that this survey required a change in the questionnaire used. In previous program studies (Cincinnati and Kansas City) listeners were not asked to which stations they had listened, but to which programs. Then the programs were recorded under the station broadcasting them.

This, however, could not be done in Watertown, since many programs can be heard in that town from more than one station. The Chase & Sanborn show, for instance, was reported heard over four stations, in addition to the 18 people who didn't know the station involved. Therefore, investigators asked Watertown listeners to identify both stations and programs.

Leaders

In several respects, leaders among hour programs do not coincide with the leading programs reported in a city such as Cincinnati. Major Bowes is stronger in this farm study than he was in Cincinnati, but the NBC Symphony does not show up well at all, the Ford Symphony being the only show of this type to make the leading program tabulation. In this tabulation only programs with five or more mentions are listed. As previously mentioned, neither Vallee nor the National Barn Dance produced many mentions. The Chase & Sanborn show, in Cincinnati the leader by about twice as many mentions as the runner-up (Hollywood Hotel), is second in the farm investigation.

The leading half-hour program tabulation also brings forth a surprise, in that Jack Benny, the leader not only in The Billboard surveys but in other leading studies such as the Co-Operative Analysis of Broadcasting (Crossley), is fifth on the list, while Al Pearce is a strong first. Equally interesting is the fact that comedy, as a whole, does not do as well in this survey as it has in city surveys, with Wayne King's waltz music, Professor Quiz's quizzes and Gang Busters and its machine guns topping Benny. Swing music, too, does pretty well, with Benny Goodman following Benny (Jack).

News

While straight news programs do not make an outstanding record for themselves, two news commentators do well in this survey. Paul Sullivan, who, The Billboard pointed out in the Cincinnati survey, was exceptionally popular in that city, evidences a strong draw outside of his own bailiwick, scoring 19 mentions in the Watertown study. Sullivan is not on a network, program emanating from WLW, Cincinnati.

A second news commentator, closer home to Watertown, is on Sullivan's heels, with 13 mentions. This is Cedric Adams, columnist of The Minneapolis Star, who does a newscasting job on WCCO, CBS owned and operated station. Boake Carter's news periods, reported heard on both WCCO and

Newscasters Strong

Particularly interesting in the farm town survey in this issue is that the most popular news broadcast in Watertown appears to be a WLW program conducted by Paul Sullivan. Sullivan, according to The Billboard survey in Cincinnati, was a dominating program favorite in his home town as well. Closely following Sullivan is another newscaster, Cedric Adams, newspaper columnist on WCCO. Details on this page.

WNAX, received a total of five mentions.

Investigators for the Market Research Corp. who made the phone call in this survey reported that on Saturday and Sunday considerable difficulty was encountered in concluding the required number of calls. In the story in this issue giving details as to Watertown itself, it will be noticed that a large lake near the town plays an important part in the recreational activities of residents of and near Watertown. This results, it is stated, in a surprising exodus every week-end.

For the nighttime period, the figures showing whether respondents were listening to the radio give an average just short of 35 per cent in the affirmative. That is, 35 per cent of the people said that they had been listening to the radio; 65 per cent said they had not. It will be noted that the phrase "listening to the radio" is used. This, according to research authorities, differs largely from "use of radio," since it is sometimes possible to say that one's radio has been in use when it is not always accurate to say that one has been listening.

The influence of the Lux dramatic show on the listening to the radio factor is quite noticeable. Monday night, during the period of the survey, saw more listeners than any other, with Sunday second, Tuesday third, Thursday fourth, Saturday fifth, Wednesday sixth and Friday last.

Analysis of daytime program results will be published in next week's issue of The Billboard.

Steve Fitzgibbon Out as Boston Record Radio Ed

BOSTON, May 28.—Steve Fitzgibbon, radio editor of The Boston Daily Record, has been sliced off the pay roll after being with the paper for many years.

Radio column is now scribbled by N. F. T. (Newcomb F. Thompson), Boston Evening American (Hearst) radio editor. Record radio column is by-lined By the Encompasser. N. F. T. gets no extra dough for the extra work.

Nighttime Average On Radio Listening At 35% in Watertown

Table below shows the number of listeners who reported they listened to the radio on the day shown in the column to the left. Total number of people called was 1,050, of whom 366 said they had listened to the radio. This is a percentage a fraction under 35 per cent.

Day	Not Listening	Listening	Total
Monday	75	85	160
Tuesday	61	86	147
Wednesday	57	104	161
Thursday	54	107	161
Friday	51	91	142
Saturday	44	117	161
Sunday	24	94	118
	366	684	1,050

Leading Programs in Farm Area

The programs listed below are those reported most heard in the Watertown, S. D., survey, a survey of a typical American farm town. Since the programs may be heard on many stations, statistics on which stations listeners said they heard the program are given in parentheses along each program title. The letters "DK" indicate that listeners told investigators they did not know the station broadcasting the program.

Only programs with five or more mentions are listed in this tabulation. For all programs mentioned by listeners see the chart on Page 7 of this issue.

HOURLY SHOWS

Lux Radio Theater (WNAX-17; WCCO-26; DK-5)	48
Chase & Sanborn (WDAY-8; WOW-1; KFYY-9; DK-18; KTSP-1)	37
Major Bowes (WCCO-26; WNAX-4; DK-2)	32
Sing Crosby (WLW-1; WOW-1; KFYY-4; DK-11)	17
Hollywood Hotel (WCCO-7; DK-3)	10
Fred Allen (WHD-1; WFAA-1; WLW-1; DK-6)	9
Food Sunday Evening (WCCO-4; WNAX-2; DK-3)	9
Ray Kyser (KFYY-1; WFAA-1; WDAY-1; DK-4)	7
Good News of 1938 (DK-6)	6

45-MINUTE SHOW

Hit Parade (WNAX-7; WCCO-12; DK-7)	26
------------------------------------	----

HALF-HOUR SHOWS

(Once Weekly)

Al Pearce (WCCO-32; KFAB-1)	33
Wayne King (WCCO-16; DK-6)	22
Professor Quiz (WJR-1; WCCO-15; DK-6)	22
Gang Busters (WCCO-19; DK-1)	20
Jack Benny (KFYY-1; WDAY-1; DK-14)	16
Benny Goodman (WCCO-14; KFAB-1)	15
Eddie Cantor (WCCO-6; DK-2)	8
Chesterfield Presents (WCCO-6; DK-1)	7
Burns and Allen (KFYY-1; WDAY-1; WOW-1; DK-13)	6
Sam Bernie (WCCO-4; DK-1)	5
Voice of Fibertons (KFYY-1; WLW-1; DK-2)	5
Edward G. Robinson (WNAX-1; WCCO-4)	5

HALF-HOUR SHOW

(Twice Weekly)

Johnny Presents (Tuesday, KFYY-2); (Saturday, DK-3)	5
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15-MINUTE SHOWS

(Six Times Weekly)

Paul Sullivan (WLW-18; DK-1)	19
Cedric Adams (WCCO-13)	13

(Five Times Weekly)

Amos 'n' Andy (WLW-1; DK-6)	7
Boake Carter (WNAX-1; WCCO-5)	6

EVENING PROGRAMS HEARD IN WATERTOWN, SOUTH DAKOTA

Hour Listening	Programs Heard	Program Origin	Station	Total No. List.	Tuesday, May 10 No. List.	Wednesday, May 11 No. List.	Thursday, May 12 No. List.	Friday, May 13 No. List.	Saturday, May 14 No. List.	Sunday, May 15 No. List.	Monday, May 16 No. List.
5:00-5:15	Amos & Andy	N	DK	1	1						
5:00-5:30	Kaltenmeyer's Kindergarten	N	DK	1							
5:00-5:30	Jack Benny	N	DK	14							
5:00-5:30	The Big	N	WCCO	2							
5:00-5:30	University of Minnesota	N	WLS	1							
5:15-5:30	Hoake Carter	N	WNAX	1			1				
5:15-5:30	Beaks Carter	N	WCCO	5	1						
5:15-5:30	Wm. the Peep	N	WCCO	2			2				
5:30-6:00	Week-End Potpourri	N	WCCO	2							
5:30-6:00	Interesting Neighbors	N	DK	1							
5:45-6:00	Extra Inning	N	WCCO	1	1						
6:00-7:00	Local	N	KWTV	1							
6:00-6:15	Local	L	KWTV	1					1		
6:00-6:15	Sports Review	L	WTCN	1	1						
6:00-6:30	Saturday Night Spring Club	N	WCCO	3							
6:00-6:30	Edward G. Robinson	N	WNAX	1							
6:00-6:30	Edward G. Robinson	N	WCCO	1	1						
6:00-6:30	Burns & Allen	N	DK	3							
6:00-6:30	Burns & Allen	N	DK	3							
6:00-6:30	One Man's Family	N	WFAA	2		2					
6:00-6:30	One Man's Family	N	DK	1							
6:00-6:30	Monday Night Show	N	WCCO	1		1					
6:00-6:30	Monday Night Show	N	WNAX	1							
6:00-6:30	Cascade of America	N	WCCO	1		1					
6:00-6:30	Low Glinton	N	WCCO	1							
6:00-7:00	Kate Smith Hour	N	WCCO	13			13				
6:00-7:00	Rudy Vallee	N	DK	2			2				
6:00-7:00	Cities Service Concert	N	WOW	1				1			
6:00-7:00	Chase & Sanborn	N	WDAY	1							
6:00-7:00	Chase & Sanborn	N	WOW	1							
6:00-7:00	Chase & Sanborn	N	KFYR	10							
6:00-7:00	Chase & Sanborn	N	DK	18							
6:00-7:00	Chase & Sanborn	N	KSTP	1							
6:00-6:45	Jack Russell's Orchestra	N	WGN	1							
6:30-7:00	The Voice of Firestone	N	KFYR	2							
6:30-7:00	Johnny Presents	N	DK	1							
6:30-7:00	The Voice of Firestone	N	WLW	2							
6:30-7:00	The Voice of Firestone	N	DK	2							
6:30-7:00	Paul Whiteman's Program	N	WCCO	4				4			
6:30-7:00	Tommy Dorsey	N	WFO	1		1					
6:30-7:00	Ben Bernie	N	DK	1							
6:30-7:00	Ben Bernie	N	WCCO	1		1					
6:30-7:00	Al Jolson Show	N	WCCO	10	10						
6:30-8:00	Local	N	KWTV	2							
6:30-8:00	Local	L	KWTV	1							
6:30-8:00	Local	L	KWTV	1							
7:00-7:15	Marty's Program	L	KWTV	1		1					
7:00-7:30	Professor Quiz	N	WLS	1							
7:00-7:30	Professor Quiz	N	DK	3							
7:00-7:30	Professor Quiz	N	WCCO	15							
7:00-7:30	Al Pearce & Gang	N	WCCO	32	32						
7:00-7:30	Al Pearce & Gang	N	WFAA	1							
7:00-7:30	Horace Heidt	N	WTON	1	1						
7:00-7:30	Horace Heidt	N	WLW	2	2						
7:00-7:30	Chatterfield Presents	N	WCCO	1							
7:00-7:30	Chatterfield Presents	N	DK	1		1					
7:00-7:30	Tyrone Power	N	WTON	1							
7:00-7:30	Tyrone Power	N	DK	2							
7:00-7:30	Richard Mery-D-Round	N	DK	1							
7:30-8:00	National Barn Dance	N	WLW	2							
7:30-8:00	National Barn Dance	N	WLS	1							
7:30-8:00	Fred Allen	N	WFO	1							
7:30-8:00	Fred Allen	N	WFAA	1							
7:30-8:00	Fred Allen	N	DK	6							
7:30-8:00	Fred Allen	N	WLW	1							
7:30-8:00	Major Bowes	N	DK	2							
7:30-8:00	Major Bowes	N	WCCO	25			25				
7:30-8:00	Major Bowes	N	WNAX	4							
7:30-8:00	Good News of 1938	N	DK	6			6				
7:30-8:00	Hollywood Hour	N	DK	1							
7:30-8:00	Hollywood Hour	N	WCCO	7							
7:30-8:00	Ford Sunday Evening Hour	N	WCCO	4							
7:30-8:00	Ford Sunday Evening Hour	N	DK	1							
7:30-8:00	Ford Sunday Evening Hour	N	WNAX	1							
7:30-8:00	Lux Radio Theater	N	WNAX	17							
7:30-8:00	Lux Radio Theater	N	WCCO	26							
7:30-8:00	Lux Radio Theater	N	DK	1							
7:30-8:00	Walter Winchell	N	WLW	1							
7:30-7:45	Walter Winchell	N	DK	2							
7:30-8:00	Camel Cavara-Benny Goodman	N	WCCO	14	14						
7:30-8:00	Camel Cavara-Benny Goodman	N	KFYR	1							
7:30-8:00	Fibber McGee & Molly	N	WLW	1							
7:30-8:00	Fibber McGee & Molly	N	KOA	4							
7:30-8:00	American Album of Familiar Music	N	DK	1							
7:00-8:00	Local	L	KWTV	1							
7:00-8:00	Local	L	KWTV	1							
8:00-8:15	News	L	WGN	1		1					
8:00-8:30	Robert L. Ripley	N	KOA	1							
8:00-8:30	Robert L. Ripley	N	DK	1							
8:00-8:30	Time To Shine-Mat Kemp	N	WCCO	1							
8:00-8:30	Gang Busters	N	DK	1							
8:00-8:30	Gang Busters	N	WCCO	16		16					
8:00-8:30	Gang Busters	N	WOW	1							
8:00-8:30	Campana's First Nighter	N	DK	1							
8:00-8:30	Campana's First Nighter	N	DK	1							
8:00-8:30	Wayne King's Orchestra	N	WCCO	2							
8:00-8:30	Wayne King's Orchestra	N	WCCO	1							
8:00-8:30	Continental Program	N	KOA	1							
8:00-8:45	Your Hit Parade	N	WNAX	1							
8:00-8:45	Your Hit Parade	N	WCCO	1							
8:00-8:45	Your Hit Parade	N	DK	1							
8:00-9:00	Song Shop	N	DK	1							
8:00-9:00	Key Kyser's Musical Klass	N	KFYR	1							
8:00-9:00	Key Kyser's Musical Klass	N	DK	4							
8:00-9:00	Key Kyser's Musical Klass	N	WFAA	1							
8:00-9:00	Key Kyser's Musical Klass	N	WDAY	1							
8:00-9:00	Bing Crosby	N	WLW	1							
8:00-9:00	Bing Crosby	N	DK	1							
8:00-9:00	Bing Crosby	N	WOW	1							
8:00-9:00	Bing Crosby	N	KFYR	4							
8:00-9:30	NBC Symphony Orchestra	N	KOA	1							
8:00-9:45	Jimmie Fidler	N	KFYR	1							
8:00-9:45	Jimmie Fidler	N	DK	1							
8:00-9:45	Jimmie Fidler	N	KBO	1							
8:00-9:00	Jimmy Dorsey Orchestra	N	DK	1							
8:00-9:00	Edgar A. Guest	N	WCCO	3							
8:00-9:00	Court of Miracles	N	DK	1							
8:30-9:00	Eddie Cantor	N	DK	2							
8:30-9:00	Eddie Cantor	N	WCCO	6							
8:30-9:00	Burns & Allen	N	KFYR	1							
8:30-9:00	Burns & Allen	N	WDAY	1							
8:30-9:00	Burns & Allen	N	WOW	1							
8:30-9:00	University of Chicago Round Table	N	DK	1							
8:45-9:00	Dale Gurnea	N	WOW	1							
8:45-9:00	Castrol Opinions	N	WCCO	2							
8:45-9:00	Chevrolet Musical Moments	N	KFYR	1							
9:00-10:00	National Barn Dance	N	KOA	1							
9:00-9:15	Amos & Andy	N	DK	1							
9:00-9:15	Amos & Andy	N	WLW	1							
9:00-9:30	Happy Bill	L	KWTV	1							
9:15-9:30	News	L	WFAA	1							
9:15-9:30	Clyde McCoy	N	DK	1							
9:15-9:30	News	N	WNAX	1							
9:15-9:30	Vocal Varieties	N	KOA	1							
9:15-9:30	Vocal Varieties	N	WLW	1							
9:30-9:45	Victor Arden Orchestra	N	WCCO	1							
9:30-9:45	Victor Arden Orchestra	N	WCCO	1							
9:30-10:00	Benny Goodman Orchestra	N	DK	1							
9:30-10:00	Art Kassel Orchestra	N	WCCO	1							
9:30-10:00	Johnny Presents	N	DK	1							
9:30-10:00	Pick & Pat	N	WCCO	1							
9:30-10:00	The Voice of Firestone	N	KOA	2							
9:30-10:00	Jack Benny	N	KFYR	1							
9:30-10:00	Jack Benny	N	WDAY	1							
9:30-10:00	Roby Newman Orchestra	N	DK	1							
9:30-10:00	Johnny Presents	N	KFYR	2							
10:00-10:15	Paul Sullren	L	DK	1							
10:00-10:15	Paul Sullren	L	WLW	1							
10:00-10:30	Hour of Charm	N	DK	1							
10:00-10:30	Orin Tucker Orchestra	N	WNAX	1							
10:15-10:30	Oedic Adams	L	WCCO	13							

WATERTOWN STATISTICS

Center of large farming area . . . radio's chief competition from outdoor activities--population 10,214

Unlike previous program surveys published by The Billboard, other entertainment forms do not constitute, in this survey of a farm area, the principal competition to radio listening. There are no road attractions such as legit or concerts. There is no vaudeville, nor are there do luxe picture houses, only two "average" small-city picture theaters, with a price scale topped by 35 cents for adults, and then only on Sunday. Chief competitors to radio are outdoor recreational facilities. Further details are given below.

As to Watertown itself: The locale for this farm area survey was chosen, after discussion with research authorities in several branches of the industry, because it is considered a typical farm trading center and town. It has a local radio station on full time; it is within the service areas of major network stations in fairly proximate key cities. Finally, it is sufficiently distant from the two sections previously covered in The Billboard surveys, Kansas City and Cincinnati.

Families, Radios and Phones

Watertown's population is 10,214, according to latest figures. Its population, during a period of recent crop failure, has remained unusually static. Conditions now augur well. There have been copious spring rains, and moisture figures are better than average. Town is the center of a rich farming area. Surrounding territory has naturally, as its chief activity, agriculture. Watertown's industries depend on the prosperity of agriculture. Town is the central shopping district of a 75-mile radius.

There is one daily evening newspaper, The Watertown Public Opinion. There are about 2,450 telephones in the local area. The Billboard surveys are based on 2,100 telephone calls. This means, then, that practically all of the phone-owning stratum of the town answered the questions as to radio listening habits which these surveys raise, since the 2,450 telephones include commercial organizations as well as residents.

Watertown's population is 92.3 per cent native white; foreign born, 7.6 per cent, and other races one-tenth of 1 per cent. Comparing the number of telephones, 2,450, to the number of families, 2,462, shows even more emphatically the complete coverage of the section. This is shown furthermore by the number of radio homes in the county, 3,610. This is according to the new figures published by the Joint Committee on Radio Research. Watertown is the seat of Codington County, which extends to small farm villages, with populations of 500 to 2,000, near by.

Industrial Data

The business firms include the home office of the Midland National Life Insurance Co., reported to have assets of nearly \$6,000,000,000. Swift & Co., packers, have a branch in the town, as has the International Harvester organization, in this case a distributing plant. There are seven produce houses, four large creameries, a flour mill, six grain elevators and two commercial potato buyers. There are 52 wholesale and 418 retail establishments. There are three large hotels, several smaller ones and two hospitals. The school system includes a junior and senior high school and six grade school buildings, with a total of 90 teachers. There is also a large Catholic school with eight grades. There is one national bank; one State bank, with deposits totaling \$2,595,597 and total resources \$3,294,417. Savings deposits total \$720,248. There are four railroads serving the town and two major bus lines. Minneapolis is 208 miles east.

Recreation Facilities

A large lake, Kampeska, is the summer playground not only for Watertown but for many other cities in this South Dakota territory. Many Watertown residents have summer homes there, a condition partially explaining the number of houses not answering their telephones on Saturday and Sunday during the period The Billboard survey was made. There are also two golf courses which have, in their clubhouses, much social activity. The lake has large public parks and bathing beaches, fishing resorts, a roller skating rink, bowling alleys and a lakeside ball park which does a good business, as do two large dancing pavilions.

The Minnesota Amusement Co. operates Watertown's two theaters, as well as having leases on two other theater buildings closed in recent years. Plans to reopen one are now under consideration. The first run is sealed at 35 cents Sunday evening top, a quarter weekday evenings and a dime for kids. Second-run house gets 15 cents weekday evenings, 20 cents Sunday evenings and a dime for moppets.

These theaters had these attractions during the survey period:

- LYRIC (1st run)—May 11—"Love, Honor and Behave"
 May 12-13—"Baroness and the Butler"
 May 14-15-16—"Bringing Up Baby"
 May 17-18—"First One Hundred Years"
 STATE—May 11-12—"A Girl With Ideas"
 May 13-14—"Tarzan's Revenge"
 May 14-15-16—"Hawaii Calls"
 May 17-18—"Love on a Budget"

Other Activities

On May 13 the Masonic Lodge had a district banquet and there was a Boy Scout circus at Lake Kampeska. The same day also saw the senior class of the high school present its annual play. The Country Club (golf) had a stag party.

May 15 saw a golf tournament and two baseball games. The Parent-Teachers' Association held several meetings Wednesday and Thursday (May 11 and 12), both afternoon and evening.

The weather for the survey period was as follows:

- WEDNESDAY, MAY 12—Moderate, partly cloudy.
 THURSDAY, MAY 13—Moderate, clear.
 FRIDAY, MAY 14—Moderate, cloudy.
 SATURDAY, MAY 15—Moderate, partly cloudy.
 SUNDAY, MAY 16—Cloudy, warm.
 MONDAY, MAY 17—Cloudy, cool.
 TUESDAY, MAY 18—Rainy, cool.

Air Briefs

New York By PAUL ACKERMAN

STATEMENT timidly ventured in this column that BBDO had a corner on pretty receptionists resulted in numerous squawks, some of them upholding the pulchritude of the femmes at WHN. A new and disturbing factor was introduced, however, when Sam Wingfield, agency man, claimed that 247 Park avenue, which houses the Powers model agency, not only had the best looking gals but also those who were easiest on the olfactory nerves. An elevator full of them, Wingfield opined, is a glorious thing. Issue is now plunged in confusion, and there will be no contest, as once hoped. . . . Quick turnaround on the War Admiral-Seabiscuit race has CBS peevish, particularly the release announcing that the meeting of the nags will be "described exclusively" over the NBC net. CBS was set for a \$20,000 contract with American Oil on the broadcast.

New Schaefer show starting June 9 will probably have Al and Lee Rafter's Orchestra and Audrey Marsh. Rafter deal is now being negotiated, with the boys trying to sell their group rather than go on as a piano duo. . . . Gladys Miller, of Service Programs, Inc., now interior decorator editor for "Mademoiselle." . . . Peck Advertising has taken over the Blackstone Products account and is

putting Aspertone on WLW, Cincinnati, for two 15-minute periods. Product already also on WBT, Charlotte, N. C. . . . Chinese is among the languages Larry Nixon, of WNEW, studied and gave up. . . . WHN is going after remote orchestras. Names already lined up are Ray Wilde at the New Yorker and Will Osborne and Grant Thompson both at Palisades Park.

HARRY S. GOODMAN, radio producer, is readying a show for the fall which will consist of five-minute dramatizations done by amateurs. The worst ones possible will be selected and given the scripts cold. Listeners will pick the winners. . . . Herb Pettay and Frank Roehrbach, WHN execs, took the entire staff on a "traumantter" party. Many of them had never seen the thing at Astoria. . . . A (Danny) Dinsdale joins Morner Productions, Inc., as vice-president in charge of production, effective June 1. . . . New business on WNEW from May 23 to June 1 includes Fred F. Lowenfels & Son, New York; Dr. H. Sellers, Paterson, N. J.; Man of War Publishing Co., New York; Lion Brewery, New York; Wachtung Lake, Inc., New Jersey; Hoffman Beverage Co., New York; and Policy Holders' Advisory Council, New York.

Chicago By HAROLD HUMPHREY

IAN KEITH, movie actor, is being considered for the male lead on Attorney-at-Law when it moves into breach left by Fibber McGee and Molly show July 5. Milton Geiger will do the scribbling. . . . Announcer Pierre Andre has joined the NBC staff. . . . Pat Flannagan will soon check out of the hospital and expects to be back on his WBBM baseball duties in a couple of weeks. . . . Diana Clifton, WAAP canny, just ended a laryngitis siege after a week away from the ether. . . . Ed Voynow, of the Edward Petry local office, trekked to Milwaukee this week to speak before the Advertisers' Club there. . . . Seems there was much mystery connected with that beating received by NBC ork leader Walter Blaufuss during an early-morning hour.

WBBM's newly formed education department is setting itself in with all local clubs and orgs and expects to pull something big out of that hat along community lines next fall. . . . Pianist Johnny Honnert,

entertainer at the 885 Club, has been signed by WJJD for a Sunday morning slot sponsored by a local auto agency. . . . Very funny about that local outlet trying to check on just why it was being slighted by one of the radio eds in favor of another outlet. Answer turned up when it was discovered that the scribe is engaged to the fem manager of the station getting all the breaks.

BETTY CAINE joined the new cast of NBC's Girl Alone, which returned to the air Monday. . . . Household Finance renewed its It Can Be Done stint with Eddie Guest thru September. . . . Les Tremayne celebrates his first anniversary on Campana's First Nighter drama this Friday. . . . It's getting positively unsafe to walk around the streets in this burg now with all these "Man-on-the-Street" broadcasts. WAAP now has a vox popper on the "L" platforms to get the citizen's reaction when he misses his train.

Report 18 Stations Heard in Watertown; Total May Be More

Watertown radio listeners reported to investigators making The Billboard survey in that farm town a total of 18 radio stations. It is possible that even a greater number of stations is heard in this town, since a good portion of the listeners said, at various times, that they did not know to which station they were tuned. Station list and information on each follows:

STATION AND CITY	POWER	AFFILIATION, IF ANY
KFAB, Lincoln, Neb.	10,000 watts	CBS
KFYR, Bismarck, N. D.	5,000 watts day, 1,000 watts night	NBC
KOA, Denver, Colo.	50,000 watts	NBC Red
KSO, Des Moines, Ia.	3,500 watts day, 500 watts night	NBC Blue
KSTP, Minneapolis-St. Paul.	25,000 watts day, 10,000 watts night	NBC Red
KWTN, Watertown, S. D.	100 watts	Independent
WCCO, Minneapolis-St. Paul.	50,000 watts	CBS
WDAY, Fargo, N. D.	5,000 watts day, 1,000 watts night	NBC
WFAA, Dallas.	50,000 watts	NBC
WGN, Chicago.	50,000 watts	Mutual
WJR, Detroit, Mich.	50,000 watts	CBS
WLB, Minneapolis.	5,000 watts part time	Noncommercial station, owned by University of Minnesota
WLS, Chicago.	50,000 watts part time	NBC Blue
WLW, Cincinnati.	500,000 watts	NBC and Mutual
WMAQ, Chicago.	50,000 watts	NBC Red
WNAX, Yankton, S. D.	3,000 watts day, 1,000 watts night	CBS
WOW, Omaha, Neb.	5,000 watts	NBC Red
WTCN, Minneapolis-St. Paul.	5,000 watts day, 1,000 watts night part time	NBC Blue

ORCHESTRA ROUTES

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

A
 Abbott, Dick: (Stater) Boston, h.
 Adcock, Jack: (Manos Inn) Manos, Pa., nc.
 Alberto, Joe: (El Chico) NYC, nc.
 Alexander, Joe: (To-Go-Farm) Detroit, nc.
 Alton, Ecker: (JEM Club) Akron, nc.
 Ambassadors, The: (Hion Air) Chi., nc.
 Anderson, Kenny: (Vandy Inn) Athens, O.
 Anderson & Ball: (Lorraine) Madison, Wis., h.
 Arsh: (Hilsmarck) Chi., h.
 Arthur, Zimm: (Crossing) Ferndale, N. Y., h.
 Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
 Awwater, Fred: (Pianoing Club) Orlando, Fla., nc.

B
 Barber, Hal: (Parody Club) Chi., nc.
 Barlow, Bill: (Adelphi) Dallas, Tex., h.
 Barrett, Hughie: (Tavern-on-the-Green) NYC, nc.
 Barron, Blue: (Edison) NYC, h.
 Benson, Ray: (Sport Club) NYC, nc.
 Benton, Hal: (Commodore Ferry) Toledo, O., h.
 Bergere, Maximilian: (Versailles) NYC, nc.
 Berry, Art: (Claypool) Indianapolis, h.
 Blumenthal, Joe: (La Belle) Chi., h.
 Black, Bob: (Pera Marquette) Peoria, Ill., h.
 Black, Bert: (Bill Green's Casino) Pittsburgh, Pa., nc.
 Bonick, Lewis: (Club Mayfair) Boston, nc.
 Boroff, Mitch: (Chi-Ami-Chatena) Mountaineers, N. J., re.
 Bostfield, Jimmy: (Piazza) Kansas City, Mo., nc.
 Brewer, Toddy: (Robert E. Lee) Winston-Salem, N. C., h.
 Bress, Lew: (Ches Parke) Chi., nc.
 Brickley, Haris: (Club Cinderella) Denver, Colo., nc.
 Brickley, Charles: (Log Cabin) Aurora, Ill., nc.
 Brooks, Tivy: (De Lisa) Chi., re.
 Burkhardt, Johnny: (Casa Madrid) Louisville, Mo., nc.

C
 Casra, Jimmy: (Belvedere) Hot Springs, Ark., nc.
 Carlson, Bill: (Telamon) Chi., h.
 Carlyn, Tommy: (Peyton's) Steubenville, O., nc.
 Carmon, Billy: (Aragon) Houston, Tex., h.
 Carroll, Lew: (Village Brewery) NYC, nc.
 Casson, Delmar: (Tally-Ho Club) Dayton, O., nc.
 Chandler, Hal: (Omar's Dome) Los Angeles, Cal., nc.
 Chiles, Reggie: (Playland) Nye, N. Y., p.
 Clayman, Bob: (Meadow Inn) Pittsburgh, re.
 Clinton, Larry: (Glen Island Casino) Glen Island, N. Y., re.
 Codolbar, Cornelius: (St. Regis) NYC, h.
 Coleman, Emil: (Pierrel) NYC, h.
 Colter, Sam: (Lawrence) Erie, Pa., h.
 Coppola, Ray: (Hollywood Casino) Warwick, R. I., nc.
 Oogelstein, The: (Tantilla Gardens) Richmond, Va., May 26-June 26
 Corbell, Paul: (Schnobell) St. Louis, nc.
 Correa, Eric: (Babette's) Atlantic City, N. J., nc.
 Corl, George: (Pla-Mor) Cedar Rapids, Ia., h.
 Costello, Charles: (Commodore) Detroit, nc.
 Craig, Carvel: (Old Mill Tavern) Salt Lake City, nc.
 Crawford, Dick: (Dreamland Inn) Superior, Wis., nc.
 Crawford, Jack: (Kennedy Park) Pittsburgh, Pa., nc.
 Crocker, Mel: (Kenny-Mara) Bridgeport, O., nc.
 Crosby, Bob: (Blackhawk) Chi., h.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Cullom, Red: (Silver Moon) Gallup, N. M., nc.
 Custer, Ben: (Rainbow) Omaha, Neb., nc.

D
 DeLafé, Jack: (Ouren's) Lake City, S. C., nc.
 Derrill, Pat: (Wonder Bar) Zaner's, O., nc.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Jess: (House of Jacques) Oklahoma City, Okla., nc.
 Davidson, Davy: (Blue Moon) Milwaukee, nc.
 DeArmond, Henry: (Kin Wah Lo's) Toledo, Ohio, nc.
 DeCarlo, Joe: (Happy's Cabaret) Glendale, Cal., nc.
 Dixon, Dick: (Gloria Palace) NYC, nc.
 Dixon, Bernie: (Glass Hat, Belmont Plaza) NYC, h.
 Donaldson Boys: (Lawrence) Erie, Pa., h.
 Denny, Jack: (Bon Air) Chi., nc.
 Diamond, Lew: (New Eden) La Orange, Ill., h.
 Donah, Gene: (Walton) Phila., h.
 Dooly, Phil: (Palmer House) Chi., h.
 Downs, Evelyn: (Boulevard) Bronx, N. Y., nc.
 Dreiske, Hal: (Hal Tabarin) San Francisco, nc.
 Duchin, Edy: (Palmer House) Chi., h.
 Durr, Dolph: (Green Deck) Cleveland, nc.
 Dunlop, John C.: (Casino) Atlantic City, cc.
E
 Ebel, Fran: (Cray Wolf Tavern) Sharon, Pa., nc.
F
 Falter, Bert: (Netherland Plaza) Cincinnati, h.
 Felix, Don: (The Pines) Newtown, Conn., nc.

BROADWAY HOTEL
 315 TREMONT STREET AT BROADWAY, BOSTON, MASS.
 Conveniently Located in the Heart of Boston's Theatrical and Shopping District.
 ATTRACTIVE PROFESSIONAL RATES. WEEKLY, WITH BATH, \$3.00 UP.
BOSTON'S HOME FOR TRAVELING BANDS
 COURTESY AND HOSPITALITY. PID PINI, MANAGER.

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; re—road house; re—restaurant; s—showboat; t—theater.

Feminine Notes: (Thwait's Shore House) NYC, re.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Fisher, Dick: (Virginia Columbus, O., h.
 Fisher, Buddy: (Four Hundred Club) Wichita, Kan., nc.
 Fordor, Jerry: (Dilley's) Toledo, nc.
 Francisco, Don: (Drake) Chi., h.
 Franks, Wee Willie: (Butler's Tap Room) NYC, nc.
 Erante, Chappie: (Cavalier) NYC, nc.
 Frederic, Marvin: (Stevens) Chi., h.

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

Fredric, Jan: (Boulevard Tavern) Elmhurst, L. I., re.
Furst, Joe: (The Brook) Summit, N. J., nc.
Gagan, Frank: (Stater) Cleveland, h.
Gallo, Phil: (Moorehead) Pittsburgh, h.
Gasparré, Dick: (Bills-Carlson) Boston, h.
Gast, Harold: (Yachtmen Club), Marion, O., h.
Geodun, Henri: (Colosimo's) Chi., nc.
Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h.
Green, Jack: (Subway) Akron, O., nc.

Songs With Most Radio Plugs

"Lovelight in the Starlight" Pops To Top Slot in Plugs

Songs listed are those receiving 10 or more network plugs (WJZ, WJZ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, May 26. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F" musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	Net	Ind.
1	1. Lovelight in the Starlight (F)	Paramount	85	20	30
2	2. Cathedral in the Pines	Berlin	20	13	20
3	3. Something Tells Me (F)	Witmark	26	12	26
4	4. Don't Be That Way	Robbins	24	14	24
5	5. Why'dya Make Me Fall in Love?	Fest	23	8	23
6	6. Love Walked in (F)	Chappell	22	17	22
7	7. Cry, Baby, Cry	Shapiro, Bernstein	21	17	21
8	8. You Leave Me Breathless (F)	Famous	21	14	21
9	9. Please Be Kind	Harms	21	12	21
10	10. This Time It's Real	Spiel	20	17	20
11	11. Bewildered	Miller	20	16	20
12	12. Says My Heart (F)	Paramount	19	17	19
13	13. Garden in Granada	Southern	19	6	19
14	14. At a Perfume Counter (M)	Donaldson	18	15	18
15	15. You Couldn't Be Cuter (F)	Chappell	18	13	18
16	16. I Love To Whistle (F)	Robbins	18	12	18
17	17. Day Dreaming (F)	Remick	18	7	18
18	18. It's the Dreamer in Me	Fest	18	7	18
19	19. Girl in the Bonnet of Blue	Crawford	17	11	17
20	20. How'dja Like To Love Me? (F)	Famous	17	10	17
21	21. Little Lady Make Believe	Olmsted	16	18	16
22	22. I Fall in Love With You Every Day (F)	Famous	15	14	15
23	23. Ti-Pi-Tin	Fest	15	11	15
24	24. I Got a Guy	Fisher	15	7	15
25	25. Sunday in the Park (M)	Mills	15	4	15
26	26. In a Little Dutch Kindergarten	Fox	14	7	14
27	27. There's Honey on the Moon Tonight	Miller	14	7	14
28	28. I'm Glad I Waited for You	Stansy-Lang	14	2	14
29	29. On the Sentimental Side (F)	Select	13	10	13
30	30. Stop and Reconsider	Lincoln	13	11	13
31	31. My Heart Is Taking Lessons (F)	Select	13	8	13
32	32. It's the Little Things That Count	Marks	13	8	13
33	33. Joseph, Joseph	Harms	13	8	13
34	34. So Little Time	Shapiro, Bernstein	13	13	13
35	35. Moonshine Over Kentucky (F)	Robbins	13	10	13
36	36. You're an Education	Remick	13	7	13
37	37. If It Rains, Who Cares?	Morris	12	7	12
38	38. Let Me Whisper	Chappell	11	16	11
39	39. I Hadn't Anyone Till You	ABC	11	5	11
40	40. Pedro the Cocktail Shaker	Southern	11	3	11
41	41. I Married an Angel (M)	Robbins	11	2	11
42	42. In My Little Red Book	Marks	10	6	10

Jelenik, Eugene: (Utah) Salt Lake City, h.

K
 Kazan, Art: (Cedars Country Club) Lakeville, Conn., cc.
 Kessel, Art: (Surf Beach Club) Va. Beach, h.
 Kay, Herbie: (Ambassador) Los Angeles, h.
 Kaye, Buddy: (Pleasant View) Clarklabe, Mich., h.
 Kendis, Sonny: (Book-Cadillac) Detroit, h.
 King's Sisters: (Blr Francis Drake) San Francisco, h.
 King, Ted: (New Komore) Albany, h.
 Kinsey, Ray: (Lexington) NYC, h.
 Kirk, Andy: (Savoy) Chi., h.
 Kirshain, Don: (Blackland Inn) Denver, nc.
 Kurtek, Jack: (Cavalier Inn) La Crosse, Wis., nc.
 Kyeer, Kay: (Pennsylvania) NYC, h.

L
 Le Baron, Eddie: (Rainbow Room) NYC, nc.
 Lewis, Ted: (Topsy) Los Angeles, nc.
 Lewis, Vic: (Colvin Gables) Buffalo, N. Y., nc.
 Lewis, Tommy: (Hi-Ho) Biloxi, Miss., nc.
 Light, Frank: (Dart) NYC, h.
 Lopez, Vincent: (Casa Manana) NYC, nc.

M
 McGray, Eddie: (Concesso Lake) Rochester, N. Y., h.
 McKay, Ernie: (State) Columbus, O., re.
 McKeown, Jay: (Martin's on the Plaza) Kansas City, Mo., nc.
 Madison, Bill: (Raymond) Atlantic City, h.
 Madriguera, Enrique: (Riviera) NYC, nc.
 Mannone, Wingy: (El Rancho) Chester, Pa., nc.
 Martel, Gus: (Versailles) NYC, re.
 Masara, Johnny: (Fordham Club) NYC, h.
 (Artist Inn) Westport, Conn., 12-18, re.
 Mayhoff, Eddy: (Governor Clinton) NYC, h.
 McKeown, Benny: (Olmos Dinner Club) San Antonio, Tex., nc.
 McKeown, Johnny: (McAlpin) NYC, h.
 Miller, Glenn: (Paradise) NYC, nc.
 Mollner, Carlos: (Villa Moderna) Chi., nc.
 Moore, Eddie: (Eagles) Ithaca, N. Y., h.
 Moore, Denny: (Athens Club) Oakland, Calif., nc.
 Moray, Ken: (Ringside Club) Ft. Worth, Tex., nc.
 Murray, Charlie: (Mon Paris) NYC, nc.
 Myles, Lee: (Park Central) NYC, h.

N
 Nagel, Harold: (Coronado) St. Louis, h.
 Norris, Alan: (Eden) Chi., h.
 Norton, Bob: (New Garden Center) Detroit, h.
O
 Olman, Val: (80-Jin Cafe) Galveston, Tex., cc.
 Orenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

P
 Pablo, Don: (Red's) Niles, Mich., h.
 Page, Lips: (Plantation) NYC, nc.
 Palmer, Skelter: (Bemeca) Rochester, N. Y., h.
 Pachen: (Piano) NYC, h.
 Panico, Louis: (Eliich Gardens) Denver, h.
 Peterson, Dee: (Edgewater Club) Albany, N. Y., nc.
 Pina, Louis: (Casa Manana) NYC, nc.
 Pichard, Dave: (Chittenden) Columbus, O., h.

R
 Rainey, Dad: (The Great) Pittsburgh, nc.
 Ramona: (Nicollet) Minneapolis, h.
 Rand, Lionel: (Paradise) NYC, nc.
 Ray, Chico: (Continental) Detroit, nc.
 Ribado, Nino: (SS Club) Chi., nc.
 Rines, Joseph: (St. Regis) NYC, h.
 Rio, Rita: (Jefferson Beach) Detroit, h.
 Rogers, Buddy: (Palomar) Los Angeles, h.
 Rogers, Eddy: (Van Cleve) Dayton, h.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, Ga., nc.
 Rotgers, Ralph: (International Casino) NYC, nc.
 Ruby, John: (Times Square) Rochester, N. Y., nc.

S
 Scoggin, Chis: (El Trobil) Dallas, nc.
 Shaw, Artie: (State) Boston, h.
 Segal, Irv: (Municipal) Spencer, Wis., h.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Snyder, Billy: (Lookout House) Covington, Ky., nc.
 Southern Rhythm Girls: (Enduro) Brooklyn, re.

T
 Spar, Paul: (Warwick) NYC, h.
 Spragg, Jack: (Leverly Hills) Newport, Ky., re.
 Stale, Dick: (Edora Park) Youngstown, O., h.
 Steel, Leonard: (F. Shelby) Detroit, h.
 Sterne, George: (Cog Rouge) NYC, nc.
 Stutz, Dick: (Westminster) Boston, h.
 Swanson, Billy: (La Conga) NYC, nc.

V
 Tatro, Bill: (Bridgway) Springfield, Mass., h.
 Tenbar, Frank: (Baltimore) Los Angeles, h.
 Thompson, Lou: (Terrace Beach) Virginia Beach, nc.
 Tracy, Jack: (Ches Maurice) Dallas, Tex., re.

W
 Valle, Rudy: (Astor) NYC, h.
 Vee, Benny: (Shadowland) Ft. Worth, nc.
X
 Wade, Johnny: (Romance Inn) Angola, N. Y., re.
 Walsh, Jimmy: (Sweets) Oakland, Calif., nc.
 Warren, Arthur: (Lincoln) NYC, h.
 Watkins, Sammy: (Hollenden Vogue Room) Cleveland, h.
 Weems, Ted: (Aragon) Chi., h.
 Weiss, Ted: (Savoy Club) Los Angeles, nc.
 Wilde, Ran: (New Yorker) NYC, h.
 Wilson, Ray: (Showboat) Waterford, Pa., cc.
 Winston, Jack: (San Clemente Casino) San Clemente, Calif., h.
 Wright, Harry: (Savoy Royale) NYC, nc.
 Wizer, Hy: (Kennedy's) Binghamton, N. Y., nc.
 Woods, Don: (Golden Gate Club) Springfield, Ill., nc.

Y
 Young, Stealing: (Clarity) Memphis, h.

Humber, Wilson: (Del Mar Club) Galveston, Tex., nc.
 Hummel, Ray: (Armory) Lamar, Colo.
 Huntley, Lloyd: (Mount Royal) Montreal, Can., h.
 Huston, Ina Ray: (New Penn) Pittsburgh, nc.
I
 Insirlis, Vic: (Rainbow) Houston, Tex., nc.
J
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
 James, Ann: (Tavern) Steubenville, O., nc.

COAST TOOTERS BACK WEBER

Lunceford Poor at Dance But Great at Concert in Detroit

DETROIT, May 28.—Jimmy Lunceford met with an unusual split in engagements here this past week-end. While operators refused to reveal actual figures, a new low for a band of this caliber was chalked up on Saturday at Eastwood Park Ballroom, while the following night Lunceford played a Swing Concert at Book-Cadillac Hotel to a stand-up session that couldn't accommodate all who came.

Ballroom management blames conditions generally for the poor gate, rather than any failure on Lunceford's part as a drawing card. Theater business is off 50 per cent, and managers of all park attractions in this territory are badly worried over the season's outlook. Further than to say he did about one-quarter the business anticipated, ballroom managers would not elaborate on the box-office take.

On the other hand, the following night the overflow crowd at the Swing Concert indicated to showmen that the well-to-do of the Motor City are still willing to spend money for entertainment, even the attractions dependent on popular attendance can't keep in the black.

Eastwood Park will depend on names to draw at the outdoor ballroom during the summer. Henry Busse, opening today, stays to June 9, with Joe Sanders following June 10 to 15; Mike Falk, June 16; Shep Fields, 17 to 23, and Lehman Jones, 24 to 30. Bookings following Busse's session set by Music Corp. of America thru Mike Falk.

Kuhn's Collegians Socko at Pla-Mor

KANSAS CITY, Mo., May 28.—After seven months of consistently good business, the Pla-Mor Ballroom closes next week for the summer. Will H. Wittig, manager, who inaugurated a policy of traveling bands only, says business was nearly 50 per cent better than a year ago.

Cecil Golly, Wally Stoeffler and Louis Kuhn bands are featured for the final fortnight. Kuhn, a Kansas University student with a youthful band featuring Dale Shroff's terrific trumpeting, grossed a fat \$1,000 on his date. Band is socko here every time. House record made by Glen Gray, who hyped his to the \$3,000 mark in March. Wittig plans to reopen early in September.

Busse Brings 'Em In

FARGO, N. D., May 28.—Henry Busse made money last week on a single stand for R. E. Chinn, manager of Crystal Ballroom here. About 1,100 shuffled past the ticket window after depositing \$1.10 per. Brought in the third largest crowd witnessed here, Jan Garber holding top attendance record, with Eddy Duchin second.

LINCOLN, Neb., May 28.—Introducing the first gal singer, Carol Gable, with the band in more than four years, Henry Busse nicked the box office for a nifty \$1,100 on his solo stand at King's Ballroom last week. Full week-end operation for the Turnpike Casino will be dropped for the summer by Manager R. H. Pauley after Joe Sanders taken in the June 4 date. With the college kids going home, Pauley lights up for Saturdays only.

Box-Office All Good Will

APPLETON, Wis., May 28.—To boost Waverly Ballroom biz on Thursday nights the management peddles the session as a Booster Dance, offering cuffs admissions to everyone until 9:30 p.m. and a 15-cent tariff after the deadline. Ticket buyers become eligible for membership in the Booster Club, credentials entitling bearer to a free pass on successive Thursday at any hour.

More Fact Than Fancy

LOS ANGELES, May 28.—An amusing note was struck during the general meeting of the local musicians' union when a group of American composers requested the AFM to force foreign symphony conductors to take more interest in American-made music, claiming they have been slighted by imported batonists.

The resolution was passed good-naturedly. But feeling among members is that the resolution would only waste convention time, since the concertgoers want to hear the old stand-bys. American, they claim, won't pay the price to hear American symphonies.

Little Big on the Draw at Ft. Worth

FORT WORTH, Tex., May 28.—Little Jack Little hung up a new high attendance record for week-ends during his seven-day stay last week at George T. Smith's Casino Ballroom at Casino Park on Lake Worth near here. Tickets sold at 90 cents Saturday and 60 cents the other nights. Friday night opening brought in 700 admissions, with 1,800 on Saturday and 800 for Sunday. Rest of stay was above average, with Wednesday's college night selling 1,500 duets.

Casino opened for season April 29, with Count Basie putting in the first three days to only fair returns due to cool weather, which also held down grosses for Eddie Fitzpatrick's 10-day follow-up. Fitzpatrick got in a good Saturday with a crowd of about 1,000. Local bands filled until Little's appearance. According to Smith, his best biz is with bands that have previously played his ballroom or before townfolk at other city spots. Nick Stuart is currently putting in a fortnight and hopes for a fair draw. Band is unknown to local dancers.

As in past several years, only the traveling names will hold forth during the season. Plan is for Bernie Cummins, well known at this spot, to follow Stuart; seeking Herbie Kay for the July 4 attraction.

Rain Dampens Goodman Gate

HARTFORD, Conn., May 28.—Benny Goodman, playing a swing concert, jam session and dance all on one triple bill, attracted only 911 persons to the Foot Guard Hall ticket window Thursday (26). Ducats peddled at \$1.10, 400 having been sold in advance. Rain kept the out-of-town trade away, operators banking on them to swell the proceeds.

No Free Hand for Convention Delegates From Los Angeles

First time that local envoys get "instructions" as to their "duties"—resolutions aimed at pic studios, band bookers, tax on traveling orks, etc.

LOS ANGELES, May 28.—Strength of Joe Weber, proxy of the American Federation of Musicians, among Coast musicians was indicated at the Local 47 general meeting in the overwhelming defeat of a resolution introduced which would instruct the three local delegates to the national convention to support James Petrillo, fiery Chicago leader. Coming on the heels of the printed "slap" at Petrillo by Weber, the defeat of the resolution clearly shows that Weber's hold here is secure for the time being. However, in the memory of old-time 47 members, it is the first time that anyone here has even dared to propose a resolution aimed at the national president.

Another Performing Rights Org Started

HOLLYWOOD, May 28.—Incorporation this week of Independent Publishers, Authors and Composers Association, Inc., places another organization in the field as a potential rival to American Society of Composers, Authors and Publishers. New IPACA is not the first group started to compete with ASCAP in performing rights territory, several having been organized only to disappear shortly after.

IPACA is headed by D. M. Hunsaker, in association with J. B. Cox, E. B. DuBain, J. J. Cox and R. R. Lawes. Hunsaker states ASCAP denies membership to many and charges the society with being monopolistic. Claims his org will provide an outlet for prospective entrants in the song-writing field. ASCAP attitude is one of watching developments to see what course its latest competitor will follow.

Hall Hits at Guy's Gate

YOUNGSTOWN, O., May 28.—Striking Midwest territory on his one-night trek, George Hall teed off with a record crowd last Thursday at Pavilion Moderne at Idora Park when 3,000 dancers jammed the ballroom, exceeding expectations. All-time attendance mark of 3,300, established several seasons ago by Guy Lombardo, came close to topping.

Leader Leases Own Spot

BOSTON, May 28.—Eld Loew, local maestro, and Edmund J. McGuinness, Hub booker, have leased Mirror Lake Ballroom, West Thornton, N. H., for the summer. Dansant opens today on a Tuesday - Wednesday - Friday-Saturday policy. Last season spot was operated by John J. Kendall, owner.



OPENING NIGHT at the Astor Roof last Tuesday saw a great turnout of band leaders paying respects to the band-stand master, Rudy Vallee. From left to right, standing: Hal Kemp, Enoch Light, Fred Waring, Shep Fields, Bob Christenberry (Hotel Astor manager), Buddy Clark (singer), Russ Morgan, Jerry Cooper (singer). Sitting: Dick Raymond, Jack Miller, Vallee, Ben Bernie and Horace Heidt. Starched-shirt-and-studded gent sitting next to Vallee escaped before the cameramen could examine his union card.

Heretofore, delegates from Local 47 were sent to the convention to do as they saw best. This year is the first time an attempt has been made to "instruct" them as to their duties. The defeated resolution came on the heels of Weber's claim that Petrillo was "too ambitious" and would have instructed the delegates to back Petrillo in view of what certain members claim is Weber's waxy-waxy attitude toward film studios. Also, it is asserted by many Local 47 members, Weber has been too easy with the big band agencies in regulating traveling bands. However, the majority here are in accord with Weber's administration in that he actively supported the local restrictive measure to keep out-of-town musicians from playing at motion picture studios for one year after their arrival.

A resolution was adopted to establish a lobby in Washington in an attempt to alter the copyright laws so that the union can set up a licensing system similar to ASCAP to tax phonograph records. But it was believed by many that this would do musicians no material good and would still not affect the reintroduction of live orks in picture houses.

The suggested modification of the AFM Booking License Regulations was passed, proposing that any agency charging more than 10 per cent would automatically lose its license.

Against Double Features

Entrance of the AFM into the fight to banish double-feature films from pic houses was proposed and carried. With the return to single features, there is a strong indication that live talent may be inserted. Also, the resolution that AFM should sponsor air shows to sell the public on the idea of live musicians was adopted.

The one resolution expected to receive a blast of unfavorable comment at the convention deals with the film restriction law. New proposal is to up the time limit on incoming musicians for film work to two years. Delegates from other locals will not take kindly to this resolution, figuring the one-year law is too tough as it stands now.

Restoration of the old traveling band law to the original 30 per cent was suggested. Tax now is 10 per cent, members claiming it gives big agencies the inside track. If the tax is upped to 30 per cent, it is claimed local bands would be in a better position to get a break. There is every indication that delegates from the smaller locals will also battle this resolution, claiming adoption would stymie traveling bands and keep their members in the "sticks."

Dance Men Stumped

Resolution failing to pass dealt with local conditions proposed by the disgruntled "Dance Men." They asked the establishment of their own grievance committees. But Jack Tenney, Local 47 proxy, in a stirring speech, charged the establishment of voluntary grievance committees to be unsound. He won his point, and while the balloting was close, there was not a two-thirds majority to carry. In many minds this was a clear indication that Tenney is still in the saddle of the local, despite rumors to the contrary.

Orchestra Notes

By M. H. ORODENKER

Talk o' Town

ALLIE BRACKMAN'S publicity stunt, playing a recording of Raymond Scott's penguin music to a pack of penguins at the local aquarium, brought him a batch of fan mail . . . including a love-and-klases letter from a penguin incarcerated at the Cincy Zoo. . . Brunswick records lose another of their artists, **RUSS MORGAN** moving in July to the Decca label . . . signed a two-year binder calling for 48 sides each annum . . . the WPA, incidentally, will give music in the Morgan manner when Russ guest conducts the Central Park Mall dance band June 9. . . **JACK SHERR**, formerly on the CRA roster, now gets MCA guidance . . . the coming generation won't be geared on swing if **IREENE WICKER** has her way . . . radio's Singing Lady will tell the kiddies the life success story of **GUY LOMBARDO** on her June 23 air show. . . **JUNE RICHMOND** is out as canary for **JIMMY DORSEY** . . . but not because of race prejudice on part of Hotel New Yorker as charged by the Negro press . . . opening night for **Ran Wilde**, following Dorsey, saw Miss Richmond sitting at a table near our own . . . which hardly snacks of prejudice on part of the Ralph Hitz hostelry.

Southland

JOE REICHMAN finishes his Hotel Baker, Dallas, run June 15 and then to Detroit's Book-Cadillac Hotel to finish out the summer. . . **SONNY KENDIS**, currently at the Book-Cadillac, makes a return trip to New York's Stork Club for a June 4 opening. . . **DEAN HUDSON** adds George Barden and Dick Hummer to the arranging staff. . . **JACK DAZIEL** locates at Caberama Club, Lake City, S. C., and **WALT HAGEN**, adding touring equipment to his instrumentation, one-nights it from Charlotte (N. C.) quarters . . . where yo editor used to fiddle hot licks for the Meyers Park colony. . . **BILLY CARMEN** has set back his Broadmoor Hotel, Denver, date a month . . . previous commitment calls for a four-weeker at Aragon Ballroom, Houston, starting June 5 . . . incidentally, that was quite a reunion when Billy stopped off at Olmus Club, San Antonio, to pay his respects to **BENNY MEROFF**. . . Billy played in vaude with **FLO GAST** before she became Mrs. Meroff.

Kaycee Jive

JOHN HAMMOND turns up in Kansas City after all, giving the gin mills the once over for potential septa stars to start **TEDDY WILSON** and **LIONEL HAMPTON** on their own in okdom. . . **PETE JOHNSON**, pianist, and **JOE TURNER**, blues singer, left the Harlem hotteries this week for New York to open at 53d street's Famous Door, previously pillaring their singing with Music Corp. of America. . . **Andy Kirk** called on **COUNTESS JOHNSON** to fill in for **Mary Lou Williams** at Chi's Savoy, Mary Lou being on the sick list. . . **BILL HADNOTT** took his bass slaps to Cleveland to join Jeter-Pillars, and **JESSE PRICE** left for Chi's fertile fields with his drums. . . **TOMMY DOUGLASS** deserted the Antlers' Club to trek thru Minnesota and Canada.

Pitt Patter

PITTSBURGH'S New Penn Club has **CHARLIE BARNET** for the Ina Ray Hutton follow June 10, with **GRAY GORDON** going in June 28 and **LOU BREESE** taking over the band stand from July 29 to August 5. . . **BOB CLAYMAN**, Rubinoff's son-in-law, is re-organizing his band . . . locates for the summer at Mission Inn, near-by roadhouse, for a season of seasoning . . . the Willows roadrest has **JOAQUIN GRILL** to get the summer under way. . . **HERMAN MIDDLEMAN** is back at Nixon Restaurant, this time with a CRA banner, and **ANITA NORMAN** for the note-singing . . . in the northwestern part of the State, **RAY WILSON** locates for the third successive summer at Waterford's Show Boat.

New York News

R. NICK SHAFER signed **CHARLEY R. BOULANGER** for management, currently booking band's tour thru the

Midwest. . . **VINCENT PIRRO**, former squeeze-boxer with Paul Whiteman, now supplying relief rhythms at Ben Mardona's Riviera, signed with Jack Lavin for management. . . Lavin at one time served in that capacity for Whiteman. . . **BILLY DAVIS** introduces his Rolling Rhythm this week at Queens Terrace, Long Island. . . **PANCHITO Terrace**, Long Island. . . **PANCHITO** returns to the Versailles rumba revolvers June 2, with **PAUL SPARR** supplying the modern music. . . **JOHNNY MESSNER** moves to the Marine Roof of McAlpin Hotel June 1. . . **ALAN FIELDING** takes his ticktack tempos to Hollywood Hotel, West End, N. J., for the holiday week. . . **WILLIE BRYANT** working his way back to town via the one-night time. . . **COUNT BASIE** has been added to the June 12 swing fiesta spotlighting Benny Goodman. . . **Claremont Inn** opens this week with **CLYDE LUCAS**. . . **PANCHO** lingers at Hotel Plaza until June 22. **ARTHUR HERBERT** holding over at Hotel Ambassador until that date. . . **THE CONTINENTALS**, cocktail combo, open this week at the Game Cock. . . **ZINN ARTHUR**, set for the season at Grossinger's, Perndale, N. Y., gets a Mutual wire this week.

All Points West

REGGIE CHILDS, currently at Playland Casino, Rye, N. Y., gets an important Midwest summer-spot assignment in Colonial Hotel and Terrace Gardens, Lake Manitou, Ind. . . opens at the ritzy resort spot June 30 for the remainder of the season, with NBC shots thrice weekly. . . **RAY HUMMEL** making his fifth annual tour of the Western States. . . **EDDIE MCGRAW** leaves East Liverpool, O., this week to take in a month at Conesus Lake, near Rochester, N. Y. . . **CHARLES VAGABOND** gets a holdover ticket dated to October 1 at the St. Nicholas, Decatur, Ill. . . **LOUIS PANICO** opens June 5 for a six-week spell at Denver's Elitch Gardens. . . **PAUL MEEKER** makes the season's music at Al Berger and Vic Hendrick's Grand Beach, Mich. . . **RITA RIO** being July dated by CRA's Chi office, already set for Playland Park, South Bend, Ind., July 9, and Starved Rock, La Salle, Ill., the 10th.

Close to the Coast

JOHN KIRBY comes here in July to make the background music for Mrs. Kirby's (**MAXINE SULLIVAN**) screen singing when **St. Louis Blues** goes into production at the Para lots. . . **KING'S LESTERS** trek out here for the first time in three years, opening at San Francisco's Hotel St. Francis Drake June 2 for an eight-weeker. . . **CARL RAVAZZA** tours out of the Golden Gate this week, dates set at Capitola on the 4th, Antioch on the 5th and Reno, Nev., the 8th. . . **JACK WINSTON** opens this week for an indef stay at San Clemente (Calif.) Casino.

Notes Off the Cuff

HISPANO THEATER is flickering the Spanish music pic produced by **EDDIE LE BARON**, *Castles in the Sky*. . . **RICHARD HIMBER** fetes the music pubs and press at the Essex House June 2 . . . word from overseas tells that **RAY NOBLE**, in bringing along a Canadian band, has the London musicians' union putting the mad on . . . they ruled no member be permitted to work for Noble nor support his band in any way. . . **ARTIE SHAW** keeps Billie Holiday for the blues bawling, adding a white warbler in Nita Bradley. . . **COUNT BASIE** has designs on Helen Humes to fill Holiday's dittingy in his band. . . **JOHN POLL**, sax player recently returned from fighting in Spain for the Loyalists, trades his bayonet for a baton . . . prepping a combo to open in the fall at El Dorado Hotel, Albuquerque, N. M. . . **LILLY THE LILTER** lops that griping musicians are like the poor fish . . . they wouldn't get in trouble if they'd learn how to keep their mouths shut . . . there has been much ado along the Broadway beach in the attempt to name the maestro unidentified on the photo showing the fronts focused with Rudy Vallee . . . our cuff links if he comes out of hiding . . . and so we send our cuffs to the cleaners.

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Another Dixie Percenter
LOUISVILLE, May 28.—Freddie Lamb opened his own office here for band bookings and repping in Blue Grass territories. Has Vince Genovese one-nighting in the Midwest to open at the Spinning Wheel, Murphysboro, Ill., for the summer and then to these parts.

Seattle's Sunday Nights
SEATTLE, Wash., May 28.—North View, near Seattle's suburban Playland, starts Sunday night dancing this week. Dagny Hagstead getting the band-stand call for the season.

Sheet-Music Leaders
(Week Ending May 28)
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. Love Walked In
 2. Cry, Baby, Cry
 3. Please Be Kind
 4. Cathedral in the Pines
 5. I Love To Whistle
 6. Ti-Pi-Tin
 7. Heigh Ho
 8. Don't Be That Way
 9. You Couldn't Be Cuter
 10. At a Perfume Counter
 11. On the Sentimental Side
 12. Goodnight, Angel
 13. Says My Heart
 14. Lovelight in the Starlight
 15. Little Lady Make Believe

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KING OF CORN
and his orchestra

Reviews of Records

'Sonny Boy' Is Too Delirious and the Blues Mirth Music

By M. H. CRODENKER

THAT little needle point has an un-canny way of sticking you these days, what with the record output in general being about as exciting as a stop chorus on *Disch* or a two-bar banjo break on *Yankee Doodle*. We remember about being excited over *BOOTS* and his *BIDDIE*, but *El* Oberstein's dark hooves are only a beaten bunch of hags now. Not telling how terrible their tooting for *Deep South* and *Crabby* (*Blu*) for the blowing is so out of tune that they put the race list to shame. And one chorus of each side is that many too much. Nor does the fact that "HOT LIPS" PAGE once blew his bugle alongside of Count Basie's piano pounding in Kansas City make it any easier to take his first four sides on the Bluebird label. *I Let a Song Go Out of My Heart*, *Rock It for Me*, *Feelin' High and Happy*, *At Your Beck and Call*. There is no sparkle to the arrangements, and the band, a mediocre one, plays the rock and roll stuff with an utter lack of sincerity. Page's vocal efforts in the Armstrong manner are only superficial and his trumpet tooting is lost in the shuffle. It's a bad deck by any token.

Another Dandy Dorsey

Striking a high note in mixing melody content with the hot rhythms, *JIMMY DORSEY* is a potent merchandiser, once again excelling on his sax and clarinet virtuosity for *Who Do You Think I Saw Last Night*, *At Your Beck and Call*, *Popcorn Man*, *Cowboy From Brooklyn* (Dec). Latter couplet has drummer man Ray McKinley for the drumming, a decided advantage over the choral filler-lins formerly assigned to *epine June* Richmond. And in consideration of the right rhythmic music makers, due consideration must be given to the fine flair for the easy and breezy cut by *BUDDY ROGERS*, *This Time It's Real*, *Love-light in the Starlight*, *Little Lady Make-Believers*, *Moonshine Over Kentucky* (Voc). Another returner to the turn table, *GEORGE OLSEN*, dishes out dissipation (See *REVIEWS OF RECORDS* page 75)

Threatens Suit on "Snow White" Tune

PITTSBURGH, May 28.—Disney's no dance. He went to Yale for his *Snow White* music. At least, so claims Wadsworth Doster, who has served notice on RKO Pictures, Walt Disney Productions, Disney Enterprises, Irving Berlin, Inc., and RKO Distributing Corp., that *Some Day My Prince Will Come*, from fairy-tale screen epic, is steal of Doster's *Old El* March, written for collegiate conference in 1909. Attorney Julian Abeles, of Thornton Allen Co., New York publisher of Doster's song, also claims that *Heigh-Ho*, in same Disney opus, has strain reminiscent of plaintiff. Abeles alleges *March* was submitted upon request to cartoonist in 1936 as part of campus melody, and was broadcast under title of *Rainbow March* in 1934, commemorating America Cup yacht races off Newport. R. I. Doster also states another entire *KDKA* program was built around his number. Song was made into Disney ballad and credited to Larry Morey and Frank Churchill, asserts Doster, by alternating its key and changing from march to waltz. Copyright to *El* tune was registered in Allen name in 1939, the movie hit was copyrighted last year. "If no voluntary settlement is made," maintains Doster, "a damage suit against various companies will be filed. And in view of picture's success, it will be what you might call a heavy damage suit."

Kompetition for Kenny

BOSTON, May 28.—George C. MacKinnon, columnist for *The Boston Daily Record*, has been none too happy over Nick Kenny, *New York Daily Mirror*, grabbing off all the gold mines in the song-writing sky, and so decided to dabble in ditty scribbling. With Dave Katz to help his thinker-uppers, MacKinnon is marketing *Dream Rendezvous*, Inter-collegiate Music League publishing.

"Jesse James" Outlawed

PITTSBURGH, May 28.—Humbly song, *Jesse James*, has been banned from WWSW by Program Director Walter Sickles "because it glorifies crime." Objection is to phrase, "stole from the rich and gave to the poor," because, altho "history does not accurately state whether or not Jesse really did give money to the poor, we'd hardly expect J. Edgar Hoover to let up on some modern bad man because he gave a handout to a man in a saloon." Good yarn, even if ban smells of publicity-grabbing taint.

Seattle Lightens Terp Fee for Ops

SEATTLE, Wash., May 28.—Fees for dance licenses were put on a more equitable basis this week by county commissioners, removing the discrimination on ballrooms where beer is vended. New tax scale matches that set for dancers where no beer is sold, the uniform license now calling for \$75 for one year, \$35 for three months' operation and \$3 for a single dance. Beer called for a double fee previously. The Washington Outing Parks Association, co-operating and planning for a more active summer, protested the former fee, pointing out that it was unfair especially to those ballrooms operating only during the summer.

Kaycee Locals To Jack Price List

KANSAS CITY, Mo., May 28.—Frank K. Lott and William Shaw, presidents of musicians' unions Nos. 34 and 637, white and colored, respectively, joined forces this week to up the wage scale for local horn-toters. Plan to raise the minimum scale to 80 cents per man per hour at small clubs. For the larger establishments they will demand a \$1 per man per hour minimum. Chances of obtaining the increase, however, are none too bright. Niter conditions currently are poor because of a two-week siege of rainy weather, and the city itself still is experiencing industrial doldrums. Increase would affect nearly 1,000 union members. Lott and Shaw, spending many hours together over the conference table, believe chances for the increased scales to be "better than even," with a possibility they will go into effect by midsummer.

Music Items

Paradise Niteries Get Special Scores

CHICAGO branch of Professional Music Men's Protective Association put Bob Cole is as proxy; Marvin Lee, secretary, and Al Bellin, Joey Stool, Mort Schaeffer, Ben Goldberg and Walter Donovan for board directors. Local membership totals 45 pubs and pluggers. . . . Sidney Mills back from a flying trip to the Midwest, where he appointed reps for Exclusive in Chicago and Cleveland. . . . Richard Hageman, Met op conductor, to score Paramount's *If I Were King*. . . . Clarence Williams' latest acquisition is J. C. Woodward's *Won'tcha or Why Don'tcha?* . . . Looks like a Teddy Powell-Leonard Whitecup score for the new *Paradise* show, with Henry Spitzer considering it as the first niter music to be issued by Chappell.

Boy Music pushing *Oh, Me! Oh, My! Oh, You!*, by Harold Mann, Max Porter and E. P. La Freniere, and Braun Music proud of the send-off *Budy* Vallee gave his new Swedish stomper, *Oh. . .* Jack Mills acquired Hollywood Music firm and catalog, Jimmy Franklin returning to the movie capital to open his new Scotch Village Tavern. Before selling out, he assigned Woo-Woo to Exclusive and Blessed to Joe Davis. . . . Paul Denniker completed score and lyrics for the new summer revue at Paradise Club, Atlantic City. Also placed *Somebody* Known as *You* with a local pub. . . . A general ork catalog of Marks songs is issued by that firm, with the pick of its tunes, dating back to 1894, contained therein. Pub is also releasing Haven Gillespie's and Seymour Simons' *It's the Little Things That Count*.

What the Band Leader Means to the Arranger

By GEORGE DUNNING (Arranger for Kay Kyser)

WHEN the question, "What does the orchestra leader mean to the arranger?" was proposed to me, my immediate thought, in answer, was "money in the bank." That, of course, is the obvious retort, and it goes a little deeper than you think. The more successful the bandsman, the more "money in the bank," literally and actually, for the arranger.

There has been considerable fuss and to-do about "accorded recognition to the arranger." To my mind, the arranger only wants the sort of recognition that would help him with his work — commendation from the leader and compensation in keeping with his efforts. After all, what possible good can it do the arranger to get his name into print so that the public knows he arranges for a certain band? Of course, it is important

that other people in the profession know what you are doing and with whom you are identified. The word gets around.

The importance of the arranger cannot be minimized. However, the arranger means nothing unless he is writing for a leader and musicians who can do justice to his efforts. I've seen many an arranger throw in the sponge because, after turning out a pretty good manuscript, a group of second-rate musicians directed by a none-too-sure leader would make the arrangement sound worse than a swing version of *Rock of Ages*.

I promised myself there would be no "log rolling" or "mutual admiration society meetings" in this little piece. It would be easy for me to praise Kay Kyser, tell what a grand musician and personality he is, etc. I don't have to, anyhow, for the fact that we've been together for eight years speaks volumes. From now on we refrain from personalities and generalize on "What the orchestra leader means to the arranger."

Arrangers Don't Dictate

I've often heard people say, with the knowing manner of those who would like you to believe that they know something about music—when they actually don't—that "he's got a good band, but it is only because of his arrangements and he's got nothing to do with that." There was never a more erroneous statement made.

In the first place, no arranger goes to a leader and dictates style or policy. When the orchestra leader reaches the stage where he needs a musician to arrange and do nothing else, he outlines his ideas and musical thoughts to the arranger he hires. There has never been a leader yet who didn't have a thoro idea of what he wanted in the way of arrangements. Of course, the arranger himself will embellish and "dress up" ideas. But the basic formation of the music, the style and the policy are all determined and dictated by the leader.

There have been arrangers—notably John Scott Trotter, Carl Hoff, Larry Clinton and a few others—who have stepped out of the ranks and formed their own bands. That's all right, too, when an arranger feels that he has all the other requisites that go to make up the band leader. I'm not belittling my efforts or those of my colleagues, however, when I say that an arranger is as important as the leader he works for and with. It takes considerable time after a musician graduates to the post of arranger before he assimilates the ability to gauge public taste—to know at a moment's notice what is good and what is bad for public consumption.

Kay Kyser

fakes over this printed corner in next week's issue of *The Billboard* to tell what the arranger means to the orchestra leader.

Music is an avocation to a great extent. I know many musicians who would rather play things which they themselves like to play and hear without regard to public taste. The leader, in all instances, tempers and tones down this disregard for those who make salaries possible.

Fashions in Arrangements

Arrangements, like clothing, can go "out of fashion." Today we might be using an arrangement "lick" that is well liked. Tomorrow that same "lick" will go out of style. But how will the arranger know when it does? Simple enough—the band leader tells him, for his (the bandsman's) is the finger on the public pulse. I could name a dozen bands that have passed into oblivion not because of bad arrangements, but simply because the leader didn't know when a particular idea in arrangement was passe.

Selection of new tunes is often done by the arranger, who submits them to the leader for final okoh. If the leader feels that the tune is in keeping with the band's style and with the times he'll okoh an arrangement. Likely as not, the leader will have definite ideas as to just how a tune should be treated. The intelligent leader will listen to his arranger. He will argue with him—provided there is a point in question—but both leader and arranger are concerned with musical values, so inevitably the right side wins.

Figure it out for yourself. Change the orchestra leader's title for a minute. Make him the head of a large business firm, which he is anyway. As head of that firm he surrounds himself with a competent staff of workers. Those are the musicians in the band. Then there might be one or two special jobs. In the band those might be the vocalists or a comedian. The arranger then might be compared to the "personnel manager" to the extent that he provides the plan—under the guidance of the leader—to keep all of the staff working in harmony.

Leader Tempers Arrangements

Every arranger, of course, was formerly an instrumentalist. My instrument was the trumpet. There is a natural tendency then for me to favor the trumpet in my arrangement. If it weren't for the leader's ruling hand this could prove highly disastrous. No one band instrument can be favored to the exclusion of others. The leader tempers the arranger's output so that all of the instruments receive an equal portion of work.

In closing permit me to make one more important point. The public knows nothing about the intricacies of arranging. Except for a few bands with recognizable styles the public doesn't know why it likes one band better than the other. More often than not it is the leader, thru sheer personality and salesmanship, who completes the link between the band and the public. So don't ever minimize the importance of the leader. If you're a musician and you've ever worked on a job without the "head man" fronting the band then you know exactly what I mean. The man with the stick makes a lot of difference!

Sweet Band Jams Ballroom

REGINA, Sask., May 28.—En route to Toronto for the summer at Royal York Hotel, Mart Kenney and his Western Gentlemen, Vancouver aggregation, stopped off here for a profitable one-night stand at Trianon Ballroom. At least 1,500 jammed in to dance to this sweet band. Date was sponsored by the local Kineman Club, ducks retelling in advance only at \$3 per couple; no stage welcome.

Green Joins Music Corp.

CHICAGO, May 28.—Bill Green, advance man for Dave Rubinoff for many years, has joined the local office of Music Corp. of America to handle publicity. Lou Wasserman, who has been in New York for the past several months, will remain there permanently for advertising and promotional purposes. He formerly worked out of the Chicago office.

CHI'S ON AND OFF YEAR

Looked Like Record-Breaker to March; Then Went to Cleaners

Only one new musical presented—just three openings in April and May—start of season indicated bonanza—Harris hit rolled up 49 weeks—summer looks bad

By SAM HONIGBERG

CHICAGO, May 28.—The current recession ruined the chance of the local legit field to set a new attendance and business record for the last decade. Until March every indication pointed to a better season than that in 1937, which was considered the best in several years. Enough bookings at that time were penciled in to keep the Loop's four leading legit houses—the Erlanger, Grand, Harris and Selwyn—busy until late in the summer. However, the falling biz barometer early in the spring brought cancellations and indefinite postponements. And April and May saw only three openings in the Loop, all in the Grand Opera House. That figure includes the Garment Workers' Pins and Needles, which opens Monday for three weeks. The others are *The Star Wagon*, followed by *You Never Know*, the first and only new musical of the season. Last two enjoyed mild business, even though each was the sole road attraction in the city and only competition was furnished by two Federal Theater shows.

The Erlanger, housing Guild and American Theater Society productions, has been dark since April 9 after the exit of Julius Caesar. House has no intention of reopening before fall, when it will again show subscription bookings, among others. House since September of last year enjoyed a successful, though brief season. *The Women* held on for 10 profitable weeks; then, after a two-week period of darkness, came Miriam Hopkins in *Wine of Choice* for a fortnight, her name helping at the box office considerably. Helen Hayes in *Victoria Regina*, opening December 27, proved the best attraction of the year and closed an eight-week run to amazingly strong business. After another idle fortnight came Orson Welles' exploited production of *Julius Caesar*, which had its original engagement extended to four.

Shubert's Harris Theater is still thanking its lucky stars for *You Can't Take It With You*, which overlapped from the 1937-38 season and continued profitably until January 15 of this year, rolling up a record-breaking 48-week run. The following night saw the beginning of a two-week session of *Cornelia Otis Skinner in Edna His Wife*, which brought only fair returns. On the heels of that came Noel Coward's series of one-acters that stayed for five weeks, a three-week extension over the original booking, and proved a surprisingly healthy tenant. On March 14 came

(See CHI'S ON on opposite page)

Antoinette Perry Honored

NEW YORK, May 28.—Four hundred members of the theatrical profession paid tribute to Antoinette Perry for her work in the apprentice division of the American Theater Council at a testimonial dinner at the Eliza-Carlton last Monday. Affair was arranged by the League of New York Theaters.

Announcements of Week

Kiss the Boys Goodbye, a comedy by Clare Boothe, to be directed by Antoinette Perry. To open the week of September 26 at Henry Miller's Theater after an out-of-town tryout. Producer, Brock Pemberton, 244 West 44th street, Lackawanna 4-1110.

A Dime a Dozen, a play about prize fighting by Edward Craven and Walter Stewart, formerly held by Bruce MacFarlane and the Actors' Producing Association. To open in August, possibly in Detroit, before coming to Broadway. Producer, Frederick W. Ayer, 246 West 44th street, Lackawanna 4-1914.

All Is Fair, a revue with a World's Fair background, by Russel Eddy and George Granville, of Hollywood. To open next season. Producers, Willie and Eugene Howard, 31 Central Park West or c/o Curtis & Allen, 1270 Sixth avenue, Circle 7-4124.

Equity Gets League Pact

Omission of buys remedied after Billboard yarn—basic agreement in offing

NEW YORK, May 28.—The League of New York Theaters-Actors' Equity acts, due on Broadway in September to fight ticket speculation, is in its final stages of consummation and only Equity's approval is needed for it to become the law governing ticket sales. One of the main features of the agreement, "buys," which was reported by *The Billboard* last week to have been omitted in the brokers' agreement, has since been included in the brokers' end of the pact, "for the sake of clarity." This was done before the document was submitted to Equity.

James T. Reilly, executive secretary of the League, corroborated Brock Pemberton's statement that the omission of buys in the brokers' code was "merely an oversight." "Since it has been called to our attention," he said, "we have inserted it for the sake of clarity."

Equity is to consider the proposed basic agreement early this week, and it is held likely that speedy action will be taken so that an effective method of policing the code can be devised before the opening of the new season. The fact that Equity will be empowered to withdraw the casts of shows whose producers violate the code does not end the matter there, as there are other features to be worked out.

In return for this self-discipline among the managers and producers Equity is expected to sign an agreement which will regulate working conditions for one year, subject to change only by consent of both parties. Equity, in the past, has been able to impose regulations on the producers which they have had to accept or else. The extension of further power to the code board and the recent ruling about no replacements at a lower salary are believed to have stirred the producers out of their lethargy.

Comment on the situation has it that the League has more to gain than Equity. A basic pact would serve to unify the producers, something foreign to them in the past few years, and make for a stronger producers' organization, with the possibility of their forming a united front when they have a battle on their hands.

Some skeptics in the League still feel that no matter how many codes are drawn up, speculation, "ice" buys and other ills will still continue to run rampant. This belief is supported by the fact that many producers couldn't open their shows unless specs made heavy buys to help cover the investment. Reilly, however, feels confident that at least 75 per cent will refuse to sell tickets to brokers who do not support the code, and that other producers will come into the League for the advantages to be had from a working agreement with Equity.

From Out Front

By EUGENE BURR

With choice of the 10 best plays of the season safely tucked under the column's belt (well, if not safely at least very definitely) the time has come for a much less arduous—and much more pleasant—task, that of thanking those players who, thru their excellent work, have contributed to the pleasures of the dying theatrical season. One such listing was offered, as usual, at the Christmas holidays, as the only Christmas present a grateful reviewer had to give. The players mentioned herewith are those whose shows opened since the Christmas list was made up; they are also just a fractional part of the number of performers who did good jobs during the past few months. This list is going to be long enough—but if I included all who really rate mention the editor would drop a linotype machine gently but firmly upon my sweating brow. Thanks, then, in the first place, to all those who did good jobs but whose names are—inadvertently, of course—omitted. And particular thanks:



EUGENE BURR

To Adele Dixon, of *Between the Dead*, for being the most gloriously decorative foreign importation to be brought to Broadway this season (and if Mr. Richard Watts Jr., of *The Herald-Tribune*, upholding his too-too-divine Zorina, wants to make something out of that and take a tip or two from the recent Bourdet-Bernstein fiasco, I'll meet him with rapiers in the parking lot back of the Roxy any time he wants); to Miss Dixon again, for glamorously combining herewith are those whose shows opened since the Christmas list was made up; they are also just a fractional part of the number of performers who did good jobs during the past few months. This list is going to be long enough—but if I included all who really rate mention the editor would drop a linotype machine gently but firmly upon my sweating brow. Thanks, then, in the first place, to all those who did good jobs but whose names are—inadvertently, of course—omitted. And particular thanks:

To a host of players in the thoroughly enjoyable revival of *The Shoemaker's Holiday*, in which the Mercury Theater forgot to be self-conscious, despite the fact that Mr. Orson Welles (at sight of whom Elizabethan classics go screaming into corners) butchered the script as brutally as he butchered *Julius Caesar*—to Whitford Kane, for his genial, rotund, lusty shoemaker, to Joseph Cotten for the charming naïf of his juvenile, to Elliott Reid for outstanding work in a minor role, to Hiram Sherman for hilarious albeit sometimes over-stressed low comedy, and particularly to Edith Barrett and Vincent Price, those newlyweds of the company, both of whom showed remarkable and joyfully commendable improvement, both of whom played like real troupers, and both of whom therefore did excellent jobs; to Blanche Ring, for her glorious song-and-dance work in *Right This Way*, a musical by means of which one young lady found it takes slightly more talent to be a producer than a showgirl, and in which Miss Ring's grand performing stopped the show—only not quite soon enough; to Edgar Steinhilber, one of the four finest actors now gracing the American stage, for the amazing verisimilitude of his portrayal of a serpent (certainly one of the finest acting jobs of the season) in *The Greatest Show on Earth*, a play that dispiritingly belied its title; to Dame Sybil Thorndike, for her fine, solid performance in the last two acts of *Time and the Crossings*, in which Mr. J. B. Priestley discovered that five minutes of fine theorizing can't make a full-length play; to Jessica Tandy for her glowing, sensitive work in the same hunk of undramatic chronological prestidigitator; to Arthur Byron, for a typically detailed, effective and excellent job in *Slop-Over*, a better than average little play that indirectly suggested the advisability of high-school intelligence tests for dramatic critics; to Sidney Blackmer, for his effective and sympathetic portrayal of an urbanely bitter and fast-decaying Broadway lusk, in the same piece; and to Alice Ann Baker, in the same play, for some of the best supporting work, in a brutally difficult role, seen on Broadway this season.

To Samson Gordon and Peter Beauvais, who did detailed, effective and outstanding work in tiny bit parts in the Jack Kirkland dramatization of John Steinbeck's *Tortilla Flat*, which was faced with the tragedy of not having been produced by Sam Harris and not having been directed by George S. Kaufman (incidentally and on second thought, I'll only meet Mr. Watts back of the Roxy if I can name Mr. Kirkland as my second); to that grand trouper, Dame May Whitty, for her beautiful high comedy playing in *Yr. Obedient Husband*, which failed to convince Mr. Fredric March that acting for the stage and posing for pictures are not the same thing—and which allowed Mr. Lucius Beebe to praise Mr. March's stage work on the somewhat metaphysical grounds that Mr. March is a perfect gentleman; to Ariene Francis, for her grand comedy pretending in what was certainly a difficult and might easily have become an onerous role in George Abbott's production of *All That Glitters*, a dull smoking-room yarn stretched over three acts and to the entire cast of one of the season's three most beautifully played offerings, *Bachelor Boys*, which in its writing possessed merely wit, sensitivity, urbanity, insight and humor, and was therefore carefully disregarded by the critics—and particularly in that cast, to Fredric Lester for one of the most quietly beautiful acting jobs within memory, and to Aubrey Mather, Helen Trenholme, Bertram Tannewell, Phoebe Foster and, in fact, all the others.

To Julie Hayden, who might have been one of our greatest actresses today if smart managers hadn't pushed her on too fast, for the sincerity and spiritual beauty of her portrayal in *Shadow and Substance*, the turgid middle of sectarian argumentation that has given the faddists a chance to spout a bit; to Lloydough, for miraculously investing a wooden school teacher with flesh-and-blood qualities in the same session of inept balderdash; to the entire cast of the second of the season's perfectly played shows, the delightful and excellent *On Borrowed Time*, with particular thanks, of course, to the magnificently human character work of Dudley Digges, the amazing (and, in sober truth, perfect) pretending of little

Peter Holden, and the fine supporting jobs done by Frank Conroy, Jean Adair and all the rest; to Walter N. Gross, for his usual sincerity and fine effect in Sunup to Sundown, in which Francis Farragoh looked at child labor on the tobacco plantations and found it almost as sad as spectators found his play; to Will Geer, for the terrific bravura effect of his job in the title role of Journeyman, which proved that a Tobacco Road can't happen twice; and to Eugenia Rawls, in the same slice of indigenous American criticism, for the sincerity and sensitivity of her playing as a farmer's child-wife.

To Kent Smith, for a believable, effective and altogether excellent job as the tough guy in How To Get Tough About It, a play that deserved more than it received, particularly at the hands of the young lady who played its lead; to almost all of the gallant unfortunates caught up in the self-consciously egotistic rigmorale and the boob-startling circus production of Thornton Wilder's Our Town, but chiefly to Martha Scott (whose sincerity in Mr. Wilder's more painfully phony passages was nothing short of awe-inspiring), Frank Craven (who held the show together with his stage presence, despite his lines), Evelyn Varden and Jay Passett; to Ina Claire, whose sparkling personality and superlative technique lent passing interest to *Once Is Enough*, a sort of dramatic jigsaw puzzle pieced together by Frederick Lonstadt out of stray splinters found in the lumber room of high comedy; and to Viola Keats, for her gallant stand, in the same piece, against odds woefully stacked against her by the dramatist—or, to split a hair or two, by the writer.

To Russell Hardy and William Harrigan, for strong, sincere and effective jobs in *Booby*, a play that defied you either to dislike or enjoy it; to Leslie Banks, for his fine handling of some of S. N. Behrman's finest lines in *Wine of Choice*, in which Mr. Behrman was evidently so taken up with writing fine lines that he forgot to write a play to go around them; to the excellent work contributed in the same piece by Claudia Morgan, Theodore Newton and Donald Cook, work so good that it almost managed to disguise the distressing fact that Alexander Woolcott had somehow been allowed to lumber into the cast; to Cassie Loftus, that grandest of all troupers, for still another fine job, this one in a little whimsy-whimsy known as *There's Always a Breeze*—and also for one of the few unmitigated delights of the season, her superlative Sunday night recitals, in which she showed Broadway what performing should be like; to Imogene Coca, that delightfully wistful sprite of the merry-merries, for proving again that she's one of the three or four finest revue-comediennes in the country, in *Who's Who*, which in turn proved that Leonard Sillman, even with the problematical aid of Elsa Maxwell and the Blue Book, isn't yet quite a Flo Ziegfeld; and to June Sillman, sister of the producer of the same show, for being a charming and talented song-saleslady.

To all the players who made up the third of the season's three perfect casts, that which briefly performed *Save Me the Walz*, a charming romantic comedy that made the mistake of bringing itself up to date by turning the usual Graustarkian prince into a dictator—and so annoying all those earnest young folk who think that a dictator on the stage must necessarily be a symbol of "social consciousness"; and, in the *Save Me the Walz* cast, particular thanks to Jane Wyatt, Laura Hope Crews, John Emery, Mady Christians, Leo G. Carroll and Arnold Korff; to Sylvia Weld, who, in *I Am My Youth*, proved that she can give Martha Scott a battle for the distinction of being the most promising young actress turned up this season; to Frank Lawton, for performing that most miraculous of all stage miracles in the same play, convincingly portraying a genius—and the genius was Shelley, no less; to Charles Waldron, also in the same play, for his moments of insight and tremendous effect as the aging William Godwin (another genius, incidentally); and to Richard Ellington, a lad who played a bit part in a short-lived turkey, *The Hill Between*, but played it so convincingly, sincerely, honestly and effectively that his work will come to mind long after the play is forgotten.

To Robert H. Harris, for an amusing job, albeit not very well paced, in *Schoolhouse on the Lot*, the excuse for Philip Dunning's courageous but futile crusade against the Equity Pathans in the field of Sunday shows; to Mary Mason, for her understanding ingenue, and to Onslow Stevens, for his personable, ingratiating and finely played leading man, in the same hilarious attack on the banalities of the Gold Coast's dispersed Duses—and to many of the others in the same cast; to that grand trouper, the First Lady of the Theater (who is known among mortals as Miss Ethel Barrymore), for her glorious work as the 100-year-old matron of *Whiteoaks*, a play whose only excuse for being in the part that it affords Miss Barrymore; to Robert Shayne, one of our finest leading men, and to Richard Carlson, one of our finest juveniles, for their excellent work in the same play—and to Reynolds Donnell, Myles Byrch and various others in the same cast, for the same reason; to Sanford Weisner (going by long odds the finest job of his career), *Lief Erickson*, who proves that you can come out of Hollywood and still know how to act; Elizabeth Young, John Alexander (that dependable behemoth) and at least a dozen more in the excellent cast assembled for *All the Living*, a thrilling dramatic representation of life in a State insane asylum which never achieved the popularity it deserved largely because, I suspect, it came in in the spring instead of the fall.

To Margaret Webster, the white hope of the English-speaking stage, for the beauty and sincerity of her performance in *The Sea Gull*, that determinedly sad hunk of professionally Russian tripe and terror which gave the original impetus to the Tebeck Tebeck Club; to Sidney Greenstreet, for the dignity and belief he managed to bring to a half-baked role in the same sorrow-bedecked kaffee klatch; to Ezra Stone, for the humor and insight of his portrayal of a high-school adolescent; to Betty Field for the sensitivity and essential tenderness of her picture of a half-grown girl; to Vaughan Glaser for the splendidly detailed effect of his playing of a harassed principal; to Jack Byrne for the hilarity of his deadpan detective and to many other members of the fine cast of *What a Life*, the season's first George Abbott production that looked like a George Abbott production; to Grace George, that brilliant and excellent actress, for her top-notch work in the revival of Somerset Maugham's *The Circle*, which turned out to be, surprisingly enough, by long odds the finest high comedy presented this season; and to Talitha Bankhead, whose name I never thought would be on a list of this kind, for discarding her staid and phony posturing, and offering, in the same play, a performance filled with honest effort, insight, sincerity and glittering effect.

To Dorothy Littlejohn, a little girl who brought a note of pathos, terror and bearing humanity to the midst of a muddled mystery-melodrama, *Escape This Night*; to Mady Christians, whose glowing warmth, emotional honesty and great art rivaled one of the wooden sounding boards disguised as characters in *Heartbreak House*, wherein George Bernard Shaw talks and talks and talks, while Young Intellectuals jitter in self-conscious ecstasy for hours and hours and hours; to Viola Roache, for doing gallant and effective work against overwhelming odds in *The Men From Cairo*, which tried wistfully but unsuccessfully to look like a hunk of mince Molnar; to Donald Randolph, in the same play, for making an extraordinarily favorable impression in a tiny part; to Anthony Ross and Harry Shannon for working like talented troupers to put over the beetle humors of *Washington Jitters*, which was really a great deal better than *I'd Rather Be Right*, the numbers near so popular; to Dennis King, for burlesquing himself hilariously, playing high comedy as high comedy should be played, singing acceptably and even indulging in a bit of vaudeville hoofing, all in *I Married an Angel*, the second-best musical of the season, and (he's the something of a ringer here because his production never played Broadway) to Lawrence Murphy, a young man who, appearing with the Irish Repertory Theater, performed the astounding feat of making Shaw's fantastically silly caricature of Marchbanks in *Candide* seem like flesh and blood, a task at which any number of first-rank actors have miserably failed.

Sincere thanks to them all.

BROADWAY RUNS

Performances to May 28, inclusive.

Dramatic	Opened	Perf.
Bachelor Boon (Lyceum)	Jan. 25	145
Circle, The (Playhouse)	Apr. 18	48
Golden Boy (Belasco)	Nov. 8	245
Heartbreak House (Mercury)	Apr. 29	52
Julius Caesar (National)	Nov. 11	157
Our Borrowed Time (Lodge)	Feb. 8	135
Our Town (Morosco)	Feb. 6	131
Room Service (Cort)	May 19, '37	432
Shadow and Substance (Lodge)	Jan. 26	144
Scout and God (Playhouse)	Oct. 9	270
Tobacco Road (Forester)	Dec. 4, '33	1908
What a Life (Hillmore)	Apr. 13	50
Whiteoaks (Belasco)	Mar. 23	80
Women, The (Broadway)	Dec. 28, '36	526
You Can't Take It With You (Booth)	Dec. 14, '36	622
Musical Comedy		
I Married an Angel (Shubert)	May 11	53
I'd Rather Be Right (Astra)	Nov. 3	239

UAW Labor Theater Starts in Detroit

DETROIT, May 28.—The first labor union theater in this city, designed to function along the line of the ILGWU Theater in New York, got off to a good start Thursday at Deutsches Haus, with an audience of about 800. New theater is being sponsored by the United Automobile Workers. Success of the theater project is indicated by the success of the Radio Department, directed by George Ball, as a seven-day-a-week affair on WJMK.

First play was *The Lonely Man*, by Howard Koch, an Abraham Lincoln-labor play familiar to FTP followers in some cities. Ralph H. Marlatt, formerly director of the Temple Players, is director, and did a good job of shaping virgin talent into passable dramatic material, using a cast of 25. Players have fair stage presence and lack undue self-consciousness, even the far from 100 per cent competent by dramatic standards. They have received excellent training, however, as proved by adequate voice strength and direction without, despite the triple handicap of atrocious acoustics in a large hall, a prolonged thunderstorm and a restless audience unaccustomed to theater-going.

Plan of Marlatt is to build up a small theater group in each local of the union and use Detroit group, which is directly sponsored by the international office, as a sort of graduate theater. For a first venture in this field the UAW Theater succeeded remarkably well. H. F. Reeves.

CHP'S ON—

(Continued from opposite page)

the spot's last show of the season, *Father Moloch's Miracle*, an American Theater Subscription play which, aided by advance ticket sales, managed to carry on for three weeks and ended the season for the Harris on April 2.

Selwyn, on December 18 last, closed a 17-week run of *Brother Rat*, which was fairly successful at the box office, and relighted within a day with *Tovarich*, which garnered a neat profit during its nine-week stay. Immediately following was third successive hit show, *Room Service*, which, however, was only mildly profitable during its 11-week period. Show received raves from both press and public but failed to draw the carriage trade. House called it a season May 5.

The Grand champion of the Loop's quartet and only house that may carry on all summer, had a late season, opening on October 5 with an old musical, *The Show Is On*, which flopped in two weeks. *Madame Bonary* was next and proved another two-week failure. In both cases the press gave okah response, but not the paying patrons. House started what promised to be a record-breaking season with *Yes, My Darling Daughter* November 1, good for a month. *Steppe Door* stayed on for a similar run and was forced to close due to Joan Bennett's contracts in Hollywood. On February 7 the Abbey Theater Players brought their repertoire programs for two weeks, and next came Maurice Evans with *King Richard II* and Fel-

39 Summer Stock Bonds Up

Equity expects 60—last season totaled 53—latest is try-out spot in town.

NEW YORK, May 28.—Bonds ranging from \$600 to \$4,700 have been posted with Actors' Equity Association by 39 summer stock groups thus far, with the Falmouth Players, Falmouth, Mass., holding the bond record. Last year there was a total of 53 bonds. Equity expects 60 this year.

A highlight in the poultry-and-cattle circuit this week is the advent of a cow-barn on Washington Heights, no less. The Washington Heights Actors' Guild has engaged Frank Hilliard and his American Caravan to inaugurate a series of summer try-outs.

ST. LOUIS, May 28.—Twentieth season of Municipal Opera will open June 3 with world premiere of *Gentlemen Unafraid*, authored by Jerome Kern, Oscar Hammerstein II and Otto Harbach. Will run for 10 consecutive nights, while other productions throughout season will have only seven. Series will engage 75 singers and 50 musicians besides principals. Richard Berger is again directing.

DETROIT, May 28.—Opening of the ninth annual dramatic festival last week, starring Alne MacMahon in Sidney Howard's *The Ghost of Yankee Doodle*, grossed between \$4,000 and \$5,000 for the first eight performances. Attendance was 26 per cent under last year.

Production is under the management of Helen Arthur. Subsequent shows will be *The Late Christopher Deane*, French *Without Tears* and *Rain From Heaven*.

TAMWORTH, N. H., May 28.—For the third successive year the Barnstormers will forego a showboat on Lake Winnepesaukee. Director Francis Grover Cleveland said a new boat is needed but is too expensive.

Instead, the Barnstormers will make their headquarters in the theater built two years ago. The plays on schedule are *Room Service*, *Anna Christie*, *Minkie*, *The Torchbearers*, *Tonight at Eight-Thirty* and *Arms and the Man*.

MARSHFIELD, Mass., May 28.—Marshfield Playhouse is now under management of the Marshfield Hill Players, a new Broadway company being directed temporarily by Norman Stuart. Repertory for the season includes *Smith's Trip*, *The Animal Kingdom*, *Another Language*, *The Good Fairy*, *Vinegar Tree* and *Murray Hill*. New outfit will not operate a training school for actors.

staff, which were accepted by large houses for five weeks.

While the Federal Theater had a prolific season, it was not a profitable one as far as net receipts are concerned. Project heads still have a major problem on their hands: to convince the buying public that ditch-digging WPA workers are not turned into performers when no ditches remain to dig. A review of their work in the last few months reveals the staging of controversial shows worthy of the production efforts given them. Blackstone and Great Northern theaters have been used steadily, employing FTP's talent from both the Negro and white groups.

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FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

Casa Manana Is Still Top N. Y. Grosser

NEW YORK, May 28.—Billy Rose's Casa Manana continues to dominate local night clubs, its new straight vaude bill which opened Sunday night being expected to roll up at least a \$42,000 gross by tonight.

International Casino is going along nicely with a weekly gross running from \$33,000 to \$38,000, while the Paradise has been getting by due mainly to a fine banquet trade. With the Cotton Club closing for the summer Tuesday, it is expected that some of its business will go to the other big Broadway spots.

Marden's Riviera played to 8,500 the opening week, rolling up more than \$40,000. La Conga has been doing a declining business, as have Leon and Eddie's and most of the other bigger spots.

Summer closings: Village Casino closed, except for its bar, Saturday; Ludwig Satz's closes tomorrow night; Broadway Hofbrau closes next week; Oliver Twist has dropped its floor show; Radio Franks plan to close for remodeling; Creole Cafe and the Footlights Club have folded after short runs.

Hollywood Restaurant resumes in August, probably with a girl show.

AFA Pickets First N. Y. Hotel After Pact Is Stalled

NEW YORK, May 28.—Claiming the Hotel Association of New York had given it a two-month stall, the American Federation of Actors has started picketing local hotels using talent. Placards call the hotels "unfair to organized actors."

First hotel to get a picket line from the AFA is the Hitz-owned Hotel New Yorker, which uses an ice show and other entertainers booked thru the Rockwell-O'Keefe Agency which, incidentally, is licensed by the American Federation of Musicians.

AFA organizer Harry R. Calkins claims Frank A. Holand, counsel for the hotels, has been stalling on the issue of an AFA shop agreement covering all entertainers playing hotel rooms. Calkins claims minimum wages and working conditions are not an issue, as hotel conditions are generally good and salaries are usually higher than in night clubs, but that the hotels are fighting the AFA on union recognition.

Abe Feinberg Handling Up-State New York Spots

NEW YORK, May 30.—Abe Feinberg, local booker, will manage and book three up-State New York resorts this summer.

His first show goes into the Sonoma Club, Lake Mohogan, Saturday. Five acts, changed weekly, and a six-piece band. Gladys Crain and Carl Tyrone Band in opening show. Also booking Dean House, Lake Mohopac (near Peekskill), opening Saturday for week-ends and switching to full weeks July and August. Three acts and a five-piece band.

Also spotting dance bands for July and August into Woodcliff Park, Poughkeepsie, open-air dance pavilion.

Closings in Washington

WASHINGTON, May 28.—Summer's heat closed the Russian Troika for the season this week. To reopen next October. Management of the Chinese-American Bamboo Gardens decided to install air-conditioning, policy of floor acts, with Leo Lisee as emcee, to continue thru summer, with Lew Franco waving the stick. Wardman Park Hotel will end season of Paul Kahn and orchestra June 18 but plans to bring them back next fall.

NTG Set for London

PHILADELPHIA, May 28.—Nils T. Granlund will take his girly-girly show to the Drebber House, London, when he finishes his four weeks at the Adelphia Roof. He expects to tour the Continent when the London engagement is finished.

16 Years With RKO

CHICAGO, May 28.—Frank B. Smith, managing director of the RKO Palace here, claims the distinction of being the oldest member in point of service of the RKO Theaters' managerial personnel, with Cliff Work, formerly of the chain's West Coast division, appointed studio manager of Universal Pictures Corp. Work, until his acceptance of the Universal post, was the veteran with the RKO force. Smith is completing his 16th year with the company.

NTG Doubles Take At Adelphia Roof; Walton Still Tops

PHILADELPHIA, May 28.—The Adelphia Roof opened here Thursday to a capacity house, with Nils T. Granlund holding sway with his galaxy of pretties. The place has been jam-packed every show since.

Althea L. W. Goodin, Adelphia manager, wouldn't quote figures, he said that NTG has doubled the take for the club since he opened.

A new room, the La Conga, has solved the problem of where to go between dinner and the nub of the evening. A show goes on in the La Conga between the main floor shows.

Jack Lynch's Walton Roof continues to do the town's leading business with a top-notch variety show headlined this week by Lou Holtz.

The Arcadia International did a better than \$18,000 per week average for the past three weeks with its show headlined by Gene Krupa. Johnny Graff's Orchestra, featured at Padula's Anchorage heretofore, moved into the Arcadia when Krupa left.

Levison Takes Chinese Unit

CHICAGO, May 28.—Harry Rogers, unit producer, reports transferring the interests in his all-Chinese unit to Charles Levison, who reorganized it and opened with it at the Lyric, Indianapolis, last week. Show is now using three white acts, replacing the all-Chinese band and the Shanghai Wing Troupe. According to Rogers, Levison expects to fill dates with the show known as Frisco Follies in West Virginia and Pennsylvania houses.

Chicago Intime Niteries Can't Get Right Acts

CHICAGO, May 28.—Good night club acts for intimate spots here are so scarce that operators have been forced to use either inferior talent or local amateurs. The condition has been prevalent in the near North Side district in particular. With the floors too small for most dance teams and other acts demanding ample working room, bookings are limited mostly to singles, both singers and dancers.

Bookers found it tough to lure names into those spots, the higher up looking down on those cafes. Those operators who managed to buy big names went thru some sad experiences, most of those acts being movie has-beens who cannot hold their own on a night club floor. While the owners as a rule have been changing bookers following every disappointing show, they are still facing keen competition for the few usable acts.

Commenting on Hollywood as a supply for talent, a veteran club operator points out that only a minimum of notables are safe entertainers. Even those who still have a large fan following are good box office for popular-priced vaudeville theaters, but of little value to intimate spots. Where a "gird to be here" act may get the passing grade on a stage, it won't do in night clubs.

Den, Ft. Worth, Opens

FORT WORTH, Tex., May 28.—The Den in the Texas Hotel reopens June 4. Capacity will be increased and dance floor enlarged.

Club will feature bands, but no floor shows as before, according to Manager Henry Love. Jess Hawkins' Orchestra is to open spot, while Nick Stuart's Orchestra, currently at Casino Ballroom here, is slated to follow.

