

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

JUNE 11, 1938

15 Cents

The **Billboard**

The World's Foremost Amusement Weekly



—Harold Stein Photo.

BILLY SWANSON

And His Music

Currently La Conga, New York

LAST CALL

Final Forms Going to Press!



The 30th Annual

SUMMER SPECIAL

of The Billboard will be dated June 25

Don't miss this important edition!



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771 Display Advertisers (Average)

Your product or service will meet with instant acceptance and recognition if advertised in the Summer Special. This annual edition has helped many manufacturers, wholesalers and agents to boost sales at a time when other markets are in the doldrums.

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.

MAIL YOUR COPY TODAY

LAST FORMS GO TO PRESS SATURDAY

JUNE 18



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

The Billboard

Vol. L
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June 11,
1938

The World's Foremost Amusement Weekly

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CLUB FIELD IN DOGHOUSE

Celler To Ask Indies' Aid for Short-Waver

WASHINGTON, June 4.—Remorse wracked Congressman Emanuel Celler this week in contemplating his efforts for a government short-wave station for Latin America. Since there won't be any, Celler is to try to accomplish the same end thru co-operation of private broadcasters. This week he will invite representatives of the networks and other operators to a conference to try to develop a counter-Nazi system of American broadcasting.

Explaining, Celler said: "I presented to the nation what I deemed a well-thought-out plan to develop international broadcasting to Central and South America. It was embodied in H. R. 4281, which provided for a Pan-American short-wave broadcasting station to be operated directly under the direction of the Secretary of State, aided by an advisory council of cabinet members and department heads. This was to be a Pan-American station whereby our government could avail itself of short-wave frequencies and power allotted to us at the seventh international conference of North, Central and South American countries forming the 21 sister republics of the Pan-American union, which conference took place in January, 1932, at Montevideo. We have been guilty of gross negligence in our failure to avail ourselves of this high privilege. We can readily be accused of forfeiting our right to make America pre-eminent in international broadcasting by virtue of our neglect and default.

"I was led to believe that the administration, including the President, the Secretary of State and the Secretary of the Interior, had approved my plan and my bill. I, therefore, plunged forward, making suitable arrangements for a hearing on my bill before the Naval Affairs Committee. I was even led to believe that various administration heads would

(See **CELLER TO ASK** on page 15)

Duchin's Cuffo Chords Hit Snag Over Chi No-Jam Edict

CHICAGO, June 4.—Despite persistent rumors to the contrary, Eddy Duchin was not fined by the local musician union under Jimmy Petrillo's "jamming" edict, but merely warned against tickling the ivories anywhere but at the Palmer House Hotel, his current stand. That he was socked \$500 was whispered when a local columnist pillared that Duchin was seen pounding the keyboard at Gibby's Restaurant, where he is well acquainted with the management and Sammy Williams, spot's regular pianist.

Eddie Benkert, union's recording secretary, said word was sent to Duchin advising him to be a little less enthusiastic about his work after his regular shift. Benkert also made the statement that this "anti-jam" rule was flexible, in that the offender's intentions were thoroughly examined before the board made any decision.

For example, he said, if a musician takes his flute to a spot where it is not the custom to have music and plays there to entertain, this is less excusable offense than a member doing a little tootling where he has been invited and then, just as a bow, asked to render a few strains on a piano already in the spot. In other

300 Studio Musicians Do Work of 23,000 Pit Men

NEW YORK, June 6.—Three hundred studio musicians are now recording sound music for accompaniment to films that once required 23,000 musicians in theater pits, according to Joe Weber, president of the American Federation of Musicians.

Union musicians once drew \$52,000,000 in annual income for theater pit work. This kept dropping when sound pictures became popular until it reached its lowest point—\$1,500,000. It has been climbing slowly and is now at the \$5,000,000 mark.

Radio-Sponsored Theater Is Newest Wrinkle in Cowbarns

NEW YORK, June 4.—Commercial product sponsorship for a summer theater is due in a complete carry-over of sponsor and radio program to a back-to-the-farm theater. Concentrated Super Suds is the innovator. In the interests of the suds, *Myrt and Marge* leased a theater in Oldport, L. I., whence they will broadcast their daily stage adventures on a Coast-to-Coast tie-up. Tentative plans call for a new play weekly, with selections to be made from Broadway successes and new dramas aiming for White Way curtain calls next season.

Other firsts are the Cincinnati Actors' Guild and the Marshfield Players. June 27 will inaugurate a first season for the new Marshfield co-operative group playing at Marshfield, Mass., under the direction of Tom Weatherly. Reported repertoire of eight plays consists of seven tried-and-true and one unexploited. Season has already begun for the Cincinnatians, who boast of being the only summer theater playing in a railroad station. Their habitat is the air-conditioned Terminal Theater, located in the Union Terminal Station. Owen Phillips directs the contingent.

If ranked according to youth, mention

Bookers Hold Little Hope for Next Season in Private Shows

Field figured as less than a third of what it was five years ago—totals about \$400,000 in N. Y.—big money for very few acts—fair income for two dozen

By SYLVIA WEISS

NEW YORK, June 4.—One hundred dollars is the average yearly income for 1,500 local agents and managers, 500 performers and no-one-could-calculate-how-many musicians who are all trying to make a living from the \$400,000 private entertainment business in this area. Actually, however, about 50 club bookers get the bulk of the agency cut of the \$400,000, while less than two dozen acts are able to chalk up a sizable income for themselves. Today, according to the majority of leading bookers, club business is less than one-third that of five years ago. Two offices, one of which has just closed its second season, dissented from this, with the boast that business has never been better and that next year will better even this record. For most of the others, next year will seem like prosperity if they can only hold on to the business done this year.

Another manager, considered an authority in this field, maintains that Dunninger, magician-mentalists, is the only performer who can command prices as of old and fare well solely among club dates. Generally, bookers concede that the following names grab off a considerable share of popularity and jobs left in the market: Billy Glason, Baby Rose Marie, Jerry Baker, Pat Rooney, Sid Gary, Ben Yost, Dave Vine, Four Jays, Peg Leg Bates, Henny Youngman, Oshins and Lessy, Hal LeRoy, Hilton Sisters, Al Shayne, the Robbins Family, the De Marcos, Prince Mendes, Frank Small's Revue, Edward Clarke, Harry Foster Welch, Five Ames Sisters, Eddie Lambert and Senator Fishface.

According to this poll of opinions, names worth a thousand dollars or so a night are rare, with the exception of those borrowed from films, radio, legit and night clubs. Carleton Hub reports getting \$1,500 for Eleanor Powell, and \$3,500 for Rudy Vallee and his company recently. These, tho, are exceptional salaries. The current high is from \$500

(See **CLUB FIELD** on page 71)

Three more cowbarns are lined up for wooden anniversaries. It will be a fifth for the Lake Whalom Theater, Fitchburg, Mass., and its director, Guy Palmerton, when curtain goes up on *Yes, My Darling Daughter* June 20. Company will supplement week-day evening productions with a Wednesday matinee thruout its 12-week run, and guest stars such as Pauline Frederick, Leon Janney, Blanche Ring and Douglass Montgomery.

Feature offering for the Roadside Theater, Washington, D. C., as a fifth anniversary celebration, will be American premiere of Ian Hay's *The Frog*, adapted from Edgar Wallace's novel. The Peterborough Players, Peterborough, N. H., offer five shows plus the Apprentices, who

(See **RADIO-SPONSORED** on page 15)

Equity Eyes Am Theaters for Jobs

NEW YORK, June 6.—Plans to engineer increased employment of actors, with the possibility of taking over the "little theater," are being considered by Actors' Equity, a committee headed by Blanche Yurka having been appointed to study several suggestions along those lines.

The idea is to probe the possibilities of routing professional companies into little theaters thruout the country, with Equity helping to underwrite the cost of added investment. The committee, including Franklin Fox, John Lorenz, Ruth Hammond and Winifred Lennihan, will report findings to council this week.

Move to professionalize the little theater was suggested to council as a means of relieving the unemployment situation among actors who are ineligible for or who have shunned the Federal Theater Project as a means of employment.

If the move is found practicable by the committee, Equity will make an exhaustive survey of the possibilities of Equity companies playing theaters which in the past have exhibited amateur talent, with a view toward having things ready by fall.

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Coast House Settlement Off Again; New Musician Squawk

LOS ANGELES, June 4.—After a settlement was near in the battle between the American Federation of Actors and the Million-Dollar Theater, negotiations have apparently collapsed. Altho it was claimed by AFA last week that the Million-Dollar was ready to come into the fold, several new problems have arisen. Management is now demanding its pit men be allowed to enter American Federation of Musicians ranks before agreement is inked. Million-Dollar is now 100 per cent non-union. Musicians' Local 47 officials turned down the proposal, claiming several pit men were already in AFM and were scabbing.

Management argues that band members came here from the East with union cards, but were unable to find jobs and so were set in the Million-Dollar. They have remained on job for several years.

Million-Dollar claims its workers have all stuck by it and there is no reason for letting them go to satisfy AFL unions.

Al Wager booking office, which has

handled Million-Dollar acts for years, has his last show in spot this week. As he has signed an AFL license, he can no longer book theater until agreement is signed.

According to AFA, the Million-Dollar is now using line girls and a strip dance act from its Burbank burly house.

Million-Dollar claims the Committee for Industrial Organization has made advances toward signing the house. As there is no CIO actors' group, that is problematical.

Success Story

LONDON, June 4.—Josephine Huston, Neila Godelle and Gertrude Niesen, all American girl singing singles, arrived in London within the space of four weeks to play class club dates at the Cafe de Paris and Ritz Hotel. All three singers were highly successful, with the result that now each is a leading woman in a London West End musical comedy. Huston plays the lead in *Wild Oats* at the Prince's; Godelle heads the femme roles in *Pellisser's Follies* at the Saville, and Niesen stars in *No Sky So Blue*.

Hollywood Gab Replacing Advice for Lydia Pinkham

NEW YORK, June 4.—Voice of Experience (M. S. Taylor), departing June 24, will be replaced by *Hollywood Girl*, written, produced and announced by Stella Unger, scripter for Erwin Wasey & Co. New alrer for Lydia Pinkham's begins June 27, and will be aired three times weekly over nine Mutual stations and every day over WLW, Cincinnati.

Material will be spot news about Hollywood.

DES MOINES, Ia., June 4.—Priscilla Wayne, syndicate writer, has been signed for a series of broadcasts over KSO here. Miss Wayne is a columnist for *The Des Moines Evening Tribune*. Des Moines Electric Co. sponsors.

BILLY SWANSON

(This Week's Cover Subject)

BORN and bred in Boston, Billy Swanson has had a checkered career during his 28 years. Graduating from Boston University, he entered the university's law school, remaining in Boston long enough to get his shingle and put in three years of law practice that proved lucrative to him. But Swanson soon lost interest in Blackstone in favor of a band of his own.

It was no sudden move on his part to pass up a paying profession for the hazardous task of making strides in the orchestra world. As an undergraduate he led the college dance band. And not only did the campus make exacting demands for his invitations to a dance, but even the Back Bay society set found his musical invitations most inviting. Altho his training in music was limited, he displayed a natural ability for the piano, celeste, saxophone and clarinet, developing his virtuosity on the latter two instruments for his professional career in music circles.

It was not long before Broadway called for this new star on the orchestra world's horizon and a year and a half ago he came to New York, making his metropolitan appearance at the Edison Hotel. And what was intended to be a limited engagement developed into a successful eight months' stay. While at the Edison he was offered a screen test by 20th Century-Fox, but Swanson modestly declined, desiring to attain greater heights with his orchestra.

On May 11 he once again returned to New York, this time to La Conga, the acknowledged rendezvous of Gotham's gay and smart set. And thru the medium of an NBC wire his music is now made available to Coast-to-Coast audiences twice weekly.

HOTEL RALEIGH

Where You Can Sleep Anytime—DAY OR NIGHT
648 NO. DEARBORN ST., CHICAGO.

Single Rooms, \$5.00—Double, \$7.00 per Week.
Unit Headquarters. 5 minute walk to Loop.
Theatrical Booking Agencies located in hotel.

THE FILM WEEKLY AUSTRALIA

Covering the Motion Picture and Entertainment Field Generally.

Conducted by MARTIN C. BRENNAN,
198 City Tattersalls Building, Pitt Street, Sydney,
Australian Office of THE BILLBOARD.

TMAT Organizing Begins in Cincy

CINCINNATI, June 4.—Hal Olver and Joseph Silverman, organizers for the Theatrical Managers, Agents and Treasurers' Union, stopped off here last Saturday, en route to the Coast, and with the aid of Morris Zaidins, TMAT representative in this area, embracing Dayton, O.; Columbus, O.; Louisville, Lexington, Ky., and Indianapolis, succeeded in laying the groundwork for a local TMAT organization. First regular meeting of the new body is slated for July 1, at which time election of officers will be held.

At a meeting at the Gibson Hotel Thursday noon Zaidins, together with Jack Hurst, regional director of all AFL activities, and Ellswood Bundy, local AFL organizer, outlined the aims and purposes of the TMAT to the local RKO managers. According to Zaidins, nearly 50 per cent of local legit, picture and vaude house managers, treasurers and press agents have already signed with the TMAT. All eligible employees of auditoriums, race tracks, ball parks and similar enterprises in this section will be contacted in the organization drive, Zaidins says.

WNEW Swings \$13,701

NEW YORK, June 4.—Swing Carnival at Randall's Island, engineered last week by WNEW's Martin Block, grossed \$13,701, according to official figures released Friday. Paid admissions totaled about 23,356 and 27 orchestras appeared. Estimated that about \$12,000 will be turned over to the hospital fund of musicians' local 802, but not known definitely, as not all checks have been paid. Most of the band leaders are turning over their checks to the local.

Affair, which was carried off with great aplomb, is regarded as a terrific example of successful publicity grabbing by WNEW.

Massachusetts Nicks Autos From Florida, Maine, Etc.

BOSTON, June 4.—Bands and attractions traveling thru Massachusetts by car are having trouble with the motor vehicle laws.

Dean Hudson's Band, traveling in three cars carrying Florida plates, was compelled to get Massachusetts plates, paying \$15 for the plates and \$135 for liability insurance. The Fenton Brothers' Band, traveling in cars with Maine plates, was hauled to courts and had quite a bit of trouble straightening itself out with the authorities.

It seems Massachusetts doesn't have reciprocal pacts on auto requirements with some States and stops cars from those States for check-ups that usually reveal failure to comply with Massachusetts laws.

Show Business?

NEW YORK, June 4.—Paul Edwards, of the Federal Arts Projects here, balked in an attempt to cut out all publicity department passes after review nights, now insists that all names on the free list be submitted to him for approval. This means the list is closed by 2:30 the afternoon of the performance, an unheard-of procedure in the theater. In addition, Edwards has recently cut off names without notifying his press department. As a result, various prominent out-of-town newsmen have been turned down at the box office because no passes awaited them.

Latest administrative move to tie up the projects under more direct control of Edwards would require all promotion and advertising plans and press stories to be released only thru his personally appointed "co-ordinating agent," Holman Harvey. Such efforts, however, have been balked on the radio project, which has been declared a national entity beyond local jurisdiction.

Harvey, at present, is spending his time planning a project house organ which will tell the workers about the work they are doing. It will cost approximately \$5,000.

Band Leaders Turn Bookers at Resorts

CHICAGO, June 4.—The demand for complete band shows is turning orchestra leaders into bookers and producers. Small summer spots and resorts in Wisconsin and Michigan, in the market for complete units for the vacation season, instruct the band leader to arrange the entire entertainment program.

Several, popular only in this area, are in the city now putting together such bills for engagements in the open-air niteries. Name leaders do not enter this picture, their managers or booking agencies handling the floor-show problem.

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 VAUDE

MIDGIE FELLOWS — energetic brunet rhythm and personality singer, caught at the Club Cavalier, New York. Style is reminiscent of Martha Raye and Ella Logan. She is well ahead of most cabaret singers, being able to command attention and to give life to ordinary pop tunes. Rates a chance at vaude and also film shorts.

For LEGIT MUSICAL

GINGER MANNERS — charming blonde who does impish, gurgling comedy and also sings pop tunes. Has plenty of attention-winning personality and an ingratiating comedy style. Is emceeding the show at Marden's Riviera, Fort Lee, N. J. Ought to be a sock in any revue or book musical.

For FILMS

WILLIAM BOCK—young legit actor caught recently at an audition of the American Theater Council. Has fine stage presence, reads with authority and intelligence, and is capable of bringing fine effect to difficult and diverse roles. In addition, a nice-looking lad with the type of face that ought to screen excellently.

Thru Sugar's Domino

NOT very long ago it was possible to build up a case in support of the contention that the indoor and outdoor branches of the show business are a world apart. Not very much opposition could be expected because competition in those days was not so keen; the show business setup was less complex—and it was possible for various branches to thrive without one feeding or depending on the other. All of this has changed and today we see a clear picture of the outdoor business holding its ground but being invaded more and more by indoor showmen and performers. And to a lesser extent the outdoor field is dabbling in enterprises that were formerly restricted to indoors.

Bookers and agents of the indoor field have discovered that there is money to be made in outdoors. The result has been that MCA is now giving serious attention to booking fairs and special events. In fact, MCA's special events department is fast becoming the hottest spot in the widespread organization. Consolidated Radio Artists and Rockwell-O'Keefe, as well as lesser band agencies, are spotting bands at good money with parks, resorts and expositions—and with special events as well. Fanchon & Marco office, which has had its eye on the outdoors longer than its competitors, produces girl troupes for George Hamid's fairs. Not to be outdone by his contemporaries from indoors who are rapidly becoming outdoor-conscious, Hamid—one of the most important talent factors in outdoors in recent years—spots talent into theaters, auditoriums and other promotions that are considered by the trade as belonging in the indoor category.

From the outdoor side of the fence we view with interest the consistency with which outdoor acts fill in winter layoffs with dates in theaters, night clubs and hotels. And as if to balance the scale, more and more indoor acts are being booked for fairs, expositions and parks, particularly ballroom teams and comedy bands.

The *Billboard* has contributed a great deal towards bringing the indoor and outdoor fields closer together; particularly valuable was its contribution in the days when middle-headed showmen in the two fields found it difficult to see how they could add to their income by widening the horizon of their activity. Now that the interchange of talent and showmanship has increased so greatly we can be pardoned for an exhibition of pride over the part we have played in the process.

AFTER having read our recent piece about the men who pass on radio talent and shows in advertising agencies one of our Coast newshounds sent us a honey of a yarn. Unfortunately, names can't be mentioned. It seems that a bunch of the writing boys graduated from vaude and now bowing at the radio shrine were having dinner in a sumptuous Coast home. They tore the industry apart and finally conspired to test the theory that you can tag an agency exec blindfolded and discover a nitwit. One of the writing boys had just sold a show for next season thru one of the larger agencies. It was agreed that he should send a presentation of the identical show, changed here and there to avoid association with names that had been discussed in the agency, to the New York office. The name of the author was fictitious, of course. The show was turned down flat with the silliest reasons imaginable.

IT'S ONE thing for a theater or circuit to put up the bars against doing business with distributors of commercial films. Quite another to have distributors pull fast ones on exhibitors by renting them film that is as commercial as a bank check. On several occasions last week we saw shorts at local houses that were definitely booked on a rental basis but which were just as definitely commercial in character. With commercial films being produced more prolifically than at any time in the history of the industry it stands to reason that every effort would be used to get them shown on screens—if not in the accepted way, at least thru the medium of hoodwinking film bookers. We are not mentioning names yet but we are sure that several bookers of theaters in the New York area had fast ones pulled on them. In most instances the advertising plugs are very subtle. Still there are advertising-minded and intelligent picture-goers who might well resent the

(See SUGAR'S DOMINO on page 22)

FEEL COLUMN KILLING OVER

The Broadway Beat

By GEORGE SPELVIN

BURFORD HAMPDEN, actor, proves himself a first-line realist by building his new Connecticut home in reverse; he has his swimming pool and tool shed completed, but he and the missus are living in a tent. . . . Reason: if he built the house first, he figures, he'd probably decide eventually not to bother with a swimming pool. . . . One of the Spelvin stoooges week-ending in Connecticut found it impossible to buy a copy of *The Connecticut Nutmeg* there—but he got one at a Broadway newsstand with no difficulty. . . . Fashion note: the feminine influence is responsible for the outfits (now being copied by other bands) worn by Reggie Childs' tootlers; it was Mrs. Childs' idea that they combine beige jackets, blue shirts and chocolate brown trousers. . . . If you want to phone Richard Himber just dial R-HIMBER and you'll find yourself connected with RHineland 4-6237, the maestro's number.

Paul Duke, the illusionist, is working out a special magic program for television audiences, and offered a preview of it Tuesday (31) when he did a guest spot with songstress Sally Evans in the Mary Murray Room of the Hotel White. . . . Peggy Foides, of the RKO press department, was elected chairman of the associate members of the New York Newspaper Women's Club at the recent annual meeting. . . . Lou Frankel, ahead of Sally Rand, is now en route to California. . . . Sentimental note: former Keith head vaude booker Eddie Darling was called by Frank Fay to take a bow recently at the Casa Manana, where vaude is being "revived."

TO KEEP THE RECORDS STRAIGHT: In its May 28 issue, *The Billboard* called Lucille LaVerne the author, producer and leading woman of *Sun-Up*—which was pretty tough on Lulu Vollmer, who wrote it. . . . The super-highfalutin' *Stage*, in a quiz designed to test the readers' knowledge of the theater, says that Mildred Natwick played Carry Nation. But she didn't; she was in the play of that name, but Esther Dale had the title role. Maybe *Stage* could use a couple of tests for itself. . . . *The World-Telly*, in a yarn on Shep Traube's \$75,000 suit against Frances Farmer, insisted on calling him Fraube all thru the story. But what makes it really funny is that the next morning *Motion Picture Daily*, which is supposed to get its own news, copied the error! . . . Two hard-luck boners hit the last two front covers of *Pic*. Two weeks ago it featured the phiz of Danielle Darrieux, but a typesetter got mixed up and spelled it DERrieux. And the last issue played up the heads of two nags scheduled to make racing history, War Admiral and Seabiscuit. But there's no need to go into that. . . . Nelson B. Bell, drama critic of *The Washington Post*, contributed an article to Ward Morehouse's column in *The Sun* recently, summarizing the season in Washington. In it he said that only three musicals played the town, *Save Me the Waltz* and two others. Doesn't Morehouse read copy on his contribs—or doesn't he know that *Save Me the Waltz* was no musical? Incidentally, it makes you feel that Washington critics pay as little attention to the shows they cover as New York critics seem to. . . . On Monday (30) Walter Winchell said that Jimmy Jemall, *Daily News* inquiring photog, would be starting his air program soon on WHN. Which was all right—except that on May 30 Jemall had already been on the air a week. . . . Winchell, incidentally, recently called Edna St. Vincent Millay's "My candle burns at both ends" a couplet. It's not; it's a quatrain. . . . *Mayerling*, the film drama, was cited in the recent Carroll trial, and *The News*, reporting the story, described the picture as "Hollywood's version of the suicide pact." But *Mayerling* was produced by Nero Films in Paris, which, for the benefit of *The News*, is in France.

Spieler, Singer Crave Food

DETROIT, June 4.—Bruce Chick resigned this week from CKLW announcing staff to become manager of the Hotel Lincoln, Windsor, Ont. Don Sims, from CJIC, Sault Ste. Marie, takes his place.

PHILADELPHIA, June 4.—Henry Patrick, for many years a warbler over WPEN, has forsaken singing for time selling. Henry's tenor voice has caused many a hausfrau's heart to go pit-a-pat. Henry decided he'd rather eat regularly.

Stations Wary Of Broadcasts Of Spanish War

NEW YORK, June 4.—Offers reportedly made by the Abraham Lincoln Brigade to radio stations here, whereby broadcasters would be given short-wave coverage of Spanish Civil War battles, have been turned down by radio executives. Broadcasts would have come from various scenes of conflicts. It is said special emphasis would have been placed on Rebel air raids affecting non-combatants. Abraham Lincoln Brigade consists of American volunteers to the Loyalist forces.

While radio stations are always on the lookout for sock special events, Spanish offer is regarded as entirely too much of a hot potato. Reaction from pro-Rebels in the country was feared. Station also wanted no charges of partisanship.

Also important is that it was felt any such belligerent broadcast might have drawn frowns from the United States State Department. Broadcasters make sure nowadays that all foreign broadcasts will not be regarded unfavorably by this source.

CIO, WJBK Tangle Over Cancellation Of Attack on Ford

DETROIT, June 4.—Question of "freedom of speech" on the air in labor controversies crystallized this week at WJBK, which has a reputation for giving probably more station time to labor programs than any other, at least in this industrial field—and publicizing the programs. Involved was a daily broadcast by the United Automobile Workers. UAW is recognized as the spearhead of CIO organizing activities.

Broadcasting in the series was banned by the station management. Spokesman for the UAW said, "Things have come to a stage when even radio stations dare not permit the truth about Henry Ford and the Ford Motor Co. to be broadcast." UAW has been concentrating its activities on the Ford plants. Banned program featured a speech by Zygmund Dobrzynski, assistant director of the Ford Organizing Committee.

James F. Hopkins, president of the station, said: "Speech was banned because it was in violation of laws regarding slander, libel and defamation of character. That was the opinion of our attorney, who has never been considered unfriendly to organized labor. Speech was a vicious attack on Henry Ford personally and on the Ford Motor Co. If its broadcast had resulted in making us co-defendant with Dr. Dobrzynski and the UAW in a libel suit I can easily imagine who would be holding the bag. While there are many of the sentiments expressed on the UAW program with which I am not personally in full accord, we have no jurisdiction over their contents unless they violate the law. We were advised this program did so, and we banned it."

Aftermath of the incident was the failure to renew the existing contract for UAW broadcasts, expiring today. Decl. (See CIO, WJBK on page 15)

Radio Execs Believe Most Rags Will Continue Radio Coverage

NEW YORK, June 4.—Current flurries by newspapers in various parts of the country in dropping radio columns is responsible for considerable talk in the radio industry. While some spokesmen feel practice may become more general, majority opinion is that it will not. Local conditions make such moves unwise in many cases, it is held. Radio men also believe that any nation-wide spread of this anti-radio policy would react unfavorably on the newspapers themselves, since large national advertisers using both newspapers and radio would be affected.

Radio men claim that anti-radio agitation invariably climbs immediately before and after conventions of the American Newspaper Publishers' Association, especially after. Conclaves give opportunities to get together and talk over what radio has done, is doing and will do to the newspaper business. Results are anti-radio moves.

Recent surveys, including one by *The*

ing end was to highlight the idea that radio pages only aid the opposition.

A network official is authority for the statement that reaction on the part of readers of anti newspapers has not only been unfavorable but has resulted in circulation losses. This is the opposite of claims advanced by publishers. Network man says local surveys and investigations are the basis for the statement.

Further publisher reaction on the reader interest surveys was that, while other readers' favorite departments, movies, etc., profitably pay their way, radio pages do not.

Frisco Stations Air Logs in Step To Battle Dailies

SAN FRANCISCO, June 4.—Stations here have undertaken to do their own praisings since newspapers banned radio columns a week ago. First to be launched was KSFO's "radio log," giving a review of forthcoming programs, conducted by Bob Garred. KYA and KFRC followed with similar service to listeners.

While KFRC and KSFO boom their own programs, KYA has a more ambitious and complete schedule, placing no restriction on mentioning other stations, time of broadcasts and name of artists. The KYA "column" is a two-a-day feature conducted by J. Clarence Myers, station blurb.

Strangely, newspaper radio columns are not sorely missed by radio readers, altho in fairness to their former editors the Memorial Day holiday period may have been the cause.

Stations are looking to district newspapers to carry the torch, the largest circulator being the Budde Publications, with somewhere near 100,000 weekly circulation.

NBC, with the two of the largest outlets, KPO and KGO, has made no announcement of air "columns," Manager Lloyd Yoder as yet unwilling to "spite" the press.

NBC, MBS Show Neat Gains for May Biz But CBS Goes Down

NEW YORK, June 4.—While CBS showed a seasonal drop in its May, 1938, billings, NBC surprised with a good pick-up against May, 1937, gaining 7.1 per cent over 1937, but, even more surprising, gaining 4 per cent over April of this year. NBC nabbed \$3,442,280 for May, 1938, about \$1,000,000 more than Columbia with \$2,442,283. April, 1938, was also a gain for NBC over 1937. CBS in May fell behind its April biz by 4.6 per cent.

NBC's take so far for 1938 is \$17,851,185, an improvement of 5.3 per cent over '37. CBS billings to date are \$13,461,060, up 9.2 per cent over the same period for 1937.

Mutual's May billings were 25.6 per cent ahead of 1937, 1938 bringing \$194,201. To date MBS has tilled \$1,139,759, an 8.7 per cent gain over 1937.

Louisville *Courier-Journal* organization, published in *The Billboard*, as well as the survey by Dr. George Gallup, were taken to radio's bosom and fondly caressed. Surveys showed that newspaper readers' interest in radio pages made these features among the first three read. While radio first thought this beneficial, reaction on the publish-

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Typical Farm Town Program Study

SURVEY OF DAYTIME PROGRAMS SHOWS LISTENERS PLEDGE ALLEGIANCE TO DAYTIME HOKE DRAMAS . . . LISTENING AVERAGE AT 25% . . . NEWS PERIODS MANIFEST STRENGTH WITH NOON-HOUR SPOTS OUT IN FRONT

RESULTS of The Billboard radio program study in a typical farm town covering daytime programs throw the accent considerably on news programs. News makes a better comparative showing in the survey of Watertown, S. D., than in the previous surveys in Kansas City, Mo., and Cincinnati. Daytime figures also show one marked difference from the results on nighttime programs; daytime listening, in which housewives figure very strongly, indicates these listeners are much more conscious of the dial locations of stations than at night.

Figures analyzing nighttime programs, published in the June 4 issue of The Billboard, showed that a great number of listeners did not know to which station they were listening. This applied to a great degree to leading programs, Chase & Sanborn and the like. This same condition, however, is almost negligible in the daytime analysis. Chart on page 7 shows this in detail. Letters "DK" mean that listeners did not know the station to which they were tuned.

News

News at night in Watertown showed up best by way of two commentators, Paul Sullivan (WLW) and Cedric Adams (WCCO). Contrast to this is that the noontime periods on WNAX (Yankton, S. D.) and KWTN (Watertown) are quite strong and are straight news periods in which a personality does not figure. These two programs lead news broadcasts, with Adams' daytime show on WCCO ranking third, but not indicating as much draw as his evening stint on the same station.

Daytime Leaders

In the hour programs Major Bowes' Sunday morning stint from the Capitol Theater, New York, leads. Program is nominally a sustainer, but actually a semi-commercial, plugging the theater of which Bowes is director. RCA's Magic Key, with 10 mentions, equaled with its one time weekly broadcast the number of mentions gathered by the Breakfast Club in six broadcasts. Surprising, however, is that the Farm and Home Hour on NBC did not fare well

Daytime Average on Radio Listening at 35% in Watertown

Figures below show number of Watertown families interviewed with relation to daytime listening. There were 998 completed interviews, 347 stating they had listened, 651 replying negatively. This is a percentage of 34 plus. Tuesday and Saturday were reported as the peak and worst daytime listening days, Watertown's nighttime listening average was also 35 per cent.

Day	Listening	Not Listening	Total
Tuesday	78	106	184
Sunday	61	97	158
Monday	59	107	166
Thursday	55	110	165
Friday	47	107	154
Wednesday	40	92	132
Saturday	7	32	39
Totals	347	651	998

in a town such as Watertown, altho it was very popular in Kansas City.

Several Strong Locals

Daytime leaders were all on WCCO (Minneapolis) by way of transcriptions. "Happy Gilmans" started in March, 1938, for General Mills' Corn Kix product. It's a dramatic comedy sketch waxed thru Blackett-Sample-Hummert. Same agency also did "Grandma Travels" for Sears-Roebuck, starting in October, 1937.

Strong Localite

"Ladies First" is the leading local program to show up in Watertown, emanating from WCCO. "Ladies" is a participating affair, featuring Florence Lehman interviewing celebs and local news personalities. Usually two or three interviews are used, with a femme vocal trio providing the music. Another strong local offering is sponsored by The Minneapolis Star, dubbed "Front Page Parade." Show is handled by George Grimm, the daily's radio director, and is an afternoon production.

Daytime Serials

Bulk of the daytime leaders in the quarter-hour program division evolves from the usual hokey serial stuff. All the familiar names are there, "Big Sister," "Ma Perkins," "Kitty Keene," "Aunt Jenny," "Valiant Lady," "Hilltop House" and so on. However, one point in these shows is important—daytime listeners, mostly housewives, are much more familiar with the stations carrying the programs they look for during the day than they are at night. This might even be considered indicative of the fact that these day dramas have a better hold on this type audience in a farm area than many leading nighttime attractions.

Listening Percentages

Of 998 Watertown residents interviewed with regard to daytime programs, 347 said they had listened to the radio. This is just slightly less than 35 per cent, compared with 24 per cent in Kansas City and 42 per cent in Cincinnati. Lake Kampeska, near-by resort, is exceedingly popular in the Watertown area, as shown in data pub-

Further Data Available

Statistics showing breakdowns for each day of the week are available on the Watertown, S. D., survey. These statistics show just how many of the listeners interviewed reported they had heard various programs each day. Figures published on page 7 show the totals of these figures, but not the day-by-day breakdown. In addition, statistics and information on Watertown itself—its industrial activities and economic conditions—as well as local factors competing with radio listening, are available.

Direct requests to the radio department of The Billboard, New York office.

lished last week on competing factors in this section. Just what competition is thereby offered to radio listening is graphically shown in the record for Saturday calls, when it was possible to complete, within two hours, only 39 telephone calls, with only seven families reported listening to their sets. Peak listening day was Tuesday. Full breakdown of day-by-day listening will be found on this page.

Van Cronkhite Files In Bankruptcy; 35Gs

NEW YORK, June 4.—John Van Cronkhite, formerly head of Van Cronkhite Associates, Chicago news feature firm recently defunct, listed \$35,280 worth of liabilities in a bankruptcy petition filed yesterday. Van Cronkhite, who listed his occupation as a writer now employed by Transradio Press, stated he had no assets.

Largest creditor was his old firm, to which he said he owed \$10,000. James Hopkins, president of WJBK, Detroit, and Maurice Mermy, with the New York World's Fair, are \$1,000 creditors. Ray Launder, Chicago radio man, and Olin Soule, with NBC in Chicago, both are \$750 creditors. William Farnald, \$5,000; Harry Wood, \$1,500, and Harry Martin, \$5,000, are all of Chicago. There were other creditors for lesser amounts.

NAB Group Meets With AFA

DES MOINES, Ia., June 4.—Craig Lawrence, commercial manager of the Iowa Broadcasting System, will preside at sessions of sales managers' division of the National Association of Broadcasters, Detroit, June 12 to 16. Group meets with the Advertising Federation of America, which will hold its 34th annual convention at Detroit. William Quarton, WMT, Cedar Rapids, Ia., may accompany Lawrence.

WLW Host to News Hounds

CINCINNATI, June 4.—Local newspaper and trade paper radio editors were guests of Station WLW at the Indianapolis Speedway Races Memorial Day. Bill Bailey, "Nation's Station" publicity chief, was in charge of the party.

Philly Ledger's Show

PHILADELPHIA, June 4.—The Philadelphia Evening Ledger, owner of WHAT, is sponsoring a program over a rival station, first time in nearly two years. Program is *Swingtime*, nightly recorded session. Handled by Sam Serota on WIP.

JEFFERSON CITY, Mo., June 4.—Bill Cook, former KWK announcer who came here as chief announcer for KWOS, has been moved up to program director, following resignation of Joseph R. Matthews. Matthews has a contract to prepare transcriptions for Father Richard Felix. Latter plans a series of transcribed programs following a religious theme.

Leading Programs in Farm Area Daytime Shows

Programs below are those most mentioned by respondents queried in The Billboard survey in Watertown, S. D., a typical farm town. Following program titles are the call letters of stations mentioned by listeners and number mentioning each program. "DK" indicates listeners did not know the station to which they were listening. Only programs with five or more mentions are listed in this breakdown. Full schedule and mentions for all programs are in the chart on Page 7.

HOUR SHOWS

(Six Times Weekly)	
Breakfast Club (55 minutes) (KFYR-5; WDAY-2; WTCN-1; DK-2)	10
(Five Times Weekly)	
Farm and Home Hour (KFYR-4; DK-1)	5
(Once Weekly)	
Major Bowes Capitol Family (WCCO-22; DK-3)	25
Magic Key (KFYR-6; KSOO-1; WDAY-2; DK-1)	10

HALF-HOUR SHOWS

Ladies First (WCCO-8)	8
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FIFTEEN-MINUTE SHOWS

(Six Times Weekly)	
News (News Headlines) (WNAX-28)	28
News (KWTN-12)	12
(Five Times Weekly)	
Big Sister (WCCO-29; WNAX-3; DK-2)	34
Aunt Jenny (WCCO-19; WNAX-4; DK-2)	25
Ma Perkins (WOW-1; WDAY-1; KFYR-2; WNAX-2; WCCO-18)	24
Kitty Keene (WCCO-14; WNAX-2; KFYR-5; WHO-1)	22
Betty and Bob (WCCO-17; DK-4)	21
Pretty Kitty Kelly (WCCO-21)	21
Valiant Lady (WCCO-20; DK-1)	21
Grimm's Daughter (WCCO-18; DK-1)	19
Bachelor's Children (WCCO-16; DK-1)	17
Stepmother (WCCO-16)	16
Myrt and Marge (WNAX-1; WCCO-13; DK-1)	15
Hilltop House (WNAX-1; WCCO-12)	13
Grandma Travels (WCCO-10; WNAX-1)	11
The O'Neills (KFYR-3; WCCO-8)	11
Mary Margaret McBride (WCCO-9; KFAB-1)	10
Hymns of All Churches (WCCO-8; DK-1)	9
Guiding Light (WLW-1; WOW-2; KFYR-3; DK-2)	8
Judy and Jane (WCCO-8)	8
Betty Crocker (WCCO-7)	7
Happy Gilmans (WCCO-7)	7
Mary Marlin (WOW-3; WDAY-1; KSTP-1)	5
Pepper Young (KOA-1; WLW-1; WOW-3)	5

Talking Shop

By JERRY FRANKEN

Columns

SINCE Los Angeles, San Francisco and Chicago papers, among others, recently went on a tear and started putting the crush on their radio columns, there has been—again—a lot of talk over the whole situation. There has been talk as to possibilities of the rash spreading, as to circulation losses, as to reasons why and what not. A story along these lines is on page 5 of this issue, and it isn't what I started out to talk about.

It's not good taste or something, nor is it customary, for newspaper men to write disparagingly of other typewriter pounders. Actually, some thought will show that this is not what is intended here, for the criticism goes much deeper and beyond that. The criticism is of the caliber of a large number—perhaps the majority—of radio columns published by dailies from here to there.

They're Terrible

On a number of occasions I've tried conscientiously to read some of these columns, but couldn't. They're terrible. In most cases it wasn't the fault of the writer, who, many times, found he had inherited or been assigned to a job he knew little or nothing about and which was regarded scornfully by his superiors. Furthermore, he had little time to work and received no additional pay above his salary as bird editor.

Some dailies claim since dropping columns they've lost no circulation. I don't believe it, but, if true, it proves my point. If the columns had been good they would have been missed by the readers and the readers would have sounded off.

That the columns are bad is the fault of the newspapers' managements.

Not All Lilies

It's also true that some of the radio columnists, as fancifully referred to on many occasions, are not lily white. The trade has long been full of talk about sundry writers who are moochers, fore, aft and in the beam. But there shouldn't be any finger pointing, since this condition exists in every business and in the branches of every business. There are many—by far the majority—columnists who are miles above questioning. There are many—Herschell Hart, Norman Siegel, Alton Cook, to name examples—who write good columns.

It's Dumb

A good number of radio's names are picture names. The newspapers run picture news about these plaster of paris idols, but not radio news. That's sterling logic. Publishers have emphatically learned of reader interest in radio, and in cutting radio they are stepping on their own teeth.

Chivalry

CINCINNATI, June 4.—When a Columbia station campaigns for a program which is to be aired over NBC, it's not only a chivalrous gesture but news as well. WKRC, local CBS outlet, however, did just that tonight when it broadcast a half-hour "Thank You" program to contributors to the Summer Opera Fund. Originally scheduled as a half-hour benefit program, WKRC changed the program listing when the John Shillito Co., local department store, donated \$2,400 to cover the deficit needed to make the operas possible. The operas are broadcast by NBC from the Zoo here.

FCC Sets Inquiry On Deals Between NBC-Westinghouse

WASHINGTON, June 4.—Hearings have been ordered by the Federal Communications Commission on contracts between Westinghouse and the National Broadcasting Co., which recently stirred Congressman Wigglesworth to charge that the contracts were leases in violation of the Communications Act.

Long a focal point for the attacks, contracts followed the Delaware consent decree. This year Wigglesworth grilled Commissioner Craven on "secret leases" between Westinghouse and NBC. Craven was asked to check on them with an answer for the next day's hearing. Commission personnel informed Craven that there were no "secret leases," and this information was given but a short rest by Appropriation Committee when Wigglesworth, in attacking the FCC appropriations, reiterated charge that there were "secret leases" in existence. McFarlane chimed in that Craven had not truthfully answered the committee. Private investigation only found contracts which the FCC law department had failed to mention.

Point to be cleared up is whether NBC in contracting to program Westinghouse stations is effecting direct or indirect transfer of control without Commission permission.

Luckies After Ed Wynn

NEW YORK, June 4.—Lucky Strike cigarettes (American Tobacco Co.), still on the hunt for a big hour show, is reported talking to Ed Wynn. Comic's last chore was for Spud cigarettes. New Lucky show will be replacement for the Al Pearce production, with Pearce signing with General Foods instead of the tobacco company.

Air Briefs

New York By PAUL ACKERMAN

PERSONNEL changes in the radio department of Erwin, Wasey may develop following transfer of Innes Harris to firm's Philadelphia office. Harris' tenure in Philadelphia is not yet set, there being a possibility of his returning in the fall. With the New York office seven years. . . . Encouraging business note is that *The Silver Theater* is coming back in the fall for International Silver, according to Young & Rubicam. Program of half-hour dramatizations and Hollywood guests will be on the Joe Penner spot, 6 to 6:30 p.m., WABC, beginning October 26. Penner, as matters now stand, will not be renewed by Cocomalt. Takes his place in the At Liberty column, along with Phil Baker. Wanna buy a comic? . . . Frank Headley, of Kelly-Smith's radio department, marrying Ruth Mallery in Washington, June 10. Duo will vacah for two weeks at Dixville Notch, N. H.