Southland To Reopen

BOSTON, May 28.—Southland, black-and-tan spot damaged by fire February 28, will be transformed into a modern spot. Opening set for September 15.

Series of septa acts will play the spot, according to B. Robert Levin, Hub bartender, who, with Max Grace, operates the club. Hazel Greene returns as producer.

Another Maisie Letter; This Time About Such Queer Places

By PAUL DENIS

DEAR Paul: As you might suspect—I've been laying off. But I finally got a booking and now I'm at the Beer Barrel Club. Joe Pursant booked me at \$40 a week, minus 20 per cent commission. And here's an option (and Joe says an option is always the tip-off that an act is high class): if Herr Hafdenpepper, the owner, doesn't like me, he may cancel me after the first show. If I'm OK, then he can hold me over for two weeks at \$41 per. Isn't that wonderful?—this is the first time my contract ever had an option!

The Beer Barrel is a very interesting spot. Everybody goes around dressed like they were ready to climb mountains. When the waiters are happy they sing out loud. And when they're not they just drink beer. In fact, everybody has to drink beer. Even the performers. If you don't drink beer Hafdenpepper is insulted and cancels you right away.

They've got a wonderful orchestra here. Four men and they're always playing waltzes. They're very good at making all waltzes sound alike.

The musicians are very fat and Herr Hafdenpepper introduces them each night, explaining how many pounds each gained since joining the Beer Barrel. But he's having trouble with the line girls, because they usually come here after a two-week run at the Oldied Crum, where they want their girl slender. Mr. Hafdenpepper is always fighting with Joe Mupp, the line producer, because the line girls don't look fat enough.

ANYWAY, this job is better than the one at the Golden Cuspidor, where the acts had to perform on a runway that is supposed to be the rim of a huge cuspidor. The owner is Billy Chew, a former weight lifter, who goes around examining the performers and forcing them to train in his gym just above the kitchen.

The ballroom team (Jack and Mae) was his favorite because they looked so rosy and healthy. But Moe, the band leader, told me the truth one night. He says, "They ain't healthy at all. Jack gets his tan from going to the ball game every afternoon and sitting in the bleachers. And she uses sun-tap make-up."

I'm terribly disillusioned, really I am. P.S.—Just got a wire from Duke, my Detroit agent. He says he'll forget our old argument and if I wire him \$50 right away he'll fly to New York and get Billy Rose to star me in the World's Fair. All I've got is \$41.25. Should I wire it? After all, Duke may never ask me again.

Club Talent

New York:

STAFFORD AND LOUISE set by William Morris agency for four weeks at the Savoy, London, opening August 15. Team follows date with two weeks at the Palladium. . . . JINGER WAYNE, strutting accordionist, has been added at Jack Dempsey's Broadway Bar. . . . MARLYNN AND MICHAEL, dance team in the Rainbow Grill, are doubling into the Room one night a week to demonstrate the La Conga dance. . . . THIRTEEN PEPPERS finish a 10-month run at the Hickory House June 21. May go into the Surfside, Long Island, later in the summer. . . . WA-NEENA, Hawaiian dancer, has completed new routines with which she plans to crash the better niteries. . . . ANN BORDEN, singer, has joined Johnny Morgan's revue at the Boulevard Tavern, Elmhurst. . . . DON LOPER and MAXINE BARETT, recently featured at the Cafe Continental, have been placed by Bert Jonas at the Club Mayfair, Boston.

Chicago:

IT'S GOING to be a double wedding this week for JOHN AND EDNA TORRENCE, dance team. John marries Vivien Faye, ballet dancer, while Edna will say "I do" to Paul Schwieger, former football player. . . . PEGGY MOORE has joined the Hi Hat bill.

ROYALE FROLICS will close for the summer in four weeks. Operator Denis Cooney, incidentally, has a plan afoot to tour his current production in combination houses, featuring Sid Tomack and the Reis Brothers, Dolly Kay and his line of some 22 girls.

Here and There:

RUTH DENNING is now singing at the Brown Hotel, Louisville, after a hold-over engagement at the New Kenners Hotel, Albany, N. Y. . . . FOUR COMIQUES, comedy band and a recent feature at Dutch Henry's, Pittsburgh, for the past four years, were at the Moose Temple, Pittsburgh, for three days last week. . . . SYLVIA LARUE has been headlining the shows at the Cafe Madrid, Buffalo, for the last three seasons. . . . TED AND ETHEL WALKER are working in Montreal after being held over at the Sherwood Hotel in Vermont. . . . MAURICE AND BETTY (Whalen) recently closed at the Mayfair, Boston, and are now at the Esquire, Toronto. . . . CARLOS KENT claims business has doubled at the Rowe Hotel since he was installed. Kent gives nightly concerts on the Hammond electric organ.

CHARLES MASCELLINE has been engaged to produce and emcee at the Wonder Bar, Tuxedo, N. Y. . . . DANNY BROWN and his all-male revue are in their sixth week at Casino Casino, Denver, doubling at Tivoli Theater three weeks of June 1. Unit includes Darryl and Gilbert, Gita Gilmore, Pepper Corke, Jackie Starr and Ralph Gilbert. . . . THREE DE MARCOS are set for five weeks at Sinclair's Grill, Cincinnati, by Jack Middleton, Cincy booker. . . . EDDY AND EDDY opened June 2 at the Modernistic Ballroom, Milwaukee, for Jimmy Devine. On June 12 they open at the Roof Ballroom, Arnold Park, Ia., and June 19 at the Surf Ballroom, Clear Lake, Ia., for Carl Fox. . . . VALLEY AND LEE arrived in New York recently after a seven-month stay on the West Coast. They opened May 28 on the bill with Estelle Taylor at the Mayfair Club, West Orange, N. J. . . . BUSTER WEST, Lucille Page, Sara Ann McCabe and the Don and Dolores Foursome opened at Beverly Hills Country Club, Newport, Ky., May 27.

NEW SHOW at Babette's, Atlantic City, includes Judy Lane, Frances Black, Arden and Renard and Smith and Lane. . . . TED MERRIMAN has signed Henry Zmota, Polish six-day bicycle rider, to add to his Hollywood Stars That Shine unit.

Miss. River Sailings Resume

CHATTANOOGA, Tenn., May 28.—Despite cool nights, river excursions with dancing are again gaining favor here. Captain Blankenship has topped up his good ship Chickamauga as a floating night club and provided an 11-piece orchestra. Large barges will hold some 200 people.



PAUL DENIS

Bon Air, Top Summer Spot in Chicago Area, Opens With Names

CHICAGO, May 28.—W. R. (Bill) Johnson has taken over the Bon Air Country Club and turned it into the most elaborate summer nitery in this area. Spot is located some 33 miles northwest of Chicago and one mile north of Wheeling, Ill., and has the usual country club accommodations. Spending between \$50,000 and \$75,000 for remodeling, the room's capacity has been tripled to accommodate some 700 persons. Retaining the old English motif throughout, the club, while roomy, succeeds in being intimate and highly informal.

Both the band stand and dance floor have been moved to the southern end, enabling patrons to view a vast decorative majestic sight when entering. A roof garden has been constructed on top of the new extension. There the sound system will carry the show and dance music.

Shows, judging by the initial effort, will be among the most expensive in this area. Phil Tyrrell, of Sligh & Tyrrell, Chicago, is booking, and his recent experience in handling similar shows at Beverly Hills Country Club, Newport, Ky., should benefit him in contributing a solid talent-buying and production job. Sammy Rose, formerly of Beverly Hills, is staging the girl numbers, 16 dancers being on hand.

The neat lighting system brings soothing effects, the varicolored arrangement being particularly effective during spectacle numbers.

Jack Denny and orchestra grace the band stand and as usual turn in a capable job, pleasing both dance patrons and acts. Denny is an admirable choice for the opening attraction, having a good reputation in Chicago as a result of his long stay at the Drake Hotel. He should attract the spending trade. Since his last showing here Denny added a girl harpist (Alecce Graves) and a new femme vocalist (Marilyn Deane, of Station WLW). Both are decorative features, altho not particularly noticeable from the talent standpoint. His ace vocal attraction is still Bob Pace, who has a very pleasing voice and likable personality.

Floor revue had its previous opening incongruities, but will probably smoothen themselves out. However, whether it is a good idea to use 16-year-old Margie Knapp as mistress of ceremonies is problematical. It's probable that she worked under a disadvantage during previous showing, but the kid doesn't appear strong enough to handle such a big show. On her own, Margie, a Benny Davis discovery, works with punch and sings pop tunes well, having a good share of stage presence for a kid her age.

She leads the opening girl number in a Dizzy Doodle strut. Kids are outfitted in brief and nifty costumes and work with an abundance of zest. Hudson Wonders come in on the heels of this opening flash with sock acro competition work. Sisters are using their ace tricks which send the show off on a speedy run.

Tommy Trent holds his spot well with a clever Punch and Judy show and in the finale with his loose-jointed Negro marionette. His vocal reproductions have undergone still further improvement since his last Windy City stop. Barto and Mann drew loud laughs with their silly dance burlesques. Tall fellow's funny face and rubber feet are the strong assets.

The line returns after Margie Knapp's individual appearance and this time in a beautiful waltz, introducing the splendid dance work of Elaine and Barry. Among the younger dance teams this pair is definitely on top. Girl is a charming brunet and man makes an unusually youthful and refreshing appearance. Their work is smooth and tricks highly polished. Stayed on for a fast and slow number and closed with an amusing novelty turn.

Rex Weber, the still-lipped vocalist, is next-to-closing and gained deserved recognition. All back for the finale, which is topped with a colorful military number by the line. Barto and Mann return for a somewhat lengthy session of more tomfoolery.

Shows will be changed every four weeks. Bills are repeated twice and three nightly, as business will warrant. Tom Kettinger turned in a very capable press-agent job in handling the previous opening.

Band is on a WGN-Mutual wire nightly. Food department in the expert hands of Joe Spagat and his Congress Hotel

brigade, including Toni Helming, sommelier. No cover. Minimum charge is \$2.50.

The Four Ambassadors fill in versatile intermission entertainment, both vocal and instrumental.

At press time it was learned that the opening bill is being rearranged and a couple of the acts changed. Margie Knapp and Tommy Trent are out, with a new emcee, among others, on the way in from New York. Sam Honigberg.

Astor Roof, Hotel Astor, New York

Rudy Vallee and band got the Astor Roof's summer season off to a strong start Tuesday night. The huge room, which can accommodate more than 1,000, was packed both shows.

Vallee is a great attraction still and there's no doubt that the women still think he's just too darling for words. They clutter the tables and ooo with delight every time he does special songs that have become associated with the Vallee manner. Wisely avoiding too many pop numbers, Vallee makes himself, his band and entertainers distinctive. He sings college songs and light comedy tunes alone and sometimes backed by the four Gentlemen Songsters. His vocalists are young, as are his 14 bandmen, and they are all wardrobe in cool summer informal outfits—giving the entire presentation a youthfulness that reflects upon Vallee himself.

Dorothy Appleby, legit actress, is making her local debut as a band vocalist with Vallee. She is a nice looker with interesting delivery but no quality voice. Beverly Kirk, brunet, does okeh with Continental tunes. Red Stanley steps out from the band to do comedy falsetto numbers, and the entire band participates in vocal novelties. The band as a whole delivers plenty of entertainment as well as good dance music.

The floor show that goes on twice a night is pleasing. Vic Hyde, ingratiating one-man band, gets laughs with his patter and then impresses with his musical versatility. Edna Strong, brunet, is one of the better tappers around. Chick Kennedy amuses easily with dialect stories and impersonations strung together into a clever story. Florence Mayo, in leg-display costume, paces Pansy the Horse thru good sight comedy that's just right for noisy dining audiences.

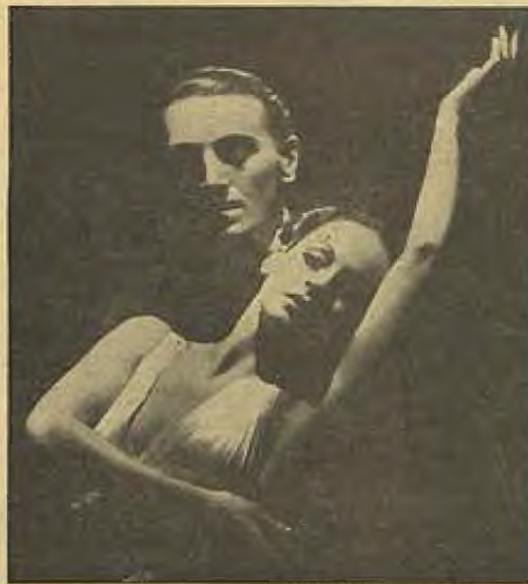
Hal Kemp's Band follows Vallee July 5. The roof is a lovely ample, high-ceilinged room. Dinner is \$2 and up, with a 75-cent cover after 10 p.m., except for Saturday and holiday evenings, when it goes to \$1. It's a bargain. Bob Christenberry, managing, deserves credit for making the roof so attractive to diners. George Lottman is doing the press agenting. Paul Denis.

Glen Island Casino, New Rochelle, N. Y.

Annual reopening of the lovely night spot on Long Island Sound took place May 26. Casino may be fixed, for it has rained opening night the past four years. With a slight change in the cover-charge policy and the addition of a new cocktail lounge and bar spot is the same. It has always been unrivaled as a night club handsomely helped by Dame Nature. It's right on the Sound and a scenic delight. Water location means, too, that it's cool. Music and minnie drink charge have been removed for a straight \$1.50 week-day minimum and \$2 week-end and holiday.

Glen Island Casino has been the jumping-off spot for several bands to reach the heights, including the Dorsey freres, since separated, and notably Casa Loma. Larry Clinton is this year's incumbent and history should repeat itself. Clinton's sock swing has caught on with jitterbugs by way of radio and recording work. Beating it solid, as he does, at a spot largely patronized by the pantywaists, he should do good business, if not excellent business. Of course, this hinges somewhat on general economic circumstances. A valuable asset is plenty of radio time skeddled for the summer on NBC and Mutual. Way the kids hopped around opening night, making dancing risky for such ancient geezers as *The Billboard* reviewer, showed they like him.

Beatrice Wain, Clinton's vocalist on



Mary Raye and Mario Naldi wish to extend their sincerest thanks to Mr. John Roy at the conclusion of their forty weeks engagement at the Rainbow Room Rockefeller Center, N.Y.

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an NBC commersh and records, is much better than the average band stander-in-fronter. A good voice is aided by knowledge of how to use it, especially on the mike. She could, however, improve by accenting expression. Appearance is quite good.

Casino is one of the choicest of New York summer niteries, but the management should do something about putting more signs up on roads leading to the Island. Very difficult for those unfamiliar with the roads around there.

Jerry Frankeo.

Club Minuet, Chicago

Shows returned into this pint-sized spot recently, operators Frank Sherman and Louis Ross realizing that floor talent stimulates business. Downstairs floor has a capacity of only 14 small tables, with room for a few more on an adjoining balcony. Most of the trade, however, is huddled in the hideaway bar.

Show itself is a brief time-filler offered on the small dance floor. Ray Haly is a forceful emcee. Has possibilities, in view of a youthful and likable personality and ambitious style of delivery, but could use smarter material, especially for his piano songs.

Betty Saxon, saucy soubret, pops up in a French maid uniform to tease with naughty lyrics and a breezy routine. Alvira Morton, mature prima donna, takes the spot with a few selections which lacked showmanly delivery. Has a good voice, but should sell it with more ease and greater intimacy.

Dorothy Wald exercises with a feverish turn to gypsy music and ends by stripping to the waist. An exhilarating performer.

Bill is repeated as often during the night as business warrants.

Intermission entertainers include a couple of table singers and Joe Parallo, expressive violinist. Benny Dugoll's four-piece orchestra does dance and show

tunes. A stock combination quite suitable in this scene.

Food prices reasonable. No cover. Sam Honigberg.

Grosvenor House, London

Music Corp. of America's latest floor show, *Cafe Society*, is presented and produced by George Black Jr. American entries are the Music Hall Boys, George Hale's Girls, Earle and Josephine Leach and Ross Wyse Jr.

Music Hall Boys are familiar but plenty popular, and their travesty on a Victorian singing trio, accentuated by comedy make-up, is a humdinger. In addition to their comedy the lads have excellent pipes. Act scores solidly.

It's the first time here for Wyse, assisted by a pretty femme. He's plenty versatile and turns in a corking contribution—witherful monolog, good comedy and high-speed tap dancing.

Earle and Josephine Leach, ballroom dancers, score with a nice routine.

Alan Shires is okeh as a rhytzm dancer. Miki Hood, tall and graceful English girl, is a winner. Hale's Girls, some of them as tall as six feet, are a peppy and good-looking line and add to the success of a bright and high-speed show.

Bert Ross.

Club Cavalier, New York

A typical beefy loud leg display and fast cabaret floor show are on view here. It's not exceptional, but neither is it dull.

The affairs of the evening are in the hands of Smilin' Lou Taylor, veteran emcee, who is a fine-looking fellow with a toothsome smile and a load of amusing gags and impromptu chatter. He pieces the show together nicely, knowing when to stop for ad libbing and when to kid a tipsy heckler.

Six-girl line, supplied by Bothwell Browne, is a pleasing outfit and turns

in three numbers, a can-can, a Caravan Oriental dance and a cocktail-shaking affair. Costumes are okeh and gals are shapely.

Specialties are contributed by Middle Felony, sprightly brunet singer who does fancy singing-shouting in the Ella Logan style. She is certainly above average and ought to make the grade. Unusual also is Rhoda Chase, a luscious brunet who surprises with a baritone voice. She sings ballads well, but her novelty voice and fine appearance are her greatest assets.

Murfel (Snoony) Abbott, plumpish brunet, leads the production numbers with singing and dancing. Singing voice is too piping, but her acro dancing is okeh. Four-piece band is led by Chapple Brante, drummer, and is surprisingly good for its size. Intermission entertainment is provided by Clifford Williams, pianist-singer, and Millicent Day, singer, who harmonize specials and ballads in thoroughly ingratiating manner.

Three shows a night in this supper spot managed by Paul Burney. Atmosphere is pleasing, the club being on the site of the former Cafe Venezia. Drinks and service, okeh. No cover.

Phyllis Krause and Eli Cass doing the press agitation. Paul Dent.

Cocoonut Grove, Boston

Jacques Renard and the current show has hyped big and floor-show value to a level which Boston has not experienced, here at least, for many a moon. Barney Weisnaky, owner, apparently knew he could depend on the bookings, for he is now sojourning on the Continent. Late show (35 minutes) Tuesday evening (17) had an overflow, mixed and noisy crowd.

Line opening of the George Rand Girls (8) in a Mickey Mouse-ostrich combo attire with parasols, is somewhat slow, but the show gets rolling when Princess Gilyo, pretty Chinese tap dancer, comes on for a saucy turn, featuring well-executed whirls. Later in a presentation number, prefaced by the line in a harem drape weave routine, she works a flighty dance routine. In still another spot she returns for a dance of abandon, with plenty of spins and loose-jointed movements. Gal is pert and sells.

A ballroom team of finish and distinction, who give out with novel and well-manipulated business, are Barbara and Barry Leslie. Team features carries and spins in symphonic arrangement with grace and precision. They also appear in the presentation number with a soft-shoe encore routine that's cute.

Renard's trio, the Hylton Sisters, look good and shape up as probably the next harmony team to hit the big marquee lettering. They came in to break up the hoofing turns, with a good arrangement and vocal effort of *La Cucaracha* with bits of Spanish ditties interpolated. Other tune was *My Bonny Lies Over the Ocean*.

Billy Payne serves as emcee, and gives tenor piping of *Song of Songs* and *One Song*. Line winds up the show with a Big Apple routine, shouted by Bebe Clyde, line captain. Renard's music is there on the show carry and hoof.

Waikiki Beach atmosphere is transplanted via the prop cocoonut trees. Spot has a WNAC-Yankee network wire. Hylton Sisters warble with the oke and for the radio. Show moves fast.

Sidney J. Paine.

Spinning Wheel, Seattle

Bill is topped by Francis Blair, female impersonator. Besides posing as a female, fair of face and form, Francis throws in singing and dancing that carry a note of conviction.

Peggy Minor has a tap number and a routine embracing a rumba and a hula. Kitty King, soprano, dances as well. Corinne Dubuque is a blues singer, while Florence Marcus entertains with vocal hits of the day. Johnny Burke injects a strongly masculine note into the program with his popular airs.

Resembling Eddie Cantor, Emcee Johnny King, wowing 'em with his drooleries for the past two months, is both mimic and pantomimist.

Dancing beneath soft tropic lighting effects to an orchestra under baton of Johnny Maxson. C. M. Litzeljohn.

Patio Grill, Hotel Roosevelt, Jacksonville, Fla.

Business at this intimate, informal midtown spot has been on the increase since installation of floor shows last summer. The nut has kept pace with patronage so that customers are now

getting a nice show with no admission, cover or minimum. Eats and drinks reasonable.

Baton juggler Clyde Gardner, backed up with eight first-class musicians and here since last summer, dishes out danceable sweet stuff that suits this crowd to a T.

Proceedings opened with Judy Lawton, contralto, warbling a couple of ballads nicely. Has a sweet voice tho not strong.

The Monocled Ambassador, hand balancers, showed fine control work and hand stands, their cigaret-lighting stunt garnering a big hand.

Duval Sisters, personality dancers, did a glove number, a simple non-intricate chorus routine, but executed in a pleasing manner.

Jimmy Bigelow, now on his 46th week

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"THE MAD MAGICIAN"
NINTH WEEK
COLLEGE INN
HOTEL SHERMAN
CHICAGO

here, twice Ripleyized for his 23 hours' continuous playing of the banjo, gave 'em plenty of stuff and couldn't make a getaway. His medley of college songs was a knockout.

Harvey Bell, with an improved sweet tenor, sang one request after another, finally begging off. His rendition of *Get Me and Yiddish Mama* were real gems. Also emceed the layout and is a swell builder-upper for the other acts.

Spot's capacity 350, and S. R. O. sign out at this show. W. H. Colson.

Ringside Club, Ft. Worth

After being on local band and week-end door-show policy for several months, spot now back with name bands and shows nightly, with an increase in patronage.

Current show has two drawing cards, Gen Meyer's new orchestra and Johnny Randolph, sensational young lyric tenor. Meyer's *Ork*, which he is breaking in here for Eastern engagements, has some excellent arrangements, especially those featuring Meyer on sax and the violin trio. Meyer is one of the most popular *ork* leaders in this section and is drawing business.

Randolph scores heavily with his singing of *Gold Mine in the Sky*, a natural for his voice, and *Just Imagine*. Young singer shows great promise.

Ruth White, former Casa Manana dancer, opens with Oriental dances and shows her versatility later in military toe dance. Evelyn Brian, singer, comes next with *Burnin' Street* in effective manner. Freddy Cohen, *ork* member, gets the laughs of show with his comedy rumba number and mugging.

Wingo and Wingo, comedy dance team, have the usual tap routines, but an unusual finish to act. Ken Meyer sets as emcee and also gives sax solo. *Wonderful One*, Randolph and Miss Brian sing with orchestra during dance periods as well as in floor show.

Manager Louis Glass changes floor shows every week. The Meyer Orchestra steps on four more weeks.

Ruth Huff.

Rendezvous Villa, Youngstown, O.

One of few night clubs in Eastern Ohio that has been consistently presenting high-class floor shows. While business in general has been spotty, this club has fared as well, if not better, than most of them. Four shows nightly.

On an average of two nights a month the Villa brings in a headline band or vaude attraction, adding small admission charge. No cover or minimum. Food is average and facilities on par with many larger clubs.

Current are Billie and Doris Donovan, boy and girl, who are the hit of the *Blossom Time* in Jopland revue. This clever team performs intricate dance routines and presents a wardrobe that makes it one of the best acts to play the spot in many weeks. Wenn and Wynesta draw their share of applause, while shapely and tantalizing Leonie Thurston is the spice of the program. Adis Mae with her acrobatics and cute Sherida complete the bill.

Ben Hilson and his Jazz Maniacs, a colored combo that plays sweet as well as hot music, continues.

Rex McConnell.

Village Barn, New York

The popularity of Meyer Horowitz's Village Barn hasn't dimmed a bit in all the years the place has been a fixture on Greenwich Village's Eighth street, and there are plenty of reasons why. The atmosphere is different and amusing, the show is long and loud, the food and service are good and the band swings out in the approved manner.

Current show features Dick Lebert, Radio City Music Hall organist, fronting a 10-piece band and handling a Hammond electric organ with the same skill that earned him his reputation at the Music Hall. Conducts only for the show, making a nice appearance, and gets plenty of attention and applause for his assured playing of three numbers, *Ti-Pi-Tin*, *When I Grow Too Old To Dream*, and an excellent swing arrangement for organ and band of *In the Hall of the Mountain King* from Greg's *Peer Gynt Suite*. *Ork* itself is good if a little on the brassy side, but there's so much noise in the place anyway a bit more or less doesn't matter. Crew looks good in light blue mess jackets and is ably led by the clarinetist-arranger during the dance sets.

Larry McMahon remains a emcee, rest

AFM Nixes Vode-Visions; AFA Silent

NEW YORK, May 28.—Executive board of the American Federation of Musicians formally set its foot down against the Vode-Visions aspirations and proposals of B. A. Rolfe Thursday.

Bert Henderson, assistant to Joe Weber, stated "the board cannot entertain the Rolfe proposal, as it has never been in favor of profiting in any way by use of recorded music in places of amusement."

It is believed that altho Rolfe may find recourse in localities where the AFM has no direct jurisdiction, pressure by the union will definitely restrict expansion and acceptance of the canned vaude innovation. Vode-Visions is to get its first regular showing at a Middletown, N. Y., theater for three days beginning Monday. Adverse steps by the musicians' union are not, thus far, in evidence.

The American Federation of Actors has withheld comment on the Vode-Visions plan. However, performers queried by *The Billboard* were unanimously in favor of giving the plan a tryout. The performers pointed out that musicians play ballroom and other dates without entertainers and that there was no reason why performers should not play without worrying about musicians.

Vaude in Sacramento

SACRAMENTO, Calif., May 28.—Memorial Auditorium here will bring in vaudeville for a one-night stand June 3. Bill planned will have eight acts, including Budda, as emcee, and Cyrus Trobbe and the House of Melody Orchestra. Budda is lining up suitable local amateurs for the show.

Newman, Kaycee, Spots Unit

KANSAS CITY, Mo., May 28.—Newman Theater brought in Clyde McCoy's unit this week to offer competition with the Fox Tower, permanent flesh house. First time Fox has had a rival in several months. Until last winter the Newman had operated 10 years on straight motion pix policy. Sally Rand returns next week for a week at the Fox.

of the show being new, if not in style at least in faces. McMahon would impress much more favorably if he omitted what he must believe is singing. His handling of the acts and the audience is all right, but what he does to *Love Walked In* and *I Simply Adore You* is something else again.

De May, Moore and Martin led off the proceedings with a comic adagio, which is always effective, because an audience realizes they've got to know how to do it right before they can clown it. A second appearance has the team in a burlesqued Bowers dance, which is likewise on the credit side. Elinor Sherry holds down the vocal end with several pops; voice, delivery and looks okeh.

The Royal Rangers supply the inevitable cowboy doings in an all-right manner, aided greatly by a dead-pan comic labeled Obadiah, who gets plenty of laughs at a bull fiddle. The Spinning Tops wind up the hour show with a conventional roller-skating routine, enlivened by having women patrons come out on the floor for a "ride." Ladies' wobbling afterwards puts the place in hysterics.

Show is presented twice nightly, for dinner and supper, with added attractions in the form of turtle races, square dances, musical chairs and potato games. Place does excellent business and the large crowd seems to enjoy itself thoroly.

Danfel Richman.

Antlers Club, Kansas City, Mo.

Bill Christian's *All-Colored Revue* and the rhythmic music of Tommy Douglass' Band share the spotlight here. Acts are all fast and furious, with Christian emceeing to good advantage.

Shapely colored gal, Annetta, starts things with a speedy shake dance to *Bele Call Rag*, boys in the band shining solidly on accompaniment. Mabel Hill is next with a rumba, singing as she works. Virgil Bowles follows, teaming with Christian for a song and dance (See *NIGHT CLUB* on page 69)

Vaudeville Notes

AL PEARCE and Gang make their last theater appearance at the Stanley, Pittsburgh, week of June 10. . . . JUANITA and her Skating Champs have been set for a six-month tour of Europe in the fall by Ben Lipset. Are now playing the Erie, Philadelphia, and Hippodrome, Baltimore, this and next week. . . . AFRIQUE, now in London, sails for South Africa and a tour of the International Variety Theaters there beginning July 8. . . . NICK ELLIOTT New York agent, has arranged a Talent Scout Night at the NVA clubrooms for June 14, commissions from any act signed that evening to be donated to the NVA.

GEORGE DEWEY WASHINGTON leaves for a four-month tour of English time, following his stay at the Apollo Theater, New York, beginning June 4. . . . VIRGINIA BARRETT and Billy Smith are due back from an extended tour of the Continent, last date being in Genoa, about the first of June. . . . THREE SOPHISTICATED LADIES now includes Renee Rondell, who replaced Rose Kenney, who left to get married. . . . TANIA is a featured attraction of the *Globe-Go-Round* of 1938 and not in here a few weeks back. Tania severed relations with the latter unit March 19. . . . BEN McATEE of the Marcus Show, postals from Johannesburg, S. A.: "Fast year New Zealand and Australia. Now in South Africa for six months; then to India. Good business and grand trip."

SUNNY RICE, dancer who is spotted for two tap numbers at the Paramount Theater, New York, was inadvertently omitted from the review of that show in last week's issue. . . . TOBY WING, film player, is being set for p. a. dates by Leo Morrison. . . . AL LACKEY, husband of Sophie Tucker, is ill but recovering at the Hospital for Joint Diseases, New York. . . . SID TRACEY and Beatie Hay have returned to New York after a five-year tour of the world.

JOE BESSER finally sailed from New York last week, accompanied by agent Bill Miller. Besser opens at the Palladium June 6, with Miller returning to New York after a week's stay in Europe. Besser had been refusing European offers the past five years—explaining he was still frightened from a childhood experience when marooned on a raft. But persuasions by his wife and his agent finally weakened him. . . . MCA will again book the Kansas City Jubilees, which last year drew enormous crowds but failed to make money for its sponsors.

MARIAN OIBNEY, former vaude single and for the last four years with various units in the South, is confined to her home, 22149 Long boulevard, Dearborn, Mich., with a compound fracture of her right wrist and arm sustained recently in an accident.

Booked for Foreign Dates

NEW YORK, May 28.—William Morris office, thru Dick Henry, has lined up another batch of American acts for England, Ireland and Australia, sailing on the Normandie July 13.

Four Franks open in Kilbourne August 1; Senator Murphy and Rio Brothers begin their engagements at the Palladium July 25, and Jack Leonard and Chester Fredericks open in Dublin on the same day.

Kramer in Morris Office

NEW YORK, May 28.—Sam Kramer, California rep for Frank Neil's Tivoli Circuit in Australia, has established permanent quarters in the William Morris Agency, sharing offices with Dick Henry, agency's own foreign booker.

RKO Cleveland Vaude Out

CLEVELAND, May 28.—RKO Palace Theater has quit vaude and turned to straight pictures for the summer. Olson and Johnson were the last flesh attraction. Theater refuses to pay exorbitant prices for name acts that fail to bring in the cash.

Bridgeport Vaude Muddled

BRIDGEPORT, Conn., May 28.—Weekly stage shows are being considered for the Loew's Globe in place of the cash prize game attraction. *Upvooer Hour*.

N. Y. Agents Pressed by License Dept.

NEW YORK, May 28.—Carrying out his threat to license all local agents, License Commissioner Paul Moss has sent several inspectors into the Times Square district to hand out summonses to offices allegedly operating an employment agency without a license.

Moss says he induced 10 agents to apply for licenses this week. He is going after the private entertainment managers again, claiming their profit on booking deals really constitutes a commission. On the other hand, the club bookers, as they are generally called, claim they are employers of talent and not agents at all. Artists' representatives are also resisting the license drive, claiming they are not employment agencies either.

The unions, meanwhile, appear to be indifferent. American Federation of Musicians has its own license system, while the American Federation of Actors has already licensed hundreds of agents, mostly in Los Angeles, San Francisco, Boston and Detroit. It was not attempted to license local agents, preferring to permit friendly agents to display AFA indorsement placards in which the agent indorses AFA policies and pledges to support them. It is probable that the AFA will begin licensing local agents with the new season.

Thin Bookings And Big Troubles For Chicago Units

CHICAGO, May 28.—Despite a minimum of unit production activity in this area the last season, the resulting headaches have been the most painful since the last depression. Efforts proved unprofitable particularly for those producers who braved high nut shows and gambled with percentage contracts. Eager for dates, bookings accepted proved heavy losses for the unit owners who either brought the season to an abrupt end or continued to slice budgets.

Only money-making road attractions around here included Music Corp. of America's band shows that came in on guarantees and also Major Bowes' amateur shows, which, while not as strong as they have been in the last three years, still managed to escape red ink. The Major's units played a cluster of dates around this area, playing houses that seldom go in for flesh attractions.

Among local producers who had shows on the road this season were Nick Bolla and Sam Roberts with *Can You Take It?* and Three Cheers for Rhythm. Antonio Sebilla with *Winkles Nights*, Jack Fine with *Pleppgirls of 1938*, Harry Rogers with *Chinese Polines* and Harry Clark with several smaller shows.

A couple of others braved the near-by towns with turkeys.

Kansas City Spots Hit Hard by Rain, Curfew

KANSAS CITY, Mo., May 28.—Governor Stark's recent change of liquor inspectors brought about a change in the operation of clubs throughout the State, with Kansas City most affected. Closing hours were moved back to 1 a.m. week days and 2 a.m. Saturdays, but only a few establishments here are enforcing the rule. Meanwhile rain every day for 17 days has knocked business broadside, especially for outdoor spots. At least 50 or more clubs are staying open, in defiance of the new edict, until dawn in order to meet the heavy nut in face of poor patronage.

E. C. Buckley Dies in Detroit Theater Fire

DETROIT, May 28.—Edward C. Buckley, former local booking agent, died Tuesday as the result of a booth fire at the Fine Arts Theater, where he was projectionist.

Buckley was formerly head of the Shore & Buckley Booking Office and later with the Michigan Vaudeville Office here.

Loew's State, New York

(Reviewed Thursday Evening, May 26)

Prodigious return of George Jessel to his old stamping grounds is made this week without his Norma, contract stipulation relieving her of obligation to play this one date. A blond beauty from Brooklyn, Beverly Roberts, pinch hits for La Talmadge without apparent hurt to the b. c.

Jessel is in rare form and carries his radio unit presentation almost single-handed, the various specialist interpolations being nothing more than breathless spells for his witty and rapid-fire patter and songs. He also plugs Crawford Clothes, sponsor of his radio show.

Roberts gal, with a dozen Hollywood pictures under her belt, makes a luke-warm screen personality impression, altho decidedly a looker and gifted with a not unpleasant husky singing voice. She parries banter with Jessel rather mechanically and goes off to a mild hand after a rather lengthy warble. It's *Wonderful*. Miss Roberts will probably play opposite Jessel in their following and closing Chicago date, after which both return to the Coast for picture work.

Of the specialists the Hollywood Co-Eds, four-girl line in tap routines spiced with bits of acro and eccentric, do fairly well, their work showing neither originality nor intricacy, but withal pleasantly purveyed.

Amy Arnell is brought forward to foil for Jessel, playing up her Southern origin and then joins with two boys, Jack Raymond and Ralph DeAngelus, the trio providing vocal backing to Jessel's singing of *What This Country Needs Is a Song*. Chorus trio also get chance at a solo fling of the tune, with DeAngelus garnering the best hand of the three. Latter boy, with a pleasant front and a really worth-while baritone, shapes up as a real bet for operetta. Demonstrated his vocal and histrionic worth with a rousing rendition of Rossini's *Figaro*.

Tommy Tucker, who leads the Zwergling band on the stage for the greater part of the show, gets a chance to do a mildly amusing "novice announcer" bit with Jessel. The Dancing Theodores, in a single offering, show interesting versatility in a crazy-quilt melange of tango, rumba, swing and adagio but scarcely anything else of note.

It's a fast-paced bill, not much more than 45 minutes, but completely shadowed by the presence of Jessel. A thro and entertaining showman, his complete mastery of the Broadway audience and the ability to make the same old pieces of business as funny as ever attest to his wearing qualities as a comedian. George closes with his old reliable, the phone conversation to his mother. What Broadway needs more than more fruit-juice stands is the return of about a dozen Jessels if they could be found.

Business good at dinner show opening day, with Merco Polo helping out.
George Colson.

Chicago, Chicago

(Reviewed Friday Afternoon, May 27)

A terrific combination show here for a fortnight that should bring 'em in in droves. On screen, Columbia's production of Philip Barry's *Holiday* with a

brilliant performance by Katharine Hepburn, and on the stage the master of sweet swing, Tommy Dorsey, and orchestra.

Tommy, in addition to slinging soothing tunes out of his trombone, which he labels "musical slingshot," is a gracious and likable personality and a humane leader of a band that has climbed sky-high in a comparatively short time. With plenty of capable musicians in the background to dish out swell arrangements of current pop ditties, he spotlights them individually, showers upon them the credit they deserve and makes himself a mighty popular maestro.

His vocalists pitch in with tuneful work thruout the session, strolling in and out as needed. Jack Leonard, baritone, has a good voice and an easy-going delivery. Edythe Wright is a sweet little songstress with a bright smile and pleasing personality.

Two acts on for relief between cork specialties. Early in the bill shag team of Phillips and Kohl strut out for a couple of Big Apple-ish designs that pleased the young set, and next to closing is the dependable Johnny Woods with his expert impersonations. One of the few vocal imitators who steadily build the audience's attention and seldom fall to walk off without solid response.

Band's ace novelty is its musical biography of a trombonist in which the entire ensemble participates. High spot is a delectable specialty by the trombone trio.

Five shows scheduled daily and more if business well warrant them. House better than average first show opening day.
Sam Honigberg.

Roxy, New York

(Reviewed Friday Evening, May 27)

Adriana Casciotti and Harry Stockwell, Snow White and Prince Charming of Disney's fairy tale, remain over to feature current bill, but trimming of their time and injecting four surrounding acts instead of last week's two makes for a more balanced and more entertaining layout.

Robert Neller, with his Dixie Duggan, last seen locally at the Music Hall, is, surprising enough, the only serious carbon copy of the Bergen-McCarthy team to crop up to date. However, Neller does succeed in imparting a little more versatility to his venting, attempting double whistling, yodeling, throaty lines with a peckful of p's in them and working a voice-throwing gag with Paul Ash. But style and material are close to Bergen.

Monroe and Grant have played every house along Broadway in the past two months but their comedy trampoline number is still a sure laugh getter. Despite a rather slow opening, they always build up to a good hand with their nutty but daring hounding and the prop "Ghead, Charlie."

Applause standout is the mirthful dance cabarets and comedy team, Lorraine and Regan. She of the educated hips and ants in the pants is good for sock laughs, and he makes a completely legit-looking foil for her. Their dialog is good, so is the straight tap work by

Vaudeville Reviews

the boy, and their Blue Desude burlesque is funnily carried out despite the commonness of similar attempts.

Herman Timberg Jr. doesn't get to do much of anything as a single and impresses as if he still needs the bolstering of papa or maybe the Rooney's. Works in a couple of intros to production numbers by the Gas Foster line and in the first sings a bit and then pounds out a novelty tap, swinging golf clubs in rhythm. In the other he attempts a comic *Loch Lomond*. His singing is weak.

O. P. Girls are as crisp and cute in their kiltie routine as they are sloppy in their unwieldy golf-club number. Scotch motif is due to locale of film *Kidnaped* (20th Century-Fox) on the screen.

House fair dinner show Friday.
George Colson.

State-Lake, Chicago

(Reviewed Friday Afternoon, May 27)

While the closing of the neighboring Oriental yesterday will not revolutionize the State-Lake's box office, it will, nevertheless, bring in a few extra dollars, as the large house second show opening day indicated. Now the remaining combo hour house where bargain prices prevail at all times plus a long stage and screen show.

House band is in the pit thruout the bill this week. The 12-girl line opens with a cute steeplechase routine, and Jackson and Clifford, clever boys of the wise-cracking and hat-in-the-face slapping variety, follow with a just-long-enough period of nonsense. While most of the rags are old they were greeted with mass laughs. One of them closes with a good acro number, the other supporting him musically on a trumpet.

Srbil Ewan, next, is a made-to-order act for this audience. Went over big with her impressions and, in this case, her changes on the stage benefit her turn. Closes with her Mrs. Roosevelt, a remarkable study in burlesque.

Pat Henning is in a tough spot here but he didn't fail to score. He still garnered many laughs with his handstand tricks, mandolin bit and Robin Hood satire. Betty Hays, sexy blonde, comes in handy as straight and on her own makes a striking flash with a neat tap dance.

Line returns with a clever routine in slow and fast tempo to Shine, carrying the proper letters on their backs to introduce the Mills Brothers. The boys are now using a fifth man to play the guitar while their father occupies the bass spot vacated by the death of one of his sons. Act should use more swingy tunes for greater speed and relief between their straight instrumental impressions. Open with *Hold the Tiger* and bring forth sharp brass sounds thru such offerings as *The Melody Lingers On*, *Asleep in the Deep* and *Louise Brown*. Guitarist is in the background, furnishing instrumental support only.

On screen, *Armed and Dangerous* (MGM), a second-run pic. A new advertised feature here is the *State-Lake 60*, an hour of shorts repeated 11 a.m. and 5 p.m.
Sam Honigberg.

Michigan, Detroit

(Reviewed Friday Evening, May 27)

Good Friday night house, in view of depression conditions here, responded to a program that was heavy on the comedy side. Film was *Vivacious Lady*, with Ginger Rogers.

Show is opened by Edward Werner's Orchestra in a full-bodied medley of seasonable flower songs. Johnny Crispin's band on the stage is a novelty here and proved a good swing outfit.

The Three Randall Sisters open with ballad numbers, a combination of Southern and Ethel Shutta styles, done with a nonchalant mockery that won the house.

Frank Paine does a string of radio imitations. His best numbers are the Indianapolis classic and a baseball game broadcast—but he should bring his local dope sheet on the Detroit Tigers and Briggs Stadium up to date. Paine rated an encore.

John and Edna Torrance headline, and justly, with a standard ballroom routine, a collegiate strut—a take-off on all contemporary dance habits—and a gay Mexican gallop with plenty of taps and odd steps. The last got the active help

of the audience clapping to beat time at marked steps.

Herman Hyde and Sally Burrell have a repertory of musical monkeybusiness, with flapping fiddles that lay eggs and the like that panic the house.

Six Danville close with a tumbling act that missed a few cues but made up for it by their feature, a three-high stand done with straight tumbling—to springboards.
H. F. Reyer.

Palladium, London

(Week of May 15)

Swell 12-act program, with seven American acts listed. Only holdover is Vic Oliver. Despite its entertainment value, this is one of the cheapest bills the Palladium has staged in years.

Palladium Girls (12) give the bill an okeh send-off. Line is shapely and pretty to watch. Six Carlton Sisters are an excellent flash act, with the girls concentrating on high-speed club and hoop juggling. Act is enhanced by lighting effects. Billy Russell, English comedian and monologist, makes only one number, that of a London workman, interesting by fresh and timely gagging.

Joe Terminal, always a popular visitor here, returns with two helpers, Jean Hamilton, a dandy whistling songstress, and Joe Clayton, harmonica-playing comedian. Turn in a swell act full of laughs and novelty. Lucan and MeShane, English low comedy team, lay them in the aisles with their latest mirthquake, *The Step Washer*. In his take-off on an old Irish woman Arthur Lucan is easily England's top character comic. George Formby, making first local appearance, headlines; Formby has built up a big rep in the sticks and also in pictures, but is comparatively unknown to London. Sings some seven numbers, all the same tempo and nearly the same tune, to his ukule accompaniment and stops the show cold. Yet he has this reviewer and many others wondering why.

Estelle and Leroy, classy American dance team, prove to be grace personified. A lovely act, with both boy and girl having strong personalities. The girl is a stunning brunet. Tex McLeod is still a fave with his roping and moneolog. Chatter is timely and made for laughs. Has a dandy girl assistant, Ima Ziegfeld, a smart performer on the accordion. Sue Ryan, American comedienne, showing for the first time in London, does a wot of an act, concentrating on various types of people and entertainers. Forced to six tab calls at opening performance.

Paul Ramos and his Toy Boys, latter two cute midgets, hold attention with a peach of an act in which humor and acrobatic skill go hand in hand. Vic Oliver repeats his former successes here. Host of new wisecracks register. Mae Wynn and Zella Co., with a new edition of their *Seventy in Rhythm*, follow everything and still make a solid hit. Offer high speed and versatile display of tapping, climaxing with their giant typewriter finale.
Bert Ross.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, May 15)

The gifted Honey Family highlights the stage offering at the Golden Gate this week with its acrobatics and spirited dancing. Three boys and three girls, they have a collapsing tumbler's stunt that sets them far above most family acts.

The Cotton Club's tapping Edward Sisters are close seconds, and the Glorified Beauties proved popular with a milkmaid dance.

Jay Brower does exceptionally well as

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emcee. The band's arrangement of the *Futcher Boy* song got over big with the audience, with the three saxes injecting a lot of comedy into the number. Brower does the vocals.

For speed and control the stepping Edwards Sisters, colored, are an eye-ful. Dell Ohrel exhibits some seemingly painful acrobatics, while other performers include Bobby and his rhinestone-collared ferrier, Maxine; the comical, Ray and Harrison, and the intricate roller-skating feats of the Royal Duo.

Fittingly costumed, a line of 16 girls is used in two routines, the closing number being a Chinese impression. Scene has Dell Ohrel doing her torso-bending specialty.

Feature picture is *Vicious Lady*, Edward Murphy.

The Jade, Hollywood

(Reviewed Thursday Afternoon, May 26)
This boulevard spot does constant good business with a weekly change of a single act. Three oldtimers hold down the main show here every week, Charles Barclay acts as emcee. He has personality coupled with a good voice, and his habit of mingling with the crowd and making everyone feel at home has a great deal to do with the success of the spot.

Mary Norman and Peggy Lee are the two steady warblers. Both girls know their showmanship. While neither one is what could be termed sensational, still they are adequate for a place of this kind. Both gals are lookers.

Music for *The Jade* is played by Bing and his Aloha Singers, four Hawaiian boys. The combination does well in the Oriental atmosphere of the spot.

Top act this week is Claudine Cartier. The gal is good and had to repeat due to the general applause. She works alone at the piano, playing her own accompaniment. Her best numbers were *Cabaret's Wife*, *Lady Is a Tramp*, *Get a Crush on the Puller Brush Man* and a *Musical Interview With a Hollywood Star*.

Her stuff is well presented and she knows where to put the sock.

Dean Owen.

Ex-Burly House Goes

CLEVELAND, May 28.—Cleveland's pioneer burlesque house is about to be razed. The Star Theater was the original home of burlesque here, being turned to that line in the early '90s when Frank Drew, its manager, was instrumental in forming the Columbia Circuit. Theater opened in 1887 as the Columbia, playing legit. Name was changed to Star in 1889. A dozen years ago it was renamed the Cameo and played grind movies.

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New Act Review

Movita and John Carroll
Reviewed at Loew-Poll-Globe Theater, Bridgeport, Conn. Style—Singing and patter. Time—Thirteen minutes.

Young lady's chief bid to film popularity was her portrayal of the native girl in *Muffin on the Bounty*. Teamed up with John Carroll, new leading man for Monogram, who bears a striking resemblance to Douglas Fairbanks Jr.

Act is being booked here in conjunction with new flicker *Rose of the Rio Grande*, in which both are starred.

Material is very weak, but their excellent singing somewhat redeems this, their first appearance on any stage. Offer several solos and duets. Carroll's best being *Song of the Amigos*, while a Spanish number by Movita got over very nicely. A neat speech by Carroll closed the act.
S. A. L.

Talent Agencies

WALLY JACKSON'S stage presentations, New York, and the Great Southern Theatrical Bureau, Atlanta, and headed by G. C. Chancellor, have formed a new agency, the Chancellor-Jackson Stage Presentations, with home offices in New York.

BOBBY GOODMAN, recently arrived London agent, is in New York lining up talent for English engagements and is guaranteeing six weeks, with options, for the better spots there.

BERT JONAS, of New York and booker of the Mayfair Club, Boston, for several years, has succeeded in installing a line of girls at that spot for the first time.

LOU REALS, New York theatrical manager, has filed petition for bankruptcy.

BERT GERVIE, manager of the Consolidated Radio Artists' office, Chicago, has returned from a business trip that took him into Detroit, Kansas City and Pittsburgh.

SAM H. PAINE, for over two decades associated with RKO as a booker, is now associated with a new Boston agency, M. Amusement Enterprises, Edmund J. McGuinness, agency manager, is the son of the late James McGuinness, at one time head of the Gordon Theaters and booking chief for Publix. James E. Burke is p. a.

BOYLE WOOLFOLK, local booker, has been appointed by Gus Sun to take over the Sun office in Chicago June 1, succeeding George Flint. Mori Infield, now associated with Woolfolk, will remain with him.

FTP Legit in Pix Houses Goes Over

DETROIT, May 28.—The local FTP is continuing its policy of playing at the Beacon Theater on Thursday and Friday nights of each week and at the Lincoln Theater on Sundays. *Arms and the Man* is the presentation this week, to be followed on June 2, 3 and 5 with *Boy Meets Girl*. A repeat performance of *Anna Christie* will be given June 9 and 10 at the Beacon and June 12 at the Lincoln. Several spot bookings are also to be given *Arms and the Man*.

A series of one-act plays is being instituted for the summer months on Thursday and Friday of each week at the Beacon, with two performances on Sunday at the Lincoln.

A typical movie audience showed its approval of the new idea of bringing the spoken drama to the outlying districts by an attendance of 2,000 at the Beacon Sunday (22).

Only Boston Vaude Left

BOSTON, May 28.—Garety Theater is now the only vaude house for the summer.

House resumes flesh June 2 with continuance of a Thursday to Saturday policy. Miskey Daniels gets top billing next week. House uses a 12-girl line and a four-act bill, alternately and co-operatively booked in by Lou Walters and Ross Pricco. Seats about 1,400.

New manager is Larry Stone. Replaced Grover C. Burkhardt, suffering from a nervous breakdown. Gerald Wagner is press agent.

Kitty Brando Splits With Husband-Partner

BOSTON, May 28.—Kitty Brando, proprietor of the Brown Derby, filed suit against her husband-partner, Anthony (Tony) Brando, in Norfolk Probate Court, Dedham, Monday and was given an injunction restraining her husband from "interfering with her personal liberty" and was granted temporary custody of their 10-year-old son.

Brando was brought to Brookline court last Thursday after blacking her eye the night before, according to Mrs. Brando.

Mrs. Brando's attorney, J. Paul Keefe, demanded Brando be committed for observation. Brando, after conferring with Judge Daniel A. Rollins, volunteered to submit himself to sanity tests. Judge Rollins continued the case, holding Brando in \$1,000 bonds.

Set for Burly Houses

NEW YORK, May 28.—Most recent Phil Rosenberg burlesque bookings place Crystal Ames at the Triboro, May 27; Amy Fong for a return at the Republic the same day; Sherry Britton and Dawn DeLees at the Bijou, Philadelphia, also on the 27th, and Princess White Wing at the Star, Brooklyn, June 3.

Opening in Boston May 30 are Eddie (Nuts) Kaplan, Peanuts Bohn, Charles (Bimbo) Davis, Chick Hunter, Bobby Burns, Adrienne, Vilma Josky, Estella Montillo and Jean Caton. Mike Sacks, Alice Kennedy, Jess Mack, Jean Lee and George Tuttle go into the Republic here June 3.

Stearns Takes Colony Club, Chi

CHICAGO, May 28.—Billy Stearns, local night spot operator, has acquired the Colony Club, operated last season by Dolie Weisberg. Club, dark since late last year, will be reopened around mid-July with acts and a line of girls. Stearns, now operating the Gay '90s, will probably close that spot when moving to the Colony. Paul Marr will book.

RKO Dayton Vaude Out

DAYTON, O., May 28.—RKO Colonial has reverted to straight pix policy. House has been running vaude with a picture since the first of the year.

Reviews of Units

Waikiki Nights

(Reviewed Sunday Evening, May 22, at the Ceramic Theater, East Liverpool, O.)

A lavishly done-up package presenting many entertaining and spectacular sets and some clever talent. Colorful and handsome Hawaiian background is maintained thruout the 55 minutes of action. Company is a large one and its presentation about the best seen here this season.

Customary Hawaiian theme is set to swing. No one monopolizes the program, each act being offered for what it is worth. Scenic effects are highly effective, with many changes of sets leading much to its South Sea background.

Ruth Craven, radio personality singer, sings pop tunes well and fits into the plot.

Outstanding turn is Whitey Roberts and Co., who get many laughs with their low comedy. Cortelaw Hollywood Canine Stars are a better than average dog act. Mills and Shea do excellent tap routines and a large line of good-looking girls come on several times in Hawaiian dance novelties. Alice Kaai, hula dancer, solos with her own interpretation of a ritualistic dance.

Wick Bird's Royal Hawaiians dispense music that is hot, as well as Hawaiian tunes for the various acts.

London by Night (MGM) on the screen.
Rex McCConnell.

Earle, Wash., Holds Over "Robin Hood," Stage Show

WASHINGTON, May 28.—Breaking an eight-year record, Warner's Earle held over its screen and stage attraction. Whenever feature films register box-office socks the local Warner management takes the film from the Earle and gives it to the Metropolitan, but for *Robin Hood* the management had to keep it at the Earle, continuing the Albertina Rasch Ballet, Brown Twins, Carole Manners, Bob Dupont and Bartell and Hurst.

First week grossed a big \$24,000 with 2,244 seats selling at 25 cents (morning), 25 cents afternoon, 40 and 60 cents night, and second week looking good for \$18,000. Stage bill had been booked for two weeks. Had the week's run proved a flop, some manager John J. Payette planned to pay off acts anyway.

BETTY BRUCE
First New York Theatre Appearance
Week of June 2
LOEW'S STATE
New York
Thanks to Miles Ingalls

DICK JACKSON and LEE CLIFFORD
"Two Bad Boys From a Good Neighborhood"
THIS WEEK—STATE-LAKE, CHICAGO
East—Phil Offin West—Guy Perkins

SUNNY RICE
Held Over
PARAMOUNT THEATER
New York
Direction
LEDDY & SMITH
Week June 3
CAPITOL THEATRE
Washington, D. C.

R K O THEATRES
1270 Sixth Ave. Radio City, New York

Paramount Players Make Canvas Bow

KANSAS CITY, Mo., May 28.—Paramount Players opened the season Monday in the Armourdale district of Greater Kansas City to a well-filled tent. Outfit is brand new from marquee to back wall. Kentucky Thoroughbred was the initial bill, with specialties between the acts.

Policy of show is week stands at popular prices. Following plays have been leased for the season: Tropical Love, The G Man, Kentucky Thoroughbred, Night Club Nellie, Rags to Riches and Ten Nights. Show treks north from here, its next stand being Maryville, Mo.

Roster includes Jess Pursell, owner-manager; Miles Little, director and principal comedian; Joan Lytel, Betty Zane, Rosalie Coburn, Richard Ward, Arthur LeTourneau, David Drummit, Connie Jean Keyes, Estelle Pursell, Roberta Freeman and Fred Forbes.

Visitors and ex-troupers who took in the opening performance included Kenneth Wayne, Howard Brandt, of the Gordon-Howard Candy Co.; Harvey Maxwell, Mr. and Mrs. Cleve Terhune, managers of Bechl Slater Stock Co.; Jerry and Marvel Dean, Frank Myers and Don Melrose.

Billroy Briefs

MARIETTA, O., May 28.—Inclement weather and the sudden illness of our manager Billy Wehle, whom we left in city hospital at Gratton, W. Va., the past week to recuperate from a slight throat infection, handed us quite a jolt below the belt and upset the smooth running routine of our systematized organization. However, with Mrs. Wehle, Daisy Mae Murphy, Eddie Mellon et al putting their shoulders to the wheel after the best fashion they know how, we've managed fairly well, in the absence of "Mr. Billroy," to take most of the sting out of the jolt.

We're glad to record at this writing that manager Wehle is back with us once more and well on the road to recovery.

Three nights were lost the past week to cloudbursts. Towns were Fairmont, Elkins, and Buckhannon—all in West Virginia.

Ollie (Paul Bevers) Hamilton and wife, Martha (for whom the writer formerly worked), dropped in on us at Spencer Monday past and caught the performance. They were enthusiastic in their comment. Ollie is in advance of the H. D. Hale Lessee White Co. He

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Dramatic Show Outfit
 50x110 Khaki Round End Front, Square Stage End, 10-ft. Wall, Complete Seats, Stakes and Rigging, Processional, Orchestra Pit, Marquee, 400 Chairs. Price for All,
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 Beardtown, Ill.

WANTED
 Performers and Musicians for all lines of Uncle Tom's Cabin, and double. Also do turn and work in all capacities. State all and lowest. Live on show. Would consider routine, good essential.
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 C. T. Harmount, Mgr., Williamsport, O.

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 10,000 .. \$6.00
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 Cash With Order—No. C. O. D. STOCK TICKETS—\$15.00 per 100,000, any assortment.

"Coconuts" in Candy



BILL SACHS

PRIZE candy sales, long an important and lucrative concession in the tent show industry, has in recent years been allowed to deteriorate to a thing of minor consequence, due largely to the neglect of the managers in properly framing and "selling" their candy pitch. There are still a number of progressive managers who realize the value of a successful candy sale, but too many of them are wont to look too lightly upon the candy-sale angle, with the result that they are cutting themselves out of handsome and easily earned profits.

Often we've heard tent-show managers say that there's no money in candy any more; that the day of big prize candy sales is gone. They fail to realize, however, that they are to blame in a large measure for their failure to capitalize, and profitably, on the sale of prize candy packages. They fail to consider, too, that maybe those boring and torturing candy spels which they have been inflicting upon their loyal patrons year after year may have had something to do with the decline of their candy business.

Instead of looking upon the candy sale as an important means of increasing profits, most tent-show managers apparently look upon it as something that just has to be and the quicker done the better. They make no effort to inject salesmanship into their sales, they forget all about flash and they overlook entirely the fact that successful candy sales may mean the difference between a winning and losing season.

In recent years the major circuses have come to realize the importance of the prize candy business as a revenue builder. Formerly overlooking candy sales entirely, they today are making them an important part of every performance. We had the good fortune recently of catching the candy sales on two of the larger circuses and we were much impressed with the excellent handling of the sales, which were reflected in the heavy passouts. The talker, working with a mike and usually out of view of the audience, gives an intelligent and concise spiel, leaving the patrons anxiously awaiting the butcher and hoping that he doesn't sell out before he reaches them. And looking on we saw showmen, supposedly hardened against the lure of a prize candy package, reach into their jeans and buy not a single package but several. And when a candy talker can do that he's got something on the ball.

There are "coconuts" in candy, but, as in any other line, you have to hustle for 'em. And in these days of the slower nickel and dime a show manager can't afford to neglect such an important part of his business as the candy sale.

expects to reopen his No. 2 company in the fall.

The Shockley family and a number of Billroyians spent the evening in Parkerburg, W. Va., after the show as guests of Eddie Miller at his Club Nightingale. Spot features Agnes Dean and Albert Henri in their floor show, and Bill Morton's orchestra.

Caught our first glimpse in Marietta of Billy Bryant's famed showboat, a nicely groomed craft.

JOHN D. FINCH.

Liked "Rag Opires" Article

Editor The Billboard:
 Appreciated your interesting article in the May 14 issue headed Rag Opires in Review. The facts and figures you quoted will no doubt astound some of the fraternity who are continually bemoaning and broadcasting their convictions that show business is not dying—that it's already dead! An article like yours makes those of us who are sincerely interested in the theater and firm in our convictions that it will survive feel much more optimistic and courageous to go ahead and do even better things this season than ever before. More power to you and may your rep page grow into pages!

MASON CURRY.

Heffner-Vinson Hi Lites

HENDERSON, Ky., May 28.—Mildred Harris Chaplin was interviewed on air over WFAD, Paducah, Monday. Ralph Herbert and Rhythm Boys filled in rest of period, with Paul Herbert, Calvin and Dorothy Gwin doing the vocals. Writer enjoyed reunion with Bob and Pearl La They, Lucille and Ollie Lachter, of Choate's Comedians, Sunday in Paducah.

Most of troupe visited Hollywood Showboat, tied up in Paducah, with Harry Menke in charge while repairs are being made on the craft. Visitors noted recently were Manager Palmer of Lincoln's Sunny South Minstrels, who day and dated us in Paducah; John Weaver, rep agent, resting at Hopkinsville after a car wreck; also George H. Smith, of Hopkinsville, who formerly had his own minstrel show.

Angelo Pango is working on umbrella

hook-up on his clarinet to protect his trousers, since the band was caught in the rain in parade in Paducah.

Our Rhythm Boys furnished music for American Legion dance after show in Providence, Ky.

Writer and Calvin Gwin have managed so far to make Wednesday parade on time in spite of time taken up with The Billboard and route-card sales.

AL PITCAITHLEY.

Cannon Shots

CASS, W. Va., May 28.—This finds the Cannons shooting between rain drops into the eighth week of the season, with this week's business only fair due to rain and cold.

Storm hit us last Saturday night just at certain time. We had a full house—well, nearly full anyway. They ducked out in a flash but returned along with a few more and we finally got a goin'. Jimmie McCann and his eight aids hung onto the ropes and brought the big top thru in fine style.

Puffy (Pretty Boy) Puffenberger joined today. While playing Durbin his mother had the gang horse for a real meal.

Evelyn Conaway, of the Conaway Sisters, caught a fast express and joined us last week. She's working in line.

BUDDY CANNON.

Isley Launches New Show

SAPULPA, Okla., May 28.—P. R. Isley's new show opened here last week in one of Isley's chain theaters for a four-day engagement. This Thing Called Love was the initial bill, directed by Richard Dickinson, who is also director of the Little Theater at Tulsa, Okla. Other members of the cast include Estes Potter, George Boston, Harry Goldie, Juanita Loreta, Jack and Emma Fleming, Thelma Rankin, Andy Mac Broom and Phyllis Isley, a number of whom are well known in the tent-show field.

Recalls Old Troupers And Shows in Perth, Ont.

Perth, Ont.

Editor The Billboard:
 Looking back over old times, there are still a few of Canada's famous theatrical family. The Marks brothers are still living. Mr. and Mrs. Joe Marks make their home at Christie's Lake, near Perth, where the famous family of showfolks were born. Mr. and Mrs. Eric Marks live in Oshawa, Ont., but spend their summers at their cozy cottage on the shores of old Christie's. Robert Marks Jr., son of the late R. W. and May Bell Marks, resides at Red Cedar Villa at the lake. Mr. and Mrs. (See RECALLS OLD on page 71)

Rep Ripples

MONTE STUCKEY is back in Houston after terminating his engagement with the Glenn Brunk Players.

TED BEAR is a recent addition to the Princess Stock Co. in Western Missouri.

JEAN GRIMALDO, Montreal rep actor, is managing the Titmouse Dramatic Group, playing New England with French plays under auspices.

VICTOR HEADLUND, formerly with the Misner Players, has joined the Dorothy Bennett circle in Iowa.

CLYDE SHUBERT has signed with the Chapman Show, slated to open this week in Kansas.

HAZEL AND DICK BUTLER are trouping it with the John Lawrence Players in Indiana.

FRED FORBES, who hails from Olathe, Kan., has lined up with the Paramount Players.

MRS. AND MRS. ARTHUR TOWLE have concluded their season in New England, playing schools with dramatic sketches, and will enter radio work in Boston.

BOB GRADY, late of the Bechl Slater Co., closed by fire recently, has joined the Ted North Players to handle the canvas and equipment.

MRS. BEN HEFFNER, of the Heffner-Vinson Show, was forced to leave the company recently, due to illness, and return to her home in Lexington, Ky., for a few weeks' rest. She hopes to be able to rejoin the show when it leaves the Blue Grass section of Kentucky. She had as recent visitors Sid Lovett, Heffner-Vinson agent, and members of the Eastern Star in Lexington.

MR. AND MRS. BOYD HOLLOWAY, en route to join the Gagnon-Pollock Show, stopped off in Waynesfield, O., last week for a visit with Beth and Jeff Unruh, of the Norma Ginnivan Show.

JEROME NOWOTNY is with the Rosalie Nash Players in Michigan this season.

MERLE KEYES, rep actor and pianist, left Boston recently to join Dave Coasta's med and dramatic outfit in Canada.

MAURICE LUCKETT, pianist, rejoined the Hila Morgan Show in Arkansas last week, when the troupe began its 1938 canvas trek.

CLIFF CARL has taken his company, the Hatcher Players, on tour in Iowa, but bookings are such that he will continue to appear on WHO's Sunset Corners Frolic broadcasts from Des Moines every Saturday night.

ALICE RICHEY AND CO. still working for General Electric, pending from San Francisco that they enjoyed a pleasant journey from Corpus Christi, Tex., to the Coast. They report that the depression doesn't seem as pronounced that way as in the Middle West and East. The company has five more weeks to go for G. E. with an option for five more.

BESS AND BILL CAMPBELL, formerly with the Swain, Tolbert and other shows, are now settled in Sacramento, Calif., where Bess has a responsible position with the State, and Bill is playing with the symphony orchestra.

George B. Hill, Comedian, who this season is doing a dirty-dog heavy with Tom Reynolds' Majestic Showboat, accompanied by his wife, Helen, was a visitor at the rep desk last Friday (27), when the floating theater played Constance, Ky., just across the river from the eastern section of Cincinnati. They (See REP RIPPLES on page 71)

WINONA, Mo., May 28.—Billy Fortner has formed a partnership with Frank Powell, who recently organized the Frank Powell Players in Texas. After several weeks of playing in the Lone Star State to unsatisfactory business the show moved into Southern Missouri last week. Title of the show has been changed to Orpheum Players, used for many years by Fortner. Cast includes Mr. and Mrs. Frank Powell, Mr. and Mrs. Billy Fortner, Emma Kennedy, David Rigan and Lee Rence.

Fortner-Powell Partners

OMAHA, Ill., May 28.—Zarlingtons' Comedians have moved from Tennessee to their regular summer territory in Illinois. According to J. Burton Plesner, of the show, business has been highly satisfactory. In the roster are Ray and Bernie Zarlington and Florenz, Audra Hardesty, Bob and Margaret McClain and Bobbie; Virginia Hardesty, lead; J. Burton Plesner, leads and director, and Lois Hanover.

Zarlingtons in Illinois

(See RECALLS OLD on page 71)

Magic

By BILL SACHS
(Communications to Cincinnati Office)

JACK AND ANN GWYNNE were the first of the professional magi to arrive in Cincinnati for the SAM conclave held over the last week-end. They arrived in town late Monday (23) from Tulsa, Okla., where they played the week before at the international oil congress. They put in the week renewing old acquaintances around the town and made several visits to the magic desk. The Gwynnes left after the SAM's night show Saturday for Chicago, where they began an engagement Sunday. . . . **PAUL ROSINI**, currently in the Vogue Room of the Hollenden Hotel, Cleveland, reports that Del Vernon, clever card man, is doing a new act, entirely different from anything he's ever seen in the way of presentation and costuming. Vernon has just concluded a fortnight's stand at the Adelphia Hotel, Philadelphia. . . . **MAL E. LIPPINCOTT** and wife, after four weeks of indoor merchants' exhibitions, have joined Gene Durnal's Radio Roundup, tent show, as a concert feature. Mal reports business in the Carolinas as "not so hot." . . . **EVANS BROWN**, musical magish now holding forth at the Rex Club, Terre Haute, Ind., expects to remain in that vicinity until July 5 when he opens at the Chula Vista Resort, Wisconsin Dells, Wis., to remain until Labor Day. . . . **TALK AROUND** the SAM convention headquarters in Cincy over the week-end had it that Dorothy L. Wolf, advertising manager for The Sphinx under John Mulholland, may decide to remain on the West Coast when she goes out there soon for a vacation. Howze about it, Dorothy? . . . **BEN CHAVEZ**—shoot in your route to the magic desk. Holding an important message for you. . . . **PAUL DUKE** did a guest spot Tuesday (31) in the Mary Murray Room of the Hotel White, New York, offering a preview of the magic turn he has prepared especially for television audiences. . . . **GASANDRA**, mentalist, is in her eighth week at the Hotel White spot. . . . **JARVIS THE MAGICIAN** has just purchased from H. B. Brice, manager of the Silver Bros. Circus, a huge calliope which he plans to use for a rally when he takes to the road in the fall.

Leipzig Named New SAM Prez

Cincy conclave success—biz session quiet—Gwynne warns of dangers

CINCINNATI, May 30.—A banquet at the Netherland Plaza's swanky Pavilion Caprice, followed by a gala magic show in the hotel's Hall of Mirrors, brought to a close the 10th annual national conference of the Society of American Magicians here last night. The three-day conclave drew slightly more than 100 registrations.

At the business session yesterday afternoon Nate Leipzig, well-known New York magish, was elected national president, succeeding Theodore T. Golden. Other officers selected were Charles H. Larson, vice-president for Eastern district; John Braun, vice-president Midwestern district; H. Adrian Smith, vice-president New England district; Daniel Pikee, vice-president West Coast district; Richard DuBois, secretary; Royal V. Heath, treasurer, and Leslie P. Guest, editor of M. U. M. All choices were made by a unanimous vote. Convention also voted to retain The Sphinx as the official SAM publication and decided upon New York City as the 1939 meeting place.

From every standpoint the convention was one of the most successful the organization has ever had. Members of the Queen City Mystics, local SAM assembly, did themselves proud with the way they handled arrangements. National meeting received plentiful newspaper publicity both before and during the convention. In addition, the local clubs displayed alertness in having the

(See LEIPZIG NAMED on page 69)

Burlesque

New York: **LOU GOODMAN** has taken over the Royal Hotel and Country Club, Greenfield Park, N. Y. Engaged as entertainers are Jack Efrat, emcee; Jack Pines, Alice Gray, Libby and Beas. . . . **JOE AND FRED MATHESIUS**, formerly of the Gayety Inn, Brooklyn, now operate at the Southern State nitery, St. Albans, L. I. . . . **MARY ANN (BARK) KING** is following in the dance steps of sister Queenie. Elevated herself to specialty dancer and moved from the Oliver Twist nitery to Blondell Tavern, Westchester, N. Y., thru Jack White, of Joe Williams' office. . . . **AMY PONG** back to the Republic, May 27, from the Star, Brooklyn. . . . **JANE DOBBINS** to the Casino, Toronto, May 27. . . . **HARRY J. CONNELLY**, Joey Shaw, Miss Voe and Princess White Wing replaced Hank Henry, Stanley Simmons and Amy Pong at the Star, Brooklyn, May 27. . . . **BETTY MEYERS** assisting Eddie Breymer, recently here from the Coast, in costume-making for Helen Morgan. . . . **LOUISE KELLAR** in town after severe auto accident a few weeks ago in Detroit.

JESS MACK, straight man, is ladder climbing, historically speaking. Wrote two scripts for George Jessel's air program. Also did a short with Rags Ragland and Joey Faye, and a recording scene with comic Billy Fields, the latter for agent Ike Weber. . . . **BOB FERGUSON** and Mary Murray also busy with comedy skit recordings between shows at the Republic. . . . **MURRAY BRISCOE** was called to do straight for Rags Ragland on the Rudy Vallee program in place of Lew Denny May 19. Denny had been set for the spot but could not make it because of his tie-up with the Ettinges. . . . **MARGIE HART**, who repeated her former SRO success at the Republic week of May 20, was imported to stay over a second week. . . . **GEORGIA SOTHERN**, June Marshall, Dolores Leland, Charles McNally and Jack Little opened at the Ettinges May 27. Mary Joyce, Peanuts Bohn and Gladys Fox exited the day before.

KEN ROGERS, following the close of

the Hudson, Union City, May 28 for the season, began producing at the Waldmore Hotel, Livingston Manor, N. Y. His company, most from burly, over the summer, consists of George Tuttle, Lee Siegel, Vickie McNeely, DeCarlo and Granada, Jackie Myles, Robert Ridley, Martin Sittner, Charles Richards, Isabelle McManis, Grace Palmer, Peaches Gearin and six chorines. Harry (Hello Jake) Fields was guest star over the Decoration Day week-end when other guests were Sam Brickman and family, Jules Leventhal, Harry Rose, Eva Collins and Moe Costello. On October 1 Rogers starts with Popkin & Ringer on the Coast. . . . **JEAN BARLOW**, billed as Mafalda, opened at the People's May 27. Last on the Hirst circuit. . . . **ELEONOR DALE** (Curtis Mason) recovered from schizoid operation, did six scenes and led three numbers at the Hudson, Union City, during the last week of stock. . . . **HANK HENRY** and Marjorie Roye left the Star, Brooklyn, May 26 to open for the summer at the Berkshire Country Club, Wingdale, N. Y.

HARRY ROSE, comic, back from seven weeks with the Mighty Sheesley Midway, currently touring Central Ohio. Other burleskers still with the same carnival are Eta Alja, Teddy Underwood, Tiny Martin, Wanda DeVon, Lillian Dumas and the Stanwyck Sisters (Pat and Jerry). . . . **GLADYS McCORMACK** and Art Rosett reopened their summer nitery, Davy Jones Locker, Edgewater, Md., May 27 for the umpteenth time. Hap Freyer, former burly comic, and Boots Rush Freyer are again installed as cook and assistant, respectively. . . . **PIERRE (MORGAN) SISTERS** are at the Nomad, Atlantic City, thru Stanley Woolf. So is Sul Sinn, a new Chinese nude. . . . **CRYSTAL AYMES** moved from the Republic to the Triboro. . . . **MIKE SACKS**, Alice Kennedy, Jess Mack, Jean Lee and George Tuttle come to the Republic June 3, upon the closing of Bob Birch and Hazel Miller (after 10 weeks' stay), and Bob Ferguson, Mary Murray and Phil Stone. Ferguson and Murray go to the Toronto Casino, and Stone, Birch and Miller to the Miami Pier. **UNO.**

Minstrelsy

By BOB EMMET
(Cincinnati Office)

HARRY VON POSSEN, minstrel vet., is sojourning in Kansas City, Mo.

"DO YOU REMEMBER," asks Walter Brown Leonard, "when Happy Benway and Sam Lee did ends on the Honey Boy Minstrel vaude unit? When By Gosh first produced his Seldom Fed Minstrels and people thought that he was nuts? When 'Blackface' Eddie Boss jumped over to Columbus, O., and joined what was termed the Al G. Field Minstrels a short time before his demise? When George Wilson's feet got sore when he was making the 11:45 in Saratoga Spa with the Gus Hill Minstrels and he left the bunch and sat on the Grand Union Hotel piazza and watched the boys maneuver? When Neil O'Brien had the complete set of Holton gold instruments?"

THE FOUR COMIQUES, comedy band, who have been playing around Pittsburgh territory, were a feature of the Moose Minstrels held May 24-27 in Mooce Temple, Pittsburgh. Also on the program were the Six Dancing Rockettes; the Moran Sisters, acrobatic team; Billy Hepburn, Big City Quartet and the Caputo Trio.

MARTIN E. LYNCH, formerly with Juggling Johnsons and Lynch and Keller, writes from Syracuse, N. Y., that he has a poster of the Al G. Field singing contingent, season of 1907 or 1908, consisting of Walter S. Sherwood, Paul La Londe, John C. Dickens, Norman Stan-

(See MINSTRELSY on page 69)

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Musical Comedies
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Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Dunlap Keeps Going Despite Judge's Ruling

SAVANNAH, Ga., May 28.—Judge John Rourke Jr. of Superior Court threw a wrench into Ray (Pop) Dunlap's flourishing walkie at Thunderbolt near here last Saturday when he ruled that the entertainment on Sunday was a violation of the State Sabbath laws. He further restrained the operation of the walkie from midnight Saturday until 12:01 a.m. Monday. However, determined not to be outdone by the injunction brought against the show, Dunlap moved his contestants to Savannah Beach Saturday night and they were kept moving under the European rules until Monday morning.

The original petition claimed the contest invaded privacy of Capt. and Mrs. Albert G. Norman, plaintiffs. Judge Rourke voided this issue as more than 20 persons residing near the show claimed that it was not the least bit disturbing.

Of the original 27 couples starting the walkie April 21, only 10 couples remain on the floor. During the 8 1/2 hours the walkathon has been in operation it is estimated that more than 120,000 spectators have attended.

Balto Derby Show Folds After Run of 2,018 Hours

BALTIMORE, May 28.—Balto Derby Show, which opened here February 21, has closed after 2,018 hours. In the finals were Jean Collier and Bob Turner, Ruth Smith and Leo Sullivan, Edna Green and Johnny Groves and Minnie Perenzi and Marshall Roberts. Jean Collier copped top money for the girls. Bob Turner and Leo Sullivan battled it

out, Turner taking top honors for the boys. Bill Fort and Al Smith, both strong contenders for first-place money, were forced out at the wind-up due to leg injuries.

Victory Ball, held the night after the contest closed, proved quite an affair for both contestants and personnel. Jim (King Kong) Coffey, heat judge, was "frozen alive" for 35 minutes, and

(See ENDURANCE SHOWS on page 69)

ALEXANDRIA DERBY SHOW

OPENS THURSDAY, JUNE 2.
Can Use Good, Entertaining Contestants. Make four of the best girls in business wanting partners. If you can spirit wire at once. Also can use two good Stoppes. Wire. Last show 4 1/2 years ago. Town in fine shape.
HAL J. ROSS
MIKE MULE'S ARENA,
Alexandria, La.

WALKATHON

Opening
JOPLIN, MO., OASIS

(Air Conditioned)

Teams with wardrobe write; don't wire. You will be notified by mail to report. Opening Date June 9.

Doug Isitt, Jack Kelly and all others that know me, write for transportation.
MICKEY BRENNAN OR STATE LINE AMUSEMENT CO.
Joplin, Mo.

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Any Sheet Tintype Act That is a Show Stop, Miso and Fill wire. Strong Man for Sandow Act—Must look the part on and off. Chicago World's Fair Entertainers, wire. State All in First Letter, Salary, Etc. Send Photos if Convenient. Season's Work. Address

RAYNELL — ROYAL AMERICAN SHOWS
Racine, Wis., May 26 to June 5.

The Final Curtain

N. J., of a heart attack after an illness of five months. Enterprise, started in 1890, has added orchestras and shows to units in metropolitan areas throughout the country.

MILDRED JANE CLAIR

I deeply appreciate the sentiment expressed for the many friends and showfolk who comforted me in my hour of bereavement by loss of my dear and beloved wife on May 14.

ARCH E. CLAIR,
Norwobegs Park, Auburnville, Mass.

COATES—Mrs. John, mother of William E. Coats, concert xylophonist, at her home in Glen Easton, W. Va., May 15 after a long illness.

COMSTOCK—Mrs. Alma, 68, mother of Edward and Arthur Comstock, attaches of Goodman Wonder Show, May 19 in Milwaukee of indigestion. Burial in Forest Home Cemetery, Milwaukee, May 21.

CONDON—David M., 69, in Waterbury, Conn., May 10 from injuries sustained in a six-foot fall in Hamilton Park Zoo, Waterbury, of which he was caretaker.

CRAIG—Howard Charles, 51, Hollywood camera man, April 9 of a heart attack while visiting in Youngstown, O. Formerly of Greensburg and McKeesport, Pa., he went to Hollywood 14 years ago. Survived by three sisters in Hollywood. Services and burial in McKeesport.

CURTIS—Mrs. Percy, wife of the publicity manager for Universal Films in Sydney, Australia, recently in that city after a short illness.

ENSLIN—Neel, 45, radio announcer, of gas asphyxiation at his home in New York May 22, as briefly mentioned in last week's issue. He had been employed by the National Broadcasting Company since 1929. Previously he had been a baritone in the original company of the American Opera Company and music teacher in Chicago. His widow, the former Beatrice Kneale, is a musical comedy actress.

FORD—Harry Chapman, 60, stage manager, director and playwright, May 21 at his home in Rutherford, N. J. He was the son of the late Harry Clay Ford, owner of Ford's Theater, Washington, where President Lincoln was shot, and a circuit of theaters thru the South. His mother, Blanche Chapman, first Gilbert and Sullivan prima donna in this country, is still living. Ford was stage manager and director for Mrs. Pike, George Tyler and Viola Allen. He also had charge of the transcontinental tour of *The Garden of Allah*. Among his plays are *Anne Ascends*, produced at the Playhouse, New York, in 1920, and *Ebb Tide*, premiered at Jackson Heights, L. I., in 1931. Survived by two brothers, Frank A. and George D.

FREEMAN—Othel, for the past five years assistant electrician on the T. J. Tidwell Shows, May 17 in a Lubbock (Tex.) hospital of typhoid fever. He had been ill three weeks. Body was sent to Madill, Okla., for services and burial. Survived by his parents and two brothers.

FRIEDMAN—Mrs. Pauline, 78, mother of Ted Lewis, orchestra leader, May 14 at her home in Circleville, O., after several years' illness. Lewis flew from Houston to attend services. Survived by four other sons, Edgar H., Lancaster, O.; Leonard, New York; Milton E. and Max, Circleville. Services at the home and burial in Forest Cemetery, Circleville.

GORMAN—Major Miles, 94, veteran trouper, May 19 in Boston. He formerly appeared with the I. W. Baird Minstrels and had also tramped with circuses and dramatic shows during his career. At one time he had the Zouave Boys, drill and dancing team. Services May 23 under auspices of the Actors' Fund at St. Patrick Cathedral, Boston, with military burial.

HERNDON—Coy, colored vaude performer specializing in hoop-rolling, March 10 in Veterans' Hospital, Tuskegee, Ala., after a long illness, it has just been learned. Body was sent to Mobile, Ala., for burial in National Cemetery.

JENKINS—James Louis, watchman for Hagenbeck-Wallace Circus, found dead on top of a horse car upon the arrival of the show in Oil City, Pa., May 27. Coroner's report said Jenkins apparently died several hours earlier of natural causes. Circus officials said Jenkins joined the show at Unkintown, Pa.,

and that they did not know his home. Burial in Oil City.

KENNEDY—Hugh T. K., motion picture operator, May 19 at his home in Brockton, Mass. He was one of Brockton's first operators. At the time of his death he was employed at a Whitman theater.

KERNAN—George E. Sr., 55, former musician with Sells-Floto and Gentry Bros.' shows, May 22 at his home in Zanesville, O., after a long illness. Following his retirement in 1903 he served as construction foreman for many years at the annual Putnam Pumpkin Show, Zanesville. A daughter and son survive. Burial in Mt. Olive Cemetery, Zanesville.

KNEELAND—Frances Jean, infant daughter of Mr. and Mrs. Toby Kneeland, of the Model Shows, May 20 of pneumonia in Knoxville (Tenn.) General Hospital. Burial in Greenwood Cemetery, Knoxville.

LESTER—William H., veteran sheet-writer for *The Southern Agriculturist*, at his home in Nashville, Tenn., May 23, of a stroke. Survived by his widow, two sisters and three brothers, all of Nashville. Burial in Mt. Calvert Cemetery, that city.

MCDONOUGH—Richard Tobin, 34, composer and radio performer, in Leroy Sanitarium, New York, May 25, after an operation. He had been a featured guitarist over the Columbia and National broadcasting systems. In collaboration with Carl Kress he composed *Stage Fright*, *Chicken a la Swing* and *Danzon*, guitar solos. Survived by his widow, a daughter, his parents, two brothers and two sisters.

MARSHALL—Otis M., musician, in Kingston, N. Y., May 19.

NORMAN—Mrs. Mary D., 67, mother of Meryl Norman, female impersonator, in Maryland General Hospital, Baltimore, May 26, of cancer.

RILEY—Charles W., 74, father of Henry D. Riley, member of advertising car No. 2, Ringling-Barnum Circus, May 19 of heart trouble in Manchester, N. H.

SANDERS—Mrs. Georgia M., 47, musician, May 21 in Youngstown, O., after several weeks' illness. For many years she was a member of pit orchestras at the Park and old Liberty theaters, Youngstown. Her husband and daughter survive. Services and burial in Youngstown.

SANDS—Marie B., head of Randall Dance School, Columbus, O., May 11 in that city of a cerebral hemorrhage. Most famous of her pupils is Polly Walters, featured in *Six Loops Me Not* and who also played in *Boy Meets Girl*. Survived by her parents, two brothers and three sisters. Services and interment in Columbus.

SCULLIN—Mrs. Anne G., 52, theater matron, collapsed in Gate's Theater, Lowell, Mass., where she was employed, May 17.

STEWART—Mrs. Georgiana, 60, in St. Francis Hospital, San Francisco, May 21 after a lingering illness. She was well known in the amusement world, being a sister of Mrs. Frederick Weddleton, whose husband is director of the division of concessions for Golden Gate Exposition to be held in San Francisco in 1939. Funeral in parlors of Ashley & McMullen was attended by many relatives, friends and notables of city government and exposition executives. Remains were cremated in Cypress Lawn Cemetery.

STUART—Frank E., 43, father of Frank E. Stuart, general manager of American Theater Science, Inc., Detroit, and Charles Stuart, formerly with the old General Film Co., May 19 at his home in Petrolia, Ont., following a stroke. Survived by his widow and nine children. Burial in Petrolia.

TISDALE—Herbert, 57, of West Palm Beach, Fla., May 10 at the home of his sister, Mrs. Lillian Iman, in Charlotte, N. C. Survived by his widow, Mrs. Lily Tisdale; a son, Charles, California; two daughters, Vera, California, and Jean, Richmond, Va., and two brothers, Joseph, Durham, and Carter, New Bern, N. C. Body was sent to New Bern for services and burial.

TRASK—David Keobold, Hawaiian music teacher, May 16 in Knoxville Tenn. Survived by his father, Joseph, and a brother, Arthur, whose whereabouts is unknown.

URIE—John, 94, pioneer motion picture camera man, May 16 in Mountain-side Hospital, Glen Ridge, N. J. He had been an associate of Thomas A. Edison

in the development of motion picture equipment. Before coming to America more than 50 years ago he had worked with his father in the photographic business. He became president of the Crystal Motion Picture Company, New York, when Port Lee, N. J., was the film center of America. Later he became head camera man for the old American Mutoscope and Biograph Co., retiring 27 years ago. Survived by three sons and two daughters.

WHITSLAR—Grant S., 73, special events promoter of Youngstown, O., May 22 in Cleveland. A sister, Mrs. Alice Carr, Chicago, survives. Services and burial in Cleveland.

WILLIS—Mrs. Helen, 32, former wife of Francis Willis, executive assistant to the president of Columbia Broadcasting System, May 20 of gas asphyxiation at her home in New York.

Marriages

BREWER-LEWIS—Conde Brewer, former motion picture editor of *The Billboard*, and Amy Lewis, daughter of Amy Busby, who co-starred with Gillette, at Scarborough-on-Hudson, N. Y., May 11.

BURR-STARBUCK—Edward W. Burr Jr., nonpro, and Elizabeth W. Starbuck, musical comedy actress, in Christ Episcopal Church, Greenwich, Conn., May 21.

FREESTAT-RAEJIN—Alfred Freestat, member of Little Jack Little's Orchestra, and Lillian Raejin in Fort Worth, Tex., May 14.

MENUHIN-NICHOLAS—Yehudi Menuhin, violinist, and Nola Ruby Nicholas, nonpro, in the Caxton Hall Register Office, London, May 28.

SCHAEFER-CAHOON—Bernie Schaefer, orchestra leader, and Rose Cahoon in Milwaukee May 14.

SCHOEN-HEMAUER—Gilbert Schoen, proprietor of the Harbor Pavilion, Stockbridge, Wis., and Lucille Hemaer in that city May 16.

SMITH-ROGERS—Charles A. Smith, of the Aerial Smiths, and Ethel Rogers, Gloverville, N. Y., nonpro, in Ekhart, Ind., May 12.

VAN DEUSEN-OXMAN—Bert Van Deussen, St. Paul, emcee, and Arrah Oxman, former vaude performer, in St. Louis May 3.

WILLIAMS-THOMPSON—Covart Perry Williams and LaMoine Louise Thompson, of the Royal American Shows, in Henderson, Ky., May 21.

Coming Marriages

Daniel George Dodge, son of Mrs. Alfred G. Wilson, proprietor of the Wilson Theater, Detroit, and Loren Macdonald, Gore Bay, Ont., soon.

Philip W. Latta and Dorothy Rosenberg, pianist and arranger for Station WCAE's *Sophisticated Ladies*, in Pittsburgh soon.

Delmar Davies, scenarist, and Mary Lou Lender, Columbus (O.) actress, in Hollywood soon.

Dr. Lester Rothman, New York physician, and Rose Marie Brancato, Kansas City (Mo.) coloratura soprano, in the former city June 14.

Edgar Anderson, assistant film director, and Shirley Ross, film actress, soon.

Dick Baldwin, film actor, and Cecilia Parker, film actress, soon.

Harriet Cooper, Medford, Mass., and J. Paul Mullins, Los Angeles, manager of Tom Maren Enterprises, Inc., the Penthouse night club and Dinty Moore's restaurant, Boston, in Grace Episcopal Church, Medford, Mass., June 23.

Births

A seven-pound son to Mr. and Mrs. Russell Uwetaki in Chicago recently. Father is booker for the H. & E. Balaban Theaters there.

An eight-pound son to Mr. and Mrs. Lincoln Perry in Community Hospital, New York, May 22. Father is Stepin Fetchit, Negro comedian.

A son to Mr. and Mrs. R. L. Hand, of Chester, W. Va., in City Hospital, East Liverpool, O., recently. Father is manager of Rock Springs Park, Chester.

ALL'S SERENE

(Continued from page 3)

Equity officials were overjoyed at the peace and tranquility that marked the 2½-hour meeting, and Paul Dullback, executive secretary, was moved to say: (See ALL'S SERENE on page 71)

James Forbes

James Forbes, 69, American playwright, honorary vice-president of the Authors' League and a founder of the Dramatists' Guild, died of heart disease at Frankfurt on the Main, Germany, May 26, in a private clinic connected with the municipal hospital. He had been taking the water cure at Bad Nauheim when his condition grew worse and he was taken to the hospital.

Forbes is best known for his comedy, *The Famous Mrs. Fair*, produced at Henry Miller Theater, New York, December 22, 1919. The success of this play won for him election to the National Institute of Arts and Letters in 1922. Before succeeding as a playwright Forbes had been an actor, press agent, dramatic critic and theatrical manager.

He began his association with the theater as an actor, drifting into literary sides thru the old Pittsburgh Dispatch. During the season of 1896-97 he went to New York as assistant dramatic editor for *The New York World*. There followed a period of business adventure when he became business manager for Henry W. Savage's Castle Square Opera Company, and press agent for the Metropolitan Grand English Opera Company and the Amelia Bingham Company. From 1902-1908 he was general manager of the Henry B. Harris enterprises. His playwrighting began at this time, too. Among his works are *The Chorus Lady*, *The Traveling Salesman*, *The Commuters*, *A Rich Man's Son* and *The Show Shop*.

During the World War he temporarily abandoned writing to organize and direct the Over There Theater League, which entertained American soldiers at YMCA camps. He created the James Forbes Stock Co., the first to play repertoire in France. In 1923 he and five colleagues organized the Dramatists' Theater, Inc., and resumed writing.

His wife, the former Ada Eugenie Fischer, died about 15 years ago. He leaves a son, Anthony; two brothers, Robert and John, and a sister, Annie.

ACTS, UNITS AND ATTRACTIONS

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

A

A. H. C. Trio (El Chico) NYC, re.
A. H. C. Trio (El Chico) NYC, re.
A. H. C. Trio (El Chico) NYC, re.

B

Bader, Gene (Hofbrau) Long Island, re.
Bader Sisters (Roosevelt) NYC, re.
Baker, Pearl (Kis Kati) NYC, re.

C

Calloway, Cab, & Band (Orpheum) Minneapolis, re.
Candice, Orage (Village Nut) NYC, re.
Candice & Nena (El Chico) NYC, re.

D

Dany, Martha (Whirling Top) NYC, re.
Dany, Martha (Whirling Top) NYC, re.
Dany, Martha (Whirling Top) NYC, re.

E

Eaton, Alan (Paradise) NYC, re.
Eaton, Alan (Paradise) NYC, re.
Eaton, Alan (Paradise) NYC, re.

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; pa—amusement park; ro—road house; re—restaurant; s—showboat; t—theater.

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

Cola, Joyce (St. Regis) NYC, h.
Cola, Joyce (St. Regis) NYC, h.
Cola, Joyce (St. Regis) NYC, h.

D

D'Arcy Girls (Esna Jettick) Astoria, N. Y.
D'Arcy Girls (Esna Jettick) Astoria, N. Y.
D'Arcy Girls (Esna Jettick) Astoria, N. Y.

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

Di Gitanos (Royale Follies) Chi, re.
Di Gitanos (Royale Follies) Chi, re.
Di Gitanos (Royale Follies) Chi, re.

E

Edwards, Victor (Chatter Box) Mountainside, N. J.
Edwards, Victor (Chatter Box) Mountainside, N. J.
Edwards, Victor (Chatter Box) Mountainside, N. J.

F

Fagan, Jack (Nutsy) (1-11 Club) NYC, re.
Fagan, Jack (Nutsy) (1-11 Club) NYC, re.
Fagan, Jack (Nutsy) (1-11 Club) NYC, re.

Freese, Frank (Onyx Club) NYC, re.
Freese, Frank (Onyx Club) NYC, re.
Freese, Frank (Onyx Club) NYC, re.

G

Galsworth, Marjorie (Walter Roof) Phila, re.
Galsworth, Marjorie (Walter Roof) Phila, re.
Galsworth, Marjorie (Walter Roof) Phila, re.

H

Heaton, Paul (Waldorf-Astoria) NYC, h.
Heaton, Paul (Waldorf-Astoria) NYC, h.
Heaton, Paul (Waldorf-Astoria) NYC, h.

I

Ice Show (College Inn) Chi, re.
Ice Show (College Inn) Chi, re.
Ice Show (College Inn) Chi, re.

J

Jackson, Jack (Dercherter) London, h.
Jackson, Jack (Dercherter) London, h.
Jackson, Jack (Dercherter) London, h.

Jones, Owen (Leone's) NYC, re.
Jones, Owen (Leone's) NYC, re.
Jones, Owen (Leone's) NYC, re.

K

Kalms, Ben (Famous Door) NYC, re.
Kalms, Ben (Famous Door) NYC, re.
Kalms, Ben (Famous Door) NYC, re.

L

LaMarr, Barbara (Zimmerman's Budapest) NYC, re.
LaMarr, Barbara (Zimmerman's Budapest) NYC, re.
LaMarr, Barbara (Zimmerman's Budapest) NYC, re.

M

McClelland, Reed (Waylin) NYC, h.
McClelland, Reed (Waylin) NYC, h.
McClelland, Reed (Waylin) NYC, h.

N

Negro, Peggy (Village Barn) NYC, re.
Negro, Peggy (Village Barn) NYC, re.
Negro, Peggy (Village Barn) NYC, re.

O

O'Brien, Ed (Chas. Am.) Buffalo, re.
O'Brien, Ed (Chas. Am.) Buffalo, re.
O'Brien, Ed (Chas. Am.) Buffalo, re.

Milverich, Berch, Rascals (Paramount) NYC, L.
 Minor, Peggy (Spinning Wheel) Seattle, wa.
 Misses Mae, Thire (Lexington) NYC, E.
 Mitchell, Norma (Society Warwick) B. L. wa.
 Modaks & Michael (Rainbow Inn) NYC, re.
 Moffett, Adelaide (Ambassador) NYC, h.
 Mole, Joe (Fernandes Shows) Honolulu, Hawaii.
 Monroe & Grant (Roxy) NYC, L.
 Morse, Rena (Dimitri's Cascho) NYC, wa.
 Mount, Mill (St. Regis) NYC, h.
 Moore, Iris (Greenwich Village Nat) NYC, wa.
 Morrals Bros. & Little Daisy (Cat & Fiddle) Cincinnati, O.
 Moran & Piemonte (Warwick) NYC, h.
 Morro, Conrado (Casa Valencia) NYC, wa.
 Morgan, Grace (Manfield) NYC, h.
 Morgan, Helen (Ches Parer) Chi, wa.
 Moriche, Joe (Trocadero) NYC, L.
 Morrison, Alex (St. Regis) NYC, h.
 Moro Trio (El Cholo) NYC, wa.
 Mora, Gerline (Waldorf-Astoria) NYC, h.
 Musical Stylists, Three (Normandie Park) Wausau, Wis., wa.
 Myrre (College Inn) Chi, wa.

N

Nadine & Charles (Geogee Washington) Jacksonville, Fla., h.
 Napa (Lexington) NYC, h.
 Nations, Evelyn (Madison) NYC, E.
 Natural, Three (Belden) Canton, O., h.
 Nazareno (St. Regis) NYC, h.
 Neiler, Bob (Roxy) NYC, L.
 Nelson, Walter (Playland Park) Rye, N. Y., D.
 Nere, Alexander (Wired) NYC, re.
 Nesbit, Evelyn (Shoreboat) Bronx, N. Y., wa.
 Neuday & Norman (Nebello's) Detroit, re.
 Newton, Peggy (Hickory House) NYC, wa.
 Niagara, Gladys (Casino de Paris) London, wa.
 Niva, Vera (Village Barn) NYC, wa.
 Normita (El Cholo) NYC, wa.
 Novak, Wilma (Butler's Ye Old Tap) NYC, a.

O

O'Day, Polly (Chatter Box) Mountaineer, N. J., wa.
 Odem, Susie Virginia (Wired) NYC, re.
 Olivette, Nina & Dunira (Queens Terrace) Philadelphia, Pa.
 Olsen & Johnson Unit (Riverside) Milwaukee, I.
 Olsen & Johnson (Keith) Columbus, O., L.
 Omar (St. George) Brooklyn, h.
 Oria, Rena (Marie's Crisis) NYC, wa.
 Orlan, Beulah (Havana-Madrid) NYC, wa.
 Osborn, Irma (Swing) NYC, wa.
 Owen, Ouy (International Casino) NYC, wa.

P

Page, Grant (Black Cat) NYC, wa.
 Paige & Jewett (Staine Latensky dum) Eliaz, Kapek, Czechoslovakia, 1-15.
 Palmer, Gladys (Mammy's Chicken Farm) NYC, wa.
 Pansy the Horse (Astor) NYC, h.
 Parraga, Graciella (La Rue) NYC, re.
 Parker, Bob (Cocoanut Grove) Boston, wa.
 Parker, Larkus (Northwood Inn) Detroit, wa.
 Parsons, Kay (Billy Rose's Casa Manana) NYC, wa.
 Payne, Billy (Cocoanut Grove) Boston, wa.
 Payne, Frank (Michigan) Detroit, I.
 Peaches (56 Club) Chi, wa.
 Pedro & Louis (Kelly's) Cincinnati, wa.
 Peppers, Three (Hickory House) NYC, wa.
 Perry & Peaslee (56 Club) Chi, wa.
 Perry, Mimi (Wired) NYC, re.
 Peters Sisters (Cotton) NYC, wa.
 Petty, Ruth (Glass Hat) NYC, wa.
 Phelps, Phil & Desty (Dominion Park) Montreal, Can., wa.
 Phillips & Kohl (Chicago) Chi, L.
 Pierce & Harris (Ben Marden's Riviera) Port Lee, N. J., wa.
 Plank, Sebastian (Hofbrau) Long Island, wa.
 Platt, Betty (1-11 Club) NYC, wa.
 Plummer, Edna (New York) NYC, wa.
 Princess Chlo (Cocoanut Grove) Boston, wa.
 Princess Wanda (Chatter Box) Mountaineer, N. J., wa.
 Phase, Trini (Dimitri's Cascho) NYC, wa.

R

Radio Rogers, Three (Riverside) Milwaukee, I.
 Rad, Jean (Dorchester) London, h.
 Rad, Wynne (New York) NYC, wa.
 Ramon & Lucinda (Havana-Madrid) NYC, wa.
 Rand, Sally (Tower) Kansas City, Mo., May 27-June 2, I.
 Rand, Sally (Tower) Kansas City, Mo., I.
 Randall, Erene, Three (Michigan) Detroit, I.
 Randolph, Betty (Ringside) Ft. Worth, wa.
 Rasmussen, Albertina, Girls (Earle) Washington, I.
 Ray, Mille & Vera Gordon (Casa Grande) Cincinnati, wa.
 Raye & Naldi (Ches Parer) Chi, wa.
 Reardon's Tunes (Ben Marden's Riviera) Port Lee, N. J., wa.
 Reed, Dean & Reed (Riverside) Milwaukee, I.
 Reppan, Phil (Stanley) Pittsburgh, I.
 Reilly, Patricia (Garbo) NYC, re.
 Reppan, Paul & Eva (St. Regis) NYC, h.
 Reynolds, Pearl (Mondie Carlo) NYC, wa.
 Rhodes, Dorothy (Kit Kat) NYC, wa.
 Rice, Sunny (Paramount) NYC, L.
 Richards & Adrienne (Savoy) London, h.
 Richard, Earl (Miami Club) Chi, wa.
 Riggs, Tommy (Earle) Pa., I.
 Riviera, Nora (Hul Haberin) NYC, wa.
 Roberts & Farley (New Yorker) NYC, h.
 Roberts, Beverly (State) NYC, I.
 Robinson, Eve (Melody) Union City, N. J., wa.
 Rochkie, George (Radio City) NYC, 27-June 3, I.
 Rockwood, John (Jimmy Kelly's) NYC, wa.
 Rogers, Eddie, & Bert Haley (1-11 Club) NYC, wa.
 Rogers, Helen (Swing) NYC, wa.
 Rolling Cloud, Chel, & Dog Town Poles: Keeser, W. Va.
 Roll, Jo (Stork) Warwick, R. L., wa.
 Rollner, Bob (Adelphi) Pa., h.
 Roper, Rita (Palmer House) Chi, h.
 Rose, Jack (Place Elysees) NYC, wa.
 Rose, Lila (Happy's Cabaret) Glendale, L. I., wa.
 Rosini, Paul (Hollenden) Cleveland, h.
 Ross, Benny (Paradise) London, wa.
 Ross, Wally (State) Columbus, re.
 Roth & Shay (Circus Tentes) Budapest, Hungary.
 Rubin, Elna (Zimmerman's) NYC, re.
 Rudolph, Teresa (Greenery) Chi, h.
 Rupal, Yvette (Columbia) Chi, wa.
 Russ, Maclovio (Blackhawk) Chi, wa.
 Russell, Ruth (Village Brewery) NYC, wa.
 Russell & Stacia (Jimmy Kelly's) NYC, wa.
 Ryan, Jerry (Gay '90s) NYC, wa.

St. Clair & Yvonne (Boulevard Tavern) Long Island, wa.
 Salazar, Hilda (El Bongo) NYC, wa.
 Sandoval, Nena (Waldorf-Astoria) NYC, h.
 Sate, Leona (Roumanian Village) NYC, re.
 Schaefer, Dorothy (Kit Kat) NYC, wa.
 Sava, Marjorie (Russian Kretchma) NYC, re.
 Schenk, Al (Colonial Inn) Singas, N. J., wa.
 Schell, Fritz (Billy Rose's Casa Manana) NYC, wa.
 Seis, Val (Tower) Kansas City, Mo., I.
 Scott, June (Columbia) Chi, wa.
 Seal, Peggy (Trocadero) London, wa.
 Shander (Buckingham) NYC, h.
 Shallen, Anna (Roumanian Village) NYC, wa.
 Shaw, Helen (Old Roumanian) NYC, a.
 Shaw, Alina (Waldorf) NYC, wa.
 Shayne, Al (Queens Terrace) Woodside, L. I., wa.
 Sherr, Willie (Hi-Hat) Chi, wa.
 Simmons, Les (Plantation) NYC, wa.
 Simmons, Gertrude (Palmer House) Chi, h.
 Simpson, Carl & Faith (St. Paul) St. Paul, h.
 Smith, Rudy (Black Cat) NYC, wa.
 Sokolovskaya, Nadia (Russian Kretchma) NYC, wa.
 Spellis, Four (Pizzadilly) London, h.
 Sperry, Frank (Roosevelt) NYC, h.
 Starr, Jack (Tivoli) Denver, Colo., I.
 Stanning, Elna (Pizzadilly) London, h.
 Steele, Bill (Stork) Warwick, R. L., wa.
 Stephenson, Gail (Herrig's Village) Columbus, O., wa.
 Sterling, Wynne (Roumanian Village) NYC, re.
 Sterling, Terry (Colonial Inn) Singas, N. J., wa.
 Stockwell, Harry (Roxy) NYC, L.
 Stone, Maxine (Paradise) London, wa.
 Stone, Paula (Bon Air) Chi, wa.
 Stogges, Three (Earle) Pa., I.
 Storr, Allan (Commodore) NYC, h.
 Stritt, Freddy, & Co. (Tower) Kansas City, Mo., I.
 Strong, Edna (Astor) NYC, h.
 Stuart Morgan Dancers (Palmer House) Chi, h.
 Sullivan, Maxine (Onyx) NYC, wa.
 Swann, Russell (Savoy Plaza) NYC, h.
 Symington, Eve (Waldorf-Astoria) NYC, h.

Tampa & Thimley (Bismarck) Chi, h.
 Tatum, Art (Paradise) London, wa.
 Taylor, Smiling Lou (Cavalier) NYC, wa.
 Taylor, Anna (Waldorf) Pa., I.
 Templeton, Alec (Ambassador) Hollywood, wa.
 Terry Boys (Barner Ollant's) NYC, wa.
 Terry Sisters (Shoreboat) Bronx, N. Y., wa.
 Terry, Bill (Green Gables) Drama, Pa., wa.
 Terry & Walker (Murray's) Tuckahoe, N. Y., wa.
 Theodoras (Martin's Tavern) Lima, O., wa.
 Theobron, Henri, & Co. (Tower) Kansas City, Mo., I.
 Thomas, Andy (Kit Kat) NYC, wa.

THE TITANS
 "RHYTHM IN SLOW MOTION"
 WALTON ROOF,
 Hotel Walton, Philadelphia, Pa.
 Dir.: MILES INCALLS & JACK DAVIES.

Thomas, Boris (Rainbow Inn) NYC, re.
 Three K's (Murray's) Tuckahoe, N. Y., wa.
 Thurston, Leonta (Mendoceros Villa) Youngstown, O., wa.
 Tiden, Dagmar (Melody) Union City, N. J., wa.
 Tilton, Martha (Pennsylvania) NYC, h.
 Timberg Jr., Herman (Roxy) NYC, I.
 Timmy, Dot (Black Cat) NYC, wa.
 Tisdale Trio (Le Mirage) NYC, wa.
 Titan Trio (New Yorker) NYC, h.
 Tomanek, Sid (Royal Proffes) Chi, wa.
 Torrence, John & Edna (Michigan) Detroit, I.
 Townsend, The (Casino de Paris) Paris, wa.
 Trent, Tommy (Bon Air) Chi, wa.
 Truce, Mildred (Shoreboat) Bronx, N. Y., wa.
 Tucker, Sophie (Ben Marden's Riviera) Port Lee, N. J., wa.
 Turand Brothers (Trocadero) London, wa.

Vaccaro (El Cascho) NYC, wa.
 Valcaro & Yvette (Southern Dinner Club) Houston, Tex., wa.
 Valdez, Vera (Wagon Wheel) Houston, Tex., wa.
 Van Cello & Mary (Palace) Chi, L.
 Varay, Marion (Hi-Hat) Chi, wa.
 Velez, Angela (Chateau Moderne) NYC, re.
 Versatile Trio (Mon Paris) NYC, wa.
 Vickers, Joan (Leon & Eddie's) NYC, wa.
 Villano & Lorna (75 Club) Omaha, wa.
 Vincent & Anita (Rhinecland Gardens) Ar-moek, N. Y., wa.
 Vinal, Valerie (Biltmore) NYC, h.
 Voder's Sinfleers (Cotton Club) NYC, wa.
 Voella, Sinda (Russian Art) NYC, re.

Wade, Dick (Kit Kat) NYC, wa.
 Wade, Beatrice (Glen Island Casino) New Rochelle, N. Y., wa.
 Walkie Nights (Lyric) Indianapolis, I.
 Walk, Eric (New Yorker) NYC, h.
 Walker, Betty (Black Cat) NYC, wa.
 Walker, Nalika (International Casino) NYC, wa.
 Ward, Will (Hill's Gay Nineties) NYC, wa.
 Wayne, Namton (Dorchester) London, h.
 Welch, Frances (Barkley's) Flatbush, Brooklyn, N. Y., wa.
 Welch, Marie (La Marquise) NYC, wa.
 Welch, Murray (Melody) Union City, N. J., wa.
 Wendt, Ray (Faust Club) Peoria, Ill., wa.
 Wessels, Henri (Plantation) NYC, wa.
 Whalen, Jack, & Steamline Steppers (Club Lincoln) Cypress Hill, L. I., N. Y., wa.
 Wheeler, Bert (Billy Rose's Casa Manana) NYC, wa.
 White, Jack (18) NYC, wa.
 White, Ann (Queen Mary) NYC, wa.
 White, Belva (Hamm Club) Chi, wa.
 White, Olive (Cris Maurice) Montreal, wa.
 White, Ruth (Ringside) Ft. Worth, wa.
 Wicks, Gus 'Poppye' (Radio Franks) NYC, wa.
 Where Bros. (Savoy) London, h.
 Wilcox, Marion (New Yorker) NYC, h.

Williams, Chick (Troy Tavern) Westchester, N. Y., wa.
 Williams, Betty (Half Moon) Coey Island, N. Y., h.
 Wilson, Edna Marie (Country Club) Springfield, Mo., wa.
 Wingo & Wingo (Ringside) Ft. Worth, wa.
 Woland (Daddy Bros. Circus) Inwood, L. I., N. Y.
 Wolfe, Lorina (Ranch Club) Seattle, Wash., wa.
 Woods & Bray (Nixon) Pittsburgh, re.
 Woods, Johnny (Chicago) Chi, I.
 Wright, Edythe (Chicago) Chi, I.
 Wyer, Ross (Greenover House) London, h.

Y
 Young, Margaret (Gay '90s) NYC, wa.
 Youngman, Honey (Billy Rose's Casa Manana) NYC, wa.
 Yourloff, Your (Old Roumanian) NYC, wa.
 Z
 Zito (Jim Braddeck's Corner) NYC, re.
 Zorin (Frontenac Casino) Detroit, wa.
 Zucchi & Co. (Capitol) Marshalltown, Ia., 1-14, I.

DRAMATIC AND MUSICAL

(Routes are for current week when no dates are given)
 Hayes, Helen (Curran) San Francisco.
 Pins and Needles (Grand) Chi.
 Star Wagon, The (Hosbert) Boston.
 You Can't Take It With You (Metropolitan) Seattle, Wash.
 You Never Know (Masonic Aud.) Rochester, N. Y., I.

MISCELLANEOUS

Arthur, Magician: Bethel, Tenn., 1-2; Hillsboro 3-4.
 Dr. Gosh Tent Show: Narrows, Va., 30-June 4; Rochester, W. Va., 6-11.
 Birch, Magician: Harting, Neb., 13.
 Chief Rolling Cloud Dog Town Poles: Hantsington, Pa., 30-June 4; Keyser, W. Va., 6-11.
 (See ROUTES on page 70)

CONNERY BLASTS

(Continued from page 3)
 behalf of the radio probe.
 "This week McParlane stressed the stock and security phases of the industry. "Not only have the stockholders of RCA been fleeced, but competitors of RCA have been bankrupted," McParlane said. "At the time the consent decree was entered into there were some 125 licenses of RCA while today I understand the number has been reduced to five, and of these five it is a question how many are controlled by RCA. In other words, gentlemen, the monopoly is more air-tight in the communications field today than ever before."

Connery Lets Loose

Connery based his attack on the following five points: "Proven inefficiency" of the commission to protect the public; existence of a "dangerous radio monopoly" which has been "promoted and protected by some members of the commission"; broadcasting of "indecent, profane and obnoxious radio programs with little or no action on the part of the commission"; broadcasters "challenging the honesty of elected officials such as alleging that votes of the members of a legislative body can be bought for \$100 down to a pound of tea," without any action on the part of the commission, and no apparent effort on the part of the commission to insure the carrying out of the communications act wherein licensees hold and secure renewal of licenses only when public interest, convenience or necessity is served.

"A few years ago," said Connery, "a station on the Pacific Coast, KNX, was cited for 46 violations of the law in one day. The employee of the commission who built up this case, presumably in the public interest, was rewarded by the commission by being demoted. The owner of the station, realizing he was in trouble, sold his station to Columbia for \$1,250,000. What went with the sale of the radio license is hard to ascertain, as Columbia has built its own studio and its own transmitter. This radio frequency or license which was sold to Columbia for \$1,250,000, plus a commission of \$100,000 to a radio broker, cost the seller nothing other than his investment of some \$300,000. In other words a government franchise was sold to one of the monopoly group for something more than \$1,000,000, out of which the government received nothing. . . .

Politics

"There is on file in the commission a sworn complaint made by a former employee of a radio station in Boston that the station used its facilities and the personal service of its paid employees in an effort to defeat my late brother, "Billy" Connery. . . .

"The so-called editorial page of this radio station was allegedly used to promote the campaign of the Republican candidate while at the same time denouncing my brother's character as well as his democracy. . . .

"This same radio station owner, who I understand, under one name or another holds nine radio licenses, permitted his so-called editorial commentator to allege that any member of the Massachusetts Legislature could be purchased for something between a pound of tea and \$100.


"That the radio monopoly controls the activities of some members of the commission is general knowledge. Any time a question comes up which concerns the National Broadcasting Co., Commissioner Brown is said to be very active and credited with taking very good care of its interest, while when a matter comes before the commission concerning the Columbia Broadcasting Co., Commissioner Sykes is said to be very active in its behalf. . . .

"A subtle form of propaganda in behalf of the radio monopoly, printed possibly in return for one of the \$45,000 advertisements of RCA, in one of the time magazines, appears in Time in its issue of May 15. In this issue we find the black flag of bigotry raised anew from where it is generally originates, namely, Wall Street.

"While we find more than 20 names referred to in this story, in only one instance do we find the religion of anyone mentioned, desirably, and that happens to be myself. I have no hesitance in proclaiming that I am a Catholic and that I detest bigotry and intolerance.

"Chairman McNinch, who is honored by this publication by having his picture on the front page and whom the subsidized publication seeks to protect from criticism, deserted the Democratic Party in 1928, was honored by Hoover in 1930, and unless he is willing to plead guilty to being an ingrate could hardly say that he supported Roosevelt in 1932 and 1936."

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Time To Revise! NEW YORK, May 28.—Two months ago the World's Fair indicated that within a few more weeks we would receive the names of concessioners chosen to be a part of the "World of Tomorrow" amusement zone.

As a matter of record only one concession of the attraction type has actually been announced—that of the International Parachute Co. for operation of the well-known stationary-drop ride.

R. S. Littleford Jr.

It's assumed, too, that several more unannounced concessions have been let, also of diminutive proportions and comparatively insignificant to the midway as a whole.

And that is about all that's been accomplished in a tangible way, out in Flushing in the last two months.

What is the cause of this unexplained procrastination? Why has it been so difficult for concessioner and fair to reach satisfactory agreements?

Probably the most plausible answer is that it's not an easy matter to raise sufficient funds for construction and operation of a World's Fair amusement project. Times are tough and bankers together, demanding a pretty iron-clad proposition before handing out dough.

The fair has been pretty nonchalant about the whole thing. Possibly that's the way to observe it, but to us the situation is becoming really serious. It seems about time the financial department of the World's Fair got off its high horse.

George Wirth, kin of Frank and noted Australian circus operator, will visit the U. S. next year for the first time in a decade. World's Fair the principal reason—or excuse.

"New England After the Fair" will emblazon Northeastern license plates next year and the year following. If New England Hotel Men's Association has its way, a smart civic promotion move, also it probably won't be actioned.

Arthur Campfield, Baker-Lockwood rep in this city, back from a tour of Eastern carnivals and fair circuits. . . . Ed Kelly, circus photographer, off for the same route. . . . Joe Rogers, Dufour & Rogers Attractions, flew in from San Francisco for the Armstrong-Rosa fray. . . . U. S. naval fleet, Pacific Coast contingent and all, is just about set to visit New York and the Atlantic Seaboard next summer—again with the World's Fair the excuse.

According to latest reports, Charles Sparks sends Downie Bros.' Circus barnyard after May 31. A shame. . . . Henry G. Frost, a director of the Ringling-Barnum show and legal counsel for the John Ringling estate, due in from Cincinnati last week, en route to Washington and tax matters there. . . . Joseph Lynch, former Ringling attaché and recently an organizer for the American Federation of Actors, has resigned from that organization. Will locate in Atlantic City, it is reported. . . . Jimmy Picchioni is sending an acrobatic troupe to South

America this summer. Will join Atayde Hermanos Circus. Leo Carrell and chimp, Cotlin & Wilson Shows' standouts, rated another newsworthy last week—a Lew Lehr specialty. Probably the work of C. & W, publicity agent, L. C. Miller. . . . Charles Docen, operator of A Century of Progress Animal Freak Show on Max Linderman's World of Mirth Shows, a visitor late this week. Oddly enough, he reported business ahead of last year. . . . Billy Rose (the Manhattan pet-shop operator) is compiling figures on motordrome grosses for some reason or other. Rose, a drome veteran, has been out of the business for years. The veteran Buton dog act will consist of 18 canines when it opens its outdoor season in Olympic Park (N. J.) today.

Hartmann's Broadcast

WE ADMIRE the carnival manager who sees to it that the loading and unloading of his show train at night, whether on a week day or Sunday, is done in the most quiet manner possible. That manager has regard for the citizens living near the lot, the runs and along the route of travel. He appreciates what it means to these citizens to have a good night's sleep, and he would not have them disturbed during that period any more than he would want his sleep interfered with.



A. C. HARTMANN

Yet there are carnival managers who are careless in this respect and let their workmen do as they please. They fail to realize that considerable harm is being done the carnival by this carelessness by stirring up opposition.

What caused us to say this was a story on the subject clipped from a newspaper. Without mentioning any names we'll quote part of the story to show how nice it sounds:

"The whole neighborhood was kept awake several hours the night of the arrival and from 12 o'clock midnight Saturday until 8 o'clock Sunday morning by all the combined noises of hell. At the railroad crossing the bell rang incessantly, accompanied by the locomotive whistle and bell, screech of truck brakes and honking of horns, shouting and cursing of roustabouts.

"Tossing in their beds, home owners and taxpayers were robbed of their rest and sleep because a carnival's accommodations were of greater importance than the taxpayers' comfort. In other words the taxpayer be damned."

You carnival managers who have employees who are noisy while performing their duties should get hep to yourselves. Have some consideration for your business. Down with the noise!

SOME people are under the impression that Col. Tim McCoy's Wild West was not signed up with the American Federation of Actors. That is not true. The signing, on the part of the show, was done by Benjamin Ladd Cook, president of Col. Tim McCoy and Associates, the owners and operators, in Cincinnati about a week before the show hit the rocks in Washington, D. C.

Of course, when the contract was signed it made little difference to the McCoy show because of its financial condition. At that time the employees had almost a week's wages due, and the show really benefited thru signing of the contract as, under the agreement, it was permitted to retain as a holdback the wages due each employee for the first week's work.

If the show had not hit the rocks, however, it would have had to pay \$2 per week to each workman as a bonus and about a 25 per cent increase in wages above the rate the show paid before entering into the union agreement. With about 350 workmen, this meant an increased nut for them of roughly \$1,500 a week, which was looked upon by the show as unreasonable under existing business conditions.

WE ARE always pleased to read in daily newspapers articles praising

carnivals, and especially those of the deserving kind. There are any number of those deserving, and the Goodman Wonder Show is one of them. No press agent probably could inject higher praise in a story of a carnival than that which appeared in The Wichita Beacon, Wichita, Kan., May 10, written by a reporter of the paper. The story ran 11-column inches, but the paragraph that impressed us most was this: "If there are any objectionable features about the Goodman show, the most exacting failed to pick them out. There is so much of high class that anything even slightly out of line would stand out because of its extreme rarity."

OUR congratulations go out to the American Federation of Actors and the workmen and performers with Cole Bros. Circus for their co-operation in adjusting the wage scale, at least temporarily, so that the show was able to continue on its journey and thereby avoid throwing hundreds of people out of employment. That was real common sense.

THE campaign of the Col. Linard Jones Memorial Committee to raise funds for the erection of a monument at the grave of "The Little Colonel" is not as successful as anticipated, our good friend, George H. Lux, general chairman of the committee, informs. The money raised up to last week amounted to \$74.20.

Of course, we all realize that money has not been plentiful in the hands of outdoor showfolk, yet one would expect the movement to show far greater progress than it has. Some of the members of the memorial committee have been very active in raising money, while others, Chairman Lux tells us, have given no co-operation, despite their claim that they idolized the brave little youngster whose heart and soul were in the circus and who loved all circus people.

It was originally intended to make Flag Day, June 14, the deadline for the campaign, but it can be easily seen that enough money will not be raised by that date for a suitable monument.

There is no set amount to give. "Whatever one can afford" is all that is asked. Are you going to help—you who have not yet done so but are able to do something?

All money is to be addressed to George H. Lux, Chairman Col. Linard Jones Memorial Committee, 1231 W. 10th Street, Erie, Pa.

Notes From the Crossroads

By NAT GREEN

AN INTERESTING letter from Tom B. Brayshaw, of The Seaside Ring, London, Eng., conveys the information that Emmett Kelley, American pantomimic clown, is making a big hit in England. Says Brayshaw: "He has already endeared himself not only to all his fellow artists, but to the great British public. I think I am right in saying that his introduction to British circus audiences is the outstanding innovation in the British circus world of this generation and Bernard Mills is receiving many congratulations for introducing him over here."



NAT GREEN

Continuing, Mr. Brayshaw says, in part: "If you have not seen the Mills Touting Circus you have a surprise in store. The Mills boys (Cyril and Bernard) are extremely worthy sons of a great father, good business men with ability to see any opportunity or new idea. Allied to that they are real gentlemen with a thought for their fellow men. The circus is the best word in efficiency; everything is so spotlessly clean and always, even in dirty weather, kept like brand-new. Needless to add, their stock and equipment is wonderful. It may not be as large as some of your shows in the U. S. A., but I very much doubt if there is anything better in the world, or approaching it in appearance, efficiency and presentation. . . . Kelley is extremely happy with his reception and thinks British audiences

The Billboard

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Vol. L JUNE 4, 1938. No. 23

really grand. The Mills show is playing to record business everywhere."

Carl J. Sedlmayr stopped off briefly in Chicago a few days ago on his way to Racine, Wis., where the Royal American Shows are now playing. . . . Harry W. Hennies, of Hennies Bros. Shows, also in on business. . . . Says the show has been getting a fair play when the weather was favorable, which has been seldom.

Hal Oliver, organizer for the agents and managers' association, spent a couple of days in Chicago signing up some of the outdoors boys. . . . Ralph Williams, who was press-agent with the Tim McCoy Wild West, has joined the Rubin & Cherry staff. . . . "Big" Billie Collins, outdoor attractions booker of Des Moines, in CHI for a day or two lining up acts. . . . Mrs. William H. Harkness Jr., who brought Mel-Mel, baby giant panda, to the Brookfield Zoo, stopped off in Chicago for a short time to confer with Robert Bean, assistant director of the zoo.

She is on her way to San Francisco and the Orient to bring back two more giant baby pandas. . . . Arthur Hopper, of Ringling-Barnum advance, has returned east after spending several days in Chicago on business. . . . He took time out to visit his old friend C. W. Webb, owner of Russell Bros. Circus.

Now that it's all over, this funny one about Duke Drukenbrod can be told. When the McCoy show played Washington, D. C., Duke was determined he would have a side show. No acts were available—and no money. So Duke got one of the old Indians from the Indian Village and picked up an ancient bewhiskered gent on the streets of Washington, put 'em in a little top and ballyhooed them as "Daniel Boone and Sitting Bull." With, sorry to say, poor financial results.

Thearle-Duffield will stage a big fire-worker spec in Soldier Field night of June 3 for the Chinese National Committee on Emergency Relief. . . . Chicago is launching a New Century celebration, immediate goal of which is to attract to the city next year tourists who will be on their way to the New York and San Francisco world's fairs. . . . The Washington Star in its May 22 issue carried an interesting story by John J. Daly, setting forth the proposal of Dr. William M. Mann, director of the National Zoological Park, that the circus should be honored by the issuance of a circus stamp. . . . Story contained considerable information on the history of the Ringling-Barnum Circus.

COLE WAGE SCALE LOWERED

Workingmen Under New AFA Agreement Cut \$8; Bonus Out

New terms are temporary and union reserves right to re-establish old scale when it thinks business justifies; performers also agree to make concessions

NEW YORK, May 28.—The American Federation of Actors conceded Cole Bros. Circus a \$2 per week reduction in workingmen's wage scale before the show left Buffalo this week for its Canadian tour. At the request of the circus management, Union Executive Ralph Whitehead visited the show, listened to management's tale of woe, discussed poor business conditions with union members and agreed to a lowering of the minimum monthly wage scale by approximately \$8. Old rate of \$40, in effect most of last season and up to and including the '38 Buffalo engagement, has been supplanted by temporary rate of about \$32.

Downie Closing Set for May 31

Sparks worried about two weeks' notice after N. J. stands give encouragement

ALEXANDRIA, Va., May 28.—Charles Sparks, owner of Downie Bros. Circus, left here yesterday morning about three-fourths convinced that he will close the show next Tuesday night at Portsmouth, Va. Show started its season early, planning to play most of its dates along the Atlantic seaboard, but because of rainy weather blew two dates and swung into Ohio for a series of stands. The decision to show in Ohio proved to be a bad one.

During this season of "ticket-wagon paralysis" Sparks posted a notice in the cookhouse that the show would fold two weeks hence. Advance men were notified to return to the show and billposting stopped at Portsmouth May 20.

Returning to the seaboard to fill contracted dates in New Jersey, the circus came into an era of prosperity, with each

(See DOWNIE CLOSING on page 68)

Polack Misses First Lethbridge Date Due to Snow

LETHBRIDGE, Alta., May 28.—Heavy snow blocking the road around Glacier Park prevented the arrival of Polack Bros. complete unit here in time for last Friday night's scheduled opening. However, the show got under way with Saturday's matinee and played to a good house.

The elephant truck, carrying Jumbo and driven by Capt. Rudy Muller, owner-trainer of the pachyderm, was involved in a collision while crossing the pass east of Glacier, Mont., but fortunately no one was injured. Mrs. Muller was riding in the cab of the truck with her husband. The left side of the windshield was demolished and the left fender torn apart. The other truck was a wreck. Many of the performers took the wrong road out of Kallispell and didn't arrive here until midnight Friday.

The circus was presented here by the Elk's Club in aid of its radium fund and was staged at the Arena, which has a seating capacity of 3,500.

R-B Passes Akron, O.

AKRON, O., May 28.—For the first time in years, the Ringling-Barnum Circus will not appear here this season. Big Show was originally listed for June 15, but at a recent conference it was agreed to pass up the stand. Unemployment and continued labor disputes in major rubber factories is said to have prompted the move.

Robbins Bros. Circus, only show to play here this season, had only fair business.

Terms of agreement, which is in form of a temporary amendment to original union contract, stipulate that lower wage rate should be effective following full payment of back moneys due employees up to and including May 21 and based on the \$40 scale. Circus management, it is understood, has not paid all employees at full contract scale each week this season. Union also reserved the right to re-establish the old scale if and when, in the opinion of the AFA, the circus business warrants it.

Performers, operating under independent contracts with management, also agreed to concessions in many instances, following full payment of back salaries. Understanding was made, however, that payment in full, per original contracts, would be fulfilled by the termination of 1938 season.

Besides the wage reduction, workingmen's compensation system was scrapped

(See COLE WAGE on page 68)

Russell Bros. Strike Bad Weather in Chi

CHICAGO, May 28.—Russell Bros. Circus, which has been playing lots in the city limits since May 31, has encountered bad breaks with the weather. As a result, business has not been up to expectations. Show opened to good houses last Saturday, but since that time either rain or cool nights has kept business down.

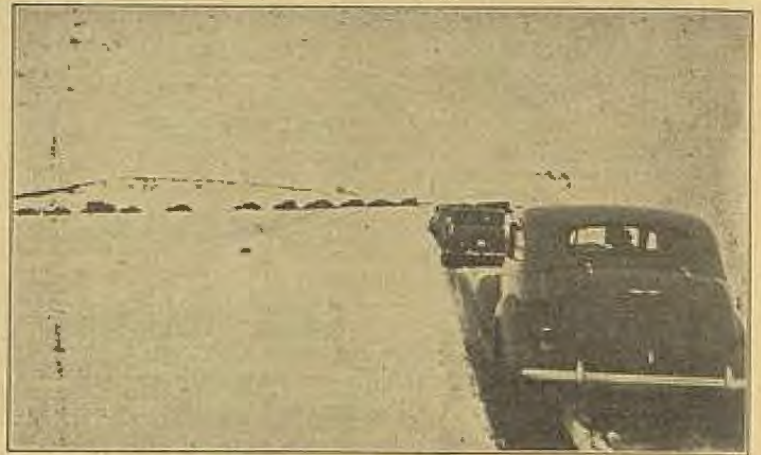
Show's general admission price is 55 cents, but thru an arrangement with local merchants in the neighborhoods played, tickets are given with every purchase entitling holder to a price of 35 cents. There is an additional charge of 35 cents for reserved seats. Sale of reserves has been slim. While the show is not large, a pleasing performance is given. The circus will play spots in and adjacent to Chicago for another week.

Hagenbeck-Wallace Pullmans Are Threatened When R. R. Car, Next to Them, Is Set Afire

CUMBERLAND, Md., May 28.—An attempt of sabotage here on Tuesday by unknown parties who set fire to a railroad box car which was spotted on the track next to Pullman car No. 50, occupied by Howard Y. Bary, manager of Hagenbeck-Wallace Circus, was stopped by the vigilance of the Baltimore & Ohio Railroad officials, who immediately pulled the entire Pullman train of the show out of the danger zone.

An investigation by county and city investigating agencies disclosed that gasoline was sprayed on the box car spotted next to Bary's Pullman so that the flames from the box car would immediately be spread to consume the entire group of Pullmans.

Heroic efforts on the part of the H-W track crew were successful in extinguishing the flames, which were made active by liberal spreading of gasoline, officials said.



NOT A WINTER SCENE, but a picture snapped by Eddie Rakness, drummer in Polack Bros. Circus band, of the cavalcade as it ploughed thru the snow of Looking Glass Pass, Mont., on the trip from Trail, B. C., to Lethbridge, Alta. In the van of the line is one of the circus trucks and a little further on the elephant truck, which was smashed up when in collision with another vehicle. This snow all fell on the night of May 18 and delayed the opening of the circus at Lethbridge one day.

Montreal Opening Big for H-M Show

MONTREAL, May 28.—The Hamid-Morton Circus is playing its last indoor engagement of the season this week at the Forum here. Show opened last Saturday to big business. On Tuesday, a holiday in Canada (Queen Victoria birthday anniversary), capacity at both performances. Paid admissions in afternoon, 14,241; at night, 9,950.

The program, in order: Concert overture by New York Madison Square Garden Band, directed by Joe Baello, with cornet solo by director. Tournament. Trained dogs and ponies by Ed Torelli and assistants; comedy mules, Sir Ed.

(See MONTREAL OPENING page 68)

Linard Jones Fund \$74

ERIE, Pa., May 28.—Mrs. Abner K. Kline, of Salem, Ore., and the 72d Street Country Club of New York City, have donated to the Linard Jones Monument Fund. The total amount is now \$74.20. George H. Lux is general chairman of the committee. He takes care of all donations and then turns them over to Frank V. Baldwin Jr., treasurer. The address of Lux is 1231 West 10th street, Erie.

Parker-Watts Biz Okeh Despite Rain Nearly Every Day

ALLIANCE, Neb., May 28.—The Parker & Watts Circus has had rain most every day since opening, but despite this the management is well pleased with business. Lincoln, Neb., was a big one both afternoon and night. Barney Oldfield and wife were guests of Ira M. Watts in cookhouse for dinner.

Premont, Columbus and Grand Island biz was good.

The first time in the writer's circus career made three towns in one day. The show left Broken Bow Sunday morning at daybreak for Mullen, showed in the afternoon, then left for Alliance. Arrived there with the first section at 8:30 p.m. and the last section arrived

(See PARKER-WATTS on page 68)

Cole Show Gives Parade at Canton; Night Biz Good

CANTON, O., May 28.—The first and likely the last parade of the season was given by Cole Bros. Circus May 19 to make good a promise made the administration when show was granted a permit to exhibit here several weeks ago. While not as pretentious as the pageant given by show last season, when parade was a daily feature, the march pleased many people.

Near-capacity business was done at night. Matinee was about half a house. It rained heavily in the morning.

Business in the Buckeye State, executives said, was only fair, due probably to continued rains and cool weather. Lou Delmore's Slide Show had a good day, as did Ken Maynard's concert. Among visitors were Al Martin, Mr. McCabe, K. C. Delong, Pete Mardo, Roy Wild, Maynard Mast, Fred Work and Glen Wagner.

Don Cooke Breaks Leg

PORTLAND, Ore., May 28.—Don Cooke, head usher on the Al G. Barnes-Sells-Photo Circus, suffered a painful injury here May 21. Show teams were engaged in a baseball game when Cooke, who was playing for the ushers, slid into a base and broke his left leg. He was removed by Dr. Pine, show physician, to St. Vincent's Hospital here.

His wife, Billy, went on with the show. It will be, according to late reports from the hospital, about eight weeks before Cooke can report back to the show.



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILBERT
Secretary W. M. BUCKINGHAM
Treasurer H. C. WASHINGTON
Conductor WALTER HOENADEL
Editor "The White Top," care Hoenedel Printing Company, Rochelle, Ill.

ROCHELLE, Ill., May 28.—Seen at night performance of Robbins Bros. Circus at Binghamton, N. Y., were Circus Fans Dan E. Fox, Frank Boland and Nelson Ellis. Gibson and another cowboy, along with Fox and Boland, visited Boland's son in the hospital, where he was recuperating from an operation.

G. H. Barlow III was entertained by his friends, Rodney and Ella Harris, of the Robbins show, at dinner in cook-house May 23. In the evening Barlow entertained the Harrises by showing them the Pat Valdo Tent circus room with its collection of pictures and winter quarters of the Barlow & Bailey miniature circus, housed in the Barlow barn on front street.

"Teddy," Fred and Ella Bradna's famous dog used in the latter's Act Beautiful, has been given to George and Helen Scholderer, of Binghamton. "Teddy" came to the Bradnas about five years ago to replace "Zero," Alaska husky, that died. "Teddy" did the same tricks as "Zero." It is a Belgium police dog and is mascot of the Pat Valdo Tent. Scholderer says he will do his best to keep the dog in training and doing tricks.

Dr. David E. Reid, of Lebanon, Ore., writes that he had two small visits on the Barnes show at Salem and Eugene. Renewed acquaintances with Milt and Alma Taylor, John White, Bob Thornton, Bob Fisher Troupe, Ralph Carson and many others. Took eight rolls of movies and 40 snapshots. Visited with Raymond Ivers, of the advance, when he posted Lebanon for the Eugene date.

Albert J. Mayer, CPA of Cincinnati, O., active head of Theodore Mayer and Bros., was host at a dinner given to observe the 16th anniversary of its founding. The founder, Theodore Mayer, is recuperating in Florida. Associated with Mr. Mayer are his two sons, Carl and Albert Jr.

W. H. Hoenedel and son, Walter, accompanied by Mr. and Mrs. Fred Durin, caught Sells-Sterling at Rockford May 21. Show had one of the poorest days' business of the season. Mr. and Mrs. Robert B. Clark, of Madison, Wis., visited the show. Mrs. Clark took part in the spec and her husband clowned the evening performance.

CPA Harold Whelan, of Lebanon, Ore., saw the Barnes show at Eugene. Friends of Jane (Skippy) Boland will be glad to know that she is a member of the Unique Troupe, playing with the Keystone Shows as a free act.

Armed with pictures of the McCoy show, Ambassador Burt Wilson visited with Frank and Mrs. Walter at Houston May 15 and on May 22 he had another chance to display the McCoy pictures at Wichita Falls, Tex., with "Army" Armstrong, Circus Fan. Mr. and Mrs. Walter M. Buckingham and Mr. and Mrs. L. Perry (Bugs) Raymond took dinner with Mr. and Mrs.

ATAYDE FRANCISCO
 owner-manager
Atayde Hermanos Mexican Circus
 "The Big Show of South America"
 Will be in United States until late June.
 Acts-Attractions-White Men.
 See THE BILLBOARD.
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ROSE'S MIDGETS
 AVAILABLE FOR PARKS AND FAIRS
 Biggest Little Show on Earth.
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Minert de Orio at their home in West Cheshire, Conn., May 22. The afternoon was spent in "putting it up and tearing it down," etc.

The Charles Sparks Tent No. 14 held its monthly meeting at the home of its secretary, Felix P. Callahan, May 21. Part of the business transacted was a vote to send flowers to Fan Gilbert Conlinn, who is ill at Hartford Hospital, Hartford, Conn., and to buy new badges for the Tent copying the badge used at our convention in Evansville, Ind.

Elliott T. McKnight, CPA of Gardner, Mass., passing thru Norwich on his way home from a long trip, took time out to make our secretary a call.

Binghamton Circus Fans held a luncheon to honor Fans George Duffy and William Linney, who motored from Fort Plain, N. Y., to spend the day on Robbins Bros. lot there May 23. Others in attendance were George Dann, George H. Scholderer, William Hecox, Charles Fowler, Stuart M. English and George H. Barlow III. After the luncheon and meeting they attended matinee performance as guests of Jess Adkins.

Admire-Eakin Show Having Good Business

LINCOLN, Ill., May 28.—The Admire-Eakin Circus had fair matinee and capacity night house at Fowler, Ind., May 18. At Delphi, Ind., May 20, matinee lost account storm at opening. At night about two-thirds house. Show lost two matinees first 10 days out due to storms.

At Monticello, Ind., light matinee and nearly capacity at night. Goodland, Ind., Sunday, May 22, matinee only, about 750 in attendance. At Moon, Ind., under park auspices. Poured down rain all day. Fair matinee and two-thirds at night.

At Rensselaer, Ind., big matinee and straw house at night. Watseka, Ill., matinee nearly capacity and capacity at night. Show entered Illinois at Watseka. Will take seven stands in State and then enter Wisconsin. The advance has had some nice tie-ups.

Barnes Show To Pass Up Lewiston Due to Demand

LEWISTON, Ida., May 28.—The management of the A. G. Barnes-Sells-Photo Circus will pass up this city this season for the reason that the city officials demanded that the show post a certified check for \$1,000 with the city to guarantee repair of any possible damage to streets by trucks and horses.

Tom Heney, contracting agent, sought permit to allow the show to appear here June 18.

SEATTLE, May 28.—The A. G. Barnes-Sells-Photo Circus closed its Oregon tour in Portland. Wonderful weather and good publicity gave the show a nice engagement in the Rose City. Prior to Portland, the show had good business at the afternoon performance only in Eugene. Klamath Falls gave two good houses, and Bend, notwithstanding exceedingly cold weather with snow on the lot, came thru with the best day's business of the week.

Sunday in Vancouver, Wash., and then into Longview, Aberdeen, Tacoma, Everett and here three days.

Show gets up and down in fine time. Bought six more baggage horses, giving Mike Techudy, boss hoister, plenty of horse power, and with the help of Walter McLain and his elephants, the show is on the lot and ready to open three hours after arrival in town. Train is loaded and out of town before midnight every night as John Hanley, trainmaster, has a most efficient crew.

Show got four pages of pictures and copy in May 31 edition of Pic, national magazine. Featured Frank Phillips, Josephine Martinez, Don Cooke and Arthur Windecker. Stunt was arranged with Bob Wallace, Pic's Southern California cameraman, while the show was in Hollywood in April.

Jack (Peanute) Robinson back on the job again. Had to lay off a few days with heavy cold, but returned in Portland and went back to work on Leonard Karsh's front-door staff.

Bellingham, Wash., Monday, and into Vancouver, B. C., for two days, then east in Canada for a short stay.

WHEN ROBBINS BROS. Circus was at Lewistown, Pa., Hoot Gibson renewed a friendship of many years' standing with Paul O. Klinger, manager of the Bialto Theater. Several fine publicity tie-ups were arranged prior to and during the show's engagement in that city.

Sawdust and Spangles

By CHARLES WIRTH



CHARLES WIRTH

JAKE POSEY, former well-known boss hoister, located at Baldwin Park, Calif., was sorry to learn of the death of his good and loyal friend, Tom Lynch. In all the years they worked together they never had a cross word or an argument. Jake wishes to make a correction in an article which appeared in Notes From the Crossroads in The Billboard, issue of May 21. It was then stated: "Once Tom came to grief while driving the 40-horse hitch in King's Lynn, England."

Says Jake: "I was driving the team the time the front was torn out of a saloon, or 'pub,' as they call them over there. Tom was in the hospital when it happened. A short time before I came to the saloon I was turning a very short corner and, of course, had to work my wheelers very fast. A bobby thought the team was getting out of control, ran in front of my leaders, and in doing so it gave me so much slack, and Fritz, the near leader, straddled a trace. Tom was on his horse riding by the side of the band wagon joking with the musicians. I called to him to get that copper away from the leaders. He galloped alongside of the team and arrived at the side of Fritz just as the team straightened up and Fritz let fly and struck Tom on his leg below the knee. I saw as soon as he was struck that his leg was broken. I stopped and we placed Tom in a taxi and rushed him to a hospital.

"I don't think the accident would have happened if Tom had been there, as he always went ahead on a bad corner and let me know the conditions. This was a bad, narrow corner. The street I turned into was so narrow there was barely room for four abreast. The five years we were in Europe I never saw Tom take hold of the lines. I had an attack of acute and had to drive the team just the same, but it was the means of me being excused from all duties except driving the 40."

Jake adds: "I am feeling fine and taking life easy—passing the time sitting on the porch, working in the backyard and burning gasoline driving over the beautiful California roads."

Robbins in Western New York Fourth Week

WARREN, Pa., May 28.—Western New York State was the scene of the fourth week of Robbins Bros. Circus. Binghamton was the first stand in that State and the first real Sunday layoff of the present tour. The Show Park lot there has been the circus grounds as far back as any of the oldtimers can remember, and makes a great place for a circus to Sunday in.

Among visitors there was Capt. Dan Fox, commander of the famous Spotted Horse Troop of the New York State Police. Fox is an old friend of Hoot Gibson and had entertained Hoot on Sunday at the barracks some 40 miles away. Between shows Gibson, accompanied by Fox, made a trip to the Loudres Hospital, where he cheered little Francis Boland, who was confined there, and then over to the St. Mary's Orphanage, where he made a hit with the children. Doc Farrell, old-time trouper and magician, came down from Ithaca. George Barlow III, CPA of Binghamton, was around Sunday and Monday.

The show is at Warren today, auspices of Warren County Shrine Club. Ben Mathis, of the Warren Tank Car Co. and well known to all railroad showmen, is president of the club. About 300 Shriners, including several uniformed bodies, marched in the circus parade.

BINGHAMTON, N. Y., May 28.—Robbins Bros. Circus played to a two-thirds matinee and an almost full house at night here May 23. Among out-of-town Circus Fans who spent the day on the lot were George Duffy and William Linney, of Fort Plain, N. Y.

Baby elephants and camels from the show were loaned by the management to the Shriners of Kalurah Temple, this city, for Shrine Night.

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 TWO FAST-STEPPING MAIN STREET LITHOGRAPHERS. Must be sober and reliable and drive car. Address
 C. S. PRIMERBE, Gen. Agent, Sandusky, Ohio.
 Sloan Hotel.

Lewis Despite Only Fair Biz Has Made Little Retrenchment

MILLERSBURG, O., May 28.—Lewis Bros.' Circus is starting its second month with business so far only fair, a representative of *The Billboard* was informed here. Show is larger than last year and despite discouraging business there has been little retrenchment. "We have fared no better than most of the circuses so far this season, but by shrewd routing and economic management I hope to keep it out the entire season," Manager Paul M. Lewis said.

Show is moving on 60 motorized units and every truck, owned by the management, was repainted and relettered before it left winter quarters. This program is the best offered by the show in recent years.

Big top is a 90 with three 40s; menagerie, a 60 with two 20s; Side-Show top 110 by 60. Seating accommodations are reported around 3,800. Show has an excellent band under direction of John F. Dusch, who is handling the mail and *The Billboard*. Side-Show line-up is very good, and concert is really worth-while entertainment. The show is playing many of its stands again under auspices.

The Program

Display No. 1—Tournament, with all people and stock. No. 2—Bassett Serenade, well executed and entertaining 12-minute spec, including 30 girls, directed by Florence Peck. Is set to the music of John F. Dusch's Band. An unusual opening for a motorized show. Solo, with band, by Grace Cassian. No. 3—Comedy acrobats: Ring 1, Bedell Trio; Ring 2, Hussen Ben Abaditz troupe; Ring 3, Arensona. No. 4—Capt Jerome Smith presents four lions in steel arena in center ring. An excellent turn and one seldom seen on the smaller shows. No. 5—Trained goats and sheep, Lila Daniels, sheep; Mary DeSand, goats. No. 6—Single traps, Biddy O'Brien; the Morris, double traps; Ruby Baldwin, single traps. No. 7—Clowns. No. 8—Clown walkaround. No. 9—First concert announcement. No. 10—Ponies and monks in two rings, presented by Marian Clark and Kenneth Poley. No. 11—Minute dance specialty in all rings, arranged and directed by Miss Peck, who offers a Colonial dance, all girls in Colonial garb. No. 12—Swinging ladders, Jerry Pierce, Nancy Abaditz, Sarah Abaditz. No. 13—Ring 1, Ted Suzuki Japs; Ring 2, Billy DeArmo, juggling; Ring 3, Jimmy Yamamoto Japs. No. 14—Clowns, long shirt. No. 15—Loop-the-Loop, by Biddy O'Brien. No. 16—Trained dogs in all three rings, presented by Lila Daniels, Kenneth Poley and Dorothy Morris. No.

17—Jargo, clown specialty. No. 18—Swinging perch, Ring 1, Nancy Abaditz; Ring 2, Teddy Zuska; Ring 3, Sarah Abaditz. No. 19—Second concert announcement. No. 20—Pony drill, Ring 1, Kenneth Poley; Ring 2, Marian Clark. No. 21—Clowns. No. 22—Elephant, presented by Nancy Abaditz, concluding with head-carry around track by Capt. Harry English. No. 23—Clowns. No. 24—Menage, Kenneth Poley, Marian Clark and Dorothy Morris, high school horses, waltzing, rumba and cakewalk. No. 25—Hussen Ben Abaditz troupe (seven people) in pyramid, tumbling and closing with handspins and acrobatics on track. No. 26—Clown walkaround. No. 27—Big pony drill (six) in center ring, by Kenneth Poley. No. 28—Clowns. No. 29—Teeterboard, center ring, Bedell troupe (six people), closing with flip to one of troupe seated in chair on shoulders of a partner. No. 30—Jumping horses on track. No. 31—Blinkey Hoffman's Punny Ford, a sock finish to program.

The Staff

Paul M. Lewis, general manager; Charles E. Moulds, secretary; W. E. Deats, auditor; William L. Tingley, assistant manager and purchasing agent; H. L. Filbert, assistant manager; Glenn Mcintosh, front door; Lee Daniels, Side-Show manager; Kenneth Peck, superintendent concessions; Jerome Smith, general superintendent; Kenneth Poley, equestrian director; Lee English, menagerie superintendent; John F. Dusch, band director; R. C. Wade, chief electrician; William Thomas, chief mechanic; Lewis Watson, head ticket seller; Robert Morris, boss hostler; Ben Jackson, boss props; Dennis Williams, steward; Grace Bennecassa, wardrobe; Florence Peck, director of spec; Charles Robbins, big top canvas; Sam Hatchfield, big top canvas; Whitley Simerson, menagerie boss canvas; Dutch Blair, Side-Show boss canvas; George Burlingame, superintendent dogs; Harry Gordon, director of publicity; Carl Heipenspell, press with show; William Snyder, legal adjuster.

BIG SHOW BAND—John F. Dusch, director; Frank Lapointe, R. A. McKee, cornets; Fred Curtner, James Sampson, clarinets; Ralph Anderson, Lloyd Deterre, trombones; Don Barker, baritone; R. L. Sawyer, bass; Clayton McNaughton, snare drum; Joe March, bass drum; Tommy Comstock, callopie.

WILD WEST—Joe Mix, director whips, roping and sharpshooting; Bud Hart, cowboy songs; Jimmy Mix, roper and trick rider; Mary Mix, whips and sharpshooting; Chief Red Cloud and tribe of seven Sioux Indians, featuring Chief "Short Stuff," three-year-old Indian chief.

SIDE SHOW—Lee N. Daniels, manager; Dick Ashworth, No. 1 ticket box, second openings; Verne Scanlon, No. 2 box; Dall Carnegie, No. 3 box. Attractions—Paul Miller, fire and sword swallower and lecturer; Carl De Bora, magic and Punch; Mr. and Mrs. H. H. Hall, mentalist; Minnie Atwill, sword ladder and blade box; Sally Ashworth, big snakes; Professor Tally and Buela Short, with three girls and a seven-piece band (mainstays); dancing girls, Phyllis Rumbles, Thelma Avalon, Betty Boop, Margerie Sanders.

CLOWNS—Jack De Shon, producer; Billy De Armo, juggling clown; Karyl De Mott, Blinkey Hoffman, Mickey O'Brien, Barney and Jimmy Aronson, Albert Sherwin, Zeck La Mont and Ferris (Stivers) Phillips.

ADVANCE—S. S. Primrose, general agent; Leo Spahr, assistant agent; Alton Osborne, manager Car No. 1; William L. Munge, James K. Smith, J. C. Clark, George B. King, Leslie Longhart and John Hauser.

Banner solicitors, Nate Leon and Morris Karp.

Ticket sellers, Louis Watson, chief ticket seller; Don Bruce, in charge of No. 2 box; George Shirley, No. 3 box (reserved seat staff). Watson also in charge of concert and does most of the announcing in big show.

Show Loses Ravenna, O.

RAVENNA, O., May 29.—Heavy rains, which made the lot unfit for showing, caused Lewis Bros.' Circus to pass up this stand May 19. It was the first stand missed by show this season.



PHOTO snapped when Parker & Watts Circus played Ira M. Watt's home town, Fort Scott, Kan. Left to right: Bud Anderson, former owner of the show when it was known as Seal Bros. Circus; Charles Parker and Watts, the owners; Pete Lindemann, one of the proprietors of Sells-Sterling Circus.

Hollis, L. I., Good Date for WPA Show

HOLLIS, L. I., N. Y., May 28.—The WPA Federal Theater Project's circus closed its engagement here May 21 to excellent biz. Saturday matinee was a big winner, with Manager Eddie Sullivan sitting them on the straw. Saturday night house was spoiled by rain, but show managed to get the night's nut out of it. Paul Edwards, administrative officer for Federal Project No. 1, Saw from Washington to catch the Saturday matinee. Managing Director Burns O'Sullivan conducted him on a tour of inspection and after the matinee again conferred with him on plans for enlarging the show.

In Edwards' party were Mr. and Mrs. P. E. Terry, Mr. and Mrs. Charles Paterno, Mrs. Louis Deak, Joseph Salmon and daughter and Harry Butler. Other visitors were T. A. Maunula, director of information for the Federal Theater, and Richard Roee, chief of the photographic division of Federal Project No. 1. Harold Sullivan, show's special promotion man, has started to use his new herald, reports Wendell J. Goodwin.

Suggests Historians Write Life Histories of Showmen

Los Angeles.

Editor *The Billboard*:

Some circus historians or other writers should write the life history of some of the outstanding circus men while they have a chance to get the facts from these men themselves. Many people who in the past rarely attended or talked about a circus are now at least interested and talking about circuses. This is the reason I hope someone will write the life story of men like Charlie Sparks and Capt. W. H. Curtis, who started their circus life as boys, and with only their bare hands. For years these two men have been standouts for their ability and strict integrity and today they are both financially on the right side of the ledger.

This is Captain Curtis' 48th year on a circus; he has handled all kinds of men in all kinds of weather and is a perfect gentleman who neither smokes nor drinks. He has invented and patented many labor-saving and safety circus devices and for the last 20 years has owned and operated a pecan plantation in Mississippi.

Men like these could be made a great inspiration for youth-while things for this and future generations if only some of our noted writers could make this attempt.

HUGH S. MCGILL.

Gainesville Completes Booking Spring Dates

GAINESVILLE, Tex., May 28.—The Gainesville Community Circus has completed booking its spring engagements. The show goes to Farmersville May 31 as a feature of the Onion Festival.

The show exhibits in Neocoma June 6 and 7, nights only, in connection with the Highway 82 celebration under joint auspices of the Rotary and Lions' clubs, and at Mineral Wells June 16 and 17 under Junior Chamber of Commerce sponsorship at the Texas Health Festival.

Following Mineral Wells engagement show will remain in quarters until Cooke County Fair opening August 22 starts the fall fair engagements, which includes Wichita Falls September 8 and 9.

Joe M. Leonard, press representative, has gone to Cedar Falls, Ia., to visit relatives for several weeks and recuperate from his automobile accident of last January.

Says Bands Are Superior

Los Angeles.

Editor *The Billboard*:

In the May 21 issue of *The Billboard* Pierre J. Audin said circus band leaders are guided by antiquated notions as to what constitutes circus music and that the bandmasters rise from the ranks and have no musical background other than circus experience; no extensive instrumental training; a limited knowledge of the theory of music, and that they lack technical knowledge necessary for conducting, arranging, harmonizing and instrumentalizing. Personally I believe circus bands of today are far superior to bands of former years.

The writer just came back from the

Keeping Record Straight

Detroit.

Editor *The Billboard*:

In reply to Harry Mann's criticism of McClintock's *Art and Fable in Circus Posters* in the Spring Special Number of *The Billboard*, I am advised that there was an error in the article. Charles Sparks did use an inferior tiger poster before the Ringlings used one, but it was not the same as their poster a bit. The Zazel poster was copyrighted in 1931, which may explain use of that date in connection with the act on the show as being used that season. In the confusion of memory's long trek a veteran trouper may slip occasionally. The announcement of Charles G. Kilpatrick's arrival in New York after a long foreign tour May 22, 1897, was an item in an amusement magazine. So he was not the original Diavolo, who did not get started on the Forepaugh-Sells Circus in his loop-the-loop on a bicycle act until the season of 1902. I trust Mr. Mann accepts these corrections as evidence of an effort to keep the record straight as pleasantly as possible.

HARRY W. COLE.

Wants More Parades

Hamilton, O.

Editor *The Billboard*:

I notice that only one major circus is staging a parade this year and can't understand it, for everyone knows parades are one of the best possible methods of advertising. Talk is heard of the cost of staging parades, but such expense is negligible, I believe, in comparison with the valuable publicity received. Every rail show must carry baggage wagons, and most parade or tableau wagons, with few exceptions, are ideal for hauling props and baggage. Even now most rail shows carry enough draft stock for parade purposes and if they do not the shortage could be easily overcome by putting two or three cages behind a tractor.

I suppose the license fee is the chief cause of objection, but by proper handling the cost can be kept down. For instance, give local merchants free advertising in the main tent and menagerie and on tractors and elephants in the parade. In return for this advertising I believe merchants would be glad to contact authorities in an effort to reduce license fees. Let's see more parades. They keep the circus alive.

RALPH CHAMBERS.

FOR SALE TO PICTURE COLLECTORS

SUBJECTS FROM OOL, TIM MCGOY'S REAL WILD WEST SHOW.

Pictures of personnel, trucks, wagons, stock and railroad equipment can be bought at half price. A set of 20 subjects \$5.00. Lower amount of 25¢ each, plus postage. Size 8x10 inches. Originally prepared for publicity dept. of show.

Picture assortments from past and present railroad circuses also for sale.

HARRY A. ATWELL STUDIO

64 W. RANDOLPH ST., CHICAGO, ILL.

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Freak Tailless Heifer

Sound and healthy. A rare curiosity. For complete details write

P. L. GUPTON

Box 582, West Columbia, Tex.

Under the Marquee

By CIRCUS SOLLY

FOLLOWING the night performance of Tom Mix Circus at Massillon, O., Jack MARQUEE — Ra

PORTLAND, Ore., which has always been a good stand for the Barnes show, was the opposite this year.

SCHOOLS were dismissed at noon at Camden, N. J., for Downie Bros.' date there May 25.

PAUL JEROME, clown with the Ringling-Barnum show, recently was mentioned in a Webster syndicated cartoon.

RED DAVIS, of Philippi, W. Va., saw Hagenbeck-Wallace, World Bros., Tim McCoy and Silver Bros.' shows, reporting good programs.

J. C. ADMIRE informs that Eakin & Adaire Circus had a good week (May 15-21), altho it rained every day.

WYATT DAVIES was producing clown for YMCA Circus at Bogalusa, La., May 20.

BOB MCGOWAN, formerly with the Barnes show, is at home in Indianapolis. His favorite act is the Cristiani Family.

ON SWING east thru Ohio of Cole Bros.' Circus Rex de Roselli landed plenty of space in the Columbus and Canton newspapers.

FELIX AND IVA MORALES, who recently joined Polack Bros.' Circus, are doing trampoline, loop, head slide and tight wire.

TOM HENEY, of the Barnes show, recently was in Spokane, Wash., and contracted for show's appearance there June 13.

J. C. WOODARDS, piano-acordionist, has returned to side show of Ringling-Barnum Circus following a business trip to New York. He placed three of his latest songs with publishers.

MARSHALL AND HELEN, after leaving World Bros.' Circus, were married in Indianapolis and after a short stay there will play parks and fairs with their wife set with Tudor Sisters and Avery.

LEON MURRELL HEWITT writes Solly: "There is a cute little story, *The Circus*, with illustrations, in May 28 issue of *Collier's Weekly*. All good publicity for circus."

DOWNIE BROS.' CIRCUS had to close the ticket windows for both shows at Meadfield, N. J., May 21. Meadfield has been a red one for the Downie show for years but sellouts in these times are "something to crow about."

HERBERT A. DOUGLAS cards that Robbins Bros.' Circus had a good day's business at Pottstown, Pa. He adds: "And don't let anyone tell you that the parade didn't help a lot."

BILO DANWILL, of the Danwill Troupe, and Capt. Rual LaGard, who were injured at St. Louis Police Circus, are in City Hospital, Division 10, that city, and would appreciate hearing from friends. They are doing nicely.

CHARLES E. POST, who directed the 32-piece band on the McCoy show, is back in Los Angeles and has lined up some fair dates. Will be at Shrine convention in L. A. next month with 35-piece Shrine band.

FRANK H. THOMPSON pens that Sells-Sterling Circus at Aurora, Ill., May 18 had large crowds. The *Aurora Daily* seldom mentions shows after they leave, but gave this circus a nice boost.

JAMES LIVINGSTON advises that Barnett Bros.' Circus was at Jamestown, N. Y., on Faulkner lot May 19 and had two capacity houses notwithstanding rainy weather.

CHARLIE REICHENSTEIN's Worth Sagar Store in Fort Worth, Tex., which has been the downtown headquarters for sale of tickets on circus day, has closed. Reichenstein is well known among circus people.

RAY W. ROWAN, with Hagenbeck-Wallace Circus last season, is not trouping this year due to injuries received in

an auto accident. Has been an usher for 14 years. He speaks highly of the H-W show. His favorite act is the Cristiani Family.

H. J. YOUNG advises from Jackson, Mich., that he will open his show June 1 and will head for Iowa. Will move on four trucks and trailers, presenting dog and pony acts. Recent visitors at quarters were Joe Mix family and E. G. Wilson and wife.

A. W. STARKEY is not trouping this season, due to illness. Letters from acquaintances will be appreciated. Address is 2008 Parker Avenue, Indianapolis, Ind. Starkey states that city council there refused to pass a law barring circuses on Easter Sunday and Good Friday.

DR. WILLIAM M. MANN, director of the National Zoological Park, Washington, D. C., proposes the issuance of a stamp to honor the circus. He has compiled a brief history which will be presented to Postmaster General James Farley in a memo for the celebration of the Ringling's 55th anniversary.

THE DECATUR DAILY, Decatur, Ala., issue of May 19, carried a very interesting story written by Curtis Glover concerning Art DeComa and wife, former well-known circus performers. They

REGARDLESS of unfavorable weather conditions, Newton Bros.' Circus had two full houses at Kingston, N. Y., May 19, reports Everett Blanshan. The concert, side show and pit show also did well. It was announced at both performances that the Tom Mix Circus would play there on the same lot, Athletic Field, June 9. Blanshan was the guest of Manager William Newton.

DURING ENGAGEMENT of Polack Bros.' Circus at Coeur d'Alene, Ida., a number of troupers were guests at Harper Joy's summer home at Liberty Lake, Wash. Joy and Frank Mickey Davis caught the Saturday matinee of the show at Coeur d'Alene. Says Davis: "The program is very pleasing and the show nicely costumed, well lighted and cleverly staged. A noticeable feature is the neatness and orderliness which are apparent on every side."

H. G. RHAWN, editor of *The Exponent*, Clarksburg, W. Va., recently had an editorial concerning troupers with the ill-fated McCoy show. In part it read: "Of course, the railroads must be protected in their property and those who steal train rides should be punished. But there was to us a note of anti-climax scented as we read that eight performers trying to get back home after the show went bankrupt in Washington had landed in the Harrison County jail to serve a three-day term. We hope they know some tricks that will help them get back where they belong after their visit here and that no further woe will come to them. It rather takes glamour from the circus to think of bespangled actors languishing in jail." Attitudes of this kind



WHEN THE TOM MIX CIRCUS was in Muskogee, Okla., John A. Guthrie, of that city, arranged a chicken dinner at his ranch for Mix and some of his associates. Shown in the picture are Tom, Mabel and Ruth Mrs. John B. Ages, Jack Knapp, Dr. George W. T. Boyd, Benny Pete, Hank and Ella Linton, of the show; Bob Russell, Western motion picture player; Raymond Cook, founder of Mounted Troops of America; Jack Massey, Guthrie's ranch foreman and arena director; Mrs. Frye, who served the dinner.

recently visited DaComa's uncle, E. R. Whitton, in that city.

TIGER HALE is again with Sells-Sterling Circus, playing trombone with Mac Heller's Band of 10 pieces. The men have a new semi-trailer for sleeping quarters. Says that crowds have been good when weather was favorable and that there was a straw house at matinee at Beloit, Wis.

JACK A. RYAN is handling the mike on the side show of Robbins Bros.' Circus until a half hour before the big show starts and does all the announcing there and also for the Hoot Gibson concert. He filled the same duties on Cole Bros.' Circus last year. Jack has been in show business 27 years.

PAULINE B. LORETTA advises that she, George Novikoff and Roy Burkhauter (Novikoff Flyers) are at present practicing and will play fair dates. Pauline will present single high horizontal bar turn, combined with traps, and Novikoff tight-wire act. Burkhauter will do comedy in flying and wire acts.

HARRIETT AND CLYDE BEATTY spent a busy day when Cole Bros.' Circus was at Canton, O. They were dinner guests of long-time friends, Mr. and Mrs. C. C. De Long, at their home in Massillon between shows and at night were honored at an informal party given by Mr. and Mrs. Pote Mardo, former troupers, also of Massillon, at which the De Longs and others were in attendance.

from local editors will never hurt the show profession. Sheriff Reynolds took the wrinkles out of their bellies, gave them tobacco money and sent them on their way.

WHILE EN ROUTE with Cole Bros.' Circus Albert Barnard and George Moran, of the Harddig Trio, jugglers, and George DeMott, comedy juggler, spent an enjoyable week-end at Jamestown, N. Y., guests of Harry H. Lind, juggler. The trio writes: "Lind has a great collection of letterheads, photographs, autographs, circulars, programs, etc., pertaining to jugglers, past and present, also a large collection of juggling clubs. He took us into the workshop and showed us how a modern juggling club is made. He has built a giant-size club upon which he hopes to have the autograph of every living juggler. He also hopes to organize a jugglers' society. We juggled in Lind's backyard with Lind and his side kick, Dr. Crosby, also of Jamestown. Lind's act was a topnotcher on bills when he was playing dates. The welcome sign is out at Lind's to all members of the juggling profession."

C. H. WOOLRICH advises that he and his wife and son are stranded at South Eloux City, Neb., Atterbury Bros.' Circus, with which they were connected, having folded and returned to winter quarters at Dakota City, Neb. "I signed up as band leader for the show last February," says Woolrich, "and my wife as secretary-treasurer. We came nearly 2,000 miles to join. Supposed to open May 7 but blowed the stands for that day (Saturday) and the next two days be-

Dressing Room Gossip

PARKER & WATTS—Think it is about time the dressing-room bunch got its baseball team together, as the managerie boys have one and it will be up to us to take them on. We will have Jimmy Connors for manager and it will be up to him to get a good team together. Johnny Delmar is boss canvasman of the clown top. Lee Hinkley and his band wowed them with their peppy concert. Bert Rickman is having trouble with his whistle. Just saw him rushing to dressing room. I think he should put it on a chain and sleep with it.

AL CONNORS is back in program with his foot slide. His knee still bothers him. Alex Brock also is back. Alex is scoring with his bar act. With the help of Frank Lovoy and Al Smith it makes a fine closing number. Jimmy Hackensmith has a new trombone. Wonder if he can play it. Seen in backyard recently I. N. Watkins and family visiting Col. Kit Carson Jr. They brought along a nice catch of trout.

JIMMY THOMAS.

DOWNIE BROS.—Noticed several visitors, including Tom Gorman, Flying Valentines, Don Francisco, Mary Atterbury, Lois Whiteside and sister Bobby. In Plainfield, N. J., the show gave a benefit performance for a local hospital. After the performance all were treated to apple pie and strawberry ice cream. Tommie Hodgini ate three portions. Tona Scala entertained his family recently. Joe Hodgini nearly missed the principal riding act recently because of high seating. Carlos Carreon recently put his dog "Omega" in his movie sketch in concert. The Cross Troupe has added two more tumbling routines down the track. Tona Scala has added an extra elephant in leaps.

Had a parade in Westfield, with Eddie Keck and Tona Scala getting many laughs on their mule "Molly." Seems nearly all the men put on clown make-up to go in it. Joe Gilligan was parade marshal and is plenty stiff and sore. The Butters Troupe is getting along nicely with new routines in practice. Earl Larkin is teaching Arlene Cross the fine points of juggling between shows. The band, under direction of B. Carsoy, is getting many compliments. Georgiana Lund and Roy Leonhart have had colds. Noticed Cliff Sparks selling tickets in Montclair, N. J. JOEY HODGINI.

ROBBINS BROS.—The performers and the property boys tangled in a baseball game at Binghamton, N. Y., in which the performers won, 22 to 4. Freddie Freeman, Louie Belarde and Tommy Ross led the performers' team with hits and runs. Ernie Sylvester went in as relief hurler for the props and was greeted with boos, also hit in the stomach with a batted ball but was not injured. Art Cesky, who umpired, lost the lenses out of his glasses just before the game and had a little trouble callin' 'em right. Buck Taylor, cowboy, is doing the barber work.

Jack Klippel and partner have joined clown alley. Happy Kellems says he would like to know how Kinko is doing with his new dance. Albert Powell just told the boys that he renewed his acquaintance with the mule he drove in the parade last year and the mule remembered him. Cliff Downing says he is out this season, mostly to recuperate. R. L. McConnell, a visitor, who left at Binghamton to visit other shows, will be missed by the boys. He gave them a sight-seeing tour of Binghamton Sunday. Herbie Hobson seems to head the list in receiving fan mail. Cesky is getting his camera set for a few shots of Niagara Falls.

cause of rain. Show did not leave winter quarters till May 9 and opened the next day at Bloomfield, Neb., with ideal weather but poor crowds afternoon and night. Moved to Verdigris, Neb., for May 11 and, with threatening weather, had very light matinee. Few people came out at night, but after buying tickets and standing out in the cold until 9 o'clock demanded their money back and performance was off. Thursday morning show folded and headed back to winter quarters. It had three trucks and a 60-foot round top with three 30s."

Nedrow, former car manager, and wife entertained a party of circus folk and friends at their home. Included were Duke Drukenbrod, Maynard Mast, Roy Wild and Mr. and Mrs. Rex McCoun. (See UNDER THE MARQUEE page 37)

The Corral

By ROWDY WADDY

GEORGE DEMAREE furnished the stock for the two-day San Jacinto (Calif.) rodeo, which closed May 30.

E. PARDES is arena director of the rodeo to be held in Lamar, Colo., under Chamber of Commerce auspices.

PAT HATHAWAY, cowboy entertainer, is doing parachute balloon jumps in addition to his other stunts for Thompson Bros.

TEXAS JOE, after playing several rodeos, is now in Allendale, S. C., where he is resting and giving several broken blood vessels in his foot a chance to heal. He reports that he is doing nicely.

SECOND ANNUAL RODEO to be held in Albany, N. Y., this summer again will be produced under the direction of C. B. Paul Jr., who played a prominent part in making the recent Cleveland Rodeo a success.

J. L. GRUGAN, rodeo worker, was seriously injured May 20 at a Houston packing plant when a steer he was loading aboard a train for a rodeo gored him. His right leg was torn almost completely from the knee.

KIT NOBLE letters from Dayton, O., that he had handbag full of Wild West wardrobe stolen from him while he was playing that territory last fall. He adds that he has been unable to find any trace of it since then.

BUCK JERNIGAN has been contracted to furnish the bucking horses for the third annual three-day Cavern City

Cavalcade, which will be held in Carlsbad, N. M., soon. Elmer Hepner will direct the arena with Johnny Jordan doing the announcing.

CONTRACTED PERFORMERS already signed for the Blind Breed Gulch Rodeo to be held next month seven miles northeast of Lewistown, Mont., include Jack and Charlotia Goldberg, trick riders and ropers. George Kelly and his trick mule, Sagebrush Annie, will clown. Joe Warnisher is the announcer.

JOE GREER, of Greer & Hammer Rodeo Co., who, since leaving the Ringling-Barnum Circus, has been sheriff of Grant County, Wis., for several terms, has refused to run for re-election. Joe will take active charge of his organization, which has been on the road for several seasons.

MONTIE MONTANA reports from Hayward, Calif., that he and his wife have been working the early California shows with their Liberty drill and dancing horses. Montie says he has added Johnnie Fox and Francis Stiller, trick riders, to his act, and that he is pretty well booked for the summer.

HOMER TODD has been named manager of the rodeo to be held this month in West Helena, Ark., according to President Henry Rightor, of the Phillips County Fair Association, sponsors. Todd is contracted to bring 80 head of stock and 50 cowboys to the event, which will help defray expenses of association's first fall fair.

ED BOWMAN officially re-enacted the Pony Express May 18 when he carried a mail pouch from the Placerville, Calif., post office to the airport where he delivered it to the pilot of plane on the Placerville-Sacramento run. Ed and his wife, Tillie, together with their stock, will leave their Placerville ranch soon to play the roundup in Livingston, Mont., early in July, before appearing at other rodeos throught the North.

OFFICIALS FOR THE 21st annual rodeo to be held in Livermore, Calif., include Roy P. Bernhardt, president and general manager; Dr. R. R. Root, arena director, with Hugh S. Walker assisting him; A. F. Kirschner, head timer; Perry Ivory and Elton Hebborn, arena judges; Roy Hubbell, arena clerk; Elwyn Mulqueeny, track director; Lee Ogier and George Sillaman, track judges, and D. Black, track clerk. M. G. Callaghan is secretary and M. J. Clark is director in charge of admissions.

RESULTS OF THE rodeo held in Crystal City, Tex., recently under American Legion auspices, follow: Calf Roping—Buckshot Sorrells; Toots Mansfield and Cecil Owsley split second; Jack Sellers, Team Tying—Ted Powers and Allen Holder, Bud Spillsbury and Billy Stewardson Buckshot Sorrells and Tommy Rhodes, Dick Standifer and Clay Eppy. Amateur Roping—Donald Rutledge, Miss Ora Altizer, Willis Pond. Highest point winners follow in the order named: Buckshot Sorrells, Toots Mansfield, Jack Sellers, Bud Spillsbury, Cecil Owsley.

FOLLOWING ARE THE results of the rodeo held in Richmond, Utah, in connection with that city's 23d annual Black and White Celebration. Bronk Riding—Eddie Jones, Bill Edmo, Art Jones, Tex Cutler. Calf Roping—Paul Scott and Dick Anderson split first; Man Dunbar. Executive committee included N. F. Bullen, chairman; George H. Anderson, vice-chairman, and Milton Webb, secretary and treasurer, while the rodeo committee comprised the following: Alvin M. Bair, chairman; Ivan Christensen, E. G. Skidmore, Lorenzo Murray, J. M. Robinson, C. B. Lewis, Guy Hendricks, Archie Hill, Arnold Egan, Albert Hill, M. D. Kershaw and Roy Albiston.

CONTESTANTS at the rodeo held in conjunction with the fourth annual El Monte (Calif.) annual Pioneer Days celebration, May 21-22, included Doc Simon, Alvin and Mrs. Alvin Gordon, Smoky Snyder, Jim Staley, Jess Hill, Beans O'Connell, Jim Jackson, Bob Whiting, Richie Jacobson, Joe Thompson, Lee Ferris, Fritz Truan, Henry Thode, Dusty Doyle, Bill and John McFarlane, Holloway Grace, Jackie Cooper, Trent Paxton, Harry Logue, Harold Mueller, Mickey McCrorey, Bud Brown, John Vance, Johnny Gardner, Asbury Schell, Gene Ross, Clark Lund, Jack Wade, Johnnie Bugg, Howard McCrorey, Pete Travis, Bill McMackin, Cecil Bedford, Gordon Davis, Earl Eblevin, Jimmie McGee, Jim Irwin, Oral Zumwalt, Steve

Heacock, Hugh Clingman, Bud Cook, Lance Pollard, Eddie Adams, Laurence Conley, Francis Appleby, Fox O'Callahan, Dave Campbell, Hugh Strickland, Andy Juaregui, Everett Bowman, Felix Cooper, Buck Wyatt, Fred Burke, Jim Van Horn, Eddie Duarte, Frank Finley, Carl Dossey, Francis Adams and Dick McPherson.

TALLEQUAH, Okla., celebrated National Air-Mail Week and the 100th anniversary of its founding as a post office May 19, by sending the famous Deadwood stagecoach on a 30-mile mail run from Tahlequah to Muskogee. Trip was made in about five hours with the teams being changed three times. Stage, which has probably the most colorful history of any vehicle on wheels today, is owned by John A. Guthrie, president of Frontier Days' Wild West attraction, who loaned it to the Tahlequah Junior Chamber of Commerce for the run. Guthrie, who made the trip, also presented the vehicle at every performance of the three-day fifth annual Arkansas-Oklahoma Rodeo, which came to a close in Fort Smith, Ark., May 30.

ALTHO THE RODEO held in conjunction with El Monte's (Calif.) fourth annual Pioneer Days Celebration at Union High School Stadium, May 21-22, was not up to last year's event in attendance, it was a success financially and attracted many topnotch contestants. Preceding the rodeo program each day the old and new West in review was presented. Jeanne Goddahl, emissary for the National Shrine Convention to be held in Los Angeles, was an honored guest. Officials included Harry Perlus, general chairman, assisted by J. D. Clemenson, James Frisby, Fred King and A. B. Nichols; Abe Lefton, announcer, and Art Manning, arena director, assisted by Pat Woods and Jim Irwin. Andy Juaregui furnished the stock and Jess Kell clowned. Results: Calf Roping—First day, Everett Bowman, Bill McFarlane, Asbury Schell, Laurence Conley. Second day, Andy Juaregui, Asburyschell, John McFarlane, Everett Bowman. Finals, Everett Bowman, Asbury Schell, Bill McFarlane, Laurence Conley. Bulldogging—First day, Steve Heacock, Everett Bowman, Oral Zumwalt, Gene Ross. Second day, Lee Ferris, Oral Zumwalt, Everett Bowman, Joe Thompson. Finals, Oral Zumwalt, Everett Bowman, Gene Ross, Lee Ferris. Saddle Bronk Riding—First day, Fritz Truan, Alvin Gordon, Jackie Cooper, Dusty Doyle. Bareback Bronk Riding—First day, Cecil Bedford, Dusty Doyle, Fritz Truan; Jack Wade and Carl Dossey split fourth. Second day, Jackie Cooper, Bill McMackin, Alvin Gordon, Harry Logue. Finals, Jackie Cooper, Alvin Gordon, Fritz Truan, Harry Logue. Brahma Steer Riding—First day, Jimmie McGee, Richie Jacobson, Bud Brown, Buck Wyatt. Finals, Smoky Snyder, Lee Ferris, Buck Wyatt, Jim Jackson. Wild Cow Milking—Bill McFarlane, John McFarlane, Everett Bowman, Gene Ross. Everett Bowman was the largest money winner.

Okehs Dress Suggestion

Salt Lake City.

Editor, *The Billboard*:

Orchids for your item on participation of contestants in the parades of rodeo and wearing their show clothes downtown. It's the most pregnant rodeo suggestion in several years. No committee or show group feels that it can demand such co-operation—but feels that it needs it. Success of a rodeo, particularly in the East or the larger cities in the West, depends upon atmosphere—where thrills are the order of the day and skill in competition is only understood by a favored few and not by the entire audience. The show in such places is made by atmosphere. "Salty" contestants are swell, but are appreciated mainly in range towns or ranch rodeos. In the larger cities a few waddies in show clothes are worth columns of newspaper space. Turtles should figure it part of their job to keep the rodeo idea intact. It costs them practically nothing and helps to make prize lists and competition where there were never any before. I've seen such atmospheres "make" shows and lack of it produce flops. As a press agent, I may be prejudiced, but give me a few well-dressed acts and a few co-operating contestants, and I don't believe any half-good rodeo can fail.

STEVE MOLONEY

FROM HORACE LAIRD, with Cole Bros.' Circus, to Van Wella, of Robbins Bros.' Circus: "I was there, Mr. Adkins, is an old saying among the bunch."

15 Years Ago

(From The Billboard Dated June 2, 1923)

Ringling-Barnum circus lost a showing at Reading, Pa., May 22 due to a derailed circus car at Adamastade, Pa., which caused a late arrival. . . . Will H. Meyer, after closing with Daly Bros.' Circus at Fresno, Calif., launched an overland show, using his old title, Royal Bros.' Famous Shows, and opened at Oakland, Calif. . . . Bobby McPherson, Hagenbeck-Wallace trainer, was injured during matinee performance at Newport News, Va., when attacked by a tiger. . . . William Denney and Al Sammons, for many years with opposition brigade of the Ringling Bros.' Circus, were heading a string of billposting plants in Washington C. H., Chillicothe and other Ohio towns.

Harley S. Tyler resigned as manager of the Al G. Barnes Circus to attend to personal business in Kansas City, Mo., Hastings, Neb., and Los Angeles. Ben Austin, for several years one of owners of Gentry Bros.' Shows, succeeded him. . . . Bee Jung, aerialist, went to Washington for the Shriner's national convention after closing her string of indoor circus date at Massillon, O., May 26.

Roster of Ringling-Barnum circus' No. 2 car included Tom Dalley, manager; Orlando Speers, Pete Trostle, Ed Heathcote, William Roland, Charles Malm, Steve Mason, H. J. Steele, Pete Karst, Dan Judge, William Choffin, Gus Deichman, Rubie White, Frank White, Mike O'Brien, George O'Brien, William Wedge, Ed Russell, W. M. McGowan, E. C. Dams, P. W. Hayes, Doc Camp and Earl Johnson. . . . Moses C. (Cuddy) Service, 54, billposter, died May 25 at General Hospital, Cincinnati, of apoplexy.

Recalls Some One-Ringers

Peru, Ind.

Editor *The Billboard*: I have read with interest letters pertaining to the old-time one-ringer circus and especially the one by Eddie Deloy in *The Billboard* of April 2 referring to the Seibert & Barry wagon show. This brought some fond recollections; I had been under the impression that I was the only person on this terrestrial globe that knew anything about that show. Season of 1881 the show opened in Topeka, Kan., on April 11 and traversed Kansas, Missouri and Arkansas, closing in a little town near Ft. Smith on November 11. The following season another promising one-ringer was framed in Rockford, Ill., the W. B. Reynolds show, carrying about 80 head of baggage horses. This show developed into a good-sized railroad show in four years. There were a number of these shows on the road at that time, P. J. Taylor, out of Creston, Ia.; Hall & McFlinn, E. G. Holland, Fisher & Akin, Fullford & Lydell, the old W. H. Harris and J. H. LaPera shows. I was with the Seibert & Barry show, season of 1881, and W. B. Reynolds show, season of 1882.

HARRY P. PARKHURST SR.

Picked Up in Philly

PHILADELPHIA, May 28.—Ringling-Barnum Circus opened here Monday for a week. On Monday, the annual Gimbels matinee for children of the various charitable institutions, and a capacity house.

Downie Bros.' Circus showed Camden, N. J., Wednesday to capacity houses at both shows. Management reported bad business until past week, when it picked up in Jersey stands.

Tex Cooper, who was with the Tim McCoy show, will be guest of Tom Endicott at his Dude Ranch in Atlantic City this season. He visited the R-B and Downie shows.

Terrell Jacobs, of the Big Show, presented his wife with a beautiful black panther, 14 months old.

Acts Joining Circo Rozzore

NEW YORK, May 28.—The following acts will sail May 31 for Caracas, Venezuela, South America, to join the Circo Rozzore, managed by Emil Schweyer: Lamont's cockatoos, Aerial Shepard, Arley Oliver Trio, Valentine's flying act Schweyer will take along lions, wrestling bear, kangaroo, ponies and other animals.

The tour will cover Venezuela and the West Indies.

IN THE SHADOW OF MOUNTAIN
WONDERLAND — NEXT TO TURNER
VALLEY OIL FIELDS

53rd ANNUAL

CALGARY EXHIBITION and STAMPEDE

JULY 11th to 16th

\$10,655 in Cash

PRIZES AND ADDITIONAL
ATTRACTIVE TROPHIES

ENTRIES CLOSE JULY 7th

J. M. DILLON E. L. RICHARDSON
Arena Director General Manager
CALGARY EXHIBITION & STAMPEDE,
Calgary, Alberta, Canada.

Shows - Wanted - Rides CONCESSIONS

EITHER CARNIVAL OR INDEPENDENT

Ontario's Largest Mid-Summer Celebration.

Dewey-Bartlesville 20th Annual Round-up

DEWEY, OKLA., JULY 3rd, 4th and 5th.

(Attractions work five days.)

40,000 Paid Advertisers Last Year.

(Ad. J. Geo. Loos about this one.)

Five Stores—You Fix. All Concessions Cash

at the Barrel Head.

Address—DEWEY ROUND-UP.

312 Palace Bldg., Tulsa, Okla.

RODEO STOCK FOR SALE

Lead Bucking Horses, lead Bareback Horses and lead Wild Horses, to be loaded not later than June 6, 1938.

CLYDE MILLER, BURNS, OREGON

BOOKING ACTIVITIES SPURT

Wirth Again Enters Field

Fair bookings to be added to enterprise conducted on independent basis

NEW YORK, May 28.—Following termination of an agreement on June 1 whereby he remained inactive in the fair and park booking fields for seven years, Frank Wirth, former partner and president of the Wirth & Hamid Fair Bookings, Inc., returns to the business next week. He left the old booking firm on May 30, 1931, and since then has (See WIRTH AGAIN on page 37)

Brandon Sees Good Outlook

BRANDON, Man., May 28.—The 1938 Provincial Exhibition here will be known as Manitoba's Prosperity Year Exhibition. Best crop outlook in 15 years is cited as reason for the tag. Recent surveys reveal Western Canadian conditions much above normal, drought lands in Southern Saskatchewan, where there has been no crop in six seasons, being particularly fortunate in way of moisture. The fair will have pari-mutuels for a three-day horse race program. Royal American Shows will be on midway for the fifth consecutive year. Prize money is considerably augmented, said Manager James E. Hettie. Publicity campaign is under way with H. Lynn McGill in charge and radio and billboards will be heavily used.

Board Adopts Theme Song

DONALDSONVILLE, La., May 28.—Acceptance of *Come to the Fair* as theme song of South Louisiana State Fair here was voted unanimously by the executive committee. Selection was composed by Paul English, stage star, and Castro Carazo, band director of Louisiana State University. Thousands of copies will be distributed to schools and civic bodies to give wider publicity to the 1938 annual. President L. A. Berne announced completion of entertainment plans.

TIMONIUM, Md.—John T. McCaslin, assisted by J. J. Burns, will again supervise the 60th annual Maryland State Fair midway here, said Secretary M. L. Dalger. Races, with pari-mutual betting, will be run 10 days.

Words for It

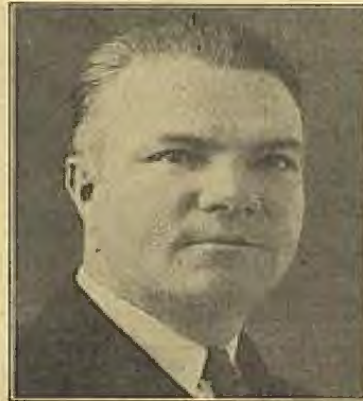
SAN FRANCISCO, May 28.—The Greeks have words for it—lots of 'em. Letter from Cairo (Egypt) Karion, 184-year-old Greek newspaper, to 1939 Fair was addressed: "Golden Gate Bridge San Francisco Bay International World's Fair Exposition of the Pacific Treasure Island."

Only Working Press Passes At G. G. Expo

SAN FRANCISCO, May 28.—No "knives" were in evidence when H. A. Roemer, New York World's Fair goodwill ambassador, and Mayor Angelo J. Rossi exchanged handshakes and scrolls on Treasure Island during a recent visit. One scroll invited Rossi to New York in 1939. The other invited Roemer to the San Francisco expo same time.

There'll be no passes to Treasure Island except for the working press, says President Leland Outler. Oakleys were (See ONLY WORKING on page 37)

ENNIS, Tex.—Ellis County Fair Association elected George Ledbetter secretary to succeed A. Dupree Davis, resigned. The fair, one of the oldest in the State, has been held 31 years and has been at Ennis 18 years.



LEON H. HARMS, 42, secretary-manager of New Mexico State Fair, to be revived with a new plant in Albuquerque this year after a lapse of 22 years, has become a resident of Albuquerque and assumed his duties. He was many years secretary of Marion County Fair, Hillsboro, Kan., and was a member from Marion County in the past session of Kansas Legislature. An American Legionnaire, circus fan and long interested in amusements, he was a member of Sousa's Great Lakes Naval Training Station Band during the World War.

Hamid Slates Show Upturn

Buyers found to be unusually receptive to suggestions for augmented bills

NEW YORK, May 28.—According to booking slates of George A. Hamid, Inc., outdoor attraction house, celebrations and special events are staging a marked comeback as users of live talent and thrill shows. With American Legion dates leading the way, closely followed by Elks, Shriners and other fraternal orgs, Hamid acts are due for lots more work hereabouts than in recent years. Stronger than ever from attraction angle are churches, which are accounting for (See HAMID SLATES on page 37)

Suit Pending in Indiana

CRAWFORDSVILLE, Ind., May 28.—Suit for foreclosure of mortgage and judgment of \$10,500 was filed in Montgomery Circuit Court here on May 26 against Montgomery County Union Agricultural Society and Ward McClelland, trustee, and Mildred McClelland, the latter's wife, by Crawfordville Building and Loan Fund and Savings Association. Appointment of receiver is requested in the action. Suit alleges that defendant society borrowed \$9,000 from plaintiff in 1929 and that in 1931 the society conveyed to McClelland, as trustee, the real estate involved, the fairgrounds. The fair has not been held in several years.

Grand Stand Burns in Wis.

JANESVILLE, Wis., May 28.—Fire razed the 30-year-old wooden grand stand on Rock County 4-H Fair grounds here on May 23 with damage estimated at \$18,000. The blaze also destroyed tables, benches, crates and lumber stored beneath. Insurance of \$5,000 was carried and plans for rebuilding are pending.

Badger Annual To Continue

MADISON, Wis., May 28.—Altho Dane County board refused to appropriate funds for a county fair, directors of Dane County Agricultural Society voted to hold a 1938 fair. President Julius E. Krebs, Sun Prairie, declared board members will start an advance sale of 5,000 tickets to raise funds for liquidating indebtedness.

Claim of "Oldest Fair" Brings Challenge With a Sporting Tip

NEW YORK, May 28.—What agricultural fair is the oldest in the United States? The April-May issue of Fair Times, George A. Hamid organ, ran a story purporting to show that the Frederick (Md.) County Agricultural Society is entitled to that distinction and asked its readers to show proof to the contrary.

Robert P. Trask, general manager of the Essex Agricultural Society, Topsfield, Mass., is the first to accept the challenge. He writes to the editor of Fair Times:

"Here is one man that refuses to concede the honor of holding the first fair in the United States to the Frederick County Agricultural Society of Maryland. I can produce documentary evidence

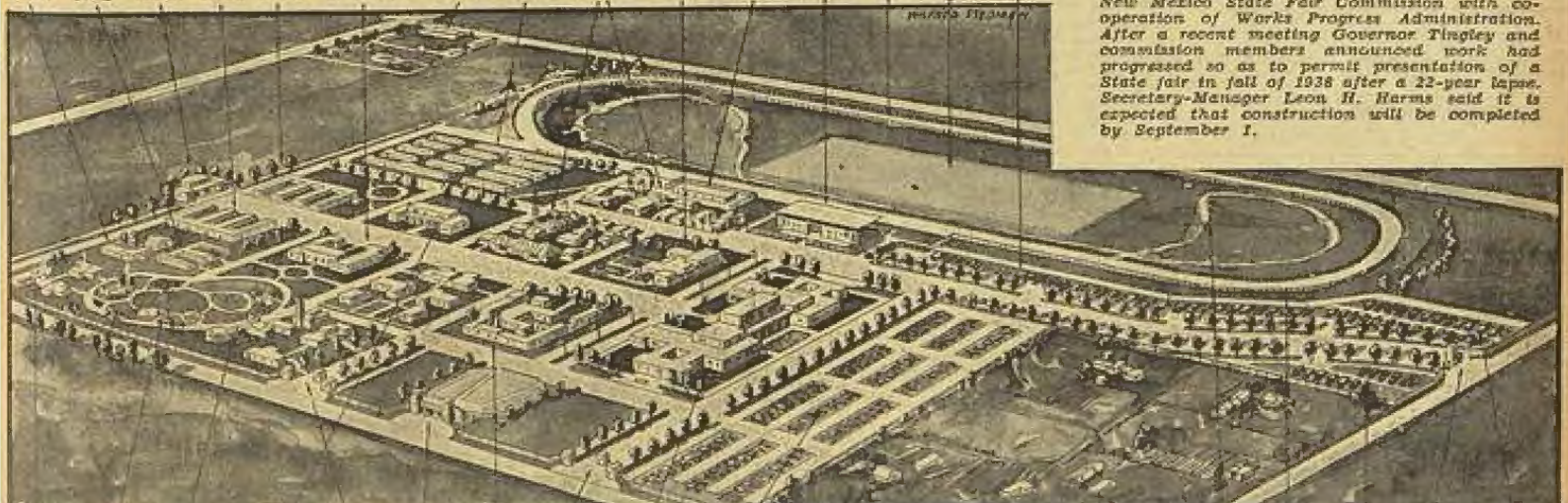
that the Essex Agricultural Society, of Topsfield, Mass., was founded at Cyrus Cummings' Tavern, Topsfield, February (See "OLDEST FAIR" on page 37)

Hornby Re-Elected in Huron

HURON, S. D., May 28.—Secretary Edgar A. Hornby was re-elected by South Dakota State Fair board, together with President C. B. Hansen, Canistota, and Vice-President Emanuel Hellman, Eureka. For the 1938 State Fair workmen, assisted by NYA boys, are remodeling sheep and swine barns. Activities of the board, coupled with more than normal rainfall, give fair prospects a big boost, say members.

VIEW OF DEVELOPMENT of New Mexico State Fair grounds, Albuquerque, sponsored by New Mexico State Fair Commission with cooperation of Works Progress Administration. After a recent meeting Governor Tingley and commission members announced work had progressed so as to permit presentation of a State fair in fall of 1938 after a 22-year lapse. Secretary-Manager Leon H. Harms said it is expected that construction will be completed by September 1.

CATTLE RACING CARNIVAL CAFE & RACING GRAND RACE POLO PARKING
SHEEP ARENA BARN BARN EXPOSITION GUARD STABLES ATTRACTION BAR PADDOCK STAND TRACK FIELD AREA
HORSE ARENA BARN BARN EXPOSITION GUARD STABLES ATTRACTION BAR PADDOCK STAND TRACK FIELD AREA



NATIONAL MODEL FARMING INDUSTRIAL ENTRY OPEN AIR NATIVE ENTRY NEW MEXICO PARKING
TARGETS BOWS MACHINERY BUILDING GATES THEATRE MARKET GATES BUILDING AREA
STEEPLE RACE PARKING EXIT PARKING
CHASE TRACK AREA GATES AREA

Fair Grounds

MELLEN, Wis.—Having been voted the official Ashland County fair, which carries with it State aid, this year's event will go under that name rather than Bad River Valley Fair, as it has been known. Lawrence Head heads committee in charge of exhibits and concessions and Dan McPherson attractions committee.

CHATTANOOGA, Tenn.—Assurance of probable appropriations for construction of a community and exhibition building for Tri-State Fair Association has been given President Joe Engel. Recently granted a five-year lease on the fair grounds in Warner Park, he asked city and county for an appropriation of \$25,000 for a building. This week he was informed by members of the county court that they would appropriate \$25,000 and that the city will give another \$25,000. These appropriations will be supplemented by a \$25,000 WPA grant.

should it be approved. President Engel said he had already spent \$7,000 reconstructing barns and race tracks in Warner Park.

GLACE BAY, N. S.—A building to do double duty as nucleus for a yearly fair and a rink for winter use is to be erected here. Sydney, N. S., had annual Cape Breton Exhibition, discontinued about seven years ago. There has been talk of reviving the fair for Sydney and North Sydney. Glace Bay is now stepping up as a fair center with possibility that the Cape Breton annual will be restored at the new location. About \$45,000 has been subscribed in a campaign for \$80,000.

JEFFERSON CITY, Mo.—County schools will be more active at the 1938 Missouri State Fair, Sedalia, than at any previous annual, said Lloyd W. King, State superintendent of schools. They will give program demonstrations of activities of rural schools as part of the fair educational department. Six counties selected to present programs are Pettis, Boone, Jackson, Cass, Franklin and Platte.

HOUSTON, Tex.—Incorporation papers at the State Capitol were filed by South Texas Breeder-Feeder Fair Association, Beaville, incorporates being given as Claude E. Heard, Charles Muil and J. R. Scott, and by Texas Amusement Im-

provement and Advancement Association, Port Arthur, incorporators being given as E. LeBlanc, T. Nebus and J. T. Childress.

INDEPENDENCE, La., May 28.—With entries from a wider area than during its previous two years, Independent Spring Fair opened here on May 27. B. E. Clency, general manager, reported the biggest number of exhibits and a 25 per cent increase in premiums.

AUBURN, Ind.—H. E. Hart, who has resigned as president of De Kalb County Fair Association here, said that definite dates for a 1938 fair have not been set. He reported that the 1937 annual was most successful in history.

MEDINA, O.—Workmen are rebanking the race track on Medina County Fair grounds here and making other improvements to the plant. Track has been leased to E. A. Miller, Mt. Vernon, O., who will sponsor auto races next fall.

SOUTH BEND, Ind.—J. B. Hendershot, manager of second annual Michiana States Fair, Inc., here, reports that east wing of the exhibition building is now glass enclosed and will house farm, home, parent-teachers, economic, school, fancy work and 4-H Club exhibits. North wing will be devoted to horses, dairy cattle, poultry, pigeon, dairy and beef (See FAIR GROUNDS opposite page)

Grand-Stand Shows

BRANDON (Man.) Provincial Exhibition will have a Thrill Day, provided by Flash Williams' company; Ernie Young's revue, Folies Internationales, and fire works, reports Publicity Director H. Iga McGill.

BOARD of Ashtabula County Fair Jefferson, O., contracted with C. A. Klein Attractions for the 1938 grand-stand show, the Klein unit having been there last year.

MCA Is Planning To Push Name Attractions Mostly

NEW YORK, May 28.—Not more than three or four big fairs will be on the booking states of Music Corporation of America this year. Prominent for several years in orchestra, night club and special-event fields, the booking office indicated last fall that it planned a concerted drive to obtain business in the fair and park fields, following a successful debut at Michigan State Fair, Detroit, in 1937.

Present plan calls for a cautious entry into outdoor biz, gradually influencing larger enterprises thruout nation to employ entertainment of MCA caliber, name attractions mostly. Org will build up individuals in current personnel to handle outdoor negotiations, rather than employ an agent experienced in that field. Lew Wasserman is temporarily heading the department out of New York.

Understood that MCA plans to emphasize value of name bands, radio, vaudeville and even picture stars, as means of increasing outdoor gate revenues. Entertainment budgets of fairs expecting to do biz with the office will probably have to be in excess of \$25,000.

BATESVILLE, Ark.—Independence County Fair Association elected Frank Albright, general chairman; Ben A. Lincoln, Blanche Crain, M. H. McLeod, Mrs. C. L. Thompson, subchairmen; Robert Ella Case, secretary-treasurer.

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Altamont "Sees"

"It was a wonderful show and you extended us the best co-operation. Everybody was pleased."

ROY PEUGH

Albany-Schenectady County Fair, Altamont, New York.

Thank you, Mr. Peugh and Albany-Schenectady County Fair

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Agricultural Situation

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

A HUNDRED million bushels more of wheat. A two-point decline in the index of farm products prices to the lowest figure since July, 1934. An increase of \$85,000,000 in farm income in March over February. A 20 per cent increase in number of cattle on feed in the Corn Belt. A continued weak demand for farm products. These were some of the headlines of agricultural developments during the past month.

The new production season has opened with prospects for crops, ranges and pastures best in several years. Farm work is well advanced but there are no signs of any general expansion of acreage. With crop prices low compared with wages and other costs, some shifting towards less intensive cultivation is to be expected. A feature of the month was the government victory in a tobacco inspection case which had challenged the legality of farm referenda.

DEMAND CONTINUES WEAK

The demand for farm products showed continued weakness during the past month, with little in the picture to suggest a quick recovery. As changes in consumer income ordinarily lag behind changes in industrial activity, consumer income may decline further before any sustained rise is experienced. Renewed weakness in the securities markets, increasing evidence of economic as well as political disturbance in Europe and failure of automobile production to experience the usual spring rise were depressing factors in the business situation during the past month.

On the favorable side were encouraging developments in the field of residential building construction, and the proposed increases in government expenditures and loans to private industry. It will require some time, however, for the effects of the latter program to be felt in the demand for most farm products.

FARM INCOME HIGHER

There was an increase of \$85,000,000 in farmers' income from sales of products and government payments in March compared with February, but the March total was \$136,000,000 less than in March last year. The March increase this year was distributed among all groups of products except grains, and cottons and cottonseed. Income from fruits and vegetables was \$21,000,000 more than in February; receipts from meat animals were up \$11,000,000; from dairy products, up \$10,000,000; from poultry and eggs, up \$14,000,000.

Income for the first quarter of 1938 totaled \$1,679,000,000 as contrasted with \$1,946,000,000 in the first quarter of 1937. All groups of commodities except dairy products yielded smaller income. The three-month total for dairy products was \$374,000,000, compared with \$341,000,000 in 1937. During the first quarter of this year, farmers received \$106-

000,000 of government conservation payments, compared with \$107,000,000 in 1937. In the first quarter of 1937, farmers received \$10,000,000, in addition, of government rental and benefit payments.

In most years income from marketings during the second quarter of the year are 5 to 10 per cent less than in the first quarter. Should this occur in 1938, the cash income from farm marketings during the first six months would be about \$3,000,000,000, as compared with \$3,500,000,000 in the first half of 1937.

FREE ACTS--ATTRACTIONS AND GRANDSTAND SHOWS

Space Reservations for the Professional Section of the Summer Special Must Be in Cincinnati June 10.

New!

A special combination Publicity and Advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Celebrations will be incorporated in the Big Annual Summer Special Edition of The Billboard.

PHOTOS AND SHORT SKETCHES OF ACTS AND ATTRACTIONS TO BE USED

Nothing like this has ever been done in The Billboard before. It is a real "honest-to-goodness" service for performers that cannot help but work to their advantage. Here is your opportunity to add prestige and recognition to your name—AND, possibly close several weeks of additional playing time during July, August, September and October.

RUSH A LETTER OR POSTCARD IF YOU HAVE NOT RECEIVED COMPLETE DETAILS AND INFORMATION

Professional Promotion Department

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CINCINNATI, OHIO

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To Play COONEE FAIR ASSOCIATION in Its Public Presentations, Horticultural and Poultry Exhibition, July 1, 2 and 4, 1938. Annual Fair, October 3 to 6, 1938. E. D. PERRY, Pres. EFFIE M. LAMPKIN, Secy. H. J. JONES, Mgr. Dublin, Ga.

WANTED FIREWORKS EXPERT

To arrange and fire Displays on July 4 and other Special Events. Men must be first-class in every respect. State when and where you have worked before. Good salary if you can qualify. Applicants treated confidentially. Write AMERICAN FIREWORKS DISPLAY MANUFACTURING COMPANY, Hudson, O.

ACTS

FOR JULY 4th AND OTHER CELEBRATIONS COLLINS ENTERPRISES "Bookers of World-Standard Attractions." 1111 Elletts Hotel Bldg., Des Moines, Ia.

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RIDES, SHOWS AND CONCESSIONS FOR GOOD COUNTY FAIR AUGUST 30-31, SEPTEMBER 1-2. COLFAX COUNTY AGRICULTURAL SOCIETY. J. D. WURDEMAN, Secy., Leigh, Neb.

WANTED

FOR WASHINGTON COUNTY FAIR, October 3-8 or October 17-22. High-class Carnival and Intimate Concessions of all kinds. New Grand Stand, area newly fenced. DR. CLAUDIUS MCGOWAN, Secretary, Plymouth, W. O.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

NOW under management of Ted Merriman, Three Whirling Bees, Buddy, Betty and Bob, reported playing in Toronto last week after an engagement in Three Stars night club, Buffalo.

GREEN TOPPER tent roller-skating rink has been opened in Des Moines, Ia., at Grand avenue and 61st street for summer. Charles Vorse, operator, also has a rink in Newton, Ia.

ROLLER SKATING is popular in Capitol Park, Hartford, Conn., where a new rink, formerly Patee Night Club, is under management of Leo Doyle, who for several seasons has operated in East Hartford.

THIRD annual roller skaters' convention in Arena Gardens Rink, Detroit, on May 29 was attended by delegations from rinks in Chicago, Toledo, Cleveland, Cincinnati, Buffalo, Niagara Falls, N. Y., and Traverse City and Flint, Mich.

EARNINGS of Knox Cave Rink, Altamont, N. Y., are much bigger this season, only five days in 1936-'37 having been better than a recent day which has been topped several times this year, reports D. C. Robinson. Even with the old floor 1938 receipts went up, he writes, and big has increased again since a new maple floor was installed this month. No prizes are given but there are occasional floor shows and skating acts, with regular children's classes in skate dancing.

WHILE visiting Charles Seger's new rink in Cortland, O., I noted an attractive number seldom seen in rinks," writes Francis J. Baldwin, Ravenna, O. "While couples are skating a whistle blows and the men immediately leave their partners and hurry to a large oval in center of the floor. Very soon the whistle sounds again and each man rushes out and takes another partner. This number might be called the 'Merry Mixup.' I truly enjoyed it. This rink is operated 12 months a year and when taken over by Mr. Seger alloy wheels were banned and the rink is posted to this effect. As a consequence a finer floor cannot be had. Referring to the letter of C. B. DeFilippis, Lancaster, Pa., in the issue of May 28, I believe the simplest way to ban alloy wheels is for the different manufacturers to discontinue producing them. Metal of any kind, whether alloy, aluminum, brass, copper or steel, when used as a roller on hardwood, will in nearly every instance blacken the wood. The hard vibration caused by alloy or hard-ber wheels (either being much harder than maple) is very severe upon a floor, causing flooring to loosen unless exceptionally well laid."

IT SEEMS to me that some old-timers have just discovered the beauty in old-time fancy skating," writes Fred (Bright Star) Murree, 77-year-old Pawnee Indian fancy roller skater, Red Lion, Pa. "The Boston promenade, which has just come to the surface as a dance step and is called by different names in various rinks that are trying to claim honors for a new name or a new dance step, was first introduced in Boston by Prof. Bobby Actation, a fancy roller skater, who

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.

gave exhibitions and who represented the Piempton Skate Co. in Boston in 1879-'81. Most all roller skaters then, as soon as they could skate, they went in for fancy skating and the two-step of today was then the promenade and nearly all skated it to march time. There are about 10 different two-steps but all are related to the Boston promenade, with only two movements. Other two-steps of today, such as the cross-over two-step, are three-steps, but can be done in march time. In exhibitions I usually start with march time, giving all of the two-step group before going into waltz time, which I carry thru to the finish, doing all the standard figures known to the profession of fancy skating or from the old school of figure-skating, where each figure was named and is still known by the same name. And 60 years from now they will be known by those names, no matter how many times they are given new names. How many fancy skaters of today can name the figures they do by their real names? Not many. That's the reason there are so many of these funny names that are known only by a small group of skaters. And if one visits another rink he finds the same figures with other names. So what? Here are a few of my dancer steps in slow swinging waltz time: Waltz steps, Serpentine on toes with corkscrew turns; Dutch roll, forward and back; cross over forward and back, with one-foot loop turns; single grapevine in circle, right and left; double grapevine; Philadelphia twist; pivots, right and left; heel and toe with Mercury; one-toe glide, forward and back; spread-eagle with loop turns; heel and toe split with reverse turns and center figure-eights, finishing with one-toe spin and not repeating any figures; time, about 20 or 25 minutes. Every other figure not mentioned here is related to one of the figures I have named."

MYERS BROTHERS, of Francisville, Ind., who have gone into rink business extensively the past few years, owning rinks in Francisville, La Fayette and Fowler, have built one of the most up-to-date portable rinks in the country here in Benselaser, Ind.," writes Earle Reynolds. "Opening night was a turn-away with two sessions, with Nellie Donegan and the writer handing out a few stunts in skating and leading a grand march of 300. Rink is 100 by 40 feet of finest maple and it is claimed that Myers Brothers have a new invention in the building of the portable floor. The floor is solid and intact, but when they move to another location the two by four are so grooved that a saw thru these grooves permits them to take up the floor in 5 by 10-foot lengths. A new Baker & Lockwood tent is of the latest style. During heavy rains not a drop of water eased thru upon the floor. Around the outside of the rink is fine wire screen which permits a good view of skaters. Ray Goodman, a pro skater from Shawnee, Okla., is floor manager and handles crowds perfectly. This is the first up-to-date portable that has come to Benselaser and it is sure to do a land-office business."

FAIR GROUNDS

(Continued from opposite page)
cattle club shows, while west wing will be used for merchants' exhibits and commercial and amateur flower shows. A tent will house the dairy goat show and farm implement display. Free vaude shows will be given daily.

SALT LAKE CITY.—George S. McAllister, many years a director and present treasurer of Utah State Fair, has retired as manager of a clothing factory here and this will give him more time in which to assist Ernest E. Holmes, fair manager.

INDIANAPOLIS.—Fielding W. Scholler, vet harness race starter, who has returned from a visit in his old home, Franklin, Ind., reports a big season booked, closing in the South on his 35th trip to Dixie. He said the American Legion Fair grounds in Franklin now present one of the finest plants in the country. The Legion Post is to have night racing, having installed 62 1,500-watt flood lights around the track, first

time, he said, night harness races have been held south of Indianapolis.