Fanfare over pretty receptionists refuses to fade. Latest candidate, submitted by Will Yolen for the Phillips H. Lord office, is Barbara Cochran, former Powers model and eighth ranking fencer in the United States. Trouble is that Miss Cochran, a genuine dazler, can undoubtedly parry all thrusts. . . . Wickliffe Crider, of J. Walter Thompson, off on a week's vacation. . . . Dave Elman's "Hobby Lobby," replacing the Jack Benny show July 3, will have Harry Salter's Orchestra and probably a soloist. Bill Stuhler, of Lyons & Lyons, sold the program to Young & Rubicam. Elman, incidentally, is under option to Y. & R. for one year and will probably be on the air for them next fall. . . . "We, the People" show next year will be handled thru the Y. & R. office, not via Phillips Lord, as heretofore. Hubbell Robinson will supervise, with assistance by Adrian Samish and Ross Worthington. Plans start this week, now that Samish barged in from a cruise. Tom Lewis, producer on the Kate Smith show, sails for Europe with Jerry Devine, freelance writer, June 26.

WNEW's Martin Block plans another carnival of dance music for next year, but will hold it indoors in order to be weatherproof. Ran-

dall's Island fracas went off with such prime showmanship as to receive praise from such ickies as Arthur Sinshemer, of Peck. . . . Twenty-five-cent chain letter which was recently circulating around NBC has now hit the stations and agencies. . . . Norman Frescott, who replaces Fred Allen on the Town Hall "Big Game Hunt," used to be a theatrical reporter in The Billboard's Chicago office. Jane Martin is set for the show. . . . Reported reliably that some important Young & Rubicam accounts will go on the air for the first time next year. . . . Fred Wile, assistant manager of Y. & R. radio department, became father of a baby girl last week. . . . "Don't You Believe It," set by Lenzen & Mitchell for Sensation Cigaretts, starts June 14 on WOR twice a week, with Alan Kent as commentator.

ROSELLEN CALLAHAN, of CBS press department, flew to Hollywood Friday (3) vacationing for a fortnight. Bruce Fouche, of same department, dittoes in some weeks. CBS's Wally West now relaxing at his Jersey farm, and CBS's John Lageman leaves for Europe in six weeks. Lageman last year went to Mexico. . . . Bob Taplinger flew back to the Coast last week after a five-day stay in New York. . . . CBS doing its darndest to sell Phil Lord's version of Lloyds of London—not a pic. Lord tied up dramatization rights to the insurance association's files. . . . Possibilities: N. W. Ayer thinking of extending the Howey Wing series for Kellogg; ditto for Ex-Lax summer program; Atlantic Refining, busy with baseball, thinking of negotiating for Duke University football games. . . . Irene, of Three Drows on WHN, is ill in Women's Hospital. . . . Al Simon and Sam Taylor, of WHN, are looking for pretty girls. For publicity, so don't get scared. . . . Federal Theater Radio Division has obtained gratis rights to Paul De Kruif's *Microbe Hunters* and others of like ilk and will air same in a series of half-hour dramatizations on CBS beginning July 15. Series set for 52 weeks. FTP Radio Division now negotiating, in co-operation with the U. S. Treasury, for a series based on the secret service files. Hitherto unpublished material will be used, if and when, on NBC.

Chicago By HAROLD HUMPHREY

BILLY HOUSE came into town to audition for a new sponsored fall program. . . . NBC actress Betty Lou Gerson and husband Joseph Ainley left for the Caribbean and a two-week vacah. . . . Sylvia Clark is now free-lancing with the expiration of her NBC contract. . . . Mills Brothers left for New York after their theater date here to cut some new discs. . . . Herb Morrison, former WLS announcer who attained fame from that Hindenburg transcription, visited his old workshop on a vacation from his duties at WOR. . . . Al Pearce and Gang did their broadcast from CBS-WBBM Saturday between shows at the Palace Theater here.

WGN's new show for Bob Crosby from the Blackhawk is set for one-hour airings every Monday. Idea is

patterned after the true-or-false formula, with the ork swinging out and the customers doing the guessing. Diplomas for swing are mailed to listeners giving the right answers, as was done in the same spot when Kay Kyser held fort. . . . NBC tossed a party for and preview of its alumnus, Gale Page, in her first pic, "Crime School." . . . Ray Jones, local AFRA secretary, off to New York for more meetings with NBC and CBS.

BILL RAY, of NBC, is in Detroit this week visiting the various radio eds. . . . Some local radio men are reported to be looking for financial backing to launch a plan they have for publishing a weekly radio mag for stations to circulate on their own.

Rival Press Agent Unions Plan Ad Agency, Station P. A. Drive

NEW YORK, June 4.—Theatrical Managers, Agents and Treasurers' Union will inaugurate an organization drive to tie up all publicists in advertising agencies and broadcasting stations, according to a TMAT spokesman. Campaign is scheduled to start as soon as Lodewicke Vroom, TMAT president, and Hal Oliver, union organizer, return from organizational activities on the Coast. Thus far plans have gone scarcely further than ogling. But wind-up may mean another fracas between the American Federation

of Labor (TMAT) and the Committee for Industrial Organization, one of whose locals is the Advertising Guild of America.

TMAT this week admitted mulling ways and means of taking in all publicists connected with show business. Thus far union has mostly members in legit. Feeling is it will be necessary to organize all press agents because of rapidity with which p. a.'s switch from radio to legit to ad agencies, etc.

Other angle jamming up the works stems from the internal set-up of the TMAT. Numerically, box-office men and treasurers are stronger than the p. a.'s. In order to offset this many of the p. a.'s will try to hurry along any organization drive calculated to boost the general p.-a. strength. TMAT has an election in August, and matter of the moment is whether the union will decide to inaugurate a campaign now or in the fall.

Considered likely that agency publicists will react coldly to overtures by the TMAT, according to some sounded out already. One agency man broached the advisability of forming a unit composed of agency and broadcasting station p. a.'s.

Organizational activity of the TMAT is likely to run afoul of similar schemes planned by the Advertising Guild, a local of the United Professional Workers. AG is CIO, with a membership made up mostly of publicity men in motion pictures.

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Dept. Store Tele Broadcasts Draw Mobs; Reception N.S.G.

NEW YORK, June 4.—Television demonstration at Bloomingdale's department store this week introduced receivers priced between \$125 and \$250. Sets are made by Television Corp. of America, formerly Communications System, Inc., and are also carried by Abraham & Strauss, Brooklyn store. Delivery is not promised for a month or so. Demonstration was given with the \$250 model, tuned into an NBC telecast from Radio City. Set uses a four-by-four screen. Sound came over okeh, but image was green and had slight flicker. Compared with recent NBC-RCA demonstrations at Radio City, Bloomingdale's snow was inferior. Image used on the

NBC set, for instance, is black and white. Sets used by NBC-RCA are experimental and cannot be bought.

Mob at Bloomingdale's showed great interest, waiting in line to file past the receiver and catch a quick glimpse of the telecast. A few were ready to place orders immediately.

Allan B. Dumont Labs staged a demonstration at Davega's Madison Square Garden Store the same day as the Bloomingdale affair. Like Television Corp. of America, Dumont used the NBC telecast. Dumont sets are more costly, priced at \$395 and \$650, and use a black and white image.

Paul Ackerman.

Radio Uses Another Parlor Game; Crossword Puzzles Go on WISN

"Crossword Puzzles of the Air"

Reviewed Monday, 6:45-7 p.m., CST. Style—Descriptive. Sponsor—American Household Furniture Co. Station—WISN (Milwaukee).

A chord of music, ringing bell and the statement that this is the "swiftest, giftiest game on the air," followed by the names of about a dozen winners of last week's contest, is the opener for this novelty contest program.

Listeners are advised to round up crossword puzzle charts either by calling at one of the American Household Furniture Co.'s two Milwaukee stores or by clipping advertisement in *The Milwaukee Journal*.

For each correct solution winner is rewarded with \$1 cash prize. Sound of gong designates start of contest, with announcer reading definitions of words. Listeners are to write correct words in their proper places on the chart and phone the studio when the puzzle is completed.

First winner on program reviewed was announced two and a half minutes before show ended. Correct solutions are accepted for five minutes after first correct solution has been announced. Two more winners were announced before signing off.

Program opens with commercial, has advertising plug sandwiched between original directions and a repeat and closes with commercial. Telephone operators can be heard in background asking questions, and the ringing of their phones and muffled chatter add somewhat of a punch to the program. Blanks for future program procurable from sponsor's stores carrying on their back the solution to the puzzle the week previous.

Neal Searles announces. H. C. B.

"Sing 'n' Quiz"

Reviewed Friday, 8:30-9 p.m. Styles—Songs, quizzes, organ music. Sponsor—Warner Bros. Theaters, on "sustaining basis." Station—WWSW (Pittsburgh).

Combination of Kay Kyser's *Musical Klass*, Professor Quiz, community sing and Bank Night techniques makes newest brainstorm of station's Framer-Sickles team almost sure bet for audience favor. Being presented from stage of Enright Theater adds vaudeville enticement for b.-o. payoff.

Formula has fast-talking Walt Framer enlist 10 people from house audience to answer 10 questions submitted by air listeners, dealing with any subjects from music to history. Answers are spiced with community singing led by Framer and organists by Johnny Mitchell. Each of 10 persons on stage gets one question in competition for 10 cash prizes totaling \$25. Awards for questions missed go into jackpot for following week. Question submitters also get gelt.

Music furnishes entertainment background, Framer's high-pressure splicing adds color, nut-crackers are relatively simple and prize system attracts theater audience and radio fans alike.

Warner Theaters at present foot bill for prizes and talent, with station trying to sell spot to another advertiser.

Walt Sickles, WWSW program director, announces. M. F.

"Magic in the Air"

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

This latest in the series of special broadcasts being developed by WOR for commercial preview isn't much more than an overstuffed hodgepodge of several styles of ether entertainment. Using magic as its base, program is a conglomeration of audience participation, comedy, dramatization and music, the whole delivered thru scripting and production that seemed slightly out of breath. Probably wasn't the fault of either writers or director, for they'd have to be magicians themselves to encompass in a half hour all the elements given them to work with and do it with any degree of cohesion and smoothness.

Show is emceed by Richard DuBols, magician, who likewise does as well as he can with all the folderol handed him. Starts off asking members of the audience if they know how a certain trick is

done; a dollar is paid if correct answer is given. Program hardly settles into this when it's jerked out and the audience is regaled with a "lesson in magic," decidedly weak humor anent a Houdini-like locked-box trick which DuBois tries to do with the help—or lack of it—of a stooge called Herman, his apprehensive assistant. Patter isn't funny and runs too long, being carried over after the dramatic sketch as well.

Skit is played well enough, but again the switch is too abrupt. Sketch told the story of Chong Lee Soo, magician, and his unexplained death as a result of a trick.

Last part of the show has DuBois pulling a number stunt in which listeners participate, needing only pencil and paper. Audience is invited to write in for the solution. That completes a hurried, overly varied show whose component parts fail to blend into a coherent unit. D. R.

Bill and Irene

Reviewed Wednesday, 9:45-10 p.m. Style—Harmony singing. Sponsor—Watchung Lake. Station—WNEW (New York).

Program gives the sponsor a great run for his money, plugging the resort with special lyrics as well as regular commercials. Usually this is annoying, but this program manages to steer clear of such a charge by cutting to the bone all extraneous chatter. Show therefore shapes up as a straight harmony offering, sans gags. What talk there is concerns Watchung Lake. This type of make-up is immeasurably better than one which would inflict a weak script on listeners. Duo has time for about five numbers,

both solos and duets. Voices are fair, but delivery is expert, team having been in radio for four years. P. A.

"Songs by Mona Hess"

Reviewed Tuesday, 1-1:15 p.m., CST. Style—Vocal. Sustaining over KWOS (Jefferson City, Mo.).

Mona Hess (Mrs. Albert Meister) has radio personality, and her program, tho light, has plenty of people dialing in. Young lady accompanies a husky, deep voice with her own piano arrangements, announces her own numbers and does a piano solo on each program.

When caught she sang two vocals, both popular numbers, with ability, but seems a bit short of wind. Needs volume, too. Despite these faults, her voice has appeal.

An announcer would better the program by presenting a different voice for contrast. A. B. J.

"Questions and Answers"

Reviewed Monday, 9:15-9:45 p.m., CST. Style—Quiz. Sponsor—Katz Drug Co. Station—WDAF (Kansas City, Mo.).

Here's a real nightmare. Program consists of 30 minutes of indescribably poor listening, most of which is presented in a manner which leaves the listener—providing he hasn't dialed away—unaware of the object. Webb Wittmer, announcer, and an unbilled assistant do their best to explain the workings of a contest aimed to boost drug sales, but it's all so jumbled and indefinite the entire idea is lost and persons to understand what it's all about must be of the genius or high i. q. type who have nothing else to do with their time. And, will they listen?

By using a telephone number listener is supposed to jot answers to questions asked by announcers on a slip of paper. After listening to a dozen inane queries,

listener is supposed to have the "answers" on the paper. Then he must telephone the judges if he wants a try at a free radio set.

None of it makes sense. Kansas City is weak in presenting night local programs, but *Questions and Answers* reaches a new low. Sponsor—not the station—apparently thought this one up. D. E. D.

The Sunshine Boys

Reviewed Sunday, 1:45-2 p.m. Style—Musical. Sustaining over WHB (Kansas City, Mo.).

Virgil Bingham, blind pianist heard recently on Kate Smith's Thursday night show, teams here with Lee Johnson to form a slick duet with Bingham's piano starred. Offerings are chiefly popular ditties, cleverly arranged and presented. Airing moves swiftly. Bingham and Johnson team well, their harmony is good, and the fancy keyboard manners of Bingham all add up to a neat program.

Bob Caldwell Jr., swing music fan and hot record collector, announces. Appears to be in shape now for a local sponsor. D. E. D.

"Make Up Your Mind"

Reviewed Monday, 7:45-8 p.m. Style—Quiz. Sponsor—Photo Labs, Inc. Agency—Placed direct. Station WMCA (New York).

New quiz show, to be aired Monday and Friday each week, is indicative of what may be done for a sponsor with a limited budget. To all appearances, show must be very inexpensive, consisting simply of questions calling for yes or no answers from contestants. Frankie Basch emcees. Product, Photoprinting, is given a couple of straight plugs and is also worked into the quiz once or twice, giving the sponsor a good run for his money.

Elimination technique is used. Eight contestants start and must answer within five seconds. On the first airing six were eliminated hurriedly, giving Miss Basch time to interview the two finalists. Awards are \$5 and \$2.50 to winner and runner-up, with remaining six getting a photo-printing set. Listeners sending in questions which are acceptable receive sets also.

Program is just about right for 15 minutes, with questions and answers given rapidly and requiring no excessive mental strain on the part of the audience. P. A.

Jimmy Jemal

Reviewed Monday, 5:45-6 p.m. Style—Interview. Sponsor—Wilbert's No Rub Shoe White. Agency—W. I. Tracy, Inc. Station WHN (New York).

Jimmy Jemal, inquiring reporter for the *New York Daily News*, returns to the air with a new series and new sponsor, but the same sidewalk interview program he's been conducting for years. Interviews are conducted in Loew's State Theater lobby, with about a half dozen persons undergoing a probe on the same question.

In this particular quest for what the average mind is thinking, outstanding movie personalities stand indicted for not having enough off-the-screen personality to lure those interviewed away from their established romances. The question was, "How would you compare your sweetheart with your favorite movie actress?" All were unanimous in proclaiming that their sweethearts had more charm (to suit their tastes) than Clark Gable, Mae West, Claudette Colbert, Madeline Carroll, etc.

Program moves slowly, but the fault lies in audience participation, which creates the novelty, so all that's needed is a little patience to listen.

Ray Saunders announcing. S. Z.

"Chicago Varieties"

Reviewed Friday, 3:15-3:30 p.m. Style—Musical. Sustaining on WBBM (CBS network).

Can't rate this stint much above a filler. Carl Hohengarten's Ork, with Shirley Sadler, furnishes the stuff, but it isn't so mellow. Band is too heavy on the brass and needs more variation in its arrangements. Miss Sadler sounds as if she had the makings, with a sweet voice, but it could stand more cultivating and a little more umph. Show is regularly scheduled for a half hour, but juggling of more important spot commitments frequently puts it down to 15 minutes. H. H.

Current Program Comment

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

General entertainment value of Thursday shows on WMCA from 8:30 to 11 p.m. struck this reviewer as being rather low. Two of the programs, *Bridge Round Table* and *Mid-Week Forum*, are limited to small audiences and, as far as the rank and file listener is concerned, make a hash out of one good hour of listening time. Erling C. Olsen, on the *Forum* program, discoursed on the breakdown of morals. Spoke about low percentage of virgins on college campuses and advocated more Bible-opening. Olsen's diction superb.

Half-hour stint by the Four Aces, bridge experts, no doubt is nectar for those that go for it. Solution of card problems is informal, with people presenting them right at hand.

Alan Courtney, candid mickeman, went backstage at the Casa Manana at 10 p.m. and introed various dignitaries for one-half hour. It fell flat, with Aunt Jemima and Fritzi Scheff talking instead of singing, etc. Even Henry Youngman and Bert Wheeler, giving straight answers to questions, were just so-so.

At 10:30 p.m. from the Brown Derby in Boston, Cliff Natalie presented the latest screwball nonsense, "Spiral Music." The tunes or arrangements, according to the announcement, are supposed to represent conical, cylindrical and jellyroll spirals. When he is not spiraling heavily, seems as tho Natalie might have a good ork.

The Finlay Strauss 15-minute shot, featuring the voice of Jerry Lee and the music of Nat Brusiloff, seemed rather logey. Brusiloff's arrangements rather than Lee's singing are at fault, altho Lee, one of those "romantic" warblers, does not get away from that touch of ham common to the type.

Shirley Winters, vocalist, and Jack Ward, pianist, make a good team. They are on at 9 p.m. Winters girl, best with pash numbers, did a fine job with *Moon of Manakoora*. Style is rather a continuous throb, with measured accents. Did a few others, but none came up to *Manakoora* level. Ward solos one piano selection nicely.

Script of *Our Gal Sunday*, caught on WABC recently, is strictly for the simple-minded. Serial drama for Anacin, dished

out in 15-minute doses by gals who emote with tears in their voices and frogs in their throats, is a honey for those given to sentimental slobbering. Particular program a mind had Sunday deciding to divorce her man Henry, then deciding not to divorce Henry, and finally deciding to divorce Henry. The good burghers are left up in the air at this somewhat meandering crisis and invited to listen in next time.

Maybe the idea behind the script is to get 'em so balled up that they gotta take Anacin.

Ben Bernie was signed originally by his present sponsor, U. S. Rubber Co., as a comedian rather than a band leader. Since the show started, however, this theory seems to have changed and the comedy chores are shunted away from the maestro. Lew Lehr, film news-reel commentator, has as much comedy work as before this new no-comedy-to-Bernie policy went thru, but guest stars and others on the show have now joined in the would-be funny parade. Lines assigned Agnes Moorhead were not funny on program caught, but Buddy Clark fared a little better and helped considerably by his delivery. Clark, always a top-notch singer, is a steadily improving performer and his new ability to handle lines or an emcee spot should serve him well. Still and all, it seems slightly out of place to hide Bernie, who gained renown more as a comic than orchestra leader.

Lehr's material is moderately listenable foolishness. For once it may be said that the studio audience helps. Reaction to their laughter is favorable.

Jack Johnstone's *Thrill of the Week* dramatization on the Philip Morris Tuesday evening show over WEAJ rates a genuine rave. It was a newsy account of the rescue of entombed miners, and was told stirringly and minus melodramatic drip, particularly in the introduction of one of the heroes, Henry Kirchdoerfer.

As the play was stimulating, so the whole half hour exemplified careful organization. Russ Morgan, the Swing Fourteen and Genevieve Rowe share the good word for the musical phases of the show, which fairly breezed along.

ORCHESTRA ROUTES

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

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

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

King, Ted: (New Kenmore) Albany, h.
Kinney, Ray: (Lexington) NYC, h.
Kirk, Andy: (Savoy) Chi, b.
Kirkham, Don: (Blakeland Inn) Denver, no.
Kurtze, Jack: (Cavaller Inn) La Crosse, Wis., nc.
Kyser, Kay: (Pennsylvania) NYC, h.

A
Abbott, Dick: (Statler) Boston, h.
Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.
Alberto, Don: (El Chico) NYC, nc.
Alexander, Joe: (To-Jo-Farms) Detroit, nc.
Allen, Dick: (ENB Club) Akron, nc.
Anderson, Kenny: (Varsity Inn) Athens, O.
Anderson & Balli: (Lorraine) Madison Wis., h.
Armstead, Charlie: (Avalon) Niles, Mich., b.
Arseth: (Bismarck) Chi, h.
Arthur, Zinn: (Grossinger) Ferndale, N. Y., h.
Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.

Gasparre, Dick: (Ritz-Carlton) Boston, h.
Gast, Harold: (Yachtsmen Club), Marion, O., b.
Gendron, Henri: (Colosimo's) Chi, nc.
Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h.
Goodman, Benny: (Palace) Cleveland, t.
Graff, Johnny: (Arcadia - International) Phila, nc.
Gravel, Lou: (Chez Ernests) Three Rivers, Que., nc.
Green, Jack: (Subway) Akron, O., nc.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Grayson, Bobby: (Peyton's) Pittsburgh, nc.

Himber, Richard: (Essex House) NYC, h.
Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
Holtz, Ernie: (Belmont Plaza) NYC, h.
Horton, Harry: (Le Mirage) NYC, nc.
Horton Girls: (The Casino) Hague, N. Y., nc.
Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.
Hummel, Ray: La Junta, Colo., 8-9; Florence 10; Salida 11; Delta 14.
Huntley, Lloyd: (Mount Royal) Montreal, Can., h.

L
Lamb, Drexel: (Ye Old Tavern) Ft. Wayne, Ind., nc.
Le Baron, Eddie: (Rainbow Room) NYC, nc.
LeRoy, Howard: (Club Arcadia) St. Charles, Ill., nc.
Lee, George E.: (Jockey) Kansas City, Mo., nc.
Lee, Julia: (Milton's) Kansas City, Mo., nc.
Lewis, Vic: (Colvin Gables) Buffalo, N. Y., nc.
Lewis, Tommy: (Hi-Ho) Biloxi, Miss., nc.
Lewis, Ted: (Majestic) San Antonio, t.
Light, Enoch: (Taft) NYC, h.
Lopez, Vincent: (Casa Manana) NYC, nc.
Love, Clifford: (Antler's) Kansas City, Mo., nc.
Lucas, Clyde: (Claremont Inn) NYC, re.
Lyman, Abe: (Earle) Phila, t.

B
Barber, Hal: (Parody Club) Chi, nc.
Bardo, Bill: (Roosevelt) New Orleans, h.
Barnet, Charlie: (New Penn Club) Pittsburgh, nc.
Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
Barron, Blue: (Edison) NYC, h.
Becker, Dorothy: (Arcadia Grill) Canton, O., nc.
Bell, Bob: (Coral Gables) Coral Gables, Fla., cc.
Berdun, Hal: (Commodore Perry) Toledo, O., h.
Bergere, Maximilian: (Versailles) NYC, re.
Berry, Art: (Claypool) Indianapolis, h.
Bestor, Don: (Adolphus) Dallas, h.
Biltmore Boys: (La Salle) Chi, h.
Black, Bob: (Pere Marquette) Peoria, Ill., h.
Bonick, Lewis: (Club Mayfair) Boston, nc.
Boroff, Misch: (Chi-Ami-Chateau) Mountain-side, N. J., re.
Breese, Lew: (Chez Parree) Chi, nc.
Brewer, Teddy: (Carolina Beach Casino) Carolina Beach, N. C., b.
Brierley, Earle: (Club Cinderella) Denver, Colo., nc.
Brinckley, Charles: (Log Cabin) Aurora, Ill., nc.
Brooks, Tiny: (De Lisa) Chi, re.
Brown, K. A.: (Willow Dell & Turn Villa) Stroudsburg, Pa., h.

H
Harris, Claude: (Joey's Stables) Detroit, nc.
Harbur, Clayton: (Wildwood) Kansas City, Mo., p.

I
Insirilo, Vic: (Rainbow) Houston, Tex., nc.
J
Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.
James, Ann: (Tavern) Steubenville, O., nc.
Jefesnik, Eugene: (Utah) Salt Lake City, h.

M
McGraw, Eddie: (Conesus Lake) Rochester, N. Y., b.

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

Harper, Daryl: (Hawaiian Paradise) Los Angeles, nc.
Hawkins, Erskine: (Newman) Kansas City, Mo., t.
Haymes, Joe: (Ocean Casino) Virginia Beach, Va., nc.
Henderson, Will: (Saks) Detroit, nc.
Henderson, Fletcher: (Grand Terrace) Chi, nc.
Herbert, Arthur: (Ambassador) NYC, h.
Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., nc.

Johnson, Everett: (Panama) Kansas City, Mo., nc.

Songs With Most Radio Plugs

"Let Me Whisper" Jumps to Top of Tune Heap With Bang

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, June 2. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
Last Wk.	This Wk.		Net
16	1. Let Me Whisper.....	Chappell	37
6	2. Cry, Baby, Cry.....	Shapiro, Bernstein	10
1	3. Lovelight in the Starlight (F).....	Paramount	31
9	3. You Couldn't Be Cuter (F).....	Paramount	25
6	4. You Leave Me Breathless (F).....	Chappell	25
3	5. Don't Be That Way.....	Famous	23
8	5. Says My Heart (F).....	Robbins	22
7	5. Bewildered.....	Paramount	22
4	5. Why'd You Make Me Fall in Love?.....	Miller	22
7	6. This Time It's Real.....	Feist	22
15	6. So Little Time.....	Spier	21
10	7. How'dja Like To Love Me? (F).....	Shapiro, Bernstein	21
10	7. Girl in the Bonnet of Blue.....	Famous	20
6	8. Please Be Kind.....	Crawford	20
2	8. Cathedral in the Pines.....	Harms	19
—	9. I Let a Song Go Out of My Heart.....	Berlin	19
16	9. I Hadn't Anyone Until You.....	Mills	18
8	9. Garden in Granada.....	ABC	18
13	9. In the Little Dutch Kindergarten.....	Southern	18
9	10. It's the Dreamer in Me.....	Fox	18
—	10. Moonlight in Walkiki.....	Feist	18
—	10. Oh, Ma, Ma.....	Harms	16
12	10. I Got a Guy.....	Shapiro, Bernstein	16
—	13. Love Walked In (F).....	Fisher	16
—	13. Lost and Found.....	Chappell	15
13	13. I'm Glad I Waited for You.....	Santly-Joy	15
14	14. On the Sentimental Side (F).....	Stasny-Lang	15
11	14. Little Lady Make Believe.....	Select	14
15	14. Joseph, Joseph.....	Olman	14
9	14. Day Dreaming (F).....	Harms	14
14	14. It's the Little Things That Count.....	Remick	14
15	14. If It Rains, Who Cares?.....	Marks	14
—	14. Let's Break the Good News.....	Morris	14
—	14. So Lovely.....	Davis	14
16	14. I Married an Angel (M).....	Crawford	14
2	15. Something Tells Me (F).....	Robbins	14
—	15. My Margarita.....	Witmark	13
15	15. Music, Maestro, Please.....	Feist	13
—	15. Moonshine Over Kentucky (F).....	Berlin	13
—	16. At Your Beck and Call.....	Robbins	13
14	16. My Heart Is Taking Lessons (F).....	ABC	12
—	16. When They Played the Polka.....	Select	12
12	17. Ti-Pi-Tin.....	Robbins	12
9	17. I Love To Whistle (F).....	Feist	11
—	17. I Can't Face the Music.....	Robbins	11
—	18. Toy Trumpet.....	Remick	10
—	18. Ride, Tenderfoot, Ride (F).....	Circle	10
—	18. Latin Quarter (F).....	Witmark	10
—	18. When the Stars Go To Sleep (F).....	Remick	10
—		Miller	10

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

R
Raeburn, Boyd: (Nicollet) Minneapolis, h.
Rainey, Dud: (The Crest) Pittsburgh, nc.
Rand, Lionel: (Paradise) NYC, nc.
Rapp, Barney: (Capitol) Washington, D. C., t.
Renard, Jacques: (Cocoanut Grove) Boston, nc.
Reyes, Chica: (Continental) Detroit, nc.
Rinaldo, Nino: (885 Club) Chi, nc.
Rocardo, Don: (Dellwood Lodge) Buffalo, h.
Rogers, Buddy: (Palomar) Los Angeles, h.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Rotgers, Ralph: (International Casino) NYC, nc.

S
Scoggin, Chic: (El Tirolli) Dallas, nc.
Smith, Joseph C.: (La Rue) NYC, nc.
Snyder, Billy: (Lookout House) Covington, Ky., nc.
Southland Rhythm Girls: (Enduro) Brooklyn, re.
Sparr, Paul: (Versailles) NYC, nc.
Sprigg, Jack: (Beverly Hills) Newport, Ky., cc.
Stable, Dick: (Coney Island) Cincinnati, p.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Sterney, George: (Coq Rouge) NYC, nc.
Stutz, Dick: (Westminster) Boston, h.
Swanson, Billy: (La Conga) NYC, nc.

T
Tatro, Bill: (Bridgway) Springfield, Mass., h.
Trombar, Frank: (Biltmore) Los Angeles, h.
Tucker, Orrin: (Edgewater Beach) Chi, h.
V
Vagabond, Charles: (St. Nicholas) Decatur, Ill., nc.
Vallee, Rudy: (Astor) NYC, h.
Varzos, Eddie: (Schroeder) Milwaukee, h.
Vee, Sonny: (Shadowland) Ft. Worth, nc.
Vinn, Al: (Mary's Place) Kansas City, Mo., nc.

W
Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Warren, Arthur: (Lincoln) NYC, h.
Watts, Earl: (Pink Elephant) Buckeye Lake, O., nc.
Weems, Ted: (Aragon) Chi, b.
Wells, Ted: (Swing Club) Los Angeles, nc.
Wilde, Ran: (New Yorker) NYC, h.
Winston, Jack: (San Clemente Casino) San Clemente, Calif., b.
Winton, Barry: (Salon Royale) NYC, nc.
Woods, Don: (Golden Gate Club) Springfield, Ill., nc.

Y
Young, Sterling: (Claridge) Memphis, h.

MUSIC CODE IN A COMA

Hall a Heavy Fave in Tenn.

Chattanooga concert and dance draws a good grand—mountain spots open

CHATTANOOGA, Tenn., June 4.—Not since the stands by Paul Whiteman and Little Jack Little has Tommy Thompson been able to count as many noses as he did last Friday when George Hall played a concert and dance at the Memorial Auditorium. Tickets taking for the half buck, 2,037 deposited better than \$1,000 at the window. An hour's concert, featuring swing diva Dolly Dawn, preceded the dance. Hall proved popular with the young school set here, who turned out in droves, also swarming the band stand for autographs.

Chattanoogans seeking their dancing high in the hilltops launched the season Saturday at Lookout Mountain Hotel. Paying two bucks per, 400 guests packed the dining room for a formal dinner, with dancing later on the outdoor patio. Danny Schrader, eight-piece combo, set for the season. Same evening saw George Van Arsdale starting the season at Ruby Falls Roof Garden atop Cavern Castle, also on Lookout.

Definite plans for unshuttering of Star Dust, swanky Lookout nitery, have not been announced as yet. Another outdoor dancing patio on Signal Mountain is nearing completion; no orks named yet.

Don's Last CRA Stand

DALLAS, June 4.—Altho he switched his booking affiliation to Music Corp. of America last month, Don Bestor makes good his last Consolidated Radio Artists booking, opening this week at the Adolphus Hotel's Century Room. Bestor follows Bill Bardo, who moved to New Orleans for the Hotel Roosevelt's Blue Room. Bardo, making his bow in orkdom here, proved one of the best drawing bands to play the Adolphus, registering better than Jack Denny and equaling the more recent Ran Wilde stand.

Golly Repeat Date Double The Take on First Stand

LINCOLN, Neb., June 4.—Cecil Golly was the last of the full week-enders (three days) at the Turnpike Casino, manager R. H. Pauley narrowing to Saturday night operation for the summer. Fresh in this territory from the Dallas area, Golly went from very moderate to very fancy gross in three engagements. Last stand doubled the take over the first. Goes now to the Greyhound Club, Louisville, Ky.

Biagini Bags \$800 in K. C.

KANSAS CITY, Mo., June 4.—Henry Biagini attracted \$800 to the Pla-Mor Ballroom tills Saturday night as Will H. Wittig locked doors for the summer. Wally Stoeffler, in three nights, pulled a total gross of \$900, fair for week nights.

Bryant Big on Club Date

PITTSBURGH, June 4.—Lancers Club credited Willie Bryant with bringing in 2,200 dancers for its dance last Sunday at the New Penn Club, local roadhouse.

Sweet on Skins

PHILADELPHIA, June 4.—Art Padula apparently has a sweet tooth for drummers. Gene Krupa, who just finished a spell at Art's Arcadia-International; Johnny Graff, who follows for the season, and Herb Woods, who locates at Padula's River Drive Anchorage Inn, are all masters of the skins.

What Next?

PHILADELPHIA, June 4.—Johnny Graff, at Arcadia-International, has been dedicating each night's dance remote to one of the nitery's side rooms—the French, Russian, German, Japanese, etc.

The other night, broadcast consisted of only he-man tunes like *I Love a Parade*, *Home on the Range*, *Wagon Wheels*, etc.

"That one was dedicated to the men's room," piped Milt Shapiro, spot's rotund press agent.

Stuart's Week-End A Two-Grand Take

FORT WORTH, Tex., June 4.—With hard rains going hard on the box-office take for his first week-end stand, May 21 and 22, Nick Stuart proved stronger feed for the following Friday and Saturday by bringing in almost \$2,000, with 2,500 in attendance at Casino Ballroom. Stuart stays until June 9, when Larry Lee, well known here, takes over, with Bernie Cummins the follow June 19. Joe Sanders comes in July 4.

Manager George T. Smith is booking at least one high-priced band a month, filling in with lesser known traveling tooters. Monday and Wednesday set aside as special bargain nights, with tickets retailing at 40 cents; otherwise 60 cents, with 90 cents for Saturdays. Casino also puts in a Sunday matinee, with men charged the bargain price and fems free. W. W. Lewis, formerly with Hotel Adolphus, Dallas, is now booking special banquets and parties for the Casino, concentrating on the Dallas area.

Sugar Blues a Sellout

NEW MADRID, Mo., June 4.—Clyde McCoy's May 30 date at the Junior Chamber of Commerce's fifth feature of the season was a sellout far in advance. With floor space limiting capacity to 200, that many tickets at \$2.50 each were grabbed up before McCoy gave the first downbeat. At Poplar Bluff, Mo., Queen's Ball in connection with the Ozark Jubilee had Eldon Jones for the dancing last Saturday. Band is a popular college combo in these parts and grossed about \$400. About 150 couples paid \$2.65 for duets, no stray stags. J. Richard Reynolds, director of the jamboree, was much pleased with the showing, both musically and financially.

Armstrong Makes Prom Pay

MADISON, Wis., June 4.—Louis Armstrong put the University of Wisconsin right in the groove last Friday, giving the senior class its first dance in five years to slap black figures on the right side of the ledger for annual prom. Band bought from Joe Kayser at an increase of \$450 over the school committee's usual budget for the affair.

Petrillo Won't Tip His Mitts But They Suspect a Time Bomb

CHICAGO, June 4.—James C. Petrillo boards the train for Tampa with plans for the musicians' union convention a matter of strictly personal property, for he has talked to no one regarding any rebuttal to President Joseph Weber's attack a few weeks ago. Opinion here is that the local chieftain will blow his top plenty when he gets on the floor, but sees no reason for sticking his neck out any further by blating to the press here and tipping his mitt so that planned opposition might be waiting for him.

Local dailies more or less played up Weber's "self-advertising" reprimand, *Daily News* throwing in an extra barb in the form of an editorial blatantly attacking Petrillo's \$110,000 annual upkeep and saying that it was time dues-paying wage earners received some protection from exploitation "by the wrong

Fed Trade Code for Music Pubs Now Only a Code in the Doze

Paine's untiring efforts to regulate song plugging industry seen as a pipe dream—house cleaning now an ASCAP cake-cutting party

NEW YORK, June 4.—Maneuvers of the publisher membership in the American Society of Composers, Authors and Publishers, with a view toward revising the method of arriving at the publisher divvy, is now regarded as indicating the death of much-bruited, but never realized, music code. Should this attitude be proven correct it will mean the failure of the industry's last and most publicized attempt to clean house. Discontent among the publishers boils down to the simple fact that those with good availability—that is, catalogs with valuable standard tunes—feel they are collecting short on royalties because of the ASCAP method of allocating 50 per cent value to radio plugs. Music houses with scant availability but good plugging staffs get the jump of the "ethical" firms whose catalogs are admittedly better.

Karzas Kicks In With Wire Charge

CHICAGO, June 4.—Andrew Karzas puts his Aragon hooftand back into the big-name register after kicking in with the \$100-a-week wire charge for a network pick-up. Shep Fields is set for the first Coast-to-Coast airing, opening June 24. Eddy Duchin stops off for the July 8 week, Fields returning August 18, when Dick Jergens takes over.

Both the Aragon and Trianon were made national institutions over WGN and the net, but when radio outlets here slapped on the \$100 edict last January Karzas was among those who figured it was not worth the lucre. Pressure from diminishing gate receipts, coupled with the difficulty of luring name bands without a wire, was evidently the factor which changed the dance op's attitude toward the ether. Trianon airs only locally over WIND.

CRA Adds Lincoln Hotel

NEW YORK, June 4.—With the acquisition of the Hotel Lincoln by Mrs. Max Kramer, Consolidated Radio Artists gets the booking exclusive for the hostelry's grill, thereby leaving Rockwell-O'Keefe's much heralded advance spotting of Larry Clinton there in the fall hanging fire. The Edison, Kramer-controlled, is also booked by CRA, Blue Baron current. Office also brings back Harold Nagel to the Pierre Roof for the summer, starting June 15.

Shaw Doubles Dorsey Gate

HAMPTON BEACH, N. H., June 4.—On the last leg of a one-night string, Artie Shaw topped all records last week at Hampton Beach Casino, playing to 1,850 dancers. Week previous brought a crowd of 800 for Jimmy Dorsey's stand.

PITTSBURGH, June 4.—Last autumn Sammy Kaye drew \$900 for a week's engagement at Bill Green's Casino. For coming Stanley Theater stage date, they'll get \$6,500.

Tin Pan Alley is aware that the effectiveness of a song-plugger is directly in proportion to his expense account. Pubs no longer hide the fact that radio plugs are bought and sold, and that one of the chief reasons of the barter is to hype up the ASCAP divvy.

When Joseph V. McKee, counsel for the Music Publishers' Protective Association, drew up the code, it was hoped that bribery in the industry would cease. Negotiations with the Federal Trade Commission by John G. Paine, ASCAP general manager and formerly chairman of the board of MPPA, and such music industry leaders as E. B. Marks, Harry Fox and others were productive of many train rides and speeches, but the matter of the moment—whitewashing—never occurred.

Move by publishers now to revise the divvy method themselves augurs a belief that the FTC-code nixing is complete.

Within recent years music industry in its lighter moments tried to lift itself out of the mud, according to some publishers, but always failed. When Paine was chief of the MPPA most of the pubs fooled around with a "gentlemen's agreement" whereby they were supposed to refrain from unfair trade practices. Developments quickly showed that the "gentlemen's agreement" was a misnomer in the first place.

Agitation for code first became prominent when Paine was connected with MPPA. His intention was to see the business thru after going to ASCAP. But industry is now taking its own measures.

Hillman and Richter To Revive Kennaway

CHICAGO, June 4.—Floyd Shaw, formerly with Dave O'Malley office, moves over to Rockwell-O'Keefe. Will handle jobbing and club dates. George Hillman and Charles Richter, who bowed out of R-O'K at the same time, are setting up their own percentage stand. Will operate as Kennaway if Gus Edwards permits the tag, the three at one time using that title.

Garman Opens New Dansant

CEDAR RAPIDS, Ia., June 4.—Joe Garman unshuttered his Thornwood Park Ballroom here, with Charles Gaylord making the initial music. Heavy biz reported. Glen Gray one-nights it Friday, and then Garman uses traveling names for full-week stands.

Tongue in Cheek

CHICAGO, June 4.—Press agent puffs this summer on James C. Petrillo's Grant Park Concerts are reaching city desks without so much as a mention of the music chief's name. Altho jointly sponsored by the park and union, original idea was conceived by Petrillo, who heretofore enjoyed plenty of personal publicity from the venture.

Orchestra Notes

By M. H. ORODENKER

Yes, We Have No

SCOTCH and sody may curry favor from most band leaders . . . but as for TOMMY DORSEY, it's the nice, ripe banana that turns the trick . . . and we don't mean oil . . . that swell slider was really in a sentimental mood when a music publisher adorned his dressing room during his Chicago Theater date with a 40-pound stalk of yes-we-have-nos. . . RICHARD HIMBER, a trickster in his own right, is a fall guy for the magical tricks . . . a professional musician and amateur magician, Dick now turns to "hamlet" acting . . . will appear as the melancholy Dane when the Warrensburg (N. Y.) Summer Theater presents a streamlined version of *Hamlet* July 15 at its cowbarn.

Gotham Gab

HUGUES PANASSIE, French dean of swingology, arrives on these shores next week, just in time to catch his idol, LOUIE ARMSTRONG, playing the June 17 week at the Apollo. . . WILLIE BRYANT takes in the July 1 week at that Harlem playhouse. . . A bumper crop of chamber jazz looms, what with WILL HUDSON and COUNT BASIE building swingtettes. . . WILLARD KEELER locates at Coney Island's Luna Park Ballroom . . . and if plans don't go astray, Coney's Childs Restaurant will blossom forth as a class dance tavern June 24, buying name bands for the stand. . . STAN ZUCKER, CRA general manager, is back in town after a 10-week spell at the Chi and Cleveland offices. . . PAUL WIMBISH may give up his own booking office to head Paul Whiteman's Artists Management Bureau. . . J. C. STEIN, of the MCA Steins, leaves for Tampa to again take in the musicians' union convention.