VANCOUVER, B. C.—First installment of a \$47,200 grant to Vancouver Exhibition Association to aid in construction of a second unit to the live-stock building and a new school in Hastings Park fairgrounds was approved by city council. Cost of buildings is estimated at \$150,000. Aldermen agreed to a \$4,500 annual contribution, starting in 1939, for 10 years. City also will allow the association the \$2,200 still owing on first unit of the live-stock building. Dominion government also has consented to grant \$100,000 over a 10-year period, civic and federal grants to be contingent upon a satisfactory contribution from the provincial government.

PORT WASHINGTON, Wis.—A pro-county fair, sponsored by Ozaukee County Agricultural Association and Ozaukee County 4-H Clubs, will be held here to raise funds for an addition to the 4-H Club building and repair other buildings on grounds. Program will have many features usually offered at the county fair.

ONLY WORKING

(Continued from page 35)
air-mailed by Mayor Rossi to James A. Farley and Mayor Porello La Guardia just as a stunt. Advance campaign to get rid of books of tickets is being hyped by a volunteer booster group. Australia has joined the nations to participate in the fair, probably will send a warship as a gesture of good-will and will erect a building to house its exhibits. Scrap between Chief Director Harris Connick and artists whose work he rejected evidently has borne fruit in a new contract signed by all artists regarding payment. Junior Chamber of Commerce's recent published attack on the fair management failed to get beyond that stage. Director Connick having faced opponents with a "stand-up-and-fire-away" attitude at a recent expo progress luncheon. No one asked a question.

"OLDEST FAIR"

(Continued from page 35)
18, 1818, and on October 5, 1820, the first Cattle Show was held. "With but two exceptions, these shows have been held annually ever since and this year will be the 117th. "You have started something and I hope you get the right answer before you finish. Just to show our real sportsmanship I will tip you off that Jefferson County, N. Y., claims to be holding its 117th fair this year, which if its records are correct would indicate that it started operations in 1820. So we will not claim to be the oldest fair in the United States, but until proved wrong we will claim that there is none older."

WIRTH AGAIN

(Continued from page 35)
devoted his time to promotion of indoor sponsored circuses and special events. Hamid in the meantime has reorganized the company, branched to other fields and now operates under the title of George A. Hamid, Inc. His plans for the future are somewhat uncertain, altho Wirth plainly indicated this week that he intends to re-enter the fair field. Fact that most fairs in the East have already booked their 1938 grand-stand shows thru other firms will obviously curtail his activity for current season, altho he expects to pick up a "few loose ends" here and there. Wirth states that contrary to reports in recent months he would not enter the field in conjunction with another established booking office but that it will be a strictly independent venture. Recent rumors had it that he would be connected with either Barnes-Carruthers office in Chicago or Music Corporation of America, indoor attraction house that

has recently entered the outdoor picture to some degree.

Wirth intends to continue his indoor circus activity and will remain in his present Manhattan offices. Plans are being formulated for establishment of a European headquarters and representatives will be established in key U. S. cities. In keeping with typical booking house of today, company will have a working agreement with an auto racing concern and fireworks suppliers and will build its own girl revues. Several importations are scheduled, one of which will probably be introduced at the New York World's Fair next year.

HAMID SLATES

(Continued from page 35)
about 17 per cent of special bookings, and volunteer fire companies are responsible for more than their usual quota of performing working hours. Reason for the increase cannot be determined exactly, altho the apparent explanation lies in fact that special-event operators, fearful of attendance let-downs during recession times, are attempting to bolster concession and entertainment ends with publicity-getting talent attractions. A good free act given proper promotion can do more for publicity than a lot of paid space and billing, it is pointed out. In line with special bookings, Hamid reported this week that the outlook for fair and park seasons this year is extremely encouraging considering general economic status of the paying public. "I have found park and fair men unusually receptive to suggestions for larger shows," he said, "and in most cases they have come thru with increased budgets." General increase in budgets and use of acts for first time again is attributed to fact that operators, wary of gate grosses, are fortifying their events, whether park, fair or carnival, with more and outstanding free attractions and grand-stand shows. Thought seems to be rampant that thrill attractions, pretty girls and novelty turns can do more for an event thru word-of-mouth advertising than has been generally assumed in the past. According to Hamid attaches, present bookings include no less than 185 agricultural fairs, 15 parks and free attractions on six major carnivals. Lists do not include parks and carnivals using talent occasionally during the season, being confined to season-long contracts.

HARLINGEN, Tex.—Valley Midwinter Fair, a non-stock corporation, has been chartered by the secretary of state, D. J. Evans, Elbert M. Crockett and V. R. Wiggins being given as incorporators.

UNDER THE MARQUEE

(Continued from page 33)
nell, and Mr. and Mrs. Glen Wagner, of Dover, O. All attended the Mix show as guests of Manager Dall Turney.

JAYDEE THE GREAT (Jerry D. Martin), presenting aerial contortion trapeze on pole 88 feet high, opened his outdoor season April 25 and is booked until October 26. Is now free attraction with the Pine Tree State Shows, assisted by Lady Betty.

DOC WADDELL informs that he found at Clay City, Ill., operating movie theater William Keyley, once famous circus wire walker. He also piloted shows. In same town George Sherrett is promoting the building of a hotel, auditorium, bank building and a thousand bungalow homes. When in Oklahoma he put over big radios. He proposes one for Clay City this summer. Mr. and Mrs. John French, Fairfield (Ill.) showfolk, have the Clay City Rex Hotel. In Columbus, Mo., is Fred Mayfield running a distributive agency. In days gone by was tops as agent for big shows. Mary Crouse is in Waddell's home town, Chillicothe, O., awaiting call to join her aunt, Mabel Mack, and her mule show.



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NEW DRESS GREET'S SEASON

Picnics Good In Pittsburgh

New features numerous in Kennywood and West View—Hamid acts are started

PITTSBURGH, May 28.—Picnic bookings are good, despite industrial slump. Manager A. Brady McSwigan, Kennywood Park, and Ken Witherow, West View Park, said, as the school outing season swung into action with 12,000 from Carnegie schools heading to Kennywood on three special trains. Big business-getters on three previous Saturdays were the dance pavilions.

Free acts started last week in Kennywood, where Carlos Comedy Circus was double-featured with Young Ladell Company, both booked by George A. Hamid. (See PICNICS GOOD on page 54)

New Rides Ready At Euclid Opening

CLEVELAND, May 28.—Euclid Beach, which has been holding forth twice weekly with dances during the last few weeks, went into action today with three new rides, Flying Skooter, Dippy Whip and Rocket Whip. A different band will be featured weekly in the dance pavilion.

Geauga Laké starts with Decoration Day week-end. A glass-blowing village by the Myers Family is one of the new attractions offered by Manager W. J. Kuhlman. There is also a new children's playground. Surprise innovations were promised over the week-end.

Chippewa Lake Park has Emerson OHL and his band, Akron Civic Choir to be featured on Sunday and Monday, Puritas Springs Park, which has been open twice weekly, reopened its full quota of amusements today.

Crowds Big at Savannah

SAVANNAH, Ga., May 28.—Savannah Beach launched its season on May 21 with visitors from all parts of the State coming for the day's program. More than a dozen concessions and as many rides reported excellent business. In Breakers pavilion a bowling alley, mechanical game and bingo have been set up. Opening was marked by the first annual turtle derby on the beach; shore dinner on Tybrisa, where about 1,500 were served; fireworks and annual ball in Tybrisa pavilion. Chamber of Commerce, R. B. Jones, chairman, was in charge. Al Katz and his Kittens, playing for dancing, will remain for a limited engagement. Officials reported crowds largest in a number of years.

Toll 30 Years at Beach

PEWAUKEE, Wis., May 28.—Theodore M. Toll will open Waukeeba Beach here tomorrow for the season with free concerts by Heinie and his Grenadiers, of WTMJ. On Decoration Day Harrison Rice, parachute jumper, is scheduled to leap from a plane into the lake. Observing Mr. Toll's 30th year as manager, the beach is using announcements over Milwaukee radio stations to plug attractions.

Rock Springs Repeats Acts

CHESTER, W. Va., May 28.—With concessions and rides newly painted and some new features, the season in Rock Springs Park here was opened under threatening skies on May 21 with first of a long list of school outings, said General Manager R. L. Hand. New this season are the Rumpus and Octopus, the lake has been dredged for use of a motor launch to be installed, the Whip has been reconditioned and concessions added. As in former years, there will be free acts and fireworks. Picnic bookings indicate out-of-town patronage will be on a par with previous years.



JOHN J. CARLIN, who opened the rebuilt Carlin's Park, Baltimore, on May 22 after months of construction, following the disastrous fire last year which dealt damage of about \$300,000, razing six acres of the pioneer playground. Among new structures are a Funhouse, Carroussel building, roller rink and swimming pool. New paint embellishes the 20 acres of attractions.

Rides To Be Built On Galveston Beach

GALVESTON, Tex., May 28.—Two permits for rides on the boulevard between 24th and 25th streets were issued, one being for \$5,000 for Sunset Amusement Co. to construct three rides at 24th street intersection of the beach, while the company plans two other rides at the next intersection.

The beach drew many extra thousands last week-end when about 20,000 Shriners of Texas held ceremonials. Mild temperatures brought them to the surf in droves and all concessions reported a sharp pick-up.

A four-State motorcycle tournament is set for June 5 on the west beach, with racing and stunt driving, sponsored by Galveston Motorcycle Club, with Gus A. Amundsen Jr., manager of the convention bureau of Chamber of Commerce, co-operating.

Crews Rush Work for Opening Hamid's M.-D. Pier on June 25

ATLANTIC CITY, May 28.—Crews are working day and night in preparation for gala opening of Hamid's Million-Dollar Pier here on June 25. Hundreds of men, directed by experts, are putting the pier into ultra-modern dress, with comfort of patrons stressed above all else. From its bright marquee overlooking the Boardwalk to its giant stadium a half-mile out over the Atlantic, the pier is going completely modern and streamlined.

Several artists, headed by the resort artist, Taylor Rue, are making murals and decorative effects and all preparation is under the eye of Resident Manager Samuel W. Gumpertz. Arena in course of construction is to seat more than 2,000. Norwegian Log Rollers, high and fancy champions of springboards, high-wire acts and water rodeo will be among attractions for this stadium. At end of the pier will also be the net balls started years ago by the late Capt. John L. Young. Mr. Hamid is keeping to his slogan, "Everything new but the net balls."

Walking toward the shore, one will go thru a 300-foot sun parlor with rockers and steamer chairs. To the land side of this is Tiny Town and just across is the kiddie playground, covering an acre. In the big Steeplechase being assembled under direction of Billy Pennan, builder and operator of funhouses, a "giant slide" occupies the center, while barrels, human roulette wheels and crazy

Big Coaster Near Completion For Woodcliff

NEW YORK, May 28.—Working chiefly out of his Manhattan headquarters, Nicholas P. Dyruff, manager and operator, has been supervising final arrangements for seasonal opening of Woodcliff Park, Poughkeepsie, N. Y., today.

Features this year will include a figure-eight Coaster, nearing completion under supervision of Vernon Keenan, designer, and Fred Gagnon, in charge of construction. Test cars have been sent over the 2,600 feet of track this week, and ride is expected to begin operation within 10 days.

Eric Ohlsen will again be park superintendent, and Manager Dyruff will be active. John Evans was contracted to operate the roller rink as a concession. Mr. Dyruff reports 11 excursion boat charters already signed for the park by the Wilson Line, S. S. Delaware, and the Hudson River Day Boat Line. Understood that several other picnic and excursion bids are pending, most of which will materialize into Woodcliff bookings.

Seccalum Boost Expected

BUCYRUS, O., May 28.—Seccalum Park launched its season today with fireworks to be featured on Sunday and Decoration Day. The park expects to benefit from the passing of Olentangy Park in Columbus, which is being dismantled. Some improvements have been made to the midway, which again has rides, concessions and dancing. Manager R. A. Jolly will later take out his ride units to play fairs and celebrations in Ohio.

Des Moines Has Free Gate

DES MOINES, Ia., May 28.—Riverview Park opened its 22d season today, new free-gate policy to be featured thruout the season, except on July 4. In a new arena with 3,000 seating capacity wrestling and boxing will be presented, said Abe Franke, president and manager. Hippodrome theater has been made into a roller rink with a new floor. Ballroom has been redecorated and there will be dancing nightly.

Crews Rush Work for Opening Hamid's M.-D. Pier on June 25

houses are to be found. Thomas Huselton, secretary of the Chamber of Commerce, after looking over the layout, declared it "the one thing Atlantic City has needed for a long time." In other parts of the pier will be national exhibits, many exhibitors coming here for the first time.

More than two months have been spent to make the Hippodrome a modern and comfortable theater. More than 2,500 modern seats are replacing the old chairs. Color scheme has been changed and 37 mushroom direct lighting fixtures and luminescent sidelights have been installed. Boris Aronson, former art director of Radio City Music Hall, New York, and designer of Broadway dramas and musicals, has designed a novel setting. Also completed is a new-reef theater, seating more than 500. Another theater nearly complete will house old-time movies.

It took 125 laborers to make a 300-foot tunnel or arcade, just behind outer walls of the Hippodrome, which will make flow of traffic around that point much more convenient and will allow for greater accessibility to other attractions. Ballroom, which accommodates more than 3,500 couples, has been redecorated and renamed Ballroom of the States. A roller rink will occupy an entire side of the pier. Main lobby of the pier will have a South American patio with a girls' band of 14.

Luna Space Is All Taken

Fifth year under Miller is launched with numerous changes and bill of acts

NEW YORK, May 28.—For reopening of Luna Park, Coney Island, today General Manager Charles R. Miller made a number of improvements, installing several new rides and adding a number of concessions and new shows. All available space has been booked for this season, he reports.

Park is repainted in white and light blue, with a dash of orange. The one-riding circus has a new Baker & Lockwood top. Streets of Paris has been eliminated and in its place will be Willow Grove, with free admission, and Victor's Orchestra and 10 vaudeville acts. Willow Grove will now seat more than 1,000.

New circus includes Weir's Performing Elephants, trained and presented by Captain Spain; Roberts Society Circus, ponies, comedy dogs and monkeys; La George, European aerial sensation, concluding with a toboggan slide; Jules and Clifton, pantomime and acrobatic merriment, and elewms Bert Turner and Harry Marlow. Victor's Circus Band plays the acts.

Willard Keeler and his Murray Hill Hotel Orchestra supply music in the (See LUNA SPACE on page 54)

Auto Dressing at Saltair

SALT LAKE CITY, May 28.—Free bathing for a week prior to opening was a new policy at Saltair on Great Salt Lake, which opened today with Jimmy Walsh and his orchestra as an MCA attraction. Manager Thomas M. Wheeler has added features, one being bathing at Crystal Beach. Motor cars will be allowed for first time in history of the resort to drive to the water's edge, where patrons may undress in bathhouses close to the water or in autos, if they wish, and then enter Saltair pavilion by paying 15 cents. Resort has been redecorated and has a new playground with a supervisor. Dick Harris is publicity manager, succeeding Harold Pickering. Sarasota Springs, Beck's Hot Springs and Wasatch Springs also are open.



J. ED BROWN, who as director-manager is in charge of work at New Virginia Park, Long Beach, Calif. Location is an extension of Long Beach pier, the site proper being the old Virginia Hotel property with wide beach frontage. Progress is being made on a new main building, to cost about \$100,000 and to house concessions and attractions. Board of directors of the big building company is made up of prominent business men.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Day Sells to City

Topic among pool men last week centered upon announcement of sale of Joe Day's Manhattan and Oriental beaches, Coney Island, N. Y., to the city. Understanding is that he sold all his beach and pool interests to the city, effective next summer, altho, of course, he will continue to operate this season. Preliminary plans call for New York City park department to use part of the property in a rehabilitation program for Coney, transforming remaining land into a new beach tenement project. These proposals are premature and may be only rumors.

Main issues discussed by pool men concerned future plans of Day. Kibitzers ventured prophecies ranging from absolute retirement to predictions that he would soon emerge with a new beach project, bigger and better than his others.

That it is not the intention of the writer to enter into this confab, it must be remembered that for the past few years Day has already been in practical retirement. Most of executive work on Manhattan and Oriental beaches of recent date has been done by Day's son-in-law, Arthur French, and he has long since turned over all interest in his Castle Hill bathing development to his attorney. That the move in selling to the city was wise can't be contradicted. As has been reported here before, the opening of Jones Beach, operated by the State, and last year's opening of new Bus park did cut into profits at Manhattan beach.

Last Laugh

Apocryph of opening of the open-air municipal pools in greater New York last week came word that architects and managers, representing the city, have been visiting commercial tanks in search of advice. It seems that in their anxiety to open 10 new city tanks last summer many of the tanks were poorly equipped with locker space and such, with the result that city reps are turning to commercial operators for advice. This seems as appropriate a spot as any to advise all prospective builders of pools to be careful about the man or men they assign to design and construct natatoriums. Too often, for the sake of saving a few dollars, inexperienced designers are hired and their mistakes are never discovered until a pool is completed and it is too late. Those planning to build tanks are urged to consult men who have had experience in pool construction. One may be an expert architect, with all sorts of degrees, but unless he has had actual experience in building swimming pools he is apt to make a great many mistakes which will cost a great deal of money later on. Still you can't blame met commercial pool fellows for laughing up their sleeves over errors of city architects—because it really is the last laugh!

Bronx Peers

Two outstanding Bronx, N. Y., bathing establishments opened last week-end for the season, revealing greatly improved natatoria. One was Castle Hill, formerly operated by Joseph P. Day, now being managed by George Sheideman. A greatly improved and modernized cafeteria has been installed and the entire place has been repainted. Charlie Shelton is again head of the life-guard brigade. The establishment is wired for orthophonic music, free dancing will prevail Wednesday nights with George Beizer and his Blue Bell Serenaders. Sheideman reports advance sale of season lockers has been exceptionally good. Bronx Beach, where Chris Egan holds sway, also opened last week-end and the establishment has been painted and restaurant modernized. Head life guard is Bob Long. This squadroom offers pool swimming and also beach swimming in Long Island Sound which fronts the tank. Chris reports he has arranged a series of weekly kids' swim races and is planning a big high-school championship meet. Innovation here is free dancing every afternoon and evening to strains of radio.

Dots and Dashes

Mack Rose, operator of Riverside Ocean tank, New York City, failed to take a wash last winter and he's regretting

it now what with the rush of his plastering and opening of the pool season. . . . Dare-Devil Jack Lathkowsky, high diver, dropped in.—Phil Smith, manager of Fallisades (N. J.) Amusement Park tank, is a personal friend of Governor Harry Moore of New Jersey, Mayor Hague and other political big-wigs and rumor is that he may run for Congress next fall.

Atlantic City

By W. H. McMAHON

ATLANTIC CITY, May 28.—This week-end, marking start of the summer season, finds the beach officially opened and season's round of events under way to continue until mid-September. First squad of the Beach Patrol went on duty this morning when a bugle sounded and the flag was raised at headquarters tent. It will be augmented and full quota of 80 men will be on duty by July 4.

On Monday the Auerbach memorial cup race will be held, boats starting off end of Steel Pier and continuing around Absecon Island. Course of 2.8 miles is known by pilots as most treacherous and some 200,000 are expected to witness the event. Meanwhile Evening Star Yacht Club will be holding the first of its summer series of moth boat regattas on the back bay for the Harry Hackney trophy.

This week-end's attraction in Convention Hall is Lucky Teter and His Hell Drivers. Flower Mart, most fashionable of early summer events, will be held at Park Place next Friday and Saturday, proceeds to go to Visiting Nurse and Tuberculosis Association. On June 5 the Aviation Club will hold its second annual air meet at Municipal Airport with about 50 planes expected to compete.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Each amusement person seems to be conceding to the next one that May has been the worst month, from a standpoint of reasonable weather, that the Island has known in many years. Outdoor circus season gets its baptism with arrival of

Eddy Bros.' show, opening in Lynbrook, followed by Inwood. Jones Beach outdoor operas are expected to be the real high spots of the season, so far as entertainment is concerned.

Surfside and Pavilion Royal, which last year were, respectively, first and second most important night spots hereabouts, have taken on quite a different status this season. Surfside is to be a beach club and the Pavilion is slated for roller skating. Park Commissioner Robert Moses' plan to widen Cross Bay Boulevard at Broad Channel will mean chopping away several important roadside spots.

ROCKAWAY BEACH: More than 500 houses, stores, concession stands and other types of buildings stand empty awaiting next step in the Moses plan for creation of a State park and road at the beach, between 73d and 105th streets. Title has been vested in the property thru condemnation and nothing stands in the way of actual demolition work, which should be under way in a week. Wreckers' bids will be opened in a couple of days. Appraisals and other incidentals hinged up with condemnation have been completed after one of the most hectic weeks of pre-summer activity this resort has known.

Chi Riverview

By HAROLD HUMPHREY

Cold weather and delay in getting its paper distributed thru mails put two strikes on his in the first week in Riverview. Week-end was bolstered some by the new 2-cent Saturday matinee in effect until schools close, but all in all everyone is behind last year on grosses. Finishing touches to new concessions and the new Octopus ride will be completed this week, however, and park execs and concessioners feel sure a break in weather will cure all their ailments.

Increased expenditures are in evidence. Gerber & Glass, amusement machine distributors, have boosted their outlay to four large stands, and Max Glass says they will be operating about 400 machines soon. Ray York converted one of his Skee-Ball spots into a softball stand, operating six machines which have already copped off plenty of attention.

Coney Island, New York

By ROGER S. LITTLEFORD JR.

Coney Island last week was busily preparing for the first big week-end of the 1938 season, the approaching Saturday and Sunday and a Monday Decoration Day thrown in. With the holiday falling as it did it was expected to be one of the few good breaks for the old place this season.

Coney is always a dismal place in rainy weather—but it seems especially so this year. Not much has been open during the week and practically nothing on week-day afternoons. Thanks to weather that has been near frosting when it wasn't raining, concessioners have done practically nothing to date despite the fact that the two weeks preceding Decoration Day are usually marked by an uptrend in pre-season patronage.

Of course, as previously reported in these columns, there is no bally at Coney this season. At the demand of Park Commissioner Robert Moses, bally stands and outside talkers are absent, a move that will quite naturally have its effect on grosses of small and weaker attractions. Opinions differ as to lasting effects the bally ban will have, altho it is generally conceded that the restriction will remain all season and that consequently many an attraction is due to suffer.

There is quite a lot of construction, building in a small way, going on. A surprisingly large number of stands have opened with new fronts and there is the usual quota of new paint being slapped about here and there. On the whole, tho, it's typical post-depression Coney Island again, and to one who has recently visited Fallisades or Playland amusement parks and the World's Fair in Flushing, presents a pretty pitiful sight. In brief, to say that Coney's future is none too bright, is a sympathetic way of putting it mildly.

Luna Park, under direction of Charles B. Miller, is as usual at this time of year, a veritable beehive of activity. Never let it be said that Luna doesn't

open each season as fashionably and clean and wholesome as possible. And across the street, Surf avenue to you, George Tilyou's Steeplechase emporium is preparing magnificently. Really, now, what would Coney be without these two tremendous institutions?

Despite unreasonably heavy winds of late the beach is being prepped for bathers, sand is being redistributed oceanward and new trash receptacles are being placed in army-like lines for miles and miles. Boardwalk spots have enjoyed a mediocre spring, they say, with the recent inclement weather marring an otherwise fairly good spring season.

Details of the Coney set-up, together with an opening resume of attractions active this year, will be forthcoming next week. After all Coney is a mighty big place and there is nothing quite like it anywhere and it takes many column inches to rightfully cover it. It'll take weeks, we expect.

O. H. Hogberg, in this country from England only a year, has the new Indianapolis Raceway ride. His firm is operating seven of these rides in England and if their American venture is successful several more will be set up on this side.

S. W. Thomson, familiar figure around here, has two outstanding concessions, Motordrome and Death Valley, a wild-animal exhibit. Increased roster on the drome this year includes Rudy and Ruth Coombs, Virginia Carey, Bill Carver, Jimmy Carter and Ruth Harris on motorcycles. Roy Larsen and Fred Cook handle the front. Daley Vaughn lectures and Grant and Bob Menworthy do the front job on Death Valley.

Park is still having trouble finding the right show for its No. 1 spot, but President George Schmidt says he will let it stay shuttered before anything of mediocre quality is given the location. John Kruto and his break-a-plate stand are back on the midway. John, besides being a high-ranking agent for The Sidboard, is very civic-minded and could be called the unofficial mayor of these parts. New face in concession line-up is that of Leslie Burns, manager of the No. 3 Penny Arcade.

FLORENCE, Ala.—Crystal Plunge here will be opened on June 4, reported Secretary C. H. Jackson, North Alabama Fair and Park Association.

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American Recreational Equipment Association

By R. S. UZZELL

Up to May 24 spring has been cold generally. On Saturday and Sunday, May 21 and 22, we did get going, but nothing to boast of. There was a long-distance forecast of a warm spell by May 26 to last over the holiday. Long-range weather prognostications are like political forecasts; they can go wide of the mark and often do. If cold weather persists Fred Fansher will be getting "Yours for a hot summer" out of mothballs. We hope not, as he rode that slogan so long he produced all that calamity for the dust bowl. We shall look to the average to even up with us before the summer is over.

Our friend McInbath, of Birmingham, lost out on the pop-corn concession for the New York World's Fair. They tell us he met all qualifications up to the bond subscription. The balance tipped in favor of the heavier hitter. The hot-dog privilege changed front for the same reason, but has incurred litigation of no small proportions. The report is to the effect that Swift & Co. will vend the sausages.

Certain of Big Fair

Frank W. Darling comes back into the game to produce The Children's World, a glorified Treasure Island or Magic Island. It will be on a more elaborate scale than anything ever attempted in behalf of kiddies. Darling will be unhampered for funds and is sure to produce a masterpiece. He brings to this task his old-time fire and pluck. George A. Hamid, our president, furnished those acts for the pre-opening show on the grounds. Good work, George; they are the talk of the town.

The man on the street is sure now that New York will have the world's greatest exposition. He got no inspiration from the old Flushing Meadows, but now that it is flowering into The World of Tomorrow he is heard to say, "We really expected New York to produce a good show."

Walter K. Sibley points to the fact that the amusement zone of the San Francisco expo has the advantage of proximity to the auto parking area and has the Oakland Ferry landing near one side of it and San Francisco Ferry terminus near the other side. This will help tremendously in getting patrons on the Gateway before the money has been spent and before they are foot-weary enough for an ambulance.

Graham at Beach Again

C. E. Graham has taken Bay Shore, Baltimore, again. It is owned by the electric railway company of that semi-Southern city and is on Chesapeake Bay 18 miles from the Monument City, the nearest point at which open salt-water bathing can be had. Graham has been at this resort since he was a boy. His integrity as an employee of the transportation company won its confidence so completely he has been awarded the lease on the place for some years past and can no doubt have it as long as the present company owns the resort. It has a fine beach and has always maintained a high moral standing.

Palisades, N. J.

By CLEM WHITE

All the old hands here plus several new ops who have been well initiated into the family. Streamlined modernistic fronts are bringing plenty of compliments from patrons, which makes Jack and Irving Rosenthal think all the designing and planning well worth while. Early opening has the entire place purring like mid-season. Hardly a place in the park recognizable from last year, all having been revamped and rebuilt along the indirect lighting line.

New members of the Concessioners' Association, "un"-limited, this year include Ed Reicher, last at Cleveland's Great Lakes Exposition, with bingo, aluminum bottle ball game and two canary wheels; Rene Zouary and Bouquet of Life, also shown in Cleveland; George Cagney and newest of his miniature railway designs; Dufour and Rogers, Stratosphere Ship; Jack Gordon, with some new ideas for his Kiddieland, and Chicago's Murray Goldberg and his age-guessing kiosk. Last named has been a revelation in popular interest largely

due to novel style of operation by Agnes Burke and Vera Macnuley.

Bert Nevins not daunted by bad weather, which ruined an excellent advance-publicity campaign, and is punching all the harder. Three full-page ads in New York dailies evoked lotsa comment. And all around here are heartened at news of the Mrs. (nee Marion Cahn, our predecessor) feeling much better and soon ready to return to the (deadline) wars.

Al McKee's "shock troops" earned a laurel wreath with all the last-minute details being brought to completion on time. Opening added attraction Irving Ardenson and his Commanders, first of a series of names on the season's program. D'Arcy Girls and the Decardos were received so well a holdover was necessary, original engagement extended for one week. Perennial Adolph Schwartz has a new octagonal building for his live-mouse game of which he is so-o-o proud. Anna Steinberger still adding various touches to her food emporiums.

New Park Casino is featuring music of Grant Thompson and his orchestra. Ray Curtis seems to have struck a popular note with free dancing, no cover or min policy. Will Osborne and his orchestra hit a triumph in his Decoration Day week-end engagement, being a favorite here. Another local, for some time absent, made a return when Johnny Lannan resumed duties as mixologist in Midway Casino.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

This big Westchester spot has been open a week and wheels are beginning to move in unison. Jupiter Pluvius was unkind on opening day, and Jack Frost has struck a few good licks on Sunday. The writer has been with the park since 1928 and at no time have we ever seen it look more beautiful. Ye scribe wishes to pay tribute to Chief Gardner Tiffany Land for a magnificent display of flowers and landscaping. Floral scheme, always a standout feature, is one of white, blue and yellow pansies, multicolored tulips and pink mountain laurel.

Rain postponed the opening night pyrotechnic display, but fireworks will be a biweekly feature. Each Tuesday and Friday will see shows in the sky. Assistant Director Lee Brown has lined up a fine program of free acts from the George Hamid office, some of the highlights to come being Helen Reynolds' roller-skating act and the PeeJay Ringers, Hamid-booked diving act. Current free turn is Four Flying Sensations, and they're wovin' 'em.

Picnic booking department, under Paul C. Morris, reports excellent results. Tom Woodward, bathhouse manager, is supervising final preparations of beach and pool. With Assistant Sherman

Gleanings From the Field

MUSKEGO, Wis.—Muskego Beach had its pre-season opening on May 21 with dancing, rides, swimming and roller skating.

DETROIT—Salt-water swimming pool on Rochester road east of Birmingham, northern suburb, is ready and will be opened when weather warrants. Managing company has been reorganized and is headed by Edward A. and Iva Buehler.

ENID, Okla.—Lake Hellums Park here has been opened for the season under management of Mr. and Mrs. O. Malone with special attractions, skating, boating, swimming and concessions. Business is reported good.

WHEELING, W. Va.—Pool in Wheeling Park was opened for the season on May 28. Chris W. Hartman, general manager, said the pool, completed and opened late last summer, is 80 by 200 feet and holds 550,000 gallons.

BALTIMORE—John T. McCaslin has contracted to put in bingo and a number of other concessions in Carlin's Park, a new \$7,000 concession building having been erected. Manager John J. Carlin has moved the Heyday to another location.

PARIS—At opening of the outdoor season 25,000 passed thru gates of Luna Park on May 20. New rides and attrac-



CHARLES R. MILLER, general manager of Luna Park, Coney Island, N. Y., who has added rides and concessions and who reports all available space booked for the season. Color scheme is white and light blue, with a dash of orange. Opening on May 28 featured one-riding circus and saude and thrill acts. It is his fifth consecutive year as Luna pilot.

Downer and staff working overtime, it should be completed in short order.

Administration is not much changed and consists of Herbert F. O'Malley, director; George Baker, superintendent; O. O. O. Lindborg, auditor; Lee B. Brown, assistant to director; Paul G. Morris, advertising manager; Arthur Johnson, publicity director. Staff personnel includes many veterans of Playland: Tom Woodward, bathhouse manager; Dave Asta, parking manager; Bruno LiGrigne, maintenance foreman; Frank Jaeger, supply manager; Mart Medars, chief carpenter; Terry Campbell, chief painter; R. Khuner, chief electrician; Jess Orr, manager rifle range; Harry Martin, Charlie Walters, Ed Brunner and Jack Cliffe, radio.

Badalte and Sons are featuring name bands in Playland Casino Restaurant with Reggie Childs opening ork and Mal Hallett set to follow in June. Oscar Lingburgh Jr. will leave soon to take a position at Pleasure Beach, Bridgeport. Genial Min Bossert is again behind the desk in the administration building and Gus Hudler is again cashier.

Director O'Malley installed a new music public-address system with no less than 35 speakers placed thruout grounds. At no time or place is a customer out of convenient earshot of amplifiers. Additional personnel, notes and comment will be forthcoming each week. And so again we say, "Hasta Luego."

tions have been brought from the midway of the 1937 expo. Free attractions are to be shown daily and a banner season is expected.

OMAHA—Krug Park is open for the season, with \$25,000 worth of improvements. Park features dancing to Franklin Vincent's Orchestra and traveling bands, roller skating, pool, free movies and picnic grounds. Improvements included an Octopus ride.

ATLANTIC CITY—Among visitors to Hamid's Million-Dollar Pier over the week-end of May 21 and 22 were Lew Dufour, Frank D. (Doc) Shean and Pat and Mrs. Valdo. Mrs. Dexter Fellows is here as a guest of Mr. and Mrs. S. W. Gumpertz to remain about a month.

KANSAS CITY, Mo.—Business in Fairyland Park has been poor since opening several weeks ago, said Manager Omer J. Kenyon. Bad weather is blamed. Prospects for a banner season are good, he declared. Many large picnics are scheduled. Newspapers gave the opening a good play.

CINCINNATI—Roster of Monkey Race Track in Coney Island here is: E. L. Zouary, owner-manager; Mr. and Mrs. W. H. McDonald, ringmasters; Al Ross, talker; Claude Lottien, mechanic; George Taylor, keeper. John Roberts, vet Coney concessioner, who is assisted by A.

Savin Rock, Conn.

Despite cool weather and economic conditions, business has been satisfactory, said Fred Levero, executive of Savin Rock Park Co. Many repairs and much painting have been done and there are five new rides.

The new \$20,000 Funhouse, Death Valley, open for the past month, is doing okeh. The Thunderbolt has been improved and is doing well. Beach street has taken on a new background, with many new buildings filling in where dead spots were. The new Skooter, opened last year next to the Thunderbolt, is again proving a draw. New Flying Horses, being put in where the old Aeroplane was, will not be ready until about July 4. A new Whip is also on Beach street. A long narrow building housing a restaurant, gift shop and game filled in the site of burned Liberty Pier.

In the grove a \$30,000 Water Skooter is nearing completion. This ride has given new life in the grove and several other rides have been improved around it. A new Whip and Ferris Wheel are also in the grove. Children's Park has taken on new paint and additions. Joe Guiliano will have charge of many rides again this year, with his own Flying Horses, two Skooter rides, plus the new Water Skooter under his management. Chair-o-Plane will again be in White City, where Dick Gray will start his amateur boxing shows about June 14. Midget auto races are at Donovan Field, Sunday night dancing now at Skateland with some name bands coming in. Wilcox Pier Restaurant is open for the season.

Philly Willow Grove Books Sterling's Indian Village

PHILADELPHIA, May 28.—Willow Grove Park, which opened the season today, has been open week-ends since April 30. Manager E. E. Foehl has given the spot a new appearance in painting effects.

Elythe Sterling, who had the Indian Village with the Col. Tim McCoy Wild West, has booked the village as a feature during the season.

Dance Pavilion is under management of Al Fisher, who will also look after other interests in the park. He is a brother-in-law of Carl Lauther, well-known carnival showman. Dancing will hold forth except Sunday and Monday evenings. Frankie Schluth will emcee Sunday vaude shows in the open-air theater.

Eastwood Gardens Enlarged

DETROIT, May 28.—Eastwood Gardens, opened for the summer yesterday with Henry Busse and his band, has been redecorated, with seating capacity increased to 3,000. Joe Sanders will follow on June 10. Shep Fields will open on June 17, to be followed by Jeham Jones. An additional band shell has been constructed at east end of the Casino clubhouse adjacent to the Gardens. A balcony to accommodate 400 spectators has been added directly above the entrance. Outdoor dancing will continue nightly until Labor Day.

Owens, also a Coney veteran, reports good business with his Bubble Ball game.

CHATTANOOGA, Tenn.—An exhibition of fancy diving on May 22 drew another large crowd to Lake Winnepesaukee, T. N. Tucker, former Chattanooga, getting a big hand. A large Merry-Go-Round has been added by Mrs. Minette Dixon, manager. There are several new kiddie rides and more concessions, including bingo.

READING, Pa.—Geringer Miniatures are being installed in a 100-foot circular building in Carson's Park here, reports J. Douglas Kaufman. Installation will be about three times as large as that for the previous exhibit here, which created much interest. Towns, villages, docks, lakes, railroads, farms, bridges, antiquities and rural scenes have been built to scale over a period of 35 years.

AURORA, Ill.—Opening the season is Exposition Park here on May 22 and appearing at Anthony (Kan.) Centennial Days on May 25, Thompson Brothers, balloonists, report increased demand for their act thru standing ads placed in the Park and Fair Departments of The Billboard. Other acts in Aurora were Pat Hathaway, cowboy entertainer and Harry Murphy, clown.

Address Communications to WILLIAM JUDKINS HEWITT, Carnival Editor, 25 Opera Place, Cincinnati, O.

P-T GIVES CARNIVAL OKEH

Event in Kansas City Accepted As Impetus to Show Industry

Harry Duncan presents J. L. Landes Shows for Parent-Teachers Council most successfully — repeat date requested—this sponsorship may become nationwide

KANSAS CITY, Kan., May 28.—A new trend in carnival presentations which may prove of vital importance to the industry was revealed here last week when an estimated 35,000 persons flocked to Bethany Park to attend the J. L. Landes Shows, presented under auspices of the Parent-Teacher Council of this city. According to Harry Duncan, who managed the six-day affair, it marked the first time a Parent-Teacher group here had sponsored a carnival. So successful was the undertaking, the sponsors demanded a return engagement in 1939. All but two of the days were rainy and cool, yet business was good and the crowd, which averaged 7,000 each day, was enthusiastic over the well-balanced Landes carnival program.

"It was the biggest crowd and made the most money that the Parent-Teachers have had in 15 years," said Duncan, who is a former vice-president of the Heart of America Showmen's Club and a veteran manager of Fairyland Park in Kansas City, Mo. "On the concluding days business was excellent despite rain."

Mayor Don McCombe Attends

Mayor Don McCombs was host to the school children Saturday. While the 10,000 boys and girls thrilled themselves until 1:30 a. m. Sunday as they sported about the grounds, Duncan, Landes and the Parent-Teachers counted receipts and learned of the success of the venture, considered an experiment when first undertaken.

It was pointed out that similar groups, desiring to sponsor events to all unken treasures, could easily prove an impetus to the carnival industry by causing a demand for such presentations to become nationwide in scope. Duncan, convinced he has inaugurated a

(See P-T GIVES on page 43)

No Rail Increase In La. for Shows in Passenger Service

BATON ROUGE, La., May 28.—Louisiana Public Service Commission this week denied requests from railroads to increase passenger rates to 3 cents per mile on show movements.

David Lachman, representing Park Amusement Co. and S. B. Doyle, Mimie World Shows, appeared before the commission in behalf of show people. "It (See NO RAIL INCREASE on page 43)

Don Brashear Now With T. J. Tidwell as G. A.

ROSWELL, N. M., May 28.—Don M. Brashear has accepted the position of general agent for the T. J. Tidwell Shows left open by the death of H. G. Buchanan, who held the post for 13 years. Brashear comes to the Tidwell organization from Silver States Shows. Immediately upon taking over his new duties Brashear left on a booking tour thru Oklahoma and Kansas.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Cow Pasture, Ind.
Week ended May 21, 1938.

Dear Red Onion:

Due to committee here making bosses many glowing and promising inducements, Ballyhoo Bros. decided to leave their exclusive route for this week. Committee that show played under and finally got out from in under was billed as "Milkman's Jamboree and Annual Milking Contest," city of Cow Pasture being famous for its dairy products for three or four miles around.

Our much-publicized special block-type paper advertised midway as the World's Only Pasteurized Milky Way, but did not mention our many milk and water attractions. Our first setback on arrival was caused by local health inspector, who insisted on dipping all of our people and live stock, claiming our last town was in heart of tick-infested area. Not only town, committee and billing were "milky" but lot as well being covered with a dense growth of milkweeds. Weeds were quickly stripped of their fluids and placed in cookhouse table pitchers.

Monday night, billed as Bucket and Stool Night, brought thousands of milk-minded patrons to lot. Special advertised crowd-swelling inducement, allowing any man carrying a bucket or stool thru main gate and his lady free, more than jammed grounds. Makeshift stools were nailed together by natives and bottomless and leaky buckets were picked out of a dump near by. The cumbersome milking implements were thrown away on midway after free patrons went thru turnstiles. Before night was over front end became so cluttered



FIRST AND ONLY BABY to be born on Golden State Shows is a seven-month-old boy shown with his father, William Hobday, general manager of the shows. Photo was taken recently outside the Hobdays' new house trailer on the lot in King City, Calif., and furnished by Charles Sanker, press agent. No name was given for the young man in area who happens to be an inspiration Sanker says for his father's success in the present season's battle.

Special Act for Beckmann-Gerety

LINCOLN, Neb., May 28.—Barney Oldfield, Nebraska Evening Journal columnist and local correspondent of The Billboard, who was cartooned by Ripley recently as the man who had seen the greatest number of motion pictures during 1937, will appear in the side show on the Beckmann & Gerety midway during the State fair here in October. He (See SPECIAL ACT on page 43)

Edwards Shows Open at Home

Organization larger than in several years—rain hurt initial day

WOOSTER, O., May 28.—Reveling in newness and substantially enlarged, J. R. Edwards Attractions, again under his management, inaugurated its 20th annual tour on Wayne County Fair grounds here Saturday night, May 21. Heavy rains during late afternoon made lot muddy in spots and retarded attendance the opening night. Four of shows as in former years will be confined exclusively to Ohio territory.

Edwards started the new season with the largest midway he has had in more than a decade. All shows have new canvas and banners and two have panel fronts. All rides have been repainted and the entire midway flashes an atmosphere of newness. Instead of a Ten-in-One Edwards is featuring a World on Review, side show with a 100-foot banner line, with all new banners, pennants and properties. All stages have blue plush backgrounds. Talking is done thru microphone. Entire framing is the work of Phil Phillips, assistant to Edwards, who has incorporated many innovations in its presentation.

Edwards a Popular Showman

During opening week J. R. Edwards was busy greeting friends, fellow townspeople, well-wishers and members of the Wooster Boosters' Club, with which he has been identified for many years. Doc Kerr was much in evidence around the lot, and Wooster Daily Record day before the show's opening carried a full-page spread of advertising extolling the merits of the show and its sponsor, along with many congratulatory merchant advertisements.

Staff: Jesse R. Edwards, owner and manager; Mrs. Dora Edwards, secretary and treasurer; Phil Phillips, assistant manager and lot superintendent; Doc Jones, banners and special exploitation; William Bane, chief electrician; Archie Phillips, superintendent of canvas.

Rides, Shows, Concessions

Rides: Ferris Wheel, Harry Hopkins, foreman; James Ross, second man. Merry-go-Round, Bill Bane, foreman; Ova Hicks, second man. Chairplane, Harry Zimmerman, foreman; Mark Rush, second man. Loop-o-Plane, Noland Mudd, foreman; Stanley Ward, second man. Kiddie Ride, Bob Bailey, foreman; Charles Durham, second man.

Shows: World on Review, Phil Phillips. (See EDWARDS SHOWS on page 43)

C. H. Tothill Opens in Lockport

LOCKPORT, N. Y., May 28.—C. H. Tothill's Attractions opened season here Sunday, May 22, for a week's stand. Show consists of rides, shows, concessions, band, free act and sound truck. No racket carried; legitimate concessions only. Opening night's business very satisfactory.

Staff: C. H. Tothill, owner and manager; Mildred Tothill, secretary and treasurer; Harry A. Rose, general agent and traffic manager; G. A. Preston, electrician and lot superintendent; Buell Woolston, ride foreman, and Professor La Dore, free act.

Concessions: Mrs. Dubey, cane rack and pitch-till-win; Joseph Timinski, Arkansas kids; Arthur Muschultz, cat rack; G. Larson, knife rack; Louis Monece, photo gallery; Warner, penny pitches; Roy Eckert, silk pajama wheel; Roy Barnes, long-range shooting gallery; Mrs. Barnes, short-range shooting gallery; Doc Travis, cigar shooting gallery; Pete Hargather, milk bottles; Mrs. James Tothill, pop corn; Everett Lyman, cookhouse; William Squires, mentalist; Elwood Hallfax, buckley-buck; Brookes & Ladena, darts and candy floss; Meacie Bucklew, bingo; Mrs. Preston, bird wheel; Jack Palmer, peanuts. Reported by Mildred Tothill, secretary.

MAJOR PRIVILEGE.

Miller So Happy That He Used Wire To Tell Us

The Billboard, Cincinnati, O.

Columbus, Neb., May 26, 1938.

Flash—Flash! I want to report that last night first clear warm night that this show (Miller Bros.) has had since opening April 13 at Wichita.

MORRIS MILLER.

Line o' Two of News

SCHENECTADY, N. Y., May 28.—Al Linton, well-known side-show attraction, joined Tom Hanson on the O. C. Buck Shows, he announced here this week.

ALPENA, Mich., May 28.—W. G. Wade Shows have been contracted to furnish the street fair attractions here at the Elks' convention. Event takes place in June.

CHICAGO, May 28.—John P. McGrail, well known in general outdoor amusements, was recently appointed general representative of Will Hill's Fairyland Shows and Combined Circus, he stated here Thursday.

SANDUSKY, O., May 28.—H. S. Stahren, penny arcade operator of this city, recently booked one unit with J. R. Edwards Attractions. He is now framing a large unit for bookings at fairs and celebrations and has ordered a new 24 by 60-foot top for it.

AKRON, O., May 28.—R. H. Wade's ride, which have been playing still dates in eastern part of this State since first of month, are now located here on a lot

for an indefinite run. According to Wade, he will make several additions to the concession end of his organization before again taking to the road.

CANTON, O., May 28.—Lorenz Barth, professionally known as Waxo the Mechanical Man, joined Doc Edwards' Side Show on the Curl Greater Shows, which recently opened the season in London, O.

CHICAGO, May 28.—W. H. (Bill) Rice, in the American Hospital here, has been diagnosed by attending physicians as having a tumor on the lungs. An operation may be necessary, however. In all events Rice states that he will have to remain under a doctor's care for at least two weeks longer.

WILLIAMSPORT, Pa., May 28.—Fitzie Brown, business manager West's World's Wonder Shows and owner of Brown's Cafe on the midway, has engaged Cash Wiltsie, of cookhouse note, to manage the cafe for balance of season. Dave Tollin, former manager of this cafe, is now superintendent of Brown's concessions, Brown stated here this week.

KNOXVILLE, Tenn., May 28.—Mrs. W. R. Harris, wife of the general manager of the Model Shows, who underwent a major operation at the General Hospital here May 18, is improving. However, Mrs. James M. Yates, room nurse, reports it will be necessary for Mrs. Harris to remain under a doctor's care for at least two more weeks.

PARIS, May 28.—Jacques LeDore, 19, animal trainer, is in Saint Antoine Hospital here in a serious condition, but doctors report he will recover. He is suffering from an attack by Coralie, a big lion, while working in a cage before a large audience at the Clinger Bread Fair. The animal slipped while leaping to a pedestal, falling on LeDore, clawing him severely.

Dodson Explains Why He Did Not Play Evansville

CINCINNATI, May 28.—C. Guy Dodson, president Dodson's World Fair Shows, takes exception to statements made in a story in last week's issue about the quick switch made in routes of his show and the Royal American Shows, and especially concerning Evansville, Ind., and Funkhouser Post, American Legion. The story stated that Dodson's billing crews in the week of May 8 did a grand job of billing for week of May 23, but before they finished they found the Royal American crews posting for week of May 16. "Seems the Sedmsyr and Velare shows," it continued, "having to change spots for week of 15th after the Cotton Carnival in Memphis, had contacted Capt. William Hyland, commander of the Evansville post. So the Royal American got the go-ahead. Captain Hyland said Dodson's shows had not posted their check and he had no protection clause in contract. Dodson's then canceled."

President Dodson explains the situation thus: "The switch from Evansville to Vincennes was forced upon the Dodson shows when our special agent went into this town and found the Royal American Shows covering our paper

with no notice of cancellation from Captain Hyland or any member of the American Legion Post in Evansville. We soon found out that the RAS was pre-empting us into Evansville by one week on the same lot and same committee. A very peculiar circumstance."

Captain Hyland was quoted as saying Dodson's show had not posted its check and that he had no protection clause in contract. "The truth is that Captain Hyland never did cancel the contract," says Dodson. "The whole deal was called off by Mel Dodson when he found out it was useless to do anything more about the matter. Inclosed you will find duplicate of the contract signed by Captain Hyland, Evansville American Legion Post, and Melvin Dodson, representing the Dodson shows, where it reads that a deposit of \$500 was supposed to be given the committee on or before the first day of exhibition, which our show was in perfect shape to do and to live up to every phase of the contract."

"The matter was a forgotten incident with my brother, Melvin, and me until the article appeared in *The Billboard*, when I felt that we had been wronged."

The exact wording of the clause pertaining to the deposit follows: "Party of the first part to advance to party of the second part on or before the day the show arrives in the city of Evansville, Ind., the sum of \$500 in cash, then said party of the first part shall have the right to deduct the money advanced from the different percentages due party of the second part under this agreement." The contract was dated December 7, 1937.

Ralph W. Smith on Way to Recovery

PLAINFIELD, N. J., May 28.—From Plainfield's Muhlenberg Hospital, where he is resting easily following a minor surgical operation performed Tuesday, reports indicate that Ralph W. Smith, veteran World of Mirth Shows treasurer, will be released some time next week.

Mr. Smith, ill since mid-winter, was forced to enter the hospital Monday for treatment, after his condition became serious over the week-end run from Philadelphia.

News of the widely known showman's rally from the operation relieved an anxious World of Mirth midway, for it was feared that his general run-down condition might handicap his recovery. During his absence, Howard Ramsey, in his first year as Mr. Smith's assistant, has taken over the duties of the office.

American Legion Gets More Detroit Permits

DETROIT, May 28.—The American Legion took a clean sweep as sponsor of all three carnivals granted permits by the city council this week. Aviation Post is holding one at Myrtle and Lawton avenues on west side, with P. L. Slack Shows opening Tuesday.

Unique feature this week was that the other two carnivals were sponsored by Drum and Bugle Corps units of the Legion. Beaudry Post Corps came back for their fourth carnival this year on East Jefferson at Hart avenue, while Wayne County Auxiliary Corps, an annual sponsor, is holding one opening Decoration Day at Fenkel and Wyoming avenues.

Feature of the newer permits is the short dating of most lots. Operators are evidently keeping their plans undecided until the last minute, probably to keep other operators from being informed as to their next jumps.

15 Years Ago

(From The Billboard Dated June 2, 1923)

Harry Copping Shows were playing second of a two-week engagement in Johnsonburg, Pa., to fair business despite much inclement weather. . . . Harry Rose, general agent, Canadian Allied Shows, was awarded exclusive contracts for midway features at New York State Moose Convention, Niagara Falls, N. Y. . . . A. C. Clark's Golden Rule Shows were playing their second week in Logan, O., under Elks' auspices. . . . Despite chill winds and rain, Greater Sheesley Shows enjoyed good business at Racine, Wis. . . . Prince William, midjet, his mother and two sisters, Julia and Leota, retired from carnival field and were living in St. Louis. . . . Jack Rainey, for three years executive connected with late John Veal, was in advertising business in Macon, Ga.

Chris Maul, motorcycle rider, formerly with the J. F. Murphy Shows and others, and his wife were appearing at Blodrome in Garden Amusement Park, Cleveland. . . . Doc Waddell was doing classified want ad columns in dailies with some classy publicity for T. A. Wolfe's Superior Shows. . . . H. B. Kaw, veteran showman, was confined in Forest Lawn Sanitarium, Jefferson, Wis. . . . E. K. Johnson, well-known general and special agent, spent a couple of days in Cincinnati while on visiting trip to several carnivals. . . . Deluges of rain spoiled Con T. Kennedy's Shows' engagement in St. Louis. . . . Billie Clark's Broadway Shows were playing week stands in Pennsylvania territory.

Cotton Belt Exposition Shows' engagement, during American Legion's Spring Festival in Wichita Falls, Tex., was a remunerative one. . . . After being out of the carnival field for about seven years, R. D. Brown, formerly with J. Harry Six, J. Frank Hatch and C. F. Hamilton shows, returned to lots with Canadian Allied Shows. . . . H. W. Kittle, in charge of water show on Greater Sheesley Shows, was recuperating from a severe attack of neuritis. . . . Charlie Drilleck was with it again, this time waiting on cash customers on Greater Sheesley Shows. . . . Bennie Smith closed with James M. Benson Shows at Washington, N. C., having filled in as drummer during early season with Nasc's Band until a permanent stick handler was obtained.

Cartoonist Who Sees All (Showmen) and Knows Many

EVANSVILLE, Ind., May 28.—For years Karl Knecht has sat at his desk on The Evansville Courier drawing a daily cartoon and writing his chat-chat columns. Occasionally he wanders away to visit showfolk whom he loves, especially circus people.

For one thing his sister, Klara Knecht, is one of the foremost publicists of educational circus lore on radio, having been depicted by Ripley. Karl himself has written columns for *The Billboard* and he is associated with the Circus Fans' Association.

He surrounds himself in his office with a weird papier-mache statue taken from an old circus wagon in the '90s. Pictures of clowns, drawings of elephants and snarling tigers adorn the walls. There is a gnarled wooden seat there in a corner in which the great star of a bygone day sat in her dressing room.

Karl Knecht draws cartoons of visiting firemen's conventions and political intrigue and of the opening of a newly paved street. But always he is delighted when a show comes to town for then his pencil races across his board.

When Royal American Shows played here Karl Knecht was one of the first on the midway. He knew Tom Rankine's father (Tom is now emcee of the side show) and a host of others on the lot.

He devoted the major part of his column to RAS on Sunday and on the seven days Royal American played the city Knecht placed the carnival in four of his front-page cartoons.

Karl Knecht will lay aside his tools always for a chat with any and every visiting showman.

FRANCIS F. HEALY.

PENNY ARCADES
A FULL LINE OF NEW 1938 PENNY ARCADE MACHINES & SUPPLIES
WRITE US
EXHIBIT SUPPLY CO.
1222 W. LAKE ST., CHICAGO

TRUCKS
AUTOMOBILES — MOTORIZE YOUR SHOW
Write
CHARLIE T. GOSS
WITH STANDARD CHEVROLET CO.,
EAST ST. LOUIS, ILL.

SHOW-KANVAS
TENTS
BY
MILFORD H. SMITH,
CAMPBELL TENT & AWN. CO.
Monroe at 3rd, Springfield, Ill.

SHOW and TRAILER CANOPIES
TENTS
Fulton Bag & Cotton Mills
Manufacturers Since 1840
ATLANTA, GA. 1899 CHICAGO, ILL. 1904
PHOENIX, ARIZ. 1917 NEW YORK, N.Y. 1921
MINNEAPOLIS, MINN. 1922 ST. LOUIS, MO. 1923

CONCESSION MERCHANDISE
Exclusive, unusual items with real sales value and eye appeal for
PARKS, CIRCUS, CARNIVAL, FAIR
trade. When writing for catalog, state business
TIPP NOVELTY CO., TIPPICANOE CITY, OHIO

WANTED
Mag Joint and a few Legitimate Concessions.
R. D. "BOB" PENNY AMUSEMENTS,
CITY LAKE,
Box 821, High Point, N. C.

CARNIVAL WANTED
For Pope County Free Fair, Russellville, Ark., October 4, 5, 6, 7. Fair grounds within city limits. Two blocks off the main street. Trade center for a large territory. Address E. W. HOGAN, Secretary.

TRUSTEES SHOWMEN'S HOME FUND

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I. W. COMBES
M. I. DOOLAN
MAX GOODMAN
RUBEN GRUBINSKY
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E. C. VELARE

J. C. McCAFFERY, President

For the purpose of creating a Building Fund for the Showmen's Home Fund for the aged and indigent. In consideration of the pledges of others for the same purpose, I promise to pay to The Showmen's League of America the sum of _____ Dollars
I have checked the square below showing how I desire to make payment.
 Check attached.
 One-third to be paid August 15, 1938. Name _____
 One-third to be paid August 15, 1939. One-third to be paid August 15, 1940. Address _____
SEND ALL CHECKS PAYABLE TO THE SHOWMEN'S LEAGUE OF AMERICA HOME FUND 145 W. MADISON ST. CHICAGO 11, ILL.

Thinks Best P. A.'s Born With Instinct

Chillicothe, O.

Editor The Billboard:

The claim has been advanced that the best press agents have a newspaper background. I have found that this is not always true. Everyone knows that there are exceptions to all rules. How much of a newspaper background should there be...

DOC WADDELL

NO RAIL INCREASE

(Continued from page 41)

is advisable that shows traveling in passenger service have representatives appear before these State commissions in the various districts they are showing in order to save themselves, at least in intrastate movements, as the Interstate Commerce Commission has already granted the railroads this increase...

P.T. GIVES

(Continued from page 41)

new trend, as are Landes and others affiliated with the J. L. Landes Shows, already is contacting other Parent-Teacher groups and similar organizations to stage more carnival dates in the Kansas City area.

Until now, park picnics were used by organizations to bolster treasuries. Carnivals will be used in the future, if the success of the undertaking here can be used as a guide.

Kansas City, Mo., Profitable

COFFEYVILLE, Kan., May 28.—J. L. Landes Shows opened here this week after 14 days in Greater Kansas City, Mo. Rain, which has fallen consistently throughout the past two weeks, is cutting receipts.

Following a successful six-day stand in Kansas City, Kan., the carnival moved across the river to Coffeyville, Mo. In six days of rain at the circus grounds in city's northeast section, the carnival attracted 18,000 persons, good considering the weather.

Mildred Burke, champion woman wrestler and wife of Billy Wolfe, is proving a star attraction with the Landes group, as are the Marine Capers, girls, who went big in K. C. Railway Express Co. employees sponsored the week in Kansas City and parochial schools there were dismissed one day so children could attend. From Kansas City, Mo., the Landes Shows moved westward to Coffeyville.

Everything is running smoothly and a big season is ahead. But everyone on the lot wishes the rain would halt.

FIRST TIME IN

(Continued from page 41)

carnival ever to show in that city. At noon the sky was overcast. In a blackness approaching nighttime a terrific windstorm, accompanied by rain, swept the midway. Streets in the city were flooded. The midway resembled the canals of Venice. Special crews dug ditches to drain off the tons of water as trucks rushed in sandbags. Four radio announcements told of a drying grounds. Then more rain, which cleared only at 7 p.m.

With this handicap Evansville crowds still turned out. Wearing rubbers, parking for miles on the main highway U. S. 41 because of a flooded parking grounds, raining shoes and getting feet wet, the midway was generously filled until closing.

Shows closed Sunday by popular request. Another hurricane and rain smote the grounds Sunday and would have prevented opening. A bright sun on Monday augured a good day, but in late afternoon the sky again darkened

and there was a repetition of Saturday and Sunday. But by this time the lot could stand no more water and Elmer C. Velare and Carl J. Sedlmayr bowed to the inevitable and called the engagement off for the night. Incidentally, the lot on which Royal American played last year at this time was 13 feet under water from the flood of the overflowed Ohio River.

Auspices and Police Complimented

Much credit for co-operation should be given to Capt. William Ryland, of the American Legion, and Evansville police for efficient organization and its performance under most disheartening conditions. On Saturday night motorcycle policemen and Billy B. Mack, RAS sound truck man, stationed themselves on the highway and turned back hundreds of motorists who might have driven onto the parking field. As it was all RAS tractors were employed to pull stalled autos from boggy ditches and holes.

A fair break in the weather brought out good gates for the two remaining days, Tuesday and Wednesday. Rides and shows did most of the business.

WGBF put on a midway broadcast lasting more than 1 hour and 50 minutes and closed down only when the station signed off. Larry Banthin, owner of Monkey Town, lost a Rhesus mother when it parted its chain. Thirty-six hours later animal was returned to lot by 20 Negroes, all claiming reward and all trying to hold some part of the monkey.

C. J. Sedlmayr Jr., now attending Rollins College at Winter Park, Fla., will leave school for 10-day visit with his mother at Miami Beach starting June 2 and will then join Royal American before shows leave for Canadian Class A circuit of exhibitions, with Brandon, Sask., first date. Reported by Francis F. Realy.

SPECIAL ACT

(Continued from page 41)

accepted the offer, which calls for four personal appearances daily, from Walter Hale, Beckmann & Gerety press agent.

Oldfield will prove a greater attraction, it is believed, than either Tony, frog boy, or Fred, alligator-skinned man. The columnist will occupy a platform between Athella, monkey girl, and the albino twins, Doris and Theima Patent. Prince Dnes, midget, will introduce Oldfield, who is making arrangements to have his picture pulled from the original Ripley plate, which he will autograph and offer for sale.

Peter Kortcs, who has for many seasons presented strange people to American throngs, will have special banners painted portraying Oldfield in action. The newspaper man will positively be shown in the main show, Kortcs insists, and not as an extra added or blow-off attraction.

Journal editors, Oldfield states, are enthusiastic over the personal appearances, believing same will make an excellent feature, and friends of the scribe see in the move a wider horizon for the aspiring newspaper man. Officials of the Nebraska State Fair, for whom Oldfield handles publicity, could not be reached for a statement.

EDWARDS SHOWS

(Continued from page 41)

manager; Buster Ghent, talker; Archie Phillips and Wilder Dudgeon, tickets; Robert Ecklund, magic and inside lecturer; Texas Cliff Overmeyer, tattooing and pistol shooting; Jimmie Poole, human pincushion; Raymond Poole, glass dancer; Bessie Witherell, blade box and illusions; Robert Ecklund, mentalist; Lee Leon Carol, added attraction in Annex. "Hollywood Revue, Phil Phillips, talker; Donaline Pepper, Waretta Lane and Dolly Lee, dancers; Howard Farrow, steel guitar; Lee Austin, tickets; Mickey Mouse Circus, Mrs. E. G. (Phil) Phillips, talker and tickets.

Concessions: Cookhouse, Eddie Weekley, owner; Mrs. Eddie Weekley, cashier; Harry Thomas, cook; Clinton Wilson and Pete Grant, counter; Penny Arcade, Harry Suhren, owner; Mrs. Harry Suhren, cashier; A. Cardella, A. Ward and W. Meyers, mechanics; Corn Game, Jake Faust, owner; Frank Flynn, Bill Speers and Howard Jacobs on the counter; Penny Pitch, Winifred Phillips, Ball game and cigar gallery, Edward and Ray Laakie, Frozen Custard, W. S. and Morris Meyers, Pop corn and peanuts, J. W. Baugh and wife, Cat ball rucks, Vernon Whittemore and wife, owners; Raymond Whittemore, Gertrude Whittemore and H. E. Shapiro, agents. Chinese art shop, Paul Lee and Lyle Higgins.



RIDE-O-RIDE

12 CARS. 18 CARS. Scores Sold—None Ever Rivalled.

Also HI-DE-NO FUN HOUSES — CAROUSELS SPILLMAN AUTOS AND SPEEDWAYS, Rides That Pay Consistent Dividends.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.

WORLD'S LARGEST BUILDER OF AMUSEMENT RIDES.

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TEN YEARS' EXPERIENCE

REFERENCE OVER 150 OWNERS WILL MAKE MONEY FOR YOU TOO

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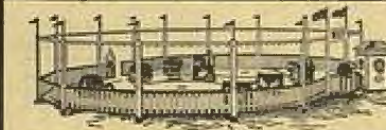


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For Particulars, Price and Terms Write

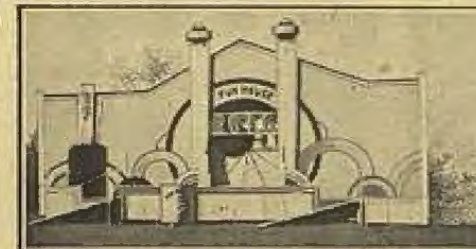
SELLNER MANUFACTURING CO., Inc. Faribault, Minn.



NEW 8-CAR WHIP

A Riot of Colors and Chromies. Beautiful Streamlined Cars. A persistent money-getting Ride. Exported to All Countries.

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



"RO-LO"

New "Walk Thru" and "Ride Over" Creation! All New Patented Features. The BIGGEST FLASH and strongest public appeal ever placed on a Midway. Loads one wagon. Two people operate. Many shows already sold, including Gooding Greatby, Huppelard, Coleman Bros., Iceland, etc.

Allan Herschell Co., Inc. North Tonawanda, N. Y.

Modernistic Kiddie Auto Rides and Streamlined Carrouzels

BOOMERANG

The New Sensational Ride

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Send for Used Tent List. LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

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KREKOS WEST COAST AMUSEMENT CO.

WANTS FOR THE FOLLOWING FAIRS AND CELEBRATIONS: D. A. V. STATE CONVENTION, Bend, Ore. BUCKAROO DAYS AND JULY 4TH CELEBRATION, at Klamath Falls, Ore. AMERICAN LEGION JUBILEE AND FUN WEEK, Eugene, Ore. FLEET WEEK, Portland, Ore. RAINEER BUSINESS MEN'S ANNUAL POW WOW AND FIESTA, Seattle. PIONEER DAYS CELEBRATION, Centralia, Wash. MULTNOMAH COUNTY FAIR, Gresham, Ore. Legitimate Concessions that don't conflict, WILL BOOK Tilt-a-Whirl, Fun House and Motor Drums. All must have own transportation. Have Top for good Snake Show. Must have something to put in it. CAN BOOK Glass Blower. Also can use high class Athletic Show. Manager who can get money. No agitators, need apply. Will give good proposition to Man with Scooter and transportation for same. Pony Go-Round or Pony Ride, come on. If you can stand prosperity and want a white back roll, come on. Wire or write MIKE KREKOS or W. T. JESSOP, 291 Sixth Ave., San Francisco, Calif. P. S.—After June 12, as per Billboard Route.

DIXIE BELLE ATTRACTIONS

WANTED FOR AMERICAN LEGION ANNUAL HOME COMING CELEBRATION, PETERSBURG, IND., WEEK JUNE 6.

Others To Follow. WANT strong Working Geek, Stock Concessions wanted. Blackie Hastings contact O'Steen at once. This show is booking extra Attractions and Concessions for July 4th Spot, Bloomfield, Ind., on the street.

LOUIS T. RILEY, Oakland City, Ind., this week.

RIDE OPERATORS! HERE IT IS! BIG ELI NEWS

FOR MAY-JUNE.
News, Views, Mechanical Articles, Editorials—the kind of reading Ride Men like. Full details of the FAYETTE WELLS Annual FOURTH OF JULY CONTENTS in this issue. We warn you. DON'T MISS IT! Send a Postal NOW!

ELI BRIDGE COMPANY
Publishers
BIG ELI Wholesale, BIG ELI Trailers,
ELI Power Units,
JACKSONVILLE, ILLINOIS.



Our Midway

By RED ONION

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

Machine age: Labor-saving devices. Physical and moral vices!

Keep going. Push ahead. Weather will change to the good!

As always: After the rain comes the sunshine.

DAVE AND IRENE LACHMAN are with the Park Amusement Co., a carnival now playing Louisiana. Both are well and happy.

MIGHTY SHEESLEY MIDWAY had plenty of rain opening day in Dayton, O., last week. Lot was good, however, and business was better later in week.

MAE CHUNAS cards from Painted Post, N. Y.: "Booked now with Bobby Kork's Hawaiian Village on the W. C. Kaus Shows."

L. C. WHITE, a concession agent, cards from Ottawa, Ill.: "Marie Ralph is dancing in Doc Wilson's pep show on 80's Liberty Shows. We were wondering where Bobbie Burns is."

SLIM AUSTIN cards from Lusk, Wyo.: "First stand in this State for Siebrand Bros. Piccadilly Circus. Rain, but fair crowds and business opening night. Show will soon invade the Dakotas with Deadwood, S. D., as first date."

ROY SELINE letters from Chicago: "Mrs. Myrtle Jackson, of Jackson Shows of Canada, underwent a serious operation at Osteopathic Hospital, Highland Park, Detroit, some time ago and another May 28. Am her brother."

Carnivals furnish popular amusements of popular prices.

CHICK FRANKLIN letters from Columbus, Neb.: "Looks like Morris Miller is on the way again to have a big show as at present he has a nice line-up of attractions. I plan to join the Outdoor Press Club."

J. J. MARION cards from Greensburg, Ky.: "Now back with Funland Shows after touring around for three weeks. Glad to be back where we have never failed to make good with our Burlesk Revue."

PRINCE ELMER letters from Lincoln, Calif.: "Spent the winter and spring with Odell & Co., a vaudeville unit, playing the bay cities of California. Re-

BOB WELLS, of Erie Digger fame: Last time this column heard about you was a card it received from Don Fultz, who wrote from Independence, Kan., that you were painting jacks for Blackie Pike's pit show, which was with Elite Exposition Shows. What are you doing now?

JOHN A. SCHMIDT letters from Terre Haute, Ind.: "Dodson's World's Fair Shows are booked here under the Red Men's lodge. Inside city limits in Spencer Park, a city property. Last time Dodsons were here they played same location under American Legion. This will make third carnival here this year."

DR. MEL-ROI cards from Dixon, Ill.: "Wife, Bobbie, and myself are with Johnnie Howard's Side Show on Byers & Beach Shows. We are not getting rich but getting plenty to eat. Rains most of the time. Farmers may not have enough rain, but showfolks have had enough recently."

When a man cannot qualify in the position he aspires to in show business he should not get seen at anyone but himself, neither at the business nor his employer.—Red Onion.

GEORGE MATTHEWS cards from Kingstree, S. C.: "Madame Zetta and Professor Mylo, in private life Mr. and Mrs. George Matthews, have left show business to operate a service station, dine and dance place. We are known both in vaudeville and outdoor show business."

LARRY MULLINS letters from Amarillo, Tex.: "An observation: The combination of 'Old Man' Jim A. Schneck, former show owner and now general representative, and 'Young Man' Jack Ruback, owner-manager Western States Shows, is a combination hard to beat. What 'Young Man' Ruback does not know 'Old Man' Schneck tells him."

JAMES H. TIMMONS, secretary and press agent for J. F. Sparks Shows, visited The Billboard office last week. He came in from Lebanon, O., where the shows were playing. This is Timmons' first season in the carnival business and he says he likes it. He's a professional photographer and was formerly in the theater business in San Antonio.

HARRY RAMISH letters from Richmond, Va., that he severed his connection with the Eric B. Hyde Shows at Gordonsville, Va., May 21, and that with the best of feelings existing between Eric B. Hyde and himself. Ramish also states that his plans for the future are not definitely set but that he expects to connect with another show.

CHARLES C. HUNTLEY, general agent Clint & Clark Shows, cards from Brownsville, Pa.: "C. D. Clark and William Samlof recently visited the Eli Bridge Co.'s plant, Jacksonville, Ill. While there they bought a new Tim-A-Whirl, which will be delivered at East Palestine, O., when the organization plays there in June."

Speaking of drinking buttermilk, Seapy Clee told me he had heard that buttermilk was mostly used to make soap with.—Tillie Few Clothes.

A. B. CUNDIFF, special agent McMahon Shows, cards from Nebraska City, Neb.: "In Falls City, Neb., I visited the homes of Ned Sloughton and Bill Gillman. They were tops as general agents some years back. Had a pleasant time with them and both looked good. Falls City is also the home town of Carl J. Sedlmayr, general manager of Royal American Shows."

MR. AND MRS. TOBY KNEELAND letter from Williamsburg, Ky.: "We wish to thank the management and personnel of the Model Shows for their kindness and sympathy during the illness and death of our little daughter, Frances Jean, and also for floral offerings. Good luck to The Billboard, may it continue to go on bringing showfolks in communication with each other."

DON TRUERLOOD letters from Dixon, Ill.: "Byers & Beach Shows wish to thank The Billboard for recent publication of the cut of the Larsen Kiddie

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Park Special
36 in. in diameter. Beautifully painted. We carry stock 12-15-20-24 and 30 numbers. Special price.
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MILES RILEY, veteran showman, who is contracted this season with the Kemp Lion Motorcade on the Hennies Bros. Shows. He has been in the show-training business for 25 years. Riley, billed as Capt. Paul LeFaunce, spent 12 years in one park in Minneapolis; two years with Royal American Shows and this makes his second season with Hennies Bros. Shows. He has 10 boys under his management and training this season. Photo taken recently in Joplin, Mo., by Jack Dandwell, of Anderson, Mo.

H. (DUTCH) MILLER letters from East Moline, Ill.: "Am polling the train on Hennies Bros. Shows for Truhmaster McClain. He has changed the crew and it is now 100 per cent white."

FRANK J. LEE continues to do good press work in advance with 80's Liberty Shows. He scored well in Beloit, Wis., recently when the shows played for the South Beloit policeman.

CHARLES SANKER is doing publicity for Golden State Shows in California. It is one of Crafts' units and has Phil H. Williams as general agent and William Hobday as manager.

MR. AND MRS. GEORGE LEROY lettered from Jonesboro, Ark.: "Am an old troupier and blind. Mrs. LeRoy and myself are living here on relief and we are not able to work."

RALPH N. BLISS cards from Burgetts-town, Pa.: "Left De Luxe Shows of America at Elizabeth, N. J. After visiting several shows in the Pittsburgh district I joined Lucky Lane on Peerless Exposition who has cookhouse. Lane also has a girl show."



REX AND LOUISE HOWE are shown here on their 10th wedding anniversary April 11 in St. Louis. They were married there when with the D. D. Murphy Shows in 1928. During past 20 years Rex has been in the cookhouse and lunch-stand business and has been with George Westerman, Costello, Royal American, Rubin & Cherry, Dodson's and Dee Lang. At present the Howes are operating a corn game and other concessions with Charles Oliver Shows. Coincident with the Howes' engagement with Dodson's Shows in New York State two years ago it may be recalled that Dick Collins, show's press agent, gave them more publicity than the free acts obtained just because they made and sold the "world's largest hot dogs" at that time.

cently joined Harry Warren's Side Show on the Joyland Shows and present may act."

HARRY S. KIEPER letters from Indianapolis: "Joining C. C. Whitmore, who is a good food concessioner. He makes important stands from the Automobile Speedway, Indianapolis, to big State fairs West, including Grand Parks and Minot, N. D., and down the line."

E. R. (SPARKEY) WALKER letters from Boone, Ia.: "Am with West Bros. Shows. Now have the strongest athletic show I have had for some time and doing fine. Have Dale Parish, wrestler of Nebraska; Bobby Martin, from Missouri, and Ace Hudkins, of Iowa, with me."

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Band. Youngsters of their caliber certainly deserved this break. They put plenty of pep into their music after this cut appeared. Recent inclement weather has this show almost stymied. However, with a break in weather everything will be all right."

BILLY SIEGRIST TROUPE cards from Chester, Pa.: "Engagement here marked our third week with Marks Shows and will be with this show until fair time. Visited Bench Bentum and company with Cetlin & Wilson Shows here. Both shows were within a mile of each other same week. Our flying act and Delmar's lion act are free attractions with Marks. Both acts did well despite the cold weather that prevailed during the week."

Carnival Press Agent Answers Some Questions

"That's just a mistaken idea, that we take all that money out of town."

"We have 570 employees with this show and we're all just a happy, hard-working family. We've got to eat and buy things; we need electricity for our lights, and new shirts and meat and a lot of things."

"This is a poor man's dream of amusement. Why for 10 cents, a dime, you can come out here and spend a whole evening, see the lights, watch all kinds of people in the crowd, listen to the ballyhoo; why, you can have all kinds of fun."

"That's Joseph Schollbo, of Houston, Tex., aged 43 and veteran of 20 or more years in the show business, press agenting for the Hennies Bros.' Carnival now showing on the Thirteenth street show-grounds in East Moline and answering some rough questions which generally come up when carnivals are being discussed."

"We've got enough lights here," said Joe. "To light a town of 9,000 population. The Hennies brothers are just a couple of showmen gone wild; they've spent \$60,000 this spring to decorate this show. Look at those wagons. See that ride there; there's \$1,800 (or was it \$18,000?) in that alone."

"Look at the master of ceremonies of that girl show. He's an artist. He wants that show to go over; he's out to make a reputation for himself; he went to Chicago yesterday to hire a girl dancer he'd heard about."

"See those neon lights; did you ever see anything more beautiful than that? Look at those colored boys and girls! Aren't they having fun acting in that show? Come on in to this restaurant; see how clean everything is."

"We have 18 rides and 23 shows. Knowing these boys and girls in this carnival—etc., etc."

And the etc. concerns beauty, hard work, artistry, entertainment, joy, happiness and . . . etc.

Reprinted from Daily Dispatch, Moline, Ill., issue Tuesday evening, May 24.

HARRY E. CRANDELL, confined in Municipal Hospital, Davis Island, Tampa, Fla., on May 23 sat up for the first time in several weeks, but just long enough to have blood tests and X-rays made. "I don't know what all these tests and examinations are going to bring forth," writes Harry, "but one doctor says that if I will go down on the Kays and live in that sun and sand as near naked and with as little exertion as possible he thinks I will build up again, so now that is my objective."

ROBERT B. GARRISON letters from Harwood, Mo.: "Am candidate for county representative and entered for the primary of August 2, Missouri House of Representatives is the law-making body of this State. Am a former trouper and have been with J. L. Landes, J. T. McClellan, Doc Crowley, Bob Strayer, Bill Snapp and others during my 20 years in show business. I know the problems of the showmen and if elected I may be of service to them."

Wonder why all this switching of general agents without any formal announcements. Is it that some ethical general agents refuse to book a show that has turned racket again?

H. B. SHIVE, of Gold Medal Shows, says from Niles, Mich.: "General Manager Oscar C. Bloom always insists that after the show is down and loaded for the next move that he always insists that his drivers and workmen get at least four hours sleep before starting the run to the next stand. This is a long-established rule that is strictly adhered to." Gold Medal is a successful motorized carnival. Regard for working-

men that Bloom has may be one of the reasons for his success.—Red Onion.

BILL HOLT, manager of Rumba show, an office show on the Johnny J. Jones Exposition, letters from Pittsburgh: "Am still perking around in the carnival business. Business is as good as can be expected with economic conditions the way they are. Going to change the show a bit. Will have one-half the personnel Hawaiian and other quota Cubans. Think the combination will make a better performance. Hope to see The Billboard staff when the show plays Springfield, O."

ROY BLAKE letters from Hot Springs, Ark.: "Not many showfolks left in town now. Cliff LaBell, formerly secretary for Strayer, is working as a printer. H. H. Dawson, Eastern showman, is here at Eddy Hotel. O. O. Black, secretary Bill Hames Show, is visiting his brother, Dr. T. N. Black, and nephew, Jett Scott, both of whom are well known to showfolks. Pearl Blake, my wife, has recovered from recent illness and in view of that I may make some celebrations and fairs. Good luck to The Billboard, a very necessary publication."

BRUCE BARRHAM letters from Boone, Ia.: "Rumor and speculation were rife on West Bros.' Shows' midway here May 19 when J. W. Laughlin, manager, was seen in the infant's department of a large department store purchasing considerable 'bird's-eye' material. It was finally learned that 'those things' were for Joe Mendis Jr., chimpanzee, newest



SMILO THE CLOWN in his new season's funny man fashions on Cetlin & Wilson Shows. Photo was taken outside the shows' office by P. Van Aull, penny arcade operator, recently in Chester, Pa.

arrival on Vernard McArdle's animal show. Joe is 4 years old and immediately gained admission to the hearts of the show's personnel. He seems to know that he is featured over some of the other animals."

MANY THANKS to Floyd Newell for the 1938 season pass to the Mighty Sheelsley Midway. Should his carnival come within 100 miles of Norfolk, Va., I will deem it a privilege to take advantage of the courtesy and see the "Mighty Thing" in all its entirety. . . . "There is going to be plenty of money in circulation this fall." At least that is what the North Carolina "Tarheels" tell the plumbers when they try to collect a plumbing bill in the summer time. They generally always pay, which makes their argument good.—LEON MURRELL HEWITT.

LITTLE GENE METTLER, who works an animal act in Mettler Bros.' Wild Animal Show on Royal Exposition Shows, has reached the third grade in school. As a gift from his parents he received a new Webster dictionary. After watching Gene admire the bright new book for some time they were shocked to see him tearing out a page in the book. When questioned Gene explained his act by pointing out that "shower" followed "show." Later he said he wanted a bigger book with something between "shower" and "show" as there had been plenty of showers this season.—RAMON METTLER.

"A dime will get you a dollar!" Never was such a statement so untrue as when made by a gyp concessioner.—Unkie Jerk.

MENTALIST AKBAR letters from Boger, Tex.: "Pete Benway, who has concessions on Jack Ruback's Western States Shows, has added a string game, Harry Bernstein while building this string game had to contend with the usual questions from people on the show such as 'What is it? Why don't you do it this or that way and why don't you use this and that?' Having had enough of this Pete Benway called the show artist and had a large sign made which read: 'This Is Going To Be a String Game and We Know How To Build It.' Pete was right and this new game opened and proved a knockout."

Walter D. Nealand Types Interesting Paragraphs

Way back during seasons of 1923-'24, the famous radio star, Bob Burns, was on midway of Lew Dufour Shows with John H. Marks and both were concessioners. Now Bob draws a huge salary making pictures and entertaining radio audiences with his quaint Ozark witticisms while John directs the destinies of one of largest Eastern carnivals. If J. H. Marks can accomplish his desire, he may have Bob Burns spend a week or so of vacationing on his midway during Bob's vacation period off air waves as a personal appearance guest star. . . .

Charlottesville, Va., has a prohibitive license fee for carnivals. With or without auspices the license runs high per day in addition to State and county license fees. Showing outside the city limits, besides the county license and State a rider costs \$50 per day for "police protection" charged by the city. All of this has kept many shows from exhibiting there. John H. Marks Shows have played the city for several consecutive years to big business. Week of April 25 saw Marks show playing opposition to Newton Bros.' Circus, showing inside corporate city limits at the baseball park, with S. H. Dudley Colored Minstrels, tent show, in another part of the town, and Radio Roundup, tent show, booked for the following Monday.

Harry FitzGerald, well known as a carnival exploitationist and now general press agent for Newton Bros.' Circus, is back in harness after a siege of illness, but fully recovered in health. He has been in the game many years and is still landing plenty of space. He visited with writer on lot at Charlottesville. His brother, late Gerald FitzGerald, was press agent for D. D. Murphy Shows for several years.

ERNEST ASH letters from Natrons Heights, Pa.: "Mr. and Mrs. Al Wallace, of cookhouse note, left Ocala, Fla., April 10 and joined Royal Exposition Shows at Franklin, Pa. They are now enlarging their cookhouse to seat 75 people. They plan to make it one of the most modern on the road. After staying four weeks with Royal Exposition Shows they booked with O. C. Buck Shows and joined in Schenectady, N. Y. Engagement with Royal was pleasant and Mr. and Mrs. Wallace made many friends on that show. Hostess: Mr. and Mrs. Al Wallace, owners; Mrs. Al Wallace, cashier; Paul Grace, griddle man; Kara King, Al Raymond and Al Renard, waiters; Louis Lavella, chef; Birch Bell and Ben Young, dishwashers, and Ernest Ash, general utility."

REX HOWE letters from St. Louis: "One week recently Dodson's World's Fair, Beckmann & Gerety and Hennies Bros.' shows, three big railroad carnivals, all played St. Louis behind 10-cent gates and all seemed to be doing business. To the best of my knowledge credit for the first carnival pay gate here goes to Rubin Gruberg and late Wilbur S. Cherry, founders of the Rubin & Cherry Shows. In 1930 Rubin & Cherry Shows jumped from the Canadian National Exhibition, Toronto, and were billed for a 10-day stay. However, after four days and turning thousands away who refused to pay the 10-cent ad-

mission charge, the show tore down and left town. Had the show had a free gate it probably would have had record carnival crowds. At that time I had two lunch stands with Rubin & Cherry." Rex stated in this letter of May 7 that it is the first letter he ever wrote The Billboard during his 30 years in show business.—Carnival Editor.

CHARLES (KID) KOSTER, well-known theatrical advance agent, was ahead of Brother Rex season just closed. He writes from his home in Sunnyside, L. I., New York: "Brother Rex ended tour in Montreal, way to the good. As for myself am put away until the fall. Would like to know what became of Jack Cullen, former well-known carnival planta-

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tion showman. He and I were on Ed F. Davis' Uncle Tom's Cabin in 1901. He was Lawyer Marks, Dan McCoy was general agent and I was second agent. Visited carnivals in Pittsburgh, Washington, Baltimore, Philadelphia; Camden, N. J.; Wilmington, Del. and Chester, Pa. None of them were setting the world on fire as far as business was concerned, yet they were all clean and inviting-looking shows and deserving of business. Best billed carnival I ever saw was William Glick's Ideal Exposition Shows recently in Baltimore. They had a regular Ringling-Barnum circus billing. That is what gets people on the lots, billing. You cannot keep a show's appearance a secret."

EDITOR OF THE BILLBOARD IS NO CHUMP! In order to make themselves big and very important men some in the carnival business write that they are not getting due recognition for their act, show, concession or whatever they have. They want puff publicity and want *The Billboard* to sponsor the statement that they are big and important men, when as a matter of fact, many of them are just plain ordinary four-flushers and moochers of free space. Furthermore, they never send in any news, never advertise in *The Billboard* and never send in any matter except that which pertains to their own self-centered, selfish selves. Witness an example: Last week a man stated in a letter that he had disposed of his interest in a certain show, when as a matter of fact he never had a dime invested in it, was just an employee. In face of all this he wanted *The Billboard* to say to its readers that he had disposed of his interest in a certain show. Pretenders to importance should wake up. *The Billboard* editor has your number.—Red Onion.

"Children's Day if you please." Never say "punks" in polite society. It may be all right in a box car full of hoboes of the lower type but never on a midway that is supposed to cater to ladies and gentlemen.—Tillie Few Clothes.

NOTES FROM GENERAL AMUSEMENT ENTERPRISES: After a good week's business in Bonham, Tex., under auspices of Woodman Circle, this newly organized show took to the road. . . . E. L. Winrod, manager, young in age and also in the carnival field, is, however, known throughout the amusement field in this section. Winrod, ambitiously states that fair play and always a clean show will get the better contracts. Staff: E. L. Winrod, owner and manager; Mrs. E. L.

Winrod, secretary; A. L. Coleman, general agent. . . . All rides are office-owned. W. R. Owens, Merry-Go-Round; Bill Gann, Big Eli Wheel; Mrs. H. B. Dixon, Kiddie Autos; Les Kuhn, Kiddie Airplanes;

J. L. York, Sky Ride. . . . Jack Fowler, well known in carnival field, has production end of all shows, with J. P. Murphy assisting. . . . Jack Owen and wife, frozen custard; Gene Gates, blankets; Les Baker, gingle board; Tommie Ballard and Bob Kerlin, corn game; Mrs. Bill Gann, pop corn; Willie Stephens, ball games; Harry Edwards, snow cones; Pat Owens, photo gallery; H. B. Dixon, cigaret shooting gallery; Mrs. Les Kuhn, penny pitch.—A. L. COLEMAN.

EDDIE KELKER letters from Giddings, Tex.: "Hamilton Hall of Oddities, for seven weeks with Parade of Shows, is now with Burdick's All-Texas Shows. Have 100-foot top of two 30s and one 40 with 150-foot banner line. Move was made from Parade of Shows from Cameron to Branham, Tex., with the organization intact. Show is fronted with 14 double-deck banners, arch banner, circus-style ticket boxes with canopies and an electric arched hallyhoo platform. Ticket sellers and performers are all nicely costumed. Show manager Ira Burdick and Jack Hamilton, of Hall of Oddities, will spare no expense to make this attraction outstanding. Staff: Jack Hamilton, manager; Mercedes Hamilton, secretary-treasurer; Eddie Kelker, talker; Earl Scoville and Harry Nash, ticket sellers. Acts: Soldier Mack, emcee; tattooed man and human volcano; Great Cheney, sword swallower; Haha Haha, cannibal; Captain Jax, weight lifter and human pin cushion; Mercedes, piano accordionist; Miljares, mentalist; Great Knoll, lumber man; Rose Oziel, blade casket; Earl Carroll, tattooer; Jack Cramer, blindfold impalement act with Miss Clara, assisted by Tex and Queenie, canine actors. Jean-Terry, sex contradiction, in annex. Eddie Kelker is announcer. Show equipment is new from front to back. Jean-Terry and Jack Cramer exhibit to many repeat customers at each stand. All the personnel is in high spirit and look for a good season. Best wishes to *The Billboard*."

OMAHA, May 28.—City council backed down on its ruling carnivals would have to split 50-50 with local sponsoring groups. Group had previously declared free permits for carnivals would be issued only when sponsors received at least 50 per cent of profits.

Tactics and Ethics of the P. A.

By L. C. (TED) MILLER

SHOTS are being fired from different sources at the tactics and ethics of the press agent. This is not a new practice and when the smoke clears away there will be a better understanding on the things that now assail the lowly but rapidly rising p. a.

Who should come first, the employer, the outlet used or the public? What is publicity?

If a person paid by an outsider brings to a radio station, newspaper or any other medium releases, talent, poster cards, etc., that is publicity.

There is no more accurate definition for the word than that.

A man ringing a bell in the streets and shouting to go here or to buy there is doing publicity. The politicians' oratory at before-election meetings is a form of publicity. The sandwich man with signs on his chest and back and doing a street parade is well within the meaning of the word. The same, of course, applies to billboards, the radio, the motion picture and public speakers of all kinds.

That intangible yet very potent thing, public opinion, is formed by what is seen and heard. It is the duty of the press agent to bring about favorable opinion on what he has either thru the printed word or to their ears with other mediums.

Since that is the case, **FIRST**, now and forever, should come the **OUTLET** being used; that they might have confidence in the blubbing blubber, as an outsider paid by others, and **SECOND**, the employer, which should otherwise remain silent with no practical means for reaching the public.

Has not the word press agent become obsolete in the outdoor show business?

According to good old Webster, the word means "a person engaged to obtain newspaper publicity for some institution, enterprise, theater, sport or private individual."

That definition alone is reason enough for the words to become a thing of the past because if that were all the outdoor showman expected from his press agent the job would be as soft as a pansy in the garden of work. Aias and slack, the name has been so abused that even the so-called p. a. rarely recognizes just what he is supposed to be.

Instead he is called upon to make speeches at the Kiwanis, Rotary, Lions and other civic clubs. He must be an assistant legal adjuster and keep from the public news, oral or written, that might be considered harmful. He must be the radio contact man, and if no free time is possible to obtain then he becomes a time salesman and finds a sponsor. He must be an announcer. He must be an emcee. He must entertain fair officials, secretaries, distinguished guests and committees both in front and in back of the show. He must arrange for parades and have co-operation for floats from the merchants. And, among other things, he must go to the newspapers and get feature stories, mats, advertising and pictures (he is the show's photographer) planted.

He is in reality an **EXECUTIVE** and should be of the highest order. He is the show's mouthpiece, its show window, and is there, like all executives, to help promote bigger and better business, however it may be.

After reading, opinionated, a recent article on this subject, a p. a. might be tempted to look up in Roget's Thesaurus a synonym for his title. That is if he be guilty of such a prodigious crime of allowing his name to keep into his work, directly or indirectly. He would feel like a traitor, a betrayer or a conspirator against his employer.

Every so-called press agent has an important position, from the smallest galloping rag and stick opera to the mightiest in the outdoor show world. All carrying authority.

If this correspondent is wrong in what he thinks and writes he should go out on the next rainy day and crawl under a damp stone.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 28.—It again gives us pleasure to report a further increase in the membership of our association and to note the receipt of a membership application from Martin F. Bowes, showman, of Waterbury, Conn. Mr. Bowes' organization becomes our 45th member.

Our visitation schedule for the summer months is beginning to take shape and the next visit which we have planned will be to the World of Mirth Shows somewhere in the eastern part of New York State.

We would appreciate it very much if our members would write us as soon as possible advising when and where and if they prefer to have us visit their shows as part of our annual schedule.

Congress and the Railroads

The battle between Congress and the railroads is waxing fairly warm as evidenced by the report of a speech by Francis D. Culin, in which he answers an address by a representative of the Association of American Railroads.

Representative Culin takes the position that Congress should treat the railroads fairly but its first duty is to the public. Mr. Culin's address is detailed as to many matters in which he takes issue with the railroads and, while we express no personal opinion whatsoever, we merely pass this information along to those of our railroad show members who may be interested in the developments relating to railroad show transportation.

It Gets in the Blood

Old Capple and Bill, two concessioners, played at the carnivals and county fairs, Celebrations, picnics, any event, Always on the spot where money was spent.

They worked the North and the South, East and West. Wherever they stopped that spot was the best. They saved some nickels and also some dimes. That they need not want in depression times.

Their age crept on, so did their rheumatiz. Said Capple and William we'll quit this biz; We will quit the road, said both Bill and Cap. No more road for us, we don't give a rap.

Each man bought a home with a garden plot. Laid it on the line when they chose their spot; Planted their taters, cabbage, beans and peas. Swore they're entitled to a life of ease.

Yes, said Cap, the hens I keep now keep me. Why we were trouper, I never can see. Then we always worked like a team of mules. I guess that we were just a pair of fools.

Then on a sunny day they went to town. There a carnival troupe had settled down. The sight of tents, banners, familiar noise Made these men homesick as a pair of boys.

They wandered round, looked everything over, Then hurried away to a wholesale store To buy them a top and some merchandise. They sure were having the time of their lives.

They loaded a truck with the stuff they bought And hurried back to the carnival lot. How they planned and sweat starting their new biz, They forgot all about their rheumatiz.

Said Capple to Bill as they raised their top. As farmers we were a hell of a flop. Let others raise chickens, also the spuds. Me? I'm a trouper, it's got in my blood.
—J. A. ROWLAND.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, May 28.—Interest in the Showmen's Home increases each day, wherever members gather it is the one topic of discussion and will continue to be. So far it is the outstanding effort of all the great things the league has done. Literature and pledge cards are being mailed. Chairmen Fred Beckmann and Carl J. Sedlmayr are in hopes that all members will give their prompt attention so they may be kept posted on progress of this drive for funds. Flags and flowers have been set in place at Showmen's Rest, Woodlawn Cemetery, and now displayed in all their beauty for Memorial Day.

Letter from Brother Morris Lipsky says he has not forgotten the league and will soon get busy and begin to show results. Denny Howard, passing thru on a business trip, dropped in for a call.

Brother J. A. Terry, of La Porte, Ind., was a welcome caller at the clubrooms.

Kindel, of Kindel & Graham, San Francisco, in for a look at rooms.

Izzy Steier was admitted to the American Hospital for treatment.

Gilbert Noon dropped in for a call. Louis Schlossburg is out after his illness and was a Chicago visitor.

Sick list still includes Bill Rice, resting easy at the American Hospital; Col. J. P. Owens and Bob Miller, confined in their homes. Harry Mazey, who left the U. S. V. Hospital, is now in Jacksonville, Ill.

No late news from Dave Mulvie or Al Wagner, both of whom are out and at their work.

Billie Claire, going thru town, stopped in to say hello.

Rube Liebmann in town for a day and back to Iowa.

Maurice Helman a Sunday visitor in town.

Other callers at the rooms were Jack Pritchard, Max Brantmann, Joe Murphy, Harry Price, John Lorman, William Young, A. L. Rossman, R. L. Lohmar, J. C. McCaffery, Julius Wagner and Charles H. Hall.

Several members were visitors at the Russell Bros. Circus, now playing lots in Chicago, and met their good friend and brother Jack Kenyon and enjoyed an evening at the performance.

Brother Jack Neal remembered his dues and paid this week.

Welcome letters received were from J. W. Conklin; Ken R. Fletcher, of Coleman Bros. Shows, and E. Walter Evans, of The Billboard, Cincinnati.

Harry W. Hennes in town on business and called at clubrooms.

Ladies' Auxiliary

First party of the season May 28 enjoyed a large attendance. Hostess President Leah M. Brunleve had a lovely social and beautiful prizes were presented to winners.

Sister Minnie Murdock was awarded first prize, a hand-made towel set. Sister Blanche Latio won second prize, a gorgeous pair of hand-made pillow slips with hairpin lace. All reported that they enjoyed themselves immensely.

Many members are planning to leave town over Decoration Day. Sister Clara Belle Harker will spend the week visiting friends in Winona, Ill., while Sister Mrs. Al Latio will join her hubby on a road show.

Members haven't turned in all of their books on the hostess tray. Please attend to this matter at once. Mail the book to Sister Edith Streblich.

Relief committee reports that Marion Ward is very ill at home. Mrs. Charles Driver and Mrs. Al Miller are recuperating nicely at home.

Sister Fannie Pleisler will conduct the next social June 2. We hope you will all attend and get some of the lovely prizes. Don't forget the date.—ELSIE MILLER.

Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 28.—Thirty-three members were present at Monday night's meeting. Officers present were First Vice-President Harry Hargraves; Ross R. Davis, treasurer, and H. C. Rawlings, secretary.

Usual business procedure, including the reading and approval of minutes and the ordering of current bills paid, was followed.

Communications: From Claude Barto, a letter of much interest about Hilderbrand United Shows. Dan Hurley came thru with notes of the Midwest. Ross Ogilvie lettered about Foley & Burk Shows. Letters were also received from William Lown and President C. F. Zeiger.

New members: G. W. Hinkey, credited to Steve Henry and R. B. Church. A. L. Morrell, credited to J. Ed Brown and Val Vino. Reinstatement, Verne Newcomb, credited to President C. F. Zeiger.

Visitors included Felix Burk and Win Clark, former showman.

Charles Tobin is ill and confined in General Hospital. Doc Barnett is ill and is in San Diego. John S. Lyons is doing very nicely.

No important reports from standing committees were forthcoming.

Weekly award went to Harry Horwitz.

Resuming business, Frank J. Downie reported his and his committee's activities on the annual Charity Banquet and Ball. Leo J. Haggerty has been added to Downie's staff and will handle the advertising program. Downie reported that no decision has been made as to where the event will be held.

First Vice-President Harry Hargraves, who will handle the Gigantic, stated that plans are being worked out to make it an outstanding affair.

Suitable decorations for the lobby of the club's building and the clubrooms for the national Shrine convention have been ordered. Jack Arnett and Harry Phillips are arranging the decorations. Following the usual custom, graves of departed members in Showmen's Rest will be supplied with flowers on Memorial Day. Charley Sodderberg will handle that matter.

Harry Hargraves spoke briefly about the membership drive and the intensive effort that will be made. Steve Henry has framed a letter for the drive and copies will be mailed to all stewards for distribution among prospects. Advance reports indicate that last year's record will be beaten. Effort will be made to obtain new members among the movie folk. The club invites any outdoor showman eligible for membership to check on the achievements of this organization. A showman should be a member of some showmen's organization.

CASH IN

On the Big Profits in Peanuts

with
THE NEW ADVANCE PEANUT ROASTER

Here is a compact profit-maker that you can operate anywhere. And it's remarkable how it will make money. No wheels, chains or whistles—but an attractively designed handy unit that really gets the business. Everyone eats and enjoys roasted peanuts—especially when they are freshly roasted and piping hot.

Get your share of the profits—Write for Catalog giving complete information.
Money-Making Popcorn Machines.
All sizes—\$76.50 up. Easy terms.

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Size: 20" high, 18" long, 13 1/2" wide.
Heavy steel — nickel plated. All electric, motor driven.

ONLY \$59.50

F. O. B. Factory.

TILLEY SHOWS WANT

City Show. Have complete outfit for same. Manager for complete Side Show with some Acts. Mechanical Show, Motorcars or any meritorious Show with or without own outfit. Merchandise Concessions, Scales, Penny Can Rack. W. O. Kahn get in touch with me. Address Galesburg, Ill., this week.

Philadelphia

PHILADELPHIA, May 28.—Eighth Street Museum continues with paying business. Van, tattooed man, who has been at Eighth Street Museum, closed and joined T. W. Kelly's side show.

Fred La Reine has Snow White and the Seven Dwarfs show with World of Mirth. It is very nice set up and does very good business, especially with children.

George E. Roberts for 10th consecutive year furnished the show at Haddonfield for high school May 19. He played Eddy Bros.' Shows with additional attractions. Business was capacity at both shows.

Andy Bros. return to the city next week at Kensington and Hunting Park avenues.

Weather this week has been cold and rainy in all this section. Marks shows in Camden this week report business way off so far this season due to poor weather and seemingly lack of money when weather is good.

Los Angeles

LOS ANGELES, May 28.—Outdoor amusements have shown a decided pick-up in business, according to concessioners at beaches. Week-ends are reported as being good. Carnivals have done only fair here. The El Monte (Calif.) dates exceeded last year's business.

J. Ed Brown, director manager of the new Virginia Park at Long Beach, is busy assembling physical equipment. The new exposition building is being rushed to completion.

Large crowds are in evidence in the Long Beach amusement district daily. Mr. and Mrs. Arthur Lincoln Morrell, he the "Jackknife King," arrived here recently.

The United Attractions of Moffet and Harvey, with Milt Runkle in charge, opened this week at San Jacinto, Calif. Clyde Gooding, of Foley & Burk Shows, writes from Chico that the organization is doing well there. George Simmons is back in town and

Showmen Want Truck Licenses Same as Farmers in Ohio

COLUMBUS, O., May 28.—Eastern Ohio outdoor showmen have started a movement to have pressure brought to bear here to include circus and carnival trucks in a four-month auto license arrangement which is available to farmers in the State.

J. R. Edwards, owner of a carnival, stated that he is enlisting support of other carnival and outdoor showmen who own trucks which they use only for the summer season in an effort to obtain such a concession from the State authorities. As the average summer season in this State is about four months, such a concession if granted then showmen would take out a four-month license. This would tide them over the season and save them two-thirds on the cost of license plates annually. Under the present set-up showmen take out the license for a year and use them only a few months.

Carnival Roster

As Reported by Show Representative

Frisk (Motorized)

NORTHFIELD, Minn., May 28.—Following is the roster of Frisk Greater Shows at opening of season at Winona, Minn., April 14:

RIDES: E. O. Blackie Williams, Merry-Go-Round foreman; Eddie Prescott, Marilyn Pace. Herman Dybevik, Tilt-a-Whirl foreman; Alvin Schultz, Glen Merrick, Chet Fletcher, Tony Charley, Big Ed Wheel foreman; George Jordan, Speed Brooks, Marvin Lohse, Duplex Autos, M. Pace, Baby Aeroplane, Orville Truesdell, Funhouse; Ding Mell.

SHOWS: Captain Frank Allan, Believe It or Not; Dolores Kayson, Tommy Hand, Hawaiian Follies; Alice Smith, Ruth Hand and Pat Moran, dancers. Mr. and

Mrs. W. E. Stando, Little Farm. Evelyn Miller and James Bruer, Mt Show, Jack Hoischen, Mirror Show. Orville Truesdale, 25th Show; La Moine Bruer, Henry Miller, Ariene Orabriel, T. J. Rose, Athletic; three boxes.

CONCESSIONS: Phil Warren, Cafe De Luxe; Esther LaBelle, cook; Pearl Dybevik, Marion LaBelle and Baker Bergell Whitney, waitresses; Ed Barlow, waiter; Bill Rowe, kitchen. Mrs. B. C. Frisk, corn game; Lester George and Frank Britton, operators. Mrs. B. C. Frisk, photo machine; Eddie Hogan and Peggy Junkins, operators. Archie Don Denny, archery. Archie MacHolland, guess-your-age. Chet Junkins, scales. S. A. Brooks, hi-striker. Lee Moss, diggers; Loyal Staley, agent. F. Johnson, clothespins and lamp wheel. E. Kulekams, fishpond and ball game; Carl

THERE ARE "SCORES" OF REASONS
Why YOU SHOULD
BE A MEMBER OF

Showmen's League of America



165 W. Madison St., Chicago

It is based upon the greatest three graces God has given to man, faith, hope and charity, and the greatest of these is charity.

LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

World's Fair

(Motorized)

Shafter, Calif. May 10 to 15. Location, center of town. Auspices, Wednesday Afternoon Club. Weather, hot with sandstorm Sunday. Business, fair.