Kaycee Korner

ORK biz shows upping signs in Kansas City as summer, preceded by a fortnight of rain, makes its belated appearance. . . Unknown and unheralded, MARSHALL VAN POOL has been pulling alrighty at Fairyland Park. . . Names take over the stand the 15th, operators Dick Wheeler and John Old going contrary to Midwest custom by buying bands for one or possibly two-week stays rather than single nights. . . JAY McSHANN's terrifically tempoed pianologics set a fast pace at Martin's-on-the-Plaza. . . JULIA LEE'S jam jams Milton's Room and HERMAN WALDER keeps the wheel spinning at the Spinning Wheel. . . Tho short on culture and ready cash, ops figure the Kaycee kats will gladly part with last dimes if the thingy is swiny . . . and with good music now showing on the nitery stands ops philosophize that biz will be good this summer or totally lacking.

Broadway Bookings

RAMONA makes her metropolitan bow at Hotel New Yorker June 13, with HENRY BUSSE following for a monther June 27 for his Broadway first. . . Ramona comes here from Hotel Nicollet, Minneapolis, where BOYD RAEBURN makes the replacement . . . and the way band leaders have been taking the spotlight away from the music pubs and their stooges at opening festivities, first nights promise to become gala affairs again. . . No wonder nobody could identify the maestro in the previous issue showing Vallee getting the glad-hand . . . he's HOWARD JACOBS, British bandsman who arrived that same day. . . MARK WARNOW goes vacationing June 19, returning to the air with his Blue Velvet melodies July 6. . . In addition to his arranging duties for Victor Arden, Don Voorhees and Gus Haenschen, PHIL WALL is scoring most of the novelty ditties for Andre Kostelanetz.

The Western Limb

BARNEY RAPP locates for four weeks

at Sni-Bar Gardens, Kansas City, starting June 14. . . PHIL LEVANT comes up from Louisville's Greyhound to take over the Hotel Schroeder stand in Milwaukee on the 13th. . . EDDIE VARZOS opens the 25th for the season at Mackinac Island, one of Michigan's leading resorts. . . LOWRY CLARK, coming in from Detroit, takes over the band stand at Joe Viner's Eden Ballroom, Chi, on the 19th. . . BOB OPITZ'S Versatilians get a four-week holdover for their strolling at Woodruff Hotel, Joliet, Ill. . . JOE PAGE week-ends it at Madison Golf Club, Madison-on-the-Lake, Wis. . . Summit Beach Park, Akron, O., buying names for Thursdays, starting with EMERSON GILL on the 9th and GLEN GRAY the 16th. . . After a 42-week run at Club Lido, Jackson, Mich., DREXEL LAMB locates the 7th at Ye Old Tavern, Fort Wayne, Ind.

Below the Dixie Limb

TEDDY BREWER closes this week at Hotel Robert E. Lee, Winston-Salem, N. C., to open at Carolina Beach Casino in that Tar Heel's Carolina Beach. . . After a couple months at Windmill Village, Jax Beach, Fla., ED HOWELL moves his Dixielanders to Casa Marino Hotel there. . . Down in Austin, Tex., CHET and his FIVE ACES are rounding out an annum at Uncle Tom's Tavern . . . and in Dallas FRANK FOSTER expects to get his ballroom circuit started by July 4. . . BILLY MORTON lingers for a fourth month at Nightingale Club, Parkersburg, W. Va. . . BILL DAVIE, Florida dance promoter, opens his Liberty Paradise Park, Miami, this week with TINY BRADSHAW starting it off at the colored amusement park. . . Blue Meadow Country Club, Louisville, schedules CARL (DEACON) MOORE for June 18; RITA RIO, July 4, and CHICK WEBB, July 21.

Along the Atlantic

BEFORE his June 30 opening at Manitou Lake, Ind., REGGIE CHILDS plays Lawrence Hotel, Erie, Pa., on the 18th and then replaces Mike Riley at Enna Jettick Park, Auburn, N. Y., for the June 20 week. . . Riley pencils July 25 for a single at Westview Gardens, Pittsburgh. . . New Penn Club there has LANG THOMPSON set to finish out the summer, starting August 26. . . FRANK FOLEY takes in a three-month return trip at Rendezvous Restaurant, New Haven, Conn. . . JOHNNY HAMP'S Atlantic City location will be President Hotel, starting July 1 . . . hotels formerly used only the long hairs . . . and JOE POLMAN, the Mask and Wigger tunesmith, opens the same day at Hotel Chelsea there.

Culled From Both Coasts

KENNY HEPPEP, Stockton, Calif., maestro, takes over management of Dreamland Ballroom there . . . has CARL RAVAZZA for his first feature attraction on the 9th, using his own crew as the house band. . . MAXINE GREY, ex-Kemp canary, comes to the Coast to join Skinnay Ennis, ex-Kemp croaker now turned band leader . . . ACE BRIGODE takes in a fortnight at Blue Moon Ballroom, Wichita, Kan., and then moves to Yacht Club, Tulsa, Okla., for the June 17 week. . . Wichita's 400 Club spots the Stepin Fetchit-Erskine Hawkins unit for three days, starting June 10. . . Wawisi Beach, Ind., gets STAN MORRIS for the July opening, with GRAY GORDON set to follow. . . OSCAR DE LA ROSA returns his rumba rhythms to La Conga, N. Y. . . MURRAY DRISCOLL gets the St. George roofgarden call in Brooklyn.

Notes Off the Cuff

LEW SMITH replaces Lou Gravel at Chez Ernest, Three Rivers, Que., for the summer. . . Murray Anderson is spotting names for his Brant Inn, summer spot at Hamilton, Ont., HENRY BUSSE doing a June 23 shuffle and CHICK WEBB July 7. . . BASSE MILLINGTON locates at Black Cat, Gotham's Greenwich Village haunt. . . GENE KRUPA replaces Jerry Kruger with IRENE DAYE for the canarying . . . and JAYNE DOVER leaves Will Hudson to warble for Billy Swanson at La Conga, N. Y. . . LILLY the LILTER lispers that she would rather be looked over than overlooked . . . and so we send our cuffs to the cleaners.

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Goodman and Dorsey Still Lead Orkdom in Para Poll

NEW YORK, June 4.—Start of the third month for the ballot box at the Paramount finds Benny Goodman still leading the field by a substantial margin, with 8,600 in the voting for the most popular band in the eyes of the theater's patrons. Runners-up also haven't changed, with Tommy Dorsey a safe second with 7,835, and Kay Kyser the third point on the triangle with 4,478. Top 10 include Guy Lombardo, 4,448; Sammy Kaye, 4,414; Hal Kemp, 3,997; Horace Heidt, 3,250; Gene Krupa, 3,080; Fred Waring, 2,758, and Eddy Duchin, 2,263.

Grace Moore Sues Waxworks

NEW YORK, June 4.—A \$50,000 damage suit, half for breach of contract and the remainder for being barred from recording for other concerns, was instituted by Grace Moore, Metop and pic canary, against Brunswick Record Corp. Action, filed in Supreme Court this week, alleges Brunswick broke a contract under which chanteuse was set to wax 12 sides. Waxworks launched \$15,000 counter-suit, claiming Miss Moore broke her agreement, dispute arising from choice of songs to be cut.

The Great Awakening

BEAUMONT, Tex., June 4.—After garnering glory for years as a writer of songs about the wide-open spaces, Billy Hill, the cowboy tunesmith of *The Last Roundup* and *Wagon Wheels* fame, fessed up that he finally stumbled across a real cowboy for the first time. While driving to town he had his car blocked by a cowboy rounding up a herd of cows spread across the highway.

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What the Arranger Means To the Orchestra Leader

By KAY KYSER

HERE'S my chance to "tell off" George Dunning, my arranger, and thereby pay him back for the many times in the past eight years that we've argued thru the night on a musical point. I don't know why, but these arguments always occurred when I was ready to pass out from exhaustion and lack of sleep. As I think back, however, I just can't remember what we argued about, or why I should want to tell him off!

Seriously, George Dunning and I have been together for eight years. He's stood by me when the going was mighty, mighty tough. He's still around—still arguing—because the going is still tough for him, what with the job he has on his hands making all our arrangements. He's never wanted anyone but a copyist to work with him, altho I've repeatedly offered to get him an assistant. He invariably replied,

"If I could get some young fellow who didn't have arranging ideas of his own but who was willing to assimilate ours, all right. I don't want another arranger with set ideas to work with me and to perhaps influence changes in our style." After five years we're still trying to get time to find this young fellow who could help him. Unfortunately, just when we are ready to start the "great search," we hear a new tune which strikes our fancy, so we get into a huddle regarding its possibilities for us—or some kind of "pressure" turns up.

The Leader's Other Brain
The arranger, musically speaking, is the most important member of the band. He takes a vast burden off the shoulders of the leader. From the technical and mechanical aspect alone he is invaluable. From the creative viewpoint the arranger is the leader's "other brain."

The question now arises, "who does the creative work—the leader or the arranger?" The answer to that, as far as I'm concerned, is that it is a combination of both. The leader is never self-sufficient as far as arrangements are concerned. On the other hand, the arranger can't determine the pattern for a tune unless he is completely familiar with the band's style, the leader's ideas and method of operation and the general trend of popular music.

On Picking Tunes
THE arranger must be able to tell in a minute when a tune is good for a band and when it isn't. Some tunes are of such caliber that they fit right in to our ideas. Other tunes might be a little doubtful. Then the battle starts. I will point out why the tune isn't good, or is good, as the case might be. George takes the negative. It doesn't take more than four bars of the chorus for us to determine whether or not the tune is in our groove. If it looks all right then we go into the rest of the tune. We ponder over it for style, singability, originality, novelty, etc.

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When new tunes are gone over it is no longer a case of "orchestra leader and employee." We both seek the level of two individuals working for a common cause. We go over each tune individually.

The argument never reaches a personal stage. We both realize that we are weighing the merits and demerits of a tune as applicable to our band and whether or not it has hit possibilities. He will suggest one treatment—and I will ask that the tune be discarded completely. I will like a certain tune, and George will reason with me that it isn't quite right for us. One thing is certain. Neither one of us tries to win the argument for the sake of personal victory. An argument of this nature is always won by the common sense factor of what is good and what isn't.

The arranger never contacts the public. He leaves that completely to the leader. I also believe that an arranger should never listen to other bands on the air or elsewhere. The temptation to copy a phrase or a lick is often too great a temptation to resist.

Fashioning Band Styles
ARGUING about whether or not a tune is adaptable to a band's style is one thing—deciding what type of music the public generally likes is another. In the latter instance the judgment of the leader cannot be questioned. The arranger is at a loss to decide upon coming trends and events in music. The band leader can't be—if he wants to stay up there. He has to be a bit of a "first guesser" and beat the other fellow to the gun as far as public likes and dislikes and new ideas are concerned. If the waltz stages a strong comeback the leader must know about it before it happens—thru a sixth sense—and transfer that thought to his arranger. If a style like "swing" is considered on its way out the leader instructs the arranger to gradually ease it out of the musical picture.

The arranger is the "chief vizier." When the leader tells him of a new trend on the way the arranger will often suggest changes in instrumentation. Nor is it dangerous for a band to change instruments.

Every band undergoes subtle changes in instrumentation thru the years. Guy Lombardo's style today is the same as it was 10 years ago, but the set-up is different and there are many new instruments, new in the sense that they are additions that have been made from time to time. It is always the arranger's job to add or change the instrumentation—without sacrifice of style!

Let's be honest about one more thing. Being an orchestra leader doesn't make you an arranger, too. Arranging is a highly specialized field of musical endeavor which requires considerable study and technical knowledge far beyond the ken of the average—or even the above-the-

Sheet-Music Leaders

(Week Ending June 4)

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Position	Last Wk. This Wk.
4	1. Cathedral in the Pines
1	2. Love Walked In
13	3. Says My Heart
3	4. Please Be Kind
14	5. Lovelight in the Starlight
2	6. Cry, Baby, Cry
5	7. I Love To Whistle
9	8. You Couldn't Be Cuter
—	9. I Let a Song Go Out of My Heart
8	10. Don't Be That Way
7	11. Heigh Ho
10	12. At a Perfume Counter
—	13. You Leave Me Breathless
15	14. Little Lady Make Believe
—	15. Oh! Ma, Ma! (The Butcher Boy)

Coast Lights And Looks Up

Vogue tries again — Waikiki and Arrowhead again in the swim

LOS ANGELES, June 4.—In spite of the current biz slide, reopening of shuttered spots indicates that operators are banking on their fifth sense for an upturn. Notable instance is the report that Lake Arrowhead Lodge, a class resort, would use names for week-ends. Small combos formerly filled, but with Burton Ogilvie, formerly of the Royal Hawaiian and Beverly Wilshire hotels taking over the management, top bracket bands are being bought for the first time. Music Corp. of America has the booking exclusively, slating Phil Harris, Freddie Martin, Art Crippen and Gus Arnheim for early appearances. Other class spots are waiting for the Arrowhead to start, and if policy clicks will undoubtedly follow suit.

After several months of darkness, the historic Vogue, downtown nitery, is being reopened by Henry Parms and Hubert De Burgh as a danceland. Spot could never stand the weather as a nitery but always cleared as a ballroom. Ken Baker, who has a following among the terp hounds here, is slated to be the first music maker. Ticket window will call for a 40-cent top for gents and two bits for the frails.

Frank Sebastian, it is indicated, is all washed up with his Cotton Club enterprise in Culver City. Coming here to reopen the old Waikiki, no policy decided upon as yet.

Latest office to open here is Mills Artists. Jack Lee, former New York center, represents Irving Mills here. Office will also build Coast bands for recordings.

average—musician. The orchestra leader who says he can do without an arranger or who minimizes the arranger's work is a fool and will never get far. All the ideas in the world—singing song titles, four-bar theme vamp before vocals, trumpet trills, use of high trombone, bass rolls, lip slurs or any other we have originated or used—mean nothing unless you have a competent arranger to present them in your individual style.

Music Items

Bregman, Vocco, Conn Loom Newest Music Pub Tycoons

POTENT threat to Tin Pan Alley's more powerful denizens is seen in the formation of the new music house headed by Jack Bregman, Rocco Vocco and Chester Conn, nee Cohn. When Bregman left general managership at Feist no indication of the importance of the new venture was given. But with the alignment of Conn and Vocco and the acquisition of the Donaldson, Douglas & Gumble catalog, new pub, to be known as Bregman, Vocco & Conn, bids fair to become a power in the industry. Rumored also that Buddy Morris, v.-p. in charge of Warner Bros. music interests, will follow Vocco's lead in leaving that concern and join up with B. V. & C.

Fifteen thousand dollars was needed to acquire corporate stock of D., D. & D., with Bregman and Conn putting up most of the money. Some financing is believed to have come from the writing team of Gordon and Revel and from Bing Crosby. Tunemiths regard Vocco highly and would place their future material with the new firm when their 20th Century-Fox pic contract expires in July, thus ending their present Robbins-Feist tie-up and leaving them free to effect a new publication deal. Crosby is also sympathetic toward new outfit, altho he recently negotiated a new deal with Santly-Joy. Johnny Burke and Jimmy Monaco, writers of Crosby's last two films, may also go with B. V. & C.

Chick Adams, arranger for Abe Lyman, with Lucille Linwood, placed *Have a Little Sympathy* with Roy Music. Also collaborating on an instrumental novelty, *Sassin' the Boss*, with Larry Wagner. . . . June 8 at the Ritz-Carlton sees about 200 ASCAP members gathered for their deferred (from March) annual membership meeting. . . . Nat Burton, brother of R-O-K's demon publicity hound Billy, and Al Altman placed *Secret of My Success* with Marlo, Andrews Sisters introducing it on wax. . . . Joe McDaniel, Columbus, O., pub, opens a Broadway branch with Bobby Gregory in charge.

BETHEL, Conn., June 4.—Cappellaro's Grove, on the Danbury-Newtown road, was almost completely destroyed by a fire of undetermined origin this week. Damage is over \$5,000, with insurance covering only \$700. Dance hall is owned by Vincent and Charles Cappellaro.

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League Gets Teeth, as Equity Pact Nears Okeh

Producers' organization, wailing for years over inability to control indies, handed weapon by ticket agreement with Equity and basic pact with actors' org

NEW YORK, June 6.—Producers who have been aloof to membership in the League of New York Theaters can look forward to a dark season next September if they don't agree to curb ticket speculation and other distasteful practices of theater operation anyhow. This became apparent when the League finally submitted a code, approved by its members, to Equity Council, which decided that nonmembers of the League will also be compelled to live up to the agreement. While separate agreements will not be drawn up, nonmembers will have clauses submitted in their contracts next season restraining them from practices forbidden in the code.

Producers and managers who are members of the League will benefit from the agreement to the extent that Equity will give them a basic pact agreeing not to change any conditions in its contracts for the duration of the code. Theater moguls who are not in the League will have to live up to the agreement anyway, without enjoying the benefits pact, taking a chance that working conditions may be changed for them at any time.

Equity, it is understood, will be responsible for policing the ticket activities of the non-League producers, while the League will enforce the code among its own members. Producers who are found guilty of violating the pact will have their casts withdrawn.

Final action is expected early this week, when a committee appointed by council reports on the feasibility of the League plan. Committee consists of Arthur Byron, newly elected president; Paul N. Turner, Robert T. Haines, Mary Morris, Elliot Cabot and George Heller. The plan will probably be adopted and made effective for one year beginning next September.

One-Acters in Detroit

DETROIT, June 4.—Contemporary Theater, Detroit's permanent radical theater organization, gave its first general production of the season this week at the Art Institute Theater. Three one-act plays were offered. Group, directed by Gordon Slade, has diverted activity for the past three months to presentation of plays before union audiences. A total of 120 plays has been given so far this season before 67,000 people, probably a record for this territory, at least for this type of theater organization.

Plays included *Rehearsal*, by Albert Maltz; *S. S. Spain*, by Lyman Roberts, and *Plant in the Sun*, by Ben Bengal. Acting honors go to Chris Benty and Allan Maylor in *Rehearsal*.

H. F. Reves.

Operettas for Aquacade

CLEVELAND, June 4.—Renamed the Aquastage, the remodeled Aquacade, Billy Rose's big showhouse at the Great Lakes Exposition in 1937, reopens July 1 under the auspices of the Cleveland Summer Music Co. *Rio Rita* will be the first of summer operas to be presented there. *Naughty Marietta*, *Rose Marie* and *The Gay Divorcee* are listed to follow. Fortune Gallo and the Shuberts are working with local organization in staging productions.

BROADWAY RUNS

Performances to June 4, Inclusive.

Dramatic	Opened	Perf.
Bachelor Born (Lyceum)	Jan. 25	153
Circle, The (Playhouse)	Apr. 18	56
Golden Boy (Belasco)	Nov. 4	247
Heartbreak House (Mercury)	Apr. 29	39
On Borrowed Time (Long-acre)	Feb. 3	143
Our Town (Morosco)	Feb. 4	141
Rom Service (Cort)	May 19	440
Shadow and Substance (Golden)	Jan. 26	152
Susan and God (Plymouth)	Oct. 7	278
Tobacco Road (Forrest)	Dec. 4	1916
What a Life (Biltmore)	Apr. 13	63
Whiteoaks (Hudson)	Mar. 23	58
Women, The (Barrymore)	Dec. 26	606
You Can't Take It With You (Booth)	Dec. 14	630
Musical Comedy		
I Married an Angel (Shubert)	May 11	30
I'd Rather Be Right (Alvin)	Nov. 2	247
Two Bouquets, The (Windsor)	May 31	7

Project Readies Road Tour Plans

NEW YORK, June 4.—Plans for the National Federal Theater Project's road tours call for a September 15 opening of *Prologue to Glory* at either Boston or Philadelphia, and are now awaiting the Treasury Department's "red tape approval" and a \$2,500 other-than-labor guarantee from social, civic and philanthropic bodies. Evan Roberts, assistant

to National Director Hallie Flanagan, anticipating an okeh, announced the following skeleton promotion staff whose business it will be to induce public subscription and underwriting of all material and transportation costs: Art Landry, former orchestra leader, in charge of the Chicago area; Mrs. Ada Macklestone, American Legion Ladies' Auxiliary executive, head of the Midwest district; Doris Corwith, of the National Council of Women, field representative, and Edward Maulsby, press agent.

The threatened reduction in relief appropriation to \$1,000 per man will hardly affect the road companies, Roberts maintains, because of the plan to have the playgoing public subsidize part of the show. There will probably be six companies along the byways, two of which will operate out of New York, two from the Coast and two from the Chicago and Midwest areas. All productions will have an admission charge so as to discourage growth of a free show public.

Chicago FTP Active

CHICAGO, June 4.—Federal Theater closes *Spirochete* tonight after a six-week run at the Blackstone to make way for *Anthony and Anna*, which will move over from the Great Northern. In turn, the new ballet now in rehearsal will come into the Great Northern June 15 for an indefinite run. The Yiddish unit is back in activity, Director Adolph Gartner having placed in rehearsal Peretz' *Three Gifts*.

KC Localites Get Plenty \$

Legit boom in Kansas City gives local Resident Theater boom year—record set

KANSAS CITY, Mo., June 4.—City's Resident Theater enjoyed its most successful season this year. Director W. Zolney Lerner announced today following the conclusion of a 13-day run of *Idiot's Delight* with Broadway's Lenore Ulric playing a leading role.

Current season was inaugurated last October when *Excursion* played to 3,505 patrons in six days at the theater on Linwood boulevard. In November, *Libel* attracted 3,320 for its six days. *High Tor* in February, running for a week, drew 4,263, and a modern presentation of *Julius Caesar*, with Lerner himself playing a role, played to 4,320 cash customers. Highlight of the season, however, was the Ulric appearance, for an all-time attendance record was established with 7,532 persons present.

The Resident Theater was begun in 1931 and was only moderately successful until Lerner took over as director. A total of 2,800 subscriptions were sold this season, all patronage above that number being cash. Jay Doten has served brilliantly as technical director. Last week, as *Idiot's Delight* closed, Doten fell from a ladder and fractured a vertebra. He is recovering at Menorah Hospital here.

Plans for next fall are more ambitious than those of the season just ended. Lerner will go to New York in July to select plays to be presented. Virtually all of the Resident actors have had many years of professional experience, and performances are comparable to those seen in the city's Music Hall when traveling companies present New York plays for local consumption.

"Wife" Fair Comedy In West Coast Start

SAN FRANCISCO, June 4.—*Thanks for My Wife* bowed in at the Geary Monday night. The show is headed for Broadway, according to press agents. The comedy, in three acts, is by Joseph Carole. Splendid performances were turned in by Alan Dinehart, who also directed; Regis Toomey, James Spottswood and Kay Liniker.

Show is good entertainment, altho it risks good taste in lapses of bald frankness. The story is of a grasping and scheming actress who is wed to a successful young playwright. His pal, a columnist, knows her for a complete chiseler, but is halted in his attempt to stop the marriage by his girl friend, who begs three months for the marriage to succeed.

At the end of the three months wife has chiseled husband for all his money, stymied him in his work, prefers a hairless pooch as a bedmate and in general is a trolop of the first water.

Dinehart, as the columnist; Liniker, as the actress, and Toomey, as the husband, are aided by Tom Chatterton, Jack Knoche and Mozelle Britton.

The Hilbert and Ames presentation is for two weeks. Chicago next.

Edward Murphy.

"Saint" Looks Good in Pitt

PITTSBURGH, June 4.—American premiere of *A Saint in a Hurry*, translated from Spanish by Hugh de Blasam and presented by newly formed Catholic Theater Guild of Pittsburgh, showed potentialities for pro legit. Rumor has Eddie Dowling interested.

A religious play that is also a study of human character, six-episode drama develops missionary travels of St. Francis Xavier, title-protagonist burning with spiritual fires.

Long lead role portrayed ably by John Johns, busiest of Pittsburgh's semi-pro stage-radio actors. Others in a cast formed of Theatians prominent in amateur theater groups thruout city included Frank Furlong and Norman Porter, of Pittsburgh Playhouse.

Direction was by Rev. Victor Kennedy, aided by Olivia Kelly.

Morton Frank.

From Out Front

By EUGENE BURR

A mutual friend told me this week that a certain theatrical office, one of whose productions I had the dire misfortune to dislike, is spreading a story that I panned the play for purely personal reasons. When I informed the friend that I proposed to bring the matter into the light of newsprint he begged me not to; it would make him appear, he said, like a gossip and a tale bearer. It does no such thing; he simply told me something that, in all honesty and decency, I have every right to know. He also asked me at least to avoid mentioning the name of the office, and in a moment of insane weakness I agreed, much against my will. It's my quaint contention that so noisome, vicious, cowardly and baseless a slander should be brought to light in every detail. But a promise is a promise, so the office in question will go unmentioned in this column.



EUGENE BURR

The purely personal reason I had for damning the play, according to the story—and get this, because it's amazing—was that I had a personal friend, an actor or some other theater worker (I'm not quite sure what he was supposed to be) who was refused a job with the play!

I have, in the first place, very few close friends among actors and other production workers (can I hear anyone saying, "That's understandable enough"?). I have very few friends among them precisely because I want to avoid any personal ties between myself and those who in the course of my work I may be called upon to pan. Certainly I have no friend, male or female, in the theater or out of it, who would cause me to use what infinitesimal influence I may have to get him or her a job in the theater. I believe, oddly enough, that the casting of a play is the job of the producer and director of that play and that no one else has a right even to suggest, much less to try to dictate, who will appear—certainly no one in my position, who will be called upon to judge the effect of the finished production. I have never, so long as I have been writing reviews, voluntarily suggested any person as a candidate for any position with any production. I have even, on occasion, refused to give my opinion on such points to people who specifically asked it. That may be a hyper-sensitive attitude, but I've had it, and in view of it the slander becomes all the more fantastic—and unfair.

Certainly I would never, under any circumstances, even if they could conceivably arise, allow personal feeling of any sort to enter into a review of any play. That, in my pitifully outmoded code, would be downright dishonest—just as dishonest as selling the Brooklyn Bridge, coining counterfeit money or taking pay for writing a good review. The office in question, baselessly and as a sop to its own resentment at an opinion delivered in all sincerity, has accused me of such dishonesty. It is a charge that must be either substantiated or withdrawn.

As a matter of fact, to the best of my knowledge I know personally no actor, scene designer, stage manager, director, press agent, assistant press agent, production assistant, house manager, box-office man, stagehand, usher or anyone else who even considered applying for a job with that particular show—but that's really beside the point. For even if I did, such conduct as that of which I am accused would unfit me not only as a reviewer but as a person of any integrity whatever. If anyone applying for a job with that show used my name I don't know it; if anyone did, surely the first move of the office in question should have been to tell me of it, instead of letting the news reach me thru a whispering campaign. If blame could be placed where it justly belongs—tho nothing on earth could excuse the management for taking the sly, vicious course that it did.

That the management and those connected with it should resent an unfavorable review is natural enough; it happens all the time. Even offices whose shows I have consistently praised over a long period of years have thought me something of a louse when I panned a single production that I honestly disliked. But to represent Broadway tactics at their worst; to attack, on the basis of such resentment, my fundamental character—my honesty, ethical standards and even sense of decency—is slander of the most despicable and libelous sort. I honestly thought, and still think, that the play in question is an extraordinarily bad one—but the conduct of the office that presented it is infinitely worse.

In all fairness I call on the office either to prove its allegations or to retract them. If I get no word either way I'll be forced to assume that I've been the victim of a vicious excuse for a bad review. And I still think, with all due deference to my informant, that the name of the office and the specific person in it should be made public.

The case rests.

OUT-OF-TOWN OPENINGS

"Created Equal"
(Empire Theater)
SALEM, MASS.

An American chronicle, two acts, 27 scenes, by John Hunter Booth. Musical score, Charles Frank; sets, Paul Cadorette. Presented by the Massachusetts Federal Theater for five days, beginning May 24.

Cast: Over 100 from various Federal Theater units, including Negro and Italian groups and recruits from vaudeville and radio divisions.

When Thomas Jefferson uttered his memorable phrase, "All men are created equal"—he started something that inspired John Hunter Booth to draw a strikingly close analogy between the "Spirit of '76" and the "Spirit of 1938." That history repeats itself, as shown by the action of the play, is evident. Better still, the panoramic absorbing review, showing in flesh and blood drama 162 years of history, condensed to 130 minutes, is simply a continued battle of the proletariat fighting for those rights of equalization promised by the land owners in '76 to the commoners if they armed together to throw off the British yoke.

Created Equal is a tremendous piece of legitimized propaganda, enacted with subtlety and casting no reflections on any constituted authority. Booth has given the facts straight from the shoulder. It is a historically entertaining dramatization of the birth and growth of Jefferson's ideal of liberty, which present-day standards may term communistic and socialistic.

Every American should be shown this theatrical document. It is better than 25 years of dull history courses.

There is one set, semi-octagonal with steps, sceneryless for 26 scenes, the sketches adapted with props. Human staging of players and ingenious lighting effects, and some imagination, give the proper "setting."

The machinations of the landowners of '76, downing the commoners who want promised equality in property, down thru the years of Insurrection and Wall Street, make the production a complicated one cleverly manipulated. The levels of the "equality" race over 162 years are exceptionally well cast and directed with effect. The exigency of today's ills can be traced all the way back to the birth of our country.

In one or two spots, particularly love scenes, the action lags, but otherwise *Equal* maintains a snappy outpouring of fluently portayed historical data.

Salem world-premiered *Equal*, with Springfield, Mass., on the same opening night, but Springfield was a one-night engagement for charitable purposes. *Equal* comes to the Colonial, Boston, June 7.
Sidney J. Paine.

"Alcestis"
(Sanders Theater)
CAMBRIDGE, MASS.

A legendary tragedy by Euripides, in a new version by Dudley Fittz and Robert Fitzgerald. Directed by William Bersenbrugge. Music by Allan Sly. Settings, A. M. G. Little. Presented by the Poet's Theater of Harvard University for three nights, beginning May 19.

Cast: Dorothy Sands, Michael Linenthal, Allan Downer, Rodney Whitney, Robert de Lany, Walter Perkins, Margaret White, Lawrence O'Donnell, Betty Davis, John Profit, Robert Nichols, Walter Bowie, Westmore Willcox, David Simboli, chorus, supers.

Euripides scribed this classic in 438 B. C. An English version was interpreted by the Poet's Theater of Harvard University May 19, 20 and 21, 1938. The classic tragedy has kept its head in the literary limelight, with the boys now giving it the once over for commercial value. As played on the Harvard campus it is a commendable job—too high class for the rough and ready Broadway mob, but rating support from a minority group that could bolster it for a while.

The book concerns the willingness of Alcestis to die for her husband, Admetus, after all others nix being the goat. At the same time Admetus tears himself apart with deep remorse over his frau's plight, admonishing himself for not accepting the doom which he has transferred to his wife and blaspheming his aged father for not becoming dust in his stead. Everything returns to normal, however, when Heracles snatches Alcestis from the grave and leads her

New Play on Broadway
Reviewed by Eugene Burr

WINDSOR

Beginning Tuesday Evening, May 31, 1938

THE TWO BOUQUETS

A "Victorian operetta," with book and lyrics by Eleanor and Herbert Farjeon, and with music taken from the published works of 20 or so Victorian composers, none of whom is given program credit. Directed by Marc Connelly. Musical director, Macklin Marrow. Dances staged by Leslie French and Felicia Sorel. Scenery designed by Robert Barnhart, and constructed and painted by Studio Alliance, Inc. Costumes designed by Raoul Pene du Bois, and executed by Brooks Costume Co. Presented by Marc Connelly (Associate producer, Bela Blau).

Kate Gill Marcy Wescott
Laura Rivers Patricia Morison
Mrs. Gill Viola Roache
Mr. Gill Leo G. Carroll
Edward Gill Leslie French
Amelia Enid Markey
Albert Porter Alfred Drake
Julian Bromley Winston O'Keefe
Flora Grantley Jane Archer
Bella Manchester Joan Wetmore
Patty Moss Gabrielle Brune
George Robert Chisholm

Cuests, Thespians and Regattiers: The Misses Jane Archer, Helen Carroll, Elsie Eyre, Harriette Henning, Doris Moore, Ronnie Raymond, Margaret Stewart, Erika Zaranova. The Messrs. Robert Arnold, James Burrell, Burr Crandall, Sanders Draper, Tony Kraber, Robert Rounseville, Tom Scott, John Tyres.

ACT I—The Conservatory of Mr. and Mrs. Gill in Twickenham. A June Evening. ACT II—The Gardens of the Gill House. Late That Night. ACT III—The River Bank at Twickenham. The Following Day.

The last show of the 1937-'38 theatrical season, Eleanor and Herbert Farjeon's *The Two Bouquets*, was presented by Marc Connelly Tuesday night at the Windsor Theater. That is, it is the last show of the season chronologically and not, I hasten to add, in point of quality. In the latter category it is followed by *Places Please, Love in My Fashion, The Bough Breaks* and even one or two others.

The Farjeons, brother and sister, have set out to be charming—as charming as all-get-out—in a militantly nostalgic fashion. So they have written themselves a slight little fable and placed it, willy-nilly, in the Golden Age of Victoria, trying to cement it in place with superficial quips about playing cards in public and bicycle riding on Sundays. They they have added a liberal sprinkling of tunes taken from the works of 20 or so Victorian composers, to which they have fitted what may be called (since a proper description would bar *The Billboard* from the malls) new lyrics.

And since playwrights cannot become overwhelmingly coy without some outside aid, Mr. Connelly has filled with determinedly whimsical direction all the places wherein the Farjeons deteriorate into a semblance of an adult approach. The result is something at sight of which even A. A. Milne might develop symptoms of nausea. It is also an intolerable bore.

Naturally, this sort of thing must depend for effect on manner rather than substance; *The Two Bouquets* has no substance to speak of. It tells simply of two amorous swains whose bouquets are mixed and given to the wrong young ladies, and who therefore find themselves headed for the altar with nymphs they don't love. In the end, of course, everything is prettily straightened out in time for the whole cast, assembled for a regatta, to look out at the audience and pretend that the customers are fireworks. At that they're one up on the spectators, for by no stretch of the imagination could the procedure be reversed.

It's all an attempt, essentially, to create a synthetic vehicle to serve the same purpose as the revivals of old-time mellers at the American Music Hall and other dens of rollicking antiquarians. Obviously, the blatantly synthetic and painfully

back to the pining Admetus. This gesture is the least Heracles can do to make up for all the burlesquing and mischievousness he carried on as house guest, with the death pact unknown to him.

Margaret White, as the maidservant, is simplicity and naturalness personified. Dorothy Sands, as the doomed queen, creates an ecstatic mood. Heracles (John Profit), a brusque person with traditional club and lion skin, bearded almost beyond recognition, lends the only comedy to the production. All other parts appealing.

Sidney J. Paine.

precious reproduction won't do as well as the real thing—since the chief humor of the latter lies in its original earnestness. And even the revivals had to be played straight to get full effect, whereas Mr. Connelly has his entire cast acting up so coyly that they look like a stageful of earnest amateurs participating in the yearly production of the Pottawatomie Ladies' Literary Club. When Kathleen Kirkwood presented *Ten Nights in a Barroom* (with interpolated songs) down at the tiny Triangle Theater 15 years ago—long before Christopher Morley discovered Hoboken—the idea was funny, largely because such a fine actor as Joseph Battle played it straight. At the Windsor the synthetic modern version is just too precious for words.

There are, unavoidably, one or two comparative high spots or mountain peaks towering like Beekman Hill above the surrounding plains; but these are furnished entirely by the music, which sometimes manages to burst forth from the frayed bonds of the Farjeons' insistently sappy lyrics, notably at the end of the second act. The composers from whom the music was taken, incidentally, are unbilled in the program, with no indication given that the tunes were filched from old scores. Even tho the composers happen to be dead—and therefore defenseless—the least one could do would be to offer them a grudging bow of recognition—and thanks.

The cast on which Mr. Connelly has practiced his coy directorial art is an odd one, combining veteran troupers with out-and-out amateurs and a couple of completely inexplicable importations from England. In the first category are such gallant performers as Viola Roache, Leo G. Carroll and Enid Markey—but even they have been unable to stem the flood of whimsy, with Miss Roache (of all people) hooting her lines, and with Mr. Carroll (of all people) bouncing around like a jittery daguerreotype. Chief in the second category is a young lady named Marcy Wescott, hailed as a great find; she appears simply a tolerably nice looking girl with the possible makings of a voice and no stage presence whatsoever. In the third category are Leslie French and Gabrielle Brune, both of whom have played Puck at various stages of their early careers, and neither of whom seems to have gotten over it. They're both, to put it kindly, extraordinarily hard to take.

Only two people in the cast manage to stand out—Patricia Morison and Alfred Drake. Miss Morison, a charming and lovely young lady, has an easily adequate voice, a fetching stage manner, fascinating good looks and—so far as could be seen in face of all the obstacles at the Windsor—real acting talent. Mr. Drake, the only cast member to achieve burlesque by serious playing, has a fine flair for comedy, an almost perfect sense of timing, a nice voice and an extremely pleasant personality. If *The Two Bouquets* is remembered for anything at all it will be for having unearthed these two kids.

The production is carefully coy, along with all the rest. The sets and costumes, by Robert Barnhart and Raoul Pene du Bois respectively, are highly mannered. The lighting, particularly in the second act, is brutal to both performers and audience.

So dies the season of 1937-'38—tho, in view of *The Two Bouquets*, one could almost say that it, like the customers, was sung to sleep.

Allegheny County, Producer

PITTSBURGH, June 4. — Allegheny County will become show promoter on large scale this summer. Having previously announced plans for eight weeks of stock legit at South Park, directed by George M. Rowland Jr., commissioners this week revealed plans for pageant with cast of more than 1,000, to be pre-

sented September 16 thru 20 as part of county Sesquicentennial, under direction of J. W. McGowan, district supervisor of WPA recreation department. Titled *Western Gateway*, show will be staged in South Park stadium.

H. D. McDonald has been appointed sesqui promotion counselor at \$250 monthly, and Robert Cusick, his assistant, at \$200 per month.

CELLER TO ASK

(Continued from page 3)

appear before the Naval Affairs Committee in advocacy of my bill.

"For reasons difficult to comprehend and much less to explain, these leaders defaulted. They failed to appear, and I was left carrying the bag.

"Altho disappointed, I bear no malice. Altho a bit crestfallen, I still want to do all in my power to uphold our radio prestige in Central and South America, where our programs are rated as pretty low. Our programs are deemed punk."

The *New Yorker* explains that the high-powered German stations drown out our signals to South America, but insists that continuation of such "neglect and default on our part is spineless and unforgivable." Celler questions the reasons for the death of his bill and wants to know why our government officials "felt such a sudden change of heart." Answering himself to some extent, he said, "I have certain suspicions as to the cause. I should like to offer what I believe to be the real cause of this throwing of cold water on my efforts, but I am not certain of my ground at this juncture. Maybe (murder will out) in the not distant future."

Agreeing with Mark Ethridge on the National Association of Broadcasters, Celler stated he believed the FCC since it failed to espouse the Celler Bill might endeavor to develop a standard of "international public interest, convenience and necessity." Hearings should be called by the FCC to establish international broadcasting on a firmer foundation and "it is necessary to separate the wheat from the chaff and this separation can be accomplished by the commission holding a hearing as suggested and by developing a general standard of operation in the foreign field."

RADIO-SPONSORED

(Continued from page 3)

will stage one-act plays on alternate Sunday evenings, beginning July 17, gratis for subscription patrons.

In conjunction with Willard G. Gernhardt's Cape Theater, Cape May, N. J., Boris Marshalov will coach the Regent Apprentice Theater between July 10 and Labor Day. The veteran Copake Players, managed by Nat Litchmann, are back for a 15th season at Craryville, N. Y.

CIO, WJBK

(Continued from page 5)

sion was evidently reached by mutual agreement. Future plans for the union broadcasts are up in the air.

DETROIT, June 6. — Cancellation of the Dobrzynski speech was the first such action in 10 months of broadcasting. George Ball, radio director of the UAW, told *The Billboard*, altho minor excisions had been made on some speeches.

Action to discontinue programs, taken by the executive board of the union, was under reconsideration this week. Financial stringency has evidently played a considerable part in the decision to take the program off the air, and last-minute efforts were being made to keep them going without a break.

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

Big New York Clubs Struggle, Hope To Stick Thru Summer

NEW YORK, June 4.—Big clubs continue to struggle along, with the Casa Manana doing the best business. Casa has been hitting between \$35,000 and \$40,000 a week, compared with the International Casino's \$30,000 to \$35,000. International is still in the throes of 77b reorganization, with Robert Christenberry acting for the receivers and effecting economies in addition to sprucing up the service. It is taking reservations eight weeks in advance, indicating it expects to stick thru the summer.

Joe Moss, one of the original operating trio, is still at the International but is preparing to join his brother Nat in reopening the Hollywood Restaurant in August.

Casa expects to hold over Bert Wheeler and Frank Fay for the new vaude bill coming in June 12. Willie and Eugene Howard and the Three Stooges are penciled in for the new show, with Vincent Lopez and band being set to remain.

New bill, like the other two, is set for two weeks and options on two.

Paradise has been riding along fairly well while 77b plans are being worked out. Lionel Rand Band goes out June 11, with the possibility that the Schnickelfritz Band will come in. Deal to bring Russ Morgan's Band in apparently has fallen thru. The Paradise receivers are looking around for an attraction they can afford.

The Surfside, Long Beach, L. I., reopens for the summer June 17, with Connie Immerman managing and a typical Cotton Club show featured. Opening show will have Mae Johnson, Aida Ward, The Chocoleaters, Anise and Asland, Rufus and Richard, Freddie James, Ted Lewis Jr., 24 girls and Don Redman's Band. Spot cost \$500,000 to build and ran last summer as a combo night club, bar, swimming pool and beach affair.

Cotton Club closed Tuesday and will install a \$30,000 cooling system in order to remain open summers beginning with next year.

Seeks To Stop Cancellations

CHICAGO, June 4.—American Federation of Actors here is filing its initial case in local courts to stop bookers and agents from luring talent from distant points on long-term contracts that are not lived up to. Frank Shannon, of AFA, reveals that acts are brought in for long engagements that seldom materialize.

Litigation will involve Hilda Allison, New York dancer, and Sammy Clark, booker representing the 606 Club. AFA claims Miss Allison was booked for four weeks, but was let out after the first two. Thru Attorney Harold Levine she is suing for \$150 and costs. Clark reported to the attorney that, while he signed the contract for the club, the operators refused to hold Miss Allison and, as a result, refused to pay for the remaining two weeks.

In other cases needed acts would be brought into this territory from such points as New York and Los Angeles and canceled even as early as after the opening show if the operator didn't like the act.

Among those who reported this practice to AFA was Lynn Mayberry, harmonica player, who came from the East with a six-month personal management

contract. When she was canceled prematurely during her first engagement in a small-town nitery near here she filed a complaint with AFA but withdrew it when Olsen and Johnson picked her up for their unit.

Chi Summer Season Not Bad Despite Fewer Spots

CHICAGO, June 4.—Despite the business lull, summer night club season is not far behind last year's high standing in this area. Suffers only when stacked up number against number, as several clubs folded early in the year and failed to reopen.

Cocoanut Grove, Ben Lenhoff's pride spot last summer, is only a week-end ballroom this year, operated by Husk O'Hare, while Ball Ball and the Stork Club, open last year, remain dark. Summer closings this year include Harry's New York Bar, Congress Hotel's Casino, Drake Hotel's Gold Coast Room (open at dinner time only), Yacht Club, the Yar, and the Royale Frolics, which shuts late this month.

Acts Drop Lawsuits

CHICAGO, June 4.—Henry Kalcheim, attorney, reports that the breach of contract cases filed by the American Federation of Actors for Lee, Storms and Lee and Eleanor Wood against booker Al Borde here were dismissed this week by mutual agreement.

Acts claimed that Borde hadn't lived up to contracts made while they worked in his *Cocoanut Grove Revue*.

Dog Act Travels With Film

LINCOLN, Neb., June 4.—L. R. Lenhardt's dog act, El Kapitan and Sergeant, is making the rounds of the Midwest with the Republic picture *Call of the Yukon*. Lenhardt turn has been doubling the ordinary gross. First test of the stunt was here at the Varsity, the kids flocking for four days.

Newport News Spot Reopens

NEWPORT NEWS, Va., June 4.—Old Dominion Club, formerly Old Dominion Skating Rink, opened for the summer this week, with Braddy's Originals, four pieces, furnishing music nightly.

Carlton Takes Over Club

MANITOWOC, Wis., June 4.—Duke Carlton has taken over the LaFiesta Club near here and renamed it the Club Carlton. Archie Koch's Top Hatters, Chuck Wieman's Yeomen and Chet Whaley's Band have played here since change.

Canton Hofbrau Drops Show

CANTON, O., June 4.—Hofbrau, Meyers Lake Park, operated as a night club, will maintain a beer-garden policy this summer, according to Carl Sinclair, manager. Existing conditions decided against floor show and dance-band policy.

New York's Oldest Club

NEW YORK, June 4.—Black Cat, probably oldest night club in the city, Greenwich Village landmark and a forerunner in local Bohemianism, will celebrate its 50th anniversary with a party May 10.

Invitations are being extended to actors and performers appearing in Broadway productions as of 1888.

Ft. Worth Men Promoting Casa Manana Return

FORT WORTH, Tex., June 4.—Since several companies have shown interest in the Casa Manana for summer shows, but not to point of starting anything without local backing, a group of local business men, most of whom were officers of the Frontier Centennial and Fiesta here, have organized to put shows in the cafe-theater by July if possible.

Group is backed by the local Chamber of Commerce and plans first to canvass potential subscribers before a working organization is perfected. A majority of business men attending the first meeting favored operation of Casa Manana this summer. Ben E. Keith, Centennial and Fiesta director, is chairman, while William Monnig, president of Centennial show board, is a member of group.

Several new offers to produce shows at Casa Manana have been made recently. Music Corporation of America named \$32,000 as cost of its proposed name show, with \$15,000 weekly as operating cost. Other offers have come from Walter Batchelor and Archie Selwyn, Hollywood, for a series of productions, including plays, and from Art Jarrett and Chester Hale for musical shows.

City Manager Dudley Lewis is in favor of tearing down Casa Manana if plans for this summer's shows fall thru.

Interstate Houses Booking More Bands

DALLAS, June 4.—Interstate's Majestic Theater is using more bands and road shows than before. While road shows are playing to no better than average crowds, a current dearth in grade A pics has practically forced the Interstate circuit to resort to at least one unit every other week to fill the gap.

Bands with talent are doing the best biz. Majestic's best pulling band was Jimmie Lunceford, with Ted Lewis' last week engagement doing better than Glen Gray's Casa Lomans, here two weeks earlier.

Benny Meroff's Ork opens today at the Majestic, Ft. Worth, for four days, and plays the Interstate's Majestic, San Antonio, week of June 10. Bookings thru Rockwell-O'Keefe.

Bob Dyer Set for London

CINCINNATI, June 4.—Bob Dyer, "the last of the hillbillies," who left the A. B. Marcus Show in Australia in December to tour on his own in that country, sailed from Melbourne, Australia, on the Strathallan May 18 for Colombo, Ceylon, where he plays two weeks at the Gold-face Hotel to break a five-week trip to London, where he opens at the Holborn Empire August 1. He will double into the Trocadero Cabaret from the latter spot. Dyer has just finished a tour of Hoyt's Theaters in Australia, and recently concluded an eight-week tour of Australia and Tasmania for the Australian Broadcasting Commission with Jim Davidson and orchestra. Davidson is considered the Whiteman of the antipodes.

Arabian Gardens Opens

COLUMBUS, O., June 4.—Nick Albanese's Arabian Gardens recently reopened for the summer. "Betty Boop" is the floor-show attraction. Club can be adjusted for all kinds of weather.

Buys Carter Lake Club

OMAHA, June 4.—Joseph Malec, operator of Peony Park here, has purchased Carter Lake Club, former private summer club, and will start remodeling at once to make club available on a year-round basis.

AFA Forces San Fran Clubs Into Full-Week Shows

SAN FRANCISCO, June 4.—Night clubs offering shows two or three nights weekly to combat poor business will meet opposition from AFA, according to Al Smith, local representative.

First such move was nipped by Smith, who said that Barron Long's Hawaiian Gardens, San Jose, has agreed to full-week shows instead of heretofore one-night acts.

Some bookers look upon curtailment with favor, claiming that shows look bad when presented for only a few people. A few club operators also say that bill cannot stand up well and to offer shows three nights, preferably over week-ends, would result in better profits.

The Plantation and Club Alabam are the latest night spots to sign AFA agreements. Clubs use colored entertainers.

Exhibit space was acquired by AFA at recent Union Label Exposition at Civic Auditorium. Entertainers gave miniature performances in front of booth which displayed picture of Sophie Tucker, national president of AFA.

Blackstone, magician, and his company of 20, have been signed by AFA.

LOS ANGELES, June 4.—Dispute between the American Federation of Actors and Topsy's was settled after line girls who assertedly caused the trouble were dropped and standard acts substituted.

As the line girls had received their notice from the management at about the same time AFA started clamping down, it was believed AFA was instrumental in having first-class acts inserted in their place. However, since the dispute, most of the line girls involved have signed with AFA.

Gripe of Topsy's management was AFA's ruling that a girl who steps out of the line is to be classed as a specialty act and receive the minimum for principals. It figured that by booking good acts it is receiving more entertainment value. AFA is satisfied with the change, claiming the line girls were only receiving \$16, while the acts are drawing minimum and, in a couple of instances, quite a bit over.

Trouble started when AFA showed manager of Jan Garber's Ork a copy of letter from Joe Weber, American Federation of Musicians prexy, stating all acts playing with union orks must belong to AFA. Band manager requested the ruling be clarified and received a wire from Weber stating the facts.

Before anything further developed, the line girls were dropped and the vaude show inserted.

Cocktail Lounge Entertainers in Demand in Chicago

CHICAGO, June 4.—Season will find an increased number of cocktail bar spots along the main highways. Business recession is boosting the stock of barrooms, as they are cheaper pastimes and, on the whole, furnish a more intimate environment.

Calls for cocktail entertainers have been heaviest this year. While the supply is abundant, good strolling sets are scarce. Musicians are paid full union scales and as a result the operators insist on good entertainers, canceling the poor ones after the first night. Demand has been heavy for pianists who either work with a movable piano or inside the bar, also strolling instrumentalists who can double vocally and attractive girl singers.

He's Hoping

PHILADELPHIA, June 4.—Mickey Alpert, nabob of the new Mayfair Farms nitery on the New York highway near Camden, N. J., sent an S O S call for more chairs when the crowds packed the club Sunday night. The only place his emissaries could find with extra chairs was a Camden mortuary.

"I hope there's nothing significant in this," remarked Mickey.

Material Protection Bureau

A Free Service for Readers

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Glass Hat, Belmont-Plaza Hotel, New York

The new band here is Ernie Holst, coming from the El Morocco. It is probable that the hotel is trying to lure some of the society trade that frequents certain gay spots, as another one of its recent bands, Sonny Kendis, came here from the Stork Club.

With a \$2 minimum now in effect, this flashy dining room is shaking off the ginger-ale crowd and building up the more substantial patronage. It should be able to do this, as the room is attractive, accommodating around 300, with another 200 at the bar, and food and liquors are excellent.

Holst and his violin lead the eight men who combine to provide music that is typically hotel-room style—sweetish with an interspersing of more lively rhythms for the gayer supper crowd. Holst and some of the band boys contribute vocals and make a young, good-looking lot. Holst alternates with Diosa Costello and her Echoes of Cuba rumba band. Holst is set here until August 6, with the Cuban band in indefinitely. Miss Costello is a lively Latin singer who sings in intriguing contralto and shakes her attractive figure—which ought to take care of those patrons who might be hard of hearing.

The floor show has Ray and Grace MacDonald, recently in *Babes in Arms* and in other hotel spots, and Ruth Petty, recently at the Casa Manana. The MacDonalds are a young, refreshing, likable pair whose singing is fair but whose dancing is a delight. Their tap and ballroom work, done in light prancing style, is pleasing. Miss Petty, a wide-eyed blonde with one of those blues voices and a batch of special arrangements, has no trouble arresting attention and then keeping it. She and the MacDonalds are in for two weeks and options.

The Belmont Balladeers, seven colored singing waiters, provide the usual after-show informal singing of Negro spirituals. A colored busboy, Pleasant R. Crump, uncorked some fancy personality tapping a la Robinson and stole the show.

Richard Mockler is doing the house publicity. Service is excellent, and those fancy Ralph Hitz touches are evident everywhere. *Paul Dents.*

Hotel Pennsylvania, N. Y.

Long a haven for jitterbugs, gaters, floy floys or what have you, with Benny Goodman getting the top billing here these many years, this unit in the Statler Hotel chain takes to a commercial combo for the opening of the roof garden.

Kay Kyser, making his first metropolitan appearance at a nocturnal meeting and greeting place, is entrenched here for the summer. And if the gods and table takes are kind, Kyser may carry on in the fall at the basement Madhattan Room if Goodman does not choose to return. Also a possibility that Tommy Dorsey may be next season's starter if the swing king takes to other territories.

The decors at this skytop salon are massive and the physical environs architecturally imposing, the prevailing atmosphere makes for a cold rather than a cool and refreshing nook for the flannel and linen-skirted gadder-about. And with the necessary degree of intimacy not felt, it's double duty for Kyser to make most of the go.

No floor divertissement here, the entertainment factor entirely dependent on the dance master. Having built up a tremendous following sight unseen (his College of Musical Knowledge radio shows), it's still a toss-up in anticipating public acceptance to make for a profitable following. Without any iota of doubt Kyser brings a consignment of charm to the band stand. But it's rustic rather than raito. And to what extent it catches on remains to be seen.

Musically, Kyser offers all to be desired for making a whirl around the polished floor inviting. His stylization of singing the song titles is as well known as that of other identifying brands. Arrangements, George Duning designing, are fashioned to sell anything from a rhythm tune to a soft ballad. Adding vocal force are Harry Babbitt, who sings the titles and is plenty bullish on the full chorus; Virginia Simms, a lovely gal with a lovely voice, and from among the instrumentalists, Sully Mason and "Ish Kabibble."

The odds are all in his favor and the gang is rooting plenty for him to repeat

Night Club Reviews

his Chi triumphs here. The cash customers cast the telling tally. *M. H. Orodener.*

Villa Moderne, Chicago

Frank Hutchins, operator, is making a real go of this modernistic room, located 25 miles from here on the main highway to Milwaukee. Magnet is a combination of good music and good food at very attractive prices. Spot enjoys its best season at this time of the year, landing many of the annual celebrations held by local organizations and attracting highway travelers.

Floor shows are not used as yet but may come in any day now, since next door Skyrocket, which opens June 8, will feature shows.

Carlos Molina and orchestra occupy the band stand and stand out with rumba and tango music. Also impress with renditions of the more sentimental ditties and waltz tunes. Carlos has been a favorite in Chicago for years and his name is undoubtedly responsible for a good part of the heavy business. Has a well-mannered personality and is a matured greeter between dance sessions.

Margaret Myers, tall brunet, is the vocalist and is okeh on looks and voice. She serves as a needed relief for the Latin music sets which, judging by the populated dance floors, are the most popular among the patrons. A weekly feature is Fiesta Night, when the room is gayly decorated in South American atmosphere and customers are provided with noise makers.

Two bars in adjoining rooms increase the capacity to over 600. Never a cover. Wendell Phillips, accordionist, is the intermission entertainer. *Sam Honigberg.*

Sky Gardens, St. Moritz Hotel, New York

With Central Park blooming right at its feet, the St. Moritz has closed its main dining room and moved activities to its roof, where you may dine and wine in the lovely Sky Gardens room or the bordering open-air section.

There's not much talent being used, but what's here is excellent and good enough for the \$2 dinner price (no minimum or cover except Saturdays and holidays; when there is a \$2 minimum). Incidentally, patrons here are about the nosiest we have ever encountered and the performers must work extra hard to get attention.

Outstanding are Jeanne Collette and Harold Barry, young and good-looking ballroom team. They offered a quartet of energetic, graceful and thoroly pleasing numbers, including a gay challenge dance. Encored twice and then returned to handle the hour of instruction that fills that dinner-to-supper lull. Barry did the announcements and both "instructed" the delighted patrons in the art of tango, rumba, etc., with champagne and candy going to the winners. Patrons just couldn't get enough of it.

Brunet and attractive June Forrest lent her interesting soprano to Continental and pop songs, giving each number expression and a fine voice. Hers is a trained voice, always under control.

Basil Fomeen, sporting his extra-fancy haircomb and gay mustache, leads his seven men thru danceable music that is also easy to listen to. Ralph Gonzalez (guitar) leads the Cuban quartet for relief music that is a pleasure. *Paul Denis.*

Embassy Club, Newark

New Embassy Club, formerly the popular Jabberwock, has been reopened by Frank Ford and features a policy of intimate dancing and entertainment for luncheon, cocktails, dinner and supper.

Ford, actively associated with social affairs along the Jersey coast and more recently with the Embassy in Miami Beach, is making a heavy play for the spenders from the ritzy Llewellyn Park section. The opening days indicated success in this endeavor.

Charlie Murray and orchestra, late of the Mon Paris, New York, furnish the dance music for the first three weeks, being committed to open the Meridian Room of the Seabright Yacht Club June 17. Name band will follow, with Ernie Holst and Gus Steck being mentioned.

Opening night saw quite an array of talent. Dario and Diane, dance team,

led off the show. Charlie Wright, sophisticated songster; Joan Roland, tap dancer; Wynne Patterson and Evelyn Nations, songsters, followed. Roland, just in from Hollywood, where she was signed by Paramount, was the star attraction. Kid has everything and should be known nationally in a short time.

Bobby Gerard, maitre d'hotel of such places as the El Morocco, is here in a like position.

A roof garden atop the club will be opened as soon as weather permits. During the season guest stars will be featured nightly. *Bruno Kern.*

Rose Room, Palace Hotel, San Francisco

"Experts" will tell you that of every 1,000 "new" dance bands perhaps one has a chance of achieving anything like nation-wide fame. This 1,000-to-1 shot may be the Leighton Noble aggregation here.

This is a new band, formed five months ago, and while it may not yet be that fortunate one, it should survive and do better than average for some time.

The Noble outfit is no "style" or trick band. Rather it specializes in solid danceable rhythms, intelligently arranged, more than adequately interpreted. Particularly good is the sax section, which on occasion swings out surprisingly well.

Not sensational in the Benny Goodman manner, this new group treads the commercial path, intent only on pleasing as many of the hotel's guests as possible.

Praise also for vocalist Edith Caldwell, one of the best in the business. Her voice is "outspoken." *Edward Murphy.*

Big Top, Jefferson City, Mo.

Carl Lane's attempt to give Missouri's capital a good night spot appears to be succeeding, with Doyle Young's nine-piece orchestra getting most of the credit. A solid swing unit, Doyle's combo tones down some with requests from older clientele, but manages to satisfy a younger circle that hits the nitery regularly.

Floor show is only fair, but it doesn't bore and it has pep. Sugarfoot's tap routine is okeh, but his facial expressions and his flair for putting himself over are better, while the girl's chief contribution is an exhibition of shapeliness.

Louis Kinman and Mark Dewey, tenor and piano team from the orchestra, fill in on the floor show and their stuff is good but drippy. Louis' personality and Mark's really fine piano put them at the top.

Doug Frew, emcee, is a local boy who has a big following. A good showman who lends a nice tenor to the show.

Young's Orchestra is strictly swing and he's giving the best music in this locality currently. Booked until July 1.

Service, food and drinks better than average. Biz is excellent. *A. B. Jackson Jr.*

Casino on the Park, Essex House, New York

Richard Himber and band are back here and opened officially for the press Friday night in a flurry of publicity and showmanship. Himber revealed a swell 12-piece band, thanks to the unusual instrumentation suggested by Mickey Addy. Basis is the six-brass section and double sax, giving the band a sprightly quality that enhances both sweet and swinger rhythms. The stocky Himber leads in a jocular, informal fashion, donning masks for take-offs on name band leaders, engaging in repartee with patrons and getting in plenty of comedy touches, some funny and some not. Bernie Green and Bernie Weinstein are doing Himber's arrangements and some of them are truly impressive.

Additional entertainment is provided by Stuart Allen, young baritone; Three Tanner Sisters, pretty gals, who harmonize pop tunes, and Joan and Walton, young and good-looking ballroom team that made a solid impression with graceful but energetic routines. Brunet June Forrest lent a radiant soprano voice to Continental and pop tunes, compelling attention.

Himber's opening-night style was extra

corny, obviously to please the Broadway crowd, but he will have to tone down for the conservatives who patronize this spot.

Henry A. Miller is house publicity man, and Jay Faggen and Dorothy Kay are exploiting Himber himself.

No cover, but \$1.50 minimum after 10. Food and service excellent. *Paul Dents.*

Chez Paree, Chicago

The new revue is one of the strongest this ac nitery has had in a long spell. Loaded with trained efforts from both the talent and production standpoints, it packs a barrage of entertainment. A most redeeming feature is the top work displayed by the 16 girls who heretofore had only looks to recommend them. Under the new guidance of Fred Evans, former Chicago Theater producer, they blend nicely in colorful numbers and prove delightful line dancers.

Show stars Cross and Dunn, Raye and Naldi and Helen Morgan, with the dance team the only new act in this territory. Dainty Miss Raye makes an alluring appearance and with the capable support of her partner scored heavily opening night with numbers that are among the most impressive seen here in a long time. Their tricks are magnificent and their working grace and rhythm are of topnotch caliber. Arrested the patrons' attention with a beautiful waltz tango and a couple of faster numbers.

Cross and Dunn held their own with new material, the best delivered in the first show. Their personality is still a top selling asset and lines that may fall flat

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DR. ARTHUR MARCUS
"THE MAD MAGICIAN"
TENTH WEEK COLLEGE INN HOTEL SHERMAN CHICAGO

in hands of competitors ride high with them.

Helen Morgan suffers by comparison principally perhaps because she no longer uses a piano to sit on. The veteran fans gave her a grand reception, however, particularly when she turned to the *My Bill* variety.

Gloria Day is a neat and refreshing tap dancer working after the initial production numbers. The kid has the charm of a Jessie Matthews and looks like a great screen bet. Cole and Phillips, shag team, follow her with a feverish routine that went over big.

In the second show Francita is featured in a radium number that makes a beautiful sight in the darkened room. Fred Evans has taken advantage of the large floor and small stage space above the orchestra stand in projecting timely and colorful ideas.

Hal Monte continues as production singer and straight emcee and Lou Breese and his boys remain on the band stand to play the show and dance sessions. Martha Perry, band's vocalist, and Don Orlando's hot intermission combination are other attractions.

Sam Honigberg.

Club Races, Omaha

This year-round night spot is getting extra business during Ak-Sar-Ben racing season. Spot is located near track, hence the name.

Entertainment features Johnny Carroll's *Ork*, six pieces, and warbling by Ann Neiman, snappy-looking brunet. Ann could put more punch in songs to gain above-average class.

Bert Nolan, handsome blond emcee, gets best band with spicy songs mixed with goofy gestures and facial expressions.

Kay LaSalle, shapely tapster, depends more on scanty costume than dance routine for applause. Does well on straight tap but is a bit wobbly on intricate steps. Only fair mitting.

Wirthman Twins, tall brunet dancers, were not appreciated. Girls a bit large for intimate club work, but should do well in ballroom or stage. Got best hand on high-kick tap. Costumes above average for this spot.

Harry and Betty McCabe, youthful pair, should go far with hillbilly act if given some polish. She handles accordion and he does banjo work for return act that got big hand.

Three shows nightly. No cover charge.
John A. Scott.

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"The Latest in Dancing."
Currently at RAINBOW GRILL, Rockefeller Center, N. Y.

Private Correspondence of
LORRAINE and ROGNAN'S
One and Only "JIGGS"
Bridal Suite—Roxy Theater, N. Y.

June 11, 1938

Dear Maggie,

Sorry couldn't answer your letter sooner. Fact is we've been held over at Roxy Theater, New York. We've had a swell engagement. Everybody's been so nice—Jesse Kaye, the fellow who booked us; Jack Partington, who said okeh; Gae Foster, the nice lady in charge of the production; Paul Ash, the orch. man with the stick; Buck Wheeler, the stage boss, and Ledy and Smith, who told 'em all about us.

Gee, the paper boys were swell. Look what George Colson in The Billboard sez:

Applause standout is the mirthful dance satirists and comedy team, Lorraine and Rognan. 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 the boy, and their Blue Danube bluesque is funnily carried out despite the commonness of similar attempts.

Hope to see you soon.

Faithfully yours,

"JIGGS"

(another doggone "stoooge").

ADVERTISE IN THE BILLBOARD —
YOU'LL BE SATISFIED WITH RESULTS

Night Club Management

By GEORGE COLSON

Now It's Musical Bars

INTERESTING development in the line of bars for taverns, clubs and cocktail lounges is the so-called "musical bar" put out by a Kansas City, Mo., concern. The machine is invisibly built-in into the back bar and patrons can play it by depositing nickels in slots along the front bar. It figures not only to add a novelty touch to the bar and establishment, but it also saves the space taken up by the separate music machine.

Of especial interest to those spots that also feature entertainment is the fact that such bars, located away from the floor show, can offer entertainment of their own by singing waiters, bartenders or patrons over the p.-a. system which they also incorporate. Patrons can also broadcast their merriment from their own booth or table. Besides entertainment, it can also be advantageously used to make speeches or for advertising spiels, sport result announcements, etc.

Patrons' Singing Popular

THE Palm Beach Bar on the mezzanine floor of Billy Rose's Casa Manana, New York, is given over to informal "community sings" before and after the shows proper there and are currently being presided over by Kay Parsons. Distributed on the tables here are cards affecting a nostalgic Gay '90s touch and inscribed with such bromidic but nevertheless inducing inscriptions as "If You Can't Sing Good—Sing Loud." Or, "If you feel like releasing that uncertain soprano or that barber shop baritone, let yourself go. The town is too damned dignified anyhow!"

A surprising number of patrons find their way to this Palm Beach Bar to find respite from monotonous hilarity or boring table companions. And the encouragingly worded messages on these table cards provide just the right amount of self-consciousness eradicator.

Fashion Show Tie-Up

ANOTHER big town spot to capitulate to the exploitation possibilities of fashion shows run off in the afternoons in conjunction with floor shows is the Paradise Restaurant, New York. Wednesday of this week the spot will hold one under the sponsorship of Charleen Curry.

Girls from the show's revue, as well as professional models, will display the latest fashion notes in everything from bathing suits to formal wear. Door prizes and awards will be made thruout the entire afternoon, but such inducers are scarcely more than incidental to the real interest in the show which these affairs produce.

Postal Tele-Store Tie-Up

GLEN ISLAND CASINO, New Rochelle, N. Y., has effected a tie-up with the Postal Telegraph system and with a fashionable Fifth avenue department store, Arnold Constable, whereby requests from patrons to the dance band leader are sent on miniature facsimiles of Postal Telegraph blanks, and the reverse side of the sheet, where instructions are given, plugs the Fifth avenue outfitters.

Current band attraction here is Larry Clinton's group and the messages are titled "Larry Clinton Dipsy Doodlegrams." It makes a very striking novelty and a tempting one to the patron. Also, probably costs nothing to the Casino.

Resort Season Starts Poorly

NEW YORK, June 4. — Catskill Mountain and New Jersey shore resort season got off to a not-so-good start over the Memorial Day week-end, hotel owners and bookers complained. Cold weather is taking the blame. One hotel, with a staff of 38, counted but 30 guests at its tables.

Such business isn't helping employment problem of performers. While most of the proprietors have signed season contracts with talent, they have inserted clauses which will enable them to drop a few if their business doesn't come up to expectations.

Another effect of poor holiday showing is the low salary scale hotel owners are willing to pay for entertainment. Price cutting even on names.

Club Talent

New York:

CAROL BRUCE, booked thru the William Morris office, replaced the ailing Edith Wain as vocalist with the Larry Clinton Band at the Glen Island Casino this week. . . . RAMONA, with her band, goes into the Hotel New Yorker for two weeks beginning June 13, Rockwell-O'Keefe booking. . . . VIVIANNE HULTEN, Swedish ice skater handled by Billy Burton, of Rockwell-O'Keefe, is the attraction at the Ice Arena, Blackpool, England, for the summer. With her is Alfred Trenkler, late feature of the local New Yorker Ice Show. . . . JACKIE STUART, singer, played a return engagement at Leon and Eddie's last week. . . . ERNIE MACK, impersonator, returns as headliner at the Wivel Restaurant this week. . . . PLATINUM BLONDE Evelyn Dall, of our own Brooklyn, certainly made the front pages with her crooning debut at the Buckingham Palace. . . . MARISSA FLORES, Palomo and Mischa Borr make up the new show at the Starlight Roof of the Waldorf-Astoria.

Chicago:

MARGIE KNAPP is continuing in the Bon Air Country Club show as an act, with Dean Murphy emcee. . . . DR. ARTHUR MARCUS was the double-talk referee at the baseball game played by the Bob Crosby and Frankie Masters outfits. . . . DOROTHY BYTON returned from a 12-week stay in Mexico, where she worked her line of girls. . . . EDNA SEDGWICK left for Hollywood to work on a Universal serial with Larry (Buster) Crabbe. Reported salary is \$400 a week. . . . JOHNNY WEAVER, the Memphis bass slapper, in town to work here. . . . DICK SCHREIBER, the La Salle Hotel baritone, goes with the Chicago Opera Co. in the fall. . . . BETTY SAXON and her sister, Wini, formerly of the Six Lucky Girls, formed a new sister act which opens at Colosimo's June 16. . . . HARRIS AND SHORE are on a two-month vacation, taking in the vacation resorts on way to San Francisco.

Here and There:

DOROTHY DUVAL, accordionist-come-dienne, after concluding a month's return engagement in the Olympic Bar of the Fountain Square Hotel, Cincinnati, has opened an indefinite stay at the Pick chain's Miami Hotel, Dayton, O. . . . BERNIE LIT has opened in the Atlantic Bar, Wildwood, N. J., as emcee. . . . BERNIE MARR is set for the season as emcee at the Roof Garden, Arnolds Park, Ia. Babs Davin is handling the singing assignment on shows at the same spot. . . . TERRY AND WALKER are in their 12th week at Murray's Club, Tuckahoe, N. Y. . . . SHERMAN BROS. AND TESSIE opened at the Tavern, Edwards, N. Y., May 28. . . . VICTOR AND RUTH, skaters, closed a 24-week engagement at Murry's Inn, Albany, N. Y., June 5 and are now vacationing at home in Rochester, N. Y. . . . BOBBY JONES, emcee, current at Joe Engel's Black Cat Tea Room, Wilmington, Del. Others on bill are Jan LaToy, Florence Davidson, Clayton and Phillips, Marty Kay and Hal Sidare and Bill Thomas. . . . BARRET AND SMITH, recently returned from Italy, open for Barney Welansky at the Coconut Grove, Boston, June 13. . . . ARLYNNE AND BARDER are at the El Rancho, San Pablo, Calif., and expect to remain on the Coast all summer. . . . TED MERRINAN and his *Hollywood Stars That Shine* opened at the Showboat, Niagara Falls, N. Y., featuring Stan Gibert, emcee, and the Three Whirling Bees, roller skaters. . . . PAUL AND PAULETTE, Dian Cortez and Tommy Harris are currently set at Sinclair Gardens, Cincinnati, booked by Jack Middleton, Cincinnati.

JIMMIE WALKER, emcee, is featured at Rudd's club, Schenectady, N. Y., with Ivena Hall, Francis Sisters, Mona Lew, Lucille Randall, International Duo and the Ruth Hurley Girls completing the show. . . . THE CARLTONS, ballroom team, are being held over at the Bartlett Club, Rochester, N. Y., and TED AND ETHEL WALKER, Gorgeous Corbetts, Skeet Cameron Trio and Betty, Ellen and Ethel are spicing up their engagement at Hull, Ont., with baseball games with neighboring clubs. . . . JENI LEGON, colored dancer, is headlining a show at the La Conga, Hollywood.

Billed Acts Out, So Patrons Refuse To Pay

CHICAGO, June 4.—Practice of sudden act cancellations in the more prominent clubs is keeping the involved press agents in hot water when making up the ads. In several cases certain acts advertised were already out of the show the day the ad appeared in the papers. Patrons may refuse to pay their check if advertised acts fail to make an appearance.

One reported case involved the College Inn some time ago when a lobby display still advertised the Howard Brothers after the act had closed. A \$30 party celebrated on the house that night, the head man at that table maintaining that he purposely came in to see the Howards. While lobby ads are usually removed in time, early newspaper deadlines prevent copy accuracy at all times.

Three Great States Houses Add Vaude

CHICAGO, June 4.—The Great States theaters in Peoria, Springfield and Joliet will go in for bigger shows this summer. While frequency of flesh bills is still indefinite, initial bookings point to greater activity.

Shows, handled by Lou Lipstone here, will be bought for eight days and used for three, four and one-day stands in Peoria, Springfield and Joliet, respectively. First bill goes into Peoria tomorrow and will include Rufe Davis, Masters and Rollins, Ben Beri, Louis DePron, Morin Sisters and Dorothy Hild's line of 10 girls.

Bills will be built around a name and, wherever possible, around a picture notable whose current screen work is available for the theaters in those towns. In the case of Davis, he will work in conjunction with Paramount's *Cocoanut Grove*. House bands will play in each town.

Los Angeles Acts Elect

LOS ANGELES, June 4.—With local branch of the American Federation of Actors settled in its new headquarters, outcome of recent election was announced by John H. Corcoran, AFA top man here.

Post of secretary went to Harry (Duke) Johnson. Clayton Mardoni was elected treasurer; Patsy Darr, recording secretary, and Patrice Brooks on the advisory board.

Other officers: Johnny Johnson, club dates; Bertha Powell, colored acts; Frank Hudson, night clubs; Billy O'Connor, vaude acts; Millie Blough, chorus line. Alternates were Billie Bird and Jack Starry.

Youngstown Spot Reopened

YOUNGSTOWN, O., June 4.—Leon reopened the Clover Club, Masury, with Chester High and orchestra and a no-cover no-minimum policy. No floor shows for the present.

Business at most spots slightly on the upturn, most of the major spots using from four to six acts consistently and employing bands regularly.

Rathskeller Becomes Nitery

CANTON, O., June 4.—Bast's Rathskeller, Meyers Lake Park, has switched to night club policy. William Bast remains as manager. Floor shows nightly. Current are Dottie Merritt, Danny Boone, Leva Prinzo and Dick Kerstetter's Playboys.

Just in Case—

PITTSBURGH, June 4.—Peak of modesty was shown by Phil Regan, ex-singing cop who won movie fame, when he took third-floor dressing room in Stanley Theater after being offered star's usual first-floor retreat. "Why the limelight spot?" asked the Irish tenor. "I want to be used to third-floor rooms, just in case." Asked about fellow flicker players' Broodingnagian salaries, he retorted, "Makes me laugh, these guys who'll work for \$5,000 a week but balk at \$4,000. Four's still a pile of money."

Vaudeville Notes

BELA DANWILL, of the Danwills, left City Hospital, St. Louis, last week and will rejoin the act soon. Despite his absence, the Danwills continue to work, having played the Michigan Theater, Detroit, last week. . . . BUCK AND BUBBLES lost a week and a half at the Palace, Chicago, because of "off-stage misdemeanor." Fritz and Jean Hubert replaced them.

AL GORDON and dogs will play on the Jackie Coogan-Bob Hope bill at Loew's State week of June 23. Also on the bill will be the Seven Freddysons and Robinson and Martin. . . . MR. AND MRS. WILL MORRIS celebrate their 25th wedding anniversary this week. . . . AL BILBY DURNELL, of the old Alpine Quartet, is recovering in St. Vincent's Hospital, New York, from an appendicitis operation.

MILTON BERLE has become a member of ASCAP. . . . MEYER SCHINE, Sidnew Samuelson, E. C. Beatty and Elmer Rhoden have been added to the awards committee of Associated Motion Picture Advertisers, New York.

TED FRIEND, amusement editor of *The New York Mirror* the past several years, will make his vaude debut at Loew's State, New York, July 7. With Louis Sobol no longer a Broadway columnist and with Ed Sullivan in Hollywood, the State is reaching out for new columnist personalities. . . . HARRY MAYER has had his tonsils out. . . . STEVE TRILLING, former Warner booker and now casting director for Warner in Hollywood, is proud of his first big casting job, *Robin Hood*.

WARNER booking office, New York, is avoiding units, claiming few can draw business. Preferring name bands and headline acts. . . . LOEW is also cold to units. . . . HAROLD ELWITT, radio singer, has been elected president of the New York Boys' Association, Inc., organized by show people. Active in the organization are Paul Duke, Marty White, Joe Worth, Del Pozzo, David S. Samuels and Bobby Burns. . . . PAUL RENARD, formerly of Three Renards, is now with the Ateno Brothers' act in Stockholm, Sweden. Act goes into Gaele, Sweden, in two weeks.

PETERS SISTERS, colored singing trio, move into the Roxy, New York, June 10 and are followed by Nick Lucas. Lucas, incidentally, became the godfather of fighter Tony Galento's son at Orange, N. J., last Sunday. . . . ALAN AND ANISE start an Australian tour set by William Morris office September 27. Ten weeks guaranteed. . . . CASS DAILEY has also been booked by WM for the Palladium, London, beginning June 20.

JOE DORRIS was signed by Dick Berger to play the title role of the *Gingerbread Man* at the St. Louis munny opera this summer. . . . HAMTREF HARRINGTON, colored comic, has quit the stage to become a theatrical photographer in New York. . . . ROSS AND BENNETT for the Holborn Empire; Nice, Florida and Lubow for the Palladium, and Gifford and Pearl for Blackpool are recent bookings by Dick Henry for the other side. All open July 4.

Film Shortage Means More Vaude

OMAHA, June 4.—Tri-States Theater Corp. will bring in two week-long stage shows at Orpheum Theater this month, according to District Manager E. R. Cummings. Shortage of film is reason. House usually has one stage show per month.

Cliff Edwards, in personal appearance with Major Bowes' unit, Ted Mack emceeing, did disappointing \$10,300 in seven days at Orpheum ending Thursday. Average for stage-film is usually \$14,000, with \$7,200 house average for straight dual film. Orpheum seats 3,000.

Bill suffered from strong competition in Ak-Sar-Ben races. Regular Memorial week-end biz was off 20 per cent, said Cummings. *I Met My Love Again* was on screen.

Sheraton, Boston, Opens

BOSTON, June 4.—Sheraton Roof opened its two-dance floor area May 27. Bob Hardy Ork switched here from El Morocco. Peggy Wood is the warbler.

Not Even for Sally Rand?

KANSAS CITY, Mo., June 4.—Lou Frankel, publicist for Sally Rand, will investigate things before he plans a party for newspaper writers again.

Frankel telegraphed each member of *The Journal-Post* editorial staff here Thursday asking they come to a downtown hotel to "sip and eat" with Miss Rand, appearing at the Fox Tower. But when the time came no one was present.

A call to the paper's city desk informed Frankel the Kaycee press party, big event of the year, had been held the night before. Many of the staff hadn't even bothered to report for work that day.

"We live and learn," said Frankel.

Big Backing Claimed for Vode-Visions

NEW YORK, June 4.—Very much alive despite the adverse ruling by the musicians' union, Vode-Vision and its backers are going forward with plans for expansion. According to J. E. Horn, originator of the "white hope" of stage shows, Vode-Visions has not been scared, nor will it even allow itself to be hindered by any "grand-stand" howlings of musicians, stagehands, performers or any other kind of union connected with stage entertainment.

Horn claims his innovation has the moral and in some cases the financial support of such interested parties as the Radio Corp. of America, Paramount, Skouras, RKO, Fabian, Wilmer & Vincent, Feiber & Shea, Martin Beck, B. A. Rolfe, Mark Hayman, and Edward Fay, of the Commerford Circuit.

Backers of the new idea assert that the opposition Vode-Visions is now encountering is the same as that met by the talkies, radio, the automobile and all other innovations which seemed detrimental to the welfare of the fields they were invading, but which turned out to be the stimulus needed to prolong their existence. Horn and his associates claim that their new form of stage entertainment not only will fire show business with new enthusiasm, create work for hundreds of musicians, stagehands and other technicians (despite the canned music and canned stage settings aspect), find employment for performers, relieve the "double feature" yoke on operators and patrons alike, but also prove to be the best and most logical developer of new talent for every branch of existing show business and of the not far off television.

Commenting on the possibility of performers', musicians' and stagehands' unions bearing down on his idea, Horn replied that the American Federation of Actors obviously should have no kick coming, rumblings from the American Federation of Musicians had been in the form of barks rather than bites and that should the AFM raise serious objections the backers of V-V were ready to swing a club of their own at the AFM convention in Florida next week. Horn said he had already worked out a tentative plan with the International Alliance of Theatrical Stage Employees.

Circumvention of a great many of possible headaches may be averted by Vode-Visions selling the idea as a motion picture production, since it has sound track music and scenery projected from film, and with the live performers being only a novelty adjunct.

Horn also let it be known that following the successful advertised debut of the new feature at Fabian's State Theater, Middletown, N. Y., Monday to Wednesday, Vode-Vision will not be pushed for any more single independent dates but all efforts will now be bent on developing the idea and working for wholesale adoption by various circuits this fall.

Burlesque Placements

NEW YORK, June 4.—Phil Rosenberg announces Sunny Lovett, Irene Cornell and Pat Paige for the Triboro here June 3, with Harry Evanson and Bert Marks going in on the 10th. Bobby Morris, Dorothy Maye, Jean Carroll and Mimi Reed open at the Howard, Boston, June 6. Princess White Wing goes into the Republic here the 10th.

British Vaude Outlook Best In 10 Years

LONDON, May 28.—George Black, director and booker of the London Palladium and Holborn Empire and of the General Theaters Corp. and Moss Empires Theaters, and George and Harry Foster (Foster's Agency) are unanimous in their forecasts that the new season will prove the best in a decade for British vaudeville.

General Theaters Corp. is buying houses. Kilburn Empire, Ilford Hippodrome and Clapham Grand, all important indie vaude houses here, have already been taken over. At least four more London music halls and some 10 or 12 first-rate vaude houses in the sticks will follow.

Straight vaude will give way to units. Where a unit may be deemed to be below strength at the more important houses, such as Holborn Empire, Birmingham Hippodrome, Manchester Palace, etc., well-known acts, where available, will augment the standard bills.

George and Harry Foster claim a record week's bookings, negotiating contracts for artists already here and for acts due to arrive in England to the extent of \$200,000. Acts booked last week by Fosters for early appearance in England include *Hollywood Stars* doubles unit with Adelaide Hall, Evelyn Laye (British), Tom Mix and "Tory" and Bert Wheeler, for headlining the London Palladium and other theaters, whilst supporting attractions new to England include Lowe, Hite and Stanley; Stuart Morgan Dancers, Ross and Bennett, George Givot, Bud Carrell and Lady and the Tip Top Girls.

Possible future headliners include Robert Wildhack, Judy Garland and Willie and Eugene Howard. Acts already known to English audiences and re-booked to play further European tours include Dave Apollon, Walter Dare Wahl, Condos Brothers, Molly Picon, Buster Shaver and Midgets, Gilbert Brothers, Carroll and Howe, Gene Sheldon, Four Franks, Rio Brothers, Three Diamond Brothers, Stone and Lee, Gloria Gilbert and Nice, Florida and Lubow.

With these bookings negotiated the Fosters are convinced that vaude in England is well on the upgrade.

Another optimistic note is struck by Sir Oswald Stoll, who will revive vaude at Bristol Hippodrome and Chatham Palace, two of his former music halls now playing straight films.

Kemp Time Back To 16 Weeks by Middle of August

NEW YORK, June 4.—Kemp Circuit, with headquarters in Charlotte, N. C., will again be offering 15 to 16 weeks work to 16-people vaude units beginning with the middle of August.

The circuit is currently playing only one unit, *Radio City Revels*, the time having fallen to five weeks, which is not considered enough to warrant taking units from New York to Charlotte.