Jump of 167 miles over Tehachapi famed ridge route, Waterloo of many a good car and truck, but by close herding and vigilant line riding of Al Maier, lot superintendent, and Frank Kitchener, mechanic, a modicum of trouble was encountered. Sponsors afforded excellent co-operation. Good police protection furnished to handle crowds, majority of whom were a rough element following potato-picking season. Due to fact season was just beginning, lack of spending money was evident. Harry Diamond, assistant manager, opened grab stand. Mrs. Diamond and Harry's mother joined here and took over management of new stand. Nature of populace evidenced by noticeable lack of children at Saturday matinee. Evening of same day, however, topped week and rides and concessions had very good play. Sunday was killed by incipient sandstorm, keeping practically all would-be attendants at home.

Mentec, Calif. May 17 to 21. Location, on Highway 99, near center of town. License. Still spot. Weather, clear and warm. Business, poor.

Jump of 210 miles over flat highways of San Joaquin Valley made in good order and without incident. Expected little in this town and received less. Total lack of enthusiasm upon part of natives towards amusements of this type. Week near blank. Saturday evening would not equal a poor Monday in any other spot. Shorty Wrightsman, of Wrightsman Shows, was a visitor, as was Jack Kennedy, of show of same name. Will Wright, of Golden West Shows, visited Saturday. All reported fair business with expectation of improvement after June. Closed Saturday despite illness was paid to Sunday.

JOHN H. HOBDAY.

Wallace Bros.

(Baggage cars and trucks)

Washington, Ia. Week ended May 21. Population, 5,000. Auspices, L.L.L. Location, Junkie showgrounds, South Fourth street. Weather, rain three days. Business, fair when weather permitted. Inclosed midway.

This organization has encountered nothing but rain and bad weather ever since opening at Tuscaloosa, Ala., March 12. Business has not been so forte, but Manager E. E. Farrow and seasoned trouper with him have had intestinal fortitude to carry on despite seemingly insurmountable difficulties. Majority of those who did not possess these necessary qualifications were left behind. Show made jump of 228 miles from St. Charles, Mo., without serious mishap. Cars were unloaded right at lot, and everything was ready to open Monday night, but weather man had other plans and first three nights were lost because of rain. Upon arrival here show had traveled over 1,100 miles since opening and had played five States in as many weeks. Writer recently made trip to Parkville, Minn., and arranged for new Tilt-a-Whirl to be shipped from factory early next month. Manager Farrow purchased semi-trailer at St. Charles from Charles T. Goes and show will soon be completely motorized. Mr. and Mrs. Frank Sparks and Mr. and Mrs. Casey Tillotson joined recently with concessions. Mr. and Mrs. Farrow are still mourning death of their pet dog, Bob, known to many show people. Visitors: Rube Leibman, of Barnes-Carruthers booking office; Mr. and Mrs. Ralph Jenkins, former trouper and owners of local showgrounds; Mr. and Mrs. Prouditt, former cookhouse operators on Al C. Hansen Shows, and Rodney N. Krall, retired showman, now living here.

WALTER B. FOX.

Curl

Marysville, O. Week ended May 21. Auspices, American Legion. Weather, changeable. Business, good.

Show was set up in streets and presented nice midway. Ike Chapman's bingo is especially attractive. Mrs. Chapman's new store going over with a bang. Joe Delmonte joined with ball game. Bill Bahnsen has Whip and Horse Show and Mrs. Bahnsen has hi-striker. John Henry has cookhouse and three other concessions. Captain Delmo will return next week after a week's absence and present high-dive acts. Side Show, managed by Eddie Doyle, gets top money. Acts are: Mrs. Doyle, mentalist and musician; Dollo, mechanical man; Albert, hu-

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

man ostrich; Princess Josephine, midgot fan dancer; Karl Lark, tattoo man; Eddie Doyle, juggler; Texas Dick, trained bears and monkeys; LaPearis, magic and blade box. Girl Show, directed by Asia Portwood, has Manda Whited, Ethel Dickman, Pauline and Asia, dancers; Tom Whited, Marvin Dickman, music. Snake Show is operated by Claude Morrison.

John McKee

Bernadell, Okla. Week ended May 14. Location, uptown. Auspices, American Legion. Weather, cold. Business, poor.

Third consecutive week of poor business. Refinery here laid off 90 men, which hindered business. Persons came out, but apparently had no money to spend. A. J. O'Dell, banner man and Athletic Show manager, put on his show to fair business Saturday night. Many visitors from neighboring shows were entertained. Men on show caught several nice fish. Mr. and Mrs. Guy Stanley visited friends on Greater U. S. Shows Thursday.

MRS. L. A. NEWLAND.

Burdick's

Brenham, Tex. May 12 to 13. Fifty-fourth annual May Festival. Auspices, fire department. Location, city park. Weather, threatening and rain. Business, fair.

Theo this spot was not up to par, midway was thronged each day, with an

ening weather. Everything going good until 10 o'clock when rain cleared midway. Mrs. Friek and Mr. and Mrs. Lyman drove out of Minneapolis with their new 20-foot Elcar housecar. Show looks fine with its new canvas and lighting system of indirect and neon. New entrance arch is drawing much attention from public and committees as well as its new cafe which sets next to entrance arch. Cafe is owned and operated by Phil Warren.

MRS. B. C. FRIEK.

Greater Exposition

(Trucks)

Alton, Ill. April 25 to 30. Henry street park. Weather, all kinds. Business, spotty.

When weather permitted business was okeh. Saturday night, however, with threatening weather good business was had. Concessions all did well and shows and rides got a share.

Springfield, Ill. May 2 to 7. Location, circus lot near watch factory. Weather, rain. Business, good when open.

Two nights, including Saturday, lost by rain. Hustling committee with State Commander of VFW "Doc" Neal at head. Jack Nation departed. Wild Cargo show opened and getting share of money. All rides repainted and also trucks.

Kankakee, Ill. May 9 to 14. No auspices. Location, fairgrounds. Weather, rain. Business, fair.

Kankakee would have been one of best with decent weather. As it was, everyone had a nice week, altho Saturday



OFFICE WAGON OF CRAFTS 20 BIG SHOWS said to be one of the finest in motorized carnival business. It is built on a 33-foot semi-trailer and has three compartments, finished in fireproof materials, modernistic designs and furniture, wall type electric fan heaters and a cooling system for hot weather. A distinct feature of the wagon is a 14-foot upholstered reception room and a miniature cocktail bar all in addition to the business offices. Theo Forstall, of Al G. Barnes-Sells-Floto Circus, recently visited and told Roy E. Ludington, manager of Crafts Shows, that a man should be glad to work without salary in such a palatial place. Owing to the unusual length of this show's motorized equipment is given by some showmen as the reason this show stays in California. Photo furnished by Ludington and taken in Los Angeles recently.

estimated attendance of 30,000 Friday. New arrivals are Jack Hamilton, with Ten-in-One, and Eaton Sisters. Curley Parker and family and Mr. and Mrs. P. C. Reynolds left recently. Ira Burdick is increasing show with new concessions and show tents. Harry Badger, advance, is spending his spare time advertising Tom Tom at Yoakum. Nearly entire show personnel drove from Brenham to Bryan Tuesday to attend funeral rites for Frank Schieber, who died preceding Saturday during show's engagement in Bryan. Services were conducted at Conally's Funeral Home by Father J. B. Glessner, of St. Joseph's Church. Schieber's brothers, Joe, of Houston, and Ben, of Valley Shows, reached Bryan late Sunday. Pallbearers were Jimmy Bouras, Jimmy Richards, P. C. Reynolds, Harry Badger, Robert Phillips and Curley Parker, all of Burdick's All-Texas Shows.

LAVERNE LUTHER.

Frisk

(Motorized)

Wisnau, Minn. Week ended May 21. Auspices, Isaac Walton League.

Rainy weather, small lot and city council action on no concessions in city prevented show from opening May 7 in St. Paul. So tore down what was up and show came here and opened Saturday, May 14, to rain and a fair crowd considering billing was set for May 16. People began to crowd lot despite threat-

and Friday were downright cold with temperature near freezing. What started out to be a nice week turned out a dismal failure. W. C. Kaus and Ed Cooper from No. 2 unit paid visit on business. Mrs. John H. Marks, of Marks Shows, visited and greeted old friends on midway. Fred Garrett with an attractive custard machine joined.

LESTER KEARN.

Sante Fe

St. John, Kan. Week ended May 21. Auspices, American Legion. Weather, unsettled. Business, fair.

Show opened Monday night and was first carnival here in two years. Many visitors came from Central States Shows, playing in Stafford, 10 miles away. Slim Johnson, of Midwest Novelty, and many persons from Anderson-Strader Shows, which were playing at Great Bend, also visited. Choc and Lorey Prekitt left last week to join W. E. West Show. Jessie Rex, one of Ethiopian midgots, had a birthday last week. Mrs. Harris served ice cream and cake to all children. Little Jessie is going on her 15th year and stands only 28 inches high.

JO TUBBS.

Cetlin & Wilson

Carnegie, Pa. Week ended May 21. Auspices, East Carnegie Volunteer Fire Co. Location, Heidelberg showgrounds. Weather, rain. Business, bad.

Long jump from Chester, Pa. Ready Monday night. Rain started Tuesday night. Show hauled over 100 ton of cinders during week. Every night at opening time rain again would spoil evening. Owing to very bad condition of grounds in McKees Rocks, Pa., show remained here second week. Special Agent E. L. Eger worked all day Friday and Saturday with a crew of men in McKees Rocks, but to no avail, as on Saturday night another deluge and grounds again flooded. McKees Rocks was postponed for a later date. Newcard of show taken while showing in Chester, Pa., was on in two Pittsburgh theaters during week, mentioning show's title and characters connected with and featuring Susie, chimpanzee of Leo Carrell's. Pluto Brown with a colored revue joined here. Looked like a convention every night in Pittsburgh as six carnivals were exhibiting within a close radius. New scenery has been placed in Paradise Revue, also new wardrobe. Starr DeBelle paid Ted Miller a visit and many a story was told, each trying to outdo other. Harry Dunkel has season about signed, sealed and delivered. Mrs. Charles Cohen, who is confined to hospital in Philadelphia, is reported doing nicely and will join her husband shortly.

GEORGE HIRSHBERG.

Art Lewis

(Trucks and baggage cars)

Hornell, N. Y. Week ended May 21. Auspices, Co. K Athletic Association. Location, Almond road at Golden Grill. Weather, cold, cloudy. Business, poor.

New lot, just across city line and exactly same distance from business center as regular showgrounds. Advantages were new lot is directly on a main highway while regular grounds are tucked away behind buildings, and new lot is grassy, high and dry while regular grounds were under water when show moved into town Sunday night. Long jump from Hawthorne, N. J., but show rolled in on time. Flat tires marked procession thru mountains and Eddie Viera narrowly escaped a serious accident when his car, pulling his horse trailer, struck a bridge abutment few miles out. Car was damaged considerably and while trailer jumped a ditch it was unharmed. Highlight of week was celebration Thursday of another birthday of Secretary-Treasurer F. Percy Morency. Morency was guest of honor at dinner served by his wife to staff of show. Among other gifts he received a wrist watch from Mrs. Morency. Art Lewis personnel, at regular weekly meeting Thursday night, furthered honored him when assemblage stood and sang Happy Birthday to You. Morency graciously replied in a short talk in which he recalled many of instances in his long show experience. General Director Art Lewis was away from show most of week on business trip. He was accompanied by General Agent James R. Kelleher, who was waiting for show on its arrival here. Superintendent Al Rogers became owner of a new automobile here. Granville Buck, of bingo staff, has about recovered from an attack of blood poisoning which sent him to a Paterson, N. J., hospital

Joyland

Sacramento, Calif. Week ended May 7. No. 3 unit. Business, good.

Show was enlarged for this spot. Leon La Franke, well-known newspaper man of San Francisco, spent week-end on show with Prince Elmer, one of attractions in Side Show. Show was painted at this stand and a Mix-Up added.

HARRY WARREN.

Kaus

Baltimore, Md. O'Donnell and Haven street lot. Week ended May 14. Auspices, Christian Workers of America. Weather, bad. Business, poor.

Weather has been chief factor in causing report of business, poor. Monday night opened in excellent shape, weather warm and midway packed. No records were broken but practically everyone reported satisfactory business. Lot in district where factories were working fairly steady and first night's crowd appeared to be good spenders. However, Tuesday turned cool and Wednesday became cooler with a consequent drop in attendance. Thursday

for treatment before leaving that vicinity last week. Bernice Lamb has taken over front of Revue de Paris and is swaying crowds with her oratory. Red Head night Thursday drew several hundred bricktops to grounds and prize was awarded prettiest among strawberry blondes by General Director Lewis, Mary Lois Murphy being adjudged winner. New streamlined three-abreast Merry-Go-Round, latest product of Spillman Engineering Corp., went up here for first time and besides attracting much attention by its beauty of design and flashy colors drew heavy patronage. Committee support was excellent. National Guardsmen, headed by Capt. A. B. Conover, remaining on job each night. Balm marred Saturday night's business after the best machine so far this season. CARLETON COLLINS.

O. J. Bach
(Baggage cars and trucks)

Cokeos, N. Y. Week ended May 21. Auspices, American Legion. Weather and business good.

Same auspices as for past four years. First nice weather of season with corresponding increase of business in all departments.

Visitors: William J. Glroud, of New England Carnival, accompanied by Ross Manning and Phil S. McLoughlin. Altho two shows have been playing near each other for several seasons, this was first time Glroud has had an opportunity to visit. Mr. and Mrs. W. H. DeVaul, operators of penny arcade, left show following Rochester engagement, and vacancy filled by William Harris. Al Devine, in charge of show's sound equipment, is making extensive improvements. Four new speakers have been added and power has been increased by installation of new amplifying apparatus, resulting in greatly improved volume and clarity. LEO GRANDY.

Harris

Fortaria, O. May 9 to 21. Weather, rain and cold. Business, poor.

At request of mayor show stayed over for second week. Altho weather was cold and rainy, attendance was good, but little money was spent. Friday night show enjoyed birthday party of Mrs. Harris, mother of owner and manager Rookie Harris. Her son-in-law and daughter furnished cake and show furnished ice cream. Mrs. Harris received many gifts and flowers. J. B. Hendershot, of Mighty Sheeley Midway, was visitor. BESSIE HARRIS.

Buffalo

(Motorized)

Syracuse, N. Y. Week ended May 14. Location, Hof-Brau grounds. Weather, rain. Business, fair.

This show, under management of Howard Potter, got off to a good start here. Members were entertained by Joe Hoffman, owner of the Hof-Brau, at a banquet of frog legs. A floor show was staged by members of show and a good time had. It was voted to form a Buffalo Club for social purposes during season. GORDON MARET.

Keystone

(Motorized and baggage cars)

Pitcairn, Pa. Week ended May 21. Auspices, American Legion. Weather, intermittent rains. Business, fair when weather permitted.

Monday night opened to fair-sized crowds. Owing to change in time here crowd did not seem to come until late. About time a good-sized crowd was filling lot heavens turned loose again and it was same all week. Saturday night another total loss. Legion committee gave co-operation, doing all in their power to make things pleasant for show-folks, turning over their post home Thursday night to members of shows for a dance. Committee highly pleased with appearance of midway, newspapers were very liberal with comments. Visitors: Mr. and Mrs. J. T. Fowler and family, Harry Copping paid complimentary remarks to C. A. Hartzberg on appearance of show. Mr. Ketter and members of Chamber of Commerce of Jeannette, Pa., were escorted around midway by William C. Murray, shows' general representative. Unicrus Troupe and Revolving Arionys, free acts, gave performances every night when weather permitted. Marion Leamon's Parisian Revue, with flashy wardrobe, coming in for large share of receipts. New Tilt-a-

Whirl holding its own, George Price, foreman, and crew getting on and off lots in record time and ready for opening ahead of time. Octopus ride here for first time pleased. Captain Lyons, of Monkey Circus, starting to train a few of new monkey shipment in various acts. Prunt-gate receipts holding up considering conditions. New animal shipment added to Darkest Africa, jungle show, managed by Lawrence Hoffmann. Al Fromsdorf, of midway cafe, leaving at next spot to be replaced by Mrs. Goss. New sound truck and also new sound equipment purchased here. Truck is being painted and decorated by the shows' scenic artist, Mack Stark; it will be under the direction of Bob Leedy, who is handling announcing and the midway sound system and who will also handle the parade car. Harry Sissons' Kiddie Auto Ride coming in for large share of midway receipts. BOB CRUVER.

West's
(Railroad)

Stroudsburg, Pa. May 15 to 21. Auspices, Chemical Hose Co. No. 1. Weather, continuous rain to Saturday. Business, off.

Staged public wedding Friday night, which brought out first real crowd. Audience showed keen interest and genuine curiosity in identity of bride and groom. Good gate. Early in week one of Johnny Hoffman's lions clawed down a partition separating cages and killed spring lamb, eating it completely. Leo afterward attacked dog in same pen and badly mangled it before Hoffman and Charley Smithy could effect rescue. Harry Dunkel, general agent Cetlin & Wilson Shows, visitor during week. Crash Donnigan, manager of "sky high" acts, came down from Bridgeport, Conn., to look over Four o' Hearts who had a new line of photos made. McKwade's Illustrations opened here. Saturday broke fair and children's matinee turned out in fine style. Saturday night's business was excellent.

Note: Frank West almost got away with very swell wedding cake, but Pickles Weiss, whose girl shows furnished bridesmaids, headed him off and negotiated a 50-50 split. Later girls mobbed Pickles and he had to divvy. Press agent made a bid for crumbs, but no crumbs. R. CHESTER.

Strates

(Railroad)

Connellsville, Pa. Week ended May 21. Fayette Field. Auspices, New Haven Hose Co. Weather, rain. Business, fair.

"Jupiter Pluvius" still dogging trail of Strates Shows. Conditions in Connellsville were ideal. Wonderful committee, headed by Chief DeBolt, of New Haven Hose Co., who gave show every co-operation possible. Monday night firemen's band staged march to showgrounds from downtown and gave a half-hour's concert in front of marquee and 4,000 paid



MEL H. VAUGHT, aggressive and progressive carnival showman, who operates west of the Mississippi River mostly. He is general manager of the State Fair Shows and president of the Southwest Showmen's Association. Mel recently reorganized his shows and is on the up climb again. He has personality and all it takes to make a good showman. Mrs. Vaughnt is his associate and able helpmate.



COOKED on Coleman STOVES and Served at the Army-Navy Game

Cooking seven miles of hot dogs in a couple of hours is a truly "colossal" performance! But 50 Coleman Handy Gas Plants did the job at a total fuel cost of less than \$20!

The man who held the stadium concession contract and fed about 120,000 people—Albert D. Gerber—says: "We are well pleased with the performance of Coleman Handy Gas Plants and Burner Equipment and can sincerely recommend them for their quick-action, dependable heat at an extremely low operating cost!"



LIGHT INSTANTLY! Whether you cook one hot dog or seven miles of them, Coleman Stoves give dependable service at minimum cost. Coleman Appliances make their own gas from ordinary gasoline. They light instantly. You can start cooking right now—regulate the heat to any degree you want. They give you real gas service wherever you are, for cooking in concessions, restaurants, trailers, cottages, apartments...for heating steamtables, griddles, coffee urns, boilers...for use in hot dog and popcorn stands.

And remember—50,000 Coleman Dealers are in the United States and Canada! You're never far from Coleman service.

FREE—Write today for illustrated literature showing various models of Coleman Handy Gas Plants and Urn Burners, Coleman Lanterns, Cabin and Trailer Stoves.

THE COLEMAN LAMP AND STOVE CO.
Dept. BB558, Wichita, Kans.; Chicago, Ill.; Philadelphia, Pa.; Los Angeles, Calif. (8528)

admissions passed thru main gates. Business continued fair until Friday and Saturday evening when rain completely washed show out. Committee gave away a new Buick automobile Saturday night on lot, but heavy deluge kept thousands away who held tickets on car. Giff Ralgea has again assumed his old position as lot superintendent, succeeding Ed Breckenridge, who resigned to devote all his time to his Monsters Show. Harriet Caralis, niece of General Manager Strates, was stricken with an acute attack of appendicitis on her arrival in Connellsville and was rushed to State Hospital for an emergency operation. Caralis recovered nicely from operation and was able to leave hospital Saturday and return to private car Elizabeth on Strates train. BEN H. VOORHEIS.

Blue Ribbon

(Motorized)

Seymour, Ind. Week ended May 21. Sixtin showgrounds. Auspices, American Legion. Weather, first half good, second stormy. Business, fair.

Another 250-mile jump show arrived early Sunday and started setting up. Monday found everything in readiness for opening. First show in Seymour this year. Monday evening opened with a nice crowd, altho cold weather made spending light. Tuesday night did not open on account of rain. Wednesday night brought out large crowd and rides all did capacity business along with the shows and concessions. Elmer Brown, general agent, here on business with L. E. Roth. Harry and Ruby Haag, friends of writer, paid visit. Writer once had cookhouse on Mighty Haag Circus when Harry was assistant manager and Ruby worked elephant act with show. They visited from Brownsville, Ind., a short distance away, where they are rehearsing some new free acts. Midway is getting larger every week. Latest additions are Coon's Photo Gallery, Mr. and Mrs. Albert Laird with pitch-till-u-win and cigaret gallery, Bill and Myrtle Duncan with cane rack and Mr. and Mrs. Kohn with glass house and penny arcade. Altho season is not up to expectations so

SHOW PRINTING
100-1 sheets 5
14 x 22 FLASHY WINDOW CARDS MEAT CARDS \$3.00 PER 100
POSTERS OF EVERY DESCRIPTION
CARDS
Of every size, heralds, etc. for all occasions—special designs for your show—quick service—low prices—write for samples.
METROPOLITAN PRINTING COMPANY 2125 WINE ST. - PHILA. PA.

SARATOGA KETTLE POPPERS
Heavy 14 gauge spun Aluminum. Built to take the wear and tear. \$14.00.
We also have the lighter Kettle Poppers for \$9.50.
A. T. DEITZ CO. 27 Miller Bldg., Toledo, O.

CANDY FLOSS MACHINE SPECIAL
As long as the supply lasts, 40 styles, three-piece bands, new, \$2.00 each. Get your Candy Floss Machine NOW, the biggest money-maker known. We are the Originators and make ONLY the best. Literature free.
ELECTRIC CANDY FLOSS MACHINE CO. 202 Twelfth Ave., So., Nashville, Tenn.

WANTED
For YOAKUM, TEX., TOMATO TOM-TOM AND BALANCE OF SEASON:
Merchandise Concessions—Privileges very reasonable. PLACE Independent Shows with own transportation, 25¢. CAN'T TRIP—Loop-up-Plans, coin money Fair Ride. WANTED for UP SHOW? Used Buses, \$114, double-deck; TALKERS for two Shows. Any Act! Seemly Artist.
BURDICK'S ALL-TEXAS SHOWS, per Route.
TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

3000 BINGO

Heavyweight cards, black on white. Wood markings printed on sides. No duplicate cards. Put up in the following size sets and prices: 30 cards, \$5.25; 50 cards, \$8; 75 cards, \$9.50; 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. Placed in 3 rows across the cards—set up and down. Lightweight cards. Per set of 100 cards with markers, \$3.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS
Bingo cards, black on white, size 5x7. Thin cards such as used in theaters, etc. They are marked or numbered in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

Automatic Bingo Shaker, real class, \$12.50
Lastards, white cards, \$2.75. Per O. . . . 1.50
Stalling Bingo cards on same. Extra, per O. . . 1.50
Bingo Card Markers, in strips, 25,000 for 1.50
Send for free sample cards and price list. We pay postage and tax, but you pay D. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.

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WANTED
ROYAL MIDWAY SHOWS, INC.
For Big 4th July Celebration at Vincennes, Ind., followed by Fair starting third week in July, ending in November, in Mississippi. CAN PLACE real elephants, Minstrel Shows, Snake Shows, Animal Shows, Circus or Urban Exhibits. Shows with own equipment and transportation given preference and low percentage. CAN PLACE Kiddie Rides, Loop, Octopus, UAN 1937 roller, capable Ride Help, also real Show People, CAN PLACE Concessions, Penny Arcade, Novelty, Candy Apples, Penants. CAN PLACE capable Man, take charge Cotton Bowling Alley, Scales, Great Gallery, Grind Shores, Bull Games, Game Rack, etc. No boozers or tourists. Send **ROY GOLDSTONE**, Clinton, Ill., this week, or on any route.
P. S.—Good Man, handle Snake Show.

BARKER SHOWS

PLACE Cook House at once, one that can cater to show people, privileges in rural tickets. All concessions open, no A. PLACE Grand Shows, Fun House, Octopus, Loop, Pony Rides, experienced Ride Help that can drive trucks. Mississippi, Ill., this week; Milwaukee, Ill., week June 6.

MRS. STELLA BARKER.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

FREE ACTS -- ATTRACTIONS AND GRANDSTAND SHOWS

Space Reservations for the Professional Section of the Summer Special Must Be in Cincinnati June 10.

New! A special combination Publicity and Advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Celebrations will be incorporated in the Big Annual Summer Special Edition of The Billboard.

PHOTOS AND SHORT SKETCHES OF ACTS AND ATTRACTIONS TO BE USED

Nothing like this has ever been done in The Billboard before. It is a real "honest-to-goodness" service for performers that cannot help but work to their advantage. Here is your opportunity to add prestige and recognition to your name—AND, possibly close several weeks of additional playing time during July, August, September and October.

RUSH A LETTER OR POSTCARD IF YOU HAVE NOT RECEIVED COMPLETE DETAILS AND INFORMATION

Professional Promotion Department
THE BILLBOARD PUBLISHING CO.
CINCINNATI, OHIO

far show has played several red ones and everyone satisfied so far. Pat Brady, electrician, purchased a new car here. Mrs. Pope Higgins left for a brief visit with her folks at Gary, Ind., and will be back. While everyone around midway cannot help from feeling blue over fact that Mrs. Roth is still confined in hospital at Madisonville, Ky., reports are she is doing fine. Roy Woods announced he booked his Hell Riders to play Indianapolis during auto races. Friday night bad storm hit midway just as everyone started doing business, about 8 o'clock in all its fury, sent crowds scurrying for shelter, thus killed night. Saturday a worse storm hit about 3:30 in afternoon doing considerable damage to show. John Galligan's corn game top was torn clear across center. Masie Show was blown to ground, and Hi Lamrock, manager, was knocked unconscious as top went down on him. Minstrel Show top was torn to shreds but rest of show remained untouched. Merry-Go-Round top was taken down during the storm, thanks to L. E. Roth and boys braving storm. About 4:30 clear skies were seen and with old saying "show must go on" everything was put back in shipshape and ready for night opening. A fair crowd attended at night, altho spending was light. **JACK GALLUPPO.**

Dee Lang (Motorized)

Jacksonville, Nl. April 18 to 23. Auspices, **DOKE Lodge**. Location, **Nempel showgrounds**. Weather, rain and cold. Business, fair.

Weather still persists in marring show business. Tuesday night practically lost due to rain. Cold weather on other nights made noticeable difference in crowds. Wednesday best night of week. Rain on closing night hurt this night's business. Minstrel Band in new blue uniforms, with red and orange trimmings. Much visiting done by Mr. and Mrs. Lee A. Sullivan and Ben C. Hoodhouse and family of Eli Bridge Co. here.

Rock Island, Ill. April 23 to May 1. Auspices, **American Legion**. Location, **North Douglas Park**. Weather, inclement. Business, fair and on up trend. First time for show to play here. Good opening night, Wednesday night practically lost due to rain. Best gross for



AL C. BECK, general manager **Beck & Thomas Shows**, a new carnival title born this year. Al C. was in the carnival business before he went in the circus business 10 years ago. Now he is back in his original line and has the instinct of a showman and his many friends are pulling for his success as associate owner with **Doug Thomas** in the operation of this carnival spoken of first above, legally speaking.

week Saturday night. Children's matinee, Saturday afternoon, only fair. Due to optional showing on Sunday, show remained over and played to fair business. Dodgem ride topped gross for rides, Octopus second. Twentieth Century Follies, managed by H. E. Adams, led shows this week in gross receipts. Dixieland-on-Parade close second. Gift night, an innovation introduced last season, still popular attraction at still dates. New stage and seating arrangement being made for Minstrel Show by **Ted Reed**. Fine co-operation had from auspices. Management played host to 43 orphans one afternoon. New lighting arrangement on front arch enhances appearance and gives better illumination.

Jones City, Ia. May 2 to 7. Auspices, **Veterans of Foreign Wars**. Location, **Kirkwood avenue showgrounds**. Weather, cool and rain. Business, fair.

Second time to show here and on same location. Wednesday night lost to rain. Best gross on first and second nights. Extensive repair work and building being done. Showfolks sorry to know of illness of Assistant Manager **William H. Baker**. **C. R. NEWCOOMB.**

Heller's

Englewood, N. J. Week ended May 21. Location, **Forest avenue**. Auspices, **American Legion and Veterans of Foreign Wars**. Weather, unsettled. Business, fair.

Business as good as could be expected, considering weather. Seven new concessions and one show joined. **BILLY PAN.**

Cumberland

Harriman, Tenn. May 16 to 21. Playground committee. Location in town. Plenty of rain. Business, fair.

Junior Police Patrol were guests of management Friday night and had a big time. Manager **Ellis Winton** announced show would again be in Stearns, Ky. Show is transported on three 70-foot baggage cars and 10 trucks. Staff: **Ellis Winton**, general manager; **Mrs. Verna Winton**, secretary and treasurer; **Robert Hallum**, assistant manager; **P. B. Read**, general representative; **Harry Stewart**, electrician. Concessioners: **Phil Rocco** and wife, **Edna Hallum**, **Mrs. Bert Wood**, **Bill Christman**, Mr. and Mrs. **Eddie Farrell**, **Hank Mansholt**, **Bernice Ashburn**, **Mrs. Carl Marshall**, **Eugene Hallum**, **Carl Stewart**, **Helen Pines**, **Pete Springfield**, **Bill Guyer**, **Joe Sayer**, **Bill LeBelle**, **Scotty Kelly**, **Bertha Perry**, **Estel Read** and Mr. and Mrs. **Lavie Winton**. Cookhouse is operated by **Rocco Alec**; **Tex Cadwell**, chef; **Bernie Sallette**, **Harry Wells**, **Fred Hart**, waiters; **Frank Clay**, show painter; **Bob Butner**, night watchman. Rides: **Big Eli Wheel**, **Bob Horton**, foreman; **Billy Allen**, second man. Merry-Go-Round, **Jess Penagrat**, foreman; **Frank Durham**, second man. Chairplane, **Carl Morrison**, foreman. Whip, **Buddy Bentley**, foreman; **George White**, second man. Shows: **Tex Etherage**, **Snakes**; **Pre-Wee**

Parker, Minstrel Show. **Shackles**, Escape Show. **Henry Hill**, Athletic. **Grady Sorason**, Girl Show. **Albert Brannon**, Law and Outlaw. **Joe and Ruth Marr**, Mystery Show. **Hank Mansholt**, mailman and **The Billboard** sales agent. **JOHN J. KELLEY.**

Miller Bros.

Fairbury, Neb. Week ended May 21. Location, **fairgrounds**. Auspices, **American Legion**. Weather, rain and cold. Business, fair.

Half hour after opening Monday night a heavy rain stopped business. Following night grounds were in good condition, but show was rained out again. Thursday and Saturday nights everybody got a good play. Concessioners are more than satisfied with work of **Eddie Lynch**, adjuster for show. Fairbury Police Department co-operated by asking **Wild Bill Cathorn** and his **Death Riders** to stage a couple of safety campaigns on business streets. **Jules Mahl**, of Octopus ride, who formerly owned roller rinks in Chicago and Los Angeles, staged roller-skating parties every day with members of show at local roller rink. Two newspapers used children's matinee coupons and Saturday was a big day for kiddies. Tuesday evening many attractions of show paraded business district, with **VPW bugle corps**, cages of wild animals, **Cathorn's Death Riders** and **Hillbilly Band**. **CHICK FRANKLIN.**

Endy Bros.

Burlington, N. J. Week ended May 21. Auspices, **Neptune Fire Co.** Weather and business, good.

Fine location on main highway plus clear and warmer weather thruout week made stand best so far this season. Factory employment here at higher ebb than Chester (Pa.) section. Trading area (population, 100,000) responded nicely on Friday and Saturday. Advance man found merchants and townspeople hostile, doubtless partly traceable to alleged high-pressure tactics of bannerman with shows which played town last year. However, before week was over friendly reaction was felt and **Mayor Johnson** invited **Endy Shows** to return. Heavy advertising schedule in county weeklies and local daily. Both co-operative in publicity and editor **Ken Brennan** of latter especially helpful. **Newshoys'** day Friday. **Jack Ormsby** and **Bob Ryan** now operating **Ex Show** in addition to **Jungle**. Brand-new sound truck delivered. White streamer with red pencil stripes. **Dave** and **Ralph Endy** consider shows set for season and general consensus is that, with break in weather, exceptional season can be anticipated. Wilno receiving many letters and wires from friends all over country who have seen him in one of three newsreels showing his cannon stunt with credit both to **Endy Shows** and himself. Your reporter spent day in New York visiting friends in **The Billboard** office there and making contacts for stories in papers and on radio. **Bobby Mansfield** dickering with a girl band to present with his new show to open soon. Sabbath curfew at midnight Saturday drove over 6,200 from lot with seats at **Benny Weiss'** bingo layout last to close. **GLENN IRETON.**

Bantly's

(Baggage cars and trucks)
Arnold, Pa. May 16 to 21. Auspices, Arnold Volunteer Fire Department. Location, 16th street showgrounds. Weather, threatening every day until Friday and Saturday, when it rained. Business, good.

Truck move from **Punkatowney** made in excellent time. Everything ready at 3 p.m. Monday. Committee proved to be real hard workers, furnishing plenty of ticket takers and fire police, who patrolled inside and outside lot. Show laid out by **Frank Shepard**, electrician. **Special Kiddies' Day** again a winner. Estimated 2,500 kids on lot. **Saturday Kids' Day** not quite as good, but satisfactory. Radio gift nights proving popular. Mr. and Mrs. **Ernest Rogers** and daughter, **Anita Ann**, joined. They are with **Harty DeVores** cookhouse. **L. C. Landrum** on sick list first part of week. **Sam Hall** laid up since Monday, still in bed. **Mrs. Bessie Smith** on sick list, as is **Mrs. Ike Faust**. Visitors: **Mr. and Mrs. Bill Storey**, Mr. and Mrs. **Whitey Snider** and **Mrs. Al Wallace**, of **Royal Exposition Shows**; Mr. and Mrs. **Inga Brooks**, **Lewis Pinotti**, of **Harry Winters Shows**. Other visitors: **Mrs. Maude Graham**, Mr. and Mrs.

George Falth, Mr. and Mrs. Angelo Magnetta; Charles A. Hartzberger, manager of Keystone Shows, and Charles Lenx, showman's insurance man. Harry Copping visited for week. Mr. and Mrs. Herman Bantly, Harry Copping and writer visited Cotlin & Wilson Shows in Carnegie. Spent a couple of very pleasant hours with Jack Wilson, Izzy Cotlin, Harry Dunkin, George Hershberg and many friends of that show. Charles Tabbey getting top money with his show, with Dick Keller running close second. Octopus still top money ride, with Bidee-O second and Big Eli Wheels third. **HARRY E. WILSON.**

White City

(Baggage cars and trucks)

Cedar City, Utah. Week ended May 14. Location, American Legion Rodeo Grounds. Auspices, American Legion. Business, good. Weather, warm. Pay gate.

Twelfth week en route brought show its first real good week of business. Crowds that attended nightly brought forth profitable returns. Twelve broadcasts daily over Station KSUB, conducted by Lucille King, brought results from Indians. Octopus, operated by Johnnie Hertl, topped midway on rides. Frank Forrest's Ten-in-One took honors on shows. Ted LePora's bingo had best week of season. American Legion and city officials were most attentive and everything was done to make showing a success. Lucille King was confined to her bed with illness but recovered and departed for Salt Lake City. Charles Marshall, after a two weeks' visit with writer, returned to Los Angeles to join a Jack Schaller aerial act performing at local beaches. General Manager C. F. Corey purchased African lion and black bear that was left by lamented Sam Jones Circus that was abandoned last year in Parawan, Utah. Animals in separate cages will be used for advertising purposes for street parades and also in a Side Show. Showfolk spent week visiting near-by national parks and the Tom Burke Shows exhibiting in St. George, Utah. Mrs. C. F. Corey wired from Boise, Ida., that ideal weather prevails in that section. General Agent Arthur Beckwald still sending in contracts. Nightly display of unique costumes worn by Marie and LePora while performing their act have received compliments along route. Costumes originated and designed by Marie LePora. Mr. and Mrs. Myles Nelson enjoyed good week's business with their concessions. Mr. and Mrs. Robert Charters and family departed for Northwest. Eddie Edwards, of Edwards Novelty Co., visitor. Ted LePora's agents played ball game Saturday morning with local CCC boys and lost game, score of 14 to 1. Howard and May Collier and family spent a day visiting Zion National Park. That spring had finally arrived became evident when five promenaded midway in white flannels and colored sport coats, including Ted LePora, Myles Nelson, Jelly Long, Frank Forrest and William H. Sinclair. Sallie Bekker arrived and joined Ted LePora's concessions. Jean Casper recovered from her cold and is back in Swede Olsson's ball game. Virgie Miller Martin switched her activities to emcee marquee. Pa and Ma Sloyer's cockhouse had a very good week. Johnnie Hertl purchased concession operated by Virgie Waters and placed Aubrey de Pellaton as operator. Waters departed for Texas. Friday night total eclipse of moon brought out a record crowd to witness unique spectacle and visit midway. Marie and LePora, aerialists, and May Collier, high diver, performed while eclipse was at its height, creating a most unusual setting. **WALTON DE PELLATON.**

Western States

(Motorized)

Wichita Falls, Tex. May 9 to 14. Weather, ideal. Business, fair.

Good crowds but little money spent. Albert Wright's "Ice Wedding" proved big drawing attraction. General Agent Jim A. Schneck, who has successfully guided destiny of show for past five years, returned here from his booking trip that started last January. Transformer wagon that was destroyed by fire in Austin, Tex., was rebuilt by Bill Williams. Owner Jack Ruback was well pleased with its construction. Clyde Davis' Hawaiian Village and Scotty Norton's Funhouse and Snake Show were well patronized. Credit due ride foreman H. Duggan and White Reid for their record erection of Twin Big Eli Wheels and Skooter. Pete Benway added another concession, string game, built by Agent Harry Bernstein.

Byers & Beach

(Motorized)

Dixon, Ill. Week ended May 21. Auspices, Veterans of Foreign Wars. Location, Rathbone Inn lot. Business, fair three nights.

Being confronted with unrelenting elements that have been typical of best two stands, show opened four nights on a soggy lot despite desperate attempts by crew to put grounds in shape by opening time. When weather permitted shows and rides received best patronage of season. A light drizzle enveloped lot shortly after opening time Wednesday and Thursday nights. Those in attendance proved to be of a sporting predominance and remained to give shows and concessions good play until deluge cleared grounds around closing time both evenings. Larsen Family Kiddie Band, with attractive new scarlet and white uniforms and diversified band arrangements, continue as favorites on midway. Due to inclement weather show is remaining for another stand on same lot. A number of show people stopped while en route Sunday, among them, of Fairy & Little Shows, Noble Fairy and Phil Little, co-owners; Ringstock Johnny and Johnny Bejano. Visiting from Henries Bros.' Shows, Mr. and Mrs. Philson and Denny Howard; Jack Lucas, of Imperial Shows; Whitey Dixon and Jewell Wilson, of Greater American. John Gentry, former circus owner, stopped for a brief visit Saturday. Mrs. Jake Moore is convalescing from recent operation and is welcome sight on midway. **DON TRUEBLOOD.**

Crowley's

(Motorized)

Columbia, Mo. Week ended May 21. Auspices, Veterans of Foreign Wars. Location, Procter field. Pay gate, 10 cents. Weather, rainy, cloudy. Business, good.

Movement from Leavenworth quick, without mishap. Wabash Railroad transported. E. W. Wells, 24-hour man, directed unloading and hauling to lot. Grounds, grassy. Over entrance thereto town's large electric neon, "Welcome to Columbia." Put up canvas in rain. All up for opening Monday night. Rain during day and a drizzle in evening prevented attendance up to Monday night last year. Rain thru week dampened showgoers' ardor somewhat, but patronage good even when crowds were small; Friday and Saturday, with Old Sol abetting, proved profitable boost financially. Family-children matinee Saturday big. Three rides for 10 cents proving magnetic wow. Free aerial circus going big. Tops in this: Victor A. Drumb, aerial contortionist, working on pedestal 125 feet up, and Captaint George Webb, high net diver, diving 100

took her place in routine. Frank H. Owens, general agent for show, returned for day's visit. He was accompanied by Ed Charlton and John Browning, committeemen of Sioux Falls, S. D. Reports conditions in Northwest look good. Other visitors were Ellis White and H. V. Peterson, general manager of the All-American Shows; E. W. (Deke) Williams, secretary of Iowa Fair Association and Manchester Fair, spent Wednesday afternoon visiting on grounds. John Tatge, shows' carpenter, completed front for Doc H. G. Barnhart's new show, "Are You Fit To Marry," and show opened Tuesday to a nice night's business. Show is well arranged, and both it and front attracted attention. Work was started on new panel front for Minstrel and Athletic show. **BRUCE BARHAM.**

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(Motorized)

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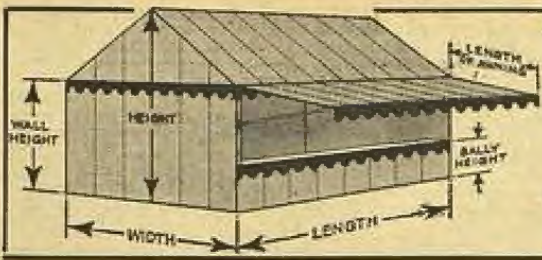
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FOR SNOW-BALL AND DRINK STANDS
GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.
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ELKS CONVENTION
ALPENA, MICH., WEEK JUNE 6—LOCATION AROUND THE CITY HALL.
Can place a few more Concessions, including the exclusive on photos, also Motordrome, Fun House, Penny Arcade and Shows that do not conflict. After Alpena we will show the Upper Peninsula of Michigan. Address **W. G. WADE SHOWS, Wyandotte, Mich., this week.**

GOODMAN WONDER SHOWS
WANT Monkey Show, or any other Show of merit, with or without equipment. Dodson's Monkey Show communicates. Also WANT Outstanding Midlets, office pass salaries; send photos. WANT any popular Ride not conflicting. Our first Fair, GRAND FORKS, N. D., June 27. Brestel: GRAND ISLAND, NEB., week Mar 30; FT. DODGE, IA., week June 5. Address **GOODMAN WONDER SHOW, as per Route.**

feet high. Drumb and Webb given front-page stories in Daily Tribune and Daily Missouriian. Latter on front page carried "blue ribbon" story by well-known writer, Mary Whaley, of Ripley "Believe It or Not" human oddities, from side show. All credit for this front-page crash to Stanley Gross, manager of side show. Both papers had story of remembrance service for late Hon. Edward Watson, publisher and editor Daily Tribune. James V. Boone and wife, Arline, surprised on fourth wedding anniversary with gifts, talks, songs and show-band music. Colored band led by George Harris scoring in downtown concerts and daily main-entrance twilight programs. George Crowley, owner, and family Sundayed in his old home place, Richmond, Mo. Show fans have dubbed him Jim Bailey and perfect double of late Bert Bowers and his venerable father, C. C. Crowley, who has charge of main entrance. Nightly from Moberly came Charles Liedl and wife, said to be best known nonprofessionals in world. Hubert Hall and wife, Bobbie, had their dining tent filled with customers. Darby Dobson hobnobbing on midway. Annalee Wells had banners in record-breaking profusion. Jack and Kitty Thomas showed up for a night from Reynolds & Wells Shows, as did Tex Sherman and wife from Byers Shows. Visits exchanged with Beckmann & Grety at Hannibal. Jimmie Byers and wife, Grace, and Tom and Bell Puzell, from Byers Greater Shows, visitors. Doc Waddell joined Sunday as chaplain and publicity. Writer Sundayed in Moberly with friends and locked over Byers Greater Shows at Fulton, Mo. **GEORGE WEBB.**

CANDY FLOSS & CORN POPPERS
Original, Best Genuine, Original Ball-Bearing Motor in 10 Patents. Latest April, ST. J. Piece Bands, Ribbons, \$3.50 Set; Two, \$5.50; 8 Apt., \$14.00
Originators: 1008, 1778 S. Gettysburg, ST. LOUIS, MO.
\$24; no wobbly heads. All postpaid. Guaranteed perfect. Highest grade. 1 lb. sugar brings \$2. Cat. Your free.
NATIONAL CANDY FLOSS MACHINE CO., 210 East 32th St., New York City.

FUNLAND SHOWS
WANT NOW
Clown Drummer, Clarinet, Trombone for Road's Circus, salary; also Front Man with P. A. System, 15%. Grand Shows open. Harry Harris answer. WILL BOOK Best Looper, Bands, Tins-Twirl and Octopus. CONCESSIONS—Lead Gallery, Diggers, Whoopee-La, Fishpond, Custard, Penny Arcade, etc. No drift. Long season, good rates. WANT sober Hanscoman with car. All replies Lagrange, Ky., this week; Lexington, Ky., Celebration, next week.

25TH ANNIVERSARY CELEBRATION
June 6 to 12,
ALPHA FIRE COMPANY, ALPHA, N. J.
Parades, Bands and Free Acts Daily.
WANT TO BOOK Independent Shows, Rides and Concessions, Free Acts, and you operate on Sunday. No carnival keep in sight, yours, and you draw from Boston, Pa., and Philadelphia, N. J. All Concessions open but Cook House and Open Game, same is operated by the Committee. Address all mail and wires to **R. H. MINER, JR.,** Phillipsburg, N. J., 143 Chambers St.

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Read
"BINGO BUSINESS"
A Column About Bings in the
WHOLESALE MERCHANDISE
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THIS WEEK and EVERY WEEK

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

capacity business. Mrs. Ellis, cashier, Kid is also handling Athletic show, Sam Weintraub with bingo doing business as usual. Edith Younger's girl show showing to capacity crowds. Mrs. Bertha Curtis (Pat Bertha) with her husband has fat penny show. Mrs. Traver is secretary and treasurer. Minerva Traver handling four concessions for her father. High-diving act features Herbert L. Swift doing back layout fire dive. H. L. SWIFT.

L. Gall's

Brookwood, Wis. Week ended May 23. Weather, rain first four days. Business, very good last three days.

L. Gall, Chiropractor, and R. M. Fredricks, Kiddle Auto. Bud Hall has six concessions and free act; R. M. Fredricks, penny pitch, and Mrs. L. Gall, ball game. Staff: Louis Gall, owner and manager; Mrs. Gall, secretary and treasurer. LOUIS GALL.

C. L. Spencer

(Motorized)

New Orleans. Week ended May 22. Location, Broad avenue. Weather, ideal. Business, good.

Show had only rides and concessions here. First road tour started at Harvey, La. May 23 under auspices of police department. Rides, shows and concessions are newly painted and decorated. Show has its own power plant and uses plenty of lights. C. L. Spencer is owner and manager; Mrs. C. L. Spencer, secretary and treasurer; William Holliday, general agent. WILLIAM HOLLIDAY.

Johnny J. Jones

(Railroad)

Johnstown, Pa. Week ended May 21. Location, Woodvale showgrounds. Auspices, Blue Devils Drum Corps. Weather, bad. Business, fair.

Four days' rain during week ruined one of show's former banner dates. Rain fell Tuesday, Wednesday, Friday and Saturday. Even with rain early in evenings midway grossed fair returns. Saturday night rain kept show dark, resulting early tear down. Children's matinee saved day as far as 1938 record of not losing an entire day was concerned. Show's social club gave its first bingo party Thursday, raising \$51.70, to be used as a welfare fund. Dances and bingo are now to be weekly events. Wednesday afternoon Mrs. Lee Cuddy and 45 other lady members of show gave baby shower for expectant child of Mr. and Mrs. Carl Schultz. Good fellowship, spirit and gifts reigned supreme for an hour in midget show tent, where shower was held. Thursday morning Mrs. Schultz was rushed to St. Francis Hospital in Pittsburgh, where a daughter was born at noon. Director General William C. Fleming up from sick bed and now back in harness. Mrs. Hody Jones left to spend week with Mrs. Grant Smith (Sister Sue) at her home in Crooked Creek, Pa. Mrs. Bertha (Oyp) McDaniel still operating her Rocky Road to Dublin ride and Penny Arcade successfully. A real show woman is Oyp. Regardless of her tough breaks caused by elements she smiles and carries on. Lee Cuddy, operator of Octopus ride, added many more lighting effects to it. Mrs. Dell Lampkin, Mrs. Robert McAdoo and Ray Cuesta are front and back gate cashiers. Howard Withers, crater on front of Gay New Yorkers, knows what it's all about. No idle conversation, right to the point without stalling entire midway crowd. Rube Nixon's Monkey Circus registering big so far this season. Blue Devils Drum Corps that sponsored the show was with and for the event 100 per cent. Oscar Hamilton and his boys co-operated in every way, leaving no detail undone. Fred Barker, former circus advertising manager and now working locally, a nightly visitor. STARR DEBELLE.

Sol's

(Motorized)

Ottawa, Ill. Week ended May 21. Auspices, Columbus Band. Location, fairgrounds near Chicago highway, close to downtown. Weather, rainy and cold all week. Business, fair despite elements.

Monday night's crowd cleared quickly at 9:30 by severe thunderstorm, which flooded entire fairgrounds. Tuesday night rain continued and prevented any attractions opening. Balance of engagement after loads of eiders and shavings were applied drew crowds, wearing heavy clothes, so Ottawa will be remembered by all on Sol's Liberty. Constable

James Fox, committee chairman, and Joseph Hutchens, secretary of Columbus Band, arranged parades of 32-piece brass band and sound truck thru main streets to grounds, and Editor Tom Yeam of The News, as well as Managing Editor Sapp of The Republican-Times, treated show all right with publicity. Territory billed for 25 miles each way, as Manager Solomon wants every trading area covered thoroughly. However, weather nearly killed business. Visitors: Viri Z. Mill, an old and staunch friend of management, of Streater; Mike Donahue and wife, son, Vaughn, and wife and Mr. and Mrs. Carpenter, who accompanied news reporters on a tour of all shows and many rides. Mrs. Barker's show, playing short distance away, held over Sunday and many of their folks came over to watch Sol's erect midway and light up. William (Billie) Owens, office manager, and assistant, Tex Mooncyhan, are always on job to greet committeemen and visitors. Tom Berry still laying out horseshoe midway, with Mrs. Berry having a milk bottle concession. M. J. (Mike) Doolin stopped off one night on route to visit Hennies Bros.' Show at Bloomington. Julian D. Carr and wife are handling Dizzy Club now. Micky, clever little fox terrier, doing 45-foot leap into net every hour at Nick's Animal Circus. FRANK J. LEE.

Zimdars

(Motorized)

New Albany, Ind. Week ended May 21. Auspices, VFW. Location, Kennel Club show lot. Weather, fair. Business, good. Ten-cent gate.

Altho show was rained out Tuesday night and witnessed a severe wind and rain storm Saturday afternoon, business and attendance were both good rest of week, including Saturday night. Windstorm proved fatal to Ten-in-One top, as it was torn to ribbons. Will be replaced with new top. New minstrel show canvas was torn, as show front was blown into it. Mr. and Mrs. Henry Weibe treated entire show personnel to ice cream and cake in celebration of their baby's (Wayne) second birthday. Showfolks responded with a barrage of presents. Mills and Mills, high-wire artists, joined to perform nightly free act. Mrs. J. J. O'Conner joined with penny pitch. Doc Hoy put on an ice cream concession. Doc Allen, general agent of Broadway Shows of America, visited and reported that his wife is very sick. Tiger Mack's bingo game did good business, as did Athletic Show and Ten-in-One when open. Excellent co-operation from committee. BUDDY MUNN.

Majestic

Rockwood, Tenn. Second week ended May 21. Location, Stone Works showgrounds. Weather, mostly rain. Business, fair.

Mark Twain stressed fact he rarely commented on weather. Would have had a tough time refraining had he been a carnival press agent past week in Tennessee. Rain every day but one thru-out State. Struck Majestic between 5 and 6 p.m. daily. Worst time for business. Nevertheless second week was not entirely ruined, substantiating management's faith in this town. Showfolk made many new friends here. Robert Watts joined to take charge of and finance two new shows, revue and new illusion. Charley Philson contracted cook-house, joining next stand, where he is up in advance of show's arrival. Visitors: H. H. Fitch and Jack McDonald. CHRIS M. SMITH.

Crystal

Newport, Tenn. Week ended May 21. Location, Hedrick showgrounds. Weather, some rain. Business, good.

Show moved from Statesville, N. C., 200 miles. Ready for opening Monday night. Ladies were admitted free at front gate and more than 1,500 passed thru turnstile. Fullest co-operation was given show by city, county and State officials. Cooke County Tribune gave plenty of space. Weather ideal with exception of Friday and Saturday night. Rain almost broke up both nights, but Lady Luck intervened just at right time both evenings and show was hurt very little by rain. Newport has always been considered as "jinx" for shows, especially carnivals, but for Crystal it proved to be one of best spots played. Second time this show played here. Business was good both times. All people that opened with show are still with it and seem satisfied. R. G. FELMET.

Hennies Bros.

(Railroad)

Rockford, Ill. Week ended May 21. Auspices, Veterans of Foreign Wars. Location, Kolburn and Auburn streets showgrounds. Weather, chilly and rainy. Attendance, fair. Business, way under 1937.

Late arrival of show train, unloading and hauling to lot around 8:30 p.m. Haul of half mile. Up by Monday noon and afternoon used in spreading carload of shavings on lot and finishing up neon decorations, shows, rides and light towers. Town badly hit, especially by shutdown of big J. I. Case plant, putting some 1,500 out of work and suspending a \$54,000 week pay roll, this being third week factory has been closed. Rockford Star and Register-Republic very generous with space for readers and art. WROK radio station presented a program furnished by show from 5:30 until 6 p.m. every day. Mrs. Oscar Halverson and Mrs. Harry W. Hennies confined to their stateroom with very bad colds. Red Ace, one of the fastest and cleverest male dancers in carnival business, added to Jack Paige's Red Hot and Blue attraction and going over big, as is Robinson Swing Band. Social Club continues to hold regular weekly meeting and has added a benevolent fund. Membership fee but 10 cents a week. Money used in case of sickness or some misfortune. Larry S. Hogan, Louis Hoffman, of Rubin & Chery Exposition, visited, as did Lou and Ned Torti, of Wisconsin De Luxe Corp. Roland Davis has been added to show's advance billing crew after closing of Tim McCoy Wild West. Tom Adams and two assistants, James McQueen and Al Zimmer, have lighting of midway well in hand, devoting spare time during week perfecting general wiring of both shows and riding devices. Baby Buttons Lavin has been appointed captain of one of ball clubs of the Hennies Bros. organization. Johnny Nelson, stock man of concession department, has been voted hustler man on midway day and night. JOE S. SCHOLIBO.

Marks

Trenton, N. J. Week ended May 21. Location, Lincoln highway at Princeton street. Auspices, Italian Republican Club. Weather, variable. Business, fair.

Return engagement here. Exceptional crowds latter part of week. Saturday kids' matinee very light. Saturday night big surprise. With rain threatening, over 6,000 paid admissions. Crowds kept coming until 11:30, when there was a deluge, which fortunately held off long enough for shows and rides to do big business. New Auto Speedway arrived. Manager John H. Marks added three semi-trailers to fleet of trucks. New Grand Whip did big business. Many favorable comments upon lighting effects devised by Bert Britt, chief electrician. Show's broadcasting unit was heard in two half-hour broadcasts over Trenton station. Tommy Rice, show advertising agent, had town and suburbs well billed. Captain Delmar's fighting lions and Billy Siegrist Troupe are big hits. Captain Delmar started training two new lions. Jimmy Hurd, girl show manager, left for New York to undergo medical treatment and Bud Cullen is substituting. Cash Miller adding new acts to March of Time freak show. Charlie Hanson, strong man, is new

addition. Tom Scully handling front of Trained Animal Circus and getting crowds. Joe Payne, adjuster, has many friends in this vicinity and nightly entertained them. Mrs. Payne is in charge of show's hospital unit. Grover Armistead, secretary-treasurer, handling his manifold duties in fine style. His first season in show business and says he likes carnival business. Doc Anderson, manager Hot Chocolate Revue, has 24 in troupe which is headed by Evelyn Redding (Aunt Jemima) and Billy Gilmore. Cliff Smith, sports editor and publisher of Sporting News, a nightly visitor and entertained friends at a shad dinner during week. Prof. George Stoltz and band play nightly concerts and are members of radio unit. WALTER D. NEALAND.

World of Mirth

Philadelphia. Week ended May 21. Location, Erie avenue and G street. Weather, cool, but generally fair. Business, very good.

Saturday night teardown took place in rain, but there was whistling with work, for clouds did not let go until show had got in biggest night's business of season. Favored by a fair weather smile, altho a cool one, from weather man thru week, Saturday night finale, a red one for everybody and a record breaker for most, enabled show to emerge from a mild slump caused by combination of chill temperatures, rain and bad business conditions previous week. With attendance steadily building up thru week, an unusually good Friday night, for many best of young season, had given an indication of what to expect Saturday, one of best nights that could be asked from a still date. Amid hot competition, Earl and Ethel Purdie led box-office parade for third consecutive week, with T. W. Kelly's Oddities and Art Gordon's Swing Club placing second and third. By a matter of less than a dollar, Hans Meriens' Waltzer was fourth over Auto Speedway operated by Donald Clark. Jack Ward, with Miss America, and Ed Tutthill, with Bolero, vaulted into "First 10" top-money features for first time this week. Located adjacent to new Yellow Jacket stadium on Erie avenue, this location, virgin to shows until now, looked like anything but a show lot until Gerald Snellens and Jim Stevenson had finished a thoro job with bulldozers and other equipment. Needless to say, crowds that came, largely from within easy walking distance of their homes, bore out Max Linderman's contention location would be a winner. GAYLORD WHITE.

Winters

(Baggage Cars and Trucks)

Arlington, Pa. Week ended May 21. Location, 11th and Merchant streets. Auspices, St. Stanislaus Church. Weather, warm and rain three days. Business, fair. Five-cent pay gate.

Second week of pay gate did not do well. W. R. Kasper, chairman of committee, and his aids did everything in their power to make date a success. Pay days began Thursday and with them came rain. Thursday morning freak storm plunged entire Pittsburgh area into darkness. It was over almost as soon as it began. With exception of

WANTED FOR FIRST ANNUAL FAIR AND ROUNDUP
 CLADEWATER (Fairgrounds, in Upper County), Tex.
 "HEART OF WORLD'S LARGEST OILFIELDS."
 5 BIG DAYS AND NITES—JUNE 15 TO 19.
 200,000 People To Draw From.
 All Concessions open. Ten Charities, with Secular Affairs immediately. Wm. Garrison and Son, Wey, Good proposition. Have 100x20 new Top, 150x50. Banner Line with Double-Deck Banners, complete for Circus Ride Shows. WILL BRONK capable Manager and Actor. CAN PLACE Hawaiian Show, have complete outfit with 60-70 Freak. PLACE any Grand Show of music. TAKE Kiddle or any other Ride that does not conflict with what we have. Ride bids commensurate. Cook House commensurate. WILL PLACE Free Act. Boston, Townsend, Hugo, LeRor, wire it at liberty. All above can join now for this date and 20—CELEBRATIONS AND FAIRS TO FOLLOW—25
 ALL WIRES TO R. A. LANE, PARADE OF SHOWS, This Week (30 to June 4), Athens, Tex.
 Secretaries in Texas communicate. We have a few open dates. Permanent address BOX 1977, Ft. Worth, Tex.

WANT FOR TEN DAY CELEBRATION
 JUNE 2 TO 11 — FIRE DEPARTMENT AND V. F. W. COMBINED.
 WALLINGTON, N. J.—LOCATION: PASSAIC BRIDGE.
 Useful People for Circus Side Show, Office Show, Talkers, Grinders, Foreman for Ell Wheel SHOWS—Motor Drums, Monkey Circus, Crime or Dope Shows, Plantation, Concessions of all kinds.
HELLER'S ACME SHOWS
 Little Ferry, N. J.; Bonton, N. J.; then Haverstraw, N. Y. Phone: Humboldt 3-0474.

girl show and two concessions no real damage was done. General Manager Curtis L. Bockus and Superintendent Joe Winters went to work and at 8:30 p.m. everything was okay. Bob White joined to take front on Sun Kist Valties. Looping Nixes arrived Sunday from St. Thomas, Canada, to visit Manager Bockus. They left Friday morning to fill an engagement at Martins Ferry, O., accompanied by Mr. and Mrs. Baugh. Mr. and Mrs. Merritt Anderson went to New York. Mudea, child of sea, boneless enigma, joined Jack Orr's side show. Lee Cehnar and his frostee malted concession set up here for first time. Set-up here is very unusual, as free acts are on lot outside of showgrounds, and in order to see the performance people must leave grounds and go out on street. Due to heavy showers show did not get open until 10 o'clock Friday night, but crowd stayed until 1:30 Saturday morning. Owner Harry Winters will be 55 years young May 23 and a secret committee is making plans for a party in his honor. Royal, 8-year-old son of Mr. and Mrs. Robert White, under doctor's care past week, but is doing okay. Due to bad weather this week's meeting of Get-Acquainted Club was called off, but will be held as per schedule next Thursday and officers will be elected. Children's Day Saturday afternoon gave larger gross than any night during week. Visitors: Floyd Smith and J. Ramesdell, of A. W. Oodling Shows; Bunny and Grady Nix, Gus Nantz, Harold Timkins and Louis Blake. ETHEL BOCKUS.

Sam Lawrence

Middletown, Pa. Week ended May 23. Location, downtown. Auspices, Veterans of Foreign Wars. Weather, bad. Business, only fair.

Show played this town last year to good business, but rain every day knocked business this week. Veterans gave fine co-operation. As much rain has been encountered, boys are kept busy repainting. New fronts, built in quarters, are commented on by visiting showmen. Staff is still intact with Sam Lawrence, general manager; Mrs. Shirley Lawrence, secretary and treasurer; C. D. Crump, general agent; Eddie Owens, assistant manager; Howard Conaway, billposter; Louis Gueth, electrician; Josephine Smith, front-gate ticket box; William Taylor Todd, trainmaster; Dick Nuffer, official greeter; Bob Young, charge of all canvas. Concessioners are Frank Hilderbrand, cookhouse; Bill Berdige, custard; Eddie Cole, three; Bud Dunavant, photo studio; Sol Nuger, bingo; Eddie Johnson, scales. Show uses two baggage cars in conjunction with its trucks. Manager Lawrence returned from a business trip last week. General Agent Crump has three weeks' booking to fill. DICK NUFFER.

World's

Ononia, N. Y. May 16 to 21. Auspices, American Legion. Lot, Main and Luther streets. Ten-cent gate. Weather, fair, but very cold, and some rain. Business, poor.

Rained Monday and again Saturday midnight. Just after show closed deluge came. Writer asked Max Grubers: "How do you manage to move each week in face of what we have gone thru?" He just smiled and said: "We move, don't we? I really don't know myself." And this is about the truth. John Moran had his hands full, not with law, but appeasing committeemen who wanted to run things themselves. He did a good job of it. Hostile newspaper on everything except idea and Motordrome. Assistant Manager Jimmy Rafferty proving popular and efficient. Ruby Davis again made a hit with auspices and Lillie Dawn quite a rage. Elsie Wolf and Esquire attraction popular. Charlie Gramlich with featured Dardanella and Marguerite Montanaro giving satisfaction. Bobbie Robson laying off for a time. Norman Wolf topping midway with French Casino. Del Crouch and Dorothy Stone with Motordrome close up. Hall of Science with Preacher Monroe working hard and up in money. Mrs. Grubers' bingo had fairly good week. Other booths nothing to speak of in way of business. Jean McCloud's Scotch High-

landers joining for Look Show, now under management of E. F. Frederick. Mrs. Frank Rupp still going along nicely with kiddie rides. Octopus taking big end of ride money. Jeri La Varre making more than good in Casino. Betty Perry also. Walter Tishki with Charlie McCarthy dolls doing business. Whitney Hewett still general Poobah and Pancakes Hewett popular. William McNeely one of best front door men in the business. Professor King, of French Casino, a champion opener, and Dewey Huff, of same show, most valuable.

DICK COLLINS.

J. F. Sparks

Mayville, Ky. Week ended May 21. Auspices, American Legion. Weather, rain each day. Business, only fair.

Good stand lost on account of rain each day during entire week. Bad storm broke about 5 p.m. Saturday and several tops went down under onslaught. However, no serious damage done except that some stock in corn game was damaged. Lot was flooded that night but a nice crowd turned out and everyone did some business. Most of men were walking about midway with their trousers rolled to knees and everyone seemed to be having a good time. E. G. Blessinger, who has had several years' experience in outdoor amusement business, joined as general agent. Mrs. Howard Brayman and son, of Lockport, N. Y., is visiting with her mother, Mrs. E. Trivaudey. Montine English is cashier on Tilt-a-Whirl. Mr. and Mrs. Clifford Smith joined with lead gallery. A. D. Smith joined with a new Kiddie Auto ride. Manager J. F. Sparks was a visitor to the L. J. Heth Shows in Piqua, O. JAMES H. TIMMONS.

Buckeye

Natches, Miss. May 16 to 21. Auspices, Elks' Lodge. Location, on streets downtown, two blocks from post office. Business, good.

Long jump from Ripley, Miss. was made in record time and everything in readiness to open Monday night. Slight shower marred attendance some, but show was well received, this making third appearance here within one year. Tuesday lost entirely on account of one of heaviest rains in history of city. No damage done to stock. Wednesday business opened full blast and continued good for balance of week. Rides did exceptionally Saturday night and all concessioners were well satisfied with the week's business. Pop Erbe framed a new reptile show. Manager Gallier arranging for purchase of another truck. Claude Gentsch building new concession for which he has purchased new canvas to conform with balance of tops on show. Ben Pontios, cookhouse owner, will pay visit to his farm while close by to see how spring planting is progressing. Date Curtis, manager of Ten-in-One, still getting his share of patronage. Len Merton's wrestling bear continues to take on all comers. H. G. STARBUCK.

F. H. Bee

Winchester, Ky. Week ended May 21. Auspices, American Legion. Weather, rain and cold. Business, only fair.

Splendid co-operation from committee. Town only has one carnival each year. Location was a typical Bee one, right in heart of town, and grounds well policed. Doc Green's Minstrels seem to be main attraction all along route and keeps in front as far as receipts are concerned. Leonard McLemore added another concession. His secretary, Mrs. McLemore, is kept busy with books as well as writing daughter, Ginger, to hurry and come on show. All trulieries have taken on a paint-up hobby, as everywhere someone is painting a trailer. Little Christine Reynolds is favorite among young ladies on show. Buzz Baker and Junior Krug seem to be tops with showfolks. Harry and Pearl Harris made a visit from Haag Bros' Circus, also Jimmie and Mrs. Shropshire and Doc Hauer from Knoxville. P. M. Allen and Dorsey Battiff, of Mt. Sterling Fair, nightly visitors. WILLIAM R. HICES.

Huggins' West Coast

(Motorized)

Ellensburg, Wash. Week ended May 21. Location, rodeo grounds. Auspices, American Legion. Weather, bad first three nights and fair last of week. Business, only fair.

Show had a blowdown here. Strong winds blew for three days and nights,

which is not unusual, according to natives. Midway was too small for show, but it was laid out to best advantage by Joe de Meubelle. Shows had to be pocketed and consequently were unable to get their share of business. Mike Collins' Athletic Arena topped midway nightly, with Jack Lee, Chandu and Carl Lindsey's Clair Revue close seconds. Hickman Miniature Animal Circus is a favorite spot for kiddies. Hickman added a baby seal, which he has trained to make a nine-foot dive backwards into a tank of water. State convention of laundry men and a track meet of college men brought out many persons despite bad weather. Local conditions, however, did not warrant much spending. W. C. Huggins is purchasing more new tops and decorations. He and Dewitt Newland, Jimmy Kling, Billy Williams, Frank Hatfield and Jack Segemeler are seen from morning until opening time going over plans of improvements. Frank Hatfield, chief electrician, knows answers for efficiency when it comes to lighting. Eddie Flynn, cookhouse operator, caters well to showfolks and has 100 per cent business of show. Concession row is clean and attractive. Jack Shaffer, with "Charlie McCarthy," is outstanding in his tax and top hat. Tommy Hoyt, Eddie Harrison, Jack Connors, Frank and Sam Shaffer are surrounded with good agents. Bingo is getting its share of business. It is operated by Mrs. Fern Huggins, with Foghorn Roberts talking over p. a. system. Otto Taglieber, high diver, furnishes free act. He recently finished making two pictures for Warner Bros. Jimmy O'Brien is on side-show front. Everyone is anticipating much visiting of showfolk, as West Coast day and date Al G. Barnes-Sells-Photo Circus and French and Ziegler shows soon. JOSEPH GLACY.

Sims

Windsor, Ont., Can. May 16 to 21. Location, London and Caron streets. Auspices, Disabled War Veterans. Weather, cold and rain. Business, fair.

Due to short haul shows and rides were ready for business early Monday afternoon. At this location people seemed anxious to get out and enjoy themselves, but weather conditions all week were such as not to permit big crowds. Business was fair, with Tilt-a-Whirl doing tops for rides. World's Fair Museum and Silver Stars Circus revue enjoyed a goodly share of business. Two free acts unable to work due to weather conditions. Cecil Stobbs, manager Leamington Fair, and Julius Silverman, representing Bazaar and Novelty Co., were visitors during week. Manager Fred W. Sims this year is specializing in advertising his attractions for many miles beyond cities shown in and has found it very beneficial. Writer's The Billboard sales have been very satisfactory. WILLIAM DAVIS.

Barkoot Bros.

(Motorized)

Tecumseh, Mich. May 16 to 21. Weather, wet and cold. Pay gate. Business, fair.

Moved from Monroe, Mich., in rain and in rain most all week. Wednesday night cleared and fair business. When it was so people could get on lot they spent freely. Bert Dyer arrived from J. F. Sparks Shows and started to repaint scenery on Merry-Go-Round. Harold Cramer, electrician, sick with case of boils. Had to stop in Adrian, Mich., on way and have a nurse fix them up. Thelma Williams returned to her home for a few days. H. G. HOCKETT.

J. J. Colley

Hugo, Okla. Week ended March 19. Location, baseball park. Auspices, Choctaw County Fair Association. Weather, cold; rained out Saturday night. Business, fair.

Seminole, Okla. Week ended March 26. No auspices. Lot under water. Show not unloaded.

Okemah, Okla. March 31-April 7. Location, Main street. Auspices, Spanish War Veterans. Weather, snow and rain. Business, good, weather permitting.

Drumright, Okla. Week ended April 16. Location, Drummer's Field. Auspices, American Legion. Weather, good. Business, good.

Chandler, Okla. Week ended April 23. No auspices. Weather, bad. Business, light.

Oklahoma City. Week ended April 30. Location, Page Stadium. Auspices, Colored American Legion. Weather, fair. Business, excellent.

Oklahoma City. Week ended May 7. Location, Agnes arena. Auspices, Boy Scouts. Weather, okay except two nights rain. Business, not good.

Show has yet to play a near red one. Weather in this State this spring was in history for outdoor shows. Several have folded and others are on verge of going to the barn. Capt. Ted Townsend, high diver, is free act. Staff: J. J. Colley, owner and manager; Frank DeShane, general agent and assistant manager; R. S. Burns, special agent; Clyde Barrick, electrician. Ride operators: J. F. Deskin, Big Eli Wheel; Otis Huff, Merry-Go-Round; H. McIlhenny, Loop-Plane; Chief Fischer, Mix-Up; Ralph Gebhardt, Whip; Bert Davidson, Kiddie Car; Mrs. Davidson, Train; Cecil Clark, Pony Shows; M. L. Mathews, pit; Professor E. L. Lamb, mechanical; "Skeet" Granite, athletic; Rusty Woods, hula; Bert Davidson, Mickey Mouse; Slim Reed, minstrel; Tom Elliott, illusion; Bob McLaughlin, well. This show moves by trucks. ROSINA WIPPEL.

PICNICS GOOD

(Continued from page 38) while West View brought in Izzy Cervone's Band on May 22. Swimming pool in at Kennywood, opening on Decoration Day, is expected to bring additional crowds. Scheduled May 29-June 11 is Les Kimris Troupe, to be followed by the Four Laddies, billed with Silvers Johnston and his Fantastic Ford.

New rides in Kennywood, where a new office building was erected at cost of \$30,000, are Ride-O and Stratoship. Ride-n-Laff is an addition to rides in West View, where Skee Ball Alleys, new trees and new pavilion have been installed at a cost of \$20,000. Kennywood opened the season on May 17 with an annual party for 400 park employees, who were hosted at dinner and rides by Manager McSwigan.

LUNA SPACE

(Continued from page 38) dance hall, and James F. Victor's Band in front balcony of the main entrance. Prince Nelson, high-wire artist, gives three performances daily as a free attraction. Ward & Meems, who have built a zoo, have on display monkeys, lion, tigers, bears and elephants. Mr. Johnson, formerly of the Col. Tim McCoy Wild West, has charge of animals.

This will be Manager Miller's fifth consecutive year as general manager and he anticipates a successful season. Admission is 10 cents on week days, Saturdays and holidays.

With the Zoos

KANSAS CITY, Mo.—Tex Clark, superintendent of Swope Park Zoological Gardens, has about completed repair work on the grounds. Despite cool and rainy weather, the park during the last three weeks has attracted large crowds on Sundays. Some new animals are in quarters.

CINCINNATI—In a shipment of Australian snakes which reached here on May 24 were two tiger snakes, a pair of copperheads, a carpet python and a blood python.

DETROIT—Detroit Zoological Park is open for the season under management of Director John Millen. Opening crowd was estimated at about 20,000.

COLUMBUS, O.—A campaign for memberships in Municipal Zoo Association has been launched with President Herb Green in charge. Money realized will go for expansion and building. Projects include recreation center, reptile house, theater in which zoological films will be shown and a place for concerts.

MILWAUKEE—Plans are on for erection of a new cage for Venice, elephant in Washington Park Zoo, which will provide summer and winter quarters. Construction to be a WPA project. Ducks, including ruddy sheldrakes, pintails, Puzos teal, red-billed tree ducks and green-winged teals, have been placed in the most surrounding monkey island. Director Ernest Untermyer reported birth of the zoo's first karyakul sheep and purchase of two ewes and two rams from Toledo Zoo.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Dickey Head Of K. C. Fete

Jubilesta plans are for a water-show theme—sale of 12,500 tickets proposed

KANSAS CITY, Mo., May 28.—With appointment of Lincoln G. Dickey as manager of the 1938 Jubilesta, third annual, plans are moving forward for the program to be presented in Municipal Auditorium. Mr. Dickey, who was general manager of Great Lakes Exposition, Cleveland, and five years manager of Atlantic City Auditorium, was selected over eight other applicants. Contract calls for \$5,000 salary for 10 weeks' work and 50 per cent of all profit up to \$12,500. Assisting him will be Almon R. Shaffer and Peg William Humphrey, long affiliated with Mr. Dickey.

Executive committee headed by Cor- (See DICKEY HEAD on page 59)

HELP This Department by Telling Committees About It.

Wanted Shows and Concessions for JULY 3rd and 4th
 Crowd of about 6,000.
 J. M. FRENCH,
 R. P. O. E., No. 505, Creede, Colo.

WANTED FREE ACTS, RIDES, SHOWS, CONCESSIONS FOR ANNUAL HORSE SHOW AND HOMECOMING JULY 7 AND 8, MARSHALL, IND. E. R. PEFFLY.

Wanted Rides and Concessions for July 4th and 5th for Annual Soldiers and Sailors Reunion
 Average attendance last three years, 20,000.
 Write BOX 225, Savans, Ill.

AMERICAN LEGION CELEBRATION
 Paoli, Ind., July 18-23
 Rides, Ball Games, Races, Juggles, Penny Pitch, Ice Cream, Snowball, High Striker and Novelty sold. Good Concessions and some good Shows wanted.
 Write E. E. MCINTOSH, Chairman.

OLD HOME WEEK
 JUNE 9-11, SEWARD, PA.
 WANT Shows, Concessions, Celebrations and Farmers' Picnics to follow until Fair Season.
 M. A. DEAN, Windsor, Pa.

WANTED RIDES, SHOWS AND FREE ACTS FOR SPRING FESTIVAL AT BLAND, MO. June 10 to 12.
 LOWELL TERRILL, Secretary.

WANTED Rides, Concessions, Small Shows and Orchestras carrying Dance Floor, for ANNUAL HOMECOMING CELEBRATION.
 F. H. SANDERB, Chairman.
 August 27-28, Hermann, Mo.

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

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
 (Communications to 25-27 Opera Place, Cincinnati, O.)

Junior Order Has Profit At Henderson, Ky., Event

HENDERSON, Ky., May 28.—Profit of \$1,200 was made by Junior Order, United American Mechanics, sponsor of Farmers and Merchants' Spring Fair here on April 25-30, report P. A. Bird, Allen Rowland and C. T. Brown, committeemen. Building was decorated by E. R. Gray, who also furnished booths, 48 of which were sold to exhibitors. Thursday night was Boy Scout Night and on last two nights public weddings were held.

Free attractions were the Haags, Great Hilliard, Louraine Smith and Arlene Bowman. Music was furnished by Brewster's Browsers. Concessioners were P. C. Cook, candy apple, snowball and caramel corn; Dubinsky, jewelry; Charles Funk, bingo, and Kerr and Wise, refreshments.

Bloomington To Celebrate

BLOOMINGTON, Ind., May 28.—Overseas Veterans of the World War, Military Order of Cootie, sponsors of an eight-day Merchants and Manufacturers' Exposition and Celebration here, have allotted \$2,500 for free acts and fireworks, reports F. Maurice Wood and R. C. Hart, directors. Rides and shows will also be on the midway. Ladies' auxiliary is conducting an advance ticket sale and prizes will be given. Committee is J. E. Young, Earl Hettie, E. C. Robertson, Pete Henderson, Robert Smith, John Dalton, Charles Barton and Robert Romine.

Oshkosh Doings on Streets

OSHKOSH, Wis., May 28.—Shows, rides, concessions, merchants' and manufacturers' displays and fireworks will feature a celebration sponsored by South Side Business Men's Association, Oshkosh Market Day Association and Veterans of Foreign Wars Post, and General Chairman Phil Lampert. It will be first time in 35 years that streets have been used for celebration purposes. Heavy attendance of tourists from the area is expected and event is being advertised in a radius of 25 miles.

Thrill Acts in Warren, O.

WARREN, O., May 28.—Pro and amateur talent will be combined in a historical spectacle as feature of the \$100,000 Western Reserve Historical Celebration here. Spec will be produced on a 600-foot stage with a cast of about 2,000. Six acts, a line of 16 Tiller Girls



KINGSLEY E. CLAWSON, reappointed chairman of Covered Wagon Days, Mormon-sponsored annual celebration in Salt Lake City, in recognition of his services for the event in 1937. He is a former vaudeville showman and trouped with Steve Moloney, publicity director for Covered Wagon Days, and is widely known among carnival operators, rodeo managers and other outdoor showmen who have praised his knowledge of their problems.

and the "Stratosphere Man" will be presented, with fireworks as a finale. George Kopold is celebration manager and "Bill" Martin laid out plans and secured the contract for John B. Rogers Producing Co.

Two Events for West Coast

WEED, Calif., May 28.—West Coast Amusement Co. has the contract for the annual Siskiyou County celebration here. Mike Krokos, president and general manager of the company, conducted the negotiations, while General Agent W. T. Jessup closed with Klamath Falls (Ore.) Buckaroo Days for the same dates. Krokos will manage his No. 2 unit here, and No. 1 unit will be in charge of Louis Leos and Jessup in Klamath Falls. Arthur P. Craner, who managed Siskiyou County celebration in Mount Shasta, six miles south of here, last year, is again manager of this year's event and will stage another three-day program with two parades, fireworks, baseball tournament, dancing with name bands, log-sawing contests and racing. A Goddess of Liberty contest is under way.

Zanesville Expo Is Success

ZANESVILLE, O., May 28.—Merchants and Manufacturers' Exposition here on May 17-21, sponsored by Amrou Grotto, was successful, officials said. Event had a midway extending three blocks on streets. Over 100 exhibits were in a 540-foot tent. Scores of concessions and P. E. Gooding's Lindy Loop, Merry-Go-Round, Ferris Wheel and Kiddie Ride were on the midway. Lillian Strook, aerialist, and Arnold's Barnyard Frolics, furnished by C. A. Klein Attractions, were free acts.

Shorts

FOR Hyndman (Pa.) Home-Coming Celebration, sponsored by Hyndman Playgrounds Association and in charge of Jimmie Mason, parades, contests and radio acts are scheduled and Penn State Shows have been contracted.

COUNCIL of South Milwaukee, Wis., voted a \$500 appropriation for a celebration.

THIRD ANNUAL White Bass Festival in Oshkosh, Wis., on May 20 drew about 7,000 for parades, wrestling, boating and (See SHORTS on page 59)

WANTED AT ONCE
 COLUMBUS, O., LARGEST CELEBRATION, Clintonville Business Men's Assn. Mardi Gras, June 6-11.
 Fireworks, Parades, Free Acts, etc. Something doing every minute. WANTED—High-class Shows and Concessions. No gambling. Graziano & Carlin's 7 Rides booked. Wire ROY BARBER, 3494½ North High St., Columbus, O.

WANTED July 4th Celebration
 Shows, Rides, Jugglers, Concessions. Fair Grounds, Bath, N. Y. Write, wire J. VICTOR FAUCETT, Secy.

LAST CALL
 FUN HOUSES, SHOWS, RIDES AND CONCESSIONS OF ALL KINDS WANTED. Soldiers' and Sailors' Celebration JULY 4-5-6-7-8-9.
 Lowest rate. Big crowd. Write, stamp. WM. W. KENNEL, Fayetteville, Ark.

WANTED for AUGUST 21-SEPTEMBER 1-2-3.
 Complete Street Carnival, including High-Grade Free Acts, Rides, Etc.
 E. G. WHITE, Knox, Ind.

WANTED CONCESSIONS AND RIDES FOR HOME-COMING AND STREET FAIR
 AUGUST 18-20.
 CLARENCE WRIGHT, Madoc, Ind.

WANTED Large Carnival
 FOR MIDDLE TENNESSEE DAIRY FESTIVAL. Week of August 14 to 20.
 Write to H. A. MITCHELL, Pulaski, Tenn.

WANTED GOOD CARNIVAL
 JULY 4 CELEBRATION
 American Legion Post No. 88 will sponsor a Big 4th of July Celebration. WE WANT a complete show. Write A. R. MERRIMAN, Sullivan, Ill.

WANTED
 Carnival Rides and Concessions, JULY 3 AND 4 CELEBRATIONS, NEILLSVILLE, WIS.
 20,000 holiday-crowd. Business District Midway. No sale. Photos or wire J. MUSIL, Chairman, Neillsville, Wis.

WANTED THRILL ACTS
 Auto Jumping, Bell-Overs, Cycling Stunts, etc. On program at American Legion July Fourth Celebration, Charleston, W. Va.
 W. JERRY GERBRACHT, Chairman, Entertainment Committee.

WANTED
 For July 4, Balance of Week Optional. A RIDE SHOW without gambling or games of chance, under sponsorship of American Legion. All-Day Celebration on the 4th Only.
 H. M. CHANE, Chairman, Oosterville, Ga.

CARNIVAL WANTED
 For 4th of July Week—Home-Coming and Celebration. Prefer 19 Rides and Shows, 20 to 30 Concessions.
 FIRE CHIEF, Blainston Volunteer Fire Dept., Blainston, W. Va.

CARNIVALS
 We want a good, clean Carnival for one week anytime after July 4.
FOR BIG FIRE DEPT. CELEBRATION
 We will set dates to fit in with a good Carnival. No gift wanted.
 TAMA FIRE DEPARTMENT, Tama, Ia. Address C. G. INGERSOLL, Chairman, Tama, Ia.

RIDES WANTED
 Want 2 or 3 good Rides only for Big Navy Job Celebration, Quincy, Ill., June 17, 18, 19.
 Address CHELSEA G. CIBBNA, 1426 Hancock St., Quincy, Ill.
 It Helps You, the Paper and Advertiser to Help You The Billboard.



LINCOLN G. DICKEY, widely known producer and exposition manager, who has been named manager of the 1938 Kansas City (Mo.) Jubilesta, the show this year to be the third annual and first under direct supervision of a showman. He was general manager of Great Lakes Exposition, Cleveland, and former manager of Atlantic City Auditorium. A big water-show theme and extensive advance ticket campaign are among tentative Jubilesta plans.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

Be WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Remain Type)
Figure Total of Words at One Rate Only
No Ad. Over This 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—500% PROFIT SELLING GOLD LEAF Letters for store windows. Free Samples. **METALLIC CO.**, 439 N. Clark, Chicago, Ill.

AGENTS—HOLDITITE JAR HOLDER, NEW, different; holds all size jars securely while tightening. Free details. **STERLING SALES CO.**, Cuyahoga Falls, O.

ARTIFICIAL FLOWERS FOR PARADES— Veteran, social, charity organizations; \$1.50 per hundred. **ARCO NOVELTY**, 101 West 27th St., New York City.

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J.

BIG MONEY TAKING ORDERS—SHIRTS, TIES, Hosiery, Underwear, Raincoats, Pants, Uniforms, etc. Sales equipment free. Experience unnecessary. **NEMROD**, Dept. 43, 4922-28 Lincoln, Chicago.

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Easiest thing today. Free samples. Also, sideline salesmen for Name Plates and Tire Cover Transfers. **"RALCO"**, 1305 Washington, Boston, Mass.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 25. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 15. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

MAGNET LIFTS 50 TIMES ITS WEIGHT, wonderful for Reparatmen, Madinists, etc. \$1.00 Postpaid. Particulars for stamp. **ADVANCE**, 8618, Minneapolis, Minn.

MAKE ARTIFICIAL FLOWERS—40 DIFFER- ent Flower Patterns and Materials to make 50c dollars' worth sent prepaid. **ZANONE**, 308 VanBuren, Chicago, Ill.

MAKE PRODUCTS YOURSELF—LATEST FAST Sellers. Our "Chemists Approved" Formulas sell how. Lowest prices. Catalog free. **KEMICO**, 60, Parkridge, Ill.

NEW—BETTER MOUSE TRAP, 10c; FITS glass jar; demonstrate with rubber mfc; money-maker. Sample and display, 10c. **MFG. M. T. CO.**, 1282 Broadway, New York.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York.

ONE MILLION ASSORTED MINIATURE charms; \$5.00 per 1,000. Samples; 100 different, \$1.00, postpaid. **AUERBACH**, 2 East 34th St., New York.

PERFUME BUDS—COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, street-van, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif.

RADIO RCA LICENSED 5-TUBE—AC AND DC. Ask us how to obtain yours free. **SAXLIN**, 220 S. State, Chicago.

SELL BY MAIL—FORMULAS, BOOKS, PIC- tures, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago.

SELL NEW 25c POCKET KNIFE—USES RAZOR blades. 200% profit. Write at once. **LOR-RAC PRODUCTS CO.**, Albany, N. Y.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD P. PUBLISHERS**, 925 Broadway, New York.

ANIMALS, BIRDS AND PETS

ALLIGATORS—HARMLESS ASSORTED SNAKE Dens; 8 Large, \$10.00; 10 Medium, \$3.00; 10 Large Water Snakes, \$5.00. Price list. **BOSS ALLEN**, Silver Springs, Fla., wire via Ocala, Fla.

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. **SNAKE KING**, Brownsville, Tex.

BABY ALLIGATORS—\$50.00 HUNDRED; Alligators, all sizes; Large Dens Healthy Snakes, \$10.00, \$15.00, \$20.00 and \$25.00. Give us a trial. Know your needs. Satisfaction guaranteed. **SARASOTA REPTILE FARM**, Sarasota, Fla.

BIRDS, ANIMALS, REPTILES, TROPICAL FISH and Novelties for Zoos, Pet or Novelty Dealers. **NORTH MIAMI ZOOLOGICAL GARDENS**, North Miami, Fla.

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CHIMPANZEE—MALE, SMALL, VERY TAME, well coated, \$350; Female, very large, \$300; two Males, \$200 each. **BIDDLE'S**, 40 N. 9th, Philadelphia, Pa.

CUB BEARS FOR SALE—SMALL AND TAME. Write today to Canada's largest exporters of Bears. **RELIABLE BIRD CO.**, Winnipeg, Canada.

FRESH SNAKES—LARGEST DENS. 5 RATTLE- Snakes, 5 Harmless Snakes, \$10.00; Cola Monsters, \$3.50; Horned Toads, \$1.00 dozen; Armadillos, \$2.00 or \$3.00 pair; Chinese Dragons, \$7.00; Javalines, \$12.00; Wild Cats, \$3.00; Prairie Dogs, \$2.00. **UNIVERSAL PRODUCTS CO.**, Laredo, Tex.

LARGE DENS HEAVY FAT SNAKES—INCLUD- ing Rattlers, Bulls, Kings, etc. \$15.00. No delays. **THE AMAZON SNAKE FARM**, St. Stephen, S. C.

PLENTY SNAKES—ARMADILLOS, IGUANAS, Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Costimundis, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Ringtail Cats, Peafowl, Hawks, Owls. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex.

RHESUS MONKEYS—ALL SIZES. ALSO Guaranteed Genuine Rhesus Mother and Baby Combinations. **WOHLSTADT CO., INC.**, 186 Greenwich St., New York.

SPECIAL OFFER FOR NEXT TWO WEEKS— Fifty large, fat, mixed snakes, \$25.00. Also \$10.00 Dens. **ELLISON MITCHELL**, Natsgatist, St. Stephen, S. C.

4 TRAINED DOVES—RIDE MERRY GO- Round, Farris Wheel, Climb Ladders, Roll Barrel. Complete act with props. \$15.00. **THOS. FINN**, Hoosick Falls, N. Y.

BUSINESS OPPORTUNITIES

BARBECUES—INTERIOR AND EXTERIOR Models, \$145.00 and up; also Bake Ovens and Restaurant Ranges. **PEARLESS STOVE CO.**, Columbus, O.

MAKE MONEY, BE INDEPENDENT—"OPPOR- tunity Forum." A 52-page magazine shows you how. Trial copy with free business plan one dime. **CHAS. SPOONER**, 224 S. 10th St., Minneapolis, Minn.

MAKE OUR ADDRESS YOURS—COMPLETE Confidential Business and Personal Service. We do such things for you in Calif. as an intimate trusted friend might do. 24-Hour Mail and Phone Service. Your Individual Problems Given Special Attention. Nominal Fees. Registered Licensed Office. **PROFESSIONAL AND SHOWMAN'S MAILING SERVICE**, 2505 S. Grand, Los Angeles Calif.

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ONE DOLLAR STARTS YOU IN PROFITABLE, fascinating, easily operated Mail Order Business. Particulars free. **ROADMAN'S GUIDE**, 47 Miller Bldg., Toledo, O.

ORGANIZED DRAMATIC COMPANY—COM- pletely Equipped Playing Auspices needs financial backing. Details furnished. **PLAYERS**, Box 122, Ithaca, N. Y.

PROFITS AND PLEASURE MAKING SHELL Jewelry, Novelties—newest field. Stamp appreciated. **CHALLENGE**, A-17, St. Petersburg, Fla.

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.

RADIO RCA LICENSED 5-TUBE—AC AND DC. Ask us how to obtain yours free. **SAXLIN**, 610 Consumers Bldg., Chicago.

SELL SNOW BALLS—OWN A BUSINESS. 400% profits. Outfits \$4.75 up. Free price list, circular. **SNOW BALL COMPANY**, Jacksonville, Fla.

SOAP MAKING—LEARN AT HOME. NO MA- chinery needed. Send 3c stamp. **N. POSERA**, 4545 N. Bartlett Ave., Milwaukee, Wis.

Due to the increased size and circulation of the **SUMMER SPECIAL ISSUE** we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING FORM

for the

SUMMER SPECIAL

issue of

The Billboard

Goes to Press in Cincinnati

WEDNESDAY

JUNE 15

"mail your copy now—Today"

25 OPERA PLACE CINCINNATI, OHIO

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 SUPPLY HOUSE FOR VENDING MACHINE operators. Hand Shell Candies, Cargas, Ball Gum, Supplies, Arcade Equipment, large collection used. **Harvey, Peanut, Ball Can Venders.** Write your needs. **THE ATLAS SALES CO.**, 6121 Lorain Ave., Cleveland, O.

A-1 CONDITION—BUCKLEY TRACK ODDS, console, like new, \$160.00; Fleetwood, like new, \$115.00; Stables, like new, \$90.00; Derby Day, \$32.50; Turf Champs Tst., \$32.50; Classic, \$27.50; Bally Derby, \$12.50; Sunshine Derby, \$12.50; Rambler, \$10.00; 50 Novelty Games, \$5.00 to \$25.00; Jantette 500-watt, 10 D.C. Converter, \$45.00. **TED SCHOON**, Luvans, N.Y.

AAA-1 BARGAINS—TANFORANS, \$67.50; Clubhouse, \$49.50; Bally Entry (F), \$1, \$49.50; Preakness, Derby Day, \$29.50; Caroms, \$14.50; Counter Games, Novelty Tables, all prices. **MARKEPP CO.**, Cleveland, O.

ARCADE, PIN GAMES, BARGAINS—TURF Kings, \$17.50; Power Play, \$17.50; Slizzer, \$26.00; Booster, \$8.00; Scoreboard, \$7.00; Punching Bags, \$30.00; Microscope, Drop Pictures, \$20.00. Factory remodeled. **MURVES**, 555 W. 157th, New York.

BALLY BASKETS, \$49.50; PACIFIC PLAY Ball, \$79.50; Bally Rollis, \$29.50; Iron Claws, \$27.50 to \$39.50; Jennings Stars, \$7.00; Mills Diab, \$14.50. We will trade anything in the coin machine field. Write us what you have and what you want. **COLUMBIAN VENDING CO.**, Parsons, Kan.

BALLY ENTRY, \$70.00; BALLY DERBY, \$15.00; Peerless, \$12.50; Chuckaleine, \$50.00; Palooka St., \$15.00; Grand Prix, \$25.00; Chase Tour, \$15.00. 1/3 dep. **GENE WALKING**, Golebridge, Neb.

BEST PRICES PAID FOR FAIRGROUNDE Derby Day, Liberty Bell Consoles, Track Times, Free Races. **MARKEPP CO.**, Cleveland, O.

BEST OFFER TAKES 25 AD-LEE CONFECTION (4 Section) Vending Machines. All working satisfactory. **ALBERT TAYLOR**, Wellesley, Mass.

CLOSING OUT—1 SROOKY, 1 ELECTRIC Scoreboard, 1 Ball Fan, 1 Make and Break, 4 Bally Bumpers; all for \$30.00. **J. R. KATZ**, 1520 N. 24th St., Omaha, Neb.

COUNTER GAMES—ZEPHYRS, PENNY PACKS, \$7.00; Real Races, Reel 21, Reel Dice 21, I.O.U., Baby Shots, Cigarette Reels, \$5.00; Select 'Em, Sportsman, Beat 'Em, \$6.00; Auto-punch, automatic payout, \$15.00. Half deposit. **CLEVELAND COIN**, 2336-38 Prospect, Cleveland, O.

DIGGERS—BUCKLEYS, ERIES, MERCHANT- men, Microscopes; E, F, G Iron Claws; Candy Bar Machines, Arcade Machines, Toledo Free Weight Scale, Cues, Your-Weight Scale, 200 Peanut Machines. **BARGAINS, NATIONAL**, 4242 Market, Philadelphia, Pa.

FOR SALE—20 IRON MICROSCOPES, REELS, Frames, \$20.00, 15 Mills, Drop Pictures, \$20.00. P. O. S. Keansburg. **RABIN**, Keansburg, N. J.

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GOODBODY'S BARGAIN LIST IS WAITING FOR You. We buy, sell or exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

LATE MULTIPLE AK-BAR-BENS, \$75.00; Fleetwoods, \$75.00; Sport Page, \$110.00, 1/3 deposit. **VICTOR GAIDA**, Yorktown, Tex.

MILLS—ONE TWO THREE TABLES WITH new Payout Units, \$75.00. F. O. B. Miami. Other good boys in Novelty Games, priced right. **BILL FREY, INC.**, Miami, Fla.

MICROSCOPE MOVING PICTURE MACHINES— 24 All Iron Floor Size Microscopes with large iron Sign Frames, guaranteed mechanically perfect. \$18.00 each. Crafting at cost. **PALACE AMUSEMENTS**, Asbury Park, N. J.

ONE-BALL CLOSE-OUTS—CAROM, PRAEK- ness, Derby Days, Miss America, Center Smash, Mazuma, Racing Form, Arlington, Air Races, Entry, Beat 'Em. Excellent condition. Make an offer. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O.

Show Family Album



MEMBERS of Barnum & Bailey billing car No. 2, season of 1891. That was a fighting year, the crew jumping from Jersey City to Lexington, Ky., as opposition to the Buffalo Bill and 4-Paw shows thru Kentucky, Ohio and Indiana and in Chicago. Among those identified in the middle row are Al Reid, car manager, second from right, and W. S. Burton, boss billposter, at the right. Seated on the floor, left to right, are Charles Miller, Jim Clark and Tom Jones, programmers. Burton had a billposting plant in Richmond, Va., at one time and is well known to showfolk. Now 76 years old, he retired years ago and still lives in Richmond. Jones has been on the advance with many circuses, including the Bob Hunting show, which wintered in Richmond 40 years ago. He entered show business when 14 years old as assistant property man at the old Richmond Theater, working backstage in winter and going ahead of the white tops in the summer. Now 71 years old, he is the oldest stagehand in Richmond in point of age and service, working at the National, Lyric and Mosque theaters.

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.

ONE-CENT O. T., SERIAL No. 7594, \$22.50; Five-Cent O. T., Serial No. 12302, \$27.50; Tri-Tar-Tos, \$2.50; Reel 21, \$3.00; Shipman's Haulby 5c Bar Machine, \$5.00; Shipman's Group Machine, like new, \$15.00; Mills Small Scale, \$25.00; Wurlitzer Tom Thumb Scale, \$35.00; Wurlitzer P. 10, \$50.00; Mills Dance Master, \$50.00. O'BRIEN, 89 Thames St., Newport, R. I. 1111

PENNY PACKS, \$7.50; GINGERS, \$7.50; REEL Spots, \$12.50; Turf Champs, \$27.50; Domino, \$125.00; Bangtail, \$125.00; Pace Races, \$25.00; Slot Machines, \$10.00; Pace Blue Front, \$35.00; Penny-Nickel Masters, \$7.50; 100 Pack Advance, \$19.50; Pin Games; Pay Tables. Write your needs; Arcade Machines. LEHIGH SPECIALTY, 2d and Green, Philadelphia, Pa.

SACRIFICE — IN A-1 CONDITION: WUR-litzer P-12's, \$65.00; 312's, \$99.50; 412's, high serial numbers, \$109.50; 400's, \$124.50. MARION CO., Wichita, Kan. 1111

SIX MILLS BLUE FRONTS, \$45.00; ONE Futurity, \$65.00; one Chief, twelve Pace Concerts, \$40.00, nickel, dime play. Light oak cabinets, 20 stop, used one month, lot \$75.00, 1/3 deposit, inspection. E. G. HUNTER, 309 N. Locust, Pittsburg, Kan. 114

SIX ROCK-OLA 12 RECORD SELECTIVE—1937 Models in A-1 shape, \$75.00 each. Third down! CLEVELAND COIN, 2336-B Prospect, Cleveland, O.

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WANTED — 1000 COUNTER MACHINES OF all types for cash. We buy, sell and trade. COUNTER MACHINE EXCH., 3307 Armitage Ave., Chicago, Ill. 111

WANTED — GOTTLIEB SINGLE GRIP MA-chines. Must be cheap. A. PHILIP, 6959 Michigan Ave., Chicago, Ill.

WANTED — WILL PAY CASH \$60.00 FOR Melon Bells, Blue Fronts, serial No. over 400,000, \$35.00. Single or in quantities. BOX C-514, Billboard, Cincinnati, O. 1111x

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WILL TRADE WURLITZER PHONOGRAPHS for Mills Blue Fronts or Pace All Star Mysteries, 5c or 25c play. MARION COMPANY, Wichita, Kan. 114

WILL TRADE—15 GOTTLIEB GRIP SCALES with Stands, Latest Button Indicator, for 15 Latest A. B. T. Targets. LEWIS CIGARETTE SERVICE, 222 12th St., Augusta, Ga. 111

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5 GOTTLIEB MULTIPLES, \$80.00 EACH; 5 1-2-3 Machines, perfect condition, \$75.00 each, 1/3 cash, balance C. O. D. Write, as these will sell fast at this price. SOUTHERN VENDING MACHINE CO., 124 Market St., Danville, Va.

COSTUMES, UNIFORMS, WARDROBE

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INDIAN RELICS, BEADWORK, CURIOS, Weapons, Catalogue 5c. 5 Arrowheads, 20c. Eagle Feather Indian War Bonnet, \$9.00, fine. INDIAN MUSEUM, Northbranch, Kan. 111

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WESTERN CURTAIN, \$10.00; BEAUTIFUL Red Velvet Tent Curtain, \$25.00; Red Band Coats (10), \$25.00; Blue, Black Regulation Coats, \$2.50; 50 Blue Caps, \$25.00. WALLACE, 2416 No. Halsted, Chicago.

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DUNCAN'S HAMBURGER SPREAD CLOSES the other joints. More money, easier, faster and better. Formulas, one dollar. DUNCAN'S CAFE, Laredo, Tex. 111

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices. Leads. GIBSON LABORATORY, Chemists, BH-1142, Sunnyside, Chicago. 111x

KOLA FORMULA—MAKE YOUR OWN KOLA Extract. Big profits. Latest best formula and where to secure ingredients, \$5.00. ALAMO BOTTLING WORKS, Box 55, Laredo, Tex. 114x

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CORN POPPERS — GASOLINE, ELECTRICS. Rotary, Heavy Aluminum 12 Quart Popping Kettles; Camelcorn Equipment, Tanks. NORTHSIDE CO., 1528 19th, Des Moines, Ia. 112x

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FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, Tenn., offers New and Used Machines of all makes. Write for prices. 111

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NEW 'VELVO' FROZEN CUSTARD AND ICE-cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. 114

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BALL BINGO—40-UNIT; POKER LITE TABLES; Leather Stools with Backs. Cheap to quick buyer. MANN, 8313 Bay Parkway, Brooklyn, N. Y. Beach View 2-1551.

FOR SALE—1935 EYERLY AIR CRAFT CABLE Loop-o-Plane in first-class condition; make offer. AL ANDERSON, Balboa, Calif. 111

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FOR SALE—BLEACHER SEATS, CAPACITY 1,000. Seven tiers, 20 sections. Several seats have backs. Fine condition. Also tent if desired. Write FRED STANLEY, 224 So. High St., Marion, O.

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GIRL TRUMPET PLAYER FOR STEADY LO-cation in Wisconsin. Must read, fake, etc. Union. Send photos, state experience. BOX C-536, Billboard, Cincinnati. 111

GOOD RIGGER FOR HIGH ACT—MUST BE good Truck Driver. Season's work. Chasers, drunks save stamps. GUS SUN, Springfield, O. 114

HIGH-POWERED AGENT WANTED—MUST have car and one who can book for small unit. Tommy Tompkins answer also. BUDDY HAYES, Gen. Del., Paterson, N. J.

MECHANIC—MUST BE EXPERIENCED ON Pin Games and Arcade machine. Good steady position. CRYSTAL HALL, INC., 120 East 14th, New York City.