Units usually include a five-piece band and are assembled here by Billy Van, local representative of the circuit. Average price of units to theaters is \$80 to \$100 a day or \$400 to \$500 a week. Singles get around \$25 a week and doubles \$40. Living costs are low and jumps are made by bus.

Otto Thurn Back at Alpine

CLEVELAND, June 4.—Otto Thurn and his Bavarians, after an extended string of one-nighters, moved into Herman Pirchner's Alpine Village here May 26 on a six-month contract. Pirchner does his own emceeing. Thurn's last engagement for Pirchner was for 24 months.

Quincy, Mass., Spots Act

QUINCY, Mass., June 4.—Sally LaMarr has been spotted at the Fox and Hounds Club here, the first entertainment this shore-road spot has had in its two-year existence. Booked by Stanley Willis, Boston, thru Jay Alfred, p. a.

Said Laird to McCoy—

KANSAS CITY, Mo., June 4.—Clyde McCoy's appearance on the Newman Theater stage last week drew a rap from the usually affable Landon Laird, critic of *The Star* here, who printed the following letter in his column:

"Dear Mr. McCoy:

"Wouldn't it be better for the pleasure of your audiences and the comfort of the actors appearing with you if you learned the supporting players' names?"

"We caught your second show Friday and greeted with interest your introduction of Nichols and Roberts, dance team. After the first number you called them Roberts and — and let your voice die away, never mentioning the second name. Then you bade good-by to the pair as 'Nichols and Poot-nam,' which just about made you bat 100 per cent for the act. "We thought you'd like to know."

20 Wks. Being Booked Out of N. Y. Now

NEW YORK, June 6.—With the warm weather setting in and summer vaudeville policies taking definite form, a check-up discloses that 36 theaters are playing 20 weeks of vaude booked out of New York.

Included in the 36 theaters are seven circuit houses that play occasional units and four amusement parks whose weekly playing time totals 10 days. Independent bookers are leading the circuits, with 19 theaters playing 12 weeks, and the circuits are offering eight weeks of vaude dates in 17 houses, including the occasional unit houses.

Leading the independent bookers is Eddie Sherman, who is placing dates in the State, Baltimore (split week); Hippodrome, Baltimore (full week); Carmen, Philadelphia (full week); Bowling Green Park, Sunbury, Pa. (full week); Woodside Park, Philadelphia (Sunday); Willow Grove Park, Willow Grove, Pa. (Sunday); Broadway, Pitman, N. J. (Saturday).

Arthur Fisher is booking the Huntington, Huntington, L. I. (three days); Bayshore, Patchogue, L. I. (split week); Freeport, Freeport, L. I. (Wednesday, Thursday, Friday); Jamaica, Jamaica, L. I. (Friday, Saturday); Hershey, Hershey, Pa. (Thursday, Friday, Saturday).

George Godfrey is handling the Clinton Theater, New York City (Friday, Saturday, Sunday); Keith's Theater, Portland, Ore. (Saturday, Sunday, Monday, Tuesday, Wednesday), and Dorning Park, Allentown, Pa. (Sunday).

Al and Belle Dow have but one theater, the Capital, Wheeling, W. Va. (Friday, Saturday and Sunday), and John Coutts, the Newton Theater, Newton, N. J. (Saturday).

On the circuit end of the booking schedule, Paramount will continue to book the Paramount here and the Chicago Theater, Chicago, full weeks. The Michigan Theater, Detroit, earlier scheduled to run a full week, will abandon vaude entirely for the summer, returning to straight pictures early next week.

Warner is dividing three weeks among theaters in Philadelphia, Pittsburgh, Camden and Steubenville, while the Loew office is continuing with Loew's State here and the Capitol, Washington, D. C., full weeks, as well as occasional units in the Majestic Theater, Evansville, Ind., RKO is still booking solid weeks in the Palace, Chicago; Orpheum, Minnesota, and the Palace, Cleveland.

Bookers and agents concede that this season's vaude bookings are comparable to last season and an improvement over several years back, when it appeared that the bottom had dropped out of vaude entirely.

From Stunt to Stump?

NEW YORK, June 4.—Harold Berg, publicity agent, threw his hat in the ring for Democratic nomination as State senator this week. He will run in the Fourth District. Berg is associated with the Mike Falk booking offices here.

Loew's State, New York

(Reviewed Thursday Evening, June 2)

After a good week, thanks to *Maroo Polo* and George Jessel and Beverly Roberts, the new show will probably let the gross slump. The picture, *Judge Hardy's Children*, is no draw, while the vaude show has Joe Lewis and the Hartmans headlining, neither of whom are attractions, altho they do swell acts.

Lewis does a terrific job of emceeing and then does his own act, piling up the laughs with his droll humor and winning a show-stop. Lewis has a lot of original material and knows how to sell it. Altho he can't sing, his pleasant baritone fakes a lyric or two effectively. His comedy take-offs on Richman and Ted Lewis are gems, and, in fact, his entire style of comedy is just perfect for State audiences.

Paul and Grace Hartman, doubling from the Plaza Hotel, were another click with their delightful satire—perhaps too subtle, incidentally. Spotted in the middle of the show, they romped thru amusing burlesques of ballroom dancing, even including some magic and ventriloquial tricks. Easily the best dance satirists in the business today.

The Three Olympics, two men and a girl, opened and deserved more applause than they got. Performed difficult and daring roller-skating stunts on top of a small circular platform—but unfortunately it seems audiences have seen too many stunt skating acts to be thrilled any more.

Mark Plant, tall and handsome baritone, did okeh with *Without a Song; I Can Dream, Can't I?*; *Drums and Love Walked In*. Singing voice is good except when it wavers a bit on the high notes, and delivery has considerable expression—but he should be able to do even better.

Closing turn, Copy Barra Harmonica Ensemble, strikes a fresh note in harmonica acts. Seven young and good-looking youths combine to render classical, novelty and swing tunes on the harmonicas, interspersed with comedy touches and group vocalizing. Leon LaFell leads and does solo tenor warbling, while Nat Barton solos with a *Poet and Peasant* applause-winning number. Attractive brunet Betty Bruce breaks up the act with two dance specialties, one an acrobatic, spinning tap and the other a Spanish rhythm tap. Sold herself solidly. Act closed with the boys blowing out *Flat-Foot Floogie*. Could use a stronger finish.

Ruby Zwerling leads the pit men, doing a thoroly competent job.

Paul Denis.

Paramount, New York

(Reviewed Wednesday Evening, June 1)

A routine presentation is all that's offered Para patrons who accept the house's invitation to swing and sway with Sammy Kaye this week. Lacking the sparkle and speed that made Hal Kemp's two-week stay a standout, current show ambles along amiably and uneventfully, highlighted only by one or two specialties and a more tasteful production than usual. Latter is achieved by thoughtful and effective lighting, creating the proper mood and setting for several band numbers, notably *In the Still of the Night* and a South Sea medley. Resultant eye pictures are appealing and varied and do much to offset the feeling of enervation engendered by the production as a whole.

Kaye's 11-man combo presents a youthful clean-cut appearance and do a nice workmanlike job on the current pops and a couple of oldtimers, among them *My Blue Heaven*; Jimmy Brown and the glee club delivering nicely on the vocal. Tommy Ryan also comes in

Vaudeville Reviews

for his share of the applause with his pleasant warbling, and the Three Barons do a good job on *Cry, Baby, Cry*. Musical highlight is Kaye's swing arrangement of the *Martha* overture, really an outstanding piece of orchestration.

One of the most personable dance teams seen hereabouts recently is the Stapletons, good-looking and talented pair who work with a sense of humor that aids their routines immeasurably. Style is a combination of ballroom and tap and performed with grace and enthusiasm. Team does much to brighten up the proceedings with their brief appearance. Bobby May handles his juggling stint with humor, also, and has an effective climax with his tossing lighted globes around the darkened stage.

Ethel Shutta does a bit too much forcing in the projection of her numbers, robbing them of their effectiveness thru awkward posturing and gestures, particularly in *Gypsy in My Soul* and *Little Lady Make Believe*. A Cole Porter ditty, *The Ozarks Are Calling Me Home*, and a chorus girl song are better, mainly because of their comedy lyrics.

Show runs 50 minutes. On the screen is *You and Me* (Paramount), with Sylvia Sydney and George Raft.

Daniel Richman.

Palace, Chicago

(Reviewed Friday Afternoon, June 3)

It's a clean and harmless little show Al Pearce and his Gang are broadcasting at the Palace this week. Off the beaten presentation path, his members come on the same way they have accustomed themselves on the *Watch the Fun Go By* air show and do their individual turns acceptably.

Pearce is very much at home conducting class and is generally a likable household emcee. He has a delightful opening in the Randall Sisters, hillbilly song trio, who warble in a rustic fashion special arrangements that are unusually palatable. While the tunes are about the same they delivered in another Loop house recently, they can stand another hearing without any damage to the act. Kids are clean and refreshing personalities. Bonnie Randall returns after the act's session to straight for Pearce as the housewife who gives the cold shoulder to Elmer Blurt, the low-pressure salesman.

Danzi Goodell, next, impresses as a lively character tapstress, altho her routines are not exceptional. Arlene Harris, human chatterbox, walks on for some gab typical of the character she portrays and it drew laughs. Paul Robinson first works alone on several harmonicas and later brings out four assistants to dish out a medley and a striking version of *St. Louis Blues*. His talking harmonica bit is a good novelty.

Bill Comstock, parading as Tizzie Lish, the kitchen expert, furnishes amusing descriptions of recipes, and Andy Andrews, the singing comedian, scored nicely with his special songs. Not many of his type around, and when seen make a welcome addition on any show.

Pearce returns to close the show in his radio revue manner. Business off second show opening day. On screen, *The Saint of New York* (RKO) and the Ross-Armstrong fight pictures.

Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, June 2)

One act really socks at the R. C. Music Hall this week and, of all things, it's

an acrobatic turn, Park and Clifford. That they should steal the show makes Palace recalls jitter. Otherwise the stage show is in the usual soporific style of the house.

Vaude showmen have long insisted that a dearth of variety and change in vaude bills hastened its demise. This makes no difference to the Music Hall, where, with few exceptions, each show is like its predecessor, with different costumes.

Overture of Tschalkowsky airs adequately played is followed by Viola Philo sweetly singing a German love waltz. *The Flirt*, a ballet number, features Nina Whitney, a hard-working ballerina, in a generally unsatisfactory and especially overlong routine. Leon Fokine, Carlos Peterson, Maxine Williams, Marie Grimaldi, Louise Fornaca, Nina Sabatini, Nora Kaye, Pauline Kaye and Frances Laurie worked with the house girls in the number conceived by Florence Rogge. Miss Whitney acted as tho quite fatigued.

Park and Clifford do hand-to-hand lifts. Opened with two casual numbers, dressed in tights burlesquing old vaude acrobat stuff. Strength routines, featuring lifts, are outstanding. Last stunt, with blond fellow prone and lifting and lowering his partner standing on his feet, is a pip. House burst into applause several times during the act's work.

Male chorus followed in a sea-song routine, baritone Robert Weede, with a pleasant voice, featured. He strayed from pitch occasionally, especially on the get-off tune. Miss Philo's work, incidentally, showed expert delivery.

Rockettes closed in a military march number. They didn't kick once, something of a record. Routine consisted of formations, etc. Costumes were quite handsome.

Business fair. *Vivacious Lady* the picture. Jerry Franken.

Palomar, Seattle, Wash.

(Reviewed Monday Evening, May 30)

Altho Ben Turpin, 71-year-old cock-eyed comedian since silent film days, was headliner in person, laugh and applause honors went to Heller and Reilly in No. 2 spot.

George Reilly and Helene Heller have an act filled with vaude vitamins. George, peppery Irishman, and his dainty brunet partner, have excellent voices. George gets his clever gags off gloriously.

In Turpin's act Jerry Ross, Palomar manager and emcee, was interlocutor and sustained rapid-fire for the old gent.

Other acts greatly enjoyed included Ted Claire, with Billy Joy, introduced as his kid sister. Latter does some fancy bending and revealing of stout limbs. Claire's depicting a dope with jitters on a park bench as he sings is cleverly convincing.

Opening were the Bento Brothers and Rita in one of the finest hand-balancing acts extant, the brothers tossing about the dark-eyed Rita and handling each other with grace.

Al and Betty Libby entertain with bicycle riding. Betty is a petite blonde easy to look at, while bespectacled Al does excellent tricks. Double features, *Invisible Enemy* and *The Kid Comes Back*. C. M. Littlejohn.

State-Lake, Chicago

(Reviewed Friday Afternoon, June 3)

A heavy bill and business first show opening day responded proportionately. Downstairs was full and balconies almost filled, which is probably some tribute to the star attraction, Sally Rand, and the supporting line-up, including Dorothy King, Emil and Evelyn, Bob Easton with Ondee Odette, the Frazee Sisters, and Smith, Rogers and Eddy.

House line opened with a gay Russian number, featuring Dorothy King in her sock Russian foot step specialty. A well-staged affair, with Miss King's skillful work netting a heavy hand.

Emil and Evelyn produced some teeterboard thrills on a cash and carry basis, wasting little time for preliminaries or preparations. Evelyn is a vivacious blonde and a handy partner in the aerial acrobatic tricks.

Comedy and novelty are the mainstays in Bob Easton's veteran turn, the latter ingredient amply furnished by the tiny Ondee Odette. Mary Clark is a good and attractive straight. Miss Odette is a cute

personality and the type that is always likable in front of a spotlight.

The Frazee Sisters are among the better warbling teams, rating high on looks, personality, vocal ability and delivery. Their song versions are impressively interpretative, working with an abundance of showmanship. The girl piped *Says My Heart, Please Be Kind*. Josef Josef and were called back for novelty arrangement of *My Heart Is Taking Lessons*. Sock singing act.

Smith, Rogers and Eddy scored with their comedy dance work. The two boys open with a dead-pan turn that immediately wins them great favor lasting thru out their spot. The girl is a suitable straight and a great tapper. Show stopped.

A beautiful waltz number by the line preceded Miss Rand's well-exploited far and bubble dances. The World's Fair star appears on top of a high staircase dexterously manipulating a pair of large fans bathed in a deep blue spot. She works with grace and charm to a splendid musical arrangement. A net is lowered for her bubble routine, probably to safeguard her from any pranks in the audience. She was received quite well.

On screen, *Law of the Underworld*. RKO's remake of an old gangster play starring Chester Morris.

Sam Honigberg.

Orpheum, Los Angeles

(Reviewed Wednesday Afternoon, June 1)

A couple of bears steal the show this week, performing some amazing tricks that put the audience in a receptive mood. P. J. Snyder has exerted a tremendous amount of patience in teaching the animals to walk like drunks, pedal a 10-foot-high bicycle and ride a scooter.

Frieda Starr, 13-year-old soprano, is a holdover from last week. Miss Starr is definitely one of the better girl singers ever to play the Orpheum. Her voice has color and her personality clicks with the crowd.

Musical part of the bill was taken care of by Dave Monohan, novelty xylophonist. Monohan plays the instrument with his hands and feet. It's flash stuff and the audience ate it up.

Rutledge and Taylor, colored hoofers, work well, with their best number a stairs routine. Altho the boys are not outstanding, their performance filled in nicely.

The Blenders, cowboy quartet, make a nice flash on the stage. They are dressed in white cowboy suits. Altho most of their numbers were pretty routine, their best was *Hills of Old Wyoming*.

The Albins, comedy dance team, start their act in a dignified manner then switch to slapstick. Act good for plenty of laughs.

Al Lyons and ork did a novelty number, *She Wants To Marry Me*. Lyons' stuff always goes over with the Orpheum crowd. Dean Owen.

Hippodrome, Brighton, England

(Week of May 23)

One of General Theaters' best out-of-town houses stages a good nine-act bill this week. Will Fyffe is headliner. Donna Sisters, three, fit in nicely with a good tap and acro dance. Standout in the act is Loy Lynette, Australia's fast rhythm dancer.

O'Gorman Brothers, English comedians, show no talent, altho they manage to win laughs. Their material is threadworn, crude and often vulgar.

Elly Ardelty, good-looking and personable girl on a trapeze, does a variety of dangerous and difficult novel stunts. Pickards Chinese Syncopators score with an Oriental musical fantasy that

PAUL REGAN ★ ★ ★ ★
 This Week
 Chicago Theatre
 CHICAGO
 AMERICA'S NEWEST MIMIC SENSATION
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R K O THEATRES
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Princess and Baby
YVONNE
 "PSYCHIC WONDERS"
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BELL'S HAWAIIAN FOLLIES
 Now On
 West Coast Tour.
 Mgt. Bob Hicks Page,
 314-21st Ave., Altoona, Pa.



is well staged. Act holds singing, playing and dancing and is colorful.

Will Fyffe is an easy hit with his true-to-life Scottish character comedy cameos. Forced to recalls.

Dehl Trio, two men and a girl, mix straight adagio with knockabout and make good with an efficient act.

Boy Foy, youthful juggler and balancer on a unicycle, is easily the applause hit of the program. A peach of an act.

Herschel Henler, on 25 minutes, offers straight and comedy work at the piano and proves a favorite.

Sensational Denvers, knife throwers and whip stunt act, do well as a closer. Bert Ross.

Reviews of Units

"Swing Parade"

(Reviewed at the James Theater, Newport News, Va., Monday Evening, May 30)

For general family consumption this compact unit (16 people) offers a program of which variety and informality are the keynote. Show is tastefully costumed, clean enough for the most particular and, tho short on girls, makes up for it with a couple of standout acts and generally fast pace.

Opens with *Bei Mir* chorus routine, girls in novel sheet-music dresses, followed by Golden Rollers, skating duo. Their act is brief but gets a hand when girl lights match held in her mouth on floor while being whirled by partner.

Emmett Miller, black-face favorite, mingles enough new material with the shopworn to get plenty laughs. He is on twice. Unbilled girl tapper follows Miller.

George Royale provides first high spot with a juggling routine. Informal to an extreme, Royale juggles hats, balls, cigar boxes, canes and anything else that comes to hand, mouth or head. A clever performer.

Five-girl line does a simple routine with dolls, and this is followed by the second standout—Al Mardo and Made-

Sullivan, Chapman Swap; Walker Status Uncertain

NEW YORK, June 6.—A temporary shake-up in the feature department of *The New York Daily News* is about to occur, with Ed Sullivan returning to Broadway to doing his daily stint and John Chapman headed for Hollywood to cover the picture colony.

The latest information has it that Sullivan will return to New York to emcee *The News'* annual *Harvest Moon Ball* and perhaps take the winners on a vaudeville tour, plus turning in a daily column. Chapman will stay on the Coast for a month or six weeks. This arrangement is said to have the mutual consent of both columnists.

Despite reports that Dan Walker, currently Broadway columning for *The News*, would be shifted to another department, it appears that he will maintain the status quo.

line. Italian comic, with a bored English bulldog and pretty girl partner, gets howls from crowd. Man and girl are both clever with harmonicas.

Screen offering, *With Love and Kisses*. Memorial Day biz a bit under par. This was last stage show of season for James. Warner Twyford.

Toledo Niteries Scared; Folding or Cutting Acts

TOLEDO, June 4.—Following suit with general business enterprises, most local night spots are either folding completely or resorting to cheap floor shows. Hotels with bands are cutting down and no acts are being booked.

Suburban spots are beginning to pop up after a dormant winter. The new Dutch Village reports doing doubly well in its new location. Other suburban spots that opened recently are the Villa, Tabernalla and Rustic Lodge.

Strippers Strip Performances

BOSTON, June 4.—Strippers at the Old Howard stripped their play-week by one performance two weeks in a row. First, Maxine DeShone failed to show up for her Monday opening, but finally arrived for the evening performance.

The following Monday Al Somerby, Howard manager, got strip-mare again when Zonia Duval skipped her opening show. Somerby this time took no chances and sent a call out for Mae Brown.

Dance Teachers Meet

NEW YORK, June 4.—Dancing Teachers' Business Association, Inc., will hold its third annual convention July 25 at the Park Central Hotel for five days. Agenda lists indorsement and promotion of the new Cherry Hop and the La Conga and a discussion of means of blocking the proposed Federal Arts Bureau.

Art Padula Celebrates

PHILADELPHIA, June 4.—Art Padula, owner of the Anchorage night spot, will be guest of honor at a dinner celebrating its fifth anniversary. It is the oldest night club in the city under the same ownership.

Talent Agencies

LOU IRWIN and Harry Norwood, both New York agents, changed office addresses this week. . . . JACK BERTELL, New York, now handling Hildegarde for this side. . . . SAMUEL SILVERMAN AGENCY, Providence, is handling orchestra and entertainment for the Rhode Island Pharmaceutical Convention to be (See *TALENT AGENCIES* on page 23)

Films Plug Night Clubs

NEW YORK, June 4.—Cycle of Hollywood screen titles now runs to niteries. Following Warners' *Hollywood Hotel*, Paramount came along with *Cocoanut Grove*, named after the Hotel Ambassador spot.

Warner production of *Garden of the Moon*, based on *The Saturday Evening Post* story of same name, has a niterie locale. Now Universal is readying *Trocadero*, famous Hollywood spot.

Chi Hostelries Set To Resume Radio Remotes

CHICAGO, June 4.—Local hostelries and niteries are definitely going to forget their squabble with radio over the latter's new \$100-per-week service charge for remote wires, with present indications to an all-round sinking of the hatchet by fall. Andrew Karzas, operator of the Trianon and Aragon ballrooms, brings the latter spot back to WGN next Saturday for a nightly airing, but leaves his Trianon on WIND. Both spots are expected to be back in the WGN fold by September. WGN also signed Old Heidelberg Inn, which starts airing tomorrow.

WIND began a real campaign drive for remotes this week, taking advantage of its position of being a local outlet with no charge for wires other than cost of engineer and installation, which runs (See *CHI HOSTELRIES* on page 23)

Costume Workers Plan Sharing

NEW YORK, June 4.—Shop chairwomen of the Theatrical Costume Workers' Union will meet Monday night to lay plans for a share-the-work program in the industry. It was charged at a general membership meeting held last week that a handful of workers were being favored repeatedly for the available jobs while the others never obtained assignments. Program is aimed to distribute what jobs there are over more members rather than allowing one to hold two successive jobs to another's complete unemployment.

He Was Impressed

NEW YORK, June 4.—The father of Mario (Mario and Floria, dance team) is a Greek Orthodox priest and had never seen his son dance or attended a movie theater. After much persuasion the family got him to attend the Radio City Music Hall last week, where the team was performing.

After he had seen the show he was brought backstage, where he described his thrill over the performance. "But the things that really impressed me," he explained confidentially, "were the beautiful thick rugs and those magnificent candelabra. If I only had them for my church!"

Atlanta Theater Pans Units for 'Boring' Patrons

ATLANTA, June 4.—Feeling that he is voicing the representative plaint of many other theater operators who still support stage shows, Manager Earle M. Holden of the Capitol Theater here has sent out an open letter to "show producers and owners" in which he decries the sameness and repetitiousness of their units.

It's a novel and at the same time dramatic method of bawling out the show producers for their poor and unimaginative output. Holden supports his stand by claiming that his house is one of the few down here that play (See *ATLANTA THEATER* on page 28)

JUST OUT!

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NEW, BRIGHT, ORIGINAL COMEDY. For Vaudeville, Musical Comedy, Burlesque, Minstrel, Night Club Reviews, Radio and Dance Band, Entertainers. Contains: 15 Screaming Monologues. 7 Roaring Acts for Two Males. 7 Original Acts for Male and Female. 18 Sure-Fire Parodies. Great Ventriloquist Act. A Roof-Lifting Female Act. Trio, Quartet and Dance Specialty. Musical Comedy, Tab and Burlesque. 16 Corking Minstrel First-Parts. McNally Minstrel Overtures. A Grand Minstrel Finale. 48 Monobits. Blackouts, Review Scenes, Dance Band Stunts, Hundreds of Jokes and Gags. Remember, McNALLY'S BULLETIN No. 20 is only one dollar; or will send you Bulletins Nos. 10, 11, 12, 15, 16, 17, 19 and 20 for \$4.50, with money-back Guarantee.

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Begin or Adv. Tap, \$1. Sample Tap Lesson for Reg., including Standard Time-Step and Break, 25c. Beg. Waltz and Fox-Trot, \$1. Hal Leroy studied here. Send for List "B". KINSELLA ACADEMY, 2528 May St., Cin'ti, O.

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Impersonator of Stars

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NEW MUSICAL COMEDY BARITONE

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BLUE FOUNTAIN ROOM

HOTEL LA SALLE, CHICAGO

RANDALL SISTERS

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Magic

By BILL SACHS

(Communications to Cincinnati Office)

JOAN BRANDON, gorgeous blond mystifier, postals from Rome, where she is current at the Bernines Theater, that she met many European magi in the Italian capital and that she was entertained by the various amateur magicians' clubs during her recent engagement in Budapest. Miss Brandon, who went abroad last November, has been playing in Italy since May 2. . . . **VAL SEEWALD**, after a year of forced retirement due to a nervous breakdown, is reported to be building a new magical production to tour the East. Capt. J. R. Smith, former Boston newspaper man, is slated to handle publicity for the new venture. . . . **MCDONALD BIRCH** and wife, Mabel Sperry, after a four-week vacation following a successful winter tour, resume with summer bookings at Hastings, Neb., June 13. Birch company has dates to keep it busy until August 20, when it closes for three weeks before inaugurating the fall season at Sterling, Colo., September 15. . . . **DICK DUBOIS**, national secretary of the Society of American Magicians, launched a new air program over WOR and the Mutual network June 2 titled *Magic in the Air*. . . . Program will be a weekly feature over the same outlets from 9:30 to 10 p.m. **EDST**. . . . **PRINCE MENDES** favors us with one of his latest folders, fronted with a likeness of himself and explaining briefly the type of act he does. He is being handled by Carlton M. Hub. . . . **AL DELAGE** and Shirley are playing a string of theater dates in New England prior to returning to Canada for the summer. . . . **JERRY KAHLER**, card expert, and Bob King, vent artist, are holding forth at the Park Plaza Hotel, St. Louis. . . . **GEORGE VOGSTAD**, Charles Noller and Johnny Kenloe are doing their magic with the illusion attraction on the Beckmann & Gerety Shows this season, and Ben Pardo and Mike Buhena have their mental layout on the same carnival. . . . **THE KARNAKS** are back in Halifax, N. S., after a 2,200-mile trek thru the South to look over the territory. Played a few dates in the Southland but report they found things in a bad way. They will close in Newfoundland in October to return to the Middle West. Rainy weather has cut into their business in recent weeks.

THE IBM CONVENTION to be held in Cincinnati June 14-16 promises to be the largest and most interesting conclave the organization has ever held, if we can believe the reports being sent out by the boys in charge of arrangements. W. W. Durbin Ring No. 71, sponsoring the affair, expects some 1,500 magicians.

(See *MAGIC* on page 33)



NEWER FUNNIER Minstrels

America's unrivalled selection of complete Minstrel First Parts, Blackface Plays, Opening Choruses, Minstrel and Comedy Songs, Jokes, Gags, Posters, Make-up Goods, Wigs, Bones, Tambourines—everything to put life and snap into your show. Send for Special Minstrel Catalog.

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Burlesque

New York:

JULIA BRYAN, following three weeks at Casino, Toronto, extra-attractioned May 27 to June 2 at Star, Brooklyn, and thence to the Eltinge, New York, June 3. After that another summer in operettas at Jones Beach for the Shuberts. . . . **LOVEY LANE**, Patsy Johnson, Irma Vogelee and Princess White Wing opened at the Star, Brooklyn, June 3 to replace Queenie King and Annette. . . . **BILLY TANNER**, comic, opened and closed at People's last week. Bobby Faye and Paul Ryan replaced Irving Benson and Holly Leslie June 3. . . . **JACK BLOOM** is bossing a grocery wheel at Palisades Park, Fort Lee, N. J., where Clem White is again assisting Bert Nevins in the press room.

TONY MICCIO has set July 3 for the first Sunday Hudson River cruise of his burlesque showboat, the Yankee. So far engaged are Margie Hart and Bobby Faye. Also eight showgirl dancers. Five strippers to be hired later. . . . **QUEENIE KING** is teaching sister Mary Ann some new dance routines and paper-bonnet crocheting. . . . **PAUL CUNNINGHAM** is now pro and emcee at the Club Stadium (formerly Hi Hat), Union City, N. J., while Florence Bennett Cunningham is recovering at her Kew Gardens, L. I., home from a fall in the Caravan Room, Flushing, L. I., a few weeks ago. . . . **TANYA LOWA**, whom Paul Cunningham promoted from the chorus at the Stadium because of her vocal talents, opened June 4 at the Chez Maurice, Montreal, as a new nitery singer booked thru Al Davis. . . . **ANNETTE** last week moved from the Star, Brooklyn, to the Republic, New York, where Margie Hart was held over for a third week and Amy Fong for a second.

DEWEY MICHAELS, operator of the Palace, Buffalo, called it a season June 8 and Ed J. Ryan will ditto at the Howard, Boston, June 18. . . . **DAVE COHEN** and Tommy Levene, local agents, celebrated the opening of their new office June 3. . . . **MARSHALL AND LEONARD** come to the Eltinge, New York, June 17 and Mary Joyce returns June 10. . . . **FRANKIE FAYE** doubled between the front line and principal and Pat Paige was brought in on a Tuesday up at the Triboro, New York, week of May 27 because of the illness of Barbara Doane and Joy St. Clair. . . . **JEAN REMINGTON**, front liner, did not shift from the Eltinge to the Republic, New York, but sailed instead for a second trip to a Panama nitery. . . . **JOE BABBITT**, ex-assistant manager of the Casino, Brooklyn, back to life-saving over the summer at Rockaway Beach. Charles Galerstein, ex-spotlight man of Werba's, Brooklyn, is once more an able

seaman aboard the Delaware City.

ZONIA DUVAL is back at the Eltinge, New York, this week. Dorothy Lawrence and Dolores Leland exited June 2. . . . **BERT MARKS**, comic, goes to the Triboro, New York, June 17. . . . **GUS SCHILLING** and Betty Rowland are heading the new cast at the Follies, Los Angeles. . . . **CHARLES (KID) KOSTER**, old-time burly advance man, who recently closed ahead of *Brother Rat*, goes ahead of George Abbott's *What a Life* next season, opening in Boston September 1. . . . **NAT AND BABE FIELDS** with Irving Becker (not the Irving Becker, manager of the road company of *Tobacco Road*) will be at Greenwood Inn, Ellenville, N. Y., over the summer, while Jack and Betty Kane with Ted Wiley go to Sunrise Manor in Ellenville, N. Y.

Chicago:

NORA FORD returned to the 606 Club, where Mona Leslie and Peaches are holdovers. . . . **PALACE**, Buffalo, goes to pictures for the summer and returns to burlesque in August. . . . **TOWNS** to reopen with burlesque late in summer and in the fall include Cincinnati, Minneapolis, Cleveland, St. Louis and San Francisco. . . . **PAUL MOROKOFF** ended a five-week engagement as producer at the local Rialto last week, with Fred Clark and Ida Rose returning to assume their former capacities. . . . **JACK GREENMAN** moved his show from Denver to Salt Lake City. . . . **HARRY HIRSH** opened a roller derby in Minneapolis. . . . **ADA LEONARD** held for the new show at Colosimo's. . . . **SCHUSTER BOOKINGS**: Country and Brenna, Patricia Morgan, Dorothy Wahl, Boob Myers and Pearson Brothers, Rialto, Chicago; Bozo Snyder and Claude Mathis, Avenue, Detroit; Karanova and Yvette, Wonder Bar, Cincinnati; Ferguson, Murray and Joan Collette, Casino, Toronto. . . . **DOROTHY WAHL** has been doubling between the Rialto and Minuet Club. . . . **ADA LEONARD**, at Colosimo's, taking in the early-morning jam sessions at Paul Mears' barbecue spot.

From All Over:

RUBY STATION, chorine who was seriously injured in an auto accident last November, is able to walk a bit now, but she'll never be able to dance again as her left leg is paralyzed. She would appreciate a line from old tab and burly friends. Her address is Box 381, Mojave, Calif. . . . **SALLY WALKER** and Frances (Pee Wee) Lewis, now working niteries for Ernie Creech, of the Gus Sun office, doubled on the Richmond (Ind.) Firemen's Party Wednesday night of last week.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

ANNUAL MINSTREL SHOW of the Youngstown (O.) Sheet and Tube Co. will be held at Stambaugh Auditorium there June 10, 11 and 12. Jack Riddle will direct.

EMMETT MILLER, yodeling black-face, who last winter had out his own unit in the South, is now touring the same territory as a feature of *Swing Parade*, which last week played the James Theater, Newport News, Va.

GENE (HONEY GAL) COBB and wife, Hazel, are trouping it this season with the Frank Smith tent show, currently in the Tennessee country.

JIMMIE SIMPSON'S Mighty Minstrels, colored organization, are now making week stands under canvas thru Maryland. Business is reported as fair.

WE HAVE HAD INQUIRIES recently on Jack (Hardface) Kennedy, Charles (Slim) Vermont, Jack Crawford, Habb and Denton, "Hi-Brown" Bobby Burns, Bill Henderson, Homer Meachum, Garner Newton, Drane Walters and Rhody Jordan. Shoot a line, boys, and let your old minstrel cronies know where you are and what you're doing.

SUGAR'S DOMINO

(Continued from page 4)

films. It remains to be seen how soon the bookers will get wise and what effect the disguised commercials will have on business as they spread their poison around the theaters.

Union Standbys for Disks

MILWAUKEE, June 4.—Five-month controversy over employment of union musicians at the Auditorium was finally settled between Volmer Dahlstrand, local musicians' union prexy, and the executive board operating the building. A local orchestra of at least 11 will be employed when records are played on the public-address system or a traveling ork booked in the Auditorium.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

JERRY (THE LUG) BRESNAHAN, back in the running after a three-year sojourn in Chicago night clubs, says that the recent Bossier (Ia.) show was the toughest he ever hit.

FORREST (SOUR PUSS) BAILEY, now driving a cab in Pasadena, Calif., writes that while he is doing okeh he has a yearning to get back into action. He reports that Leo A. Seltzer's Transcontinental Roller Derby, which opened May 24 in Hollywood, looks like a winner, with the show attracting many movie stars.

JACKIE ANDERSON infoed recently that she was getting a car so she could jump around and visit various shows. This column would appreciate her shooting in a line covering said jumps.

WE HAVE YET to receive a confirmation or denial to the report that Angie Ager died recently and that Ruth Carroll was killed in an auto accident. What's the dope?

JACK MURRAY is resting up at Sylvan Beach, Mo., waiting for a show which is scheduled to start there the latter part of June.

WE HAVE HAD inquiries recently on Mr. and Mrs. Dick Edwards, Pat H. O'Brien, Bob Blixseth, Billie Loms, Edna and Opal Williams, Mae Eason, Muggsy Hurley, Mary O'Connor, Earle Greenup, Andy Johnson, Jimmy Brugnone, Billy Willis, Lou Brown, Wesley Bryan, Whitey Bogan, Artie White, Skippy Kennatt, Evelyn Thompson, Billy Cain, Jerry Frost, Frank and Lee Trenarrie, Cliff Shaw, Tony Marsh, Skippy Skidmore, Lee Sullivan, George Bernstein, Johnny Gable, Frank Rizzo and Marion Yardall. Write in, folks, and let your friends know where you are and what you're doing. A penny postcard will do the trick.

DERBY SHOW
Opens June 16th

Cherokee Casino, Augusta, Ga.

Most Beautiful Building in South,
Which Cost \$100,000.

Prize Money, \$1,750 Guaranteed.

Can Use Good, Clean, Entertaining Contestants; also Stooges. No collect wires. Can use Band, M. C., Help. This is virgin territory. Contact **JOHNNIE MARTIN** or **MICKEY THAYER**, Cherokee Casino, Augusta, Ga.

JOPLIN OPENING
MOVED TO TUESDAY, JUNE 14.

CAN USE Emsees for Second Unit immediately. Write

STATE LINE AMUSEMENT CO.
Joplin, Mo.

WALKATHON CONTESTANTS
Opening June 16—Virgin Spot

Good Promoter. All Help contact by mail. No collect wires. King Brady, Cliff Real, Al Henderson Band, contact; do not miss this show.

JIM COFFEY
WASHINGTON, D. C.

Ketrow Plans Title Change

SALEM, O., June 4.—William Ketrow's *Bombo*, tabloid revue under canvas, will shortly change its title to Kay's Komedians. Ketrow reports that the present title is not working out as expected and as soon as special paper stock on hand is exhausted new paper will bear the Kay Komedians title.

Using the former Kay Bros.' Circus motorized equipment, new tent show is now in its second month and began getting money shortly before the show left Ohio and prepared to invade Indiana. Ketrow said rain and circus opposition in Western Pennsylvania made it tough going for the outfit. A circus either preceded or closely followed it in a dozen towns in the Greater Pittsburgh area. He revealed that while rain and cold weather also had curtailed attendance, the show on its first month out had about broken even.

Frank Ketrow, general agent, is confining the routing to the Middle West for the next few weeks, making many stands that were played regularly in recent years by the Kay Bros.' Circus.

Little evidence of circus about the new trick other than the Ketrow elephant, which is featured in the concert, and swinging web turn in the regular program.

Van Arnam Notes

TOWANDA, Pa., June 4.—Altho it rained all day and at night last Saturday at Wellsboro, Pa., until too late to do any business, we hope the rainy period which we have been in for three weeks since Covington, Va., has ended. We lost two days outright—Phillippi, W. Va., and Somerset, Pa. We know conditions are not good but are certain that with good weather we can keep on okeh.

This week we will start our old route which Van Arnam has not missed for 22 years. Many circuses are around us. This week we follow at least two in each town, and in Cortland we day and date with Lewis Bros.' Circus. Show remains just the same as when we opened and everyone is in good spirits.

Three former members of Van Arnam's Minstrels, Mickey Guy, Ted Wall and Doc Richards, are with World Bros.' Circus. Rex Lee, former agent, is with the opposition brigade on Ringling-Barnum Circus. We understand Rex was married in St. Paul last winter.

Russell Carter, one of New England's old stand-by showmen, is in Port Henry, N. Y., where he is editor of a newspaper.

Charlie Wright and Walter Avery are playing the night spots in and around Syracuse, N. Y.

Harry Latoy is operating a baseball game with the Art Lewis carnival and doing okeh. **BILLY O'BRIEN.**

Tex Rose Show Shots

MILLINOCKET, Me., June 4.—Saw a carnival tonight and sure have the tent fever, but with the cold weather (can see snow on the mountain tops) and with general biz conditions as they are the troupe may spend the summer in houses. Tommy Tompkins is still piloting the company.

Recent visitors on the show included Al Grant and family; Ben Holmes, our former agent, who now is ahead of the Harris Bros.' Circus, and Dolly and Harold Hovel, with whom we trouped on Bartone's show for three seasons. The Hovels are now working clubs for the Sun office.

George and Clara Bishop, of the Bishop Tent Show, during a recent visit infoed that they'll invade New York State soon.

If we don't open this season it'll make the first time in 20 summers that the writer hasn't been out with a tented aggregation. **TEX ROSE.**

Managers-Players!

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

Sees FTP as a Plague Upon Small Show Owners

South Boston, Mass.

Editor *The Billboard*:

In the May 28 issue there appeared an article that the Federal Theater Project would again play under tent in Massachusetts. We ask what is the matter with show business; why don't small shows go out and prosper?

Last summer I was with a small outfit that had to contend with FTP opposition. Sponsored by a soldiers' organization, the small outfit I was with made several stands against the government-operated show. We closed after a few weeks. What else could happen? If there is anything good to be said about the Federal Theater Project, referring to show business, I have never heard it said by anyone that has been a true showman at heart.

Booth Tarkington in a recent interview said that hardly 1 per cent of the so-called performers on these government projects deserved to go by the name actor or could be termed professionals. Show business was never intended to take care of men and women when they are beyond the age limit of professional usefulness. It has always been conceded that veterans of show business, except in few instances, should turn their activities to some other line. A man is not supposed to turn flip-flaps when he is 70 or ride ring horses or do aerial stunts any more than he is supposed to run marathon races at that age. The same is true of the dramatic stage. Drama, vaudeville and the circus are businesses for young and middle-aged people—mostly young. Why the government should encourage washed-up people in show business or why the government should have anything whatsoever to do with amusements is more than those who have the best interests of the business at heart can answer.

The road will never come back as long as these projects continue. The government is simply adding to the catastrophe within an already overcrowded profession. Owners of small shows should write their congressmen and other heads of government and State and urge that they once and for all abolish this joke on entire showdom. From the standpoint of the small show owner it is a tragedy. **WILLIAM H. McCARTHY.**

Heffner-Vinson Hi-Lites

FRANKFORT, Ky., June 4.—Show played first of several two-day stands here. Everyone has been busy past few days with rehearsals.

Jim Heffner kept busy shaking hands at Frankfort, his boyhood home. Ben and Lillie Heffner, 24-hour and banner people, back on show in the home town. Lillie improved in health, but will continue to rest in Lexington.

Bob Ripley and wife, Isabel, formerly in rep, are now located in Frankfort, where Bob has a responsible position at the State Capitol. He visited us for a smell of Stein's No. 5, and had several of the gang up to his apartment for an informal gathering.

Mildred Harris Chaplin garners plenty of interviews and space in the newspapers. Local scribes considered it an honor to have an opportunity to quiz a Hollywood celeb.

Jim Heffner would like to know if Cal West sang *Wagon Wheels* the night the Billroy show made that Parkersburg, W. Va., night club.

Visitors noted on lot this week included Carl Wittaker, former rep pianist now with his own med oprv; Jack Stout, with Liberty National Show; George (Slats) Taylor and daughter, Evelyn;

Rep Ripples

DON (SUGAR) LAYNE is principal comic with the George Barnes Show working thru East Texas. Show moves on four cars, four living trailers and two trucks. . . . THOMAS ELMORE LUCY posts from Russellville, Ark., under date of May 27: "Caught the new Hila Morgan Show this week. She has a corking set-up, clean as usual and a lot of vaude specialties. Hila retains her hold on the old friends remarkably well. She's playing two-night stands northward." . . . ALBERT O'HARE left Boston recently to join Gates' dramatic and vaude trick in Northern New York. . . . THE LALLYS, Dave and Dot, former rep team, have returned to New England from Florida. They expect to remain out of the business this summer to operate a gift show on Cape Cod, Mass. . . . HENRY DUMAINE, ex-repertoirian, is doing a vent turn in niteries in the Boston area. . . . E. F. HANNAN has just completed a new tab bill for A. J. (Skeets) Clarke, operating in Texas.

JIMMY AND EILEEN REGAN have closed with the Billy (Toby) Young Show after four months thru Texas, Arkansas and Missouri, and Jimmy is now set indefinitely at the Pub night club, Grand Rapids, Mich., as emcee. . . . DON AND CARRIE HOPKINS, former rep show owners, passed thru Kansas City last week on their way to Illinois. . . . EDDIE AND ELINOR WILSON, formerly with the Town Hall Players in Kansas City, have joined the Fay Bash Players. . . . ERMAN AND THELMA GRAY and Helen and Carl Grandi stopped off in Kansas City last week en route to New Mexico. . . . DOROTHY BENNETT is scheduled to open her Iowa circle this week. . . . RALPH DENNY'S circle, which has been playing Eastern Colorado, will jump to the Western slope for the summer, with headquarters at Rifle, Colo. . . . QUEEN AND ELLIE DEANE PALMER are resting at their home in the hills of Bucks County, Point Pleasant, Pa., and will leave in August for the Berkshires. Ellie has recovered from the illness which kept her confined to a hospital for four months. Vicky Jr. and Baby Amelia are enjoying the country, Queen and Ellie report.

Billroy Briefs

JACKSON, Mich., June 4.—Rain and more of it. Without our caterpillar tractor we could not have put up on half the lots last week. Quite a relief to be back on level ground again, but these long cross-country jumps are not to be smiled at. Understand Don and Della Palmer have us booked in Nome, Alaska, following the Milwaukee date.

Slim Morgan, one of our most efficient truck drivers and race-track enthusiasts, was dreaming of the horses at Belmont and suddenly sent one of the largest trucks over an embankment. No one was hurt.

During Manager Billy Wehle's absence Johnny Finch did a nice job of pinch hitting in the announcements. Johnny's next public appearance will be at Soldier Field, Chicago, where he will enter the ring for a return bout with One-Round Shockley, who will be a 3-to-1 favorite.

Seen and heard: Cal and Bonne West arriving on lot a little late; Tommy Lucas swinging out with a sepien orchestra after the show; Bob Heidelberg truckin' with one of the beef-trust girls at a night spot; St. Louis Cardinals enjoying the show after an exhibition game in Fostoria, O.

Morris Nelson and his entire unit paid us a visit in Zanesville, O., and following Sunday we caught his show in Marion, O., and found it okeh.

Numerous other visitors this week, including Habb and Denton, Walters families and army of Mrs. Wehle's relatives from Detroit, who went home happy, each with a doll or a pillow.

WAYNE BARTLETT.

Mighty Haag Circus advance crew and Carl Gilpin.

Betty Noble, who recently came back on the show after illness, suffered a relapse and closed with show here.

Most of the show drove from Henderson, Ky., to Evansville, Ind., the other day to see the Royal American Shows. **AL PITCAITHLEY.**

West Virginia Is Okeh For New Gosh Attraction

NARROWS, Va., June 4.—Byron Gosh, of country store and Seldom-Fed Minstrels fame, launched his new tent show at Union, W. Va., May 23 to okeh business on the week and since has been playing to satisfactory returns in this area. Troupe plays week stands, splitting the week between dramatic bills and vaude offerings. Show, which works under a new 50 by 100 top, moves on three trucks, a trailer, four cars and four house trailers.

In the roster are Byron Gosh, owner-manager; Mrs. Byron Gosh, secretary-treasurer; Billy Blythe, director and stage manager; Betty Blythe, leads and specialties; Eddie Deloy, producing comedian; Emmett Layne, magic and illusions; Mildred Layne, musical specialties; Ollis Byrd, canvas and privileges; Don Rhodes, electrician and reserves. Tom Aiton is piloting the attraction.

TALENT AGENCIES

(Continued from page 21)

held at Watch Hill, R. I., June 26 and 27. . . . S. KIRBY AYERS and Robert J. Prescott, formerly of CBS, have opened their own talent agency in New York.

BERNARD BURKE, of the Charles H. Allen agency, New York, has signed Dave Apollon, A. Robins, John and Edna Torrence and Harry Gribbon for Warner shorts. . . . WORLDWIDE THEATRICAL CIRCUIT (San Francisco) again booking the Tavern, Reno. Office also books the Little Club, Manila, for three-month runs, with Singapore, Java and India to follow. . . . BILLY SHARP, formerly with the Steifel Enterprises, New York, is now handling theater bookings for Joe Glaser. . . . VARSITY ENTERTAINMENT BUREAU got a free full-page plug in *The New York Sunday News* on its methods of booking resort circuits, its specialty. . . . HERMAN PALEY, New York, filed bankruptcy proceedings this week; no assets.

AMUSEMENT BOOKING SERVICE, Detroit, has added Russells Point, O.; Wonder Bar and Three Trees, of Detroit; Coroga Lake, N. Y.; Deerhead Inn, Lansing; Club Rendezvous, Battle Creek, and Park of the Lake, Cadillac, Mich.

SAM ROSEY AGENCY, San Francisco, has booked Warren Ringer's Orchestra into Cal-Neva, along with dance team and singer, for two weeks, opening June 18. Andrea and Michel and Cathlyn Miller also booked for same spot two weeks, beginning July 3. Rosey agency also booking the Circus Lounge, Fairmont Hotel.

GUY PERKINS, Chicago, is bringing back Chester Morris and Jackie Cooper for additional personal appearances after their current screen assignments are completed.

GEORGE FLINT, former Gus Sun office manager in Chicago, and Harry Sigman moved into the Billy Diamond office, Chicago. . . . TED MITCHELL, Chicago, reports that he is now booking the Miami Club, Milwaukee.

CHI HOSTELRIES

(Continued from page 21)

between \$100 and \$150 a month. Royale Frolics niter was added by WIND and negotiations are on with the Stevens and LaSalle hotels. Hotels are still a little jittery about returning to the ozone individually, since they made a gentlemen's agreement to boycott the wire angle. First reaction received by WIND from the LaSalle and Stevens was that they would remain mute until the Palmer House returned. When E. T. Lawless, Palmer House manager, was contacted by WIND he said he was not interested in a wire, free or otherwise, but had no objections to whatever the other two hotels decided. This remark was looked upon by all stations as a wedge into the formerly closed corporation and the first indication that all hotels would soon be back on the air.

Palmer House has been doing capacity biz with Eddy Duchin and, altho the ork leader has squawked for a wire, the management couldn't see the sense of it while playing to a full house. Duchin is scheduled to leave late in June, tho, and the need for a wire after that may change the policy.

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Gribbens, M. L., 3c

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Anderson, Mrs. Charles
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Arnst, Mrs. Verma
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Atkins, Jackie
Augustino, Mrs. Kate
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Ayraud, Mrs. Frank
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Baker, Marie
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Barber, Catherine
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Bass, Jack
Beall, Katie
Beans, Mrs. Laura
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Belandager, Mrs. Helen
Bell, Kenner
Bender, Virginia Lee
Bennett, Betty
Bennett, Mrs. Owen
Benson, Jolly Rose
Berg, Mrs. Margaret
Bernhardt, Nieta
Berry, Carol
Berry, Mrs. Ethel
Bert, Mrs. Bertha
Beutel, Betty
Biebler, Mrs. Ray
Bierly, Lou Ann
Bigelow, Mrs. Buelah
Billings, Mildred
Bistany, May
Blackstone, Mrs. Fae
Blair, Joe Ann Wesley
Blanchard, Lulu
Blentins, Mrs. Billy
Bohm, Mrs. Grace
Bolzer, Mrs. J.
Boone, Bulah
Boune, Orlys
Boyd, Anna
Boykin, Elizabeth M.
Bradley, Jean
Breese, Grace M.
Briggs, Jacqueline
Briscoe, Baby
Britton, Betty
Broadway, Ruby
Broadwell, Mrs. Otella Ceika
Brooks, Joie
Brown, Boots
Brown, Georgie Bell
Brown, Mrs. Thelma C.
Brown, Pat
Brownell, Mrs. Mildred
Brunk, Maxine
Bryant, Lelia Marie
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Burgett, Mrs. C. T.
Burgett, Zelpha Marie
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Burke, Mrs. Pearl
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Burton, Mrs. Vera
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Campbell, Nadine
Carr, Ann
Carter, Juanita M.
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Carzy, Lotta
Cejka, Lillie
Cerra, Frances
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Ciresi, Ruby
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Clark, Virginia
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Clemens, Mrs. Betty
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Joyce, May
Joyce, Mitzi
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Keene, Mary Cowgirl
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Kelley, Edith
Kenitz, Arlene
King, Dona
King, Fay
King, Mrs. Elsie
King, Helen
King, Ruth
Kirnan, Mrs. Cecelia
Kline, Mrs. A. K.
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Koch, Phyllis
Koch, Virginia
Kolk, Mollie
Kujawa, Mary C.
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Marion
Lafarr, Gladys
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Lane, Mrs. Velma
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Brown, Raleigh
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Burns, John
Burner, Frank
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Burkett, C. C.
Burman, Elephant with Human Brain
Burns, Bobbie
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Conley, Tine
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Conn, Sammie
Connacher, Bob
Conrad, Bob
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Davis, W. W.
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DeWitt, T. R.
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Dina
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Deutschman, Borah H.
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Freyer, Doc
French, James
Fridae, Capt.
Friedman, Milton
Frierson, T. R.
Fritz, Hiney J.
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Fulmer, J. B.
Fulmer, James
Fulton, Gail E.
Fulton, Roy
Furati, Frank
Gaden, Doc
Gainoe, Larry
Galligan, J. W.
Gannon, Johnnie
Ganter, George
Garland, Ed
Garner, Ed
Garcin, Louis
Garlick, Sam
Garfield, Doc Ralph
Garner, Paul
Gates, John E.
Gatewood, Cliff
Gauch, John
Gavord, Ben
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George, Miller
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Gerber, Louis
Ghertz, Tiny
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Goldstein, Goldie
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Gonsalves, Tony
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Gorman, Jack
Gorski, Edward
Gones, Ben R.
Gould, Ed-Fido
Gouldsbury, Paul
Gourfain, Harry Mgr.
Grady, Kelley
Grady, A. W.
Grafio, Miller
Grham, Bobby
Gratnot, Merle
Gray, Larry
Gray, G. G.
Gray, Wm. N.
Graybill, Maurice
Greaver, Willie
Green, Al K.
Green, John
Green, Sammy
Greene, Lenord
Gregory, Wm.
Gredfo, Wm.
Gresham, A. J.
Grey, Paul
Griard, Chas. E.
Griffin, Willard
Griger, Willard
Grimes, G. P.
Griner, Elss
Groaniron, Doc
Groffo, Miller
Grossman, Irving H.
Gunn, Harry P.
Gunsell & Gunsell
H. M. Specialty Co.
Haddix, G. H.
Hatley, C. F.
Hagen, S. L.
Haines, Ira
Haley, T. H.
Hall, Darl
Hall, John
Hall, Larry
Hall, Russell
Hall, Sparkplug
Arthur
Halstead, G. D.
Hall, A. F.
Hamasaki F. S.
Hamel, Earl B.
Hamilton, Harry
Hammon, Robert
Hammond, Earl
Hammond, Roy
Hampton, Charlie
Haney, Shanon
Hank, Chief Black
Hanks, G.
Hannafor Jr.
Roger
Hanson, Chet
Harbaugh, Charles A. C.
Harco & Marie
Hardin, Bill
Harick Co.
Harlem Blues
Chasers
Harmon, Mearl
Harper, Al (Itd)
Harper, Harold
Harper, Jack
Harrell, Ralph
Harrington, Odies
Harris, Ed
Harris, Dale V.
Harris, Jack
Harris, Concessioner
Harris, Nelson A.
Harris, Pat
Harris, Wm. B.
Harris, W. R.
Harrison, Robert
Harrison, Howard
Hart, Jack
Harrell, L. R.
Harvey, Leon
Harwell, E. W.
Haskel, E. C.
Haskill, V. C.
Hassan, George
Curley

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.

- Extensive alphabetical list of names and professions, organized by letter (H, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z). Includes names like Hatfield, Thomas L., Hausner, Sam, Haverstick, G. E., etc.

MAIL ON HAND AT CHICAGO OFFICE 404 Woods Bldg., 52 West Randolph St.

Parcel Post Stanley & Macklyn, 13c

Women Asay, Evalin; Aylhene, A.; Baker, Marie; Baurhnehauser, La Von; Biehler, Mrs. Ray; Callan, Maxine; Carlson, Helen; Darc, Betty; DeLoris, Doris; Emerson, Patsy; Ferguson, Evelyn; Howell, Mrs. W. E.; Hutchinson, Doris; Ketter, Helen; Laine, Mrs. Jack; Lamar, Marie; Le Roy, Eva M.; Levinsky, Kaylene; Myrma; Longton, Mrs. Irene; Lorow, Mrs. B. J.; Pope, Mrs. Lucille; Powers, Babe; Quentmeyer, Mrs. Dixie; Rene, Bea; Robinson, Mrs. Jack; Seabury, Bebe; Signor, Miss Floyd; Smith, Pearl; St. Onge, Mignonne; Stine, Mrs. S.; Steiner, Jeanne; Welten, Harriette; White, Jeanette; Wilkinson, Mrs. Geo.

Men Agan, C. S.; Alexander, Cruce; Alan, Richard C.; Allen, Arthur A.; Allen, Mickey; Averill, Kiddo; Barclay, Mr. & Mrs. Robert; Bessette, Bessie; Blasko, M.; Bonnell, Earl; Boston, Geo. L.; Bowlegs, Chieft; Brenner, Roy; Brock, Lew (Larry); Bucher, Hans; Buden-Kaye, Prof. Ace; Campbell, Jack; Cann, Mr. and Mrs. Leo; Carrigan, James J.; Cohen or (Martin); Cooper, Tex; Corthay, Tex; Crawford, Arthur; Cushing, Frank; Daley, Ray; Davis, Crash; Dennis, Jack; Derer, Charles; Everett & Conway; Fink, Howard; Harlen, Elmer; Herried, I. M.; Hoekwald, Arthur; Holloway, O. S.; Horton, W. (Holly); Imy, Harry H.; Jarvis, Harry; Johns, E. J.; Johnson, Charles; Kane, James; Kelly, Pat; Keyes, George H.; King, Clarence; Kurek, Frank; LaZellas, Aerial; Lane, A. M.; Lefever, Harry O.; Lester, the Great (Magician); Lorette, Billy; McClung, C. C.; McDonald, Roy; McGrievy, Charlie; McGlochlan, A.; Marquis, George (The Great Marquis); Miller, Lou; Miller, B. J.; Miller, Russell; Moore, Mr. & Mrs. V. R.; Nelson, Theodore; Newberry, Paul; Nickels, J. C. & V. R.; Ogle, Douglas; Perry, Capt. Jack; Poplin, Tommy R.; Potter, Virgil; Powell, Mr. & Mrs. Albert; Quirk, Wm. E.; Reecer, Jonnie; Rice, Alex S.; Rodgers, The; Rosenbaum; Russell & Christina; Ryan, Bill; Sanders, William M.; Shaw, M. J.; Silliman and Miller; Skuthorpe, Lance (Australian Rough Rider); Smith, Mr. James; Stanley & Macklyn; Texas Tommy; Trueheart, Chief; Vantine; Waite, Kenneth R.; Walton, Lou; Williams, Barney; Williams, Ralph W.; Wilner, Sam; Wilson, James L.

MAIL ON HAND AT NEW YORK OFFICE 1584 Broadway.

Women Ali, Princess; Alminia; Belzer Sisters; Barry, Nellie; Bernardo, Elsie; Brennan, Billie; Carmichael, Anna; Casey, Mary; Costello, Bess; Danatella, Carmen; Davis, Hazel; De Lauzion; D'Este, Jacqueline; De Von, Mildred; Dorot, Rose; Fustaino, Pearl; Griffin, Vera; Hughes, Phillips; Kennedy, Marjorie; Koort, Katherine; LaBelle, Teddy; La Marr, Barbara; Leonard, Mary; Lorraine, Blanche; Mac, Nellie; Mayo, Evelyn; Miller, Mary; Mitchell, Gerry; Osborne, Blanche; Pennette, Margie; Perrin, Lea; Raymond, George; Russell, Irene; Salzman, Betty; Scott, Dons; Silvers, (or Doris); Taylor, Kathryn; Temple, Mrs. R. R.; Thomas, Helen; Vermillion, Irene; Voorheis, Mrs. Bew; Wagoun, Fanny; Webber, Eva; White, Pearl; Ali, Princess; Adams, Dewey; Aerial Laprades; Allan, Richard E.; Allen, Jack; Andre, John; Barbee, R. S.; Barmel, Norman E.; Beam, E. Ward; Beck, Walter E.; Belson, William J.; Blackstone, Vic; Blainer, Jack; Blygh, Francis Jay; Boettger, Henry; Bowers, J. H.; Bramel, Dave; Cramthorne, Lloyd; Cody, Jack; Crandell, Pete; Cummings, F. S.; Darnell, Duke; Davern, Jack; Deairo, Joseph; Del Marco, Joseph; Del Val, Jean; De Rita, Joe; DeVine, Lou; Delph, Dewy; Dobbins, George; Donerty, A. J.; Dubois, Henry J.; Dunn, Chester A.; Fagan, Earl; Falstino, Roy; Fisher, George; Five American; Flinch, Bob; Franklyn, Wilbur; Gee, Robert; Gold, Harry; Goldie, Jack; Grant, R. E.; Groesbeck, Wm. Henry; Hammond, George; Hayes, Ed "Anato"; Heaman, Fred; Hegner, Arthur W.; Henriques, V. Betto; Hillis, Paul; Hodges, Jimmie; Horton, W. M.; Jacobs, Jean A.; Jacobs, Dr. J. C.; Johnstone, A. Russell; Kaal, Bennie; Kassel, Don; Keegan, Edw. S.; Kelly, John J.; King, Frank Ernest; Koort, John; La Roche, Paul; Laurelio, M.; Law, Allen P.; Lawrence, James; Layton, William; Leavitt, Alden.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg.

Women Atkinson, Mrs. Tom; Baling, Nina Jean; Baling, Miss Mina; Banard, Mrs. Bonnie; Black, Miss Laura; Block, Miss Laura; Bowen, Mary M.; Branham, Mrs. Ruth; Brooks, Miss Ann; Brown, Miss Bertie; Buck, Mrs. Violet; Buley, Mrs. Linnie; Clay, Madam Rose; Davidson, Mrs. G. E.; Ellis, Madame Rose; Gates, Billie; Gates, Delorice; Gray, Miss Effie C.; Hamilton, Mrs. Lois; Hester, Mrs. Mae; Hunting, Ethel D.; Jackson, Dixie Lee; Keyes, Mrs. Lois; LeRue, Dolores; Leggett, Miss Mildred (Mickey); Lehua, Lei; McLain, Dorothy; Mackey, Mrs. Violet; Marion, Miss Grace; Mitchell, Anna M.; Morse, Miss Elaine; Ray, Mrs. J. L.; Roberts, Mrs. F.; Sims, Mrs. Marie; Spencer, Miss Edna; Stanley, Mrs. Harry; See LETTER LIST on page 65;

The Final Curtain

BAIN—Jim, 72, well known to carnival showfolk as operator of Travelers' Hotel, Mt. Pleasant, Tex., and father of Mrs. Tommie Henderson and uncle of Pat Murphy, troupers, May 12 following a stroke. Burial in Liberty Hill Cemetery, Mt. Pleasant.

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COMSTOCK—Howard Warren, 38, playwright, May 28 in Fall River, Mass., after a long illness. His best known works were *Stepping Sisters* and *Doctor X*. The first was produced on Broadway in April, 1930, at the Waldorf Theater, running for eight months. Two years later Fox-Film Corp. screened the play. His *Doctor X*, written in collaboration with Allen C. Miller, was premiered by the Hampton Players, Southampton, L. I., in July, 1930, and offered at the Hudson Theater, New York, in February, 1931. He helped to organize the Little Theater, Fall River.

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FOSTER—George W. (Pop), 82, for many years a concessioner at New England Fairs, May 31 at his home in Framingham, Mass. Survived by his widow, Augusta, and three sons, Freeman G., Boston; Frank D. and Edward E., the latter of Framingham. Services June 2 and interment in Old Burial Ground, Framingham.

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city. Survived by his widow, brother and two sisters.

GEDDES—Mrs. Helen Belle Sneider, 44, first wife of Norman Bel Geddes, stage designer, at her home in Millburn, N. J., May 28 after a year's illness. Mrs. Geddes used to assist her husband. She leaves two daughters and a sister.

GROSS—Sylvester, 27, program director and announcer for KGKO, Fort Worth, Tex., in that city May 27. He formerly had been with stations in Houston, San Antonio, Waco and Oklahoma City before going to KGKO. Body was sent to St. Louis for burial. Survived by his widow; his parents, St. Louis, and a brother, Los Angeles.

HANTON—Edward L., 80, former secretary of Tri-State Fair Association, Superior, Wis., in a Superior hospital May 26. Survived by his widow, two sons and a daughter.

HARVEY—Mrs. Elizabeth Clarisse, 82, former British circus equestrienne, recently in a London hospital. Known professionally as Lizzie Aguzzi, she retired 45 years ago after appearing with principal circuses of Europe. At one time she toured with the W. W. Cole and Great Forepaugh shows in America and was seen with the Barnum & Bailey Circus on its first appearance in England. For two seasons Mrs. Harvey was a member of Carl Hagenbeck's Circus in Germany and the Circo Price in Madrid and also performed with the George Sanger and Hengler shows. For three years she was a member of the circus at Covent Garden, London, under the Holland management, taking part in a command performance at Sandringham Park in 1885. Two sons, Erno and Will, wire walkers, appeared in English vaudeville for years.

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JESSUP—Mrs. A. F., 87, mother of W. T. Jessup, business manager of the West Coast Amusement Co., and wife of the late A. F. Jessup, former owner of a billposting firm in Walla Walla, Wash., May 20 in that city.

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JOLLY—Edward, 61, vaudevillian, in Whitby Hotel, New York, May 27 of a heart ailment. He and his wife, Winifred, comprised one of the first comedy and piano acts. During the 38 years they played together they were known as Jolly and Wild. He leaves his wife.

LIGHTNER—Frances McGraw, 68, author of several plays, one of which was produced in New York, May 31 at her home in Tryon, N. C. She was born in Detroit. Survived by her husband, Clarence A. Lightner; two daughters, Mrs. Alice Hopf, New York, and Mrs. Martha Boone, Winston-Salem, N. C., and two sons, Theodore A., New York, and Clarence M. Burial in Tryon.

LILE—Wilson F., 61, night club entertainer, at his home in Columbia, Mo., following an illness of several years. Survived by four sons, one of whom, Sully, is a St. Louis tap dancer. Services in Fulton, Mo., his birthplace.

LOWE—Hugh, 42, for the past 15 years a carnival showman, this year connected with Rogers Greater Shows, May

18 in General Hospital, Nashville, Tenn. He was a native of Williamson, W. Va. Survived by his widow, Mrs. Katherine Lowe; his father, F. B. Lowe; two sisters, Mrs. C. A. Barry and Mrs. Clyde Waller, Williamson, and two brothers, James, Turkey Creek, W. Va., and Clyde, Williamson. Services in Nashville. Body was sent to Williamson for burial.

MCCORMACK—Mrs. Hanna, 82, mother of John McCormack, Irish singer, June 2 at her home, Monkstown, Ireland.

MARSHALL—Otis M., musician, connected with the Ziegfeld, Carroll and Shubert musical organizations in New York more than 20 years ago, May 19 in Kingston (N. Y.) Hospital, as briefly mentioned in last week's issue. At one time he belonged to the Sousa and Arthur Pryor bands. For some time Marshall played with the orchestra at Mollé's Broadway Theater, Kingston, and in recent years had been active in Kingston musical organizations. He was a member of the Masonic Order. Services May 21 and burial in Wiltwyck Cemetery, Kingston.

MONTFORD—A. H., 27, amusement editor for the morning *Fort Worth Star-Telegram*, in an Austin (Tex.) hospital May 29 of heart disease and pneumonia. Services in Fort Worth May 31 and burial in Bridgeport, Tex. Survived by his parents, Fort Worth.

MORAN—Mary M., sister of Mrs. E. W. Coe, wife of E. W. Coe, manager of Hilderbrand United Shows, May 18 in Norfolk, Va. She was well known in circus and carnival circles.

MURRAY—Frank, for many years in charge of the lunch stand with Barnett Bros.' Circus, recently in a Beaver Falls (Pa.) hospital after a brief illness of pneumonia.

OREM—Dr. Preston W., music theorist, critic and music editor for Theodore Presser & Co., Philadelphia, May 26 while conducting a symphony orchestra in an original composition. He was also associated with the music publisher, Clayton F. Sunny, Chicago, and contributed to *Etude*.

POOLE—Paul, 51, for 11 years a Keith Circuit booker and producer, May 30 in General Hospital, Syracuse, N. Y., following an appendectomy. He formerly handled such acts as the Violin Beauties, Six Peaches and a Pear and Ming Toy, but with the advent of talkies went to Fulton, N. Y., as manager of Recreation Park. For the past two years he was Syracuse representative for the AFA. Survived by his widow, Mrs. Margaret Walsh Poole, Fulton; two daughters, Jean and Norma, Chicago, and a brother, Frank, formerly active in the management of Poole Bros.' Magic Exchange, New York. Services June 1 and burial in Morningside Cemetery, Syracuse.

REDFIELD—William, 71, composer and arranger, May 27 at his home in Bellaire, Queens, N. Y., after a year's illness. He had been associated with music publishing houses since his youth, having made arrangements for Irving Berlin for many years. Since 1923 he had been associated with the Remick Music Corp. Among his earliest successful arrangements was that of *Alexander's Ragtime Band*. His grandson, Billy Redfield, is a member of the cast of *Our Town*. Survived by his widow and daughter.

SNOW—Lew V., former operator of Garrettsville (O.) Theater, at the home of his sister, Mrs. Theodore Lind, in Little Britain, N. Y., May 27. Body was returned to Garrettsville for services and burial.

VALENCIA—Immanuel, about 60, killed in Flint (Mich.) Amusement Park night of June 3 when the pole used in his high-pole act broke. It was his first performance of the engagement there and he had been in the air about five minutes. He was a resident of Mishawaka, Ind., and is survived by his widow, Verna.

VON WOLZOGEN—Baron Hans Paul, 89, friend and interpreter of the composer, Richard Wagner, June 2 in Bayreuth, Germany. He was a playwright, critic and composer and wrote extensively of Wagner and of Bayreuth. For 50 years he was editor of *The Bay-*

reuther Blätter, dedicated to the defense and promulgation of Wagnerian theories and was considered final authority on present-day interpretation of Wagner's music. Baron von Wolzogen was active in the management of the Richard Wagner Verein. Most of his literary work listed in *Who's Who in Music*, concern the life and work of Wagner. For the interpretation of Wagner he wrote *The Nibelungen Myth in Saga and Literature*, *Dramatic Textbook to Wagner's Ring*, *The Language in Wagner's Works*, *Wagner's Tristan and Isolde*, *Wagnerian* and explanatory works on Wagner operas. He also wrote on Bach, Beethoven, Mozart and Weber, and the libretti of the operas *Viola D'Amore*, *Morning*, *The Castle of Hearts* and *Flauto-Solo*.

WALL—David V., 68, veteran stage and screen actor, June 1 at his home in New York after a long illness. Wall began his association with the stage as usher in the old Lyceum Theater, Rochester, N. Y., and made his debut as an actor in the same theater. He played in *Bleak House*, *Sky Farms* and *The Power of the Press*. During the Australian tour of *Abie's Irish Rose* he had the role of the priest, and for five years had a part in *Way Down East*. On the screen he had character roles for Famous Players and Pathe. His wife, Margaret, was ingenue when Wall had the lead in *Our New Minister*.

WATSON—Uncle Billy, vaude performer and specialty artist, killed in an automobile accident May 24 in Gray County, Kan. Social Welfare Board, Cimarron, Kan., is endeavoring to contact relatives.

Marriages

BALDWIN - PARKER—Dick Baldwin, film actor, and Cecelia Parker, film actress, in Ventura, Calif., June 2.

FLANIGAN-STANLEY—Ralph Flanigan and Una Stanley, both of the West World Wonder Shows, in Lancaster, Pa., May 9.

FUSTINO-PAUL—Phil Fustino and Josi May Paul, both of the West World Wonder Shows, in Lancaster, Pa., May 9.

GOOCH-DENNIS—Bill Gooch, concessioner, and Joyce Dennis, both with the T. J. Tidwell Shows, in Hollis, Okla., May 25.

IMMEL-HARING—Howard W. Immel, nonpro, and Cecelia Gail Haring, of the radio team of Gail and Lucille Haring, in Winona, Minn., April 30.

KOSTELANETZ-PONS—Andre Kostelanetz, orchestra conductor, and Lily Pons, Metropolitan Opera star, in Norwalk, Conn., June 2.

LEVY-TREVOR—Dr. Henry Haskell Levy, New York physician, and Constance Trevor, New York, former actress, in Greenwich, Conn., May 29.

ROLDAN - FONT—Miquel Roldan, night club proprietor, and Floria Font, cigaret girl, in New York recently.

ROSS-FREIBERG—Beverly Ross, associated with Station WLW, Cincinnati, and Anita Freiberg, in Oshkosh, Wis., May 26.

RUSSELL-CUMMINS—W. C. Russell, of the H. P. Large Shows, and Beatrice Cummins, of the Royal American Shows, in Ashland, Miss., May 25.

SHUMATE - SINEX—Gene Shumate, sports announcer for Stations KSO and KRNT, Des Moines, and May Floyd Sinex, formerly with the Iowa Broadcasting System and the National Broadcasting Company, Chicago, in the former city May 28.

WEATHERFORD - MADDOX—Frank Weatherford, manager of the Worth Theater, Fort Worth, Tex., and Billie Maddox, former cashier there, in Ennis, Tex., May 24.

WILSON-GLOVER—David W. Wilson, La Belle, Mo., lawyer, and Frances LeMaude Glover, Sedalia, Mo., musician and radio performer, in the Baptist Church, the former city, May 20.

Coming Marriages

Joseph R. Matthews, former director of Station KWOS, Jefferson City, Mo., now freelance continuity writer, and Mar-

(See COMING MARRIAGES on page 71)

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MCCORMACK—Mrs. Hanna, 82, mother of John McCormack, Irish singer, June 2 at her home, Monkstown, Ireland.

MARSHALL—Otis M., musician, connected with the Ziegfeld, Carroll and Shubert musical organizations in New York more than 20 years ago, May 19 in Kingston (N. Y.) Hospital, as briefly mentioned in last week's issue. At one time he belonged to the Sousa and Arthur Pryor bands. For some time Marshall played with the orchestra at Moll's Broadway Theater, Kingston, and in recent years had been active in Kingston musical organizations. He was a member of the Masonic Order. Services May 21 and burial in Wiltwyck Cemetery, Kingston.

MONTFORD—A. H., 27, amusement editor for the morning *Fort Worth Star-Telegram*, in an Austin (Tex.) hospital May 29 of heart disease and pneumonia. Services in Fort Worth May 31 and burial in Bridgeport, Tex. Survived by his parents, Fort Worth.

MORAN—Mary M., sister of Mrs. E. W. Coe, wife of E. W. Coe, manager of Hilderbrand United Shows, May 18 in Norfolk, Va. She was well known in circus and carnival circles.

MURRAY—Frank, for many years in charge of the lunch stand with Barnett Bros.' Circus, recently in a Beaver Falls (Pa.) hospital after a brief illness of pneumonia.

OREM—Dr. Preston W., music theorist, critic and music editor for Theodore Presser & Co., Philadelphia, May 26 while conducting a symphony orchestra in an original composition. He was also associated with the music publisher, Clayton F. Sunny, Chicago, and contributed to *Etude*.

POOLE—Paul, 51, for 11 years a Keith Circuit booker and producer, May 30 in General Hospital, Syracuse, N. Y., following an appendectomy. He formerly handled such acts as the Violin Beauties, Six Peaches and a Pear and Ming Toy, but with the advent of talkies went to Fulton, N. Y., as manager of Recreation Park. For the past two years he was Syracuse representative for the AFA. Survived by his widow, Mrs. Margaret Walsh Poole, Fulton; two daughters, Jean and Norma, Chicago, and a brother, Frank, formerly active in the management of Poole Bros.' Magic Exchange, New York. Services June 1 and burial in Morningside Cemetery, Syracuse.

REDFIELD—William, 71, composer and arranger, May 27 at his home in Bellaire, Queens, N. Y., after a year's illness. He had been associated with music publishing houses since his youth, having made arrangements for Irving Berlin for many years. Since 1923 he had been associated with the Remick Music Corp. Among his earliest successful arrangements was that of *Alexander's Ragtime Band*. His grandson, Billy Redfield, is a member of the cast of *Our Town*. Survived by his widow and daughter.

SNOW—Lew V., former operator of Garrettsville (O.) Theater, at the home of his sister, Mrs. Theodore Lind, in Little Britain, N. Y., May 27. Body was returned to Garrettsville for services and burial.

VALENCIA—Immanuel, about 60, killed in Flint (Mich.) Amusement Park night of June 3 when the pole used in his high-pole act broke. It was his first performance of the engagement there and he had been in the air about five minutes. He was a resident of Mishawaka, Ind., and is survived by his widow, Verna.

VON WOLZOGEN—Baron Hans Paul, 89, friend and interpreter of the composer, Richard Wagner, June 2 in Bayreuth, Germany. He was a playwright, critic and composer and wrote extensively of Wagner and of Bayreuth. For 50 years he was editor of *The Bay-*

reuther Blaetter, dedicated to the defense and promulgation of Wagnerian theories, and was considered final authority on present-day interpretation of Wagner's music. Baron von Wolzogen was active in the management of the Richard Wagner Verein. Most of his literary work, listed in *Who's Who in Music*, concerns the life and work of Wagner. For the interpretation of Wagner music he wrote *The Nibelungen Myth in Saga and Literature*, *Dramatic Textbook of Wagner's Ring*, *The Language in Wagner's Work*, *Wagner's Tristan and Isolde*, *Wagneriana* and explanatory works on Wagner operas. He also wrote on Bach, Beethoven, Mozart and Weber, and the libretti of the operas *Viola D'Amore*, *Morning*, *The Castle of Hearts* and *Flauto-Solo*.

WALL—David V., 68, veteran stage and screen actor, June 1 at his home in New York after a long illness. Wall began his association with the stage as usher in the old Lyceum Theater, Rochester, N. Y., and made his debut as an actor in the same theater. He played in *Bleak House*, *Sky Farms* and *The Power of the Press*. During the Australian tour of *Abie's Irish Rose* he had the role of the priest, and for five years had a part in *Way Down East*. On the screen he had character roles for Famous Players and Pathe. His wife, Margaret, was ingenue when Wall had the lead in *Our New Minister*.

WATSON—Uncle Billy, vaude performer and specialty artist, killed in an automobile accident May 24 in Gray County, Kan. Social Welfare Board, Cimarron, Kan., is endeavoring to contact relatives.

Marriages

BALDWIN - PARKER—Dick Baldwin, film actor, and Cecelia Parker, film actress, in Ventura, Calif., June 2.

FLANIGAN-STANLEY—Ralph Flanigan and Una Stanley, both of the West World Wonder Shows, in Lancaster, Pa., May 9.

FUSTINO-PAUL—Phil Fustino and Josi May Paul, both of the West World Wonder Shows, in Lancaster, Pa., May 9.

GOOCH-DENNIS—Bill Gooch, concessioner, and Joyce Dennis, both with the T. J. Tidwell Shows, in Hollis, Okla., May 25.

IMMEL-HARING—Howard W. Immel, nonpro, and Cecelia Gail Haring, of the radio team of Gail and Lucille Haring, in Winona, Minn., April 30.

KOSTELANETZ-PONS—Andre Kostelanetz, orchestra conductor, and Lily Pons, Metropolitan Opera star, in Norwalk, Conn., June 2.

LEVY-TREVOR—Dr. Henry Haskell Levy, New York physician, and Constance Trevor, New York, former actress, in Greenwich, Conn., May 29.

ROLDAN - FONT—Miquel Roldan, night club proprietor, and Floria Font, cigaret girl, in New York recently.

ROSS-FREIBERG—Beverly Ross, associated with Station WLW, Cincinnati, and Anita Freiberg, in Oshkosh, Wis., May 26.

RUSSELL-CUMMINS—W. C. Russell, of the H. P. Large Shows, and Beatrice Cummins, of the Royal American Shows, in Ashland, Miss., May 25.

SHUMATE - SINEX—Gene Shumate, sports announcer for Stations KSO and KRNT, Des Moines, and May Floyd Sinex, formerly with the Iowa Broadcasting System and the National Broadcasting Company, Chicago, in the former city May 28.

WEATHERFORD - MADDOX—Frank Weatherford, manager of the Worth Theater, Fort Worth, Tex., and Billie Maddox, former cashier there, in Ennis, Tex., May 24.

WILSON-GLOVER—David W. Wilson, La Belle, Mo., lawyer, and Frances LeMaude Glover, Sedalia, Mo., musician and radio performer, in the Baptist Church, the former city, May 20.

Coming Marriages

Joseph R. Matthews, former director of Station KWOS, Jefferson City, Mo., now freelance continuity writer, and Mar- (See COMING MARRIAGES on page 71)

Out in the Open

Roger Littleford Jr.

NEW YORK, June 4.—Your correspondent belongs neither to the Circus Saints and Sinners Club nor the Circus Fans of America, and has no intention whatsoever of joining the ranks of either. We have always looked upon the organizations impersonally—as two groups of worthy men with a common interest—aiding and improving the circus and those people who comprise the circus business.

Reprinted herewith is a letter received this week from our good friend, F. Darius



R. S. Littleford Jr.

Benham, founder and chief booster of the Dexter Fellows Tent, C.S.S.C.A. It was prompted by comment passed recently in this pillar, and tho we are usually averse to including communications verbatim, in this instance it seems only fair and right to permit Mr. Benham to speak his mind. . . . Mr. Benham:

"My face is a little scarlet over that line in *The Billboard* where you said at the conclusion of your paragraph telling about Dexter Fellows Tent's new officers for 1938-'39: "Not many names known to the circus there." My dear fellow, the whole trouble between the Circus Fans and the Circus Saints and Sinners has been just that."

"As Dex Fellows would say, 'From the rockbound coast of Maine to the Golden Gate of California, from the Great Lakes to the shores of Mexico' I have heard that the Circus Saints and Sinners know nothing about the circus, that there are men in the organization who have never seen the circus. There is nothing so ridiculous, or so uncalled for as that remark. How many of us who donate to the Red Cross know anything of the suffering that organization relieves? How many of us who donate to the China fund know anything of the war there other than what we read? How many people know anything about the workings of philanthropic organizations to which we give other than what we read?"

"The Circus Saints and Sinners Club, as designed by the writer, would never have gotten to the well-known first base if it had been left to circus fans. To begin with, most of that crowd had no money. Perhaps many of the men in our organization, the prominent men whose names are known all over the country, may not know much about the circus, but they are going to do more for the circus than some fellow working on WPA who just loves the circus. If we depended on him to come to the luncheons we would not have had a corporal's guard present.

"In the old days of the Circus Saints and Sinners, when we met there were nine or 12 of us at Sardi's. When we gave a large luncheon we ran into debt \$100 or \$200 dollars, for which Fred Pitzer or I had to foot the bill. Now we have 333 members and several thousand dollars in the bank.

"No, not many of the Circus Saints and Sinners know the circus well, but that is just what makes it all the sweeter. And if it goes over as we know it will, that is what will make it all the better. No one knows what the Saints and Sinners have done. We have spent many hundreds of dollars helping people. Several years ago Harold Hoffman saved a whole family from being evicted, supported them and helped them get back on their feet. We paid for the expenses of a woman performer who was ill for several months some time ago. We maintained a Circus Room at the old Cumberland. . . . But the Circus Saints and Sinners don't publicize their good works.

"People have said that we are just a fun club, with no purpose behind the organization. We do have fun, but in having fun we are accomplishing our ends. We have made many promises to the circus world that we are living

up to. The Circus Saints and Sinners is the greatest organization the circus has ever known or will know. It has done much for the circus and will do more.

"This is not a criticism of you nor a criticism of *The Billboard*. It is rather a criticism of those who know nothing of the organization, but still criticize it. The petty jealousies, envy and selfishness going around make me laugh. If more people know of what we are doing, and what we are going to do, there would be a better understanding of our organization. *The Billboard* has given us every support and we are deeply grateful to it. It is helping people to know us better.

"With kindest regards."

Lincoln G. Dickey, new manager of this year's Kansas City Jubilesta, in town this week on business. . . . Frank D. Shean, formerly associated with Dickey at the Cleveland Expo, a visitor. Contrary to reports, he will remain in New York indefinitely. . . . Francis X. Flack, veteran of park and amusement device games, has joined the concession department of the World's Fair. With George P. Smith Jr. that makes two members of the department who have had outdoor show experience.

How To Win Fame in the Publicity Game, 200-page book by Chalmers Pancoast, will be off the presses shortly. Advance notes from Gettinger Press claim there's a laugh on every page for the publicity men, the showmen, etc. . . . There's an exodus from Eighth avenue and 49th these days to Hamid's Million-Dollar Pier in Atlantic City. Mostly former Ringling-Barnum hands. . . . Demolition of Rockaway sector begins June 6 under direction of Park Commissioner Moses. A year from now Rockaway will be completely modernized in keeping with commission's public park plan—and old-style show-business ban.

Max Linderman, World of Mirth chief, in for a visit during his show's Clifton, N. J., date. Unit occupied Central City Park, and is doing okeh, considering the circumstances. . . . Mayor La Guardia will occupy the city exhibition building at the World's Fair this summer. . . . We're off to Atlantic City next week—where they say things are happening this season.

Hartmann's Broadcast

ON THE front page of *The Williamsport* (Pa.) *Sun* of Friday, May 27, appeared a story about West's World Wonder Shows being closed and ordered from the city. We read the story thoroughly, and basing our opinion upon it solely, we fail to see where the situation was handled properly.