MED PEOPLE—ALL LINES. JOIN IMMEDI-ately. Long season, low sure salary. No drinking. MEDICINE SHOW, Box 87, Wilmington, N. C.

MED. BLACKFACE—PIANIST AND NOVELTY Man, immediately. Change two weeks. Money sure. Don't ask, state lowest. MOULAN, Bridgeton, N. J.

FIRST TRUMPET—HIGH, CONSISTENT RANGE, tone, modern phrasing, with section essential. Prefer singer. State salary. Don't misrepresent. WIT THOMA, Albert Lea, Minn.

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TOP MOUNTER FOR STANDARD ACT—MUST be perfect in all hand-to-hand tricks; weight about 120 pounds. Send photos. GRAY, 5 W. 91st St., Apt. 6-B, New York.

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WANTED QUICK—MED PERFORMERS ALL lines; single blackface, play own music; change two weeks. Write or wire CHIEF GRAY FOX, Gen. Del., Belleville, Ill.

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PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquist Figures, Funch and Judy and Marionettes. PINXY, 1313 N. Wells, Chicago, Ill. Illustrated folder free. 1125

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MISCELLANEOUS

RADIO RCA LICENSED 5-TUBE—AC AND DC. Ask us how to obtain yours free. LYNN, 610 Consumers Bldg., Chicago. 111

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M. P. ACCESSORIES & FILMS

LATEST 35MM. EQUIPMENT CIRCULAR —Ready for distribution. Westerns, Comedies, Action available. Let us know your needs and lowest prices will be quoted. ZENITH, 308 W. 49th, New York.

MOVIE ROAD SHOW BARGAINS — 35MM. Sound Portables, complete, limited quantities. DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$189.50 up. Special bulletin. Also 16MM. Sound Projectors. CONSOLIDATED THEATER SUPPLY CORP., 1600-B Broadway, New York, N. Y. 1125x

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UNUSUAL BARGAINS IN USED OPERA CHAIRS, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. MOVIE SUPPLY CO., LTD., 1318 S. Wabash, Chicago. 1125

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FOR SALE—WURLITZER DOUBLE DUPLEX Track Band Organ; used only 3 months; good as new. Will sell for only \$500. Send your order to P. O. BOX 236, Burlington, N. J.

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PARTNERS WANTED

PARTNER—WITH SMALL SHOW; MEADS or Vaudeville; own transportation. I have tent outfit and transportation. J. H. RUSSELL, Paterson, Wash.

PERSONALS

LETTERS OF PROFESSIONAL HELP—WRITTEN on your personal problems, confidential, \$2.00. B-6 Albanese Apartments, Nashville, Tenn.

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AT LIBERTY ACROBATS AT LIBERTY—PHILIP PIANTONE, ACROBAT. Hand-Balancing, Clown, 217 So. Ashland Blvd., Chicago. Haymarket 3388.

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YVONNE DENNIS—AGE 11, ACROBATIC dancer de laoc. Doing unusual routines, about 100 different stunts; also good tap, toe and toe-toe dancer. Considered the best acrobat in the world for her age. Father desires work, too. Has complete wardrobe. Address E. DENNIS, 3402 E. Pierson Rd., R. No. 6, Flint, Mich. je18

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CIRCUS CONTRACTOR—Publicity Director, Twenty-two years Circus, Theatrical and Vaudeville experience. 5 seasons Hutchinson's, Robbins Bros. H. R. Circus. Close contractor, high-grade press agent. Can fill any official staff position. Can join on wire. State salary. F. ROBERT SAUL, 149 N. Winter St., Adrian, Mich. je13

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FINE SEVEN-PIECE ORCHESTRA—Featuring Hammond Electric Organ, Instrumentation: Three Saxes, Trumpet, Electric Guitar, Drum, doubling Vibrations, Organ doubling Piano. Featured Singer. Now playing one of West's best spots. Bookers contact. Don't misrepresent. ORCHESTRA LEADER, 1721 Central Ave., Cheyenne, Wyo.

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SALESMEN—SELL BUSINESS STATIONERY. Book Matches, Advertising Gummed Tape, Advertising Pencils, Shelf Moulding, Labels, Salesbooks, Rubber Stamps, Business Cards \$1.50 thousand, 35% commission daily. Free deals. Sales portfolio free. DAVID LIONEL PRESS, 312 So. Hamilton, Dept. M, Chicago. x

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SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNIVAL Sideshow Banner Painters. Devoting our time serving the showmen. MANUEL'S STUDIO, 3544 North Halsted, Chicago. je18

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BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. NIEMAN STUDIOS, INC., 1236 S. Halsted St., Chicago, Ill. je11

TENTS—SECOND-HAND

SIDEWALL BARGAINS—7.68 OZ. DRILL. Hand Roped, clean, white, good as new. 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent Bargains. KERR COMPANY, 1954 Grand Ave., Chicago. je18

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WINDOW CARDS—14x22. ONE COLOR, 100 \$2.50. 50% deposit, balance C. O. D., plus shipping charges. THE BELL PRESS, Winton, Penna.

100 24x36 POSTERS, \$7.50; 200 14x22 Window Cards, \$6.00; 300 17x22 Bond Posters, \$9.50. Any Color. PETERS PRESS, Black, N. D.

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BUY EXTERIOR FOREST DROPS, DYE PREFERRED, about 14x24; also large Spot Lamp with Color Wheel if good condition and cheap. SHROPSHIRE, 1913 1/2 Commerce, Dallas, Tex.

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WANTED—20 ODGEM OR SCOOTER CARS. Full particulars in first letter. Lowest price. No Juniors. RABKIN, Keansburg, N. J. je12x

At Liberty Advertisements

AN UNUSUAL 5-PIECE COMBINATION AND Girl Vocalist (The Continentals). Accordion, electric guitar, Spanish guitar, marimbas and bass, Singing trio. P.-A. System. A refined dance band with soft modern swing. Wait Saturday, Sunday in North Illinois, South Wisconsin. Licensed bookers only. Write CARL GARDNER, 2004 10th Ave., Rockford, Ill.

BUD DAVIS ORCHESTRA—3 MEN—NOW playing indefinite engagement. Not a newly organized band. Commercial sweet and swing style. All special arrangements. Arrangements written for a full band. Can augment at once. Vocals, novelties and fine appearance. Cut shows, leader emcee's. All new equipment and wardrobe. Transportation, bus and trailer. Open for night club, hotel, cafe or good resort location. Attention, bookers: Union. Must give two weeks' notice. Pictures supplied upon reliable request. Traveling distance unlimited. Write or wire all details to BUD DAVIS, 232 N. 10th St., Richmond, Ind.

DEACON VAN AND HIS ORCHESTRA—AN ethical place organization with Girl Singer. Now available for summer engagement. Experienced all lines. Modern style rhythm, sweet swing, entertaining features, uniforms, stands, P. A. system. Only best of spots considered. Don't misrepresent. DEACON VAN, 613 Lee St., Scranton, Pa.

LARRY STEMBER AND HIS MUSIC IN THE Modern Manner—12-Piece Union Band, including classy girl singer; will cut. Public address and lighting system, electric fronts, baby spots, modern library. Available two weeks run—one nighters in Ohio. 135 East Norwich Ave., Columbus, O.

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NINE-PIECE BAND OPEN FOR SUMMER Location after June 6. Organized for two years. Carry fronts, uniforms and good swing library; 3 sax (double clarinet), 2 trumpets, trombone, drums, piano, bass. State all in first letter. Penicils lay off. Write or wire GAYLORD HUSTADER, Sig Ep House, Mt. Pleasant, Ia.

NOT A COMBINATION OF VALLEE, WHITE-man and Dorsey, but a good, reliable, experienced dance orchestra, available at from 6 to 10 men, for the summer. DWIGHT DOCKERTY, 313 Allison St., Brighton, Mass. je11

ROY SANDERS' SYLVANIANS—UNION, 11 men, desire summer location. Now on location. DEL EDWARDS, 1017 N. 9th, Reading, Pa.

TOP-NOTCH TEN-PIECE BAND—SMOOTH, sweet or swing out. Plenty personality and what it takes to patk 'em in. State all, ask all. Only reliable managers and bookers. Contact RAYMOND DAAR, 14 Colliston St., Buffalo, N. Y.

TWELVE-PIECE BAND AND EXCEPTIONAL Girl Vocalist, Unit swing and commercial. Special arrangements, vocalists, novelties, wardrobe, public-address system, transportation. BDX C-504, Billboard, Cincinnati.

DOD DODD'S Jim of the Week Orchestra, Eleven Union Musicians. Arrangements, vocalists, commercial and variety, reliable parties arranged. Write or wire P. O. BOX 534, Perth Amboy, N. J. je18

FIVE-PIECE BAND—Including Violin, Piano, Piano Accordion, Trumpet and String Bass. Sweeter and more reliable parties arranged. All with music schooling and fine references. Write BERGER WETTER'S ORCHESTRA, Lake Mary, Fla. Prefer hotel or night club. je4

GIRL COMBINATION—Seven Pieces. Trumpet, Trombone, Alto, Tenor, Drums, Bass, Piano. Worked together two years. Prefer work collectively but interested individually. MUSICIANS, 426 Bishop Ave., Syracuse, N. Y. je4

HI TALTON ORCHESTRA—Available on two weeks' notice. Seven experienced musicians, fully equipped, K.F.B. radio favorites. Distinctive danceable style. 404 E. Boone St., Marshalltown, Ia. je11

TRIO—Dance, Blues, Violin, Saxophone, Piano, doubling two Violins; Cello, Clarinet, Guitar. Sweeter and more reliable parties arranged. Location anywhere. Address BOX C-505, Billboard, Cincinnati. je4

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—Silver Flash, the dog beautiful. Pick out numbers and colors. One dozen other tricks. WOODBOND'S (Weds, Westfield, N. Y.

AT LIBERTY—Woodley's Novelty Dogs. Pick out numbers and colors. All line rope balancing, hurdle jumping, clown and dancing dogs. Tam-tam art. Address: Westfield, N. Y.

DIGGER OPERATOR—With three years' experience in full charge of Digger Concession wants to connect with concession-making Digger Concessions. Excellent references from former employers. Sober and reliable. A. W. GLASHEEN, 33 Adams St., Battle Creek, Mich.

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GOOD AIR CONDITIONED BANNER MAN—No best talk. Midwest Show, WM. B. JACKSON, General Delivery, Louisville, Ky.

PUNCH AND MAGIC—Ben Bid Show. Good entertainer, experienced. BEN BIDA SHOW, 2108 W. 14th St., Brookpark, N. Y.

SIDE SHOW MANAGER—First or second experience. Location and Ticket Sales. CHAS. W. (DOC) FOSTER, P. O. Box 60, Cooney Island, New York, N. Y.

AT LIBERTY DRAMATIC ARTISTS

ALTO SAX—DOUBLE CLARINET; GOOD reader, fake, sing, do straight and general business; fast banner man. Appearance, sober and reliable. Want reliable proposition. TOM MATNEY, Waynesville, N. C.

BOY, NINETEEN—Juniata, Characters, Singing, Dancing Specialties with 12-year-old sister, who does Roller Skating, Dancing, Potential vocalist. Mother, Night Reading, Pianist, talent, troupe. Trio, salary year limit. Railroad tickets. NELLIE ROBERTS KATON, Fairhope, Ala.

TEAM—Account disappointment. Man, Character, Comedy, General Business. Age 49, 6 ft. 6, 60 pounds. Woman, Characters, General Business, double Piano. Age 41, 5 ft. 5, weight 130. Acrobatic and Talking single and double specialties. All essentials. Items rar. W. LEIBY, General Delivery, Bushell, Ill.

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SUCCESSFUL MAGICIAN—Four changes. All Vent. Cartoon, Fine Eating and Iron Yarns. Age 33, sober, reliable, versatile. ROBERT L. HENDERSON, 414 S. 7th St., Tacoma, Wash.

AT LIBERTY M. P. OPERATORS

CAMERA MAN—With Production Experience wants assignment to make motion pictures. Have camera equipment. Will travel. DAN ALBERIO, 26-22 23rd St., Long Island City, N. Y. je25

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AT LIBERTY MUSICIANS

TROMBONIST—EXPERIENCED in all kinds of work. Band or Orchestra. Union, no booster. Write or wire ALEX JOBB, Bridgeport, O.

TRUMPET—READ, TAKE-off, Arrange, first or second chair. College man, neat, sober. Fanics and corn bands lay off. Can bring out of world Drummer. FRED LIND, State College, Ark.

ALTO SAXOPHONE OR TENOR—SWING clarinet. Read and transport; single; have coupon; join around June 1. State particulars. JACK WEBER, 1202 Kirkman St., Lake Charles, La. je11

ALTO OR TENOR SAX—DOUBLING CLARINET. Young, neat; read, Vaudeville stage band or dance orchestra. Can join upon notice. Please state all. PHIL PLEASANTS, Hotel Tucker, Louisville, N. C.

AT LIBERTY—MODERN DRUMMER: EXPERIENCED and reliable. Have modern outfit. KEN TRISKO, 707 Sheldon Ave., St. Paul, Minn. je25

DRUMMER—EXPERIENCED, SOLID, VOCALS fine outfit. Young, sober and reliable. No panics. Location, go anywhere. Have cut. GENE CELL, 1734 1/2 Kent St., Los Angeles, Calif. je11

BASS — UNION; FEATURED VOCALIST. Young, neat appearance. Experienced. Strolling. Unlimited memory of songs. No parities. Summer location. Prefer small combination. BOX 312, Billboard, Chicago. Bittersweet 3333, room 533.

DRUMMER—YOUNG; SWING STYLE AND SOLO. Can read and jam. Double on Vibraphone. Have modern drum set. Five years night club theater, radio and dance work experience. Will answer all replies. Write or wire MAMMY MITKA, 5007 24th Ave., Kenosha, Wis.

EXPERIENCED FRONT MAN — PLEASING tenor voice. Young, personable, reliable; carries scam. E. W., 404 Jackson St., Mankato, Minn.

EXPERIENCED VIOLINIST—RELIABLE UNION. Smooth tone. Have car. Write MUSICIAN, Box 589, Los Angeles, Calif.

FAST LEAD OR SWING TENOR, CLARINET—All essentials. Good position only. BUD LILLY, 75 Thomas St., New Bedford, Mass.

NAME BANDS ONLY — EXPERIENCED Arranger. Write any style. For information contact ARRANGER, 708 Denison Hotel, Cincinnati.

SISSIES—TROMBONE AND PIANO. PIANO: solid rhythm, cut anything; read, take-off, baritone. Trombone: read and fine tone. Plenty experienced in night club, floor show, radio. Swing vocals together, singly. Young, neat, reliable. Need tickets if for no concert. Or reliable. Write MARGARET BOWLE, 2613 Grant, Wichita Falls, Tex.

TROMBONE—AGE EIGHTEEN. GOOD reader, good tone. LEWIS RAUTON, 119 Oakwood, Rock Hill, S. C.

TRUMPET — EXPERIENCED BAND. ORCHESTRAL. Write any style. F. BELL, 606 Howard Ave., Altoona, Pa.

TRUMPET — READ, FAKE, EXPERIENCE. BILL ROBINSON, Dyersburg, Tenn.

VIOLINIST — THOROUGHLY EXPERIENCED dance, resort, concert, hotel and theater university and conservatory graduate. Good solo, tone, technique, swing and plenty hot. Prefer resort position for summer. Do not misrepresent. Can also furnish excellent pianist. Union, if necessary. Available June 11. Address J. LAWRENCE JONES, 1406 Barger, Richmond Heights, St. Louis County, Mo.

YOUNG SCHOOLED VIOLINIST—DOUBLES bass; phrases modern; Classical or dance; resort or hotel preferred. Available after June 10. MUSICIAN, 535 23d St., Rock Island, Ill.

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VIOLINIST—Single, solo, will go anywhere. Available immediately. Experienced, reliable, neat, read, experienced in strolling, radio, club, etc. Versatile, etc. Will concert. Will play piano and heard small salary in small club, and can bring guitar or Piano Player too. IRVING STEBEL, Mansfield, Wis.

ALTO TENOR CLARINET and Harmonica. Young, neatly dressed, modern, all transactions. No tax zone. Any hotel in section. Out or else. MUSICIAN, 108 Amber St., Hot Springs, Ark.

AT LIBERTY—Tenor Sax, Clarinet. Young, neat and sober. Available June 22. All details write or wire VERNON ALBERS, Bellmare, Ill.

CIRCUS EXPERIENCED Baritone Player — Or Clarinet. Select, reliable. Want job that pays well. LOYCE KILLOGG, 2349 S. Van Ness, Rock Ark.

DANCE DRUMMER—Eaton; age 23, strictly tenor. Have new white outfit. Experienced in band clubs. Entertain, some vocal. Can bring Tenor Sax. Photo on request. V. FRANK, 1517 South St., Chicago, Ill.

DRUMMER—Age 27, music, experienced. Cut floor and stage show. Consider small combo or working anywhere. Join on wire. DICK DIXON, 216 E. Magnolia, Knoxville, Tenn.

ONE OR TWO SAX — Dashing Clarinet. Dance and stage experience. Young, neat and union. Location preferred. Write particulars. BOX 2, Billboard, Cincinnati, O.

HELLOPHONE — Circus or Carnival. No fancy literary accepted. Address MUSICIAN, 687 N. 38th St., New Burma, Pa.

MODERN GUITARIST—Experienced across vocal solo and solo. Read score, good faker. Prefer small band or studio work. Write particulars. ORVILLE MERRIL, Ferriswood, N. D.

MODERN STRING BAND—Experienced, read and solo. Age 24, single, sober and reliable. Union and tax. Report job, reliable work band or strolling combination going west summer. All details on music. State and. ROY L. CAMPBELL, 104 N. 15th St., Kansas City, Mo.

MUSICIAN AND SHOW REPAIRER—A-1, to locate steady in small town. Have 20 years' experience. All my time on show business. Billboard, N. D. Write. LOUIS CONGEMI, 4088 Turner St., St. Louis, Mo.

STRING BAND—Union, single. All the essentials. Go anywhere, take ticket. Best of references. Read or write RAY "DUTCH" GILL, 719 Prospect St., Silesia, Ill.

TENOR SAX — Double Alto and Clarinet. Good take-off, read and tone. Desire change from street job. Young and steady. Will consider employment. Write particulars. BILL BAKER, BOX C-343, Billboard, Cincinnati.

TENOR SAX — Dashing clarinet. Good tone, solo and solo. Considerable. Prefer small orchestra. Location only. Please lay off. LEON BERRY, General Delivery, Memphis, Tenn.

TROMBONIST—Single, reliable, sober. Age 27, new horn. Have worked Second Trombone in name bands. Play all types of music. Ten years experience. WILLIS CLARK, 108 E. Church, Chicago, Ill.

TRUMPET, TENOR SAX, PIANO—Three brothers. Solo and take-off. Latest Sax, State or hotel position. Write or wire, CHARLEY CANTRELL, 122 W. W. Highway, Kew, N. Y.

TRUMPET—Super second. Ditch, nice, good tone. Solo, ready to accept. Or hotel or resort. Details on wire. Will answer all. BOX C-347, Billboard, Cincinnati.

AT LIBERTY PARKS AND FAIRS

AERIAL COWDENS — SENATIONAL Double Trapeze, Comedy Revolving Ladder. Address Billboard.

AERONAUTS — BALLOON Ascents by Lady or Gentleman. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J.

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill.

BALLOON ASCENSIONS Fulfilled—Address HARDIE BILLINGER, 202 E. Arkansas, North Little Rock, Ark.

BALLOON ASCENSIONS Parachute Jumping. Modern equipment for fairs, parties, celebrations, etc. Write any time. ALBERT WILLIAMS, CLAUDE L. SHAVER, 4704 W. Washington St., Indianapolis, Ind.

BALLOONIST—AMERICAN BALLOON EXHIBITION CO. Reliable. Write, wire. Humboldt, Tenn.

BALLOONISTS AND AIR—Parachute Jumpers. Go anywhere for reliable committees, fairs, parks, etc. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill.

TUMBLING AT WOODS—Bozo Raggedy Ann, Falling House. Billboard, Cincinnati, O.

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O.

AT LIBERTY—BROWN, THE CLOWN COP. For Fairs and Celebrations in Michigan, Indiana, Ohio, Illinois, Wisconsin. Grand stand, track and platform. Literature and price on request. BROWN, The Clown, Cobles, Mich.

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, Spring Lake, Mich.

BALLOON ASCENSIONS FURNISHED—ESTABLISHED IN 1917. Experienced operators doing triple parachute drops. Parks, fairs, celebrations. O. E. RUTH'S BALLOON CO., 1021 Center St., Indianapolis, Ind.

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. HENDERSON BALLOON CO., Hankins, O. (formerly of Toledo).

WORLD'S GREATEST ALLIGATOR WRESTLERS. Capturing Alligators Barehanded. Spectacular educational sensation. Headline attraction. ALLIGATOR JACK COPPINGER, 1950 N. W. 19th St., Miami, Fla.

CARMEN'S CIRCUS REVUE — FOUR complete and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamson, Mich.

EDUCATED MULE ACT — 2 COMEDIANS. Clown Numbers. Now playing night clubs. 51 OTIS, Billboard, Cincinnati.

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novel Trapeze Act, Hilarious Games and Acrobat Act. SINK'S CIRCUS ATTRACTIONS, Route 1, Cuddeys, Wis.

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AERIAL COWDENS — Three Standard Acts. Past Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address THE BILLBOARD, Cincinnati, O.

AT LIBERTY—Four separate Acts. Wire Walker, Novelty Jumper Act, Balancing Trapeze Act, Dog Act. Something new and different from the rest. CHESTER HUBER, Wabasha, Miss.

CHARLES LA CROIX (in Person)—Original, Outstanding Variety Trapeze Act. A high-class platform free attraction. Available for 4th July celebration, street fairs, etc. Very attractive content. Special large moderate advertising posters. Free literature. Write for details and coupon drawing card. Price for act reasonable. Address CHARLES LA CROIX, 1304 E. Anthony Blvd., Ft. Wayne, Ind.

CHAS. AUGUSTUS — High-Class Trapeze Artist. Considerable experience. Will feature specialty act as first attraction for 4th of July celebration and other events, get to lunch with me. My act can be erected on your platform and featured. I will feature your act in my circus. Write for literature and price on request. Address CHAS. AUGUSTUS, care Dealer Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

CLOWNING, COMEDY ACTS—Grove Motorcade Co., Juggling, Wire Acts, Comedy Horse Act for Home, Public, etc. Grandstand billfolds, Aerial Act, Ban Kid Costumes. ART ATILLA, Billboard, Woods Ridge, Chicago.

EDUCATED AND TRICK PONY—Good looking, wonderful performer, a real feature, specialty act as first attraction. GEO. S. ROBERTS, Manager Panhandle's Rodeo, 515 W. Erie Ave., Philadelphia, Pa. Telephone RAJONES 3536.

EIRES AND OUTDOOR Celebrations—Quartette. String music and show. Platform or grand stand, one for dances. Write for details and coupon drawing card. Address ST. THOMAS, Broadway and Chestnut, St. Louis, Mo.

FOR PARKS AND CELEBRATIONS—Horse and Medical Act. The lot of last season. A family troupe. H. B. MILLER, Tiffin, Wis.

FRED AND MARIE OUTRIDE — Four separate acts for price of one. Double Tight Wire Act, Show complete and daily apparatus and a few Act and Double Trapeze Act. Massachusetts, Bradton, Ohio.

HIGH SWAYING POLE and Highest Aerial Combination Act, with original costumed thrilling features. Two different acts. BOX C-580, Billboard, Cincinnati, O.

LICENSED PARACHUTE and Hunt Men. Let us be the Driving Feature to your Show with our Dangerous, Thrilling, Unmistakable Air Rodeo. Also Free Grand Acts. Now Booking. STEWART PARACHUTE SERVICE, Chicago, Ill.

PANAMA'SIKAN'S Famous Arling Cockatoo. Theirs great. They're wonderful. They're famous. A feature for any show. Presented by the well-known Prof. Panamashka himself. Permanent address, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA 6006 2336.

PARACHUTE JUMPS — Air Shows, Sensational Stunts, Steeple Chases, Tri-Motored Airplane for passenger carrying, Government licensed pilots and airshows. Write JACK MILLER, 2524 W. Robinson Ave., Milwaukee, Wis.

PRODUCING SOMETHING NEW—Ostrich Bird Comedy or New Trick, in troupe of grand stand. Big screen, three different acts on stage. FUSCO'S Comedy Six-Piece Clown Band. LINDSEY GAY-NOR TROUPE, Billboard, Woods Ridge, Chicago.

PROF. PEAK—Punch and Judy. For engagements new and summer resorts, parks. PROF. PEAK, Panamashka's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA 6006 2336.

PANAMA'SIKAN'S Dog, Pony, Monkey, Bird Circus. For a Good Standard Attraction. Box E. Roberts, Manager. PANAMA'SIKAN'S STUDIO, 515 W. Erie Ave., Philadelphia, Pa. Tel. SA 6006 2336.

SENSATIONAL HIGH FIRE OWE—Has some open time. Address GAYLE EARL McDONALD, care THE BILLBOARD, Cincinnati, O.

"SUN SUN"—The Hollywood Circus, puts real life into any program. Class A sides, also the Sunday and Monday Shows. Two separate acts. Write for details. Care Billboard Office, Chicago, Ill.

THE BRADFORD Amicable Jewesses—Father and three children, Age 3, 4 and 5 years. Doing hand-to-hand balancing, roller and concert acts. Original and novel variety act. All kind, songs, etc. Have worked parks, fairs, theaters and night clubs. Now playing night clubs in Kansas City. Write for details to MR. J. W. BRADFORD, 1554 Myer, Kansas City, Mo.

THE LERCHES—Lady and Gent. Comedy Table Act. Also Aerial Act. 1801 W. Main St., Belleville, 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, Rockport, Ia.

TWO ACTS — Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Road or grandstand. BOX C-443, care Billboard, Cincinnati, O.

AT LIBERTY PIANO PLAYERS

A-1 PIANIST—EXPERIENCED AND HAVE college education. Write full details to BOX No. 94, Cranville, Ga.

AT LIBERTY—PIANIST ARRANGER; UNION. Single, young, conservatory trained; experienced modern dance and concert; baritone voice. Prefer summer resort, good band. Midwest; will travel. Write particulars. RALPH WENZ, 125 S. Ward St., Geneseo, Ill.

AT LIBERTY—A-1 PIANIST, FIVE YEARS' experience organized bands. Read, modern take-off, floor shows, arrangements. Age 24, reliable. LEE ROBERTS, 631 N. Winnebago, Rockford, Ill.

DANCE PIANIST—UNION; DEPENDABLE; well experienced; double accordion, arrange. PIANIST, Gen. Del., Davenport, Ia.

DANCE PIANIST — UNION, RELIABLE. Double Accordion, arrange. PIANIST, General Delivery, Davenport, Ia.

EXPERIENCED PIANIST—READ, FAKE, ETC. Reliable. All essentials. BOX C-505, care Billboard, Cincinnati, O.

PIANO PLAYER—EXPERIENCED DANCE AND Show Musician. Sight read, young, reliable. Travel or locate. Write or write details to JIMMIE EDWARDS, 3962 Wallace St., Philadelphia, Pa.

PIANIST—MODERN, EXPERIENCED; DANCE, radio, floor shows. Good left hand; can re-arrange. Edvardson with a good, reliable band. 2512 Hennepin Ave., So., Minneapolis, Minn.

PIANIST—EXPERIENCED, ABILITY, ALL ESSENTIALS. Modern, clean, neat, fairs, etc. Young, union, sober and appearance. Write or write details. REG. COFFENHAVER, Uplandville, Pa.

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EXPERIENCED DANCE PIANIST—Young, attractive girl. Advanced music school. Non-union. Reliable, read or take, arrange. Prefer Northwest location. Write immediately. Write or wire all to BOX 102, Peck, N. D.

FEATURE MALE SINGING PIANIST—Immediately, solo on wire, Night clubs, dance band, show. Double California, Altoona, age 27. State salary. McDONALD, 49 Thomas, Newark, N. J.

GIRL PIANIST—Singing Soloist. Union, tenor, clean, neat, reliable. Write or write details. Write, take and transcribe. Write or write details full particulars to first to MUSICIAN, 2038 Vermont Ave., Toledo, O.

PIANIST—Solo, single, union, thirty. Experienced both concert and dance, desires reliable opening. Now in New York Market. State details. BOX C-410, Billboard, Cincinnati, O.

PIANIST RHYTHM—Sixteen years' experience. Play with top show bands or dance bands or orchestra. Allow for dancing. PIANO MAN, Litchfield, Ala.

AT LIBERTY SINGERS

AT LIBERTY—SINGER FOR NIGHT CLUB. Dance, orchestra work. Professional experience. Will go anywhere. DONALD SECARD, 238 E. Beacon Ave., New London, Wis.

TENOR SINGER—FEMALE IMPERSONATOR, comedian, kid singer and imitator. R. F. DOOLING, General Delivery, Shenandoah, Pa.

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AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—FOR MED, TAB, VAUDEVILLE, experienced team. Man black, foby, eccentric, straight. Got incoast, songs, dances, parts, etc. some piano. Both change two weeks; many doubles. Sober, reliable. Write or write best offer. WALT KILLAM, Gen. Del., Tulsa, Okla.

AT LIBERTY—YODELING RAMBLERS; TWO Ladies, one gentleman; radio and stage experience. First-class wardrobe. Go anywhere. ELWOOD BAUDER, Route 1, Bronson, Mich.

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BLACKFACE PRODUCING COMING—Per Med. Show. Play own songs, plenty changes. He Heble, sober. Join new. Address TOTT FLOOD, 1824 E. 51st Terrace, Kansas City, Mo.

GLASS COUPLON, ACCORDION MUSIC—Class and showmanship. Will join road or club, hotels, etc. Artist of the instrument. Young and neat. Write on wire. HENOK LUBACK, General Delivery, Minneapolis, Minn.

SHORTS

(Continued from page 55) fencing, band concerts, pavement dance and crowding of the queen, Vivian Tritt, by Russ Winnie, assistant manager of WTML, Milwaukee, which aired parts of the festival.

SPONSORED by Police Benefit Association, a summer festival will be held in Bowling Green, O., featuring the J. R. Edwards Shows.

RECENT three-day El Monte (Calif.) fourth annual Pioneer Days Celebration, commemorating the town's connection with Santa Fe Trail, broke records when 60,000 attended. Carnival, parades, barbecues, queen contest, competitive events and flower and fruit shows were featured. Harry Perluse was general chairman, and J. D. Clemenson, James Frisby, Fred King and A. B. Nichols were committeemen.

FOURTH annual Marshall (Ind.) Horse Show and Homecoming, sponsored by merchants, will feature free acts, rides, shows and concessions, reports E. R. Peffley.

AT the recent ceremonial of the Sphinx Shrine, Hartford, Conn., Charles Coates, potentate, made Frank Wirth an honorary member of the Sphinx Shrine for his efforts in the success of the Shrine Circus the past nine years.

HAMES SHOWS will be on the midway at the 13th annual non-profit Brudy (Tex.) Celebration sponsored by business men, said Manager G. O. Kirk. Admission to races will be 75 cents and \$3,000 has been set aside for purses and \$1,250 for a rodeo.

AS A PRELUDE to a three-day civic celebration Appleton (Wis.) Junior Chamber of Commerce will stage a popularity queen contest with co-operation of merchants. For the celebration in Erb Park council voted \$500 for fireworks.

DICKEY HEAD

(Continued from page 55) melius J. Giblin will meet with the Dickey group to decide on a budget, program and other details. Tentative plans call for the Jubilests to be built around a water-show theme, with a huge take in the Auditorium's large arena. Plans call for sale of 12,500 tickets entitling purchaser to \$6 worth of attractions for \$5, considerably higher than tickets the first two years. Complete Jubilests plans will not be ready for several weeks, Mr. Dickey said, but he hopes to present a spectacular, colorful show, greater than its two predecessors.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

Weather Bugaboo Doesn't Scare Show Concessioners

Feel season will wind up well for all—much expansion, many improvements being made in all departments—merchandise buying expected to pick up

NEW YORK, May 28.—Despite the bad weather breaks concessioners with almost all shows have been experiencing, majority of the boys are optimistic about the ultimate outcome of the season. Merchandise jobbers selling to concessioners and who have been in contact with them on the road report that plans for improving the stands, creating better merchandise displays and enlarging seating facilities continue unabated. Ben Hoff, head of New Art Toy and Feather Co., who knows many concessioners intimately thru years of business association with them, reports that more merchandise is being handed out than ever before. This condition is having a favorable reaction in bringing about a restoration in player confidence in ball games, hoop-las, pitch-till-you-win and almost all other types of games.

One strong contributing factor to this trend toward giving more and better merchandise is the vast quantities of prizes passed out in the last several seasons by bingo operators. Other game concessioners saw the healthy amount of business the bingo boys were doing and the profits they were netting and realized that perhaps if they, too, gave out more merchandise business would pick up.

In a number of cases concession men are giving more attention to their dress and appearance than ever before. On the Beckmann & Gerety Shows, for instance, almost all spikers are appearing in tuxedos. Charley Noller, Admiral Thompson and Jack Murphy are among those sporting the tuxes.

On the William Basinet Shows the ride boys are decked out in new olive uniforms and it is expected that the concession boys will follow suit by dressing up in neat, attractive outfits.

Expansion in the face of the bad weather bugaboo continues, with real improvements being made by concessioners and operators on a number of shows. Ben Weiss, with the Andy Bros. Shows, for instance, was here this week purchasing materials for construction of a new bingo unit, which when completed will seat 400 people and will measure a full 100 by 100 feet.

Blacky McLemore, of the Crowley Greater Shows, now playing Kansas, is adding a bowling alley and cigarret shooting gallery to his string of concessions and has just purchased three new concession tops from Baker-Lockwood. He also put on, in the past week, a new top for his corn game.

From every indication it's going to take a lot more than a few weeks of bad weather to get the concession boys down. With the slack of business they have temporarily been laying low on purchase of new merchandise, but as soon as the sun breaks thru the dark clouds there will be plenty of new and popular items not only featured but passed out to players on all lots.

New York World's Fair Merchandise Items Request

So many requests for names and addresses of manufacturers of the more than 100 merchandise items listed in the story of New York World's Fair merchandise last week have come in that it is necessary for us to ask all readers who would like to have information regarding these items to inclose with their request a stamped self-addressed envelope.

Vacash Items Get Big Play

Ops trying for slice of nation's big vacation and travel budget

CHICAGO, May 28.—With the passing of Decoration Day the vacation season will definitely get under way and many ops are planning to feature ideas and merchandise that will insure them a portion of the huge total of 1938 travel and vacation dollars.

For many weeks bingo ops as well as the boys running concessions at amusement parks, carnivals, circuses and street fairs have been shopping for timely merchandise. Result is a blossoming out on the stands of a flock of popular items designed to attract those who are vacation or travel bent. Notable examples are overnight bags, traveling zipper bags, suitcases, billfolds, handbags, brush, comb and mirror combos and

(See VACASH ITEMS on page 62)

Giveaways in Night Spots

Plans to hypo dull summer biz make opportunity for merchandise workers

CHICAGO, May 28.—With the slack summer season staring them in the face, night club and hot-spot operators are looking for new prize promotions stunts to stimulate business and carry them thru the lull.

This, of course, creates a fine opportunity for any promotion man with ideas. Most of the club operators are using give-aways which tie in closely with their business. Continental Room in the Stevens Hotel, for instance, awards two bottles of champagne and two free dinners as prizes in connection with its "Champagne Hour," while Harry's New York Bar is featuring a give-away promotion on Sunday nights.

Clubs in several cities have featured bingo to hypo business during the slow season. What is necessary and what club managers seemingly know very little about is the type of prizes which appeal to their patrons. A number of workers have been successful in selling the club managers and owners on the idea of featuring boudoir dolls, compact and cigarret cases as prizes. Club running two or three prize nights during week may develop into good source of income for some merchandise workers.

BINGO BUSINESS

By JOHN CARY

IT IS NICE TO SEE the park bingos showing the kind of optimism which makes for success. Despite the constant clamor of recession and the bad weather breaks which outdoor showdom have encountered so far, many park bingo operators are enlarging their game by building greater seating facilities and giving away more and better merchandise prizes.

GLENS OAKS PARK, for instance, is upping the bingo concession seating capacity from 100 to 200. Williams Grove Park, Williams Grove, Pa., is increasing seating facilities from 108 to 350. There are other cases, too numerous to mention, where managers and operators give every indication of expecting and looking forward to a bigger bingo season than ever before.

REPORTS FROM CARNIVAL bingo game operators, too, indicate that of all games on various midways—ball games, hoop-las, pitch-till-you-win, etc., bingo is getting the biggest play. Of course, it is easy to see the reason for this. All during the fall and winter folks of small towns where carnivals appear have been playing bingo at their local churches and organizations. They are confirmed bingo fans, because they know that bingo gives them hours of clean, wholesome entertainment and a chance to win a valuable merchandise prize as well.

IT IS ENCOURAGING TO HEAR, also. (See BINGO BUSINESS on page 62)

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.

S. S. Number Machine

The public is at last becoming Social Security minded, according to B. Tillis, who is marketing a small machine for numbering metal Social Security tags which he supplies to operators of his machines. Tags are similar to the regulation key tag and finished in gilt. Tillis states that when the Social Security Law first went into effect in January, 1937, it seems the public was more or less apathetic towards buying the numerous specialties which appeared on the market simultaneously with the beginning of the law. But within the last few months, it seems, he has detected that people are becoming more interested in their Social Security affairs, so much so that of late he has had a constant demand for machines and tags. Those who have worked keeping stamping outfits are adding this machine to their line and he states that demonstrators in various parts of the country report a lively business. Firm will be glad to furnish information on request.

Hang-Over

A reasonable item under the trade name of Hang-Over has just been placed on the market. It's a tap-on or portable garment hanger and is extremely convenient for use in traveling. It can be hung over any door and requires no nails or screws. Hang-Over bracket is stamped from automotive steel to in-

sure strength. It comes in two finishes, either baked crackle or aluminum satin. Cork gasket on inside prevents marking or injury to the finest surface. Brackets come in two sizes to fit all average doors. Hanger member is of heavy spring steel, cadmium plated in a satin finish, with a rubber bumper to protect the door at the point of contact. Hang-Over is being manufactured and distributed by the National Metal Specialties Co.

Electric Bug Killer

Particularly timely is the appearance of a new electric bug killer that combines the features of novelty and utility to make it a really fast seller during the summer. Small electric unit cooks up a vapor that penetrates into the tiniest crevices of the room, driving bugs into the open and killing them. Needless to say, prospects are everywhere, and the margin of profit is good.

Miss Fairyland Doll

A newcomer in the doll world which the Wisconsin De Luxe Corp. predicts will be winking at passers-by from concession stands the country over this year is the Miss Fairyland Doll. Doll is of plastic composition and comes dressed in brilliant two-color costume. Has gleaming tinsel hair ribbon, collar, slippers and brooch, which give it plenty of flash, it is said. Firm states that item's (See Popular Items on opposite page)

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

It takes fortitude and money to create a new item for the market. Fortitude on manufacturer's part to sink his money into an idea which as a finished product may prove a flopper. No matter how expert the manufacturer may be he can never be too certain the public will place its stamp of approval on his judgment. He can only hope it will.

When the new item does not click immediately it takes even more fortitude to continue to spend money in its promotion. Because of this many a product has gone to an early grave instead of developing into the money maker the manufacturer figured it would when he first got the idea to make it.

Some of these items are still around, either at the factory or hidden away on some distributor's shelf. If rediscovered by some operator they may be the answer to the old cry of something new to work when nothing really new is available. These items may have died not so much because they did not have the basic appeal to move, but because they were introduced at the wrong time.

Therefore the next time you visit your source of supply, instead of looking only at what is new make it your business to inspect the entire line. It may pay you to even ask to be shown old numbers which for some reason did not move so well. In that way you may bump into THE ITEM. It's worth a try anyway.

Something out of the ordinary in salesboard merchandise, featured by (See DEALS on page 63)

1938 Catalogue

NOW READY
OVER 3,000 NUMBERS

156 PAGES CRAMMED FULL OF Low Priced Balloons, Airs, Sun Glasses, Garded Merchandise, Pitchmen and Carnival Items.
SEND FOR FREE COPY.

BENGOR PRODUCTS CO.
876 BROADWAY, NEW YORK, N. Y.



CIRCUS AND CARNIVAL WORKERS
Something New!

- Newly Moulded Balloons, Gr. \$4.00
 - Some White Round Balloons, Gr. 3.00
 - Excelsior Special Balloons, Gr. 2.75
 - Mickey Mouse Print Balloons, Gr. 3.50
 - Mickey Mouse Head Balloons, Gr. 3.25
 - Mickey Mouse Head Balloons, Gr. 4.00
 - Some White Top-Up Balloons, Gr. 4.00
 - Mickey Mouse Top-Up Balloons, Gr. 4.50
 - Balloon Sticks, Gr. .25
 - Feather Balls, Doz. .70
 - For Monkeys, Doz. .70
 - Whistle Whips, Doz. .65
 - Loop Handle Whips, Doz. .50
 - Circle Men: We carry all kinds of casts, all sizes ventriloquist dolls, such as Tommy Talker, Gabby Joe, Dummy Dan, Gabby Gob, etc. Novelties and stunts for all kinds of games. Send for free catalog. All orders shipped same day. C. O. D. 25% deposit in advance. No goods shipped without deposit.
- 48 Hanover St., Boston, Mass.**
NASELLA BROS.



MARSHALL SHAVER
Operates AC-DC. Self-sharpening. Non-clogging. Fully Tested and Approved by UNDERWRITERS LABORATORIES—**GUARANTEED FOR 1 YEAR.** Packed in Distinctive Carton. Complete with Genuine Leather Pouch. Order in Five Colors—Blue—Black—Red—Green—Gray.
1/3 With Order, Balance on Delivery.
MARSHALL INDUSTRIES
1207 Armitage Ave., CHICAGO, ILL.

\$1.98 Each
Add 10c for postage.

Extra Value! **\$2.25** Each
5 for \$10.50

No. 50 5583—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 unbelieved premium item. Save money NOW by ordering five watches for \$10.50.

ROHDE-SPENCER CO.
223 W. Madison St. Chicago

IF I Send YOU THIS FINE SUIT—

Will You Wear It and Show It to Friends? I need a reliable man in your town to wear a fine, made-to-order, all-wool DEMONSTRATING SUIT—advertising my famous Union clothing—and take orders. You can make up to \$12.00 in a day. My line contains over 150 quality woollens, all seasonal values, guaranteed. You need no experience or money. I supply everything required. FREE of extra cost. Write me today for FREE details. **H. J. GRAVES, STONEFIELD CORP.,** 1300 W. Harrison St., Dept. F-717, Chicago, Ill.

FIREWORKS
Price List Will Be Mailed Upon Your Request.
AKRON MERCHANDISE CO.
677 SO. MAIN ST., AKRON, OHIO.

POPULAR ITEMS

(Continued from opposite page)
inexpensiveness should make it popular with concessioners and the premium trade. "From the way our trade has accepted samples submitted," they state, "it looks as if this should be one of the biggest doll hit numbers of the season."

Stick-Up

Stick-Up coat and hat hook is one of the handiest gadgets ever invented, according to Gift Headquarters, Inc. No screws or tools are necessary to put up the hanger. A vacuum suction cup attached to the hook makes it a simple matter to place the hook anywhere that it is convenient to do so. Stick-Up adheres to glass, varnished surfaces, tile and metal and consists of a metal hook cast in one piece and a Vac-U suction cup made of red Para rubber. It is 3 1/2 inches in diameter. Gift Headquarters claims Stick-Up is an extremely popular item because of its usefulness and its low price.



spring and plunger controlled by a thumb lever. By pulling down the lever and releasing it the plunger shoots the ball into the air. Great skill can be developed, it is claimed, in catching the ball in the zoop basket. Number offers demonstrators who are looking for something flashy and appealing to be used at parks, fairs and on carnival lots a chance for long profits and quick sales. It is reported.

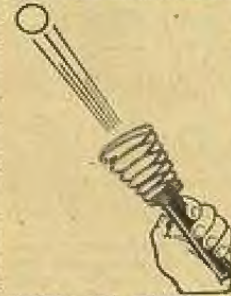
N. Y. Fair Balloons

Toy Balloon Co. is among the first to announce balloons with New York World's Fair emblems printed on them. Company has recently been licensed by the authorities to use the official em-

blem of the trylon and perisphere and has already supplied balloons to numerous parades, particularly for the recent preview demonstration. Firm also markets a new type of non-inflammable inflating gas as well as helium.

Zoop-Ball

A number which promoters say is destined to become as big a craze as Yo-Yo and Hi-Li paddle is Zoop-Ball. This number is said to offer player a lot of fun and exercise in either shooting



against a wall and catching it or up in the air. Match games can also be played between players employing a net and rules similar to table tennis. Zoop itself consists of a basketlike arrangement on the end of a handle, in which are a

CANDID CAMERA DEAL



A Big Item on a Small Deal

The Most Publicized and Biggest Money-Maker Today

Features SENSATIONAL Candid Type Camera with Wollensak Ground Lens. Fixed focus eliminates guesswork. Uses standard Kodak or Agfa film and holds film for 22 pictures.

Deal distributes 2 Candid Type Cameras and additional items. We have a SALES PLAN Which Produced 500 RE-ORDERS IN ONE MONTH for a Small Crew. This is a FAST DEAL. WRITE FOR FULL PARTICULARS AND PRICE

J. MALLORY, (Suite 507) 110 West 42nd St., N. Y. C.



Carnival Novelties *New Stock—Just Arrived*

- BD1 Men's Top Wrist Watches, 1 in. dia. Gro. \$3.75
- BD2 Giltede Bebe Pins Gro. 3.00
- BD3 Flying Hoops, Outside White Gro. 1.85
- BD15 Pennant Cases Per 100 .85
- BD15 High Hat For Monks, 8 1/2 in. Gro. 3.75
- BD8 High Hat For Monks, 8 in. Gro. \$6.75
- BD8 Cell. Doll, 7 in., with Flange Dress Gro. 8.50
- BD10 Swapper Sticks, 5 1/2 in. Gro. 5.50
- BD10 China Head Swapper Sticks, Gro. 8.75
- BD12 Beach Souvenir Balls, Dec. 1.15
- BD13 Carnival Print Balloons, No. 8 Gro. 2.95

Parade Cases, Balloon Top-Up, Dairy Cook Cans and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Range, Hoopla Rings, Coney and Mex Hats, all sizes, Men, 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.



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.

Thank You for Mentioning The Billboard.

It's Ready for Mailing!!
The 50th Anniversary Number of

Our Big Catalog No. B130

Nearly 1,200 Pages Crammed Full of Feature Values for the Show World.

If You Haven't Received a Copy Write for One Now!

When Writing, State Business You Are in, as We Do Not Sell Consumers.

HERE'S A VALUE!

28 inch Dummy Doll
in Full Dress Suit and High Hat.



A BIG FLASH and Greatest Value on the Market.

No. 36N70.
Per Dozen... **\$12.00**



TRIXO Hand Monkey

Construction: a head shaped exactly like a monkey's, cloth body. Each in box.

B 38N11
Per Gross **\$18.00**
Per Dozen **\$1.65**

N. SHURE CO.
200 W. ADAMS ST. CHICAGO

ATTENTION OPERATORS!
IF YOU ARE ON OUR MAILING LIST



More Sales! Bigger Profits!
Evans customers get the "hot" items FIRST! They get the LOWEST PRICES—the BIGGEST PROFITS... the FASTEST DELIVERY. Every item a winner. You'll win, too, if you get on our mailing list. Just send your name and address... we'll do the rest. No obligation.

EVANS NOVELTY CO.
946 W. Diversy, Chicago, Ill.

SNOW WHITE AND SEVEN DWARFS
Positive Sensation on LIVE LUCKY TURTLES

10¢ Each in 100 lots. Hand-colored.

Sells like hotcakes for \$20 at Parks, Shows, Carnivals, Circuses, etc. Only 2 lbs. long, decorated with Snow White, Seven Dwarfs, Mickey Mouse, and Donald Duck. Immediate Delivery. In waterproof, full colors. Name of your attraction, town or person's name, hand-colored.

Wall Disney Designs, Sample Doz. \$1.50
Floral Designs, Scottie, etc. 9c
Individual, Self-Mailing Postal Approved Boxes, Each. 1c
Wonder Turtle Food in Cellophane, 50¢
Envelopes (10¢ Seller), per 100. \$2.50
F. O. R. Chicago, Approx. 8 lbs. per 100.
Exclusive Licenses for Turtles
By Walt Disney Enterprises

H. Fishlove & Co.
1430 N. ORLEANS ST., CHICAGO

BINGO BUSINESS

(Continued from page 60)
that game conductors on carnivals are handing out more merchandise on bingo as well as all other games than they have ever handed out before. There never has been a better advertisement for a game of any kind than a player walking away from a concession stand with an attractive prize in his hands and a big smile on his face.

MANY ORGANIZATIONS around the big town, which in former years have given up their bingo games with advent of summer and have restricted themselves exclusively to fall and winter games, are going to run right thru the summer this year. One of these, the Royal Order of the Moose, in Astoria, L. I., N. Y., already has its new series of spring and summer games under way.

HERE'S A TIP which may seem elementary to some ops, but which, sad to state, is being disregarded in a lot of communities. Get a ground floor location if you can. We recently witnessed the undoing of one op, after he had done a good promotion job and had gotten off to a nice start, simply because his place was up a nasty flight of stairs. It seems that ladies of all ages hate to climb stairs, and since it is the ladies who make the best repeat patrons, it'll do no harm to consider the stairway angle in choosing a location.

AND IT WILL CERTAINLY do no harm to drop this bingo business a line. Tell us what you have been doing and we'll tell all your friends who read *Bingo Business*.

DEALS

(Continued from page 60)
Winner Sales Co., is meeting with the favor of operators and players alike, according to reports. Firm's four leaders consist of the following distinctive and practical items: genuine suede shoe bag; beautiful combination fountain pen and pencil, with desk set to match; combination cigarette case and lighter and a genuine marathon suede vest.

Al Sauer, of Alben Co., infoes that he now has several new lines in addition to the line manufactured by Doris Lamp Shades, Inc. These include a flashy line of aluminum merchandise and a line of

electrical appliances. He reports that operators are reordering regularly on the Doris Snow White and Dwarf lamps and that he expects to sell a large quantity of them before the run is over. Company intends to specialize in merchandise for salesboard promotion and should be ready to make its first announcement soon.

If the reception it received at the recent Toy Show is any indication, "Winky," the stuffed toy animal with flickering eyes, should be an unusually popular item on a deal. It is manufactured by National Stuffed Animal Co., Inc. F. H. Franklin, of this firm, is well known to the trade, for he is the originator of the metal-plated sailboat which was a big seller a year or so ago.

Pat "Winky" and it winks with its electric flickering eyes. Flickering stops automatically. It is made in various forms, such as dogs, cats, etc., and is furnished complete with two dry-cell batteries and bulbs.

Happy landing.

VACASH ITEMS

(Continued from page 60)
cameras. Other numbers expected to get big play henceforth are radios, beer and cocktail sets, lamps, stuffed fur animals, dolls, watches, beach wear and water balls. Strip-tease drinking glasses are expected to move at a brisk pace again.

Clever combining of several allied or popular items is also being arranged to produce maximum results in some of the less velvety spots. Excellent examples of such grouping are the camera-film-album award offered by several enterprising ops; the sportsman's group of rod, reel and tackle box completely equipped, and complete beverage serving equipment, including beer glasses, decanter, large tray, with also a matching set of ash coaster trays.

Snow White AND THE SEVEN DWARF BOLLS

Cash in on this Walt Disney sensation. Growups and children alike are crazy about them.

- B18X113—Giant Size, 28" Ventriloquist Dopey Doll with Working Jaw, A Tremendous Hit Wherever Shown. Each \$2.00
 - B18X109—Original 11" Dwarf Doll, Dopey, Doc, Sneezy, Happy, Sleepy, Grumpy and Bashful. Dressed in Daily Colored Removable Clothes. Each, \$1.00; Per Dozen \$12.00
 - B18X112—As Above, with White in Each Leg. Each 1.40
 - B18X108—16" Original Snow White Dolls. Each 1.44
 - B18X106—Flashy 14" Dwarf Dolls, 2 Popular Characters Only. \$ 8.00
 - B18X107—14" Baby Dwarf Dolls. 2.00
 - B18X105—Camp, 8 1/2" Dwarf Dolls. 2.00
 - B18X107—14" Snow White Dolls. 4.00
 - B18X108—Camp, Hi-Hat Dummy Dan. 3.95
 - B18X108—21" Hi-Hat Dummy Dan. 4.00
 - B18X09—27" Hi-Hat Dummy Dan. 14.20
 - B18X109—33" Hi-Hat Dummy Dan. 24.00
 - B18X08—24" Baby Joe, with Checkered Suit. The Big Guy of Team All. Coz. 6.50
- 25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 923, or Sporting and Home Goods Cat. No. 922 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

CONCESSION MERCHANDISE

Exclusive, unusual items with real sales value and eye appeal for **PARKS, CIRCUS, CARNIVAL, FAIR** trade. When writing for catalog state business. **TIPP NOVELTY CO.** TIPPINGOLA, OHIO

AUTO COMPASS

The latest model aviation type Auto Compass. Neat, Compact. Length, 2 1/2 ins. Attractively finished. Fully stabilized dial. Genuine magnetic jewel. Built-in compensators. Universal mounting. Tells accurate direction at every turn in the road. Only \$2.50. Postpaid. Returnable if not pleased. Descriptive folder on request. Dealers write for particulars. **LOCKWOOD COMPASS COMPANY, 210-B West 8th St., Kansas City, Mo.**

FISHING TACKLE OUTFIT NO. 638

THE FASTEST ONE-SHOT ITEM.
Steel Box, fitted with standard Fishing Tackles, including Steel Rod with full guides, Ball-bearing Reel, Silk Line, Etc. Only \$3.15
In Lots of 12, \$3.75. In Lots of 6, \$3.25. Sample, \$3.00.
TERMS: 1/3 Deposit, Balance C. O. D.
Zenith Sales Co., 539 S. Franklin, Chicago

ELGIN and WALTHAM

Reconditioned Pocket and Wrist Watches
As Low as **\$3.35**
No Extra Charge for Sample Order.
Send for FREE Extra Money Making Watch and Diamond Catalog.

NORMAN ROSEN
WHOLESALE JEWELER
301 SANSON ST., PHILADELPHIA, PA.

SENSATIONAL! NEW!

Cash in on these super money-makers! Easy to demonstrate. Sell like wildfire. These amazing new game toys are easy to demonstrate. To see them is to want them! Rush your order today.

WHIZO
Sample . . . 10c
Dozen . . . 72c
Gross Quantities 60c Per Dozen

ZOO-P-BALL
Sample . . . 25c
Dozen . . . \$1.80
Gross Quantities \$1.50 Per Doz.

STEWELL
223 W. HUDSON ST. CHICAGO, ILL.

IF YOU WANT REAL FLASH OUR BRILLIANT, LIVE HAND PAINTED BABY TURTLES

ARE YOUR BEST BET.
5 Colors, including our exclusive "GLAZO" finish. 10 attractive decorations, lettered with any name desired.
50 TURTLES, Selling for 15c each \$ 6.00
50 PKGS. OF FOOD, Selling for 15c each \$ 7.50
50 MAILING CARTONS, Complete, for \$ 7.50
Total Selling Price, \$17.50.
Shipping Charges Prepaid. Cash With Order. Prompt Deliveries.

CLEVELAND PET TURTLE CO., 224 High Ave., CLEVELAND, O.

CARNIVAL GOODS—Large Assortment—Lowest Prices.
Write for our No 937 Catalog today. Be sure and mention your line of business. All orders shipped same day received.
MIDWEST MERCHANDISE CO.
1006-08 BROADWAY, KANSAS CITY, MO.

A \$5.00 GIFT FOR YOU

- U. S. MADE GOOGLES—Carved and Boxed. Dozen, 50c.
 - IVORY CHARMS—Large Assortment. Gross, 70c.
 - GIANT MATH CAKES—Bright Colors. Per 100, ONLY \$3.25. 25% Deposit on C. O. D.
 - Lowest Prices—Items for LIVE Wagons—Pitchmen—Street-men—Home and Office Canvasers. Sideline Merchandise.
 - Salesboards, Premiums, Notions, Lotions, Perfumes, Carved Goods, White Glass, Porlins, Blases, Soaps, Balloons, U. S. Rubber Squeezers
 - Fountain Pens, New Electric Clocks, Lamps, Mantel Radios.
- CHAMPION SPECIALTY CO.** 814-V CENTRAL ST., KANSAS CITY, MO.

ELECTRIC RAZOR FREE

With \$20 Purchase from Catalog. Write Today. Also FREE SAMPLE CASE OFFER!

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

REMINGTON

The New SPRING-O-MATIC Pen.



A Life Saver for Pen Workers.

JOHN F. SULLIVAN

433 Broadway, NEW YORK CITY.



Simple scientific way of removing nicotine and tar from cigarette is taking the country by storm. You can taste the cool clean smoke and see what's eliminated on the inside. Big Money placing cards with dealer. Rush 10c for sample and details.

GORDON MFG. CO., Dept. NF-9
110 E. 23rd St., New York City

UNDERWOOD



PLUNGERS—Special \$18.00 PER GRO.
PENS ■ PENCILS ■ COMBOS

GRODIN PEN CO., 398 Broadway, New York City.

ELGIN & WALTHAM

WRIST WATCHES \$3.95
In New Cases.
Send for Catalog, showing the Biggest Bargains in Retail Watches and unretained Diamonds in the country.

H. SPARBER & CO., 600 North 7th Street, St. Louis, Mo.

Manufacturers a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



SOUTHERN PEN CO.

Manufactured Since 1918.
16 N. Union St., Dept. B, Petersburg, Va.
Send \$1.00 for Samples. Prompt Shipments.

BLADES

Buy Direct From the Manufacturers.
20 MILLION DREXEL'S Sold in 1937.
\$0 MILLION Will Be Sold in 1938.
Send 10c for Samples.

REGENT MFG. CO., 134 W. 32d Street, NEW YORK CITY.

This is the only one Pen like a Barber and that's another Barber. Box Layers, Can't Lose His Clips, 2-Tone Points. Price List Now Ready.



JAS. KELLEY, The Fountain Pen King, 437 W. 11th St., CHICAGO, 183 W. Adams St., 1524 Mission St., San Francisco, Calif.

SALES PEOPLE

Exclusive County Rights New Item of Keen Interest Every Motorist. 25c brings sample with your steady income plan.

ENCORE PRODUCTS, 246 JERSEY ST., BUFFALO, N. Y.

MED. MEN OPPORTUNITY

The G.P.I. Quality Preparations. A complete medicine store, private label and Office Special Line. Immediate service. Reasonable prices. Wholesale Catalogue on request.

GENERAL PRODUCTS LABORATORIES, Manufacturing Pharmacists, 137 E. Spring St., Columbus, O.

ACE BLADES

FACTORY PRICES. FREE DELIVERY. Details FREE. (Samples 10c). ACE BLADE CO., 37 South Avenue, Dept. 104, Rochester, N. Y.

HORSES..HORSES..HORSES.

MAGIC RACE Game is sweeping the country. 812 copies on hand. . . . Touch a cigarette to start and the horses start racing. A different winner each time. \$1.30 per 100 or \$3.00 per 1,000. Samples 10c. Comic Cartoon Books, Folders and Cards. Send \$1.00 for 25 Samples. Catalog 25c. T. R. PAYNE, 25 Cardinal Place, New York.

PIPES For PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by BILL BAKER

(Cincinnati Office)

MILTON (CURLY) BARTOK . . . is reported to be getting some big dough in Ohio. Curly is still traveling in his dream house on wheels and his working trailer.

"JUST LEFT DETROIT" . . . where it's plenty tough," wiggles Doc Ed Somers. "Worked a few Ohio spots to fair business. Guess I'll go out and battle 'em again when the weather permits. Tra heading for West Virginia and Kentucky with the wife."

KATHERINE BARRETT . . . pianist, who was associated with Doc Tex Mack's med show for two years, is now playing night spots in Des Moines.

LA PAYETTE, IND. . . . is absolutely closed to Pitchdom and the local gendarmes apparently feel proud of themselves for the treatment they dished out to about 20 novelty workers May 25. Our scouts report that after the boys obtained licenses from the city comptroller they worked the town in connection with the Northwest Territorial Celebration parade which was being held there. After the parade was over, however, the local belligerent guardians of the town came along and pitched the boys. The coppers threw the boys in jail and held them for seven hours, subjecting them to ridicule and fingerprinting them. We imagine the chief of police, who ordered the arrests, gloats over what he apparently believes was a swell piece of law enforcement. The city comptroller takes hard-earned money from members of the pitch profession in good faith only to have the local cops clamp down on them and run them out of town. What kind of business is that?

THINGS WE NEVER HEAR: "Let's cut out all this childish jealousy and quit trying to continually keep the pitchman working in our town. Down deep in our hearts we know that he is as much part and parcel of our national life as we are and that there is little essential difference between us. We both create a market for goods turned out by our factories. We like to form ourselves modern business men. Well, let's play the part and invite competition instead of continually trying to put the pitchman out of business by helping bring adverse legislation against him. History reveals that he has been with us from the beginning and he'll probably remain long after we are dead."—A local merchant.

RICTON . . . "Barnum of the sticks," letters from Deep Step, Ga.: "Organization is still going strong. We're now in our 274th week of continuous operation under canvas. We've decided to go into quarters at Macon, Ga., about December 1, but will open again after spending four months there. Business this far has been fair. We had a wreck at Balls Landing recently which resulted in damage amounting to about \$100. As we were crossing the ferry our trailers ran off the boat into the river. No one was injured, however. No time was lost and we didn't miss a performance. We're now doing three-night stands and plan to remain in Georgia all summer."

JACKIE O'DAY . . . reports from Wildwood, N. J., that he has just finished working the Bridgeport (Conn.) and Providence food shows to good takes with juice extractors. "Your new weekly service on the events for two weeks," adds Jackie, "has been very helpful to me. Hope you will continue this service. Would like to read a pipe from Bill Reeves."

"HERE'S SOME INFO" . . . for the boys who contemplate making Detroit any time in the next few months," scribbles L. W. Hightower from the Motor City. "Conditions here are the worst in the city's history. No one is up and on his toes. The few pitchmen who are here are home guards. In other words, has-beens like myself. Those who are working have that last-rose-of-summer expression on their

faces, the only excitement being when a new pitchman comes to town. Then myself and the 999 other pitchmen stand around and wonder where such pep could come from. You fellows who can't take a tip, come on up here and teach us hayshakers a few numbers."

MEMORIES: Remember when Herbert Hull and wife were working blades in a Calesberg, Ill. doorway? It seems that a man who looked as though he hadn't had a shave in a couple of weeks appeared and asked Hull the price of the blades. Herbert replied that he was selling the blades for 5 for 25 cents or 10 for 45 cents. Giving Hull a funny sort of look, he said: "Boy, for that 25 cents I can get four pounds of hamburger at the butcher's." "That's right," agreed Hull, "but, brother, you're going to have one heck of a time shaving with four pounds of hamburger." The man laughed and walked away, but returned later and purchased the blades, saying that he guessed Hull was right. Those were the good old days.

OUR SCOUTS . . . report that New York is closed to anyone attempting sneak pitches. Heavy fines are imposed by the magistrates upon anyone trying it. However, many of the boys are working legitimately on lots and in doorways.

W. GLUCK . . . is working Knoxville, Tenn., to fair-to-middlin' business.

GENE R. JAMES . . . is still telling it to the natives in Mo-Comb, Miss., and pushing pens to okeh results.

DICK PRAZIER . . . is working to fair results in Ohio territory.

DICK JACOBS . . . is reported to be getting the lucre working Ohio towns.

CARL HERRON . . . fogs thru from New York: "Since the closing of the Big Town, Philadelphia, the 'City of Brotherly Love,' has become a haven for pitchmen. There's hardly a pitchman or peddler left here, but it's an ill wind that doesn't blow somebody some good, and recent reports from Philly indicate that the New York boys have discovered a new Utopia and are gathering in more shekels than they ever dreamed of collecting here. Archie Smith, Slim Brown, McGann, Potter, Willie Owens and I are still here working isolated spots, but judging from the bank rolls the boys are bringing back from Philly, which is wide open, according to returning New York pitchmen, there is nothing for us to do but pack up the old keister and set out for that city."

JOHNNIE FOX . . . and wife, of ran-mender fame, have returned to Salt Lake City from a successful two-year trip to Honolulu.

IN A RECENT ISSUE . . . of a well-known detective magazine there appeared a story on pitchmen and, as usual, written by a person displaying a very limited knowledge of his subject. We wonder what he could have been thinking about when he penned that "authorities estimate that the American public pays upwards of \$120,000,000 to pitchmen every year for valueless wares," and that "Manhattan residents and visitors pay nearly \$85,000,000 to those shrill little men who rant their patter upon the sidewalks of the metropolis." He apparently spent about as much time in research for facts in that instance as he did in attempting to learn the pitchman's jargon. For instance, note the following culled from the article: "There's a high pitch and a low pitch, and your high pitchman is an artist. He enjoys the status of an aristocrat in the strange world-of-the-shills—which is another word for grifter, pitchman or sidewalk vender. . . . Apparently greatly agitated the shill is ripping the wrappers from



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OAK-HYTEX CIRCUS "PRINTS" offer 10 different circus-act and wild-animal pictures—in one color on two sides. If desired, you may have the balloons with pictures on one side and show name on the other side.

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Sold by the Leading Jobbers.

The OAK RUBBER CO. RAVENNA, OHIO.

The EASTMAN DEAL

Taking the Country by Storm
1 PAIR OF FIELD GLASSES
5 EASTMAN RAZOR BLADES
Sells for 59c to 69c.
Quantity price as low as

22C PER DEAL

SAMPLE DEAL WITH DESCRIPTIVE CIRCULAR, 35c, PREPAID.
NEWSPAPER MATS AND SELLING PLANS FREE WITH ORDERS OF \$25.00 OR MORE.

THIS DEAL IS REAL HOT—SEND FOR YOUR SAMPLE NOW

NATIONAL TRADING CO., 156 Franklin St. New York City

SPECIAL NEW ITEMS

For FAIRS, DEMONSTRATIONS AND RESORTS!
Crosses as Illustrated, \$1.00 Dozen.
Send \$2.00 for 20 Samples of GAMED AND WHITESTONE Rings. Send \$1.00 for Social ENGRAVING Line No. 18—Signets and LOOK-ITS. New Items in COSTUME JEWELRY. NEW CATALOG. OLYMPIC BEAD CO., 307 5th Ave., New York, N. Y.

REX HONES 3c Each

Now Less Than \$4.25 a Gross
Send \$1.00, Bal. C. O. D., Plus Postage.
Each Hon in safety silver box, priced 50c. A real fast cutting abrasive stone of good quality. Wonderful alternative for Pitchmen. How men are cleaning up. ACT QUICK! REX-HONES MFRS., 1500 West Madison, RR-6, Chicago, Ill.

SNAPPY POSTCARDS — NOVELTIES
ART LOVERS, Fizzpop, Petting, Bathing Girls, Bazzers, FISH JOKEs, 100 Samples Etc. 75c
DANCERS, COMIC MIRRORS, 3 NAUGHTY PIGS, COMIC BOOKLETS, PHOTOS, 3 Samples 25c
IMPORTED BATHING GIRLS, French, Italian, 30 Designs \$1.00; 3 Samples 20c, 40c
Lot Postcards, Assorted Views, Comics, Birthdays, etc. 100 Samples 25c; 1,000 Assorted Postcard, \$1.50; 5,000 Lots \$6.00. P. O. B. New York. Complete sample assortment sent 15c. Different Samples for \$1.00 postcard. AIRFORM COMPANY, 1710 Underhill Ave., New York City.

DISTRIBUTORS

For X on something new. Magnetic Helixes Holder for beauty operators. No experiment. Patent pending. Taking south by storm. Samples prepaid \$2.00. Order, \$21.00. Gross cheaper. GUY'S, Kaufman, Tex.

Pitch Men - Road Men - Street Men

PRICES, DETROIT:
\$6.00
PER 100.

\$55.00
PER 1,000.

CASES,
\$4.00
PER 100.

DIYS,
\$5.25
COMPLETE,
Sample, 25c.



(Actual Size)

Beautiful—Attractive—24-gauge BRONZE, SOCIAL SECURITY PLATE. Sells on sight, 25c to \$1.00. Everybody buys. 50 Million will be sold in next 12 months. Work anywhere. Appoint agents. Sell through Paymasters. Handle 15 to 20 locations in each spot. No experience, big investment or expensive equipment necessary. Boys now making big money at \$1.00. Mop up at 50c or knock them dead at a quarter. We supply beautiful Leatherette, Celluloid Face Case at \$4.00 per 100. We supply numeral and alphabetic Dies at \$5.25 per Complete Set. No merchandise shipped without 25% deposit. Orders filled same day received. MAIL OR WIRE YOUR ORDER TODAY.

H. O. STRIKER, 7320 Tireman Ave., Detroit, Mich.

"JEWELRY HITS" For Promotions and Fairs

Jewelry sales are going over. Cameo and Whitestone Rings are better than ever. Lockets are the new "big sellers" on engraving sales.

Write for Catalog No. 21 Showing Newest Styles in

- CROSSES
- WHITESTONE RINGS
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HARRY PAKULA & COMPANY
5 No. Wabash Ave. CHICAGO, ILL.



SCORE PROFITS

WITH A WINNER!

A sure-fire selling sensation to 747,000,000. Drug, Glass, Lumber and Radio Stores—**WINDY LIVE MISCHANCE WIND-O-GRAPH** is a new, translucent cellulose window baseball box score chart. Laminated with color and adhesive (screws can attach it to any window). Costs 50¢ (in 100 lots)—**SELL ON SIGHT** for 25¢! Cash in on RED-HOT baseball interest NOW!

WIND-O-GRAPH, 2845 E. 75th St., Dept. 203H, CHICAGO

LIMITED LOT... ACT QUICKLY... SALESMEN

Tremendous Profits on a Tremendous Bargain. WONDERSUMMER BEVERAGE.

A National Carbonated Drink That FIZZES. A Different Concentrated and Delicious TRUE-FRUIT Flavors. Packed in very attractive four-color envelopes. Each envelope makes 8 Bottles of Carbonated Soda. Cartons of 48 envelopes in a beautiful six-color Counter Display Carton, made especially for Eye-Appeal. Retail Price 50¢ each—only 25¢.

YOUR COST \$1.08
GROSS ENVELOPES FOR

Figures 1/2 c an envelope, or for 1/4 you make 8 Bottles of Genuine Soda Pop.

Full payment on all orders below \$5.00. On larger orders 50% deposit.

MILLS SALES CO.
Our Only Mailing Address: 901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICES WHOLESALERS

HOT ENGRAVING ITEMS

For FAIRS, PROMOTIONS, Complete line of Popular new Lockets, Signet Rings, Cameos and Costume Jewelry for F. A. S. T. SALKS. Best finish on all our numbers.

SEND \$1.00 FOR SAMPLES

LA MODE BEAD & NOVELTY CO.
42 West 33rd St., New York.



NEW ART BOOK 100% PROFIT JUST OFF THE PRESS

AGENTS, SALESMEN, DREW MANAGERS CLEANING UP selling "Girl Beautiful," a photographic album of 48 full pages, size 8 1/2 x 10 1/2 of America's most beautiful models in artistic poses for art students, amateur photographers and lovers of art. Sell on sight at 90¢ each. Cost you \$3.00 per doz. 3 for \$1.00. Sample 50¢. All shipments express prepaid—plain wrapped. **NUWAY ART, 654 W. Adams, Dept. 10, Chicago.**

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

represented in department stores here, and Sundays find a large gang up on Maxwell street. Wonder what has happened to Doc Tom Adkins, Joe Morris, Pencil Whitey, Ed Shook, Bill Cody and Tom Sigourney."

BARNEY WEINER . . . and Seymour Poppeil, who recently closed a successful season in Miami, are reported to have done exceptionally well all winter. They are presently working Asbury Park, N. J.

TRIPOD OPINIONS: "Experience is the infinite guide."

MOE ROSENBLUM . . . and A. Mandel, altho newcomers in the pitch profession, are working to good results in Eastern department stores.

AL AND JOE MORRIS . . . are reported to be telling it to the natives in Asbury, N. J., to good results.

LOUIS CHAPMAN . . . of jam fame, and Morris Davidson, with glass cutters, are working sales in Nebraska.

THE PITCH PROFESSION in itself is self-instructing.

CHICAGO HOME . . . and Garden Show at the Coliseum, the last indoor event of the season there, proved a happy reunion for many members of Pitchdom. Among those working the show to okay business were the Lexels, astrology; W. G. Barnard and sons, peelers; Johnny Morton and wife, egg beaters; George Hess, wife and two sons, candy; Vaughn Brothers, heart-beat scales; Dr. Crawford and son, character analysis; Charles Martin and Brooks, scopes and handwriting; Andrews and wife, clear view; Prisco Pete, engraving; Andy Melford, pen; Mr. and Mrs. Earl Godfrey, juicers; Carl Young, lavender; Serella Werner, silhouettes; Benjamin Kelman, portraits, and Louis Servas, refreshments. Traveling exhibitors included Berk Brothers, with Book of Knowledge, and Harry West, pressure cookers. Show drew small afternoon crowds but attracted big crowds at night.

SEEING AND ACTING are what brings about results.

"JUST BLEW IN HERE . . . direct from the Kansas sales," riffs H. M. (Duke) Doebber from Omaha. "I was just about two weeks late on the sales, tho, as the farmers are getting ready for the harvest and the sales will all be off until the fall. Fred and Frank Sego, liquid solder workers, are here. I had the pleasure of working with them at several Kansas sales. They are clever workers and will get a good percentage of their tips on passouts."

LUCK IN SOME instances is mythical—in many more it is merely an appellation.

"WELL, HERE'S THE DOPE on Des Moines and surrounding towns," pipes old Doc Tex Mack. "We're had rain and more rain but have hopes for bumper crops if the rain lets up. I think the small towns will be good this year, but we can figure on only about three months of outdoor work. One can't do anything before the middle of June."

IT MIGHT BE WELL for some of the big-city loungers to plan trips thru the country towns. It's a soothing balm to the nerves after a winter of hustle and excitement under the white lights.

NAT K. MORRIS . . . the manufacturing pitchman-inventor, scribbles the following from Asbury Park, N. J.: "It seems that the pitch fraternity has been holding a national convention here. Almost all are peeler workers and the gathering includes Harry Prall, Ed Williams, Barney Weimar, Joe Monis, Seymour Poppeil, Moe Rosenbloom, Charlie Fisher, Charlie Lewis, Phil Unger, Abe Seretsky, Lionel Hirsch and son, Irving; Maurice Lloyd and Joe Hess. We missed Joe Reddey, W. G. Barnard and sons, Bill Shackelford, Harry Myers, Harry Corry, Andy Stinson, Red Woods, Nat Golden, Willie Horschfield, Arizona Bill, Myer Peingold, Morris Kahntroff, Jack Prey, Joe Lesser, Harry Perkins and others. We cut up more pipes than anyone could imagine, but I must say none of the boys were complaining. All seemed happy with a little bark roll in their kicks. Lionel Hirsch sent his sweet mother back to England on the Normandie May 18. She spent

the winter with Lionel at St. Petersburg, Fla. She is 72 and all the boys enjoyed meeting her. Ed Williams, who has been associated with me for the past six years on the boardwalk, is really a fine worker. The boys here unanimously decided that medal of merit should go to Harry Prall. Harry, who is 85 years old, works every day, says he feels like he's 20. He actually looks as tho he is more than 40. He and Jim Kelley were known as the collar-button kings."

THE BUSINESS MAN who cultivates or is gifted with diplomacy is not antagonistic in his dealings.

HARRY WHITE . . . better known as Pencil Whitey, erst-while pitchman, is now playing club dates around Philadelphia with his dog act. Writing from the City of Brotherly Love, he says: "This is my first pipe in three years, and altho I'm working my dogs in spots around here, I'm still a pitchman because I feel I owe my success to the training I received while pitching. There are more than 20 workers purveying anything from gummy to herbs and horoscopes in chain stores here and they all seem to be getting some money. Would like to read a pipe from Charley Sawyer, Hope Shorty Grady is doing okay, and how is Harry Meyers? What has happened to Jimmie Shannon, Charley Huke, Jack Lamour, Harry Perkins, Whitey Evans and Bob Miller? Pipe in, Mary and Madeline Mack."

PADDLE MACK . . . is working paddles and blades on a Broad street lot in Philadelphia to fair passouts.

WELL, BOYS, are you all set for the summer's activities? If so, let's go!

HERBERT JOHNSTON . . . after several months' absence comes thru with the following from Salt Lake City: "Eddie St. Mathews and I left Sacramento, Calif., recently to be represented at early Midwest fairs. The weather has been rough here for the past week. Reader is \$2 per day with only a few spots open. We plan to journey into Idaho, Montana, North Dakota, Minnesota and be ready for the early Wisconsin fairs. Would like to read pipes from Bill Goforth, Whitey Alra, Sam Coe, Johnnie and Hank Voght, Harry Weber, Morris Davidson, Frank DeGraz, Art Davis, Jack Waller and Victor Lund."

"HERE'S MY FIRST . . . pipe for 1938," scribbles Eddie (Shady) Lewis from South Bend, Ind. "Worked Florida all winter. Altho I didn't get a lot of dough, I managed to realize a living and enjoyed the sunshine and beaches. Reader in Tampa, Fla., was \$10 per year, but it was just fair. St. Petersburg, Fla., was the same. Jacksonville, Fla., had a \$10 per year and \$2.50 per month reader and it was fair. Pensacola, Fla., was the best spot I hit

\$ 10 000 PER WEEK Guaranteed

or we cheerfully refund your money. Our men earn up to \$10 per cent profit with the New O-Pipes pipe system. Business reports from year to year with an additional investment, as outlined. Cash, Good Demand. Good open territories. Present work among high class business men. A money maker without equal for you. Get \$250 cash today.

M. W. M. Co., Dept. B-5, Asbury, Minn.

ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 8. K. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied. **CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.**

NOVELTY BAREBACK GLASSES ARE BIG SELLERS

Whiskey, 75¢ doz., \$1.00 doz. Highball, 9¢ doz., 1.00 doz. Highball, 14¢ doz. 1.25 doz. OR MAKE YOUR OWN BAREBACK DECALS. Small 1.75 a 100; 12.50 a 1,000. Large Size Decals, 2.95 a 100; 25.00 per M. Partyback Glasses or Decals, are 10% less than the above prices.

New Joke Items, 50¢ each
Hot Cheering Gum .65
"Gastrop" Gum .50
Spinning Out Pen .35
Dicees (50) .80
Fly on Soap Lump .70
Shiek Mouthpiece .80
Bartender Mouthpiece .70
New Comic Medals .50
Pop Eye Monocle .70

Pitch Items, 50¢ each
Tennis Rack .35
Wander Mosaic .35
Rattle Balls .35
4 Magic Paddles .20
Spring Puzzle .20
Squirt Goggles .140
Shooting Book .50
Cigarettes 1.00
GAMES, 1.00
SPECIAL: MAGIC RACE GAMES, 8 boxes, 3.00 \$5.00 \$5.00
NEW DEVIL'S RED INK, doz. bottles, 95¢
Catalogue, 25¢, or 50¢ Sample for 2.00

MAGNETRON NOV. CORP., 136 Park Row, N. Y.



The reader there being the same as in Jacksonville. In other spots business was only fair. I worked the following towns on my way north: Macon, Ga., N. G. Atlanta, good (I worked the spots on a soldier's reader); Dalton, Ga., good; Chattanooga, Tenn., good; Evansville, Ind., N. G. (you cannot work there); Terre Haute, Ind., closed; Anderson, Ind., open on Courthouse square but right now it's N. G. due to the fact that the factories are down. Conditions here are about the same as in Anderson, but I'm banking on the Memorial Day week at Indianapolis. I plan to work there with flags and flowers and then go back to work on sharpeners. Pitchmen I met this winter included Fred Cummings and wife, cards; Eddie Pine and wife, needles; Jack Hendricks and wife, polish; Pat Gramm, cleaner, and Windy Miller, novelties. Would like to read a pipe from Doc Gene Anderson."

"THIS IS MY best pipe," pencils Jack Kelly from Tamaqua, Pa. "Have been up here in the coal fields pitching herbs to briak business. Met Jerry Frantz and saw P. J. Scanlon's med show at McKeanburg, Pa. Show didn't do much business due to cold weather, but P. J. has a swell layout."

AS TO THE GOOD logic of urging the boys to keep their locations clean while working and after closing to clean up any litter they have caused, read this—it was given as one of the main beefs to the authorities of a certain large city of the Central States relative to having a streetman stop working in a local spot. It was asserted that "streetmen have been violating the law by scattering refuse, much to the detriment and appearance of the streets." By all means, fellows, keep the spots clean and call the attention of others to doing the same.

JACK MORRIS . . . of Inukem farm, was a welcome visitor to the pipes desk last week. He reported that he had just come in from the South and that after a few days' stay in the Queen City he would head for Philadelphia.

FRANK ANABELLE . . . is working the John Servas religious picture, The Miracle, to good business. He just concluded an engagement at the Chicago Home and Garden Show.

GEORGE BERGER . . . Louis Friedman and Al Meltzer worked sales, guess-your-age and radio controls to a reported okeh business at the recent Home and Garden Show held in the Coliseum, Chicago.

A FITCHMAN'S capability to pick a winner is one of his greatest assets.

THE SHEET . . . was well represented at the Chicago Home and Garden Show, which closed last Saturday (21), by Lou Kohn, Charles Falk and Jack Gaines.

DOC JESTER . . . is working auto polish to fair takes in Philadelphia, according to reports from that neck of the woods.

DAVE HALLSTROM . . . is still plugging away in San Francisco to a reported fair-to-middlin' business.

ONCE AGAIN, FELLOWS: . . . Let's have short, snappy pipes from all of you. Keep 'em brief, however, as it's the only way we can give everyone a chance to have his say. An overwhelming number of communications hit the desk each week and in some instances the lengthy ones must be held over for the following issue. We've noticed a decided increase in the number of pipes sent in. That's swell, boys; just keep shootin' 'em.

FAMOUS LAST WORDS: "I was sloughed."

AMONG THE MEMBERS . . . of the pitch profession working Salt Lake City are Jean Delmar, pens; Dick Allen, rug cleaner; Shorty Walker and Carl Beck, sharpeners, and Eddie St. Mathews and Herbert Johnston.

HARRY TAM . . . veteran sheetie, scribbles from Omaha that conditions there are just fair but that the boys seem to be getting by. He adds that he would like to read pipes from members of the sheet fraternity.

TIM O'DAY . . . and wife are working Omaha with oil, with the latter doing an escape act for hally.

Pitchdom Five Years Ago

Doc and Mrs. Arthur Pyle, of the Light Hawk Remedy Co., were working to good results in Southern Ohio. . . . Ray Herbers, together with 500 other pitchmen, was working Maxwell street, Chicago, and getting some money. . . . Doc Tom McNeely, who toured with Texamine Medicine Co. for several seasons, had his own med show playing week stands in Arkansas. . . . Happy Jack Raymond was still plugging away in Rushmore, Minn. . . . Prof. Victor Edison Perry's variety pitch store in New York was still operating with a full roster and two window demonstrations. . . . Hill, wind and rain greeted Bob Posey as he blew into Concordia, Kan., so he immediately headed northward. . . . New Deal Advertising Co. was the up-to-date title that Doc Ray Adair used to stimulate interest in his med show on tour in Illinois. . . . Strawberry region of Arkansas was proving lucrative territory for E. E. Knight's platform med show. . . . Doc E. P. Sims was still playing Ohio territory. The Landrum Family, who played Kansas City (Mo.) lots for several years with their vaudeville organization, were with Doc Franklin Street in Arkansas. . . . Arthur C. Morgan was having little difficulty collecting the long green in West Virginia. . . . Hot-Shot Austin just landed back in "Ole Kentucky" from the berry fields of Arkansas. . . . Burlington, N. C., proved a red spot for Doc A. Anderson. . . . Doc L. H. Reeves opened his med opy in Gettysburg, Pa., to good business. . . . Joe Carroll was getting some real money in New York with soap and cream. . . . Jack Hamilton and wife joined Bertie Darmoc's show in Kansas. . . . The Three Caytons opened their Mo-Ton Med Show in Northern Ohio. . . . Columbus, O., wasn't so hot for Doc Floyd R. Johnstone. . . . Carl Kruger was seriously considering closing his store in New York in favor of going on the retired list. . . . Billy Harrison was currying some folding ditch with cards in Ohio territory. . . . Pitch-store business in New York wasn't anything to write home about, according to William Donaldson. . . . J. P. Sampson's O-Quack Medicine Co. was working Springfield (Mo.) lots to fair-to-middlin' takes. . . . That's all.

HUSTLER'S TIPS: The new 24-gauge bronze Social Security plate which has just been introduced to the market looks as tho it will be one of the best, easiest and biggest money getters conceived in recent years. A wide-awake hustler should have little difficulty disposing of it. It has come to the writer's attention that some of the boys are already selling the item thru paymasters of several large corporations. A fellow could also add a line of celluloid face cases for the plates and work them on a combination deal. Since almost everyone is a prospect, a good worker should add plenty of green to his bank roll.

EDDIE PINE . . . and wife are reported to be in New York arranging for a spot at the World's Fair.

WENDELL HEDDON . . . is still working pedlers in the Kress store in Roanoke, Va., to good business. He has just concluded his fourth week in the spot.

"HAVE BEEN WORKING . . . Southern States and find business just fair," pencils Pat Thompson from Roanoke, Va. "This town, however, has been pretty good; so good, in fact, that I'm staying another week. Will head north soon."

FITCHMEN'S SAYINGS: "There's nothing I hate more than to have to work next to a cry baby."—Jimmy (Needle) Wells.

RAY EDER . . . Indian med worker, is reported to be getting his share of the maxime in Omaha.

"WERE OUT HERE . . . making pen coupon sales to lucrative takes," blasts Harry Woodruff and wife from Cheyenne, Wyo. "We haven't seen a pitchman here. We are heading for Oregon. This is some spot and the natives seem to have nothing but silver dollars."

INDIA MEDICINE CO. . . . is the name of a new organization which entered the medicine field May 16 in Dallas, where it will be operating the year around. With M. M. Murphree as general manager and W. R. Springer secretary-treasurer, the new firm is operating

on a new idea of capturing all of the repeat business after the platform show leaves a community. Present plans call for the opening of other shows under Murphree and Springer's direction as the occasion demands. Murphree writes that he would like to read pipes from the Curtis Family Show and that his office lunching is ever open to troupers.

MORE GOOD-NATURED fraternizing among the public and a little less aloofness will work wonders in presenting your side of the argument.

JOE HESS . . . after a long silence comes thru with the following from Memphis: "Just finished working the Cotton Carnival here, and as far as pitchmen were concerned it was a bloomer. It rained continually and the event was held over two days, thus giving the boys an opportunity to obtain some get-away money. Pitchmen present included Seoville and Irving, Doc Hale and family, Leonard Rosen, Charles Cashew and Al Heller. Will leave here and head for Asbury Park, N. J., where I work every summer. I'm still pushing the pens."

LOUIE WHITEMAN . . . is reported to be getting the folding dough working Madison, Wis.

H. L. FERGUSON . . . of General Products Laboratory, has returned to Columbus, O., from a tour of North and South Carolina. He reports that he found business there to be just fair but that prospects for a good business later look good.

Events for 2 Weeks
(A New Weekly Service)

- (May 30-June 1)
- CALIF.—Auburn, Cold Rush Festival, 2-5. Madrona, Rodeo, 2-5. Martinez, Early Days Fiesta, 2-5. Butter Creek, Rodeo, 2-5. Visalia, Rodeo, 2-5.
- COLO.—Canon City, Pioneer Day, 2. CORN.—Greenwich, Dog Show, 4. Westport, Dog Show, June 3.
- DEL.—Olasgow, Dog Show, 5.
- IND.—Anderson, Dog Show, 4. Hammond, Auto Races, 5. Indianapolis, Dog Show, 5. Muscle, Dog Show, 2.
- IA.—Nevada, VFW Picnic, 2.
- KAN.—Kinsley, Old Settlers' Picnic, 2-4.
- MICH.—Lansing, Stars Show, 3-4.
- MO.—Kansas City, Dog Show, 3.
- N. J.—Hudson, Dog Show, 2.
- N. M.—Covis, Pioneer Days, 2-3.
- N. Y.—Goshen, Dog Show, 3. Port Chester, Dog Show, 3.
- O.—Ashland, Fireman's Street Celebration, 30-June 4. Dayton, Auto Races, 5. Okla.—Ardmore, Rodeo, 4-5.
- ORE.—Lebanon, Strawberry Festival, 2-4.
- PA.—Cherry Trees, Fireman's Celebration, 30-June 4. Confluence, Old Home Week, 25-June 4. Elwood City, Old-Timers' Celebration, 30-June 4. New Brighton, Centennial Celebration, 30-June 4. Parkers Landing, Homecoming Week, 30-June 4. Shesadoosh, Old Home Week, 29-June 4. Winder, Old Home Week, 28-June 4.
- TEX.—Mineral Wells, Health Festival, June 1-19.
- W. VA.—Buckhannon, Strawberry Festival, 2-3.
- WIS.—Prairie du Chien, VFW Spring Festival, 30-June 4.
- CAN.—Saskatoon, Sask. Pat Stock Show, 3-4.

- (Week of June 6-11)
- CALIF.—Seamont, Cherry Festival, 9-12. Pectanza, Anniversary Celebration, 10-12. Livermore, Rodeo, 10-12. Los Angeles, Shriners' Rodeo, 7-8.
- CONN.—New Haven, Tercentenary Festival, 1-12.
- DELA.—Washington, Rodeo, 6-11.
- ILL.—Kankakee, Dog Show, 12.
- IND.—Pt. Wayne, Pageant, 10-12. Elmhurstburg, Legion Celebration, 6-11. Petersburg, Celebration, 6-11.
- IA.—Pt. Dodge, Music Festival, 5-8.
- KY.—Louisville, Merchants' Expo. & Circus, 6-19.
- MASS.—Brookline, Dog Show, 12.
- MICH.—Flint, Dog Show, 12.
- MINN.—Ellsworth, Farmers' Picnic & Raffle, Golden Jubilee Celebration, 8.
- MO.—Jericó Springs, Anniversary Celebration, 9-11.
- N. Y.—Katonah, Dog Show, 11. Mt. Morris, Legion Celebration, 6-11. New York, Confectionary Industries Expo., 6-10.
- N. D.—Arcia, Spring Festival, 9-10.
- O.—Van Wert, Pony Festival, 5-9.
- OKLA.—Purcell, Anniversary Celebration & Pioneer Reunion, 10-11.
- ORE.—Portland, Rose Festival, 9-11.
- PA.—Altoona, Auto Races, 1.
- ARIZ.—Celebration, 6-11.
- Hydman, House-Coming Celebration, 6-11.
- Mechanicsburg, Jubilee Day, 9.
- Scottsdale, Pice Dess. Celebration, 6-11.
- Wall, Fireman's Jubilee, 6-11.
- S. D.—De Smet, Old Settlers' Day, 10.
- La. Andes, Fish Day, 10.
- TENN.—Knoxville, Smoky Mountain Festival, 2-3.

DISTRIBUTORS-JOBBER-SALESMEN
FAST DEAL, QUICK TURN-OVER
100% TO 200% PROFIT.
This Number is "HOTTER" Than HOT.
FOR CONVENTIONS, CELEBRATIONS,
FAIRS, PARKS, CARNIVALS, MOUNTAIN, LAKE, BEACH, SEASHORE RESORTS, ETC.
"VISITORS WELCOME" Displays are NEW, MODERNISTIC and ATTENTION-COMPELLING. Made on Cellulose, reinforced with a cotton fabric, high lustre and sheen. No competition, nation-wide market. For use in interior of stores and windows. Every Business, Bank, Merchant, Restaurant, Cafe, Tavern, Night Club, Exhibitor, Concessioner, etc., is a prospect for one or more of these sensational TRADE Advertising Displays. Give excellent service for 6 months to a year or more.

Visitors We Greet You WELCOME To Our City
Size 2x3 ft. costs 35c each; sell for \$1.00 up.
Size 3x5 ft. costs 50c each; sell for \$1.50 up.
Size 3x5 ft. costs 85c each; sell for \$2.00 up to \$3.00 up.
Send TRIAL order Today for 50, 100, 250 or more assorted as you wish. Help yourself. You'll repeat. 1/3 Deposit, Balance C.O.D. If cash in full accompanies order we will PAY Express Charges, Sample (\$25.00) by Parcel Post PREPAID \$1. Cash with order.
UNIVERSAL DISPLAYS
418 AUGUSTA ST., CINCINNATI, O.

DID YOU MAKE \$50 LAST WEEK?
If not, investigate this opportunity to get into a Big-Big business of your own. Show merchandise plan that increases sales, profits. Handle the National City Advertising Line. Sell 100 goods. Put up on self-help Counter Displays, 200 daily necessities. Included is Layton's Aspirin—approved by Good Housekeeping Magazine and Weekly Grand Bazaar. Hundreds of men earning big incomes handling our fast-moving line. Start small—grow fast. FREE book tells you how you can build Super-Pros made. Write for it today.
World's Products Co., Dept. 688, Spencer, Ind.

A NEW BUSINESS
For a Small Bank Roll \$111 Gold Finished Social Security Tags and you number them to order in 1 minute with four own machines. Send 10c and your registration number for Sample Tag and Chain Key Ring with full particulars.
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248 Fifth Ave., New York City.
Choice exclusive territory still open.

ELGIN & WALTHAM RENEWED WATCHES \$1.65
Our Prices Always the Lowest. Send for Catalog.
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FREE! 1938 WHOLESALE CATALOG
Has 250 pages of World-Wide B & R gains, 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.
6-38 Superior St., La Center, Minn.

- TEX.—Jacksonville, Nail Tomato Show & Festival, 6-8. Mineral Wells, Health Festival, 1-10. Pampa, Top of Texas Fiesta, 9-11. Yoakum, Tomato Harvest Festival, 10-11.
- WASH.—Seattle, Scandinavian Day Celebration, 12.
- Seattle, Stampedo, 6-12.
- WIS.—Platteville, Legion Celebration, 6-11.
- CAN.—Gleichen, Alta, Stampedo, 2.

POKER-DART

TWO NEW GAMES

FOR CONCESSIONERS and CARNIVALS
Write for Literature.

POKER DART MFG. CO.

30 North Missouri Ave.
Atlantic City, N. J.

Frederick Amusement Co.

WANT Shows. Have new Top and 100-Ft. Front for Pit Show. WANT Legitimate Concessions. Two big Celebrations in June. Best Fairs in State. Will book Octopus or Double Loop-o-Plane. WANT Free Act.

North Platte, Neb., May 27 to June 4.

Wanted

Ell Wheel Foreman and Second Man. Must be sober and reliable. Good opening for Corn Game, Diggers and Custard, with exclusive. Demerits, Va., until June 1; then Alexandria, Va., for ten days. All address

K. F. "Brownie" Smith

WANT

FERRIS WHEEL, OCTOPUS, RIDER-O, Also SIDE SHOW.

Will furnish Top and complete Front. Also opening for Platform and Mechanical Shows. WANT Tallers, CAN PLATES, Custard, Peach-Till-Win, Soups, Sours, Fines and Ball Games. No Hotels. Have 12 Pairs in a row. Long season and early opening at LAREDO, TEX., CELEBRATION, in February. Write

J. George Loos Greater United Shows
Whitka, Kan.

WANTED

FOR BUSINESS MEN'S CARNIVAL AND CELEBRATION. TROY, MONT., JULY 2-3-4. Shows, Fairs and Legitimate Concessions. Write MANAGER BUSINESS MEN'S CARNIVAL AND CELEBRATION, Troy, Mont. Box 375.

SUNSET AMUSEMENT CO.

Have complete Gerk Octo for party with Gerk. Have complete outfit for Diamond Show, or what have you? No Girl Show. Legitimate Concessions all open. Burlington, Ia., this week; Centerville, Ind.

WANTED

Bikes, Concessions, Athletic and Mixed Show, for June 25, July 1, 3, 4, on Streets, SOUTH WHITELY, IND.

First in 5 years. Write or wire

SLIM BISHOP
Columbia City, Ind.

BRIGHT LIGHT EXPO. SHOWS

WANTS Ferris Wheel, Flat Rides, Kiddie Rides, 2 more Shows, Concessions of All Kinds, Flip, Cook House. Major All Celebrations. Stockdale, Pa., this week; Centerville, Ind., week June 5.

JOHN GECOMA.

Great Southern Shows Wants

Chaperones, M-G-S, Kid Rides, Shows of all kinds, with or without transportation. Legitimate Concessions come on. No colleges.

Manchester, Ky., this week.
A. H. MURPHY.

READING'S SHOWS

Concessions that work for stock, Ball Games, Mini Circuses, Kiddie Rack, Game Rack, String Games, Candy Apples, Prizes, Custard. Book for season.

Booksville, Ky., this week. Wire or come on.
W. J. WILLIAMS, Manager.

AMERICAN LEGION'S ANNUAL HOMECOMING FESTIVAL AUGUST 15-16-17-18-19-20.

WANTED—Bikes, Shows, Concessions, Free Attractions. High-class stuff only will be considered.

Address
GEO. W. YEOMANS, Union City, Mich.

Oppose Ordinance Affecting Easter Sunday Circuses

Indianapolis, May 28.—The ordinance which would prohibit circus performances on Easter Sunday or Good Friday in Indianapolis and which has been before the city council for several weeks is due to be finally acted upon at the regular meeting Monday night, June 6.

"That there is no need for an ordinance of this kind should be apparent to everyone as it affects only one type of business, namely circuses, and is therefore special and class legislation," said Albert Neuberger, local attorney, today. "Those who lean to Blue Law legislation may look to the ancient Sunday breaking law of Indiana, which is still in force and, although many attempts have been made to enforce the law during recent years, it would, if enforced, affect nearly all lines of business operating on Sunday.

"Fortunately, we can rest assured that any attempt at Blue Law enforcement in any community would most certainly not meet with public approval, and with the modern trend of thought harboring more liberal views in matters of this kind, the public will very likely continue with their Sunday amusements.

"However, with theaters, parks and other amusements operating on Sunday, the unjustness and unfairness of this proposed ordinance is plainly apparent and the opponents are asking for its defeat."

The ordinance reads as follows: "It shall be unlawful for any person or corporation to hold any circus, exhibition of animals or of abnormal creatures, racing of men, animals or machines, to which more than 100 people may be admitted on the one day, within the corporate limits of the city of Indianapolis on Good Friday, or Easter Sunday, or during any part of any such days.

"Any person who violates, and any officer of any corporation which violates this ordinance, who could have prevented such violations, shall be fined in any sum of not less than \$100 nor more than \$500, to which may be added imprisonment for any period not exceeding 180 days.

"This ordinance shall be in full force and effect from and after its passage, approval by the mayor and publication according to law."

SEEING THREAT

(Continued from page 3)
volume of business, hence the hours of work, depending on variable factors, such as weather and picnic bookings. In some individual days, even periods of several days at a stretch, the hours of work will be relatively long; at other times the crew may have next to nothing to do. The work is healthful, varied and relaxed, in no way comparable to the monotonous repetition of factory production or indoor retailing.

Skilled Workers Employed

"On the other hand, every worker in an amusement park has a skill in his particular job, upon which the safety or convenience of the public depends. Casual extra workers cannot be relied on to take this responsibility. To shorten hours drastically it would be necessary to hire and train an additional crew. No means are available for passing on the added expense to the customer. The unit cost of park amusements and refreshments is necessarily low. The price of, for example, a 5-cent ride cannot be raised 5, 10 or 15 per cent. It has to stay where it is or be raised 100 per cent—in which case the business would be gone.

"Our conditions are peculiar but our labor policy is realistic and responsible. We maintain a sizable crew the year round. These men have extreme stability of employment, good pay and good living conditions. The seasonal crew is made up for the most part of students, ambitious young men and women well qualified for the work, who are free only during the park season and find the money useful in furthering their college education. We do not cater to the employment of loafers, those who should be seeking permanent employment rather than temporary work.

Principles Not Issue

"With the principles behind the wage-hour bill everybody is in sympathy. No one, however, wishes to see worth-while enterprises destroyed. A good amusement park has a definite and useful social function to perform. We are presenting our conditions to you at such length in

the belief that it is within the spirit of the proposed law that an exemption be extended to amusement parks, carnivals, fairs and circuses, as exemptions have been extended to agriculture and certain newspaper and retail enterprises whose operations are inevitably seasonal and uneven.

"Please bear in mind that amusement parks, carnivals, circuses and fairs appeal to the poor man. During the war outdoor amusements were classified as essential and they are equally essential during these days of economic distress. It is, therefore, of primary importance that their continued operation be made possible thru exemption under the contemplated wage-hour legislation."

3 RECEIVERS NOW

(Continued from page 3)

Wagon and Equipment Co. Company, represented here by William S. Potter, Wilmington attorney, sold McCoy's show its wagons and other Wild West equipment.

Receivers appointed by Judge Fields are Miss Sybil U. Ward, of Wilmington, and Edmund M. Toland and William Collins, of Washington. The two men had already been appointed receivers in District of Columbia in an equity action there against McCoy show.

Six Springfield, Ill., business concerns filed a petition to District Court here May 20 asking Judge Fields to adjudge the show firm bankrupt. Show, they contended, was insolvent. Creditors were R. H. Arnabruster Mfg. Co., Peter Vrandenburg Lumber Co., Barker-Goldman-Lubin Co., Springfield Mattress Co., Hoffkamp Bros. and Hughes & Baker.

AFA ENJOINED

(Continued from page 3)

ington papers were served and in each case a civil suit for alleged damages was filed, the amount to be stated later. The show now has three suits against the union.

The injunction order issued at Johnstown said that "it appearing that no labor disputes and strikes are now pending between plaintiff and its employees and that nothing has been done by plaintiff to prevent its employees from setting up an agency for the purpose of collective bargaining and that the within bill of injunction does not conflict with the Labor Injunction Act of the Commonwealth passed June 2, 1937, and it appearing that said defendants, their servants or agents have by threats and coercion prevented Armour & Co. and other establishments from furnishing meat and other foodstuffs to the tigers and other ferocious animals, as well as to the attendants, and that by reason thereof said animals may become unruly and unmanageable, thereby menacing the general public, it is ordered, adjudged and decreed that the said defendants . . . their servants, agents or employees . . . be and they are hereby restrained from picketing on premises upon which said corporation may be exhibiting or from interfering with or in anywise molesting the said plaintiff or any of its officers or employees in and about their duties as such."

Cisim Beasts Denied Food

Attorney John Duggan Jr., representing the show, said the injunction was similar to the one obtained in Uniontown.

Judge Charles C. Greer, at Johnstown, said the factor which prompted him to sign the order was the allegation that the circus' wild animals were being deprived of food, which might cause them to become unmanageable.

In this connection the bill of com-

Broadway Shows of America

Can place Acts of all kinds for Side Show, Wait Hall and Half to feature. Want Dancing Girls and Fan Dancers. Can place a few small Grind Shows. Want Legitimate Concessions of all kinds. For Sale Caterpillar, in good condition, cheap for cash. We also have in downtown district. Two different locations. Week May 20-June 4. June 6-11, Leocadia, Ky.

COL. J. F. DEHNERT
Tyler Hotel, Louisville, Ky.

WANTED

MOTOR DROME RIDERS

For Flashy Motor Dromes. Join immediately. Bud Gross wants Working Acts for Side Show, Good Swallowers, Punch and Judy, Strong Mental Act, Freak to Feature.

Crowley's United Shows

Fairfield, Ia., this week.

WANT

YOUNG MAN ASSISTANT

Learn Underdog Street Unit Pennsylvania's PIT. Also good clown. Will consider good amateur. Write all GEO. E. ROBERTS, Pama-haika's Station, 515 W. Erie Ave., Philadelphia, Pa.

plaint alleged that the defendants, thru their representatives, had notified Armour & Co. and other merchants here not to furnish or deliver food for the animals. It further set forth that "by reason of the failure to receive the necessary amount of food in daily quantities the said animals have become unruly and to a certain extent unmanageable and are apt to create a menacing danger to the community."