After telling about resolution being unanimously approved by city council and directing that the show be closed and ordered to leave the city immediately, also quoting the resolution itself, the story said that Frank W. Henninger, director of public safety, stated that reports he had received indicated the show "must be filthy." And Harry E. Kempf, director of parks and public property, was quoted as saying, "from reports I have received from very good source, the show is simply rotten and I, for one, am in favor of closing it immediately. When representatives approached council asking for permission to appear here, they told council the show is absolutely clean, no gambling is permitted, and you can take your wives, sisters and sweethearts to any of the shows without their blushing."

The next one quoted was Councilman Eugene A. Shaffer: "All reports are that the shows are rotten; I think they should be closed."

And then Chief Good, who reported that "two police officers made a thoro investigation last evening on the carnival grounds. They reported one show was closed and in two other shows the girls had been dressed up. The officers found no gambling excepting on the



A. C. HARTMANN

paddle wheels. Chief Good told the councilmen that this carnival was exactly like all of them and that there is no compromise with carnivals. He explained that it places the police department in a very unpleasant position, that of a 'Mr. Fixer.' Chief Good told council police had fewer complaints on this carnival than they had on the one held in South Williamsport two weeks ago. He stated the police received three reports on gambling and no complaints on indecent shows."

The story then said that "Mayor Wolfe read a communication he received from the editor of *The Sun* in which was enclosed a copy of a report written by a reporter assigned to investigate conditions at the carnival Wednesday evening."

Reading between the lines of the report of Chief Good, we are inclined to believe that the resolution directing the show to close and ordering it out of town was more the result of squawking from unofficial sources than anything else. And right here we wish to set the chief right—that all carnivals are not alike in their operations.

If the management of the show had been warned by the police as to what was permitted and what was not and such orders were not conformed with, then the resolution would have been justified, but we cannot see in the story where any such step was taken by the police.

And, as we have said above, we lean to the belief that city council based its decision more upon what outsiders said than Chief Good's report.

And there is this to remember, too, the show had been in operation for several days at Williamsport before the action to close it was taken.

† † †

ON MONDAY, May 23, the Motor City Shows moved on the lot at Fendell and Kentucky avenues in Detroit. They were all set up and ready to open that night when Louis J. Berger and Vic Horwitz, the operators, were informed that a woman in the neighborhood named Mrs. Evelyn Cassidy had died that day while giving birth to a boy. They were also told that she left a two-year-old and a one-year-old daughter, besides the new baby, and that the children's father died of pneumonia last November.

The case touched the hearts of Messrs. Berger and Horwitz—so much so that they immediately issued orders that their show would not open Monday night or until the funeral, set for Friday, was held. There was no request from anybody to take this step, but they felt the least they could do for the children and the parents of the dead woman, who were grief stricken, was to stay closed until after the funeral. And this they did.

When city council learned of the circumstances an extension of time for the show was granted and it opened Friday night, sponsored by the Ladies' Auxiliary of the American Legion, Wayne County Council No. 1, Drum and Bugle Corps.

The Detroit News of May 28 devoted front-page space to this wonderful gesture on the part of these showmen.

This is just another instance to prove that carnival folks have as big a heart as anybody else—if not bigger. Needless to say Messrs. Berger and Horwitz won for themselves a warm spot in the hearts of Detroiters thru this deed.

† † †

EXAGGERATED statements in news publicity and advertising of circuses in daily newspapers are expected by the reading public, but there should be a limit to "laying it on," otherwise not only the show concerned suffers but other circuses as well.

In a recent newspaper advertisement of a motorized circus we found the following line: "700 people, 75 cars, 6,200 seats, 3 bands, 49 clowns."

A circus catchline for years has been "40—Count 'Em—40 Clowns," but just imagine, 49! And 75 cars when traveling is actually done by motor! As to the number of people and seats, we don't know, but we'd be willing to venture that the figures could be reduced one-half and then be a little high.

People who do believe grossly exaggerated statements when first reading them generally become knockers after they learn the truth by actually seeing a show because they feel that they have been cheated. As a matter of fact, they become knockers of all circuses, and that's the main reason that we draw attention to this particular case. At the same time we hope the management will take the hint and have some regard for the other fellow.

Notes From the Crossroads

By NAT GREEN

CARNIVAL men are a pretty philosophical lot. We've heard very little beefing from them this spring in spite of the fact that they have had to fight rain and cold weather in addition to unfavorable economic conditions. Most of them have accepted the situation cheer-



NAT GREEN

fully, firm in the belief that the rain and cold must let up and conditions must improve. Several prominent owners and agents were in Chicago during the past week — B. S. Gerety, Carl J. Sedlmayr, E. C. Velare, Rubin Gruberg, Harry W. Hennies, J. C. McCaffery, R. L. Lohmar, L. Clifton Kelly, Sam Gluskin among others—and altho their shows had been experiencing from three to five days of rain every week they were not singing the blues. They know the people want entertainment and that if they give them what they want they will get a fair return. Already the "old man upstairs" is easing up on the faucet, Old Sol is spreading his effulgent rays and economic conditions are beginning to respond to the stimuli, so we're afraid everything is going to be all right.

Wallace Beery, picture star, has long had a yen to get back into the circus business from whence he came. It looks as if he is on the way to realize that ambition. He was reported as being in Washington last week looking over the Tim McCoy equipment, which could easily be converted to circus use, and we have a hunch that another season will see Wally trouping. He was all set to finance the purchase of the Al G. Barnes show a year or more ago, but the Ringlings said nix to the sale.

Donald McLeod, manager of the Chicago Stadium, on a business trip east. . . . There is talk of the Tom Mix show coming into the Coliseum, Chicago, for a summer engagement under auspices, but so far no contract has been signed. . . . Thearle-Duffield have secured the contract to present a fireworks spec at the Midsummer Festival at Milwaukee in July. . . . Al Humke in from Anderson and plans to visit some Midwestern shows. . . . Looks as if Cole Bros.' Circus will open its 1939 season at the Coliseum, Chicago. . . . Plans are understood to be under way to make extensive improvements in the historic Wabash avenue spot. . . . Jackie Wilcox and Justus Edwards, of Russell Bros.' advance, were back with the show for a couple of days in Chicago before trekking for spots in Hoosierdom.

The Land of the Dragon put on an impressive demonstration in Chicago last Thursday and Friday when some 9,000 Chinese paraded thru Loop streets with floats, bands and banners and also put on a huge fireworks show in Soldier Field. Demonstration was for the purpose of raising funds for Chinese relief. Every Chinese establishment in Chicago, including restaurants, was closed on Thursday, which was designated as Chinese Solidarity Day. During the present week several "Rice Bowl" dinners are to be held in leading hostleries at \$25 per plate, also for Chinese relief. Two crews of high-powered promotion men from New York were imported to handle these affairs. For the fireworks show at Soldier Field 25,000 tickets were sold in advance.

Sam J. Levy, of Barnes-Carruthers, is a radio fan and likes to tune in foreign stations. Recently as he fished around on the dial he got Berlin. A speaker was haranguing in German and after the program had been on for some time Sam's wife suggested he turn it off. But Sam was curious and continued to listen. Came the close of the program, and in dramatic tones the speaker proclaimed "Heil Hitler." "Well, you asked for it," was Mrs. Levy's only comment to Sam.

Downie Folds At Portsmouth

Might reorganize if conditions improve — most of personnel to Macon

PORTSMOUTH, Va., June 4.—Downie Bros.' Circus folded here after Tuesday night's performance and headed south for winter quarters at Macon, Ga., accompanied by most of performers and employees. Charles Katz, assistant manager, said the recession and long siege of bad weather combined to cut the season short.

All bookings after Tuesday were canceled, with the likelihood that the show will go out again this season very slight. Katz said, however, that reorganization might be attempted if conditions improve within the next few weeks.

A few of the show's 260 employees and performers remained in Tidewater Virginia, announcing intentions of seeking other employment, but most of the personnel returned to Macon with the show.

Downie Bros. played in 10 States this season, and Katz said they had tough sledding all the way. They came to Newport News last Saturday and played Norfolk Monday. Tidewater Virginia fans liked the show, and newspapers hereabouts gave it much favorable publicity. Fair to good crowds turned out in this (See **DOWNIE FOLDS** on page 33)

Fair Biz for Mix Show; Owner Ill For Several Days

SARANAC LAKE, N. Y., June 4.—This city was fair for the Tom Mix Circus, and other New York stands were not very encouraging. Malone was only fair, but Watertown good. Business in Ohio was fair.

The report that Mix is not with the show is not true. He had been ill for five days but traveled with the organization. He is now in fine condition and is doing his regular routine in the performance.

Forty-five persons, including artists and crew, have been let out since the show started its tour and admission prices have been reduced 20 per cent. Manager Dail Turney states that there will be no further changes and that the circus will continue on its scheduled route.

Ruth Mix broadcast over the local station.

Linard Jones Fund \$90

ERIE, Pa., June 4.—Frank R. Hanson, Everett, Wash.; Samuel M. Prentis, New London, Conn.; Joseph H. Daley, Norwich, Conn.; E. W. Mueller, Jamestown, N. D., and a party from New York City have donated to the Linard Jones Monument Fund. The total amount is now \$90.50. 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.

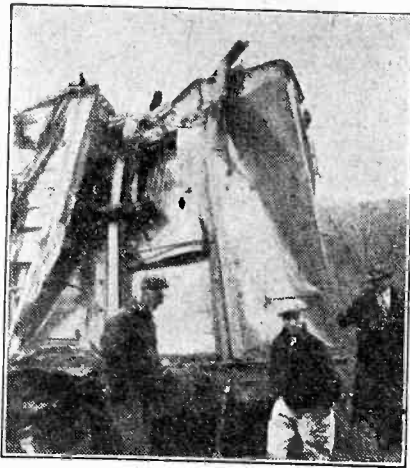
**IT'S ALIVE
With Interest!**

**How the Circus
Tries New Ideas
and Methods**

—By Eugene Whitmore—

Watch for It

in the
**Summer Special
Number—June 25**



FRONT END of Robbins Bros.' Circus elephant car, showing how it was smashed after striking bridge at Stoystown, near Johnstown, Pa., May 14.

Barnes Wins; Not To Post Grand At Lewiston, Ida.

SPOKANE, Wash., June 4.—Circus Fans and business men of Lewiston, Ida., went to bat with the city council last week, winning rescinding of a resolution which would have required the Al G. Barnes-Sells-Floto Circus to post a \$1,000 certified check before being permitted to show in Lewiston to pay for possible damage to city streets.

The city council had passed the resolution because of alleged damage done Lewiston streets in 1937 by the same circus. A "circus war" resulted, which diverted civic attention and stirred discussion and debate for more than a week.

Speakers opposing the council's action outlined the monetary benefit derived by merchants from the circus-day visitors from tributary territory and the entertainment and educational value of the big circus.

New agreement provides a license be granted the circus to play in Lewiston and that in event of damage to streets an agreement be arrived at as to compensation by an arbitration committee, consisting of city engineer, district State highway engineer and a citizen appointed by the mayor and representatives of the circus.

Eugene M. Brower was chairman of the committee representing the Circus Fans. The circus wired it would go ahead with original plans to play Lewiston June 16.

Seils-Sterling Business Good Despite Cold, Rainy Weather

RACINE, Wis., June 4.—Despite rain and cold weather, business has been very good for Seils-Sterling Circus. The show has all new canvas and a number of new trucks have been added. Among new feature acts this year are Si Kitchie, the upside-down marvel; Irene Ledgett and her high-school horses; Teresa Morales, in heel and toe catches. Will Walleit, after an absence of two years, is back with his comedy bareback riding act.

Art Mix joined at Lebanon, Mo., with his leading woman, Jackie Lee; Al Dean, cameraman, and congress of 10 rough riders. Mix has special paper and and is being heavily featured by the management. Is proving a good draw. Arthur Mac Heller and his 12-piece band are one of the features in the performance. Excellent meals are served by Robert Dickman, steward.

A birthday party was given recently in the cookhouse by Mix for Miss Lee. She received a number of nice presents. The table was decorated with American beauty roses and a large birthday cake was shared by all.

A number of Circus fans have visited, among them Dr. and Mrs. Tormey, Bob and Ruth Clark, Joe Taggart, Sverre Braathen, Joe McFarland, Bill Jackman, Edgar H. Wilson and Mr. and Mrs. Richard Liemix.

Haddonfield Big for Eddy

Three performances given at New Jersey stand — show has all new canvas

CINCINNATI, June 4.—E. J. Kelly reports that Eddy Bros.' Circus, at Haddonfield, N. J., auspices of Memorial High School, had straw matinee, turned them away at the 7 o'clock show and for the 9 p.m. show had two-thirds of a house. Ed Read had 21 banners there.

Show has all new canvas. Big top is an 80 with two 30s and a 40; side-show top, a 50 with two 30s. Dan Bevy has eight-piece band; Lou Barton is side-show manager.

Fifty-piece high-school band led the spec and several acts from the school augmented the program, which opens with a pony drill, worked by Lou Barton and Jimmie Winn; swinging ladders, Mildred Hunt, Charlotte LeVine, Mildred Small; clown number, Charles and Eddie Hunt and Shorty Ward; Jimmie Winn with dogs and ponies; Lou Barton, riding monkey; DeRiskie Family, including Lucy (three) and Francine (seven); Wolandi on bounding wire; boxing clowns; single traps, Enose, Millie May and Rita (Millie May finishing with muscle grind); Mildred Hunt, on high-

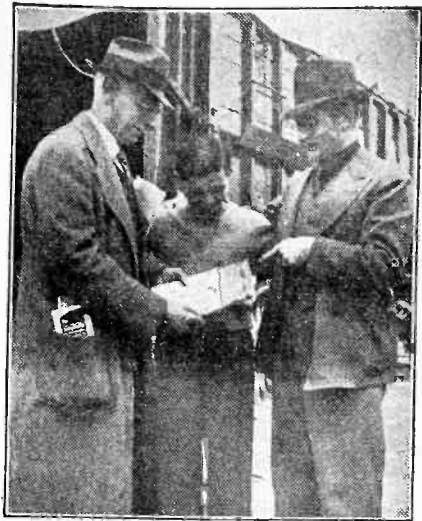
(See **HADDONFIELD** on page 33)

Grim Reaper Takes Three From Barnett

JAMESTOWN, N. Y., June 4.—Barnett Bros.' Circus, which entered New York State here after several weeks in Pennsylvania, suffered the loss of three troupers by death during the last week in Pennsylvania.

First to be called was Mose Becker, boss candy butcher for many years, who succumbed to heart trouble asleep in bed at his hotel. Next was Frank (Buttons) Murray, for many years in charge of the lurch stand. He died in a Beaver Falls hospital after a brief illness of pneumonia. The third was Joe Valanches, cornet player in Ira Haynes' Band. A World War veteran, he had been in failing health, and this was complicated by pneumonia, causing death in a Butler (Pa.) hospital.

The deaths caused a distinct pall of sorrow and was the heaviest blow dealt the Barnett show by the Grim Reaper since the show was organized 10 years ago.



SNAPPED on the lot of Ringling-Barnum circus in Brooklyn. Left to right, A. J. Meyer, of Long Branch, N. J.; Kaichi Koban and Lucio Cristiani, of the show. They are looking at The Billboard, which had the double-page spread of the circus.

Warren, Pa., Good Date for Robbins Under Shrine Club

OSHAWA, Ont., June 4.—Robbins Bros.' Circus returned to the Keystone State for one day when it made Warren, May 28, under auspices of the Warren County Shrine Club. With Ben Mathis, of the Warren Tank Car Co., as president of the club this year and the moving factor in sponsoring of the circus, the engagement turned out to be very successful. Large delegations from Erie and other towns came to the extent of over 300. There were three uniformed bodies and they led the parade, after previously giving exhibitions of intricate drills on the main street.

Warren is the home of the Jones brothers, well-known circus men. J. Augustus Jones is buried there. He is survived by two brothers who still live (See **WARREN, PA.**, on page 33)

Russell Biz Better In Chi Second Week

CHICAGO, June 4.—A partial break in the bad weather that has prevailed for some time gave Russell Bros.' Circus a chance to get some fair business during its second week playing Chicago lots. Last Saturday, Sunday and Monday, on the northwest side of the city, the show had excellent night houses. On Wednesday night in Berwyn a downpour flooded the lot, making it extremely difficult to put the show on. A fair crowd braved the rain and mud and the show was presented in spite of the handicap of working in a sea of mud. Troupers on the show declared it was one of the worst nights they had ever encountered.

Thursday, with weather fair and warm, the show did excellent business at Park Ridge, northwest of the city.

Last Chicago stand is Sunday. Then after a Monday stand at Blue Island the show moves into Indiana.

Circus Weather "Got" Him, But Shucks! No Circus Near

KANSAS CITY, Mo., June 4.—Escape of a 10-year-old boy from a local hospital here yesterday attracted wide attention, chiefly because of the kid's answer to the many persons who asked "why did you do it?"

Seems that the patient, after a pair of rusty tonsils was extracted, had but one place in mind when he skipped out a ground floor window from his bed. "I was hunting a circus," said he, "because I haven't seen one since Tom Mix was here last year. And when I lay in bed and heard the birds singing, and felt the warm breeze, I knew it was time for another one."

Sent back to bed, kid was told it would be another month before the big top would work out Kansas City way.

(See **SEILS-STERLING** on page 34)



With the Circus Fans

By THE RINGMASTER

CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.

(Conducted by WALTER HOHENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., June 4.—On night of May 25 Alfredo Codona Tent had a meeting which was pulled off in grand style. Major Lloyd R. Besse, United States Army, visiting Harry Hertzberg, was the guest of honor.

The members assembled at a given point and then headed by Porter Loring's redecorated callopie proceeded out of city limits to what is known as "Comanche Lookout," the highest point in and around San Antonio. There they were welcomed by Sedge Coppock and Raymond Coppock, whose father, Colonel Coppock, owns Comanche Lookout. The magnificent view was enjoyed, and Walter Loughridge and assistants, who had been working since noon on the steaks, were almost ready to serve by the time darkness came. Colonel Coppock was elected a member of the local tent. The tent now has 24 members.

Present were the following fans: Major Besse, Paul McSween, Hertzberg, P. J. and Thomas Scaperlanda, Pompeo Coppini, Lewis Kayton, Jack Pitluk, Howard Pardue, Loring, Loughridge, Dr. J. B. Wagoner, Dr. W. M. Wolff Jr., Park Street and Frost Woodhull. Others

were Sedge and Raymond Coppock and Captain A. E. Brown, United States Army.

Mr. and Mrs. Frank H. Hartless left Chicago for Cincinnati to attend a linen supply convention. From there they will go to Atlanta, Ga., for another meeting and will return home about July 1.

Braathens, Tormeys Entertain

When Seils-Sterling Circus showed Madison, Wis., May 28 the following were entertained by Mr. and Mrs. Sverre O. Braathen at their home: Mr. and Mrs. Al Lindemann, Mr. and Mrs. Pete Lindemann, Mr. and Mrs. LeRoy Schroeder, Mr. and Mrs. Art Mix, Mr. and Mrs. Will Walleit, Betty and Ginger Willis, Fred and Irene Ledgett, Dr. and Mrs. Tom Tormey, Joe Taggart and Lew Wilson, of Rockford. After the night show Dr. and Mrs. Tormey entertained at their home Mr. and Mrs. Ledgett, Mr. and Mrs. Al Lindemann, Mr. and Mrs. Pete Lindemann, Mr. and Mrs. Art Mix, Mr. and Mrs. Art Heller, Mr. and Mrs. Will Walleit, Mr. and Mrs. W. L. Jackman and the Braathens. Mr. and Mrs. Bob Clarke also entertained a number of showfolks at the Elks' Club.

The father of George H. Scholderer died May 24 at his home in Binghamton, N. Y. Sympathy of the Pat Valdo Tent fans was sent to him thru G. H. Barlow III, president.

Fred Becker, of Fort Wayne, Ind., is rendering all the assistance possible to a man that was injured on Hagenbeck-Wallace Circus and is at St. Joseph Hospital there. The man has had a leg amputated and will probably be there for at least another month.

Don S. Howland, who has been located at South Bend, Ind., for several years, has been transferred to Columbus, O., by his company. He moved his family there last week.

As this is being written Byers & Beach Shows are located on streets of Rochelle, auspices of American Legion. Many visits have been exchanged between show officials and the editor of *White Tops*. Among our visitors were a number of people formerly connected with circuses.

Around the Lot With R-B Show

NEWARK, N. J., June 4.—Among visitors at Ringling-Barnum circus in Washington were Arthur Simpson, Dr. William Mann, Mr. and Mrs. Partello, Mr. and Mrs. Dave Nimmo and others who were with the McCoy show. Business there, in Baltimore and Philadelphia was big.

The *New York Times* recently had a nice mention of the drum majors with show—Kitty Clark, Hunt Twins, Agnes Shaw, Vivian Nash, Amelia Fargodi and Tosco Canestrelli.

Frank Buck, featured in the spec, receives big hands. Captain Herr and riders score with their speed riding. Yacopi Troupe and Magyar Troupe, acrobats, hit the newspapers for their unusual stunts and tricks. Terrell Jacobs' lion group and his wire-walking lion command attention. Merle Evans still swings the baton to swingy music. Fred Bradna, who was injured during the winter, is getting along nicely and has discarded his cane. Antoinette Concello is being featured in a triple somersault to hand of catcher. Norma Humes, side-saddle rider, is gaining popularity. Margaret Garner can speak several languages but does not know what "bull" means.

Harry Rittley, champion chess player, lost his crown to Emil Pallenberg, who beat him 20 games out of 21. The Dirty Dozen Club is again in action and is in its 12th year. Moser is the judge. The aerial ballet, in white costumes, headed by Jennie Rooney, draws attention. Fredricko and his hind-leg dog beat time all around the track. The Seven Dwarfs, with Theol Nelson as Snow White, is a clown novelty. Junior Ginistino, of the Repinski riders, underwent an appendectomy and is doing nicely.

The *Billboard* is handled by Paul Jerome. JOE LEWIS.

Three Major Shows In Eastern Canada

TORONTO, June 4.—The nearest thing to a circus invasion that has ever happened in these parts occurred this week when three big circuses crossed the Canada-U. S. A. frontier.

Cole Bros. got the jump on the other two. Robbins Bros. and Hagenbeck-Wallace. Ran into drippy weather in Western Ontario. Its first real break came in Toronto. Weather tops and night performances jammed. Despite light matinees, played to an estimated 32,000. The last night of the two-day stand show lined the customers up 10 deep on the grass.

Midweek Cole moved up to Orillia, fringe of the Ontario bush belt, and took another big night's business.

In the meantime Robbins Bros. set up at St. Catharines, first stop from the border, on Tuesday, then chased thru Toronto to Oshawa and kept on going, taking in Kingston down into Quebec and expects to wind up in the maritimes around June 10.

Hagenbeck-Wallace went west, played to a fair business at Brantford and Hamilton and then on to Guelph.

Line-Up of Acts On Newton Bros.

CINCINNATI, June 4.—E. J. Kelty caught Newton Bros.' Circus at Middletown, N. Y., May 18 and sends program of show. Opens with tournament, followed by eight clowns gagging the leaps and Harry Merrell leaping over three bulls and two camels; Tillie Adams works nine dogs; comedy acrobats, the Lelands, center ring; Merrells, No. 1, and Case Brothers, No. 3; swinging ladders, Mary Ernest, Myrtle McGuyre; Madam Tillie's educated ponies; comedy bar, Burt Lancaster, J. J. Ernst; Wild West announcement; Tony Leland's comedy boxing; traps, Myrtle McGuyre and the Merrells; wire, Case Brothers and Marie, featuring Marvin Case doing back somersault; Madam Tillie's pony drill in two rings; clowns; bar, Ora and Mary, the ace number of program; Madam Tillie's high-diving dog; Rhoda Royal on Radiator, drunk horse; Myrtle McGuyre, menage, and Madam Tillie working four ponies; second concert announcement; Six Lelands on teeterboard; closing number, three bulls in the three rings. Royal blows the whistle and Jack Kophran directs 10-piece band.

Wild West line-up: Rex Cole, Morning Star, Red Wing, White Cloud, Ollie, Jack F., Jack Jr. and Altmea Rhinehart; Harry Holden doing comedy.

Plenty of Rain for Atterbury

KADOKA, S. D., June 4.—R. L. Atterbury, manager of Atterbury Bros.' Circus, states that show has encountered plenty of rain since opening day. Lost Oelrichs, S. D., and Valentine, Neb. Show had nice business at Wall, S. D., on Decoration Day. Will soon enter North Dakota. Show passed Parker & Watts Circus between Hot Springs and Rapid City. Atterbury played Custer while Parker & Watts was in Deadwood.

New Licenses for Athens, O.

ATHENS, O., June 4.—City council here recently adopted a new license ordinance for all kinds of tent shows, peddlers and other itinerants. Circuses and other traveling shows must pay a charge ranging from \$10 to \$100, depending on size of show. Heretofore the town has had no specific license ordinance, the permit charge being left to the discretion of the mayor and other city officials.

John Ringling Estate

SARASOTA, Fla., June 4.—The estate of the late John Ringling was fixed at \$23,462,732.63 in a report submitted June 1 to County Judge Forest Chapman by James A. Haley and W. L. Van Dame, appraisers.

Parker Under Knife

MOBRIDGE, S. D., June 4.—Charles Parker, co-owner of Parker & Watts Circus, was taken to a hospital here for an appendectomy. He is doing nicely and expected to rejoin in a few weeks.

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Under the Marquee

By CIRCUS SOLLY

THE GREAT DALBEANIE opened at the Steel Pier, Atlantic City, May 28.

RINGLING-BARNUM is contracted for Worcester, Mass., July 7.

LEE S. CONARROE, who was in press department of Downie Bros.' Circus, returned to his home in Cincinnati.

LEONARD KARSH is back on the Barnes show handling his old job in charge of tickets.

RUBY LATHAM is doing trapeze and web as free act with Honest Burt's Wonder Shows.

KENNETH WAITE Troupe recently opened and will play 10 weeks in Texas and other Southern States.

BUCK LEAHY, comedy contortionist, is filling a two weeks' engagement at Plaza Cafe, Pittsburgh.

GEORGE CRANDALL was promoted from inside ticket seller to the white wagon on Robbins Bros.' Circus.

THOUGHT is the seed of action.

CYRIL AND BERNARD MILLS, sons of the late Bertram Mills, will write his biography.

RAYMOND B. DEAN, on press staff of Robbins Bros.' Circus, has been getting plenty of space in the dailies.

FLOSSIE FULLER, stage manager at Royal Theater, and O. L. Casey have the snipe plant in Columbus, Ga., and Girard, Ala.

FRANK B. HUBIN, of Atlantic City, was recently visited by Col. Mike Welsh, Danny Gorman, Ben Well and Bill Emery.

AFTER 40 DAYS as a circus Dakota Bill's show has changed to a free med show and is playing Western North Carolina. Business only fair.

VERNELL CORIELL, with Golden Bros.' Circus, cards that he will do his flip-flaps down the track in a monkey suit.

BOX-OFFICE (JACK) BROWN, Newark (N. J.) billposter, says Ringling-Barnum strayed 'em there at the May 30th matinee.

NEW CASTLE, Sharon and Titusville, Pa., were good for Barnett Bros.' Circus, but Butler, Franklin and Beaver Falls not so hot.

WHITESIDE TROUPE, after closing at St. Louis Police Circus, drove to Peru, Ind., then to Wichita, Kan., where it will stay until fairs open.

JAMES R. HAMER states that Robert Tinkman and Paul Cochsand, of New Bedford, Mass., will go to Dennis, Cape Cod, to work as stagehands there this summer.

LAST LUNCHEON of the season for the Dexter Fellows Tent, Circus Saints and Sinners, will be at Hotel Commodore, New York, June 8, when Winthrop Rockefeller will be the Fall Guy.

R. L. BICKFORD, of Worcester, Mass., states that AP has given all circuses plenty of publicity in that territory, but that business conditions are bad in the manufacturing cities.

ROGER LUDY, manager of Hines Theater, Portland, Ind., states that Russell Bros.' Circus will be in that city June 21. He adds: "Will be the first in and should do a nice day's business. I'm for 'em, tooth and toenail."

SAM GOLDEN, side-show manager of Sparton Bros.' Circus, recently visited Silver Bros.' Circus, also Butch McDevitt, a friend of H. R. Brison. Butch was on his way to Pittsburgh to make a Decoration date with his kiddie ride.

PAUL M. CONWAY, Macon (Ga.) attorney, has returned home after a vacation trip thru the East, where he visited friends on several shows. He was the guest of Barnett Bros.' Circus for several days in Pennsylvania.

F. D. WHETTEN, of Fred's Kiddie Cir-

cus, reports that business for show was way off in Iowa and Nebraska and that South Dakota is very good. Show is appearing under Commercial clubs. Program consists of clowns, music, magic, puppets and pets.

W. B. (MACK) MCGINNIS, formerly with Campbell Bros., Yankee Robinson, Patterson-Gollmar, Sells-Floto, Hagenbeck-Wallace and Beckmann & Gerety shows, is now manager of Beech Bend Park, Bowling Green, Ky., owned by his uncle, William H. Brashear.

ADVANCE of Ringling-Barnum circus years they were off the road. Saw is extending its billing limits on many of the stands in an effort to attract patrons from far-away centers. Lithographs for the show's appearance June 8 at Wheeling, W. Va., are up in Massillon, O., more than 70 miles away.

EVERETT BLANSHAN states that he assisted Buddy Jenkins, of the Tom Mix advance, in getting bills placed in some windows in Kingston, N. Y. Instead of the show being on Athletic Field, as recently mentioned, it will play just outside of city limits in Ulster on the Powell lot.

MARY FROCK (Jolly Josie, fat girl), formerly with Hagenbeck-Wallace Side Show, is confined at home of her broth-

Morton Circus at New Haven. Visited with Del Rio trio of midgets at New Haven. The folks are from New Britain and were formerly with the late Charles H. Rooney.

CHARLIE SPARKS and trouper of Downie Bros.' Circus were given front-page welcoming by Macon, Ga., newspapers on the occasion of the show's return to quarters there. Assurances of co-operation in keeping the show a going concern were given by civic organizations. As in other sections of the country, Sparks is a favorite showman in the Southland.

NEURITIS is a newly found "acquaintance" of Charles (Butch) Fredricks, veteran circus man, whose novelties dates back to the '70s. It is particularly unwelcome at this season because it does not let the old-time "concession man of the old-time Sparks circus" get out to look over his 320 acres of Kansas wheat. While his sickness is not of serious nature, it is painful. "Butch" is confined to his home, 327 N. Topeka street, Wichita, Kan. He enjoys nothing more than a letter from a friend. Drop the "old vet" a line of good cheer.

ROBERT D. GOOD, of Allentown, Pa., who attended Robbins Bros.' Circus at Pottstown and Bethlehem, Pa., writes: "Saw the most compact circus I have ever seen. It is a 25-car show loaded on six flats, four stocks and four sleepers. A real old-time street parade is given with several old Barnum & Bailey tableau wagons in it (United States, Great Britain, France and Belgium). They are



WHEN THE WPA FEDERAL THEATER PROJECT'S circus appeared at Hollis, L. I., N. Y., Paul Edwards, administrative officer for Federal Project No. 1, flew from Washington with his staff to see the show. In the picture, left to right (bottom row), Burns O'Sullivan, managing director of the show; Edwards, Mrs. Edwards; F. E. Terry, consultant to Edwards; Mrs. F. E. Terry. Second row, left to right, Joseph Salmon, safety consultant; Harry Butler, safety inspector; Charles Paterno, director of employment for Federal Project No. 1.

er in Granite City, Ill., suffering from a stroke since November 26 last. She is improving slowly. Letters from friends will be appreciated. Address is 2013 Washington avenue.

ALFRED MEERS, old-time circus man, now retired and living at Newburgh, N. Y., recently attended Newton Bros.' Circus and met William (Honest Bill) Newton for the first time. Says that Newton has done no cutting on the show. He had just received a new big top, a 100 with three 40s. Newton stated that the show was doing all right.

PAULINE RUSSELL WEBB, co-manager and director of personnel of Russell Bros.' Circus, carries a large share of responsibility for the show bearing her maiden name. Mrs. Webb has a hobby—flowers, and early spring, before show takes to road, finds her at work in her flower beds and rock garden. The ironic note is that she is never home when the flowers bloom.

GEORGE B. REARICK, whose last circus trouping was with the Barnes show two seasons ago, has his dance band back on road, playing thru Southern California, Arizona and Nexada. Is featuring his wife (Alice Morrell), pianist and song stylist. Will locate in Colorado for the summer.

MRS. ESTHER PILZ and sons, Red and Al, and friends were guests of "Snuffy" Getty at Wirth's Circus at Waterbury, Conn. Party also guests of Carl Reichert and Getty at Hamild-

in fine condition considering the many years they were off the road. Saw Ringling-Barnum circus pull on the 11th and Erie lot, Philadelphia, May 22."

COACH ECK ERDLITZ states that Seils-Sterling had capacity matinees at Madison and Beaver Dam, Wis., and at night, two-thirds. Joe Kennedy's new semi-trailer and concession is a flash and his business is 20 per cent above last year. Nellie Shawder is back in menage after being laid up with a bad ankle, injury being received when she was thrown by her horse, Rex, against an iron stake. Glen Strong had the stitches taken from his head. Tetz Weber, electrician, is recovering from a cold and sore throat. Zacchini Brothers and their wives recently visited the show.

VISITING NOTES—Charles R. McCarthy saw Tom Mix Circus at Syracuse, N. Y., reporting very good show. Afternoon crowd fair. . . . **TOM (DRUHNOT) HURD**, of Englewood, N. J., visited Eddy Bros.' Circus at five stands in New Jersey and renewed many acquaintances. Attendance fair at all performances, weather interfering. Reports Charles T. Hunt has a good performance. . . . **SIG ZENO**, former acrobat and contortionist, visited Newton Bros.' Circus at Carbondale, Pa., and had a pleasant time with William Newton, Rhoda Royal, Joseph Haworth and others. Reports nice performance. Side Show has three elephants, four camels, eight platforms and "Cupid," wonder pony. Biz good at Carbondale, also at Forest City.

Dressing Room Gossip

ROBBINS BROS.—A good time was had by all when the show Sundayed in Niagara Falls, N. Y., and cameras came in for a big play. Harold Voise, Jean and Eddie Allen came over from the Cole show. Roy Leonhart joined clown alley at the Falls. Freddie Freeman says he has named his baseball team "The All-Stars." Manuel Velarde has replaced Stanley White in the acrobatic act. Happy Kellemis has added several new gags in the clown band, which is really clicking. Homer Hobson's riding act of seven people is outstanding. Phillip Sweet has joined. One of the largest crowds that I have ever seen was at Oshawa, Ont., during the parade. VAN WELLS.

COLE BROS.—Sending results of first soft ball game of the season played in St. Thomas, Ont.—performers vs. cook-house. Willy Gretton pitched a no-hit game, 7 to 1. The highlights were plays by Hal Silvers, Roddy Cushman and Jack Voise.

The performers were well satisfied with the first showing.

All the girls in dressing room are taking up roping and spend most of their spare time practicing. Jack Wolfe is instructor. Ray Dean, equestrian director, is doing a swell job and has the show going in fine shape. The Grettons are practicing a new three-high for their wire act. Harold Voise is spinning some pretty triples in the flying act. Several ticket sellers are wearing dark goggles. Clyde Beatty and Kinko have been fishing almost every day and tell some great tales of the ones that got away. Tennis season also is open and Willie Gretton seems to be the great Tilden of the big top.

HAL SILVERS and JACK VOISE.

PARKER & WATTS—Show came in near noon at Rapid City, S. D.—no parade. Top went up in short time and doors opened on time; good matinee and night house. Joe Webb has resigned from caring for the yellow doodlebug and turned it over to W. C. Sullivan. Several visitors from Siebrand's. Bum Henry on sick list this week. The two baby cubs are coming along fine. Alma Arcaro making calliope covers. Al Connors had an accident with the trailer, and Mrs. Connors is spending most of her time trying to get the broken glass out.

Wonder where Frank Lovoi plays golf—we see he has the "uniform." The busiest persons on the lot between 10 and 11 are Pete Brovold and Jack Fenton. Show will have to get a larger tent to hang its banners. The hairless dogs are quite an attraction in parade. Towners don't know if they are monkeys or baby tigers. Johnny Delmar offers a reward for a set of teeth lost during wedding clown number. We wonder if any other show has so many Jimmys. Mrs. Hinckley called from her trailer door the other evening, "Jimmy, do you want a cup of coffee?" and the writer and nine other Jimmys bobbed up in response to her invitation. Show has been moving on scheduled time, doing satisfactory business.—JIMMY THOMAS.

BARNES-SELLS-FLOTO—Believe it or not, but here's a Ripley for you. As they say in the circus world, "grab your best hold." Well, that's just what Paul Eagles, assistant manager, did when the show played Klamath Falls, Ore. Some of the boys insisted Paul go fishing with them. After fishing a short while and none of the party getting a nibble, suddenly Paul felt a jerk, grabbed his best hold (on his pole) and held on. After an hour and 15 minutes he landed a 21-pound bass, which he delivered to the lot and kept in the seal wagon for three days. What's that you say, you don't believe it? Well, I can prove it by the fellow who has charge of the seal wagon, and I know he wouldn't lie, and because of his honesty Paul gave him a \$2 raise the day he put the fish in his wagon. The fish was fed to the seals.

Sol Driscoll visited the show at Marshfield, Ore. He played bass with Barnes' band from 1932 to 1936. He is living at Bandon, Ore., where he teaches the school band.

Eddie Woeckener believes in keeping up to date, not only with his music but with a smoker's needs as well. Seems the prop boys were using the front of Eddie's band stand as a lounging quarters, so Eddie conceived the idea of sprinkling it with water. The boys (See DRESSING ROOM on page 34)

Much Rain for WPA Show at Canarsie

CANARSIE, Brooklyn, June 4. — The WPA Federal Theater Project's circus closed its engagement here May 28. Biz the first three days was poor, with a downfall of rain on each day. Parade was called off on opening night due to rain. Friday night, with a break in weather, show had a capacity house. Saturday matinee was a big winner with several hundred on the straw. Saturday night another capacity house.

George Barton was a visitor. He conferred with Managing Director Burns O'Sullivan. Other visitors were Rose M. Stein, magazine writer; Edward M. Herrschaft, editor of *The Canarsie Courier*, and Hamilton Gilbert.

Thursday night one of Stan George's bears gave the towners a lot of excitement by escaping during the act and heading straight for the main stem. Was captured by Trainer George and Jimmie Murphy, elephant man, reports Wendell J. Goodwin.

Model Builders' Activities

ST. JOSEPH, Mich., June 4.—On Sunday, May 22, an Eastern regional meeting of the Circus Model Builders was held on the Ringling-Barnum lot at Philadelphia with Terrell and Dolly Jacobs as hosts. All were shown every courtesy by them and included Charles E. Doelker, Harrisburg, Pa.; Robert D. Good, Allentown; Harold U. Moore, Reading, and Charles N. Sateja, Camden, N. J. The meeting later adjourned to the home of Sateja, where dinner was served and an inspection made of his model circus.

John Dvorak, Cedar Rapids, Ia., and William Pavillian, Arnold, Pa., have joined the association. Robert O. Danner, Muncie, Ind., saw Hagenbeck-Wallace at Peru. Robbins Bros. at Kokomo and Cole Bros. at Muncie.

George B. Hubler, Dayton, O., saw the McCoy Wild West and Cole Bros. at Dayton. H-W at Dayton and Middletown and Robbins Bros. at Minster. George H. Graf, Peru, Ind., recently spent the week-end with Bert Backstein, Decatur, Ill., and looked over his circus and shop. Graf saw H-W at Fort Wayne and Cole Bros. at Rochester and Anderson.

Clarence E. Pfeffer, Johnstown, Pa., has closed with Cole Bros. He saw Robbins Bros. and H-W at Johnstown and visited with friends. Robert D. Good visited Frank Updegrave at Boyertown, Pa., and saw his many fine circus models. Also saw Robbins Bros. at Bethlehem and visited with friends on show.

Osborn Schleentz, Long Branch, N. J., had his circus at a hobby show there. He visited Downie Bros. and R-B recently. John R. Shepard saw Russell Bros. on several lots around Chicago. Verne Fussell, Cedar Rapids, Ia., is building several new baggage wagons for his circus.

Charles L. Stern, Austin, Minn., had his circus at a hobby show there recently. Kenneth Audibert, Littleton, N. H., opened his outdoor season April 27. Gordon M. Patter, St. Joseph, Mich., was in Chicago recently and visited with Harry Atwell.

Anyone interested in the Circus Model Builders and Owners' Association should write the secretary-treasurer, John R. Shepard, 440 North Parkside avenue, Chicago, Ill.

HADDONFIELD

(Continued from page 30)

school horse; Eddie Hunt, mule hurdle; Loraine Chevallier, "Ripley Believe It or Not Girl," featured this date only; Small Family, Roman rings; LeVines on high perch, finishing with revolving perch; bull and pony, worked by Mildred and Charles Hunt Jr.; double traps. Enose and Small, both finishing with break-aways; Wolandi, on high wire; Mr. Hunt working jumping ponies; Jimmie Winn, jumping mules; DeRiskie, head balancing, closing with head stand on revolving ball; Riding Eddys; whip cracking and roping, Art Creasv and Jack Watson, late of the McCoy show.

LYNBROOK, L. I., N. Y., June 4.—Eddy Bros. Circus played here Decoration Day to better than average biz and gave the community a lively and entertaining show. Charles H. Hunt stated that biz has been excellent, with unusual trade in New Jersey.



Al Dean, formerly of the Al G. Barnes Circus, was cookhouse steward on Gentry-Patterson Circus; Harry McFarland and his assistant, Joseph Castell, were equestrian directors, and Rodney Harris was band director. . . . Walter L. Main Circus, owned by Andrew Downie, played Medina, N. Y., Downie's home town, May 27-28 and receipts went to local Masonic Lodge, which made Downie a life member of the order. . . . David Jarrett, well known in circus world and manager of the Rockford (Ill.) Poster Advertising Co., was elected president of the Advertising Club of Rockford.