The bill of complaint, which was signed by Howard Y. Barry, president of the circus corporation, also alleged that the defendants had placarded the city with posters and signs advising that a strike existed among the circus employees, which, it was charged, was not true.

Labor Situation

The bill of complaint asserted that musicians employed by the circus are members of the music division of the AFL; that its billposters are affiliated with the International Association of Billers and Billposters and that the circus has signed agreements with these unions.

It was further set forth that while some of the performers of the circus are members of various actors' guilds there has not been any strike or labor dispute among them; that they have not expressed dissatisfaction with wages or working conditions, and that the corporation has not attempted in any way to prevent them from joining a union. It also was alleged that in view of the fact that no labor trouble exists an injunction would not interfere with the provisions of the State Labor Injunctions Act.

Affidavits relating to the Pittsburgh disturbance and copies of telegrams from circus performers expressing satisfaction with their employment were attached to the bill as exhibits.

Frankel will confer with APA President Ralph Whitehead in New York next week, preliminary to sheriff's reports June 6 on writs issued in cross-suits filed by APA and H-W against each other. Cases are expected to appear in court in the fall, on the regular Common Pleas calendar.

LETTER LIST

(Continued from page 25)

Black, Miss Laura	Jackson, Dixie Lee	Reese, Thomas
Block, Miss Laura	Lalroe, Dolores	Ridgeway, Tio
Brown, Mrs. L. E.	Legett, Miss Mildred (Mickey)	Rohrer, Pat
Bushman, Mrs. Ruth	Lyons, Georgia	Sherwin, Mr. Ed
Brown, Miss Berlie	McLain, Dorothy	Smith, C. A.
Brewer, Mrs. E. L.	McLain, Mrs. Violet	Smith, Mrs. Em
Byker, Mrs. Lillie	Mackon, Miss Greco	Smith, C. A.
Caughlin, Miss Blanche	Michael, Anna M.	Sperry, John
Cole, Mrs. E. W.	Moss, Beattie	Tavel, James
Davidson, Mrs. G. H.	Proctor, Mrs. Beattie	Wallace, Arnold
David, Miss Bobbie	Shull, Mrs. Betty	Warren, Fred
Fisher, Lucile	Shum, Mrs. Marie	Ward, J. J.
Game, Millie	Stammers, Mrs. Harry	Ward, Mrs. J.
Gray, Miss Edith C.	Stammers, Mrs. Duane	Westman, R. J.
Hamilton, Mrs. Lola	Walker, William	White, Nelson J.
Hahn, Mrs. Beadie	Wilson, Mrs. May	Wintrow, Jack
Helman, Mrs. L. A.	Winter, Florence	Yaggs, E. L.
Nease, Virginia		
Hunting, Ethel D.		

Beer, Jack	Hoefler, Ted	Reese, Thomas
Barnes, Floyd	Hodges, Edward	Ridgeway, Tio
Bell, Edith	Hogan, I. S.	Rohrer, Pat
Boyer, Ernie D.	Howard, D. E.	Sherwin, Mr. Ed
Bernard, Ernie	Howell, William E.	Smith, C. A.
Beulck Jr., E. W.	Josh, S. O.	Sperry, John
Brandt, N.	Jones, Howard	Tavel, James
Branson, J.		Wallace, Arnold
Brewer, Bill		Warren, Fred
Bruce, Emmitt		Ward, J. J.
Carlin, (Bill) George (Boy)		Ward, Mrs. J.
Cline, Ernie D.		Westman, R. J.
Cradis, Gen. L.		White, Nelson J.
Cross, Lawrence		Wintrow, Jack
Curtis, Bob		Yaggs, E. L.
Davis, Henry Gray		
Davis, Geo. E.		
Ellis, Guss		
Field, Jack		
Fisking, E. L.		
Frederick, Ambie		
Frizz, Will		
Garcia, Pete		
Germond, Victor		
Good, Charles		
Good, Tom		
Hall, Edward		
Hall, Edward L.		
Harvis, Richard		
Irish, Katie		
Hill, E. E.		

The World's Greatest Private Circus

By C. G. STURTEVANT

DOWN in Texas, the largest State in our Union, they do things in a big way. They lead in oil, cotton, cattle production and other lines of commercial pursuits, and, while the world's largest professional circus is not located there, it is doubtful if any State gives greater patronage to the "Big Show" on the occasion of its annual visit.

Down here they have the Gainesville Community Circus, which has recently opened its ninth year. This is the world's largest amateur circus, shows under canvas and owns all of its property and equipment. The *Billboard* readers, as well as the general public, are familiar with the details of this show and with its success as a growing and substantial concern.

Probably equally remarkable, but less known, is the Frank J. Walter Circus, located in Houston. It is entirely different in organization and objective, in that while the Gainesville show exhibits outdoors, furnishing amusement and recreation to those engaged in it and those witnessing its performances in Gainesville and vicinity, Mr. Walter shows indoors, and his principal audiences have been the underprivileged children of Houston. Once a year he entertains them, not only with free admission to his show, but with refreshments, toy balloons and other gifts dear to children's hearts on circus day.

Frank J. Walter is a descendant of one of the oldest families in Houston and as a boy was always greatly interested in both tame and wild animals, besides being a natural born "Circus fan." Gentry Bros.' Dog and Pony Show, which at one time wintered for several years in his native city, gave him the inspiration to try his hand at training animals, he says. He successively trained dogs, monkeys, horses and ponies which passed thru his hands, and from frequent visits to the Gentry quarters he picked up ideas that helped him to succeed. The Habenbeck-Wallace and Al G. Barnes shows came along and he determined to see what he could do with wild animals. He acquired several lions and leopards, trained them and gained recognition from the nation's foremost wild animal trainers when he broke the sensational lioness Congo to both fight and wrestle.

During these early years, Mr. Walter states, he had no particular idea in mind other than that he enjoyed his hobby and got a real thrill from working with his animals. He married, and in Mrs. Walter he found a companion who entered into his pastime, also became a trainer and greatly interested in the work. Mr. Walter's mother was also sympathetic, and at their home on Montrose boulevard he began to accumulate a number of animals. At first he had dogs, horses and ponies, but when he fitted up a barred inclosure in his large garage to house his lions he found some of his neighbors not so understanding, or in accord. Having to find a way out of this difficulty, he was also faced with the necessity of adopting a definite plan and policy if he wished to continue his avocation.

In 1930 he started to present some of his trained animals at a benefit for underprivileged children. In addition he engaged several professional acts of ac-

robats, aerialists, clowns, etc., and this program was so successful that Mr. Walter has presented it "bigger and better than ever" each successive season.

About a mile from his residence, on Griggs road, just off South Main street, he leased, and later purchased outright, a fine tract of land of three and one-half acres adjacent to Herman Park, where he has erected buildings, barns and inclosures to house and work his animals and store his equipment.

The accompanying air-photo shows in detail a quarters unexcelled in utility and appearance. Grounds are beautifully kept up, and buildings are painted in white and blue.

The new ring barn (50 x 60 feet) and the two-story trophy room and lounge (70 x 18 feet) were put up last year. The former is equipped with a 42-foot curved ring, electric lighted, and has sound equipment for music, etc. On the first floor of the lounge are a buffet, numerous tables and comfortable chairs. The walls are adorned with many paintings and circus photos, trophies, etc. There are on exhibition some of the finest saddles in America, gold and silver trimmed. There are mounted heads of wild animals, arms and curios from all over the world, and at one end is a correct full-sized model of Buffalo Bill's stage coach. Large doors may be rolled back to allow a full view of the work-



MRS. FRANK J. WALTER and Liberty horses.

youth saw that given by the Gentry years ago are enthusiastic in their praise that Mr. Walter has revived it for the delight of the children of today. The performance appeals to adults and children alike.

The owner has had many propositions



QUARTERS of the Frank J. Walter Circus in Houston, Tex. A—Pony paddock. B—Pony barn. C—Commissary. D—Horse barn. E-F-G—Outdoor training rings. H—Cats and training arena. I—Standard hippodrome track. J—Trapping room. K—Trophy building and club lounge. L—Ring barn. M—Miniature wagon barn.

in the ring barn. On the second floor are sleeping quarters.

Housed in the miniature wagon barn are 12 of the small cage wagons, formerly on the Gentry circus, purchased from G. W. Christy and completely renovated and redecorated by Mr. Walter. There are also a miniature water wagon, a ticket wagon, band wagon, callops, stage coach, two covered Ganostoga wagons, tableau wagons, chariots, clown carts, etc., all formerly on the Gentry, Wallace, Christy and Hugo Bros.' shows or built by Mr. Walter. He takes great pride in his complete light plant wagon, just completed.

In the barns are 40 or more Shetland ponies, 6 manège horses, 15 draft horses, 3 Liberty horses, 3 drill ponies, 2 trick mules, performing goats and monkeys, and a large troupe of dogs, including the only team of six dachshunds used in a clown number. The animals to fill the menagerie cages include African and American lions, black and cinnamon bears, Australian emu, Indian zebu, Japanese Sika deer, monkeys, coatimundis, etc.

One of the great features of the show is the parade in miniature with most of the wagons drawn by ponies and small horses. Many people who in their

made him to take his show on the road. While realizing that he has a large property and investment, considering the purpose for which he built it up, he has shown no disposition to enter professional status, altho he states he may consider embarking in the field of playing a number of dates indoors under auspices of civic, charitable and fraternal organizations. In this event a number of professional acts, musicians and circus employees would find acceptable employment in the winter season.

Mr. Walter has shown much ability as equestrian director. Mrs. Walter appears in working Liberty horses and other groups as well as menage. Capt. A. W. Kennard, Circus Fan and friend of the Walters', is also a stand-by in presenting equestrian and trained animals acts of high class.

Among Mr. and Mrs. Walter's professional friends are Mr. and Mrs. Clyde Beatty, Capt. and Mrs. Terrell Jacobs and Mr. and Mrs. Rudy Rudynoff, who have all visited the Walters a number of times and speak in the highest terms of what has been accomplished at the Houston quarters.

Major newscasters have photographed this circus at various times, and large photographic sections of the Houston

papers have been given the show annually. It is recognized as a colorful and worth-while institution of the community, and the recent completion of the splendid municipal stadium there will enable the show to present its entire performance in three rings.

The writer, in closing, wishes to state that, like the Gainesville Circus, the Walter show must be seen to be appreciated. These organizations are so far ahead of previous efforts in their line that sincere praise is discounted as being a puff by their enthusiastic local friends and supporters. A pleasant surprise awaits those who doubt the statement that they furnish a real circus thrill.

Beal's Second Book To Be Built Around Larry Davis


PHILADELPHIA, May 28.—George Brinton Beal, author of *Thru the Back Door of the Circus* and lecturer on circus life, visited the Ringling-Barnum circus during the local engagement, working mainly on the collection of material for a second book on circus life to be built around Capt. Larry Davis, superintendent of bulls on the Big Show, title to be determined later.

While on the show Beal added to his already remarkable collection of motion pictures in color of the circus. This time he has been filling up chinks in his equestrianism department, adding action shots in color of William Heyer, Rudy Rudynoff, Erna Rudynoff and other leading riders.

Following the Philadelphia engagement, Beal returned to Boston to start preparations for his summer course in screen acting at Emerson College.

BEATTYVILLE, Ky., May 28.—When Haag Bros.' Circus was here Monday there was a gun battle late that day among localites in which two men were killed and six persons wounded. A Negro employee of the show was slightly wounded. Patrons of the show, estimated at 400, fled. Grudges evidently precipitated the shooting, authorities said.

Immediately after the affair the performers and laborers joined to dismantle the equipment and placed it hurriedly into trucks for a quick departure.



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

WANTED

Experienced Man to operate Monkey Circus or Mechanical Show with or without transportation. Will buy or book Circus Show or Wax Show.

J. L. LANDES SHOWS
Arkansas City, Kan., this week; Emporia, Kan., next week.

WANTED

CONCESSIONS, RIDES OR CARNIVAL.
MCDONOUGH COUNTY FAIR
August 30-31-September 1,
INDUSTRY, ILL.

BARLOW'S SHOWS

Pittsfield, Ill., this week; Winchester, next week.
Outfits open for Plantation, Athletic, Hillbilly, Side Show, Hotly wanted on Ferris Wheel, Caterpillar, Merry-go-round, Wax Shows, Bands, Max-Advance, Amusement, etc. Call post. Carded upon. Backs Wood, Havana, Ill. South corner by Western Union. **HAROLD BARLOW.**



FRANK J. WALTER and wrestling lioness, Congo.

MONTREAL OPENING—

(Continued from page 39)

ward, Elsie Ricardo and partner, Harvey Girk, Coleman Sisters, acrobats, Catherine Hartnett, Johnny Hanneford Jr., equestrians, Roman standing race, Capt. Roman Prosko with Bengal tigers, Silvers Johnson and his Punny Ford, Three Jolly Tars, Two Aces, Florence Trio, Three Jennys, Three Harlequins, comedy serobats, Capt. A. Spiller's sea Kona, Harold Barnes, on tight wire, Miss Bubbles, Winnifred Colleano, Miss Jolietta, acrobats, Four Sandows, perch equilibrist, Three Siegfrieds, juggling equilibrist, Elsie and Herman, athletic stunts, Horses in high and broad jumps, Bob Eugene Co. aerial bars, Bareback riding, Hanneford Family, with George Hanneford; the Stanley Co., in pushball on horseback, Mlle. Nana Woolford's performing dachshunds, Three Cards, Berber Troupe, Four Dobas, acrobats, The Great Peters, in "Hangman's Noose" act, Elephant groups, Power's and Bernard's, Blondin-Bellina Troupe, high wire, Flying Voices and Flying Wards, Roman chariot races, Clown numbers thruout program.

PARKER-WATTS—

(Continued from page 32)

at 10 p.m. The show covered 212 miles. Four times the population of Mullen attended the circus, some from 90 miles away.

Kal Brodow has joined as assistant to Homer Canter on candy stands.

Babe Turner and Jimmy Thomason visited with Mr. Watts and Homer Canter on their way back to the Coast. They will stay a while in Yellowstone Park.

William Mitchell, superintendent of transportation, is getting the show over the road in good time. Show has not missed a parade. The parade is getting the showgoers circus minded, as this show is the first to parade in most of the towns in more than 15 years.

Mrs. Watts' sister, Betty Parker, of Des Moines, Ia., spent a week on show, visiting Mr. and Mrs. Watts, reports Thomas (Skinny) Dawson.

COLE WAGE—

(Continued from page 39)

in favor of a new arrangement. Old rate was based on the New York State compensation laws, while new agreement calls for payment at rate of State in which individual accidents occur, with guarantee of compensation of at least

the Illinois State rate in States with lower rates or in States without compensation provisions.

The bonus system (not to be confused with holdback) was also discontinued at the request of the circus management. System had been worked out this spring whereby a certain amount of each employee's salary was held in escrow thru joint circus-union account, to be evenly divided among employees at end of season and after deductions had been made to care for sick and deceased.

Whitehead, back in this city, reported that the show departed from Buffalo with entire personnel apparently in a "happy state of mind." He complimented workmen and performers for their willingness to co-operate with management in "seeing their show thru a business crisis."

Ringling Situation

Sol A. Rosenblatt, labor counsel for the Ringling-Barnum show, and Whitehead were scheduled to meet this week to set date for arbitration of differences still existing between the Big Show management and the AFA. Expected that Whitehead will get together with Rosenblatt and John Ringling North, show's executive head, this week-end or the first couple of days in June.

Chief point up for discussion is the bonus or holdback, which North indicates he will not pay this year in view of the fact that workers are already working under a \$60-a-month minimum wage scale.

DOWNIE CLOSING—

(Continued from page 30)

town jamming the show to capacity and turning overflow business into the Side Show. The last date (in Camden) proved to be more than successful, but then the show had to jump to this city, to be faced by an all-day rain. The matinee was presented before a handful of people huddled together from the penetrating dampness and chill. The night performance had the big top only half filled.

Heavy Rains at Alexandria

Alexandria's circus attendance was philosophically received by the entire show, however, and business here in no way influenced Sparks' opinion on closing, one way or the other. This city is not considered a good circus town, being so close to Washington, and in addition the Downie date was a couple of weeks later than Ringling-Barnum, which played in Washington for three days. Heavy rains

in no way contributed to the business possibilities, for the field became unbelievably muddy. The Side Show did no business whatsoever. Alexandria, however, had to be played, for it afforded a stop between Camden, N. J., and Richmond, Va., the next on the route.

When the tent came down in Alexandria last night Sparks was worried about the closing notice because the New Jersey stands had done much to erase the gloom picked up in Ohio. However, the chances were 70 to 30 that the decision to close would stick, chiefly due to the absence of an advance crew. People with the show agreed to take less pay if Sparks would keep it going, it is said.

Washington circus fans, including Melvin D. Hildreth, Dr. William M. Mann and Mrs. Mann, Harry Allen, Mr. and Mrs. Fred J. Orslager and Donald McGregor visited the lot to see the well-presented show and to talk with Mr. and Mrs. Charles Sparks; Jerome Harriman, Downie's general agent, and Charlie Katz, assistant manager.

PORTSMOUTH, Va., May 28.—Downie Bros.' advance closed here May 29. Crew was paid in full at Monticello Hotel, Norfolk, same night. The boys had high praise for Owner Charles Sparks, Jerome T. Harriman and Lee Connarroe.

Roster included Connarroe, manager; Ed Deborde, boss lithographer; P. H. (Pat) Rogers, steward; William Wilson, Claude Poe, Mike Kitzman; Abe Adelman, boss billposter; J. D. Schilfer, Harry Patterson and Louis Hindley.

MACON, Ga., May 28.—Charles Sparks has filed application with city council for use of Central City Park for quartering Downie Bros.' Circus starting Thursday night, June 2.

It was stated in the petition that the show is quitting the road for the season because of business conditions. Permission is expected to be granted at the council meeting next Tuesday, city action being looked upon as a formality.

Sparks has wintered his show here for many years.

Circus Solly Says

WORD COMES to Solly that Robbins Bros.' Circus did well at every stand week of May 16 except Bloomsburg, Pa.

FRESH HORAN, now with Lucky Teter's Hell Drivers, called on Frank H. Hubin while in Atlantic City.

AERIAL LAZELLAS will not be with a circus this season. They are doing double traps as free act with All-American Exposition Shows, a carnival playing the Northwest.

STATION WKWB, Buffalo, presented an excellent broadcast pertaining to Cole Bros.' Circus. Staff announcer interviewed various stars and some clowns and gave accounts of Clyde Beatty's act, acrobats and sea-lion act.

HARRY QUILLEN'S favorite act, the Great Geronos. What is yours?

JOHN VAILL, of Joplin, Mo., is recovering in Spencer Hospital, Meadville, Pa., from a fractured leg sustained when he fell in front of a truck and was run over at Athletic Park as the Tom Mix Circus was loading.

NORMAN E. ANDERSON pens that his father, Bud E. Anderson, who recently bought Norris Bros.' Circus, will enlarge it to 12 trucks and that new canvas, seats and wardrobe will be added, also the Anderson trained horses and other animals.

DR. JOSEPH T. HEPFERAN, legal adviser with Harris Bros.' Circus, was the subject of lengthy comment in a recent "Around the Town" column conducted in The Akron (O.) Beacon-Journal by H. B. (Doc) Kerr. He related how Hepferan as a young New York physician some 20 years ago chose to give up a sanitarium position in Connecticut to travel with a circus as the show's doctor and since then has been with shows in various capacities.

BAND DIRECTORS and their men are invited to contribute new items for a column of their own. Good, clear-cut photos of bands, together with the personnel, in order, are also welcome.

VISITING NOTES—George Lewis and Joe Orth visited Russell Bros.' Circus at Elmhurst, Ill., and met many old friends. The former is at the Brookfield Zoo and latter with a trucking company

in Chicago. . . . Fred T. Slater saw Robbins Bros.' Circus at Hinghamton, N. Y., visiting with Ray Choisser, Mrs. Miss Robbins and daughter and others. Plans show there this season. Plenty of "water" paper of Ringling-Barnum up in city and surrounding towns. Side Show did fine biz all day. Robbins was confined to room at hotel with bad cold. . . . J. W. HARTIGAN JR. attended Hagenbeck-Wallace at Fairmount and Morgantown, W. Va., and at Uniontown, Pa. Due to terrific wind and rain, night performance was called off at Morgantown. . . . CHIEF TWOHOUSE and Jim Bear, of Lye & Twohouse vaude troupe, visited all day on Parker & Watts Circus at Chadron, Neb., and greatly enjoyed the performance.

Additional Dressing Room Gossip

HAGENBECK-WALLACE—Bobble Warriner most disappointed of group who planned on picnicking in Bluefield Sunday. Inclement weather called for a postponement. The women have lots of fun opening packages sent by Bebe Siegrist's mother, Viola Barnett is leading her motherly experience to the daily bathing of Floyd Crouch Jr., age two months. Girls can't decide if George Davis is friend or foe; it is impossible to reduce here. Lie contest in the pie car keeps contestants busy making up new and bigger ones for the nightly season. Bill Hamilton's floor show is clicking nightly. Roy Howe presenting the beautiful black Liberty horse act and claims to be the youngest oldtimer in dressing room. Frank Miller celebrated his 70th birthday anniversary May 28 and everyone received a piece of a huge birthday cake. Frank was showered with gifts from both dressing rooms. Merritt Helew returned to show after a few days' illness. La Verne Hauser received bobble prize for missing menage.

It was a pleasant surprise and happy reunion for Danilo, husband of Miss Lucy, famous rider, when he discovered his brother, an ex-performer, now in the fur business in Indianapolis. The brothers were last together in Germany 35 years ago. After exchanging greetings in their native tongue, Danilo (who speaks very little English), remarked "It is a small world after all."

Art Lind's unsupported ladder act is back in program after being out for a number of weeks with broken wrist.

CHESTER (BOBO) BARNETT.

RINGLING-BARNUM—Our third week under canvas finds the sun-tan boys still white, but hopeful. Worse yet, every time the tents go up the rain comes down, especially on moving days. In Brooklyn the last day was somewhat of a nightmare; a steady downpour augmented by a nose-diving thermometer. The show pulled into Washington late Sunday afternoon where many thousands watched the unloading. The capital papers praised the show no end. They said it was truly bigger than ever and we of the back yard heartily agree with them—wondering what's going to happen on a really small lot. The usual visitors appeared, including congressmen with their secretaries, artists with their pads, Circus Fans with their undying enthusiasm, and last but not least, we greeted many of the performers of the ill-fated Tim McCoy show, and also admired the loaded equipment which is still parked on a siding in the Pennsylvania yards.

Special announcement. Joe Lewis General Store is now in full swing with the main office in the dressing room, and a branch at the Greasy Spoon between shows. A "Going Out of Business" sign was seen over his trunk the other day, but it was found to be the work of a prankster, who probably has a secret ambition to be a merchant himself.

Getting back to the weather, the sun actually came out bright and warm for a full day and a half in Washington. On the last day the clouds again gathered and as a result we pulled into Baltimore wet and weary. The last day there bloomed bright and sunny, and we were congratulating one another on the "breaks" when suddenly during the night the sky let loose in all its fury, so it's no wonder we are all walking around with our heads in the air.

Beautiful weather Sunday in Philly and we all made the most of it. Some saw as many as four movies. Monday, Ellis A. Gabel, for the 23d time brought 10,000 orphans to the show. These kids really believe in Santa Claus. Needless to say, the clowns had an appreciative audience that day.

JIMMY SULLIVAN

POLACK BROS. FRATERNAL CIRCUS

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- PROMOTERS—Will consider former theatrical managers or agents.
CIRCUS ACTS—Doing two or more acts. Acts in Pacific Northwest preferred.
CIRCUS SIDE SHOW—Platform Show or any Walk-Around.
CONCESSIONS—Legitimate privileges.

Polack Bros.' 1938 season consists of 45 weeks. Outdoor season opens at Missoula, Mont., week June 13.
Address POLACK BROS.' CIRCUS, May 28 to June 3, Calgary, Alberta, Canada; June 6 to 18, Missoula, Mont.

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ANIMAL SHOW
Or Any Show Not Conflicting.

RIDES

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FUN HOUSE

TEN WEEKS OF FIRST-CLASS STILL DATES
14 Fairs in New York, Pennsylvania, Virginia, North and South Carolina and Georgia starting August 8.

Write or write Huntington, W. Va., all this week; Logan, W. Va., week of June 6. Furnish wages for all. Railroad Show, not a gilly show.

STRATES SHOWS CORP.

WANTED FOR FIREMEN'S CELEBRATION

MILTON, PA., WEEK JUNE 6, AND 12 WEEKS OF CELEBRATIONS AND FAIRS.

Have 20x40 Top and Floor complete for Girls Show. RIDES—Octopus, Tilt or Whip. Peanuts Richardson wants Dancers, Piano-Accordion and Sheet Guitar Players for Girl Show. All Concessions open except Cook House, Contest, Organ and Pop Corn. Musicians for Plant. Show. Act quick, as per route.

SAM LAWRENCE SHOWS

Pottsville, Pa., this week.

Hamid-Morton Beat Montreal Records

MONTREAL, May 30.—The Hamid-Morton Circus closed a very successful engagement at the Forum here Saturday night. It played to more than 100,000 people in seven days, which, Bob Morton claims, is an all-time record for this city.

This is 50 per cent higher than last year, when the show played to 67,000 people.

Philadelphia Gives R-B Fine Business

PHILADELPHIA, May 30.—Ringling-Barnum Circus had a very fine week's business here, closing Saturday night. The management was well satisfied and said business was on a par with last year, considering weather conditions, it being cold and rainy part of week. On Saturday the weather was perfect and the circus had big business at both performances.

Labor conditions remain the same.

Kansas City's Jubilesta Is To Run for Nine Days

KANSAS CITY, Mo., May 28.—City's third annual Jubilesta will run nine days in September, it was decided today by the executive committee. Stars of vaudeville, radio, motion pictures and nationally known dance orchestras will provide entertainment, budget for which is expected to amount to more than \$60,000.

Lincoln G. Dickey, new manager, proposed an aquatic show in exhibition hall of Municipal Auditorium, where the Jubilesta will be held. A legitimate offering probably will be seen in Music Hall and an undecided exhibition in the Little Theater. Big acts will be seen in the Auditorium's main arena, as in other years. All four rooms are under one roof and as many as 20,000 can easily be accommodated.

Bookings are to be made soon. Manager Dickey will be in charge of their selection. Music Corp. of America handled all acts in previous years.

Guard Billings Fair Dates

BILLINGS, Mont., May 28.—To protect dates of Midland Empire Fair here Yellowstone County Commissioners and city council have decreed that "no carnival, tent show, circus or street fair can be held in the city or within three miles of the city limits between July 9 and August 15, 1938." "In the past circuses and carnivals have been booked to show in some Montana cities just a few days prior to opening of agricultural fairs, and taxpayers objected to this," said Manager H. L. Pitton, Midland Empire Fair. "Most of the people of Montana enjoy good circuses and carnivals but feel that such shows should not conflict with local agricultural fairs sponsored by the tax-paying public."

NIGHT CLUB

(Continued from page 19)
to Nepeski. Final turn offers Sylvia Smith, songstress, and a shady ditty labeled Nice Gal, which she handled acceptably.

Band takes over, playing fine live effort. Sax section is composed of Maestro Tommy, Buck Doughlass and Bill Douglass. Tommy handling the vocals, with Fred Beckert, soprano artist. Cliff McTyre's guitar and arrangements are outstanding, as are the thumpings on bull fiddle by Lowell Painter. Best tunes were One O'Clock Jump, Roll 'Em, Dipsy Doodle and I'm Glad for Your Sake, all delled up as swingarocks.

Spot is not for the bluebirds, but is popular with the working class and musicians off duty. His good. Band broadcasts over KXBY nightly.

Dave E. Dexter Jr.

Rainbow Room, Hotel George Washington, Jacksonville, Fla.

Primarily a class spot catering to the gourmets and those who prefer a little higher type entertainment and more formality. No minimum, covert or admission, but tariff is a little stiffer than others.

Eddie Dantel emcees capably, with no singing, rasque stories or build-up of acts; just straight introductions. Dan-

iel also fills the ork waits with sweet fingering on the electric organ.

Dave Rouer's six boys handle the musical assignment in a satisfactory manner, beating out sweet smooth rhythms and accompanying the show with rare judgment.

Opener introduced Yvonne Marie, dainty brunet warbler, who did Good Night Angel and several others of that type. Has a sweet soprano of good strength and flexibility. Went over fine.

Dantel on next for impersonations of screen and radio names. His Wynn, Penner and Fitchit were really clicks.

Next-to-shut brought on that personable and popular ace dance team, Nadine and Charles, holdovers, recently at the Embassy. Male half works in white tails and Nadine in white satin lounge pajamas, making a striking picture. Did an intricate soft-shoe tap to Tea for Two. Ork backed 'em up with swell stop-time stuff. Pomme back later in a fast tap single that was technically tops.

Joe Napoli, operatic tenor, sang Motifette and Loffta to big returns. Has a grand true voice of great strength. Needs no mike, even in this large room.

W. H. Colson.

Hollenden Vogue Room, Cleveland

There is no letdown here with the coming of summer, for the management has seen fit to book in another excellent entertainment. And in keeping with the policy—or is it weakness on the part of Manager Theodore De Witt?—there's a magician on the bill. Vogue Room has booked more magicians the last season than any other local night spot.

Paul Rosini is featured this time. Paul is tall, dapper and well suited to the intimacy of a night club, for he abounds with close-up work and clever sleights. Adds a bit of comedy and clever patter to make things move. Some of his tricks are standard, but he peppers them with dexterous effects that give the needed novelty.

Roberts and White are in the city again. A pair of ballroom caricaturists, they are popular with night patrons. One is a somewhat attenuated Englishman, the other a tiny comedienne, and they transform dance to wrestling and vice versa. Lucille Johnson is a singer who hits high C without effort. Sammy Watkins and boys continue to furnish the music. It's a good hot-weather bill and is drawing well.

H. R. Hoyt.

LEIPZIG NAMED

(Continued from page 23)

Local Shrine's sponsor the Saturday morning kiddies' show at the Taft Theater and the Junior League of Cincinnati the Saturday and Sunday night shows in the Hall of Mirrors. All three shows played to near-capacity business.

While the charge of "politics" has been bandied around the SAM's various assemblies for months and while it is generally known that many of the assemblies are very sour on the way the organization has operated for many months, the Sunday afternoon business session was as peaceful as a Friday night meeting of the Ladies' Aid Society simply because those who could and would raise hell were not in attendance at the convention. The only real explosion at conclave came at the educational session Saturday afternoon when Jack Geyenne, in a brief impromptu speech, announced himself as one of the few real professional magicians belonging to the SAM and deplored the fact that not much effort is being made to line up other well-known and important magical pros. Without mentioning names, he decried the practices of certain individuals and groups in the organization and warned that if certain political machinations and unethical practices are not eliminated from the organization's modus operandi the SAM will in a few years find itself on the way out. The speech won favor with the majority of those present.

Convention was officially opened with the "Vas You Effier in Zinzinnati?" party in one of the hotel rooms Friday night. It proved a lively and highly enjoyable affair, with Joe Stefanian and his Dutch Band furnishing the musical interludes. Dealers who had displays at the meeting were Percy Abbott, Sam Berland, Harold Rice, Joe Berg, L. L. Ireland, John Snyder, Al Baker and Arthur Pelsman. All expressed themselves as pleased with the amount of business done.

Those who entertained at the various shows were: Public Children's Show, Taft



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First Big Celebration in the East, week June 13—Four-County Firemen's Convention, Cubs Field, Easton, Pa. First show here in years. Legitimate Grind Stores, Talkers, Foreman for New Boomerang Ride. Answer by Western Union, Kensington and Hunting Park Ave., Philadelphia, this week.

FIREMEN'S CELEBRATION

WEEK OF JUNE 13 WHITE PLAINS, N. Y. FIRST SHOW IN PLAYING IN Day and Date with the Big State Convention of DISABLED AMERICAN VETERANS OTHER GOOD SPOTS TO FOLLOW

All Merchandise Wholesale Open—All Grind Stores Open—Bingo—American Paintery—Grab Joint—Sneaking Gallery—Candy Flies and Candy Apples—Clean Shows with own outfits—Sensational Free Act Wanted.

GET IN TOUCH WITH US AT ONCE

CHARLES GERARD, Manager, or EDDIE ELKINS, Agent, 1245 Broadway, Room 811, New York. Longme 5-6682.

ENDURANCE SHOWS

(Continued from page 23)
bathing-beauty contest gave added zest to the entertainment. Eddie Begley and Billy Cavanaugh, who handled the mike during the show's run, received a rousing ovation for their good work when they said good-by.

THE ROLLER DERBY, which finished a three weeks' engagement at Will Rogers Memorial Coliseum, Fort Worth, Tex., a month ago, has contracted for a 23-day return engagement there beginning in October. Contract has been okeed by the local city manager. The derby drew 150,000 during the April engagement there.

BONNIE TAYLOR posts from Minneapolis: "I'd appreciate it if you would try to publish in your column some information concerning the whereabouts of the following: Helen and Buddy Custer, Mario Alessandro, Alicia Holmes, Tony Brugone, Woodrow Webster, Alice Matoven, Jack and Penny Ferguson, Ralph Ellis, Gloria Weaves, Eleanor Baird, Cal De Villiers, Vina Walker and Eddie McWilliams." Shoot in a line, folks, and let your friends know where you are and what you're doing.

J. O. HAYES queries from St. Louis as to the whereabouts of Al Lyman, veteran walkie emcee and manager. Says he heard that Lyman was registered in the Terminal Hotel, Atlanta, when it burned recently and since then no one has heard of him. Hayes would like to contact anyone knowing of Lyman's whereabouts.

JAMES E. HOFFMAN is returning to auto endurance driving and is contemplating a try at the non-stop driving record.

THE HAYDEN WALKATHON in Exposition Park, Aurora, Ill., which has been playing to fair business, has taken on an impetus, due to the recent pick-up in business, and may run for quite a while. The show, managed and promoted by Charlie Hayden, is spotted with vaude acts each day as an added attraction and is meeting with audience approval.

GEORGE WALKER, who took third place in the recent Salisbury Show, is resting up at his home in Washington, waiting for another good show to come his way. He would like to read a line here on his old friends in the game. George reports that he saw Phil Chris, Mae Eason, Tim Hamcock and Bill Walts in Washington recently.

Magic Is Important—But So Is Advertising

Editor The Billboard:

I just want to inquire if the magic profession has really shrunk to the state of unimportance that it only rates one lumbled-up single column in The Billboard. I know a number of magicians who have discontinued purchasing The Billboard because they felt the magic news they received each week did not warrant their patronage.

I have no way of knowing who is responsible for this condensed column of magic news, but I do believe a larger magic department would start hundreds of magic fans reading it again. I don't have to go so far back in my list to find a full page devoted to our art, and it goes without saying that we could hardly wait for the next issue to reach us.

A few months back Mr. Sachs tried hard to unite the two magic conventions, which I believe he did for the good of magic. Mr. Sachs, if you really want to do something for magic and magicians, put the magic page back into The Billboard and I am sure you will have the gratitude and loyal support of all magicians. THE GREAT DARELL.

To which the Business Department answered: "It's not that the magic profession has really shrunk to the state of unimportance—it's the advertising support, without which no trade paper sold at a nominal price can exist. The more advertising revenue, the more editorial space."

MINSTRELSY

(Continued from page 23)

Jay, Charles E. Brown, Walter E. Paine, Selon De Miller, William Argall, George T. Martin, Charles Reinhart and Harry Woods. Lynch says he also has a poster of the Quaker City Quartet, consisting of John Healy, Harry Earnest, John Peral and D. S. Barnes, and a one-sheet poster of Al G. Field, Tommy Donnelly, Billy Clark, Ivan Granville and Doc Quigley—all in character make-up.

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CAN USE extra Rides for this Celebration. SHOWS—Can use Shows of all kinds. Good opening for Motordrome, Fun House, Big Snake, or any worth-while Shows. Concessions of all kinds. No exclusives. Will place you. WILL PLACE Skeeter and any new Rides. CAN USE one Special Agent capable of promotion. WILL BOOK organized Minstrel and furnish brand-new outfit. Write or wire

BILLY GEAR, Director-General, St. Afelio Festival, case Neville Hotel, Omaha, Neb.

HYNDMAN, PA., OLD HOME WEEK

JUNE 6-11 — SPONSORED BY THE COMMUNITY.

Can Place Shows and Concessions for This and Other Celebrations to Follow.

Can Place Good Cookhouse.

PENN STATE SHOWS

Week of May 30th, Renovo, Pa.; then Hyndman.

DICK'S PARAMOUNT SHOWS, INC. NEW BEDFORD, MASS

WANTED

RIDES—Kiddie Auto Ride or U-Drive-It, Octopus. SHOWS—Grind Shows with own outfit—liberal percentage. GRIND Steer and Ball Games.

Bob Loley, get in touch with Whitey Fulmer at once. Address DICK GILSDORF.

Wm. Bazinet & Sons Show WANTS

Show People for the following Shows: Ten-in-One, Geek, Illusion, Half and Half and Crime Show. Ride Help, come on. Address Grand Rapids, Minn., this week; Virginia next.

DIXIE EXPOSITION SHOWS WANTS

Hawaiian Troupe. Have new Sit-Down Show complete. WANT Pony Ride, Grind Shows, Steak Concessions, Diggers and Custard. WANT capable Secretary. Open Mt. Pleasant, Tenn., next week; Phosphate Mines' Celebration, Winchester, Tenn., this week.

C. D. SCOTT.

Barfield Cosmopolitan Shows

NOW PLAYING THE REAL MONEY SPOTS.

WANT Loan-a-Plane. Prefer Deal. Also one or two more Shows, especially good Grind Shows. Good opening for legitimate Grind, Stock Concessions. WANT Trambones and Chorus Girls for S. V. Lewis and Minstrel. Also Minstrel, especially Acrobats, and Dancers, for Joe Sorrentino Girl Revue. Address JENKINS, KY., this week; PAINTSVILLE, KY., next week.

Walsh's Comment On Robbins Bros.

BINGHAMTON, N. Y., May 28.—When Robbins Bros.' Circus unloaded here on Sunday morning golden sunshine beamed smilingly and fine weather prevailed all day. But when the street parade left the lot next morning the skies darkened and a light rain fell just before the afternoon performance. Nevertheless the big top filled up with circus enthusiasts, young and old, who enjoyed a meritorious program. At night, despite the rain, there was a two-thirds audience.

Manager Jess Adkins is a firm believer in the value and importance of the street parade not only as a strong advertising medium but because it creates more genuine interest with the rising generation than any other possible way of inspiring interest in tent shows. Mr. Adkins also has ideas of his own as to what a circus parade ought to be. While he adheres to many of the old traditional features that always do and always will delight the true circus fan, he believes that our modern science and modern materialism provide innovations and novelties that were never seen in the "good old days" of many years back. Consequently, the crowds that lined the parade route in Binghamton witnessed an up-to-date pageant that recalled the best Barnum & Bailey era but with an added note of splendor.

Numbers Well Received

As for the performance, from the Argentine spectacle with the fine romantic effect of rhythm and color right thru to the hurdle jumping of Gladys Wikoff, each and every number was received with intense enjoyment. The success of the show, I may add, was greatly enhanced by the most efficient of modern lighting.

Without citing all the old friends and familiar faces I encountered on the lot. I must mention the pleasant surprise of finding my old colleague and co-worker Stanley Dawson on this show. Large as life and robust as of yore, he is filling the important job of superintending the sale of reserves in the big top. Stanley contemplates another trip around the globe, and Cecil D. L. Bell, commissaire, hopes to accompany him.

TOWNSEND WALSH.

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Buffalo Shows: Norwich, N. Y. Bullock Am., Lebanon, Va. Burdick's All-Texas; Luling, Tex. Bushy Am. Co.; Fitchburg, Mass. Byers & Beach; Rochelle, Ill. Campbell United; Tucuman, S. C. Cavalcade of Fun; Ellwood City, Pa. Celebration Shows; Connersville, Ind. Central States; Concordia, Kan.; Belsit 5-21. Cellin & Wilson; E. Liverpool, O. Christ United; Conneaut, O. Clint & Clark United; Leesdale, Pa.; E. Dadeville, O., 6-11. Glady's United; Coalport, Pa. Coleman Bros.; New London, Conn. Colley, J. J.; Purcell, Okla. Conklin; North Bay, Ont., Can. Cole Wolverine; Clare, Mich. Crafts 20 Big; Modesto, Calif., 31-June 1; Emeryville 7-12. Crowley United; Fairfield, Ia. Crystal Expo.; Bristol, Va. Cumberland Valley; La Follette, Tenn. Cunningham Expo.; Middleport, O. Curt, W. S.; Washington C. H., O.; Hillsboro 6-11. Dick's Paramount; New Bedford, Mass. Dixie Belle; Oakland City, Ind.; Petersburg 6-11. Dixie Expo.; Winchester, Tenn.; Mt. Pleasant 6-11. Dodson's World's Fair; Terre Haute, Ind. Dudley, D. B.; Throckmorton, Tex. Edwards, J. R.; Ashland, O.; Bowling Green 6-11. Elite Expo.; Holington, Kan.; Ellsworth 5-11. Elman; West Milwaukee, Wis. Eddy Bros.; Philadelphia, Pa. Evangeline; Ada, Okla. F. & M.; Oalliston, Pa. Fair at Home; Cateron, N. J. Fairly & Little; Dobson, Ia. Waterloo 6-11. Fidler's United; Vandalia, Ill. Frick Greater; Keosauqua, Minn. Funland; Lagrange, Ky.; Lexington 6-11. General Am.; Nacogdoches, Tex. Gold Medal; Glen Elyn, Ill. Golden West; Hayward, Calif., 1-5. Gooding Greater; Kalamazoo, Mich. Gooding, P. E., Am. Co.; Nelsonville, O. Goodman Wonder; Grand Island, Neb.; P. Dodge, Ia., 6-11. Great Souther; Manchester, Ky. Greater Expo.; Hammond, Ind. Greater United; Wechita, Kan. Groves; Frankfort, Ind. Happyland; Dearborn, Mich., 1-12. Harris; Hartford, Conn., Ind. Hartsock Bros.; Colchester, Ill. Heller's Acme; Wellington, N. J., 2-11. Henke Bros.; (5th & Harrison sts.) Milwaukee, Wis., 20-June 11. Hennes Bros.; Davenport, Ia. Heth, L. J.; Marion, O. Himes Am. Co.; Brown Valley, Minn. Hippodrome; Mt. Pleasant, Ill. Hodge; Al O.; Escamington, Ill. Howard Bros.; Bellaire, O. Hurst, Bob; Frankston, Tex., May 30-June 11; Edgewood 14-12. Hyde, Eric R.; Berryville, Va. Ideal Expo.; New Brighton, Pa. Imperial; Mishawaka, Ind. Jones, Johnny J.; Expo.; Pittsburgh, Pa. Joyland; Jackson, Calif., 2-6. K. G.; Macon, Mo. Kaus Expo.; Hopewell, Perth Amboy, N. J. Kawa, W. C.; Matamoros, Pa. Keystone; Cherry Tree, Pa. Klina's Greater; La Porte, Ind. Kreko's West Coast Am. Co.; San Francisco, Calif., 1-12. Lander, J. L.; Arkansas City, Kan.; Empoach 6-11. Lagasse Am. Co.; Peabody, Mass. Lang, Dec; Detroit Lakes, Minn.; Brainerd 6-11. Lutz, H. P.; Hickory Flats, Miss. Lawrence, Sam.; Pottsville, Pa. Lewis, Art; Syracuse, N. Y. McGregor, Donald; Humboldt, Ia. McKee, John; Abva, Okla. Magic Empire; Hensoldt, Kan. Mastic Expo.; Pennington Gap, Va. Marks; Vineland, N. J. Middleton, Karl; Geneseo, N. Y.; Bismarck 6-11. Model; Lynch, Ky. Modern Am.; Danvers, Mass. Modern Expo.; Dallas, Ga. Modern Midway; De Soto, Mo. Nall, G. W.; Fordyce, Ark.; Warren 5-11. New England Motordrome; Barre, Vt.; Smith N. H., 6-11.

ROUTES

(Continued from page 28)

Daniel, B. A., Magician; Potomac, Ill., 30-June 4.

Dopella Dramatic Co.; Burlington, Ia., 1; Oakley 2; Rupert 3; Downey 4.

Long, Leon, Magician; McRoberts, Ky., 1-4; Hammond 6-8; Jenkins 9-11.

Marquis, Magician; Ketchikan, Alaska, 2-4; Sitka 6; Juneau 9; Stasway 12.

Miller, Al H., Show; Seneca, Ga., 30-June 4.

Rieton's Show; Hillsboro, Ga., 2-4; Mansfield 6-8; Covington Mills 9-11.

Valentines Flyers; (Schweyer Circus) Caracas, Venezuela, S. A., 30-June 11.

REPERTOIRE

Aulger Bros.' Show; Windom, Minn., 30-June 4.

Billy's Comedians, Billy Wehr's; Adrian, Mich., 1; Jackson 2; Battle Creek 3; Hastings 4; Lansing 6; Muskegon 7.

Omnivan, Frank, Dramatic Co.; Manchester, Mich., 30-June 4.

Omnivan, Norma, Show; Columbus Grove, O., 30-June 4.

Heffer-Vinson Co.; Frankfort, Ky., 31-June 1; Danville 2-3; Lancaster 4.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Ala.-Ga. Am. Co.; Columbus, Ga. All-American; Stillwater, Okla. American Expo.; Clarkburg, W. Va., 30-June 2; Morris, Perry, O., 6-11. American United; Kroger, Ia. Anderson-Brader; Junction City, Kan. Arena; Parkers Landing, Pa. B. & V.; Williamsport, Conn. Bach, O. J.; Canajoharie, N. Y. Bantley's All-American; Vandergriff, Pa.; Demington, O., 6-11. Barfield's Cosmopolitan; Jenkins, Ky.; Paintsville 6-11. Barnhart's Golden West; Granite Falls, Minn.; B. S., Paul 6-8. Barker; Mouthouth, Ill.; Hillsboro 6-11. Barkroot Bros.; Adrian, Mich. Baysinger; Marselles, Ill. Baines, Wm., & Sons; Grand Rapids, Minn.; Virginia 6-11. Bee, P. H.; Cynthia, Ky. Beckmann & Gerety; Peoria, Ill. Blue Ribbon; Anderson, Ind.; Richmond 6-11. Blue Shows; Isle of Palms, S. C., until Sept. 1. Brother Tri-State; Eau Claire, Wis.; Gilbert Minn., 6-11. Broadway Shows of Amer.; Louisville, Ky. Brown Novelties; Port Valley, Ga. Buck, O. C.; Hudson Falls, N. Y. Buckeye 8th; Columbia, Miss.; Crystal Springs 6-11. C. H. & Co.; Columbus, Miss.; Crystal Springs 6-11.

Northwestern (Myrtle & Lawton arenas) Detroit, Mich., 31-June 5; (Fennell & Schaefer arenas) Detroit 6-12.
 Penn. J. J. Marysville, Ky.
 Penn-American: Danville, Ill.
 Parade of Shows: Athens, Tex.; Overton 6-11.
 Pennwood: Wallaces, Ill.
 Pennwood: Bensenville, Pa.
 Penn State: Renovo, Pa.
 Penn State: Rochester, N. H.
 Penn State: Co. Verdala, Mich.
 Penn State: Burksville, Ky.
 Penn State: Truro, Mass., Can., 30-June 1; 31-June 2; 1-4; Dryden 6-8; Schreiber 6-11.
 Penn State: Baxter Springs, Kan.
 Penn State: Menasha, Pa.; Clairton 6-11.
 Penn State: Racine, Wis., 30-June 3.
 Penn State: Clinton, Ill.
 Penn State & Cherry Expo.: Madison, Wis.
 Penn State Midway: Springfield, O.
 Penn State Bros.: Morris, Okla.
 Penn State: Cheyenne, Wyo.
 Penn State: Hamilton, Ont., Can.
 Penn State: Auburn, Ky.
 Penn State: Fletcher, Okla.
 Penn State Greater Atlantic: Dumfries, Va.
 Penn State Greater: Galveston, Ia.
 Penn State Liberty: Streator, Ill.; Stock Falls 6-11.
 Penn State: C. L. Harvey, La.
 Penn State: F. J. Mendota, Ill.; Oswego 6-11.
 Penn State Fair: Rock Springs, Wyo.; Rawlins 6-11.
 Penn State Am. Co.: Norman, Okla.
 Penn State: Huntington, W. Va.; Logan, W. Va., 6-11.
 Penn State: Greenfield, Mo.
 Penn State Am. Co.: Burlington, Ia.; Centerville 6-11.
 Penn State & Merch: Louisville, Ky.; Madison, Ind., 6-11.
 Penn State Longbeats: Denton, Tex.
 Penn State: T. J. Lawton, Okla.; Clinton 6-11.
 Penn State: Oakesville, Ill.
 Penn State: C. H. Atira.: Niagara Falls, N. Y.
 Penn State: St. Memo, Okla.
 Penn State Bros. of Can.: Cornwall, Ont., Can.; W. G. Wynand, Mich.; Alpena 6-11.
 Penn State Bros.: Ferry, Ia.; Boone 6-11.
 Penn State: John R.: Dyersburg, Tenn.
 Penn State: Coldwater, Mich.
 Penn State Coast: Longview, Wash.; Aberdeen 6-11.
 Penn State: Aberdeen, S. D.; Valley City, S. D., 6-11.
 Penn State: W. E. Motorized: Salisbury, Mo.
 Penn State: Scio, N. M.
 Penn State World Wander: Lock Haven, Pa.
 Penn State Production Co.: Leesburg, Pa.; Slippery Rock, Pa., 6-11.
 Penn State City: (Stock Show) Union, Ont.
 Penn State: Altra.: Corapolis, Pa.
 Penn State of Mirth: Clifton, N. J.
 Penn State: G. W. G. Colorado.
 Penn State: C. F. United: Laramie, Wyo.
 Penn State Greater: Brazil, Ind.; Danville, Ill., 6-11.

Little Hippodrome Shows: Sheffield, Ill., 30-June 4.
 Miller's, Ralph, Donkey Baseball: Lebanon, Ind., 31-June 1; Terre Haute 2-3; Clinton 4; Paris, Ill., 8.
 Norman & Norman Tent Show: Sanford, Va., 30-June 4.
 Royalto, The: Ithaca, Mich., 30-June 4.
 Seta, Val: (Crows) Kansas City 30-June 4.

ALL'S SERENE

(Continued from page 25)
 "This meeting is a proof of the harmony, understanding and co-operation that can be enjoyed when all factions strive for unity."

The meeting was opened by Frank Gillmore, who then resigned to become President Emeritus. Burgess Meredith, acting president for the past four months, took the gavel next and then turned it over to Byron.

Superlatives, reminiscences and gifts were strewn about, with Gillmore on the receiving end. Equity Council presented him with a gold watch and fob, with a desk set going to Paul N. Turner, counsel, who also has been with Equity for 25 years. The high-water mark in gifts was a set of Shakespeare, 1709 edition, given to Gillmore by the Four A's.

For the first time in three years a financial report was submitted to the membership. Dulzell reported that Equity is solvent to the tune of \$469,943. Cash on hand totals \$134,692; investments, \$108,278; securities on shows, \$23,150; accounts receivable, \$9,881; miscellaneous and art objects, \$8,819, and the Actors' Equity Realty Co. (Equity headquarters), \$183,467.

Net operating gain for March, 1937, to March, 1938, is \$29,376, an increase of \$3,322 over the same period the previous year.

Edward Everett Hale, WPA representative, stated that Equity has placed 59 of its members on the FTP in the past six weeks, and that if a central relief agency is established it will result in increased employment. Action on the proposed salary cut to \$1,000 annually for FTP workers was reported, and hopes are held that the "patience, persistence and diplomatic persuasion" which has characterized Equity in the past can be used to stop the cut.

The meeting also extended a vote of thanks to Burgess Meredith, who retired as acting president. The fact that Dulzell called for it is proof enough that the hatchet has been buried and that unity has been achieved.

The only stumbling block in the widespread harmony comes from Louis Hallett, self-styled spokesman for the old guard, who was reprimanded by council several weeks ago for making allegedly unfounded statements about the administration. Hallett sought permission to appeal his reprimand before the general membership and, this granted, he changed his mind about the appeal approximately a half dozen times in almost as many days. Hallett's machinations caused much perturbation among Equity officials just prior to the election. It was then thought that he had seen the error of his ways, but immediately after the meeting he issued a prepared statement of "comments" to the press which stated that the election, while a step in the right direction, "is not a complete house-cleaning."

Hallett calls for a restoration of minority rule to the Conservatives, but Conservative leaders disclaim all knowledge of Hallett's doings and expressed irritation when his name came up. In any case, no one is believed to be taking him seriously.

For the present peace seems to reign supreme, and the first uncontested election, after years of internecine warfare, has brought in a president who hopes for peace in the organization and, according to his own admissions, will listen to both sides of every story, thus hoping to satisfy all factions.

REP RIPPLES

(Continued from page 22)
 report that they are enjoying a pleasant run on the coast. . . CHARLES WHITE-CHURCH Comedians, who have been circling all winter in North Missouri,

WANTED

VERSATILE TENTS that can stand one week and tear in after-noon, give hand in putting up and down; prefer one with trailer. Make salary within limits, as you get it. No inebriates. Pay your own show costs, June 15. Address: KNAPP'S COMEDIANS, 1003 Plunkin Ave., Akron, O.

WANTED

Postmaster: Agent to Contact Post, Hand Paper for one-night. Know Eastern Territory. Salary, \$30.00 and exp. Banner Men to work on Stage, or Model for Previews, 30 750. Working Men who drive. No advance.

GEO. BISHOP'S TENT SHOW, Nashville, N. Y.

MISS FAIRYLAND

SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER—

EACH No. 35 18c

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Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Hair Ribbon, Collar, Slippers and Brooch. Height 14½ inches, packed 12 to carton (two less sold).

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CONCESSIONS WANTED IMMEDIATELY

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F. E. GOODING
 Care American Exposition Shows, Martins Ferry, O., June 1 to 11, inclusive.

open their canvas swing this week. . . MILES LITTLE, director for the Paramount Players, was former director for the Pasadena Little Theater, Pasadena, Calif. . . NONA NUTT terminated her engagement with Toby's Comedians last week. . . REPORTS FROM the Augler Brothers at St. James, Minn., are that business has been good despite bad weather. . . NEIL SCHAFFNER PLAYERS have begun an indefinite stock engagement at Cedar Rapids, Ia. . . FLOYD WHITE, formerly with J. Doug. Morgan and Margaret Lilly, is now Midwest representative for an Eastern music publishing company. . . DEWEY CAMPBELL, still looping a circle of towns in Minnesota, reports business as satisfactory. . . HERMAN MILLS and Arch Staton, well known in the Midwest rep field, were week-end visitors in Kansas City, Mo. . . TED NORTH PLAYERS are scheduled to open an indefinite engagement at Wichita, Kan., June 12. . . HARVEY MAXWELL, formerly with Harry Chesire's Comedians, is now engaged in commercial lines in Kansas City, Mo. . . HARVEY'S COMEDIANS have reopened their Western Colorado circle. . . FRED CAMPBELL, juve, closed with the Majestic Showboat at New Richmond, O., May 26, to take up night club work in his home town, Dayton, O. . . MAJESTIC SHOWBOAT, now playing the smaller Ohio River towns, will shortly begin a cruise up the Green River in Kentucky.

DOLLY DIMPLES

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Very Clasy, Contains Nut Chocolate Carmels.

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Small Show Tents, Outdoor Tents made to order. Made from beautiful stately heavy skating rinks. Made to last. Unbelievable low prices. Wire

CRAWFORD-AUSTIN MFG. CO.
 Waco, Tex.

FALLS CITY SHOWS

Grandstand, Bardonia, Ky., Saturday, June 4. Want one more table, Chairmans or Tills, 30x45. Autos, Shows of all kinds. Pop Corn Show. All kinds of Stock Concessions except Ball Games, Diggers, Power Pouch, Hinge, Cookbooks, which are already sold. No credit. In Girl Shows contact Air Post wants Agent. Address J. HARRY BIX, Bardonia, Ky.

ACCOUNT DISAPPOINTMENT

Can place at once Girl Repro Posing Show, Teen-Is-Dee, also Legitimate Concessions.

CHRIST UNITED SHOWS
 Consultant, O.

WANTED

For Jacksonville Tomato Festival, June 6-11, and 18 Celebrations and Fairs to follow: Grand Shows and Concessions of all kinds. No credit. Can use good Girl Show Stars.

GENERAL AMUSEMENT ENTERPRISES,
 Crockett, Tex., this week.

TERRILL & MOROHL SHOWS

Want any ride except Ferris Wheel, Chairplane, Caterpillar, Want Shows with outfit, for we have five tops. Concessions all open, Grand Shows, Cookbooks, Diggers, Bings, Wire Ladders, Ky. table, week. Madison, Ind., next week. Address TOM TERRILL, Plaza Hotel, Louisville, Ky.

WANTED

Small neat Carnival. Write or wire SECRETARY, Water Central, Ft. Stockton, Tex. For June 17, 18, 19. Write COMMANDER, American Legion, Kernal, Tex., for date to follow. Both shows to be good.

Just a tip, Harley Sadler.

glia Lee Callahan, H. Webb Chamberlain and scores of others whom the writer can recall.

When it was announced that a flesh show was coming to town and that advance tickets would be on sale at such a place nothing but standing room was left long before the show arrived, so give me a good old flesh show any time in preference to the talkies. To members of the flesh let our future motto be, "The good old flesh shows shall never die."

FRED KANE,
 (Formerly member of the Arlie Marks Co.)

CIRCUS AND WILD WEST

Barnes-Sells-Photo: Vancouver, B. C., Can., 30-June 1; Kamloops 2; Vernon 3; Revelstoke 4; Edmonton, Alta., 5; Calgary 7; Medicine Hat 8; Lethbridge 9; Shelby, Mont., W. Kalb 11; Libby 12.
 Barns-Sargis: Belvidere, N. J., 1.
 Cole Bros.: Toronto, Ont., Can., 31; O'Neill 2; Sudbury 3; North Bay 3; Pembroke 4; Ottawa 5.
 Cole Bros.: Bygon, L. I., N. Y., 1.
 Cole Bros.: Cayuga Wood, S. D., 1-3; Webster 3-4; Wilcox 6-7; Chokio, Minn., 8; Paynesville 9-10.
 El Ranch Rodeo: Paterson, N. J., 30-June 4; Wilmington, Del., 6-11.
 Ely, G. & Miller Bros.: Burr Oak, Kan., 31; Emining June 1; Agra 2; Kirwin 3; Alpena 4.
 Fox Tom: Ogdensburg, N. Y., 31; Maxena June 1; Malone 2; Saratoga Lake 3; Plattsburgh 4; Glens Falls 6.
 Gayer & Wistar: Schbridge, S. D., 31; Aberdeen June 1; Oakes, N. D., 2; Lisbon 3; Valley City 4; Fargo 6; Grand Forks 7; Grafton 8; Devils Lake 9; New Rockford 10; Jamestown 11.
 Mack Bros.: Calgary, Alta., Can., 30-June 3.
 Mack Bros. and Barnum & Bailey: New-ark, N. J., 31; Trenton June 1; Wilmington, Del., 2; Reading, Pa., 3; Harrisburg 4; Pittsburgh 6-7; Wheeling, W. Va., 8; Columbus, O., 9; Dayton 10; Lima 11.
 Robbins Bros.: St. Catharines, Ont., Can., 31; Ocala June 1; Kingston 3; Cornwall 3; St. Johns, Que., 4.
 Roanoke Bros.: Apollo, Pa., 31; Export June 1; Newburg 2; W. Newton 3; Scottsdale 4.
 World Bros.: Rousseau Point, N. Y., 1; St. Albans, Vt., 2.

Additional Routes

(Reserved too late for classification)

Burns Ball: Clarksville, Tenn., 31; Dickson 3; Fulton 3; Livingston 3; Collins 4; Hartsville 5.
 Craig Show: Gillett, Pa., 30-June 4.
 Conroy Show: Waynesburg, Ky., 30-June 4.
 Great Show: Advance, Mo., 30-June 4.

PRICE CORRECTION ON ACCOUNT OF ERROR IN MAY 28th Adv.

DOLLYAN

Package Contains Super Rolled Dates and Assorted Jellies, Bright Combination Colored Box, Cellophane Wrapped.

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NEW HOPE

If American business is able to adjust itself to new conditions and new times, new ideas and new machines, the result will be a revival of hope that may spread thruout the Western hemisphere. In any developments for the better the coin-operated machine industry is certain to share.

Events since midsummer of 1937 have shown that the coin machine industry is now large enough to be quickly affected by conditions which happen to the masses of the people, just as it is affected by political shifts and public agitation.

In the midst of all the discussion about general conditions new hope has been spread by an editorial article in Fortune magazine (page 51, June, 1938). Itself a revolutionary idea in publishing, this big \$1-per-copy magazine is typical of big business in many ways and it is fair to say that Fortune can speak for business. In speaking to business the publication has taken a progressive step that may make history.



WALTER W. HURD

If history is to be made perhaps some credit should be given to William Allen White, Republican philosopher and publisher, who dynamited the recent national convention of newspaper publishers with a concise statement on the modern world that was well calculated to cause many publishers of big newspapers to do some thinking. In the midst of diverse and even bad conditions during the past several years, one of the worst features about it all has been the evil part played by many newspapers and their publishers. White's statement must have been a bombshell to them for some shifts in policy was soon noticeable. Now Fortune magazine joins the parade of progressive business that is willing to face new times, new conditions, new ideas and new machines.

Every business man and every citizen with a vote should have a full copy of the article in Fortune. "Some quotations are given here for emphasis.

"There has been in the United States a nation-wide shift in the concept of the State and its proper relationship to private enterprise," Fortune states. "The first big impetus came with the World War when government actually ran the railroads and had its fingers in practically every business in the land. Thereafter government became more and more preoccupied with economics.

"This shift has been an inevitable response to the basic fact that in operating capitalist economy American business has consistently misappropriated the principles of democracy. American business has made use of those principles to its own enormous profit, but it has failed entirely to grasp the social implications of its profit making.

"As representing the capitalist economy, business has an obligation to build a workable economic system. But by 1932 it was evident that it had failed to do this. It had failed, and it has since failed, to provide approximately one-third of the American people with work and hence failed to provide them with a livelihood, to say nothing of democratic opportunity.

"So business is confronted with a realistic political fact: namely, that a majority of the American people, with the penniless third as a nucleus, are beginning to measure the virtue of their government mainly in terms of the guarantees it

makes concerning their income. This bloc of citizens possesses more votes than any other single bloc, not excepting the far less solid South. These votes are economic votes—dollar votes. And business has delivered them into government's hands. . .

"Whether the present situation is permanent or temporary is beside the point. Every business man who is not kidding himself knows that he does not know how to guarantee, without government intervention, the markets with which alone his free, competitive capitalism can function. Every business man who is not kidding himself knows that, left to its own devices, business sooner or later would run headlong into another 1930.

"And every business man who is not kidding himself ought to know that as long as these things are so the electorate will force government into his affairs. It is neither possible nor desirable for a democratic government to sit by while a third of its citizens starve and almost as many more fear for their jobs.

"The path ahead of American business is indeed a narrow path, but it is perfectly clear. If the principles of democracy and of private enterprise are to be preserved, it is evident that private enterprise must admit into its affairs, as representative of the people, a government profoundly concerned with the successful operation of the economic system.

"It should in the future be the object of business not to obstruct government intervention at any cost, but to see to it that the intervening government is enlightened in economic matters. At this crucial point not only has business let the New Deal down, but the New Deal has let business down, and the result has been a number of profound economic errors."

Then Fortune points out very significantly that "there are, of course, two alternatives." These are mentioned as either communism in some form or dictatorship in some form as we see it in Europe today. The masses of the people may be compelled to go to one of these extremes unless American business wakes up and gets in step, the magazine suggests. Fortune will publish its survey of public opinion next month, and it is evidently the results of that survey which has led this representative of big business to issue such a profound warning in advance. Other public surveys, such as the Gallup survey, have recently shown the same things.

America was founded by people who broke suddenly away from old ways of doing things, to found a country devoted to new ideas and new ways. It is apparent that the country will stand or fall now upon the ability of its business leaders to catch up with the American ideals and help to revive the American spirit of progress.

Several of the basic ideas in the editorial in Fortune have been urged as the guiding spirit of the coin machine industry for years upon this editorial page. Modern coin-operated machines are a rather recent result of American inventive genius, but they are opposed by citizens who have forgotten the element of liberalism that should be found here.

The coin machine industry, too, is handicapped by members in its circles who still try to use old racket methods with new machines in new times. If we must live by new machines we must learn to live in new times.

Sunflower Keeps Free Delivery Plan

NEW YORK, May 28.—“When we announced a few months ago that we would give free delivery to all ball gum orders within 1,500 miles of this city,” states Harry Krahn, of Sunflower Vending Machine Co., “we thought it would be a splendid way in which to show operators the type of service we render. So popular has been this feature, however,” he went on, “that we’ve decided to continue it indefinitely.”

“What has made a big hit with ops,” he went on, “is the fact that we keep a large stock of supplies on hand at all times. As a result we are able to ship all orders as soon as they arrive. This keeps the operators from losing any time and money with their ball gum machines,” he concluded.

Nathanson Visits Chicago Trade

CHICAGO, May 28.—William Nathanson, head of Los Angeles Games Co., of Los Angeles, came to Chicago yesterday by plane. He was in a hurry, he said, to speed up the delivery of Hi-Ball games made by Exhibit Supply Co. to his firm on the West Coast.

He saw that the factory was working into the night to make deliveries on three of its latest games and said that distributors in other parts of the country must be as anxious as he to get the games ready for operators.

West Coast operators like the Hi-Ball games, Nathanson reported, and he expects sales to increase gradually thru the summer.



DESIGN OF GOLD lapel pin, by a well-known Chicago sculptor, to be used by NACOMM as a “symbol of the coin machine industry.”

Doctor Failed To Include The Billboard in Diet

CINCINNATI, May 28.—Ben Goldberg, president of Bicking Mfg. Co., who is spending a few weeks at the Battle Creek Sanitarium in Michigan, found something lacking in the diet prescribed by the doctor. He wrote in this week to say: “Please send me a copy of The Billboard here each week, as I find I can’t do without it.”

We don’t know how long Ben has been reading The Billboard, but he is one of the old-time operators who have been on our subscription list since way back when.

Oklahoma City

OKLAHOMA CITY, May 28.—James Boyle, Boyle Amusement Co., which also has office in Tulsa, reports some brisk sales on used games. Boyle Amusement Co. is noted for its quality used games.

Eastern Oklahoma is showing an increase in receipts, according to reports from several operators in that section. Fruit and berry crops are somewhat responsible for this present increase of business.

The Shows Are On!

With a tentative announcement of a third coin machine show of some kind now making its appearance, it seems to be literally true that “the shows are on.” While we have many business interests at stake—and trade papers are being subjected to many and sundry forms of pressure—there is a possibility the industry may be big enough to make a good showing at three shows. At least it seems that a lot of folks are getting busy to boost their particular end of the business.

In view of the varied forms of publicity pressure we are getting, we decline to publish “testimonials” as to which organization or show is best. And we decline to publish any discussion of the merits or demerits of particular show dates in our editorial columns.

Chicoin’s Latest Christened Nags

CHICAGO, May 28.—Mystery is the prevailing mood at the plant of the Chicago Coin Machine Mfg. Co. these days, mystery over the new game announced this week. Neither Sam Wolberg nor Sam Getzberg, Chicago Coin officials, would make any revealing comment about this new creation. However, they were willing to give its name.

Stated these officials, “It’s true that we are introducing to the coin machine trade a new game. Its name is Nags, and as implied it’s a game relative to the so-called sport of kings, horse racing. Now we know that there have been other

KEENEY'S FREE RACES

5-ball pin game issuing awards in “free games”

Cools off burned up territories

“FREE RACES GETS BETTER EVERY DAY ON LOCATION. LOCATIONS WON'T LET US MOVE THEM. IT'S WONDERFUL!”

L. K. YOUNGSTOWN, O.

12th PRODUCTION RUN ready for Shipment May 27th

J. H. KEENEY & COMPANY

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“The House that Jack Built”
2001 CALUMET AVE. CHICAGO, ILL.

RECONDITIONED SLOTS

1c SUPERIOR	\$14.50	25c MILLS CHERRY BELL	\$ 69.50
10c PACE COMET	34.50	10c EXTRAORDINARY	31.50
25c BLUE FRONT (Double Jack)	49.50	10c JENNINGS CHIEF	32.50
10c BLUE FRONT (Double Jack)	45.00	50c JENNINGS CHIEF	41.50
5c BLUE FRONT (Single Jack)	42.50	5c WATLING GOOSENECK	12.50
1c BLUE FRONT (Single Jack)	42.50	10c Q. T. (Green Front)	35.50
5c BLUE FRONT (Single Jack)	49.50	25c ROLLATOP	26.50
10c BLUE FRONT (Single Jack)	49.50	5c JENNINGS CHIEF	34.50
25c BLUE FRONT (Single Jack)	55.00	25c JENNINGS CHIEF	33.00
50c BLUE FRONT (Single Jack)	57.50	50c MILLS CLUB BELL (Floor Model)	122.50
5c MILLS CHERRY BELL	64.50		

ATLAS REEL GRIPPER | A REAL MONEY-MAKER \$19.50

WRITE FOR NEW PRICE LIST JUST RELEASED ON RECONDITIONED PAYTABLES, NOVELTY AND COUNTER MACHINES.

ALL PRICES F. O. B. CHICAGO

ATLAS NOVELTY COMPANY

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Fishert	\$85.00	Dominette, Like New	\$65.00	Scoreboard	\$ 6.00
Dominette	45.00	Liberty Bell Glasses, New	5.00	Bumper	7.50
Derby Day Console	75.00	Derby Day Glasses, New	10.00	Turf Champ	22.50
Derby Ball Console	75.00	Mills 1-2-3	110.00	Homestretch	22.50
Dark Horse	75.00	Bally Rainers	60.50	Auto Derby	12.00
Ray's Track	65.00	Multiple Races	70.00	Rollers	40.50
Exhibit Races	75.00	Photo Finish	25.00	Skooky	12.00
Saddle Club	75.00	Fairgrounds	75.00	Forward March	18.50
Track Times	100.00	Golden Wheel	20.00	Aurora	22.50
Tenforan	65.00	Preakness	27.50	Boo Hoo	12.00
Barz Tails	65.00	Flitake	15.00	Long Beach	25.00
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Gettillub Derby Day Console	65.00	Center Smash	12.50	Hare and Hound	20.50
		Carom	12.50		

CLEVELAND-CHICAGO AMUSEMENT SALES CO., 2725 PROSPECT AVE., CLEVELAND, O.

COUNTER GAMES THE LATEST WINNERS

Bally Mini Wheel	\$27.50
Advance Electric Shocker	9.00
Sparks (1c or 5c)	37.50
Three Way Grippers	15.00
Track Race	12.50

RECONDITIONED-GUARANTEED

Ball St.	2.00
Ball	11.50
Bally Baby	9.00
Cent-a-Smoke	7.50
Cadet	3.00
Clearing Hour	3.50
Cub	1.50
Ducky (Auto Race Horse Co)	12.50
Divil Derby	7.50
Dr. Luce Cent-a-Pack	7.50
Dixie Dominoes	6.00
Feld's 5 Jacks	9.50
Gypsy	2.50
High Tension	2.50
Harmony Bell (5c)	10.00
Hit Me (Jackpot)	8.50
Hit Me	3.50
Hold a Draw	5.00
How a Shoe	3.50
I. C. U.	4.00
Jennings Black Jack	3.50
Jumping Jack (Dice)	2.50
Little-Pax	31.50
Little Merchant (Clg. 5c)	3.50
Magic Clock	2.50
Magic Barrel	2.50
New Era Vender (Fruit-Dice)	1.75
Number Puritan	6.00
Nugget	6.00
Official Swingslakes	1.75
Penny Draw	2.00
Puritan Vender	3.00
Radio Wizard	2.50
Rainbow (Auto. 5c)	10.00
Races	2.50
Reel Dice	4.50
Reel Races	3.50
Reel	10.00
Sandy's Horses	3.50
Select Em	4.00
Secret Sally	3.50
Hook-Ola & Jacks	5.00
Three Jacks	3.50
Tikette	3.50
Til Tat Tee	3.00
Wagon Wheel	6.00
Zig Zag (Clg. 5c)	3.50

PLANT VENDERS

Ever Ready (4 compartments)	\$3.00
Maple Peanut Vender	4.75

1/3 Deposit, Balance C. O. D. Cable Address: "Idealco." Phone: Garfield 0072.

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A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

No Midseason Models for Rock-Ola

CHICAGO, May 28.—David C. Rockola, president of the Rock-Ola Manufacturing Corp., announced here today that his company would offer no midseason phonograph models. In making this announcement to operators and distributors, he said: "Having been an operator myself not so many years ago, the policy of our company naturally has always been concerned with the operator. His continued success means, of course, our success. Consequently, I believe it only fair—especially in these times—to express our policy concerning new models.

"Operators are asking: 'Are you going to bring out another new model this year?' Definitely no. There will be no midseason models. It is our firm conviction that for the good of the operator as well as the industry as a whole new models should be introduced only once a year. We feel that this policy is important to every operator, especially under present conditions."

I. P. Webb, vice-president in charge of phonograph sales, in commenting on this expression of policy says: "Our 1938 streamline phonographs—the Monarch-20 and the Windsor-20—embody all the features needed to make them real money-makers. We believe our 1938 models are actually two years ahead. Rock-Ola is the first to apply the principle of streamline design: the first with the 'Sorealls' light-up grille, giving the romantic lighting effects of the famous 'Northern Lights'; with a tone that only superlatives could describe; with the new 99 per cent slug proof coin chute as standard equipment and with refinement of mechanism to eliminate trouble."

Coinmen Converge For Conference

NEW YORK, May 28.—A converging of visits here brought Homer E. Capehart, of the Rudolph Wurlitzer Co., and Irving Sommer, of the Modern Vending Co., together for a conference recently with Nat Cohn, of Modern, and Joe Darwin, of Wurlitzer. Capehart came from the Wurlitzer home office at North Tonawanda, while Sommer came up from the Modern office in Miami. After the conference there was a chorus said to go something like the following:

"When more noble policies for the benefit of the music industry are instituted, Wurlitzer will make them, and when bigger and better phonographs are made, Wurlitzer will make them," said Capehart.

"You're right," said Cohn, "and when more Wurlitzer phonographs are sold, Modern will sell them."

Sommer, who had recently returned to New York after being in Florida for eight months, kept the gathering entertained with some interesting reports about phonograph operations in the South. Sommer claims that the Modern offices are the "best in Florida." He expects to return to the Southern office in about a month.

Brooklyn Firm Featuring Phonos

BROOKLYN, May 28.—Charley Aronson and Bill Alberg, of Brooklyn Amusement Machine Co., state that they believe they have one of the best stocks of reconditioned phonographs in this section. And to let the ops know about the wonders of these instruments, they report they've organized a special sales staff to handle the promotion and sale of them.

"Some time ago," stated Aronson, "we started in reconditioning phonos on a small scale. Operators who purchased these machines reported that they performed as good as new machines. As these reports spread we had more and more requests for our machines and now we've decided to go into the used phonograph business in a big way. Every phono that goes out of our shipping department will be in first-class condition. Our methods of reconditioning a machine call for a complete overhaul. Parts that are worn are replaced with new ones instead of being repaired.

"Of course," Aronson concluded, "we intend to continue our amusement game business. We believe that amusement games and phonographs fit together perfectly."



"Starlight" Up and Coming; "Cathedral" Is Outstanding

By DANIEL RICHMAN

NEW YORK, May 28.—As mentioned here before, *Lovelight* in the *Starlight* is an up-and-coming song and any day now it will be a must for the machines. As usual in the case of picture tunes, this one, from *Her Jungle Love*, is growing in popularity along with the general release of the film all over the country, and the great amount of air plugging it is receiving ought to go far toward creating a nice over-the-counter demand for copies. Have this one around, especially after the picture has played your community.

Cathedral in the Pines is rapidly becoming the outstanding song of the moment and it appears that that moment is going to stretch out to a matter of weeks and weeks. There's no question

really use both of them to advantage starting immediately.

There is one current song about which it's a bit difficult to make predictions. Tune is *The Week-End of a Private Secretary*. In the several weeks since the song was issued it hasn't even remotely approached the status of a potential success, but word of mouth has carried it along to a point where most people know the song and, what's more important, like it and want to hear more of it. Its form and structure are against its being a hit; the majority of bands and virtually the entire music buying public stay away from something that dries to be a bit different, and yet in face of all that ditty has created interest. Try it out in the machines, for



HERE IS ONE PILE IS THE YEAR'S SUPPLY of American walnut logs needed to make the beautiful walnut veneer found on the Wurlitzer Model 24. Look closely and you'll see five men standing at the base of the pile. Among them are Carl E. Johnson, plant manager, and J. O. Vowler, woodworking chief of the Rudolph Wurlitzer plant.

that it's another *Gold Mine in the Sky* and one more week will probably see it on top as the nation's No. 1 seller. You should be playing it to plenty of dropping nickels right now.

Says My Heart is particularly promising in the ballad field. You needn't have any hesitation about getting it. Because there's a demand for it now, enough to shoot it onto the best selling list, and the pic it's from, *Cocconut Grove*, hasn't even been released generally as yet. *You Leave Me Breathless*, from the same production, is close behind it as a potential hit and you can

there is a strong possibility that it may do a lot better than other more salable songs.

Another tune causing a great deal of talk is the Italian novelty, *Oh Me, Me (The Butcher Boy)*. Radio bands aren't exactly falling over themselves to do it and neither is the public in a panic to grab copies, but nevertheless it has an appeal that ought to prove profitable to operators. Once heard the number will get plenty of replaying.

Goodnight, Angel is starting to drop and it won't be worth while to keep it around any longer. Company in which it was traveling; namely, *Love Walked In*, *Please Be Kind* and *I Love To Whistle*, is still clinging to the high places, but will probably soon begin to join it in its descent. The three songs are still good for another couple of weeks, but there are too many new ones demanding recognition for them to keep their top spots longer than that. *Ti-Pi-Tin* is now a matter of localized popularity. Some sections have dropped it like a hot plate, while other dealers still report big sales on it. It is still dependent therefore upon the particular community whether to take it out of the phonographs or continue running it. Only a few more weeks, tho, and it will be forgotten all over.

Record Buying Guide

Going Strong—Keep 'Em Around

Cry, Baby, Cry
Love Walked In
Please Be Kind
Don't Be That Way
I Love To Whistle
You Couldn't Be Cuter

On Way Up—Better Stock Them

Cathedral in the Pines
Says My Heart
You Leave Me Breathless
Lovelight in the *Starlight*
Little Lady Make Believe
The Girl in the Bonnet of Blue

On Way Down—Not Worth Pushing

Ti-Pi-Tin
Goodnight, Angel
Heigh Ho
How'dja Like To Love Me?
I Fall in Love With You Every Day
You're an Education

Phonos Help to Tavern Owners

(J. P. Seeburg Corp.)

No matter what may be said, Mr. Public is interested in one thing—"Where can I get the most for my money?" If he is able to get more from No. 2 salesman than from No. 1, all other things being equal No. 2 will make the sale. Take the movies, for example. Years ago a movie house showed a picture and that was all. Then some other competing movie house added a comedy to its program—offered its patrons an extra reason why they should come to his show house. Then our first movie owner added a comedy and a travelog. Then No. 2 countered with some other attraction such as premiums and soon came the double-feature programs—two full-length features, plus cartoons, *March of Time*, etc. Each owner was and is trying to offer Mr. Public more for his money to get his patronage.

This application to the movie houses applies in many, many other lines of business as well. One of the most notable is the restaurant, bar and tavern, etc., business. Owners of these establishments all have practically the same to offer patrons, assuming that the food and liquor are equal insofar as quality is concerned. None can afford to set prices below a certain figure and remain in business.

No, it isn't strictly a price proposition. They must offer an extra—entertainment. These business men are now able to provide their patrons with entertainment with Seeburg Symphonolas. Thru years of experience the J. P. Seeburg Corp. has produced automatic phonographs that have enabled operators and location owners to offer patrons extra advantages.

The rich experience of and developments by the J. P. Seeburg Corp. has culminated in today's Seeburg Symphonolas, the Concert Grand, Regal and Gem. Their realistic reproduction helps them attract more and more patrons to locations on which they are placed. Their complete colored cabinet illumination is attracting more and more patron on locations—is building greater play and profits for Seeburg operators and location owners alike. And these extra that the Concert Grand, Regal and Gem offer are enabling Seeburg operators to obtain the choicest locations for musical operation everywhere.

last week with a golden key at least two feet long which was presented to him by Mayor Benjamin F. Turner of Passaic, N. J.

Bolles was the guest of the Sinner boys (Mortimer, Irwin and Irving). Wurlitzer phono operators, who introduced him to the city council and the mayor at Passaic. Accompanying Bolles on this jaunt was Sidney H. Levine, attorney.

We understand Bolles entertained quite a few of the local Wurlitzer operators at his quarters at the Hotel New Yorker.

Sheet-Music Leaders

(Week Ending May 28)

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. Love Walked In |
| 2 | 2. Cry, Baby, Cry |
| 3 | 3. Please Be Kind |
| 13 | 4. Cathedral in the Pines |
| 6 | 5. I Love To Whistle |
| 4 | 6. Ti-Pi-Tin |
| 5 | 7. Heigh Ho |
| 7 | 8. Don't Be That Way |
| 11 | 9. You Couldn't Be Cuter |
| 8 | 10. At a Perfume Counter |
| 10 | 11. On the Sentimental Side |
| 9 | 12. Goodnight, Angel |
| — | 13. Says My Heart |
| — | 14. Lovelight in the Starlight |
| — | 15. Little Lady Make Believe |

Phono Man Given Big Key by Mayor

NEW YORK, May 28.—William Bolles, credit manager of Rudolph Wurlitzer Co., was seen at the Hotel New Yorker

Recorded Music Enjoys Big Boom

ATLANTIC CITY, May 28.—Popularity of recorded music, which suffered a temporary eclipse during the early days of radio broadcasting, is experiencing a boom without precedent in industrial history, declared E. M. Wallerstein, RCA-Victor executive in an address before 300 radio wholesalers convening here.

Wallerstein said: "Recorded sales have increased no less than 500 per cent since 1933. What is particularly remarkable is that the rate at which records are coming back in popular favor has been comparatively unaffected by recent depressed business in other fields."

Hub Music Assn. Gets Together

BOSTON, May 28.—Twenty-four members of the newly formed Automatic Music Association of Massachusetts were present at a dinner meeting held at the Furman Room of the Copley Square Hotel on May 17.

Nick Russo, president of the AMAM, was host and presided at the meeting called to complete plans for the association's first annual dance scheduled for June 3 at the Copley Square Hotel.

New Orleans

NEW ORLEANS, May 28.—Coin phonograph distributors continue to report a break demand for new equipment, with lots of five to ten machines being taken on at a time by city and country operators. Sales without doubt are sharply higher than a month ago and well ahead of this time last year.

Jules Perez, Wurlitzer distributor for this area, reports large sales of all of the 1938 models, including the new table model. Perez says that numerous visitors from out of town joined local operators in calling at his display rooms for new equipment. Such well-known local music operators as John Lorino,

Dom Pazzo, Dan Cohen and Mark Lucas were all in this past week and bought more new machines in preparation for a big summer season.

The big attractive Seeburg phonograph on display just inside the large front door of the Dixie Coin Machine Co. on Poydras street sure makes everybody passing outside the place pause for an eye feast. In checking over the attractiveness of the machine from the sidewalk, 24 out of 25 persons passing during a few minutes stopped to take a prolonged look at the big beauty.

Ross Roberts, well-known music operator of Central Mississippi, with offices at Canton, spent a short time here this week and placed an order for several Seeburg de luxe model phonographs. "I like the looks of these Seeburg phonographs and believe they will make money for me this summer," Roberts said.

Still shivering after his unexpected encounter with a Chicago spring day while attired in a Deep South suit of "oyster" linen, Sam Gentilich, manager of the Dixie Music Co., returned by plane Monday after a quick call on several of the GM manufacturers and distributors. After a conference with Marshall Seeburg and J. Frank Meyer, president of Exhibit Supply Co., Gentilich called on a couple of friends and headed for home as quickly as possible.

And to reverse Gentilich's experience with Northern spring, it was distressing to see Harry Simons, representing the M. Shure Co., of Chicago, trying to endure the Deep South spring with a Northern suit. But despite his discomfort as the May temperature hovered near 90 in the shade, Simons predicted a big summer business for the claw games. The company recently opened an office in the Coxenau Building here under Simons' management.

Dave Frank, well known in local music circles for many years, effective June 7, becomes manager for G. Schirmer of Louisiana, Inc., succeeding William Munn, who departs for Atlanta.

A. J. Comeaux, Lake Charles operator, reports good business in Southwest Louisiana, where oil and a growing port combine to keep business in good shape. Comeaux spent a few days in town last week buying a couple of new Wurlitzers. Lee Hanus, Shreveport op, was also a visitor in town and bought five 24-record Wurlitzers.

REVIEWS OF RECORDS—

(Continued from page 13)
that is generally foot-lifting without awe inspiring. His *Cathedral in the Pines* and *There's a Village in the Valley* is the straight stuff in a restful manner, while *Little Lady Make-Believe* and *Sixty Seconds Got Together* (Dec) borrows the shuffle style associated with Savitt and Busse. And it might well remain with them.

Krupa's Cuttings
AFTER all that build-up it is natural to expect too much from GENE KRUPA's crack at the waxworks. This session was made during the early woodshed period. And while *Grandfather's Clock* and *I Know That You Know* (Brun) are far from the real temperature, the band impresses as a good one potentially, providing that the orchestral coloring is not restricted to skin beatings. For the *Clock* compo, arrangement credited to Gene, is just that. And Chappie Wille's scoring for the plattermate, the skillfully knit, is solid band beatings rather than relaxed swing. Sidestepping the extremes, *I'm Feelin' High* and *Happy and One More Dream* (Brun) hold interest more of a historical nature. For it marks the return of Helen Ward for the vocal fol-de-rols, coming out of retirement since her Goodman days for this date only. She's still a compelling singer of songs.

As for BENNY GOODMAN, instead of heaves and howls that make the dilfers killers, maximum audience appeal is gained, the still geared to lifting qualities in the syncopating, with *Feelin' High* and *Happy and I Let a Song Go Out of My Heart* (Vie), the latter about as near the real thing as possible without smothering its melodic virtues.

And for those who still go gushy over the gut-bucket, especially the Krupa kind, lend an ear to CHAUNCEY MOREHOUSE banging out on the N-Goma drums (tuned trumps), packing plenty musical meat for *Plastered in Paris* and *Maat-Pant* (Brun).


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SYMPHONOLAS



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More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. It is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

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PHONOGRAPH OPERATORS SAVE MONEY!

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—Branch Offices—
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1937 ROCKOLA'S 16 Record Rhythm Master \$109.50

Practically Brand New

1936 WURLITZER'S \$79.50

1936-412
P 12\$64.50

No charge for boxing. 1/3 deposit, balance C. O. D.

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PHONOGRAPH BARGAINS

30 Late 1936 Rock-Ola	\$ 69.50
10 Late 1937 Rock-Ola Imperial 20	149.50
3 Late 1936 Rhythm King	99.50
3 Wurlitzer P-12	59.50

Guaranteed—Reconditioned—1/3 Cash With Order, Balance C. O. D.

SHAFFER MUSIC CO.

1347 NORTH HIGH ST. COLUMBUS, OHIO

Laughing Boy

WOODY HERMAN, dotting on the dixieland, takes to the blues with jocular live. And the *Del Mir Blue Du boys*, Cain and Chaplin, fashioned the musical setting, *Laughing Boy Blues*. Store this one in the archives, for it's a serious attempt to add a laughing obligato to blues singing. Woody supplies the wordage for the tuneful howl. Off the record, it's Sonny Schuyler supplying the laugh interludes. Plattermate, *Twin City Blues* (Dec), is acceptable stamp stuff by the instrumentalists rather than blues blowing.

But for something that is really different on wax, lend, borrow or steal the shekels for JERRY COLONNA'S comedy-classic chanting of *Sonny Boy* (Voc). Entering the mood musically for this singer of Joe E. Brown expansions are Pud and his Puddy-Bears (Fud Livingston). Wax is wedded to a new innovation in styling *On the Road to Meadville*. But you'll spend all the time with *Sonny Boy* to bother about turning the label over.

PHONO OPERATORS !! AUXILIARY SPEAKER

12" Utah Permanent Magnet Dynamic

Complete with steel cabinet finished in platinum gray, with 15-ft. cord.

\$870

F. O. B. Chicago

With Volume Control \$9.85
1/3 Deposit, Balance C. O. D.

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329 S. Wood St., Chicago, Ill., U. S. A.

The Lumi-Chrome "Slip on" Cabinette!



The cabinet pictured here is fitted on a 3-year old phonograph!

Install
in
Three
Minutes!

(Positively not necessary to remove mechanism from old machine.)

CLIMB on the band wagon! Put your OLD machine to work in this new beautifully illuminated cabinet. Improves tone quality of oldest machines. Increases play from 50 to 300%! All Lumi-Chrome Cabinettes finished in beautiful Italian olive wood grain. Illuminate in a variety of brilliant colors. Low cost! Guaranteed! Act at once. Get complete facts and information today. Write, wire or phone NOW!

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McCALL'S GUARANTEED RECONDITIONED SPECIALS

NOVELTY GAMES (All Equipped with Electropak) \$9.50 Each

AROUND THE WORLD, SCORE BOARD, HIGH HAND, HAPPY DAYS, BALLY BUMPER, FIREBALL, ROSE, RUN, LIVE WIRE, EAST AND WEST, HOLD 'EM, HAND BALL, REPLAY, RICOCHET, SWING TIME.

AUTOMATICS \$9.50 Each

MILLS 1-2-3, FLEETWOOD, FAIR GROUNDS, BALLY ENTRY (New)

COUNTER GAMES:

Field's 5 Jacks	6.50	Royal Flush	\$12.50
Woo-A-Pack	6.50	Pool Sport	9.50
High Tension	9.50	Western Cigarette	9.50
Western Horses	12.50	(New) Sweepstakes	9.50
Hold & Draw	9.50	Official Stakes	16.44

D. C. Cabs Address: "McCall's" Phone: Jefferson 1644.
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3147 LOCUST ST. ST. LOUIS, MO.

Calculations of Calcutt Click

PAYETTEVILLE, N. C., May 28.—Joe Calcutt states that his recent decision to push used phonographs in a big way

MUSIC OPERATORS!

Save money! We repair old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

Operator's Service Supply Co.
2045 Carroll Ave. Chicago

this spring has brought about the biggest volume of music machine business that the Vending Machine Co. has ever enjoyed.

"We had a hunch," Calcutt stated, "that operators would be spotting more phonographs this summer than usually, so we made up our mind to get hold of all the used machines we could, thoroughly recondition them and offer them to the trade at attractive prices. The results were immediate. Ops from all parts of the country sent in orders to take advantage of the unusual bargains we were offering.

"In fact," he went on, "it wasn't long before our stock was pretty much depleted. But we've again replenished it and now have in our warehouse one of

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

EDDY DUCHIN
Brunswick 8130

I'll Dream Tonight and Ride, Tenderfoot, Ride (the piano playing maestro adds a deft touch to the melodic content of these soft-tempoed tunes from the "Cowboy From Brooklyn" movie. Both songs are about the wide open spaces with the Tenderfoot tune smacking of The Last Round-Up).

SAMMY KAYE
Vocalion 4084

There's a Village in the Valley and Let Me Borrow an Hour of Tomorrow (the swing and sway Sammy boy blends two ballads to make for a dandy double that's decidedly on the sweeter side. The Valley music is in the Shanty in Old Shanty Town mood, which means a potential song hit parade candidate).

SHEP FIELDS
Bluebird 7579

If It Rains—Who Cares! and This Time It's Real (for the ripple rhythm fans, two of the better known pop tunes in that easy-going tempo that helps to make the bubble-blowing musical).

SWING MUSIC

BENNY GOODMAN
Victor 25846

Why'dya Make Me Fall in Love? and It's the Dreamer in Me (they fall in love fairly fast but slow down for the dream stuff. Not the Goodman of killer-diller days that had the cats howling around the phone all night, but a swing that is more subtle and smoother. They still swing out on these sides, but never at the expense of the melody).

FATS WALLER
Victor 25847

In the Gloaming and The Sheik of Araby (Fats and his enlarged band settle down in a groove for the Gloaming opus, saving all his vocal fal-de-rols for the Sheik side. The gang really breaks it up).

COOTIE WILLIAMS
Vocalion 4086

O! Man River and A Lesson in C (the gang from Duke Ellington's Band, Cootie is their star trumpet tootler, makes that O! Man River roll along mighty fast and furious. The Lesson is from the Cotton Club show and the puppets will like their homework. The gal singer sounding like Martha Raye is Jerry Kruger, now singing with Gene Krupa's Band).

VOCAL

MILDRED BAILEY
Vocalion 4083

I Let a Song Go Out of My Heart (don't let this get out of your phono, Miss Bailey pouring out all the swing-swing in her soul for Duke Ellington's sweet ballad sensation). **Rock It for Me** (with hubby Red Norvo rolling the rhythms, Mrs. Swing really rocks it!).

the finest collections of good used machines we've ever had. Once the prices are made public," he concluded, "we believe this lot will soon disappear, too."

Export Demand For Used Records

NEW YORK, May 28.—An undisclosed firm here is reported to be contacting large operators and distributors of phonographs and purchasing large blocks of used records at low prices which they are then shipping to foreign countries. Most of the discs are reported to be going to England, with others finding their way to South America, Africa and even parts of Asia.

According to the men who have already been approached, the tunes in greatest demand are those of the swing variety recorded by the top-notch hot bands. These tunes are said to be finding a ready reception in foreign lands.

Firm is reported to be offering 2 and 3 cents for the old discs, and reliable reports indicate that they are bringing 7 and 8 cents on the other side, with shipping prepaid. One undisclosed large firm here is stated to have made connections with several leading ops and distribe for cash purchases of used recordings.

Candy Convention Convenes June 6

NEW YORK, May 28.—The 54th annual convention of the National Confectioners' Association will be held here at the Waldorf-Astoria from June 6 thru June 10. The progress of the current publicity campaign being carried on by the group, the many problems facing the industry at this time, discussions on fair trade laws, etc., all are expected to attract a record-breaking turnout.

George H. Williamson, chairman of the

BARGAINS IN MILLS PHONOGRAPHS!

ON TERMS

We have in stock a collection of Mills Novelty Company phonographs, all in excellent condition, with cases cleaned and sprayed to make them presentable for the most exclusive locations. **LOW PRICES plus easy monthly terms—first come, first served!**

Quantity	Model	Price Each	Cash Down
17	880-Dance Master	\$59.50	\$9.50
28	886-De Luxe	72.50	12.50
146	889-Do Re Mi	119.50	14.50
54	896-Swing King	72.50	12.50
60	892-Studio	247.50	37.50
60	873-Zephyr	159.50	19.50

Get your orders or reservations in immediately. Complete information furnished at once.

BOX No. 313
The Billboard Chicago

convention program committee, is reported to have arranged an interesting program for each day of the five-day get-together. Besides several top-notch speakers, a wide variety of social activities is scheduled, it is said.

3 Column - 5 Vision - DeLuxe Vendor

PROVEN ON 2000 CHICAGO LOCATIONS
PRICED WITHIN REACH
OF EVERY OPERATOR



Write for Details.
BUREL & CO. INC.
575-579 Orleans St., CHICAGO, ILL.

MODEL "E" SEL-MOR

\$6.25
SAMPLE
(CHEAPER IN QUANTITIES)

GUARANTEED FOR 5 YEARS!

The **AUTOMATIC**
Toy and Candy
SHOP that brings
BIGGER PROFITS!
Ask any smart operator.



GREAT STATES MFG. CO.
DEPT. E-1601-09 E. 39TH ST. • KANSAS CITY, MO.

WRITE FOR LOW PRICES

On Peanut and Ball Gum Vendors.

Self-Serv Mfg. Co.

5. Broad and Wicckman Sts.,
Palmyra, N. J.

NUT VENDOR

Coins Money FOR YOU!

WIDE DEMAND BY MERCHANTS

Establish a permanent source of business in your community with Casterline. Millions of dollars spent monthly for 3c nuts and candies. Merchants eager to see Magic Salesman display on their counters. They pay only for the cellophane bag of merchandise. You keep display filled—and collect your regular **WEEKLY INCOME**. Retail turnover helps protect your ever-growing business. Write **CASTERLINE BROS.** 1516-1525 Sunnyside Ave., Dept. 80, Chicago, Ill.

WANTED

Several hundred used Ball Gum and Peanut Machines. Best manufacturers, condition, quantity, set lowest price. Prefer Adams and Columbus. Call also the Mills and Cullis Scale. **W. M. WILSON** Niagara Falls, N. Y.



Test Case On Coupons

May set basic rules for use of premiums and prizes in trade

NEW YORK, May 28.—A test case to determine the use of cigar coupons may have far-reaching consequences on the use of premiums and prizes that will be of direct interest to the coin-operated machine industry. The case was instituted on May 23 to determine the legality of the issuance of coupons in connection with the sale of articles price fixed under the fair trade laws of New York State. Eric Calamia, proprietor of Reinhard Brothers, tobacconists, filed a plea for an injunction restraining the Schulte stores from issuing profit-sharing coupons with the sale of Admiration cigars. The action, entered on an agreed statement of facts, will be argued before the Appellate Division of the Supreme Court.

Attorneys for plaintiff and defendant filed an agreed statement of facts stating that Admiration cigars are price fixed, that both have and are continuing to sell at the fixed prices and that Schulte issues profit-sharing coupons which have value in that they may be exchanged, under certain restrictions, for premiums.

Wide Effect Seen

The case was regarded as having an important bearing on the issuance of premiums of all kinds and a decision in favor of the plaintiff, it was held, would result in a wide readjustment of selling methods, not only in the tobacco field, but in various other lines.

In some States, according to Siegfried P. Hartman, of Hartman & Craven, counsel for the plaintiff, the fair trade statutes expressly prohibit the giving of coupons, but in New York the only statutory provision is that sale of price-fixed commodities at less than the fixed price is unfair competition and is actionable at the suit of any person damaged thereby.

Mr. Hartman added that the case involves more than an interesting question of construction of the Fair Trade Acts, in that many retailers "are complaining that the practice of giving coupons seriously handicaps them in their competition for business" in price-fixed commodities. He said these retailers feel that unless the practice is forbidden it will be "impossible to maintain a fair market in such goods and the benefits of the Fair Trade Acts to the retailer and to the consumer will be lost."

Cash Purchase Cited

In the agreed statement of facts, concurred in by George P. Bauburger, counsel for Schulte, it is stated that "certain persons, without authority from the defendant or any one connected with the issuance or redemption of said coupons or certificates, have offered and are offering to purchase and have and are purchasing said coupons and certificates from the public for cash." The statement adds that the defendant and others have been and are discouraging this practice and the coupons are only honored in instances where the fact of such purchase is known to the redemption agent.

The statement also notes that many customers decline the coupons and that of those issued about 75 per cent will be redeemed, but about 25 per cent are either lost or destroyed or in any event are not presented for redemption.

Use of the method of agreement on facts was resorted to in order to obtain a ruling directly from the Appellate Court without the necessity of lengthy litigation in the lower courts, Mr. Hartman said.

Tobacco Dealers Assail Cig Tax

NEW YORK, May 28.—An opening shot in the campaign which retail and wholesale tobacco dealers are reported to be waging against re-enactment of the 1-cent cigaret tax for city's relief program was fired here during the past week when more than 1,500 Bronx tobacco dealers sent a petition of protest to the city council.

As the supplemental tax program was enacted under a grant of the Legislature which expires on June 30, the cigaret levy as well as other supplementary taxes will expire on that day unless re-enacted. Since the Legislature has extended the city's emergency taxing power thru the first six months of next year, the city council is expected to extend the levies to June 30, 1939.

In protesting against the cigaret tax the Bronx dealers pointed out that this levy has caused more hardship than any other in the relief tax program. Citing the fact that tobacco is used by people of all classes, their petition maintained that only a tax on milk or bread could be resented more keenly.

Joseph Bushell, president of the Bronx Tobacco Dealers and Candy Store Keepers' Association, sent the petition to the head of the finance committee of the council and copies of it to other members.

Because cigarets can be bought tax-free just over the Bronx County line in Westchester, Bronx tobacconists have felt the cigaret tax more than the average dealer. With a federal tax of 6 cents a package already in force, the dealers said many customers walked out of their stores when they were asked for the additional 1-cent city tax.

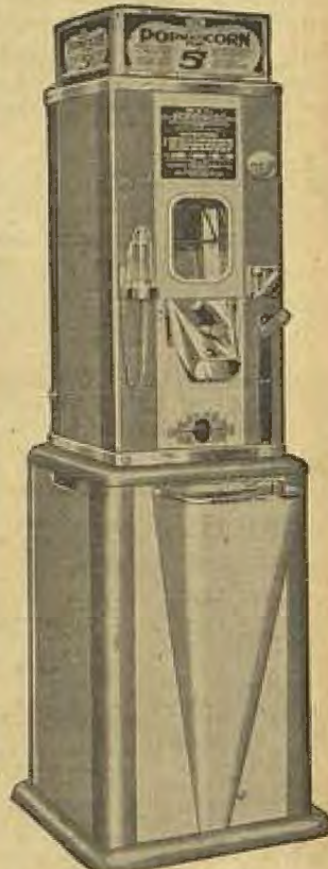
"We small retailers tried to demonstrate at the outset that we would lose much of our business because commuters could easily buy tax-free cigarets for themselves as well as for their friends outside of the city," the petition read. "You have seen such traffic widely and prominently reported in the daily press. We need only emphasize that a large proportion of us are finding it difficult to keep our chins above water. The backbone of our business is cigarets. Take that away, or any big part of it, and we simply cannot meet expenses and support our families."

Receipts from the tax on cigarets have reached \$912,181 to date, City Treasurer Almerindo Portofino announced. Sale of the 1-cent city revenue stamps accounted for \$809,816 of the total, while the 3-cent stamps yielded \$10,165. Collections from meter certifications for stamping machines aggregated \$83,200.

Eastern's Charms Make Hit With Ops

NEWARK, N. J., May 28.—Frank Hart, of Eastern Machine Exchange, reports he has been selling so many charms that in attempting to compute the amount the other day the only figures he could furnish were "Over two tons of charms leave our shipping department every month for operators all over the country."

"There is no doubt any more that we are selling more de luxe, high quality charms than ever before," Hart continued. "We have made it a practice to stick to our slogan, 'No lead, no junk, only 100 per cent quality,' and we find that the operators come back for more and more every time. 'The we are selling the charms we feature by the gross, we believe that the best way to give some idea of the amount of charms we get rid of each month would simply be to say that we sell over two tons per month. What's more, these two tons are shipped everywhere in the country.'"



THE NEW POPMATIC
is now ready for **IMMEDIATE DELIVERY**
Hundreds already on location

Investigate the 15 features That definitely puts the New **POPMATIC POPCORN MERCHANDISER AHEAD**

ACT AT ONCE
Get started today in the profitable popcorn business.
Phone—Wire—Write for Complete Details and Prices.

FIRST AND BEST!
POPMATIC Manufacturing Co.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS • MISSOURI

PLEASE BE PATIENT

We're Swamped With Orders for
"PLAY BALL"
 and **"HANDICAP"**

Orders are being filled in rotation received. Don't be disappointed.
 Place your orders now for these sensational winners.

EXHIBIT SUPPLY CO., 4222 W. LAKE STREET, CHICAGO

1c--BIG LEAGUE BALL GUM--1c

The newest and most sensational money-maker for penny ball gum machines. Order a sample set at once, \$1.25, postpaid—mix it with 1,000 or 1,100 balls of gum—and convince yourself.

BIG LEAGUE BALL GUM is something fresh—alive—new—and DIFFERENT. It will put new life into you and your machines. All we ask is that you try a sample set, and we know you will re-order in quantities. Write for circular.

BLOCK MARBLE CO., 4919 N. 8th St., PHILA, PA.

WANTED!

Salesmen, Jobbers, Operators for sensational, new low priced
5c PACKAGE NUT VENDOR for counters and bars. Opens a
 tremendous market for live wires everywhere. **WRITE NOW!**

A. M. Walzer Co., 426 Stinson Blvd., Minneapolis, Minn.

Popmatic Appoints Foreign Distrib

ST. LOUIS, May 28.—Pasha Lansing S. Williams has been granted the distributorship for Popmatic machines in all foreign countries. "The Pasha heads a foreign selling organization that probably is second to none in the volume of import business handled," they report. "The organization extends thru France, England, other European countries and even into Egypt. Incidentally, he received the title of Pasha from the King of Egypt."

Popmatic's president, Rudolph R. Greenbaum, said: "Ever since we announced our new Popmatic machine we have been deluged with inquiries from foreign countries. We naturally had to

have these inquiries followed up so that we might satisfy the many demands for Popmatics from countries aside from the United States. We feel that we have secured our answer in the appointment of Pasha Lansing Williams as our exclusive distributor." Officials have intimated that the Pasha has placed an initial order for quite a few hundred Popmatic Pop-Corn Merchandisers.

Century Sales Go Forward, Is Report

CHICAGO, May 28.—"This past week has seen the number of orders for our new penny vending machine surge ahead of those in previous weeks," declares Iud Lieberman, Century Manufacturing Co. He said, "and present indications lead us to the belief that we are far from the top in number of sales. Operators in every section of the country are voicing with great enthusiasm their approval of this new machine. They say it is earning greater profits for them than many machines of this type that they have operated in the past, and that it requires less servicing than many of those machines."

"Our five-year guarantee," he continued, "plus the lifetime mechanism and the beauty of the machine combined with the profits ops are earning with this machine has made these big sales of ours possible. This machine is pleasing discriminating buyers from Coast to Coast because it is one upon which they can depend."

Cig Production Gains in April

WASHINGTON, May 28.—Production of small cigarettes in April established a new high record for the month, totaling 12,326,722,732, compared with 12,209,822,610 in April, 1937, according to figures, based on sales of tax stamps, released by the U. S. Bureau of Internal Revenue. Output last month, however, was below production of 13,728,119,233 for March this year.

April large cigar production showed the sharpest decline from a year ago in recent months, the bureau said. Output was 284,981,261, against 453,007,890 in April last year, a decline of 15 per cent.

The amount of smoking and chewing tobacco produced last month totaled 24,371,202 pounds, against 26,783,686 pounds in April, 1937.

Stein Addresses Eastern Pa. CVA

Editor's Note: The following is an address by LeRoy B. Stein, manager of Cigaret Merchandisers' Association of New Jersey, before a meeting of the Automatic Cigaret Vendors Association of Eastern Pennsylvania, held in Philadelphia recently:

Mr. President and Gentlemen:
 In addressing you this evening I feel quite at home, because there are three members of your association who are also members of my association and who are thoroughly acquainted with the efforts of the C. M. A. of N. J. to stabilize the industry.

I know that your constitution, by-laws, code of ethics and trade practices have been patterned largely after that of ours and that you have made great strides in the promotion of your work in the Philadelphia area. Our association is peculiar in its make-up in that it is a state organization as well as a local association, while yours is almost entirely local because you hold membership in the C. M. A. of the Commonwealth of Pennsylvania. I appreciate the geographical differences between the States of Pennsylvania and New Jersey but realize that the problems which confront us are almost identical.

I have been admonishing members of trade associations for many years that any problem can be successfully met by concerted action and that no individual has ever yet been able to cope with a situation which affects all of his competitors. In this respect you should be congratulated, because you have in the short period of your existence been able to stabilize an industry which was sadly in need of supervision, and I know and I believe that you will agree with me that the larger portion of the work and the credit for most of it belongs to your president, Mr. Edward J. Dingley, and it is perhaps a coincidence, the happy one indeed, that his business associate, Mr. Charles W. Strange, who is present here with me tonight, was one of the organizers and the first president of the C. M. A. of N. J. This should be convincing that successful business men make successful organizers of trade associations, and while in comparison they have less to gain than the so-called little fellow, they are imbued with a vision of the future while most business men are concerned only with the present.

But I did not come here tonight for the purpose of admonishing you in the conduct of either your business or your association. I came here first to accept your invitation to meet you and, secondly, in behalf of the promotion committee, which is in charge of the second annual stag outing of our association and which is also conducting an informal convention of Automatic Cigaret Merchandisers from the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, New York, New Jersey, Pennsylvania and Delaware, which will be held at Camp Stute, Highland, N. Y. (just above Newburgh on

the Hudson), on Saturday and Sunday, June 18 and 19, 1938, at which time we will conduct a program in accordance with the following schedule.

SATURDAY, JUNE 18, 1938

4 p.m.—Informal C. M. A. Convention.
 5 a.m.—C. M. A. Managers' Convention.
 8 p.m.—Industry Dinner. Talks by manufacturers of cigarettes, cigar machines and matches and by their representatives.
 8 p.m.—Indoor Sports Tournament
 Midnight—The Big Surprise.

SUNDAY, JUNE 19, 1938

All athletic events, including swimming, boating, canoeing, golfing, horseback riding, tennis, handball, volley ball, badminton, two challenge baseball games, the big Sunday operators' dinner and the event of the day—the championship baseball game between the winners of the challenge games.

All this for the sum of \$8, including meals and sleeping. And so in conclusion, gentlemen, permit me to thank you once more for the opportunity you have afforded me in meeting you personally and I leave you with my assurance that if I can be of service to you in any capacity do not hesitate to call upon me.

Fort Worth

FT. WORTH, May 28.—Operating conditions are up and above that of the past few months. The automatic phonographs are showing larger earnings as well as all novelty games. Vendors of all types are showing an increase. Some operators say it is the cool weather which Texas has been having. So far this spring the weather has held the dark liquid in the glass around the 70 and 80 mark when usually it jumps up to 100. Others contend that it is business conditions getting better.

This city has an exclusive scale operator in a Mr. Winn. Winn is a pioneer operator of this section who discarded all types of games a few years ago except scales. He uses mostly the Waring scale and has this section pretty well covered with the weighing device. He also has several long country routes which lead out of Ft. Worth. Winn lives in a beautiful home on the shore of Lake Worth. From his landscaped back yard one can gaze across the rippling waters of the lake to the many sailboats and fishermen's crafts. He has some of the most attractive sunken gardens to be found anywhere in Texas. Among his prized possessions is an old German-made card machine which Winn says is about 100 years old. Up until a few years ago he operated a large string of German-made scales.

Ben McDonald, super op of this town, refuses to allow his service-station business to stop his operating activities. He still keeps equipment going and is doing nicely.

Marcus Reiners is the local manager of the offices of the Buckley Sales Co., located in the attractive Medical Arts Building. Marcus is active in several Texas cities and is always on the go seeking new territory in which to operate and sell equipment. The Buckley offices are among the newest in Ft. Worth. Jimmie Temple, popular young lady of Ft. Worth, is secretary to Reiners. She holds down the desk in the reception room and greets all visitors with a pleasant smile. She has been with the Buckley office for four years. Others who have been with the Buckley Ft. Worth organization for four years or longer are Ray Vance, Bates McAllister and Lynn Martin. A real bunch of folks is the Ft. Worth Buckley group.

McDougall Novelty Co. continues active and has a nice string of equipment going. McDougall, manager of the firm, is one of the oldtimers among the operating circles of Ft. Worth.

Frankrich brothers, Leslie, Jack and Sam, made the local Scripps-Howard newspaper recently. They were mentioned in the famous Jack Gordon column as owners of a flock of nickel-grabbing phonographs. Those newspaper boys simply think of the outest sayings.

Ft. Worth will soon install another flock of parking meters. The meters are the best paying business the city has dipped into in recent years. The officials are tickled pink over the sweet revenues the meters are producing.

There's NO Guesswork
 with **CENTURY**
 VENDING MACHINES!
 They're UNCONDITIONALLY
 GUARANTEED against any mechanical defects for 5 years! "Lifetime mechanism" vends any nuts, confections, charms, etc.

Sample **\$6.25**

LESS IN QUANTITIES

CENTURY MFG. CO.

4156 W. Chicago Ave., Chicago, Ill.

\$200 Weekly Profit
 WITH EACH 2 in 1
 VENDOR YOU OPERATE

DAVE ROBBINS' STIMULATION PLAN DOES THE TRICK

Write for details today

D. ROBBINS & CO. MFRS.
 11-13 DEKALB AVE., BROOKLYN, N.Y.



HERE'S ANOTHER POPMATIC shown at the Economy Drug Store, Memphis.

cigarette merchandisers' association

Address Communications to The Billboard, 1564 Broadway, N. Y. C.

CIGARETTE MERCHANTISERS' ASSOCIATION of New York was recently host to the officers of the New Jersey Association. Such an exchange of viewpoints and experiences is a thing that aids the industry.

CMA of New Jersey's big outing at Camp Stutz, Highland, N. Y., looks like a more success already. To date 22 reservations have been received from Massachusetts, 28 from Pennsylvania, 10 from Connecticut, 6 from Delaware; 2 from Washington, D. C. and 10 from Maine, Vermont and New Hampshire combined. All of these, as well as almost 100 per cent attendance assured from New York and New Jersey.

Much credit is due to the New Jersey Association for thinking of every angle to make the event a howling success. It appears they have not forgotten a thing in the way of entertainment and business.

We thought we had invented a good phrase, to wit, non-meeting attending members, and after the last few meetings we find that we can't use it. After two years attendance and enthusiasm at meetings are what they should be. We cannot help wondering how soon it will be before attendance drops off. But how any man with the best interests of this business at heart can fail to co-operate with other men in their endeavor to help conditions in an industry is beyond our comprehension. We hope that we won't have to say again that they should be on relief.—Matthew Forbes.

It is with deep regret that CMA of New York announces its president, Will Golden, has resigned. After a period of hard work he found it necessary to take a long-delayed vacation. Will is on his way west, and to hear him say it—"As yet I am not the least bit tired of doing nothing." Will Golden's term in office has been a good one. More has been accomplished during this time to lay a solid foundation for the furthering of the cigarette machine industry than at any other time in the past.

Lots of luck to you, Will.

The acceptance by the public of P. Lorillard's new cigarette, "Detties," is astounding. Operators report that they are flooded with requests from location owners for this brand. This brand offers the operator a larger amount of profit and the operator appreciates the manufacturer's co-operation.

We take this opportunity to thank the publishers of The Billboard for the co-operation it has offered the cigarette machine operators. This column, in a short space of time, has proved itself invaluable to those people who take a keen interest in their business. Proof of this interest by the operators is evidenced by their subscriptions to this magazine since the inception of the column. The news and information pertinent to the cigarette industry are of importance to every man engaged in this business.

This column has been introduced primarily for the exchange of views and opinions that would benefit all concerned. We solicit your opinions and personal items of all operators throughout the United States and feel sure that this publication will prove its worth for many months to come. All information regarding cigarette merchandising will be answered in this column.—Matthew Forbes, manager CMA of New York.

Operators cannot dwell too much on the necessity for affixing permits to machines and of servicing cigarettes with tax stamps attached. In fact, if it's in any way possible, operators should thank the City Tax Office for the splendid co-operation it has given the CMA.

Congratulations to the CMA of Massachusetts! Not so long ago the association started with only 9 members, now it has 42 out of a possible 56 known operators. The Massachusetts org, patterned after New Jersey in every detail, now has permanent offices located at 585 Tremont street, Boston, and a genial, efficient, go-getting manager by the name of J. A. Camp, who was formerly connected with National Vendors, Inc.; Malkin-Hilton Corp. and Northwestern Sales. Officers are: A. Butman, president; C. Murphy, vice-president; C. E. Knight, treasurer, and A. Lebaraki, secretary. Board of directors: Messrs. A. Sharenow, L. Berman, J. Rhinhardt, L. Riseman, O. Gerson, S. Landau and S. Goldstein. Arbitration committee: Messrs. C. Murphy, M. Schrebinan, J. Goldstein, L. Berman and A. Sharenow. Here's wishing all the officers and members unbounded success and let us hear from you often.

Never speak unkindly of price cutters. Never knock them. Because Nature made them the same as she made flies, lice, bugs, skunks and other nauseating pests. In her inscrutable wisdom she made them. Why she made them, only she knows. Some day she may enlighten us, but up to now I'll be damned if I know.—Jackson Bloom.

To Make Defense Of Use of Charms

To the Editor: The police department in our city is picking up our merchandise vending machines which are dispensing the small charms with bulk merchandise. The police claim they are gambling devices for that reason. We have talked it over with the officials, and it is their contention that when we use charms with our machines they thus become a gambling device. This seems to us a very silly argument, as the customer gets his penny's worth whether he wins a charm or not.

We are serving the mayor and the police department with a restraining order. We wonder if you have any data that would help us when the cases come to court. Are there any cases we might cite that you can inform us about? The case will come up in about a week. We will certainly appreciate any assistance you can render us.—(G. E. S., May 24, 1938.)

Editor's Note: Everyone will agree that it is a very petty thing for police departments to interfere with the vending of the well-known charms now so widely used in bulk vending machines. But I do not know of any case that has been decided favorably for such sales methods. In fact, no interference seems to come up anywhere unless there are ulterior motives or provocation of some kind.

Many of our readers will recall that there was much agitation against bulk vending machines in Chicago using charms and other prize plans during and following the 1938 Coin Machine Show. The organized vending machine operators in Chicago met the situation by written and personal assurances to city officials and to the newspapers stating the trouble that any and all members of their association would stop the use of any prizes in any location when there was a definite complaint from parents. The prompt and vigorous statements from the organization seemed to bring relief.

As to a legal test of the use of charms in bulk vendors, I would suggest that such a question be kept out of the higher

HARD SHELL CANDIES FOR VENDING MACHINES

BOSTON BAKED BEANS
SMOOTH BURNT PEANUTS
BLACK and WHITE LICORICE DIBS
BUTTER SCOTCH PEANUTS

FRUIT DIBS
RAINBOW PEANUTS
ASSORTED LICORICE LOZENGES
RED OR GREEN IMPERIALS

Write for Price List

PAN CONFECTION FACTORY

NATIONAL CANDY CO., Inc.

345 W. ERIE ST.

CHICAGO, ILL.

"Originators of Hard Shell Candies"

EMCO PRIZE BALL GUM

WITH SPECIAL PATENT "SKIN-TITE" FOIL WRAP.

25¢
3 Brilliant, Sparkling Colors:
SILVER-GOLD AND GREEN
Per Box 1 1/3 Deposits with Order, Bal. C. O. D.
of 100 F. O. B. Newark—Rush Your Order.

EASTERN

350 MULBERRY ST.
NEWARK, N. J.

LoBoy Scale Sales Up, Exec Reports

CHICAGO, May 28.—That there is no better testimonial than repeat orders for LoBoy scales is the consensus of Rock-Ola officials. "The large increase in LoBoy scales places the operators' stamp of approval not only on the LoBoy scales but on the coin-operated scale business as a whole," stated N. L. Nelson, Rock-Ola's head of the games division. "This increased business is especially gratifying since a great portion of the increase is coming from operators who are enlarging their routes."

Nelson spoke of a well-known operator of Rock-Ola phonographs who came to the factory recently and placed an order for LoBoy scales that had the boys seeing stars for a while. This operator had a small route of scales for years along with his extensive route of phonographs and other equipment. In explaining his expansion in scales he said: "I've had a nice little string of LoBoys for some time. I just realized the other day that they've made me a neat profit. Once I'd found the right location they were there to stay. No bother at all. And the coin boxes were always full when I sent one of the lads around to collect. It seemed to me that I might as well go a little heavier on scales. They would take care of themselves and quickly pay out. Personally I feel that LoBoy scales are a sort of security on my other equipment."

This operator's decision seems to be that of hundreds of others who have this spring increased their scale routes, according to Rock-Ola games division's record of sales.

courts if possible. Application for a temporary restraining order may be a good step. But an open test case might complicate matters in an entire State. Important test cases on the whole issue of premiums, prizes, coupons, etc., as generally used in all fields of merchandising are now on their way thru the courts. In time a basic high court decision may be available for defending the use of prizes and premiums in vending machines.

The suggestion is made to anyone compelled to go into court for a restraining order in behalf of bulk vendors that the plea be made on the principles suggested in an editorial in The Baltimore Sun, reprinted in The Billboard May 28, 1938, page 92. The newspaper editorial makes an emphatic point that police officials frequently spend their time and the people's money on petty crimes and supposed violations when many important things are going unchecked. A good trial lawyer could certainly score some telling blows in any city in the country by showing what duties are being neglected by police departments that stoop to such petty things as the charm novelties in bulk vending machines. There is a probability the majority of the courts in the country would listen to such a plea.

PROVEN Money Makers!



Be an independent operator. Place Tom Thumb Vendors in stores, waiting rooms, taverns, restaurants, bars—where you know how. Tom Thumb vendors candy, peanuts, gum. Sure-fire penny catcher. Whigley get right on penny gain. Many Tom Thumb operators now independent. Start small, grow big, have a chain of your own. Tom Thumb works while you're away. You keep her, collect your profits daily. Hand-icapped contact Tom Thumb gets in where ordinary vendors are shut out. Maple coin selector. Yale Thunder Bolt. Adjustable—You set the profit. Precision machine; no kick-backs. Money-back guarantee protects you while you cross the profit. Write today for inside story of chain operation. Full details of your easy income opportunity. Many good locations now open. Don't wait. Write today. FIELDING MFG. CO., Dept. 23, Jackson, Mich.

AMERICA'S FINEST BULK MERCHANTISERS

UNIVERSAL

STOP & SHOP CHIEF

Write for Illustrated Circular

PRICE & TERMS ROY TORR

2047-A So. 68th St., Philadelphia, Pa. Factory Distributor

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

1927B University Ave. Wichita, Kan.

A Real Buy!—ROWE 15c



ARISTOCRAT CIGARETTE VENDORS

BLUG PROOF COIN SLOT
6 Columns
Capacity 150 Packs.
Woods Book Machines
Automatically
PRICE—\$27.00.
Lot of 3, \$85. Each.
Metal Floor Stand,
\$3.00.
Furnished with 200 Cigs. List at \$2.00 Ex-
tra. Mechanism and
Finish GUARANTEED
Like New. Terms 3/10
with Order, Bal. C.O.D.

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

CONFIDENTIALLY
STONER'S
"BASEBALL"

A
NOVELTY GAME

HAS WHAT IT
TAKES TO **GET**
AND **HOLD**
THE "PLAY"

SEE'N IS BELIEV'N

STONER CORP.
Aurora, Ill.

**Success of Paris
Expo Is Assured**

PARIS, May 28.—Success of the French Coin Machine Show, scheduled to open here today at the Salle Hoche and to continue thru June 2, seems assured by the large number of manufacturers and exhibitors who are exhibiting. Practically all available space is reserved, it was reported.

The 5,000 franc prize which M. Godin, editor of the French trade paper *Le Reveur de l'Automatique*, is offering to the person or firm who presents the industry with the machine considered most capable of replacing those of the bell type that have been banned is reported to be attracting a variety of new-type games. It will be interesting to watch what ideas in coin-operated equipment will evolve as a result of this contest.

Before installing some 300 new amusement games, plus billiard tables and a dance floor, in the Palais Berlitz, the owners have leased the space to the Concours Lepine (exposition of small inventions). In previous years this exposition has been held in the exposition grounds at the Port de Versailles. Show closes June 5. Over 300 exhibitors are displaying their wares.

**Week Drive Boosts
Restaurant Biz**

CHICAGO, May 28.—As a result of the recent National Restaurant Week drive held by the National Restaurant Association to get people to patronize restaurants more, patronage rose 9 per cent during the drive and has continued above normal, it is reported.

H. I. Duncock, president of the association, stated he believed restaurant business for the year would aggregate \$3,000,000,000 this year. That's a lot of groceries!

**Richman Thanks
Popmatic Prez**

ST. LOUIS, May 28.—Rudolph R. Greenbaum, president of Popmatic Manufacturing Co., Inc., reports he received a nice thank you card from Mr. and Mrs. Harry Richman. The Richmans are honeymooning in Europe and the message of thanks was sent from London. It might be recalled that President Greenbaum sent a Popmatic popcorn merchandiser to Richman on the day of his wedding as well as a congratulatory wire.

**The ORIGINAL 3 in 1
GRIP TESTER**

WITH SPINNING REELS
For That Comeback Appeal



\$17.50

Tax Paid
Interchangeable scores, cards furnished. Cigarettes, beer, etc. Can be blanked out for amusement only. Release button holds last score. 3 ways to test grip.
\$17.50 cash, tax paid. Stand \$2.50

HERCULES GRIP MACHINE CO.
4125a. Market St. CHICAGO, ILL.

**1000
WORDS**

cannot describe adequately the magnificent performance of this thrilling **SPARKS TOKEN PAYOUT GAME.**

Operators everywhere are enthused about its earnings, which are boosted greatly by the automatic payout of tokens, worth from one to ten packs of cigarettes, on winning combinations.

Redeemed tokens give you a perfect check on payouts claimed by location.

Penny or Nickel Play, Cigarette, Beer or Horse Reels, Removable Mechanism, 300 Ball Capacity Gum Vender.

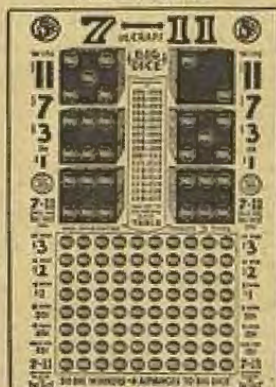
SPARKS is a wonderful buy at \$37.50.



GROETCHEN TOOL CO.
130 N. Union St. Chicago

JAR DEAL and SALESBOARD OPERATORS

JACK POT CARD FOR
7-11
TICKET GAME



630 Tickets @ 5c \$31.50
Average Pay Out 16.00
Average Profit 15.50
Price:
Sample, Complete 3.00
Dozen, Complete 35.00
Box, Refills, Cards and Labels Only 15.00

Terms—25% With Order—Balance C. O. D.

Small Jar Deals are getting the play.

Operators using our deals say the 7-11 game has no equal. Cards are in beautiful colors—have die-cut, tamper-proof seals.

Order your sample deals today. If not satisfied return in 15 days. Money will be gladly refunded. Write for quantity prices.

KIDD SALES' CO.

1407-09
South Ervay St.
DALLAS, TEXAS

JACK POT CARD FOR
Barrels of Dough
TICKET GAME



840 Tickets @ 5c \$42.00
Average Pay Out 22.00
Average Profit 20.00
Sample, Complete 2.50
Dozen, Complete 25.00
Price—
Box, Refills, Cards and Labels 15.00

All Shipments Prepaid—U. S. &

PACES RACES BROWN CABINET Plain or \$195.00
Serials 5300 to 5700 Check Model

Pameo Rosemont, 2 5c Play \$32.50 | Jennings Liberty Bell, \$59.50
Exhibits Races, 7-Coin Play 69.50 | Exhibits Jockey Club, 7-Coin Play 69.50
Galloping Dominoes, 7-Coin Play 95.00 | Mills Track King (New) 99.50
Evans Bangtalls, 7-Coin Play 99.50 | Tracktime, Red Cabinet 139.50

BALLY'S SKILL LINCOLN FIELDS FLOOR SAMPLE \$159.50

Used PAYOUT TABLES
Derby Days—Hi Cards, Clock Model \$32.50 | College Football, Red Cabinet \$27.50
Derby Days—Hit Parades... 23.50 | Foto-Finish 19.50
Carom, Classic, Ball Park, Paddock, Winner 2 FOR \$25.00

SEEBURG'S RAY-O-LITE GUNS \$124.50 Like New | **A.B.T. Silent Clocks \$19.50** Serials Over 50,000 **TARGETS**

LARGE STOCK OF NEW AND USED SLOTS—MULTIPLES, FAIRGROUNDS, FLEETWOODS, GOTTLIEB MULTIPLE RACES, AK-SAR-BENS, ETC.

NOW IN OUR NEW AND LARGE QUARTERS AT
1124 HENNEPIN AVE. MINNEAPOLIS, MINN.

1/3 DEPOSIT WITH ALL ORDERS BAL. C. O. D.
Acme Novelty Co.

SEASON'S END SALE—MILLS 1-2-3 TABLES

Given and in good working order, with new Payout Units, \$75.00, F. O. B. Miami.
PHOTOMATIC—100 Play. Complete with all equipment, Special Interior Cabinet, Photomatic Chemicals, Rotoscops. Cost over \$1,000. Used six weeks. Make offer, cash or trade. Write or visit **BILL FREY, INC.,** Miami, Florida

**JUST LIKE FINDING MONEY
AT THESE LOW PRICES**

Reconditioned—Ready to Operate
NOVELTY GAMES

Around the World \$12.50
Bally Butter 12.50
Dix 12.50
Held 'Em 5.00
Je Jo 25.50
Miss America (New) 35.50
New Rocket 47.50
Short Box 3.50
Electro (Stoner) 37.00
Vogue (Stoner) 35.00
Touch Down 15.00

AUTOMATION
Gallega 3 7.50
Golden Wheel 25.00
Policy 40.50
Turf Champ 34.50
Winner (TVL) 25.00

SLOT MACHINES
Cattle Doughboy (5c) \$18.00
Groetchen Columbia 20.00
Jennings Dubious (5c) 15.00
Jennings Little Duke (1c) 10.00
Jennings Little Duke Triple J. P. (1c) 17.00
Jennings Victoria, D. J. P. (5c) 12.50
Mills Blue Front Vender (5c) 35.00
Mills D. J. P., F. O. K. Vender (5c) 25.00
Mills O. T. Blue Front (5c) 25.00
Mills O. T. Blue Front (5c) 25.00
Mills O. T. Green Front (5c) 15.00
Mills Skywader (5c) 15.00
Mills Tiger Front, D. J. P. (5c) 15.50
Mills War Eagle (20 mpp, 10c) 27.50
Pace Banham (5c) 10.50
Walling Red-Top (10c) 25.00
Walling Twin J. P. (5c) 15.00

PHONOGRAPHS
Seeburg Model A \$ 40.25
Seeburg Model B 45.00
Seeburg Model C or D 115.00
Wurlitzer P-10 55.00
Wurlitzer P-100 127.50
Selectophone De Luxe 89.50
Selectophone (Walnut) 20.00
Rock-Ola 1136 75.00
Mills Dancemaster 36.00
Mills Dancemaster De Luxe 64.50
Mills Troubadour 25.00

Seeburg Ray-O-Lite Mills Range (Thoroughly reconditioned) \$135.00
Terms 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

AS KING EDWARD VIII SAID "AT LONG LAST"

Use a good safety razor the Operator has been looking forward to someone to make a device which would afford 100% protection for their machines. Just recently we brought out our new AUTOMATIC ELECTRIC ALARM SYSTEM, which saves Hi-Jacking and Hobbing of coin-operated machines. This device can be installed in most every machine, as it requires only a small space, 3" x 3" x 1". It can be easily installed in 5 minutes' time and is interchangeable from one machine to another. Hundreds of them in use already. Operators are training them to the skies. Don't see and we for yourself. Sold on money-back guarantee.

SPECIAL INTRODUCTORY OFFER ONLY \$7.50 EACH
HUBER COIN MACHINE SALES CO., 608-610 W. Van Buren St., CHICAGO, ILL.

HERE IT IS BOYS



"SEVEN GRAND" PROVEN THE WORLD'S GREATEST COUNTER GAME

Convertible from "Free Play" to "Cigarette" or other "Merchandise" pay-off.
Positive 3 to 1 coin divider, 2 Cash Boxes.
Takes 1c, 5c, 10c, 25c coins. Fool-Proof, Cheat-Proof, Last Coin Shown.
Tilt Device.
Mechanism built to "take it" for years.
4 Flashy Colors.
What More Can You Ask For?

WRITE TODAY FOR PRICES
RIALTO SALES CO.
Exclusive Distributors.
2392 W. Armitage Ave., Chicago, Ill.
Tel.: Armitage 8092.

LOOK
IN THE WHOLESALE MERCHANDISE SECTION
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

Mangan Talks on Public Attitude

(Address by James T. Mangan, delivered at NACOMM dinner, Stevens Hotel, May 20, 1938)

"The problems of the whole coin machine industry are the problems of NACOMM (National Association of Coin-Operated Machine Manufacturers). As such we must recognize our greatest and most immediate problem, which is the public attitude toward coin machines. If we are honest we must admit that a large amount of disfavor and ill will have grown up against us—and for no reason whatsoever. It is principally due to our allowing it to happen. But this adverse attitude has caused much territory to be closed and has seriously slowed up the development of the whole industry.

"The coin machine industry gives work to at least 150,000 people, helps give an appreciable monthly revenue to more than a million small merchants, increases the circulation of money and makes business boom. Wherever you have coin machines operating you have a thriving business community—it never fails! In the roosts of the coin machine exists the logical weapon for fighting off business depression, and this industry has already proved itself to be the greatest depression conquerer of any large industry in the country. We all know there is enough money in the country to support everybody. What is lacking is circulation of that money. The coin machine is one of the most practical instruments for keeping money circulating.

"We are in an industry that will endure. In this hall tonight are gathered interests representing investments of many millions of dollars. The very size of these investments is the absolute guarantee of the permanence of our industry. In addition, the nature of the coin machine itself, its universal human appeal, has repeatedly shown us that it wants to live, it wants to grow and the public WANTS IT TO GROW.

"To protect our industry and to cause an immediate improvement in our progress a change has to happen in our own regard for ourselves and our work. Instead of going around apologizing and defending we should now step out with courage and spirit to challenge and TO FIGHT. Right now, by a simple change in our own attitude toward ourselves, we can acquire all necessary strength and pride to face America and the world at large and tell our story of all the coin machine means to the progress of business and of humanity.

"This gold lapel pin, creation of a noted Chicago sculptor, worn on the coats of thousands of operators, merchants and employees of the coin ma-

Wedding Bells Chime

BOSTON, May 30. — Ida Shapiro, popular secretary to Ben D. Palms-trant, president of Supreme Amusement Co. of New England, Inc., and Philip Kalkick, Boston manufacturer, are scheduled to stage their middle-class act at the Hotel Touraine here this afternoon. From now on Memorial Day should have a twofold meaning for them.

chine manufacturers, will stand as the symbol of our solidarity and strength and of our true regard for the merit and justice of our cause."

Initial Allotment of Space by NACOMM

CHICAGO, May 28.—The initial allotment of space for the NACOMM Coin Machine Show to be held at the Stevens Hotel, December 12, 13, 14 and 15, 1938, was held under the supervision of the board of directors of the show committee of NACOMM May 24. All companies which had contracted for space at the show were invited to attend this allotment.

Practically 50 per cent of the exhibit space available in the large air-conditioned Exhibition Hall of the Stevens has been contracted for already, according to announcement from NACOMM headquarters, with every indication that all space will be sold out several months in advance of the actual opening of the show.

Among the manufacturers of coin machine and merchandise for sale in these machines to whom space has been allotted are the following: Advance Machine Co.; Axton Fisher Co.; Buckley Mfg. Co.; Columbus Vending Co.; Gay Games, Inc.; O. D. Jennings & Co.; Mills Novelty Co.; Philip Morris & Co., Ltd.; National Vendors, Inc.; The Northwestern Corp.; Peanut Specialty Co.; RCA Mfg. Co., Inc.; Rock-Ola Mfg. Corp.; Rowe Mfg. Co., Inc.; J. P. Seeburg Corp.; Stewart & McGuire, Inc.; Stoner Corp., and the Rudolph Wurlitzer Co.

In addition to the above, space has been assigned to a number of supply companies whose names will be announced later.

Jenkins Visits Chicago

CHICAGO, May 28.—W. A. Jenkins, of Atlas Sales Co., Cleveland, was making the rounds of Chicago supply houses during the past week. He reported that he found several things of interest that would help ops back home. While visiting here he reported his partner, W. E. Mills, was holding the fort down back home.

Oriole Copyrights Slogan, Is Report

BALTIMORE, Md., May 28. — Eddie Ross, head of Oriole Coin Machine Corp., reports that the slogan which the firm is currently using in its advertising copy is making such a hit with operators that he has decided to copyright it.

"Yes, sir," states Ross, "our slogan. Next time try Oriole," seems to be catching the fancy of ops in all parts of the land. Not only do they read and remember it, but they are following the advice it gives and shooting in their orders for machines to us. Obviously, a slogan with this appeal is worth protecting, so we've decided to acquire this slogan solely for our own use by copyrighting it."

Ross also revealed that the customers of his firm seem to be suffering little effects from the present recession. "In fact, some of them report that business in some of their territories is showing a decided pick-up, all things considered," he stated.

Winner's Offer Scores

CHICAGO, May 28.—H. W. Salkind, of the Winner Sales Co., reports that the new Free Offer they are offering to the Jar Deal field definitely establishes their position as a leader when it comes down to real values. "This offer consists of a complete free deal with every order for three or more deals," he stated. "Do ops like it? Well, judging by the orders that are coming in, it's the sort of an offer these men have long been waiting for," he concluded.



FIRST CARLOAD
SEEBURG PHONOGRAPHS
DIXIE MUSIC CO.
SHIPPED VIA UNIVERSAL CARLOADING

HOW PHONOGRAPHS ARE WELCOMED IN DIXIE. Left to right: Ed Furlow, Dallas; Sam Germents, manager of Dixie Music Co., New Orleans; Julius Pace, New Orleans, and Burt Trowmel and Joseph Piptone, New Orleans. (Two men at right are carloading agents.)



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.

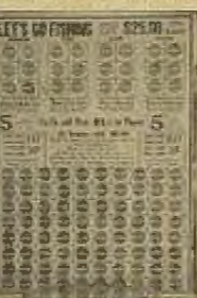
Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1920—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

3 Complete Jar Deals \$6.95

Including 3 different sets of Deals, 2280 Tickets, Cards, Jar and Holder—All Cards embossed metallic seals.



LET'S GO FISHING.
2280 Tickets at 5c Each, \$114.00.
Average Payout \$72.50.
Average Profit \$41.50

DOUBLE DRAW.
2280 Tickets at 5c Each, \$114.00.
Average Payout \$71.50.
Average Profit \$42.50

PLAY BALL
2280 Tickets at 5c Each, \$114.00.
Average Payout \$71.50.
Average Profit \$42.50

If 2280 tickets are desired simply add 75c to above price.

Refills 2280 Tickets and Cards \$21.00 Per Dozen

The Finest Ticket Ever Made—Heavy Stock—Easy to Open—Cheat Proof.

TICKETS ONLY PER DOZEN
2520s --- \$15.00 | 2280s --- \$10.00
1830s --- 13.00 | 1440s --- 10.00
25% Deposit With Order—Balance O.O.D.

STANDARD SALES CO.
3425 Armitage Ave. CHICAGO, ILL.

BLOOD PRESSURE SELF-SERVICE SLOT MACHINES
BLOOD PRESSURE INSTRUMENTS CO.
4530 PARK AVE. NEW YORK

Send your correspondence to advertisers by mentioning The Billboard.

The toughest, shrewdest buyers in the country are going for Jimmy Johnson's "BASEBALL" Console in an amazing way. Plenty have already bought ten or more... a good many are ordering five at a time. "BASEBALL" is a truly great game, way beyond comparison to anything in sight for tremendous, steady, legal money-making power for years to come. No other legal game has ever taken such a healthy, red-blooded grip on every player. And "BASEBALL" is completely guaranteed against mechanical faults.

Your Best Proof: Ask the Operator Who Has "BASEBALL" on Location!!

Only \$169.50. Less in Quantities. (\$12.50 Extra for Adjustable Award Meter.)

LIBERAL FINANCE PLAN

Write, Wire, Phone for Details

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY
11-15 East Ruyon St., NEWARK, N. J.
1425 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

A POWERFUL NEW "FREE GAME" TABLE

It's LEGAL! It Opens Up Closed Territories!
1-2 OR 5 BALL PLAY

ASCOT DERBY \$139.50

Jimmy Johnson
WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVE. CHICAGO, ILL.

Wire—Write—Phone Us Today. Immediate Delivery!
It's a "BUY" At This LOW PRICE!

Mechanical Sales Exec Rides Again

NEW YORK, May 28.—Bob Grenner, of Mechanical Sales Corp., is reported to be riding again thru the South and other parts of the country, where he will display and introduce his new perfume merchandiser, the Perfume Bar. "First stop is Philadelphia," he stated before leaving. "then comes Wilmington, Baltimore, Richmond, Greenville, Fayetteville and other parts of the South."

"We have received letters from districts in these cities and now that our production is close to the mark where we will be able to fill orders as they arrive I have decided to get into my car and ride once again as I used to in the old selling days." According to those who know him best, Grenner is considered one of the best "riders" in the business. The slogan "Bob rides again" is said to have been given him for his work at the show while at the various booths.

Before leaving on his tour Grenner announced that Sam Mendelson has just been appointed distributor for the Perfume Bar. "Mendelson has had a great deal of experience in the sales division of the industry," Grenner reported. "His large acquaintanceship is expected to be a big help. He's all worked up over the machine, for he believes it will enable ops to get into spots they never even tried to enter before."

Location Reports Bally Reservation

CHICAGO, May 28.—Jim Buckley, general sales manager of Bally Mfg. Co., is proudly displaying a letter he recently received from an Arkansas druggist. "I believe," the amazed merchant writes, "that I have the world's record on a man playing your Bally Reserve game. He started this a.m. at 10:30 and has just stopped tonight at 12. Drank one coke and had one sandwich and would still be playing but we close at midnight."

"Similar reports," Jim explained, "have come in from operators in various sections of the country. Bally Reserve is without question another one of Bally's 'immortal' hits, ranking with Ballyhoo, Rocket, Jumbo and Blumper for consistently great earning power and long life on location."

Boyle Does Big Job for Groetchen

OKLAHOMA CITY, May 28.—Jim Boyle, owner of the Boyle Amusement Co. here, reports he is overjoyed these days with the wonderful results his customers are obtaining with Groetchen's Ginger and Sparks token counter games. "Groetchen officials tell me that I was the first district to pass the 500 mark in selling Ginger," Boyle stated. "Customers' reaction to the new Sparks token machine is more than favorable."

"The token idea is a great idea for ops who cover a lot of territory," he continued. "The positive check-up which the redeemed tokens give the operator has eliminated all former arguments between location owner and operator and is actually promoting better relations between the men."

Exhibit Ball Games Boosted for Summer

CHICAGO, May 28.—In the midst of rush work in shipping machines to operators in a hurry, according to Leo J. Kelly, of Exhibit Supply Co., "it is possible to judge that operators are already making good use of games that carry a sporting appeal. The demand for our Playball game clearly indicates that. And Hi-Ball, while a ball game that is something different, is also meeting a response from the trade that indicates a game of permanent merit. It is proving to be a game of more than passing appeal."

Kelly stated that first shipments of the new Playball game were made recently and that production will be kept at a high rate to meet all orders. Large poster announcements were also sent to distributors so that their local trade may know the games have arrived, he said. "The game is designed and built to stay on locations a long time."

Resort Biz Helps Sales, Says Pollard

CHICAGO, May 28.—The opening of the resort season has been responsible for a decided boost in sales at the Royal Coin Machine Co., according to Reynold Pollard, head of the firm. "Thruout Wisconsin, Michigan and other favorite resort States in this region," he stated, "Memorial Day signals the opening of the tourist season. Into these States pour thousands of vacationists, all seeking rest, relaxation and, above all, a good time."

"Judging by the orders we've received for all types of coin-operated equipment, operators are determined to do their best in seeing to it that these vacationists have an ample opportunity for relaxation and enjoyment the coin machine way. Consoles, pin games, payouts, phonographs, bell machines are in big demand, and if the requests for equipment are any sign of the business these ops should do this summer, it should be a big one for everybody," he concluded.



SPARKS TOKEN PAYOUT \$37.50
Operators in our Southwest territory report phenomenal earnings from these SPARKS AUTOMATIC payout games. Legal Game Vendors, Beer, Horse or Cigarette Beets, Penny or Nickel play. ORDER YOUR SAMPLE SPARKS AT ONCE—your money refunded if not satisfied.

2 WINNERS



GINGER Token Payout \$27.50

Smallest automatic payout machine in lowest price field. Operator has perfect control and check over payout percentage by inserting tokens worth from 1 to 10 packs of cigarettes. Who will operate GINGERS for many years to come.

Token Payout Means "Certified Payout"
BOYLE AMUSEMENT CO.
121 N. W. THIRD ST. OKLAHOMA CITY, OKLA.

NAVIGATION COIN MACHINE CO. EXPORTERS

STEALS ORDER QUICK TO INSURE DELIVERY ALL GUARANTEED FIRST-CLASS SHAPE

AUTOMATIC.	CONSOLES.	
FAIRGROUNDS	JOCKEY CLUB	
PREAKNESS	DE LUXE BELLS	
DERBY DAY, Latest	PAKES RACES, Thirty Odds	
HIT PARADE	HAY'S TRACKS, Last Model	
PANCO PALOOKAS SR.	SLOTS.	
DAILY RACES, Mystery	BLUE FRONTS, Late	
FENCE BUSTER	CHERRY BELLS	
ROYAL RACES	T. L. S. DE.	
BALLY MULTIPLE	O. T. L. S. 10	
BALLY BONUS	DUTCHESS, 10	
SPORTSMAN	MISCELLANEOUS.	
DAILY CLASSIC	AUTO BOWL, 1st Prize	
	SELECTOPHONES	
	SYMPHONIAS	

TEXAS AND LOUISIANA OPS. GET IN TOUCH WITH US!!
1/3 Deposit Must Accompany Orders. Write for Complete List.

4704 NAVIGATION BLVD. HOUSTON, TEXAS
CABLE ADDRESS NAVICOIN TEL. W 6-4811

GUARANTEED VALUES

5 BALLY SKILL FIELD	\$100.00
3 MILLS ONE-TWO-THREE	80.00
1 FLASHING THRU (with Skill Attachment, Practically New) ..	95.00
3 BALLY FEETWOODS	79.00
3 BALLY FAIRGROUNDS	75.00
(E-ST Pass)	
2 WYSTON PADDLES	65.00
2 JENNINGS LIBERTY BELL CONSOLES (3rd) (Atch. Original Factory Job)	60.00
14 EXHIBIT ROTARIES (Open Escalator, Late Model)	60.00
1 PANCO ROSEMONT (50-250 or 2 for 50 Play, with Skill Atch.)	60.00

Prices F. O. B. Baltimore.
1/3 Deposit, Balance C. O. D.

SAVOY VENDING CO.
406-B W. FRANKLIN ST.
BALTIMORE, MD.

BEST PRICES

Paid for TRACK, FLEET, PAGES, PER AY, TIMES, FLEET, PAGES, PER AY, TIMES, FLEET, PAGES, PER AY.

FAIRGROUNDS, BALLY, WOODS, PACKS, SPORT, PAKES, MILLS, CHERRY BILLS.

Get Our Price List. We Buy or Trade.

3147 Locust St., St. Louis, Mo. **CALL ROYALTY CO.**

Leonardo Missed On Coin Machines

LOS ANGELES, May 28.—The recent exhibition given by the California Graduate School of Design at Pasadena revealed a lot of inventive ideas underlying modern inventions, but no predecessor of coin-operated machines was shown among them. It may be possible, however, that some contriver of coin-operated machines was among the visitors who checked over the old ideas—and may connect the new and revolutionary machine from his observations.

The exhibit is said to have revealed that airplanes, autogiros, armored tanks and a variety of supposedly modern things actually were invented more than 400 years ago. Sketches of ideas and inventions made by one Leonardo Da Vinci of Italy about the time Columbus sailed for America were shown. But no pinball games or other coin-operated machines among them. Da Vinci evidently did not anticipate the modern coin machine industry.

Dr. Theodore von Karman, director of Caltech's aeronautical laboratories, explained the significance of the Italian's work to the future of aviation.

"The famed engineer and artist," Dr. von Karman said, "designed a variety of airplane, including the first helicopter. He was sure it would be possible for men to fly and even designed the forerunners of our wind tunnels for testing models."

"His practical inventions included a number of useful mechanisms for propulsion of boats by man-powered paddle wheels. He invented a device to permit occupants of a burning building to leap to safety, using a rope wound around a long screw, velocity of the fall being slowed down by friction."

The exhibit reveals that Leonardo invented a great variety of guns and mechanical weapons, one weapon, looking like a modern mowing machine, having been designed to cut off heads as it was rotated by galloping chariot horses.

He appears to have designed the first spinning and weaving machines and the first steam engines for driving pumps.

A typical invention of 400 years ago was a device for turning steaks being broiled on an open fire. The meat was turned by a clock driven by a weight and regulated by a rotating fan. In another device the meat rotated slowly, driven by a turbine which itself was driven by the hot air rising in the stack.

The principal difference between Thomas Edison and Leonardo Da Vinci appears to have been that the latter had more ideas, but that Edison had more ideas which worked.

Legalizes Bingo

RICHMOND, O., May 28.—This village has become one of the first towns in the State to legalize bingo. City council here has passed an ordinance setting up definite restrictions for conducting the game. Of the money taken in on each bingo game, 80 per cent goes back to the players in the form of awards. The remaining 20 per cent is divided up as follows: 5 per cent to the village relief fund; 3 per cent for the State tax, and 12 per cent to the organization or individual running the game.

Houston

HOUSTON, May 28.—Sunday, May 15, marked the opening of the offices of Hans Von Reydt as the newest distributor for Wurlitzer phonographs in the Lone Star State. From 1 until 5 o'clock open house was enjoyed by more than 300 operators and friends. Front showroom was decorated with floral tributes from ops and distributors in all parts of the State, and in the middle of the flowers stood the various Wurlitzer phono models. J. E. Broyles, executive of the Rudolph Wurlitzer Co., was on hand, together with Earl Reynolds, Wurlitzer district manager in these parts. Both of the men assisted Von Reydt in entertaining his guests.

Promptly at 5 all of the guests journeyed to Von Reydt's country home beyond the city limits, where they feasted on barbecue and all the trimmings. At the close of the meal Reynolds formally welcomed Von Reydt into the Wurlitzer family and Broyles welcomed the operators. In response to many cries for a speech Von Reydt also made a short talk.

Mrs. Von Reydt, at the piano, and her sister, Miss Josephine Cruz, with the violin, presented a musical program which scored heavily with the guests.

Bill Surges did a masterful job of seeing to it that everyone was well served.

The Criminal District Court threw out a State's petition to destroy 14 pin games stored in Criminal Court building. Machines were seized several weeks ago by local police. Despite the judge's ruling, however, the machines were kept locked up and there is a question as to whether or not the owners can regain possession of their property.

Mr. and Mrs. Clemm and Mr. and Mrs. Neece, of Beaumont, were recent visitors. They attended the Wurlitzer party. Two other Beaumont visitors were Joe Baine and his wife. In addition to operating a string of phonographs and amusement games, Baine works in the pressroom of a Beaumont daily paper.

London

LONDON, May 28.—Reliance Automatic Co. of Golders Green, swaggar London suburb, has taken over premises in Tottenham Court Road, London, of Dart's Tournament Club and converted them into sportland and sales department. All machines in play lines will be for immediate sale. This firm, hitherto classified as jobbers, reports possibility of taking over agency for American manufacturer.

Samson Novelty Co. is carrying out scheme of reorganization. Salesboard department, with machinery originally bought from United States, has been moved to Brixton, district of London south of River Thames. New showroom has been opened in building formerly occupied by salesboards.

Organizers of London Amusement Trades Exposition watch with interest developments regarding American machine shows. British show will take place definitely in February, 1939.

Twelve coin-operated name-plate machines built to Hoover specifications and sold by Samson Novelty Co. are in operation by British Automatic Co. at British Empire Exhibition, Glasgow, Scotland. Among amusement machines at this show Exhibit and British-made HiBalls are outstanding.

Considerable business in London now being done on hire-purchase system. This made possible by co-operation of financial trusts. System has been criticized because thru it many newcomers have entered operating business.

Coin Amusement Machine Supply, Ltd., bustling distributor for Genco and Chicago Coin, anticipates shortly opening new and larger premises not far from present quarters. Progress of this firm is one of most striking things to happen in British trade during recent times. From jobbing in a small way Directors Cohen and Seener have developed a business now one of biggest and best known. In so doing they had to face keen opposition.

Detroit

DETROIT, May 28.—Ben J. Marshall is one of the busiest men in Detroit these days. Besides his coin machine and premium business, Marshall is now a full-fledged builder of houses—prefabricated structures which he is manufacturing. The three jobs keep him

AMAZING NEW LOW PRICE



O. D. JENNINGS & COMPANY
4309 W. LAKE STREET - CHICAGO, ILLINOIS

FOR THE ONLY PRECISION BUILT COUNTER MACHINE WITH AUTOMATIC TOKEN PAYOUT.

PENNY CLUB

Jennings Club Vender has long been recognized as the only precision built counter machine equipped with automatic payout.—Operator can always check the amount of merchandise paid out.—Has newly perfected one piece coin chute that's positive and jam proof.—Get in on this sensational bargain—Send in your order today.

Penny Club—Jennings Special for June.

NOW ONLY \$29.50 plus tax. Original price \$44.50 plus tax.

Ball gum vender \$2.50 extra. 5c play at \$2.50 extra. Specify cigarette or baseball symbols.

occupied from dawn to dark. Marshall reports some renewal of activity in the music machine field, with sales of several new models lately. Marshall is Rock-Ola distributor here.

Chester L. Schwartz, well known in Detroit coin circles, moved this week from the Penobscot Building, where he has been for about a decade, to 424 Book Building. Schwartz was interested in the promotion of a penny cigaret vender several years ago. Now he is actively promoting a new pool-table type of game which is doing well on test locations in this city.

Paul Schiff is a new member of the Detroit vending machine industry, having established headquarters at 2607 Glendale avenue and operating as Glendale Vending Machine Co.

Business continues along at the usual steady pace with John E. McFarland, operator of a gum vending machine of the outdoor type, according to his son James, who is his assistant. They expanded their business with the addition of 25 machines last month.



LIVE PROFITS

Size 15"x9"x7"; Wt. 17 Lbs.
THIS MACHINE IS 100% LEGAL
A Real Money Maker On Any Location.
An Electric Shock Machine. Controlled in volume by the player. Made of pressed steel, finished in red enamel, very attractive. Uses only one dry cell battery which is good for 2000 to 3000 plays.
Price \$9.50 each
Order Yours Now and Be First to Cover Your Locations with This Live Wire.
1/3 Deposit, Balance C. O. D.
MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO.



S. L. STANLEY, Automatic Amusement Co., Memphis, ponders over the secret which is said to have made Bally Reserve so successful.

METAL SLOTTED COIN COUNTER
Sample 75c
10 or More, 65c Each.
Polished Aluminum stamped gauge marks. See slot through slit! Lasts a LIFETIME!
(For Pennies Only.)
STAR MFG. CO. 3901 Wayne, Kansas City, Mo.

"THE FIRST TRACK REELS I PUT OUT TOOK IN
\$37.00 THE FIRST DAY
 ON LOCATION!"

WIRES ANOTHER ENTHUSIASTIC HAPPY OPERATOR !!

TRACK REELS

A GREAT SENSATION!

READ THE FACTS!

• TRACK REELS has the greatest COME-ON feature in all counter game history—THE DIAL SELECTOR! Whenever placed, players immediately handle it, and before they themselves know it, are dropping in coins to see if they have selected the WINNER! It's ABSOLUTELY SENSATIONAL! Doubles and Triples ordinary collections on ANY LOCATION!

• ODDS FROM 2 to 1 up to 20 to 1! 4-WAY PLAY WITH WIN—SHOW—PLACE FEATURE!

GET BUSY AGAIN!
 RUSH YOUR ORDER
 BY WIRE TODAY!

DAVAL, 325 N. HOYNE, CHICAGO

"MANUFACTURERS OF ALL THE WORLD'S GOLD MEDAL COUNTER GAMES"



Equipped with Exclusive Daval Turntable

PRICED TO HELP OPERATORS GET BACK ON THEIR FEET AGAIN!

Only **\$19.95** Tax Paid

Ops Meet on Seattle Case

Fate of novelty games to fore as payout games may be licensed

SEATTLE, May 28.—Way is being paved for installation of payout machines in Seattle following the recent declaration of law and clarifying of the situation from a Superior Court bench, which stated the machines are legal. James Scavotto, president of the Seattle City Council, has moved to license the machines as a revenue-producing measure. He expects that Seattle will secure from \$100,000 to \$150,000 a year from the installations. When the ordinance was passed Scavotto was against any prohibition of the machines and now he is first with proposal of a new municipal licensing measure which will mean revenue to the city.

Claiming the move to install payouts was sponsored by "outside interests," a large group of operators of novelty games were called to a meeting the other evening at the New Washington Hotel of Seattle by Bert Farmer, secretary of the Washington Amusement Association. Gathering at the hotel was to form opposition to proposals for new licensing of the machines, and Farmer pointed out that Seattle operators are in the main opposed to the payout games and to any change in the status quo. However, it was revealed after the meeting that 25 operators had decided not to take advantage of the recent Superior Court decision and had resolved not to definitely oppose licensing of automatics, but left the subject to the city council and the licensing department, electing a committee to present the operators' views to the council.

New Uniforms for Hercules Workers

NEWARK, N. J., May 28.—All togged out in natty new gray uniforms with their names inscribed across the back in red letters, the employees of Hercules Machine Exchange, Inc., are a mighty trim looking group these days, according to Irving Orenstein, president of the firm.

"We have found that when our men come round in these uniforms it has a pleasing effect on our customers," he stated. "They take it as a sign that summer is almost here so they had better start house-cleaning their machines. The fellows like them, too, and it seems these uniforms do a lot to help them keep their spirits keyed to a high pitch."

Orenstein stated that he will not have the pleasure of wearing a uniform, but that he may arrange for a special smock in pink and gold in response to the requests of customers that he wear such an outfit.

Spots Arcades in Ohio

COSHOCOTON, O., May 28.—Dick Johnson, well-known Eastern Ohio park executive and amusement machine operator, reports he has spotted several penny arcades in Eastern Ohio amusement parks, including a large one here at Lake Park, where he personally operates more than 50 penny machines. Many of the machines are of the newest type. Johnson also informs he has several contracts for placing penny arcades on midways of major Eastern Ohio fairs, more this fall than any previous season he has been identified with the business. Jimmy Price will assist him operating the penny arcades on Eastern Ohio fairs, he said.

Park Sportland Draws

AKRON, O., May 28.—Sportland, one of the most pretentious amusement machine layouts in Eastern Ohio, has been opened at Summit Beach park here. The new amusement game center is housed in an old beer garden in the center of the local play spot. More than 60 different types of amusement and coin machines have been installed, and the concession, park officials say, is one of the most popular on the midway.

OKLAHOMA OPERATORS!

Get in the Big Money With **BALLY RESERVE** IMMEDIATE DELIVERY From Our Oklahoma City Stock

Also New Bambino Bumper Baseball Novelty Sensation Sport Page Multiple One-Shot and Other Bally Hits

Contact Us for a Better Deal!
ENID MINT CO.
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LOUIS - SCHMELING POOL BOARDS

Are KNOCKING THEM COLD!
 New, Different, Exciting and a Big Money-Maker—all in one. DON'T WAIT—ORDER NOW!
 COPY YOU 44c SELL FOR \$1.10 EACH
 EXTRA BOARD FREE with every order of 12; 2 Boards Free with every order of 25. Send 1/3 cash with order.
 SAMPLE OFFER: For \$1 cash in advance we will send you 2 boards, all charges prepaid.

ECCO SPECIALTIES
 100 East 14th St., Chicago, Illinois

Gerber & Glass Okeh Daval Game

CHICAGO, May 28.—"Track Reels is the new jewel that we are going to add to our crown of winners," declared Max Glass and Paul Gerber after they had had their first glimpse of Daval's new counter game. Both of these well-known coinmen are reported to have waxed enthusiastic over the game. Pointing to their reputation as "counter game kings" in the distributing world, Gerber stated: "Let me tell you that here's the sure pennant winner of the year and the one real championship for sales which we are going to capture without even trying."

"Track Reels rides right into the best season of the year for counter game play," Max Glass stated. "It's a game that has 'yummy' and plenty of it. What's more, it has the best come-on action of any counter game we have ever handled because of the selector knob that sits right in front of the machine and gets the players' attention and action without any plugging on the part of the location owner."

Gerber and Glass also claim that before the next 30 days have passed they will have established a record for fast distribution of Track Reels. They report they have also added their own seven-day free trial guarantee to the game and will work with any operator on any arrangement to test the game.

BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00

No. 2415 2400 Holes
 Takes in \$120.00
 Average Payout 58.99

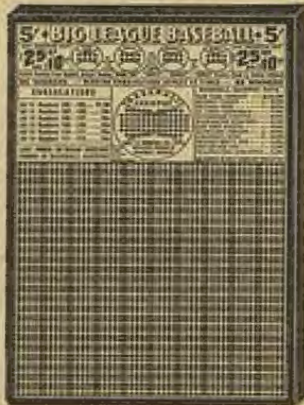
Aver. Gross Profit \$ 61.01

Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each
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 Plus 10% Tax

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WE NEED FLOOR SPACE

ALL OF THESE MACHINES GUARANTEED IN A-1 CONDITION.

- Bally Fair Grounds, Late Model \$99.50
- Bally Extra 89.50
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- Bally Peepshow 37.50
- Bally Multiples 8.50
- Bally Natural 9.50
- Bally Salmon 22.50
- Bally Challenger 12.50
- Bally Jumbo 8.00
- Bally Roundup 12.50

We have any amount of the following machines on hand. NO REASONABLE OFFER WILL BE TURNED DOWN.

- Westerns Plus 'N' Take
- Westerns High Pockets
- Westerns Trojans
- Westerns Daily Races
- Koenigs Vetsels
- Koenigs Double Scores
- Koenigs Stop and Go

WIRE PHONE WRITE
 1/3 Deposit Required.

BADGER BAY COMPANY

1013 MAIN STREET, GREEN BAY, WISCONSIN.

NO MORE CHISELING

POLISHED ALUMINUM SLOT GUARD COMPLETE

WITH SCREWS, **\$1.00** EACH

CENTRAL DISTRIBUTING CO.
 105 West Linwood, KANSAS CITY, MO.



"WURLITZER'S MODEL 24 is certainly going over big with the public everywhere," says Morris Hankin, of Hankin Music Co., Atlanta.

Ops Going for Hit, Declares Gensburg

CHICAGO, May 28.—"Altho we introduced our new five-ball novelty baseball game, Hit, just a week ago, it is already taking the country by storm," declares Dave Gensburg, Genco, Inc., official. "Orders for Hit are pouring in to our office. Operators tell us it has been a long time since anything so new in the way of a novelty game has been introduced."

"Hit is new because it is the first novelty game with no holes, no bumper springs, no nails and no pegs of any kind on its entire playing field," he went on, "and operators are shouting loud their approval of this game with orders."

"There are six rubber cushioned posts at the top of the playing field," Gensburg continued. "Four of these six posts are equipped with lights, on the inside, which light up in consecutive order, the home run first, then the three-base hit, the two-base hit and one-base hit during the whole time the game is being played. On the new-type playing field are seven skill switches which when rolled over cause a hit to be recorded on the brilliant backrack. The hit recorded corresponds to the hit light lighted at the top of the playing field. Thus, if a home run hit light is lighted when a ball passes over one of the switches player adds one run to his score. Marbles actually run the bases in the backrack and provide players with an entirely new action—one never before seen in a coin game."

Monarch Reports Plenty Activity

CHICAGO, May 28.—Roy Bazelon, Monarch Coin Machine Co. official, reports that the holiday season has kept the Monarch force hopping around plenty. "We've been so busy the past week we have barely had time to think," Bazelon stated. "Sales are moving in a skyward direction and this trend is not limited to any particular type of equipment. Our three famous jar deals, Major League, Pimlico and Board of Trade, are really going great guns. Repeat orders have been arriving in large quantities from operators all over the country. And they're all due to the sizable profits both operators and location owners are earning with them."

"Then there's our new electric shock machine that has injected new life into many locations," he went on. "It's a penny machine that produces a harmless electric vibratory current which may be increased at will by the patron."

J. H. Keeney Makes An Eastern Swing

CHICAGO, May 28.—The House of Jack Bull's mileage-making president, J. H. (Jack) Keeney, returned last week from a flying trip to all points east and reported optimism as the keynote of Eastern coinmen. "Eastern summer resort orders for our games have been coming in at such an increasing rate that a fast trip was necessary to arrange May and June shipping schedules to our Eastern distributors," he said.

Keeney came back with a look not only like the cat which had just eaten the canary, but from the Keeney president's side-wide grin one would judge he had eaten and enjoyed the cage as well.

Western's Baseball Clicking With Ops

CHICAGO, May 28.—"It's true," states Jimmy Johnson, head of Western Equipment and Supply Co. "that there have been other baseball games built before, but the trade enthusiastically agrees with us here at Western that our game offers players a fresh new type of action in a baseball game. And this is one reason why coinmen in all sections of the country state that they expect to earn the same tremendous profits with Baseball many months from now as they are turning at the present time."

"That what we say about coinmen also being worked up over Baseball is well described by what one of this country's best known distributors, and newly appointed Western distributor, George Pinner, says about it. He describes Baseball

as 'the acme of perfection. A legal console baseball game with true-to-life big-league action featuring three-out play. The first console baseball game to make a walloping hit with every operator.' And what George Pinner says is echoed by coinmen in every section of the country—coinmen who are realizing greater profits with their new console baseball game."

"Of Baseball's many features," Johnson continued, "those that appeal to players so greatly are the fact that a ball is actually pitched to the batter, or bat, at home plate, which they control by manipulating a knob on the front of the machine. Players like the fact that they can play until three men are out. And what a thrill they get as they see animated lighted men run from base to base as hits are made—and see that score mount as runs are made. They all agree that Western's Baseball is one of the most thrilling and exciting games they've ever played."

Report Acme Doing Big Export Biz

NEW YORK, May 28.—Since opening their new offices, Mac Perlman and Sol Silverstein, heads of Acme Automatics, Inc., report they are doing a whale of an export business. "We are shipping equipment to all parts of the world," they stated. "Our prices are right and we've made a close study of the types of games foreign coinmen need. What's more, we have made it our business to find out just how games can be shipped at the lowest possible price and yet with the greatest of speed."

"There seems to be a pick-up in play on foreign soil," they continued. "Many orders are coming to us by cable so that we can get machines on the first available boat. Right now the foreign taste seems to be for the latest type of bumper-style games." The men believe their export department will soon be one of the leading shipping agencies for coin-operated games to foreign ports.

Rock-Ola's 3-Up Booms at Resorts

CHICAGO, May 28.—With the opening of many summer resort spots, N. L. Nelson, head of Rock-Ola's game division, reports that ops are loud in their praise of the instant popularity which 3-Up, the firm's one-shot payout, two games in one combination, is winning for itself.

"And that's not all," exclaims Nelson. "Those operators are going to find that people like to come back and play 3-Up over and over. It's the fastest game I've ever seen and that lightning-fast action invites another nickel and another. Later in the summer the operator has an 'ace in the hole,' for he can change to the extra glass back panel and award chart furnished free with 3-Up. By taking off the flashing back panel 3-Up with the popular fruit symbols he can install the 'Across the Board' light-up panel with the horse-race symbols and presto . . . he has a new fresh game—all in 15 minutes' time—right on location. The award

charts on the playing field, too, are quickly switched."

"An operator who had 3-Ups on location all winter down in a Southern State reported, 'I changed the back panels every few weeks, and did the customers like the game! All winter long it held their interest. Several of the Northern visitors told me to have 3-Up waiting for them when they came back next winter.' An operator in Florida told me that this game beat everything he'd ever operated when it came to the few service calls he had to make. He said the machines purred right along, as nice as you please, all the time taking in money—and never lost a day's business because of a breakdown," Nelson concluded.



BROWN FRONT

Mills Newest Bell has that scientific forged handle that allows anyone to play it indefinitely without getting tired. This machine is making an instant hit everywhere it is placed. Priced same as the Blue Front, it should earn its cost back in its first few days of operation. Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Illinois.



C. M. McDaniel, of the Knit Mint Co., gives Sales Manager Ray Becker (left) a big check and order for Keeney games in arranging for the Oklahoma distributorship for the Keeney line.

4 Complete New \$888! JAR DEALS

Grab this red-hot money maker! 3 Deals shown below plus 1 extra 2280 10c Jar-Jak Deal, showing \$24.00 profit. FREE! This ad must be attached to order to receive this 4-Jar Deal.



Get a Natural 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.40 Av. Profit, \$43.00	Banco 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.40 Av. Profit, \$42.60	Half & Hun- 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.90 Av. Profit, \$42.70
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\$24.00 Per Doz. 3 10c Deals FREE
Get in the money-making class. Throw out your stale deals and operate the liveliest deals in the country that give you a lot more for way less. COMPLETE Deal \$29.50 per dozen. Refills and cards \$24.00 per dozen. If 2,520 tickets are desired, add 25c on each deal. Send only \$1.00 with order. Pay balance on delivery. Full refund guarantee. If not satisfied and deals returned unused within 7 days' time.

WINNER SALES CO.
Pick a "Winner" with Winner!
3307 ARMITAGE AVE., CHICAGO, ILL.

When looking for dependable and good earning used and new equipment, write to
SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

Huber Offers '39 Platform

Rooms will be provided for all groups to hold meetings during show

CHICAGO, May 28.—Joe Huber, to many an example of the "bigness of the industry" in his towering physique, issued a formal announcement recently of his acceptance of the position of convention manager for the Coin Machine Manufacturers' Assn. of America, Inc. This organization will hold an annual convention at the Sherman Hotel, January 16, 17, 18 and 19, 1939.

In his formal statement Huber said: "In accepting the position with CMMA I pledged myself to the committee that I would do everything in my power to give our entire industry, as well as other allied exhibitors, the biggest show we have ever had—one that will be outstanding in every respect, and by far surpass any previous coin machine show.

He said the CMMA convention committee had agreed with him to establish those rules, regulations and restrictions that had proved practical and agreeable to exhibitors and to operators alike in all the previous years in which he had managed conventions for the trade.

Among other things, he said that all exhibitors will receive free of charge as many admission tickets as they request. That all exhibitors, whether large or small, members or non-members of CMMA, will be accorded the same courteous treatment.

"Operators, jobbers and distributors will be accorded all the courtesies at the command of CMMA officials," continued Huber. "Operators entitled to admission will receive free of charge a season pass entitling them to admission each day and evening during the exhibition hours. Registration of operators will be made as convenient to them as it is possible to make it. Registration clerks will be people qualified to give courteous service to operators in every way.

"I want to announce also that in connection with the CMMA exhibits the annual conventions of operators, jobbers and distributors will be held, and that ample meeting rooms will be provided for each group. We are going to hold a bang-up show in every respect, and the operator will be treated like a king."

"This is my platform as convention manager for making a good show," Huber declared with big emphasis.

Navigation's Business Brisk

HOUSTON, May 28.—Navigation Coin Machine Co., Houston, under the guidance of M. R. James, reports that it is doing a good business distributing the latest creations of Genco and Chicago Coin to the ops in their vicinity. James has spent many years in the novelty game field, which places him in a position to be of valued service to the operators. In addition to these two lines, James states he is carrying one of the most complete stocks of new and used equipment in the South.

Engagement Announced

NEWARK, N. J., May 28.—Sylvia Gottfried, secretary to Irv Orenstein, of Hercules Machine Exchange, Inc., has just become engaged to Hy Rapaport, of this city. Sylvia is being congratulated these days by all her friends in the coin machine business, while Orenstein is being consoled over losing such a fine secretary.

Space Reservations List Promised Soon

CHICAGO, May 28.— Announcement was made from the headquarters of the Coin Machine Manufacturers' Association this week that contracts for booths at its coming coin machine show and convention at the Hotel Sherman here continue to come in even faster than had been anticipated.

According to the statement, those who signed applications for booths prior to the mailing of contract forms and floor plans are making definite selections of space. Many of the booths have already been applied for and the proper committee will make assignments in due time, it is stated.

A comprehensive list of exhibitors will be released to the trade publications within a reasonably short time, it is promised.

CMMA officials report that trade response to their survey indicates that the January dates for the annual show "are most acceptable to the great majority." The Hotel Sherman is being designated as "home" to the coin machine industry, they state. The date for the CMMA Show is to be January 16, 17, 18 and 19, 1939.

Groetchen Names British Distrib

CHICAGO, May 28.— Officials of the Groetchen Tool Co. announced the appointment of the Samson Novelty Co., of London, England, as British distributor for their new Sparks token counter game.

In commenting on the appointment, Karl Klein, executive of the firm, stated, "We selected Samson to handle this game because of its high integrity and reputation for aggressive merchandising policies. We are certain they will do the best possible job on this successful game of ours. Substantial shipments of Sparks and Ginger are leaving New York weekly and are eagerly awaited on the other side of the Atlantic," he concluded.

Stoner Table to Robbins

BROOKLYN, May 28.—Stoner Corp. has notified Dave Robbins, of D. Robbins & Co., Brooklyn, its Metropolitan New York distributor, that a new novelty table is coming along and Robbins will have a sample the week of June 1. Stoner also informs that the game has incorporated many new features and from all indications should be a popular number with the operators. The game has been on test locations for quite some time and, according to the word passed along, it has done an exceptionally fine business.

New Orleans

NEW ORLEANS, May 28.— Warm weather has greatly abetted sales of merchandise and confections via vending machines throughout this territory, and distributors report a large number of operators expanding their business with large purchases of nationally known makes. Frankly, sales of nut vendors have been lagging in this area due to the early summers, but "hot weather" specialties are meeting with decidedly more success. Gum, candy and ice-cream vendors are meeting the best play in many months.

The Jerry Germanis Novelty Co. announces its acquisition of the franchise in South Louisiana for the Mills Novelty Co. V-8 cigaret vending machine. The company was also host this week to Jack Rose, of the Stewart-McClure Co. Germanis recently placed an order for 100 of the S-M gum vendors.

Louis Boasberg, head of the New Orleans Novelty Co., left New Orleans by train for New York to see the Seaboard-War Admiral match race and was one full day out when the race was suddenly called off. Somewhere in Gotham as this is written is a disconsolate New Orleansian who is probably wondering what to do there now that he has arrived in town. Come on back home, Louis, and better luck next time.

The Dixie Coin Machine Co. has bought a lot of 40 Mills Kountner Kings. Sam Gentilich made the purchase on a trip to the Mills factory at Chi last week.

Jack Clemens, South Louisiana operator, with headquarters at Houma, came into town for a few days this week and added equipment for the summer.

After a week in town Jim Buckley, popular general manager of Bally Mig. Co., left early in the week for Chicago. He was accompanied by Mr. and Mrs. O'Toole, of the Bally firm.

J. Bleakley, of Litcher, La., came in for a short stay this week and carried five new Jennings Dixie Belles back home with him, purchased thru the Bell Distributing Co. Emile Iacopanelli, head of the Bell company, also reported a visit from Carolla and Fontana, operators of Sidelit, and Tony Scelio, of Franklin.

"There is every indication that the coin machine business in this section of the country will turn sharply upward during the summer months," F. W. King, of C. & N. Sales Co., predicts. "Traveling over wide sections of the Southern States, King says he finds a bigger demand than ever for all kinds of coin machines and that return of better business soon will spur up an even greater interest.

Herby Mills, popular op of this city, is on his way to Atlantic City, where he visits his mother at regular intervals. Mills is traveling by automobile and will stop at larger cities en route renewing old acquaintances.

Seen bobnobbing about the display offices of the coin machine distributors this week was O. Shirley, op of Guilford, Miss. He looks forward to a record-breaking season on the Mississippi gold coast as thousands crowd in for relief from the heat over the week-ends and for prolonged vacations.

Larry Copeland, machine distributor, left Wednesday night for an extensive business trip thru Southwest Louisiana and East Texas, going as far as Houston.

Herman Budin All Set To Spring New Games

BROOKLYN, May 28.—Herman Budin, Budin Specialties, Brooklyn, returned this week from a short sojourn in Chicago, where he completed negotiations for large deliveries of Exhibit's new novelty games. Herman brought back Handicap and set it up alongside Exhibit's baseball game, Playball, and Genco's baseball game, Int. Games have a variety of appeal.

Budin informs that he has taken quite a few orders in advance for delivery as soon as the games arrive. "The operators are looking for new equipment," claims Budin, "and the three appealing games are just what they need to complete a varied assortment of tables for the summer's play."

STOP!
LOOK!
LISTEN!

Next Week
ChiCoin will
Introduce -

CHICO
NAGS

Send for details
Today-at once!

Got Yours?
FIESTA

The 5-Ball Novelty Game featuring Automatic Action . . . 2 Starter Switches . . . Flashy Kicker Action . . . High Score Awards!

Order Today—Immediate Delivery!

\$74.50
F. O. B.
Chicago

CHICAGO COIN
MACHINE MFG. CO.

1725 DIVERSEY BLVD.
CHICAGO, ILL.



THE SOUTHERN NOVELTY CO., Tampa, Fla., lines up in review: Left to right: Tom Kirk, Bob Armor and M. C. Giles, owners of the company; Sam Ferrara, head of Columbia Vending Co.; P. Puglisi, J. Puglisi, Mary Fernandez and Joe Buggion.

LOOK

ACME ELECTRIC SHOCKER

SAMPLE \$9.00

WRITE FOR QUANTITY PRICE

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.

- New, slightly used and reconditioned machines offered subject to prior sale:
- 1 Western Dewey Jr., like new... \$5.00
 - 1 Mills Big Race... 80.00
 - 1 Gattilio Blitz America with clock... 25.00
 - 1 Arlington, G. P... 30.00
 - 1 Gattilio Derby Day with stock... 25.00
 - 1 Hi Ball, F. S... 65.00
 - 1 Hi Ball, S. U... 40.00
 - 1 Parnes Rosemont, like new... 30.00
 - 1 Western De Luxe Grand Tourer, F. S... 7.50
 - 2 Traffic, Uck, mod... 7.50
 - 1 Posters... 10.00
 - 1 Karstoss, like new... 10.00
 - 1 Bally Rambler, G. P... 7.50
 - 2 Jennings Hunter, perfect... 7.50
 - 1 Gattilio Double Feature... 25.00
 - 1 Reel Spots... 10.00
 - 1 Mills Post Time, perfect... 17.50
 - 2 Spencer's Air Races, perfect... 12.50
 - 1 Canoco, like new... 12.50
 - 1 Gattilio Daily Races, perfect... 15.00
 - 1 Jennings De Luxe Sportman, like new... 20.00
 - 2 Prokner, G. P... 30.00
 - 1 Mills Golf Ball Machine, F. S... 125.00
 - 2 Galloping Dominoes, 5c play, clock set... 100.00
 - 1 Bally Club House, like new... 30.00
 - 1 Jumbo, perfect... 10.00
 - 1 Western Grand Prix, perfect... 10.00
 - 1 Golden Wheel... 25.00
 - 1 Jennings Liberty Bell Console... 40.00
 - 1 World Series, like new... 100.00
 - 1 Reel Races... 2.50
 - 1 Reel Dice... 3.50
 - 1 Jennings Grand Stand, 5c cigarette reels... 15.00

- #### PACES RACES
- 1 Check sep., 30 to 1 5c play, No. 5293... \$100.00
 - 1 Cash sep., 20 to 1 25c play, No. 8704... 175.50
 - 1 Cash sep., 20 to 1 5c play, No. 2245... 100.00
 - 1 Cash sep., 30 to 1 5c play, No. 5341... 200.00
 - 1 Check sep., 20 to 1 5c play, No. 8165... 100.00
 - 1 Check sep., 30 to 1 5c play, No. 5293... 200.00

- 6 Rock-Ola Rhythm Masters, 1938 model, 16 rock... \$165.00
- 6 Rock-Ola Rhythm Master, 1938 model, 16 rec., with illu. grills... 175.00
- 1 Rock-Ola Monarch, F. S... 272.50
- 1 Rock-Ola Windor, F. S... 242.50
- 2 Wurlitzer 618, like new... 140.00
- 2 Wurlitzer 412... 80.00
- 3 Wurlitzer 412, with illuminated grille... 90.00
- 3 Seeburg Model C... 67.50

NOTICE—Order sample of our new electric grille fronts for all old model phonograph machines, \$12.50. If not satisfied full refund.

Write and ask us to put you on our mailing list. All used machines are offered subject to prior sale and all orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. The above prices are effective May 24, 1938.

We will trade you brand new Rock-Ola Monarchs, Windors and Rhythm Masters for used Paces Races or Ray's Tracks. Write us what you have, giving serial numbers, guaranteed condition, whether cash or check separate and lowest allowance we will accept for same delivered to us in Richmond, charges prepaid.

MOSELEY VEND. MACH. EX. Inc.
60 Broad St., Richmond, Va.
Day Phone 3-4811, Night Phone 8-6328

MACHINE BARGAINS

- ROLLA SCORE... \$15.00
- ROTARY MERCHANTISER... 45.00
- EXHIBIT HI-BALL... 40.00
- THREE STAR... 5.00
- WARD... 5.00
- FIRE CRACKER... 8.00
- EAST AND WEST... 5.00
- HOCKY... 7.50
- ELECTRIC SCOREBOARD... 7.50
- RIOQUET... 7.50
- CROSS-LINE... 7.50
- TOURNAMENT... 15.00

1/3 Deposit — Balance C. O. D.
B. & B. NOVELTY CO., INC.
421 West Main St., Louisville, Ky.

SALESBOARD OPERATORS

Read "DEALS" — A column about new salesboard ideas, deals and personalities. In the Wholesale Merchandise Department THIS WEEK and EVERY WEEK

Kay Increasing Ace Display Room

NEWARK, N. J., May 28.—"The hammers and saws are beating out a merry tattoo around here these days," states Jack Kay, head of Ace Distributors. "The reason? Well, we have long believed that the best way to display coin-operated equipment, especially pin games, is to have lots of room so that ops can walk around the games and inspect them thoroly.

"With the battery of games we've on hand it was impossible for us to give every game so much floor space," he continued. "As a result we had to put some of our reconditioned equipment on shelves and in stacks. This caused our customers some inconvenience, so we decided to do something about it. That's why the carpenters and painters are so busy round here right now. When they are all finished," he concluded, "we'll have room enough to give every machine the proper kind of display and then watch us go to town."

Pre-Holiday Rush Swamps Bally Co.

CHICAGO, May 28.—"Biggest May volume in five years!" jubilantly reported Ray Moloney, president of Bally Mfg. Co., at the close of a hectic Saturday before Memorial Day. "From Wednesday on," Moloney stated, "orders poured in so fast that even the office staff had to follow the example of the factory and work in shifts. Our Bally Reserve novelty hit, of course, led the list, and Saturday's output brought the total volume up over Bumper's high-water mark. Second in favor was our Sport Page, multiple one-shot, closely followed by the Bambino bumper baseball game. The Lincoln Fields console also enjoyed a heavy run in spite of the fact that it has been on the market for the past six months, and heavy demand for the Millwheel and Lite-a-Pax counter games indicated that operators are working this field for all it's worth."

Business Men for Meters

DETROIT, May 28.—The long-term investment value of coin machines appeared to be decisive argument in discussion of parking meters at Pontiac, Mich., this week. The city is, frankly, about broke and has been unwilling to spend any more money for new devices of this sort, altho the idea has been discussed for some time, and a strong sentiment in Pontiac is in favor of the meters.

Business men have been faced with unusually difficult parking conditions for a small town because of the long one-street business section for main shops and stores and the deep blocks back of this street, making parking space very low in the downtown district. Business men are accordingly asking for the meters.

The possibility of having the meters pay for themselves over a period of time by their returns interested the council, which was ready to give tentative approval to the proposal this week. Final decision has not been made.



PHILIP BERMAN, of the Palmer Co., Detroit, handing a check to Bob Grenner (left), of the Mechanical Sales Corp., New York, for a record order of perfume venders.

Evans' PROFIT-SHARING PHONOGRAPH

MUSIC Plus PAYOUTS

BOOSTS PROFITS 300%

For every nickel deposited, payout feature goes into operation. If it stops on a winning combination, machine pays out 2-1 to 40-1! At the same time phonograph reproduces standard records with unsurpassed tone quality.

Either music or payout may be operated alone or both in combination. Available with or without Evans' Remote Payout Control for "over-the-counter" awards. Licensed under DAILY PATENTS.

Evans' Franchise Plan is biggest money-maker in the phonograph business—get the close quick for your territory!

OTHER EVANS WINNERS: WRITE FOR CIRCULARS! BY-A-BLADE, ROLLETO SR., HIA-LEAH SPECIAL.

At Your Jobber, or Write, Wire or Phone Haymarket 7630.



H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

WURLITZER \$159.50 ea.

— 616 — (Lots of 10)

SINGLE MACHINE—\$109.50, 616A—\$139.50, P12—\$84.50, 716—\$109.50

ROCK-OLA, Late 1938 Model, \$79.50

USED CIGARETTE MACHINES. KEENEY'S

ROWE ARISTOCRAT (6 Columns) \$22.50

STEWART & MCGUIRE (6 Columns) \$27.50

NATIONAL 1937-0-30 \$74.50

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

With the thermometer going up, sales come down

Boost your batting average with the brand new Waldemar Knife and Chain Deal. Coupons under each Knife and Chain ranging from \$1.00 to \$5.00. There are two \$5.00's on board.

BRAND NEW AND RED HOT — GET IT NOW!

2000 punches with one-third of the punches free. Takes in \$66.80 and pays out \$26.50, leaving \$40.00 profit. Operators' price \$7.50 for sample, \$7.00 in lots of 10 or more. The best money-maker of the year! Order now.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

THIS WEEK'S "ROYAL FAMILY" of VALUES!

5c Duchet... \$24.50	Bumper... \$12.50	Arlington... \$40.00
5c Extraordinary... 35.00	Fireball... 10.50	Credit... 9.50
5c Mills Blue Fronts... 46.50	Hot Springs... 18.50	Farquhous... 37.50
D. J... 46.50	Scoreboard... 14.50	Flowerwood... 28.50
10c Mills Blue Front... 48.50	COUNTER GAMES	
D. J... 48.50	Club Vendor... \$18.50	Golden Wheel... 28.50
25c Mills Blue Front... 62.50	Greenback 21... 9.50	Lacota... 27.50
D. J... 62.50	Reel Spot... 10.50	Lite-a-Pax... 17.50
Batter Up... \$19.50	Wagon Wheels... 9.50	Multiple... 19.50
NOVELTY GAMES		Parnes Speedway... 11.50
Batter Up... \$19.50	All Stars... \$ 0.50	Speed King... 34.50
1/3 Deposit, Balance C. O. D. Foreign buyers cable to your requirements! Cable address "ROYCOIN."		Stable... 74.50

ROYAL COIN MACHINE CO., 2212 N. WESTERN AVE., CHICAGO, ILL.

USED MACHINES Like New!

RELIABLE

dealing is the reason for our success. Our games are our "best salesman." Convince yourself just once!

GROSS LINE—BATTER UP—EAST & WEST... \$7.45 Each

CARNIVAL... \$17.00 BEAM LIGHT... \$24.00

POWER PLAY... \$21.00

1/3 Cash With Order, Balance C. O. D.

FREE! Get in Our Mailing List for Weekly Price Bulletins.

NATIONAL NOVELTY CO., Merrick, L. I., N. Y.

EXPORT

We Ship to All Parts of the World

Cable Address: "NATHOVO."

The Last "Word" in Your Letter to Advertisers, "Billboard".

Bally's BAMBINO

\$10.00
\$7.50-\$5.00-\$2.00
BANK NIGHT
AWARD CARDS

5-BALL BUMPER BASEBALL HIT!
ALL AWARDS METERED! 100% PROTECTION!

THOUSANDS ALREADY ON LOCATION and flood of repeat orders from satisfied operators prove Bally's BAMBINO to be the fastest novelty money maker you can buy! Real baseball thrills... Singles... Doubles... Triples... Home Runs... keep the fans crowding up to the box office. **MINIATURE PLAYERS ROMP AROUND THE BIG BACKBOARD DIAMOND.** New CAPTIVE-BALL device and fascinating HOME-RUN LIGHTS at bottom of board insure LAST-BALL SUSPENSE and long innings of REPEAT PLAY! Regular HIGH SCORE award cards (20 RUNS POSSIBLE per game) and \$10.00, \$7.50, \$5.00 and \$2.50 "BANK NIGHT" cards furnished with each machine. Order yours today!



44 in. by 22 in.

Only
\$74⁵⁰

INCLUDING REGISTER
F. O. B. CHICAGO



BALLY RESERVE

Only 5-ball novelty game ever operated in batteries of 2 TO 4 MACHINES PER LOCATION... with earnings EQUAL TO PAY TABLE PROFITS! There's a reason! Write for CONFIDENTIAL details today!

Pat. Nos. 2063163, 2082703, 2102673.

BALLY MFG. CO.

2640 BELMONT AVE., CHICAGO, ILL.

\$99.50
FREE PLAY
MODEL 1313M
F. O. B. 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

Add 10% Federal Tax to All Prices.

CHAS. A. BREWER & SONS
"The Largest Board and Card House in the World"
5320-32 Harvard Ave. CHICAGO, U.S.A.

GET A HOME RUN WITH BBS

AMERICAN LEADER	PAYS \$10.00	NATIONAL LEADER
1000 HOLE	PAYS \$5.00	1000 HOLE
400 HOLE	PAYS \$2.50	400 HOLE
200 HOLE	PAYS \$1.25	200 HOLE

WIN \$10.00

LAST PLAY IN EACH SETTING BOUNDS THE PRICE IN TIME FOR BIDDING!

Track Reels Is New Daval Game

CHICAGO, May 28.—Track Reels is the name of the new horse race counter game which Daval Mfg. Co. reports it is now marketing to the trade. Officials of the firm state that the game embodies a new counter game principle of 11-point dial selection. "The player turns a dial on the face of the game to the number representing the horse he selects," officials of the firm explained. "If he wins he gets win, place or show position and odds as high as 20 to 1."

In commenting on this new game, A. S. Douglas, president of Daval, said: "Yes, Track Reels is, above all, a timely game. It is as attractive and well built a game as has ever been built by Daval, and every operator knows our reputation for money-making and precision-built counter games. Players really get a thrill when they pick a number on the selection dial and watch breathlessly while they just miss winning, or when they win by a nose. This player-appeal is all-important to any successful counter game."

"To give operators an opportunity to get back into big money again with a small investment we are selling this game at a price which any operator can afford. A few years ago, when operators were frantically searching for a money-maker, Daval came thru with the now famous Penny Pack and it proved to be a tremendous hit. In Track Reels we have another game which is rapidly becoming another big hit. Reports from all over the country reveal beyond doubt the phenomenal earning powers of this great little game," Douglas concluded.

humanly impossible to keep up with the flood of orders we are daily receiving for the newest games. It is only due to the fact that our customers and friends are co-operating with us wholeheartedly that we are able to arrange for shipments in rotation as orders are received.

"Instructions to our shipping department are to fill orders in the rotation in which they are received. At this time to eliminate any confusion, we beg them to wire their orders in advance, to anticipate their needs and assure themselves that these orders will be filled as soon as their turn comes up on our new rotation schedule of deliveries."

Robbins' Vendapak Clicks With Ops

BROOKLYN, May 28.—"Two cents profit on a 5-cent package of nuts. That's what operators are making with Vendapak," says Dave Robbins, head of D. Robbins and Co. "This machine is going over in a big way wherever salted peanuts are in demand. Vendapak is especially designed to fit on the bar of a tavern. The capacity is 44 cartons of peanuts. The sale of these nuts is greatly stimulated by American Sweepstakes, a burning race horse game which is included free in each carton of nuts. This fascinating game appeals to everyone," Robbins concluded.



A STORE IN RIPLEY, TENN., sports a Popmatic pop-corn merchant.

Fitzgibbons Will Rotate Shipments

NEW YORK, May 28.—John A. Fitzgibbons took time out recently to express his thanks to the trade for co-operation with him in his efforts to make deliveries in recent new games that could not be shipped promptly on account of heavy demands upon the factory.

Fitzgibbons said that "it is almost

Rock-Ola World Series.....	\$135.00	1937 Mills D. T. Penny.....	\$ 25.50
100 Genuine Charley McCarthy Dolls		Slot Weight Stands.....	3.75
Each at.....	2.25	Double Safe Stands.....	9.75
3 Mills Dice Games with Stands....	97.50	Fairgrounds.....	82.50
Mills Rio.....	112.50	Fleetwoods.....	92.50
Mills 1-2-3 Tables (April purchases)	95.50	Gottlieb Multiple Races.....	75.00
		Preakness.....	35.00

A. S. T. Electric Hamburger Machine (Demonstrator), 1938 Lectro Hamburger Grill (Demonstrator). Will trade for Blue Front Slots or Cash. All machines guaranteed. One-third Deposit.

New Electric Bar Sales Stimulators.....\$ 6.50
Slightly Used Rotary Merchandiser, including \$1.00 worth of merchandise..... 125.00

UNION SALES COMPANY

407 N. ADAMS ST., GREEN BAY, WIS.

GUARANTEED BARGAINS,	KEENEY'S TRACK TIME 1937 RED HEAD.....	\$159.50
1/2 Dsp., Bal. C. O. D.	KEENEY'S SKILL TIME, 1937.....	175.00
	KEENEY'S KENTUCKY CLUB (Like New).....	239.50
OTHER CONSOLES	PAYTABLES	
BALLY'S LINCOLN FIELD.....	MILLS ONE-TWO-THREE.....	\$99.50
RAY'S TRACK.....	MILLS BIG RACES.....	75.00
PACES RACES.....	MILLS CLOCKER.....	75.00
	PREAKNESS.....	32.50
	TURF CHAMP.....	24.50

Write for Complete Semi-Monthly List. Also Tell Us What You Have to Sell or Trade.

MODERN AUTOMATIC EXCHANGE | 2615 CARNEGIE AVENUE, CLEVELAND, OHIO.

INVESTIGATE! SALESBOARD OPERATORS! INVESTIGATE!

NEW IDEA IN PROTECTED SALESBOARDS.

INCREASE YOUR PROFITS WITH OUR LOW PRICED SALESBOARDS MADE UP TO PROTECT THE OPERATOR WHERE THERE IS A BIG PLAY BUT A LONGING PERCENTAGE.

ALL BIG HIT HAVE GUARANTEED PROTECTED NUMBERS.

HOFFMAN SALES CO., 809 Myrtle Ave., Albany, N. Y.

WE CARRY THE LARGEST COIN OPERATED STOCK IN AMERICA

YOUR MONEY CHEERFULLY REFUNDED IF NOT COMPLETELY SATISFIED

SATISFACTION GUARANTEED

30 GRIPPERS
3 WAY **\$9.95**

ONE BALLS

PREVIEW \$12.95
CLASSIC 19.95
GOLDEN WHEEL 26.50
RACING FORM 29.50
SPORTSMAN DELUXE 29.50
BREAKNESS 39.50
ARLINGTON 39.50
CLOCKER 44.50
FAIRGROUNDS 84.50

SLOTS

LION HEAD \$24.50
WAR EAGLE 34.50
CAILLE CADET 26.50
EXTRAORDINARY 29.50
F. O. K. SILENT 19.50
RELIANCE, 5-25c 22.50
CHIEFS 37.50
COMET ALL STAR 37.50
COMET FRONT VINDR. 32.50
BLUE FRONT 39.50

MISCELLANEOUS

PACES—20-1 \$119.50
PACES—30-1 129.50
MILLS CRAP GAME. 97.50
A. B. T. TARGET ... 14.95

PHONOGRAPHS
500 in Stock

BOWLING GAMES
9"-12"-14"

GERBER & GLASS
914 DIVERSEY BLVD.
CHICAGO, ILL.

CORRECTION!

In the May 28, 1938, issue of Billboard the price of the "FREE GAME" Model for Genco, Inc.'s new HIT, was listed incorrectly. The correct price of the "FREE GAME" Model is \$15 EXTRA.

Machine Closeouts

Home Stretch... \$12.50
Bally Booster... 12.50
El-Sar-Ben... 30.00
Babs... 30.00
Prekness... 20.50
Daisy Day (Clock)... 28.50
1/3 Deposit with order. Ref. Genco Co.

Pace Comics (very late serial)... \$30.00
Jennings Chief (very late serial)... 22.50
Bally Entry (brand new)... 79.50

ROBINSON SALES CO.
2995 Grand River Ave., Detroit, Mich.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Court Orders Bell Returned

Saginaw judge rules slot no gaming device in itself — grants replevin

SAGINAW, Mich., May 28.—In what is believed to be the first ruling of a Michigan Circuit Court on the question of replevin of confiscated coin-operated machines, Circuit Judge O'Neill ruled during the past week that a bell machine is not a gambling device in itself and therefore cannot be withheld from its owner by police unless criminal action is taken against the owner. In pronouncing this ruling the judge ordered the city police department to return to Harry Chereton a machine confiscated February 21 in a local drug store.

Chereton is the former general manager of the General Amusement Devices Co., of Detroit, and well known in coin circles. His brother is A. B. Chereton, head of the Electrical Products Co., of Detroit.

In granting Chereton a writ of replevin to recover the machine from the police, Judge O'Neill hinged his decision on the fact that no criminal action was taken over the use of the machine. In his opinion the judge said: "In this case the defendant has confiscated a mint vending machine without making a showing that the law under which it was confiscated has been violated. It seems to the court that to uphold such an act would involve the placing of too great a discretion on the police officers. It is extremely doubtful that the owner of the drug store wherein this machine was found could be convicted under the act in question because in New York and Ohio, under similar statutes and with machines almost identical to the one in question the courts have refused to uphold a conviction. Consequently, as no crime has been committed by the maintenance of this machine in one's place of business it is difficult to see how the machine can be designated a gaming device under the statute.

"If this machine is to be considered a gaming device under the facts as submitted in this case it would be possible for the police to enter every pool hall and club in Saginaw County and confiscate all pool and card tables whereon gambling games were in operation or whereon it is possible to operate gambling games. It seems to the court that no such action was contemplated when the statute here involved was enacted and the court is unable to divest anyone, and in this case the plaintiff, of property rights under such circumstances."

The law involved in the case is a 1931 Public Act, making the operator of a gaming room guilty of a misdemeanor. The judge's opinion pointed out that the machine involved in the Saginaw case dispenses, when a 5-cent piece is deposited, a package of mints and sometimes delivers metal tokens. According to the evidence in the case the tokens were not redeemable for merchandise but might be played in the machine to win more tokens but not to obtain mints.



JOHN A. FITZGIBBONS, New York, casts an admiring glance at Bally's Bambi bumper baseball game on recent visit to the Bally plant.



The Greatest Little Machine to Make Friends With the Storekeeper.

DELUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL



THE ONLY TESTER WITH THESE QUALITY FEATURES!

New **BUTTON INDICATOR CONTROL** for competitive play! Indicator remains at highest number until player presses button! • **CHROME TRIM, CHROME HANDLES THROUGHOUT** • The only machine with **ANTI-TILT** to prevent cheating. • **SEPARATE CASH BOX!** • **TENSION ADJUSTMENT** to suit location! • **BELL ADJUSTMENT** to ring at any number! • **NON-CLOG SLOT**, button in rear instantly clears obstruction! • **RUBBER SUCTION CUPS** hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.

\$19.50

With operators who know their GRIP MACHINES it's **50 TO 1**

IMMEDIATE DELIVERY

Write for Circulars and QUANTITY Prices.
D. GOTTLIEB & CO.
2736-42 N. Paulina St., CHICAGO, ILL.

STILL IN PRODUCTION:
GIANT GRIP SCALE \$17.50



ZEPHYR \$18.75 TAX PAID
Two Machines in One—Cigarette Vender or Ball 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 rattle and are brought to a positive stop from which they cannot be shaken.



BALL GUM

15c a Box (300 Pieces)
Case Lots (100 Boxes) \$12.00

MINTS

100 Rolls, 36c. Case (1000 Rolls) \$8.50

GINGER TOKEN PAYOUT \$27.50 TAX PAID

Lowest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator inserts tokens in payout tube, thus controlling payout percentages accurately to fit all retail prices of Cigarettes.

SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



TWO HITS

BASEBALL 1,000 Holes. Takes In \$50.00 Pays Out 24.00 Featuring 1 \$10, 1 \$5.00. Now Only **\$1.72** 10% Tax.

PLAY BALL 600 Holes. Takes In \$30.00 Pays Out 15.25 Featuring 2 \$5.00. Now Only **\$1.14** 10% Tax.

NEW LOW PRICES NOW IN EFFECT
Ask for Our New, Low Price List.
GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.



First WITH A NEW IDEA!

NO SPRING BUMPERS - - - NO HOLES
NO NAILS! Yet the Cleverest
Baseball Novelty Game You've
EVER SEEN!

Genco's HIT

4 of the 6 rubber cushioned posts at the top of the playing field have lights inside them. These light in consecutive order, starting with home run, then 3 base hit, 2 base hit and 1 base hit throughout the duration of the game. Balls passing over any of the 7 switches on the playing field record according to the post illuminated. Thus, if a ball passes over a skill switch when the home run post is illuminated, 1 run is credited to the score. Marbles actually run the bases in the back rack, providing a brand new action never before seen in pin games.

VEEDER COUNTER RECORDS ALL AWARDS!

"FREE GAME" MODEL
\$15.00 EXTRA

\$74.50
TAX PAID
F. O. B.
CHICAGO

Genco Inc. 2621 N. Ashland Ave., Chicago



"Sock it out of the Park!"
"All-Star"
The newest sensation in Barrel Board Games! Made in either 2250-holes or 2520-holes size. Shows \$40.31 profit on 5c board; \$69.18 on 10c. Base hits touch proper bases. Made in thick and thin. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.
Dept. X,
14 N. Peoria St., Chicago, Ill.



Modern Trio Back Together Again

NEW YORK, May 28.—For the first time in many months the heads of Modern Vending Co. are back together again. With Nat Cohn and Harry Rosen welcoming Irv Sommer back from Florida this week, the executive roster of the firm is once more complete.

"Seems that I've been the only one who has remained at my desk thruout the winter," stated Nat Cohn. "Business dictated that Harry Rosen make a trip to our Florida branch, and he also has been making many trips between here and the mountains of late. Sommer has been down in Florida so long with our Miami Beach branch that the trade here has begun to miss him and his constant quips regarding general business conditions.

"Now that we're all together again some big conferences are scheduled at which we expect to get our heads together and devise still better ways to help ops in this territory." Cohn went on. "In fact, we expect to formulate plans which will double and triple the big business we've been enjoying during the past few months."

Atlas Postpones Annual Picnic

CHICAGO, May 28.—"As long as business goes along at a merry clip we aren't much concerned about the weather," Morris Ginsburg, head of Atlas Novelty Co., stated this past week. "However, even the good business we've been enjoying for the past weeks can't soothe our disappointment at not being able to hold our annual picnic at Lake Zurich on Memorial Day. Of course, we could take a chance, but the weather has been much too cold here in Chicago of late to risk scheduling our picnic for May 30 this year. So we've decided that the best thing to do is to postpone it until July 4.

"We'll boom things up on that day," he continued. "This picnic of ours is a

Leadership

... obtained in any industry creates a solemn post binding buyer and seller together in a common understanding of purpose honorably executed to the full satisfaction of all concerned, thereby assuring each individual dealing with a leader the same character, attributes and advantages of leadership.

NEXT TIME TRY....
ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.
—ALSO AT—
Pittsburgh • Washington • Buffalo

real blowout for all our coin machine friends. Baseball games, races and plenty to eat and drink are always the order of the day. Everyone has had such good times at these affairs in the past that we just couldn't take a chance on having the weather man throw a monkey wrench into the works and make the affair this year a dud. That's why we've changed the date—to outcast him, for we believe he'll have a hard time dishing up cold or rainy weather on Independence Day."



GUARANTEED BARGAINS

EVERY MACHINE REBUILT WITH FACTORY PRECISION, CABINETS REVMAPPED TO RESEMBLE NEW, AND NOW READY FOR LOCATION. PHONE, WIRE OR WRITE FOR PRICES TODAY.

- 40 MILLS SKYSCRAPER GOOSENECK BELLS.
- 40 MILLS WAR EAGLE BELLS AND VENDERS.
- 30 MILLS BLUE FRONT MYSTERY BELLS AND VENDERS.
- 7 MILLS CHERRY BELLS OR VENDERS.
- 11 MILLS MELON BELLS OR VENDERS.

WE ALSO HAVE A COMPLETE STOCK OF RECONDITIONED PHONOGRAPHS, PIN BALL GAMES, CONSOLES, ETC. WRITE FOR COMPLETE LIST.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

- Bally Mfg. Co.
- H. C. Evans & Co.
- Groetchen Mfg. Co.
- D. Gottlieb Co.
- A. B. T. Co.
- Daval Mfg. Co.
- Western Equip. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingden Sts. PHILADELPHIA, PA.

Rock-Ola

ASSURES MUSIC OPERATORS

NO MID-SEASON MODELS

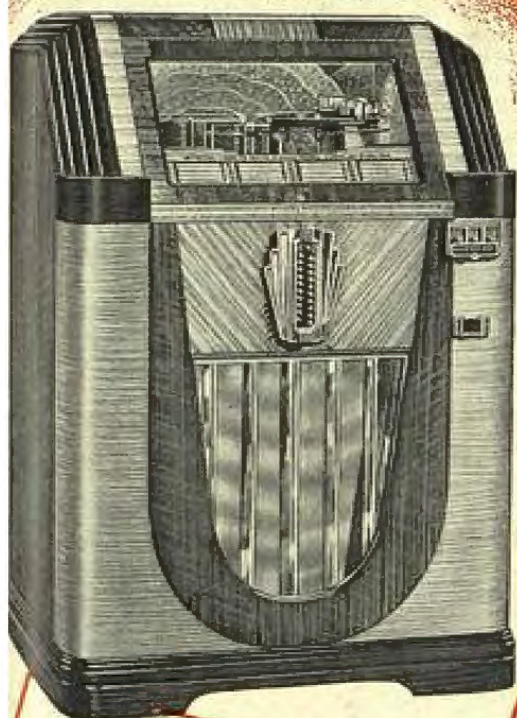
A WORD FROM DAVID C. ROCKOLA

Having been an operator myself not so many years ago, the policy of our company naturally has always been concerned with the operator. His continued success means of course our success. Holding steadfast to this aim throughout and in a co-operative spirit, I believe it only fair—especially in these times—to express our policy concerning new phonograph models.

Operators are asking: "Are you going to bring out another new model this year?" Definitely no. There will be no mid-season models. It is our firm conviction that, for the good of the operator as well as the industry as a whole, new models should be introduced only once a year. We feel that this policy is important to every operator, especially under present conditions.

Although, we as manufacturers are of course vitally interested in the present, we are more concerned about the permanent success of the operator. Our present models, MONARCH and WINDSOR, which were first introduced in January, 1938, will continue in production throughout the year. When you purchase our phonographs you have my personal assurance that ROCK-OLA will offer no mid-season models.

David C. Rockola
President



CANADIAN OPERATORS ATTENTION
ROCK-OLA
Multi-Selector Phonographs
are HYDRO-ELECTRIC
APPROVED IN CANADA
Distributed by
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WURLITZER *has them!*

People who play automatic phonographs want the biggest possible run for their money. They insist on a wide selection of music . . . swing and sweet, the new hits, the passing hits, vocal and instrumental. The Wurlitzer Model 24 has the capacity that enables you to provide musical entertainment for every patron.

Only the Model 24 gives finger-tip selection from 24 records. Any full size phonograph that does not offer 24 records to select from is as antique and out of date as the horse and buggy. No wonder that people are telling location owners, the country over: "Get one of those new Wurlitzers with the 24 records."

Model 24 is the operator's ideal phonograph . . . 24 records . . . fully changeable, colored cabinet illumination . . . finest construction throughout . . . freedom from service difficulties . . . and guaranteed by the most illustrious name in American music—Wurlitzer!

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NORTH TONAWANDA, N. Y.
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