Hagenbeck-Wallace's advertising car No. 1 was under management of J. C. Donahue. . . . Louis Furnell Fruechtl, noted wild-animal trainer for moving pictures, joined World Bros. Circus. . . . The Davenport, the Linton Troupe and Kenneth Waite's clowns were with World Bros. . . . J. J. Evans Show opened at Orrville, O., May 30. . . . Tom Atkinson had his show at the rodeo, Santa Fe Springs, Calif., latter part of May. . . . Earl Shipley was holding down two jobs in different towns, clown on the streets of Kansas City for the Elks during the day and doing two shows at night at the Shrine Circus in Leavenworth, Kan.

Earl Chapin May Inquires About O'Connell's 'Osceola'

New York.

Editor *The Billboard*:

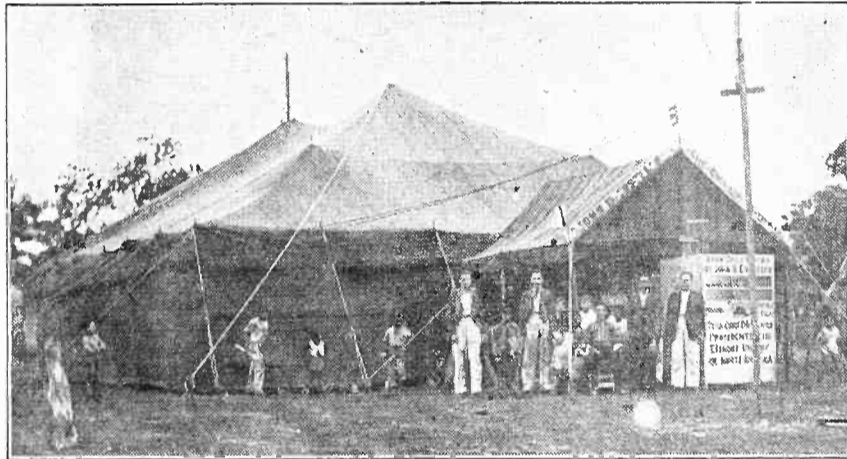
When the colorful "Cow" O'Connell was so very much alive he used to appear at the annual spring Circus Night of the Men's Open Table of the National Arts Club, New York, and fascinate the gentlemen there assembled by his tales of the white tops and of tops not so white.

He was a wonder in many ways. But in no way, within my knowledge, was he more wonderful than when he stood on his powerful hind legs and juggled the king's English as only a boss canvasman from Lynn, Mass., could juggle it.

"Cow" is still fondly remembered by the Men's Open Table. I am proud of the fact that it was my rare privilege to sponsor and introduce him on more than one occasion. Those grave and highly cultured artists, editors, writers and actors would keep him telling stories by the hour. They ate him up; that's what they did.

But his greatest histrionic triumph at the National Arts Club was also the finale of his last appearance. He recited, with feeling and gusto and a few other things, a classic entitled *Osceola, My Eye!* Maybe "eye" was not the word. A lot of old troupers can correct me on that.

The point of this letter is to tell you that one of "Cow's" auditors who was especially intrigued by this recitation was the distinguished legitimate actor, Charles Douville Coburn. For three years Charles has been begging for a copy of that bit of verse. More properly,



THE TOP of the Gran Circo Teatro, which is operated by John B. Costello, now playing at Santa Domingo, Cuba. All canvas furnished by Fulton Bag and Cotton Mills.

Mr. and Mrs. Zack Terrell and Mr. and Mrs. Charles Sparks were guests of honor at a dinner given by Billie Burke, Broadway producer, at Copley Plaza Hotel, Boston, May 29.

Clinton (Ill.) license for shows was cut to \$50 a week by a new city council. Christy Bros. Circus showed there June 4. . . . Joe Dobeck, juggler, was with the Rodgers and Harris Shrine Circus, doing a double juggling act. . . . Joe W. Bonhomme Jr. closed with the Haag Show and joined John Robinson Circus at Warren, Pa., to do clowning. . . . Frank LaBarr, of LaBarr Bros., aerialists, was press agent for Brown & Dyer Shows. . . . J. M. Benson's Trained Animal Show opened at Palmyra, Mo. Professor McCall and wife were assisting Mr. and Mrs. Benson. . . . L. B. Hauser, billposter, closed with Campbell's New Orleans Minstrels at Clarksburg, W. Va., and joined the Al and Lole Bridge Co. as stage carpenter. . . . Harry Sells was doing 24-hour work on the John Robinson Circus.

Campbell Answers Chambers

Chicago.

Editor *The Billboard*:

With reference to Ralph Chambers, of Hamilton, O., wishing street parades back on circuses, who is it that doesn't wish them? Mr. Chambers should get one of the Ringling-Barnum program magazines for 1927, read what Roger Babson says about circuses and then see that merchants read it. It may do a lot of good to break down their old resistance. If he can't secure one any other way, I will loan him one if he will show it to merchants. Circus owners are not to blame for no parades. It is due to others. My address is 2246 North Clark street. GEORGE CAMPBELL.

or improperly, it was a flock of verses.

If anyone who reads this letter, which I hope you can publish in *The Billboard*, can supply Mr. Coburn with said verses he will confer a great favor on him and on me. The address is: Charles Douville Coburn, National Arts Club, 15 Gramercy Park, New York, N. Y.

Thank you one and all for your courteous attention.

EARL CHAPIN MAY.

WARREN, PA.

(Continued from page 30)

in Warren—Elmer and Richard. Between shows a beautiful wreath of flowers was laid on the grave by a large delegation of the circus folk headed by Jess Adkins, L. C. Gillette, Rodney Harris and the Jones brothers. The cemetery is only a short distance from the circus grounds and the Rev. J. Hubert Cruickshank of the Presbyterian Church read a very appropriate service.

Gerry Vanderbilt and wife live at Warren and visited during the day. Other visitors were Fred Elzor, who lives 20 miles from Warren and who for years tramped with Jones Bros. Circus; J. R. Lowe, of the Erie Printing Co., and Maurice Lowe and family from Erie. Maurice is now in the auto business in Erie and his friends in the circus business are legion.

To go back a few days to the Olean date, Tommy Madden, old-time trouper, visited there and it was interesting to find out that he was with the Bob Hunting Circus when Milt Robbins, present side-show manager of Robbins Bros., was born on that show. Madden recalled this event very clearly. It is near Olean, N. Y., that L. C. Gillette hails from; Shinglehouse, Pa., also the home of Mrs. Gillette. Gillette, now with Robbins

Bros., called the editor of the weekly paper in Shinglehouse to find out if any of his old friends were still around but was unable to find a soul that he knew.

Niagara Falls on Decoration Day proved a banner spot. The show arrived early Sunday morning and gave troupers a day of rest and relaxation. Visitors were Lester K. Welch, brother of Artie Welch, manager advertising car No. 2, who came from Westminster, Md., where he is attending a Methodist theological seminary, to visit his brother; Allen Lester, press; Al Ruwedel, CFA; Bert Bennett and J. C. Graham.

DOWNIE FOLDS

(Continued from page 30)

section despite threatening weather all three days.

Capacity Night House

RICHMOND, Va., June 4.—Downie Bros. Circus played here May 27 to a capacity house at night and fair business at matinee. Show could have easily straved them at night but for the city ordinance prohibiting seating any part of the audience on the track. This ordinance has been in effect about two years.

Harry Mack entertained Margaret Leonard, feature writer of *The Times-Dispatch*, and she visited every department from the backyard to the cookhouse, especially enjoying the meal she ate, according to her afternotice. For the first time in years in Richmond a piece of art ran with the afternotice. The Richmond papers, known among press agents as none too liberal in the matter of publicity, gave the show very fair treatment.

MAGIC

(Continued from page 22)

gicians, their wives and friends to take in the convention. . . . TRI-STATE MAGICIANS, numbering 16 magi from the Carolinas and Virginia, recently met at the home of Wallace Lee in Durham, N. C. Principal speaker was Dr. J. B. Rhine, of Duke University, who spoke on the subject of extra-sensory perception. Lee demonstrated his new trick, *The Hemeroscope*. . . . PAUL McWILLIAMS, magician-comedian who returned recently from a European tour, is the front cover subject in the June issue of *Click*. Inside front cover of the same issue carries a spread on McWilliams' activities. *Mechanics and Handicraft* for June also carries the McWilliams photo. . . . DOC ZANDER and Harrison King have the illusion show, and Seymour and Carmen the mental layout, with the Hennies Bros. Shows this season. . . .

OTIS MANNING has just concluded a fortnight's stand in the Skyline Room of the Washington-Youree Hotel, Shreveport, La. He's now heading for the IBM conclave in Cincy. . . . BEN CHAVEZ and Co., who have been working theater and club dates in the Philadelphia area for many months, open June 10 at Cameron's Casino at Thousand Islands in New York State. Chavez had as recent visitors in Philly, Russell Swann, recently returned from England; Dave Vernon, until recently at the Adelphia Hotel, Philly, and Mystic Plato, who, Ben says, is a promising local magish. . . . MONTREAL MYSTICS topped off their 1937-'38 season May 27 with an open meeting at Scott's Restaurant, that city. Bob Goodier emceed the show, which included the following: Fred Rowland, Bill Kalkan, Edward Charles, Tom Auburn, Howard McLeod, Tom Paley and George Williams. Club resumes activities in September.

WANT TO JOIN IMMEDIATELY BIG SHOW BAND LEADER!

And Musicians on All Instruments. Complete Side Show, Colored Band and Entertainers. Novelty Side Show Acts, A-1 Pit Show. FOR SALE—\$0 with one 30. Round Brook, N. J., Wednesday; New Brunswick, Thursday; South River, Friday; Metuchen, Saturday. NEWTON BROS. CIRCUS.

SMALL BRASS BAND

AT LIBERTY. Uniforms. Bus. Reliable. Sober. Baritone Player wire LANKFORD'S BAND Dennison, O.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

The Corral

By ROWDY WADDY

MRS. JUSTINE SCOTT and son, Arthur, of Major G. W. Scott's 4-Bullet Ranch Rodeo Co., are visiting Mrs. Happy Pilz and sons, Red and Al, at their home in New Britain, Conn.

CLYDE MILLER'S RODEO CO. has been contracted to produce the 4-day rodeo to be held in Chillicothe, Mo., late this month in conjunction with the horse show there under American Legion auspices.

DOROTHY AND JUNIOR WHIPPLE have been contracted to do the trick and fancy riding and roping at the rodeo to be held soon in Sisseton, S. D., under direction of the Stober & Negaard Rodeo Co.

TED AND BETTY MERCHANT, Eddie Vale, Boots Seliegh and Gale Thomas are doing their trick riding act on the Hagenbeck-Wallace Circus. Ted recently purchased a new horse, Black, which he is working in the act.

CONTESTS WILL BE staged nightly and on Saturday and Sunday afternoons during the third annual 19-day championship rodeo to be held in Chicago Stadium this fall, under Chicago Stadium Corp. direction. Manager Don McLeod will visit all the leading rodeos during July and August in quest of talent. Bob Hickey is handling the publicity chores.

TEXAS ANN MIX and her Ranch Boys, who have been appearing with the JE Ranch Rodeo Co. since its opening in Wilkes-Barre, Pa., will play the Exhibitors Service Bureau, Millbridge, Me., beginning June 10. In addition to Miss Mix, unit includes Texas Eddie, Chief Stillwater Campbell, Buddy Word and Arizona Sandy Horner.

NOTHING PUTS more fan interest into actual rodeo than a genuine contest spirit among contestants.

WOLF POINT (MONT.) STAMPEDE to be held this summer will again be under American Legion auspices. Members of the general committee are the same as last season with the exception of Dr. H. B. Cloud, Legion commander. Jim Terry will be manager; Mike Cusker, arena director; Bruce Randall, secretary; O. T. Stennes, treasurer; Cy Taillon, announcer, and Allen Holder, Bob Askin and Jack Marmon, judges.

OFFICIALS of the three-day seventh annual rodeo to be held late this month in Electra, Tex., under Chamber of Commerce and Agriculture auspices, includes Albert Zeff, president; Mike Baxter, first vice-president; W. A. Krohn, second vice-president; Glen Clark, manager, and Ethel Mullins, secretary. An area of 700 miles already has been covered with pictorial rodeo paper, according to Elmer D. Wright, publicity director. Event will be managed by Carl B. Armstrong, Lon Deaton is arena director.

CIRCUSES

ONE OF THE FEATURES of the 51st annual Frontier Days to be held this summer in Prescott, Ariz., will be the 18th annual ceremony of the Smoki People who, for the first time in their history, will offer the adaptation of the Snake Myth under direction of Chief Yellowtail. Prescott has what is said to be one of the best set-ups in the country for staging contests. Thru the efforts of its official, all of whom are volunteers, the arena has been improved; the stadium built of concrete has a seating capacity of 5,000 and a bleachers seating 1,000. Four-day show will present night and afternoon performances. Officers include Charles M. Raible, chairman; A. A. Johns, vice-chairman; M. B. Hazeltine, treasurer; Grace M. Sparks, secretary; O. H. Jett, assistant secretary; Mike Stuart, arena director, and Harry Wintz, announcers.

DAY MONEY and final winners at the rodeo held recently in connection with the Tulsa (Okla.) Oil Show follow: Calf Roping—First day, Earl Moore, Amy Gamblin, Joe Welsh; Everett Shaw and Jess Goodspeed split fourth. Second day, Irby Munday, Clyde Burk, Jim Snively, Joe Burk. Third day, Royce Sewalt, Amy Gamblin, Jess Goodspeed, Carl Henderson. Fourth day, Clyde Burk, Bob Crosby; E. Pardee and Buck Goodspeed split third and fourth. Finals, Clyde Burk, Jess Goodspeed, Amy Gamblin, Irby Munday. Cowboys' Bronk Riding—First day, Eddie Curtis, Lonnie Rooney, Texas Kid Jr., Vic Schwartz. Second day, Vic Schwartz; Eddie Curtis and Ted Hermen split second and third; Lonnie Rooney. Third day, Vic Schwartz and Ken Roberts split first and second; Eddie Curtis, Morris Cooper. Finals, Eddie Curtis, Vic Schwartz, Lonnie Rooney, Leo Murray. Steer Wrestling—First day, Dick Truitt, Jimmie Nesbitt, Jonas DeArman, Red Thompson. Second day, Jimmie Nesbitt, Herschell Ross, Hub Whiteman, Bruce Ross. Third day, Eddie Curtis, Shorty McCrory, Mike Fisher, Tom Breeden. Fourth day, Hube Whiteman, Jimmie Nesbitt, Jim Whiteman, Mike Fisher. Finals, Red Thompson, Tom Hogan, Eddie Curtis, Herschell Ross. Wild Cow Milking—First day, Irby Munday, Everett Shaw; Earl Moore and Bob Crosby, Clyde Burk, Barton Carter. Second day, Jonas DeArman, Barton Carter, Everett Shaw, Earl Moore. Third day, Joe Welsh, Earl Moore, Jack Kelley, Clyde Burk. Fourth day, Everett Shaw, Bob Crosby, Clyde Burk, Barton Carter. Finals, Earl Moore, Everett Shaw, Barton Carter, Irby Munday. Steer Riding—First day, Eddie Curtis; Dale Stone and Carl Dykes split second and third; Buck Jones, George Mills. Second day, Dale Adams, Jim Whiteman; Elmer Martin and George Mills split third and fourth; Eddie Curtis. Fourth day, Hughie Long, Buck Jones, John Williams, George Mills. Finals, Eddie Curtis, George Mills, Bob Murray, Hoyt Hefner, Jim Whiteman.

COWBOYS AND COWGIRLS appearing in soiled dress are like merchants with dirty display windows.

FIFTH ANNUAL three-day Arkansas-Oklahoma Rodeo at Fort Smith, Ark., May 28-30, smashed all attendance and revenue records and attracted the larg-

est list of contestants in the event's history. Chamber of Commerce, sponsor, revealed a total attendance of nearly 30,000, with 104 contestants and exhibition riders and ropers participating. Officials were R. K. Rodgers, general chairman; Floyd Gale, arena director; Fred Alvord, arena secretary; John Jordan, announcer; Jo Ann Fine, arena clerk; Addison Wall, musical director; Herb Myers and Leo Murray, judges; Ray Matthews and Carl Kennedy, timers, and J. E. (Pat) Garner, publicity. Garner broadcast the matinee performance daily. Contracted performers included Sugar Brown Group; Maxine, Joyce and Eleanor Ramsey, Ray Faulkner, Billy and Bobby Kelley, Marvin and Raymond Ramsey, Bobby Clark, Vaughn Kreig, Virginia Wilcox, Ruth Marion, Don Wilcox and Ray Ramsey. John Guthrie presented his overland stage hold-up act daily, using the original Deadwood stagecoach. Stock was furnished from various strings, but the greater part came from the Kelley & Binns K-Bar Ranch Co., Joe Greer's string. Day money and final winners follow: Cowgirls' Bronk Riding—First day, Peggy Long; Vivian White and Vaughn Kreig split second and third; Rose Breeden. Second day, Alice Greenough, Vivian White, Rose Breeden, Vaughn Kreig. Third day, Vaughn Kreig, Alice Adams, Peggy Long, Violet Clements. Finals, Peggy Long, Vaughn Kreig, Rose Breeden, Vivian White. Calf Roping—First day, Juan Salinas, Henry Snively, Herb Meyers, Lonney Rooney. Second day, Dick Truitt, Toots Mansfield; Clyde Burk and Herb Meyers split third and fourth. Third day, Toots Mansfield, Jess Goodspeed, Herb Meyers, Everett Shaw. Finals, Herb Meyers, Toots Mansfield, Henry Snively, Clyde Burk. Cowboys' Bronk Riding—First day, Texas Kid Jr., Len Huskey; Vic Schwartz and John Jordan split third and fourth. Second day, John Jordan; Eddie Curtis and Bart Clennon split second and third; Ken Roberts. Third day, Looney Rooney, Lynn Huskey; Ken Roberts and Vic Schwartz split third and fourth. Finals, John Jordan, Texas Kid Jr.; Lynn Huskey and Eddie Curtis split third and fourth. Steer Wrestling—First day, Mike Fisher, Buck Jones, Shorty Ricker, Hub Whiteman. Second day, Herschell Ross, Red Thompson; Norman Person and Mike Fisher split third and fourth. Third day, Norman Person, Dick Truitt, Dick Johnson, Mike Fisher. Finals, Mike Fisher, Herschell Ross, Dick Truitt, Norman Person. Bareback Bronk Riding—First day, Dale Adams; Rock Parker and Paul Bond split second and third; Ned Ferrow. Second day, Hughie Long; Jim Whiteman and Elmer Martin split first, second and third; Frank Marion, Dude Colbert, Vic Schwartz, Texas Kid Jr. and Paul Bond split fourth. Third day, Elmer Martin, Dale Stone, George Mills; Jonas DeArman, Ned Ferrow and Paul Bond split fourth. Finals, Paul Bond, Ned Ferrow, Jim Whiteman, Vic Schwartz. Steer Riding—First day, Jim Whiteman, Elmo Walls, Ken Harges, Frank Marion; Ken Roberts, George Mills, Hughie Long and Buttons Yonnick split fifth. Second day, Eddie Curtis; Junie Martin, Jim Whiteman and Buck Jones split second, third and fourth; Jonas DeArman and Buttons Yonnick split fifth.

wards defraying hospital and operating expenses. Needless to say, Mrs. Cook and Donald are very grateful.

ARTHUR SPRINGER.

SELS-STERLING

(Continued from page 30)

18—Swinging ladders—Ginger Willis, Teresa Morales, Betty Willis, Jane Brooks, Rose Noland, Edith Gross, Ada Walleit, Norma Milburn, Vivian Long, Helene Willis, Frances Myers, Betty Wilson. Concert, announcement. No. 19—Big acrobatic act, Miller Family. No. 20—Leon Snyder, Ted Church, cloud swings; Frances Peasley, Iron jaw. No. 21—Teresa Morales, heel and toe catches on trapeze. No. 22—Walleit Family of riders, featuring Will Walleit, with Ada Walleit, Nellie Schrader, Rose Heller, Ginger Willis, Betty Willis, Orval Lindemann.

Ray Herman is producing clown and other joeys are Ted Church, Bob Peasley, Billy Baile, Bobbie Gordon, Leon Snyder, Willie Clark, Sunshine, Alva L. Evans, Harry Miller, Joe Barnard, Martin Foley, Fred Burnes.

Concert—Art Mix and his rough riders with Tiger Bill's Wild West.

William, Pete and Al Lindemann are the owners-managers; Clara Lindemann, treasurer; Louise Lindemann, secretary; Theo Weber, superintendent front door; Frieda Lighthouse, tax department; Fred Ledgett, equestrian director; James Baker, legal adjuster; Luther F. Fritz, office and Social Security; Robert Dickman, steward; Charles Eastwood, superintendent of canvas; Will Walleit, stock; Gus Doukas, electrical department; Leroy Schrader, props; Leo Snyder, menagerie; Dad Wilson, ponies; Blackie Bowman, elephants; Howard Marshman, ushers; Glen Strong, master mechanic; Arthur Heller, band director; Mrs. Leo Snyder, wardrobe; Louise Miller, Orval Lindemann, Mart Goodman, Jack Dillie, Jack Davis, ticket sellers.

Advance department—Art Miller, general agent; William Page, brigade agent; Billy C. Page, press; C. Sowaski, opposition brigade; Fred Webster, Ray Mortzman, Bill Happ, Edward Faulkner, Bill Harbison, J. W. Fantham, Ralph Bliss, Virgil Jones, C. Thorton, Ralph Barnes, Fordman Larrison, Edward Teague, Donald Asher, Fred Fox, billposters and lithographers.

Joe Kennedy has the concessions. Conrad Feuerbacher is assistant; Wilber Bass has lunch stand; Bob Stevens, novelties; Max Fasick, cotton candy. Seat butchers are Henry Carter, Marvin Peeler, Jim Autterback, Edward McFarland.

King Baile is manager of the Side Show. Ticket sellers are Lote (Jack) Benett, Elmer Welter; doorman, William Reed. Attractions—Joe Riggers' Georgia Minstrels, Preston Hancock, Austin Hancock, Elmer Radd, Sammy Raddy, Buster Johnson, Leonard Slaughter, Cecil Tomkins, Jim Black, Chief Joe Tree; Floyd Samson, tattoo; Captain Claude, midget; Princess Cleo, sword larder; George Eckstein, musical act; Professor Glover, magician and vent; the Lavros, knife throwers; Ethel Donaldson, rag pictures; Belmasky, one-man band; Punch and Judy; Professor Roma, futures; Charles Bowers, fire act; dancers, Princess Cleo, Reta Eckstein, Gertrude McDermott.

THERE are no indications of a depression or recession in the 1938 souvenir program of the indoor circus given under the auspices of the St. Louis Police Relief Association. A copy reached our desk last week, and what a whopper the book is!

Almost three-quarters of an inch thick and contains 396 pages. Seems as tho every merchant and business enterprise in the St. Louis sector is represented with advertising. We didn't count them, but our guess is that there are more than 4,000 advertisers.

FOR SALE FAST WORKING ELEPHANTS

With or without truck. Would consider leasing to anyone who can put up reasonable advance. Address BOX D-134, Billboard, Cincinnati, Ohio

WANT ACTS

For Stage and Ring. Good Banner Man with car. Nate Leon write me. Parade, prefer those with trailers. Canton, Wednesday; Kewanee, Thursday; Princeton, Friday; Dixon, Saturday; all Illinois.

KAY BROS.' CIRCUS REVUE.

DRESSING ROOM

(Continued from page 32)

took the hint, but when Fred Smythe (concert announcer) came up for his announcement he had formed the habit of laying his cigar on the edge of the band stand. His cigar went out, but next day Fred's face slipped like a split in the Republican Party when he saw a new ash tray waiting in said wet spot ready for his cigar stump. He laughed, Eddie laughed, then the band hit a chord, but no matter how Eddie tries to quiet his band down the comments of "Oh, boy, what a band" come from all sections.

The Flying Lorigs, with Bob, Francis and Maxine Fisher; Elden Day and Joe Remillet, are scoring. Had Mrs. Bob Fisher and daughter, Maxine, on a national hook-up and the station was so impressed with Mrs. Fisher's diction it offered her a job at the studio, but Mrs. Fisher felt she had been flying so long she would be lost if cooped up in a soundproof room. Frank Phillips is working a group of male lions in neat style.

Donald (Cookie) Cook, head usher, broke his leg above the knee while playing ball between shows and was taken to St. Vincent's Hospital in Portland, Ore. The showfolk took up a collection of \$304, which will help considerably to-

NEW DATE BOOKS

FOR 1938 NOW ON SALE

Arranged Especially for Your Needs Dated From January 1, 1938, to January 1, 1939.

The most convenient memorandum book for Managers, Agents and Performers in all branches of the show world. Actual size 2 3/4 x 5 1/2 inches—just fits the vest pocket. Contains complete calendars for years 1938-1939, U. S. and World Maps, 110 pages for daily memorandums, space for recording receipts and disbursements of money, census figures, and much other valuable information.

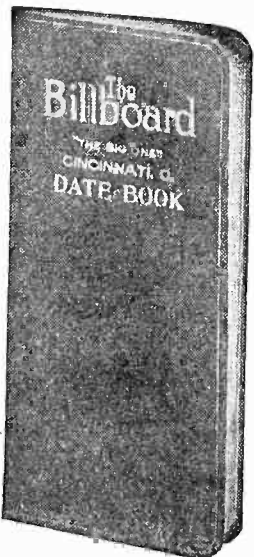
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Name in gold letters on covers, 15c extra for each line.

Fuller Given Memphis Aid

Tull named assistant secretary of Mid-South Fair due to veteran's illness

MEMPHIS, June 4.—J. H. Tull, marketing authority, was named assistant secretary of Mid-South Fair here at a directors' meeting last week when the group approved a 1938 budget about \$2,000 less than last year's operating costs. Mr. Tull's election is calculated to lighten duties of Secretary Frank D. Fuller, who is recovering from a serious illness, and it may be some time before he is able to resume full activities, it is said.

Budget approved is \$69,960, compared with last year's \$72,250, including: Attractions, \$10,600, against \$12,146 in 1937, and premiums, \$17,500, against \$17,739. Directors discussed possibility of tax exemption on the grounds because the fair is an educational institution.

President Raymond Skinner reported that last year's receipts of \$84,444 gave the association a reserve of about \$15,000 (See FULLER GIVEN on page 37)



HARRY E. TUDOR, widely known international showman and former park executive, who is connected with attractions at the big Empire Exhibition, Glasgow, Scotland, and who is writing about it for The Billboard. Early reports show heavy paid attendance and national interest topping marks attained by past showings of Wembley Exhibition, which recorded greatest success of any British-produced exposition.



WILLIAM R. HIRSCH, vice-president of Louisiana State Association of Fairs, who reports that prospects are good that the present session of the Legislature will grant a request of the association for an increased appropriation for fairs, aim ultimately being to put practically all Louisiana fairs on a free-gate basis. He said the new \$700,000 State building for Louisiana State Fair, Shreveport, of which he is secretary-manager, may be finished in the middle of August.

Trenton Sets Special Days

N. J. State Fair to have varied features—space demand brisk at grounds

TRENTON, June 4.—New Jersey State Fair offices have been opened on the grounds and Secretary-Manager Harry E. LaBriere reports early requests for space by exhibitors and concessioners indicate the 1938 fair will be much larger than that of last year. Premiums have been increased in nearly all departments and new features will be introduced.

George A. Hamid, Inc., attractions for presentation before the grand stand will include Joe Basile's Band; Dr. Ostermaier's Horses; Arlens-Berosinis Troupe, (See TRENTON SETS on page 37)

Bigger Gate Seen Thru La. Program

SHREVEPORT, La., June 4.—Louisiana fairs, having requested an increased appropriation from the Legislature, indications are that some increase will be granted, said William R. Hirsch, secretary-manager Louisiana State Fair, who also announced that progress is being made with the State Fair building program.

The \$700,000 State exhibit building is expected to be finished in August and first unit of a live-stock arena and 125 by 250-foot horse-show ring is done. Dismantling of seats and stage of the Coliseum created a 100 by 200-foot building and a 72 by 90-foot building has been erected for exhibits and to store equipment.

Attendance from Texas is expected to show an increase due to widening and resurfacing of highway leading to that State and running parallel to the fairgrounds.

All-Time Mark Set in Va., 1937 Official Count Shows

RICHMOND, Va., June 4.—An all-time record for attendance was made at the 1937 Virginia State Fair with 223,793 paid admissions, it was reported at annual meeting of directors of Virginia State Fair Association here on May 31. On Richmond Day, biggest of the week, 71,000 passed thru the gates.

T. Gilbert Wood, Roanoke, president, presided. Former Governor George C. Peery was elected a director.

General Manager Charles A. Somma reported that all space in farm machinery and equipment sections has already been allotted for the 1938 State Fair.

Barnes Gets Kansas State

CHICAGO, June 4.—Barnes-Carruthers Fair Booking Association states that, reports to the contrary notwithstanding, it has for the 29th consecutive year been awarded the grand-stand program of Kansas State Fair, Hutchinson. The 1938 State Fair Circuit extravaganza, with a full line of specialty acts and a band, was booked by M. H. Barnes at a special meeting in Hutchinson on May 30.

Lessons in Crops

By J. P. MULLEN

President of Iowa State Fair Board, Fonda

I believe that the whole country now realizes that prosperity for the country depends on prosperity for the farmer. If the bottom is permitted to drop out of farm prices everyone will lose—manufacturers, labor, railroads, all business and all vocations will suffer.

We hope that these groups in other sections have not forgotten the lessons learned during the last depression. They cannot help recalling that farm income from 1930 to 1935 was \$26,500,000,000 less than for the preceding five-year period. And they cannot help recalling what happened to all classes while this condition was allowed to exist.

We know that only the maintenance of farmer buying power will prevent factory workers from being driven back into the bread lines. Only the maintenance of farmer buying power will enable factories all over the land to keep going and maintain our national prosperity on an even keel. We hope that the nation has learned its lesson from the past, and that bountiful crops will not act as a deterrent on continued good times for all of us.

One of the most interesting developments for our State fair, and for the county fairs as well, was the plan for Iowa Territorial Centennial being celebrated throughout the State in 1938. Under (See LESSONS IN CROPS on page 37)

Good Investment

DETROIT, June 4. — "A visit to many county fairs shows a decided shortage in grand-stand accommodations. Thousands of people with a desire to purchase seats to see attractions and races in comfort are unable to do so because of lack of capacity in so many stands. Increased grand-stand capacity is a good investment. It will return interest on its cost and build up good will for a fair. It will allow increased attractions before the grand stand and the increased revenue will more than take care of the extra expense. Larger grand stands at county fairs, in my opinion and experience, allow for better entertainment and larger profits." FRED A. CHAPMAN, secretary Ionia Free Fair; president of Michigan Association of Fairs and past president of International Association of Fairs and Expositions.

Bay State Annuals Had No Loss in '37

BOSTON, June 4.—During the successful fair season of 1937 practically every fair in the State made a reasonable profit or broke even, reported Secretary-Treasurer A. W. Lombard in a compilation of reports from Massachusetts Agricultural Fairs Association members.

"Major fairs in the State had total attendance of 654,028," he said. "When there are added to this attendances at grange and community fairs and poultry and rabbit association shows the total is 803,616. At these fairs there were 78,512 agricultural exhibits. Exhibits of 4-H Clubs, vocational agricultural school students and Future Farmers of America numbered 12,046.

"At 14 major fairs, not including Eastern States Exposition, Springfield, or Brockton Fair, total premiums paid were \$95,121.17."

"No Nudity" Stage Now Reached In Publicity About San Fran Expo

SAN FRANCISCO, June 4.—No nudists, domestic or imported. That is the ultimatum of Harris Connick, general manager of the 1939 Golden Gate International Exposition, to a proposal for exotic dancers from the South Seas.

At the same time Renee, burlesquer and exponent of the body beautiful and bare, attacked the proposal because it would deprive American girls of work.

"We will tolerate no such costumes as, for instance, a chrysanthemum," Connick said. "We're going to put on a very refined show."

Sale of season tickets began on Wednesday with 10,000 volunteer salesmen canvassing Northern California. Full season's book sells for \$20; book

of 12 admissions, \$5; sale to end on June 18. Los Angeles Chamber of Commerce, 160 strong, spent Wednesday visiting Treasure Island. Southern Californians returned the visit recently made by local leaders to Los Angeles.

May 27 was deadline for submission of slogans in a run-off contest to break a tie in the exposition's naming contest for its fun zone. Of more than 1,700 persons from all over the country who submitted the winning tag Gayway, 700 turned in five-word slogans to break the tie.

Venezuela has announced participation in the fair, word having been received by the United States minister in Caracas.

"Battle of Fairs" Gets Rise From Sec of Old Bath Group

BATH, N. Y., June 4.—The "Battle of Fairdoon" has gotten a rise out of Secretary J. Victor Faucett, Steuben County Agricultural Society, here, who has written an open letter to George A. Hamid, New York, whose organ, Fair Times, recently queried as to which is the oldest agricultural fair in the United States.

"Steuben County Fair may as well come forth with its historical background," wrote Secretary Faucett. "During the past winter I spent a great deal of time looking up historical information to find the correct age of our society and fair. The first fair was held in Bath

(then in Ontario County, later the boundary was changed and Steuben County formed) in September, 1795. This fair was forerunner of our present fair. The following advertisement was in The Albany Gazette, published May 1, 1795:

"GENESEE FAIR AND RACES—To be held at Bath, in the Genesee Country, on the first day of September next. The Annual Fair and Races at Williamsburg, Genesee River, on the 15th day of September. The particulars will be expressed in a future advertisement. Bath, (See "BATTLE OF FAIRS" on page 37)



J. VICTOR FAUCETT, secretary of Steuben County Agricultural Association, Bath, N. Y., where the present fair was founded in 1819, entered the "oldest fair" lists with data regarding that ancient institution. He disclosed that the first fair held in what is now Bath, and forerunner of the existing annual, was in September, 1795.

IT'S ALIVE With Interest!

Fairs' Growth in Popularity —By RALPHE. AMMON—

Watch for It in the Summer Special Number—June 25

ANNOUNCING A NEW POLICY FOR THE 89th ANNUAL

MICHIGAN STATE FAIR

16 DAYS---AUG. 27th to SEPT. 11th, 1938---16 NIGHTS

"THE NATION'S GREATEST STATE FAIR"

1937

A ten-day fair brought 108% increase in paid attendance.

MR. EXHIBITOR — MR. CONCESSIONAIRE
YOU CANNOT AFFORD NOT TO BE PRESENT

1938

A 16-day fair has a potential 1,000,000 visitor gate.

EXHIBITION AND CONCESSION SPACE NOW SELLING

FOR INFORMATION TELEPHONE,
WIRE OR WRITE

FRANK N. ISBEY, General Manager,
Michigan State Fair,
Administration Building,
Michigan State Fair Grounds,
Detroit, Mich.
Telephone—Townsend 6-4000.

THE STRATOSPHERE MAN

At the Top of the Highest
Aerial Act in the World.

Finishing With a 500-Ft.
Slide for Life.

Available for Fairs, Parks,
Celebrations.

Address Care of The Bill-
board, Cincinnati, O.



MAFA Group Okehed Bill Protecting Rodeo Cattle

BOSTON, June 4.—The committee on State relations of Massachusetts Agricultural Fairs' Association has had a busy time, appearing on several occasions before legislative committees of the General Court and carrying on extensive correspondence with members of the last Legislature and members of the association.

A bill before the agriculture committee upon petition of the Federated Dairies Association had for its purpose the control of importation of animals with Bangs disease. The bill as originally written would have restricted importation of cattle into the State unless they were accompanied by a certificate of health approved by the proper livestock officials of the State of origin indicating that each animal six months of age or over had passed a negative blood test for Bangs disease within 90 days prior to entry, and punishable by a fine of not more than \$200 for violation.

This bill was opposed by the committee as being too drastic and as originally drawn would have restricted importation of rodeo stock and cattle for driving and pulling contests. The committee on agriculture agreed to change the wording of the bill to read "cattle for dairy purposes," which was satisfactory to the committee.

Dallas Ticket Drive On

DALLAS, June 4.—Campaign to sell souvenir tickets to the Golden Jubilee Celebration of the State Fair of Texas to finance improvements and rehabilitation of buildings necessary for presentation of the 50th State fair is in the hands of the junior board of directors, said Otto Herold, president of the fair. The souvenir tickets are sold in books

of three for \$1. Each book represents a saving of 50 cents, as value of the three admissions is \$1.50. More than 300 couples have been invited to participate in the golden wedding celebration to be one of the features of the fair.

Vote for Annual in Arkansas

EL DORADO, Ark., June 4.—Plans for a permanent Union County Fair Association were set in motion when the fair board asked quorum court for \$5,000 to buy grounds and voted to construct buildings. County Judge Clyde E. Byrd, also president of the board, has been urged to outline a public campaign for subscriptions, with a committee in charge of R. E. Meinert. Board voted a premium list of \$2,000, an increase of \$250 over 1937.

Fair Grounds

DOVER, O.—Directors of Tuscarawas County Agricultural Society indorsed a plan to give away \$600 each day of the 1938 fair with co-operation of merchants thruout the county. Board also voted (See FAIR GROUNDS on page 66)

WANTED GAME CONCESSIONS

FOR
WELLINGTON FAIR
AUGUST 23, 24 AND 25,
Two Days and Two Nights.
Rides and Shows already booked.
A. R. BRANSON, Sec'y, Wellington, O.

WANTED

Independent Shows, Rides and Concessions, or 3 or 4-Ride Carnival, to play two Fairs 25 miles apart: Wilson County Colored Fair, Lebanon, Tenn., September 1-2-3; Rutherford County Colored Fair, September 8-9-10. Write or wire
J. R. McDANIEL, Sec'y., Lebanon, Tenn.

ACTS

FOR
JULY 4th AND OTHER
CELEBRATIONS
COLLINS ENTERPRISES

"Bookers of World-Standard Attractions."
Elliott Hotel Bldg., Des Moines, Ia.

"AS OTHERS SEE US"

Seventeenth of a Series of
Self-Revealing Testimonials

Allentown "Sees"

"The show you furnished was the best ever. I know several parties who saw our show three times."

E. H. SCHOLL

Lehigh County Agricultural Society, Allentown, Pa.

Thank you, Mr. Scholl
and
Lehigh County Agricultural Society

GEORGE A.
HAMID, Inc.

1560 Broadway, New York.
Phone: BRyant 9-2410.
Cable: GEOHAMID.
Offices in Leading American and European Cities.
Home of "Box-Office Champions."

THE 1938 ST. FRANCOIS COUNTY FAIR

WILL BE HELD SEPTEMBER 22, 23, 24.
Rides and legitimate Concessions wanted. Also good Acts. Write
F. W. DAVIS, Chairman, Entertainment Committee,
Farmington, Mo.

WANTED CARNIVAL

FOR WEEK OF JULY 4
TO SHOW SIX DAYS.
C. R. HAGERMAN, Sec'y.,
Ohio County Fair, Hartford, Ky.

Announcement
to the
ShowWorld

IT IS WITH PLEASURE
WE HAVE NOW RETURNED TO THE
GENERAL BOOKING BUSINESS

FRANK WIRTH
BOOKING ASSOCIATION INC.
SUITE 1105 • 1560 BROADWAY
NEW YORK CITY

CABLE ADDRESS "FRANWIRTH"

THE HOUSE OF STAR FEATURES
AUTO RACES - FIREWORKS
The House of Service
COME AND SEE US SOMETIME

NOW BOOKING FAIRS, CELEBRATIONS & EXPOSITIONS CAPT. VON FENDRICK

"THE HUMAN CANNON BALL,"
SHOOTING 200 FEET THRU SPACE.
A Stupendous, Darling and Breathtaking Attraction.
Write or Wire for Open Dates and Terms.
TOMMY SACCO, Theatrical Mart, 182 No. State Street (Phone: Randolph 2242), Chicago.
(Also Booking All Types of Outdoor Acts.)

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

T. L. KELLER, second vice-president of the Roller Skating Rink Operators' Association of the United States, upon his return home to Salem, Ore., called a meeting of Pacific Coast members in Bollinger's Oaks Park Rink, Portland, Ore., on June 6. Purpose of the meeting was to explain to Coast operators who were unable to be present at the national convention the business methods to be followed, to demonstrate various dance steps and figure work and to go over club organization to accomplish more towards having contests and meetings in competitive skating. Mr. Keller believes a larger representation of competent Pacific Coast skaters will be eligible for the convention in 1939. Mr. Keller has made extensive renovation of his Mellow Moon Rink in Salem, installing a new electric organ, enlarging the building with a new heavy hardwood maple floor and placing new decorations for the opening on June 7. Keller Sisters expressed gratitude to Eastern RSROA members for courteous co-operation on their recent trip to many rinks in the East.

A ROLLER RINK has been opened at Edgewater Beach, near Zanesville, O., one of the largest in the district, with sessions every Tuesday, Thursday, Friday and Saturday. New equipment has been installed.

RALPH J. FISKETT, operator of Amphitheater Gardens Roller Rink, Duluth, Minn., last summer, installed an 80 by 140-foot portable rink in Curling Club Roller Rink, Superior, Wis., and opened on May 27, 425 attending. Over 200 were turned away. Ken Chrysler, who is skating from Madison, Wis., to Del Rio, Tex., put on an exhibition on opening night.

"IT IS hard to conceive that the building housing Mineola (L. I.) Rink was built for any other purpose than to house the palatial rink it now contains," writes E. M. Moor from Philadelphia. "Without question, it is one of the best laid out and furnished in the United States. Earl Van Horn and Inez and Mr. Bickmeyer spared no pains or expense in giving patrons everything for comfort and pleasure. Beautifully furnished and with an expanse of floor of the best maple, it is one of the show rinks of the country. While many others are closing for summer, this rink is having near-capacity crowds. When I attended on May 24, with no extra attractions, there were more than 800 skaters. One of its many unique features is the staff ensemble, composed largely of former stars of vaudeville skating acts. There is a little Barney, a feature member of the old-time Crystal Trio; Pete Pertichl, former member of the Four Macks, who recently returned from Europe, and in the checking department Florence Robbins, once a member of the Robbins Trio, and there is also Scooter Lowry, former member of Our Gang, movie comics, who is now some pumpkins at comedy skating. As in Detroit Arena Gardens, there are many skaters working hard at figure skating and dancing, and with Earl Van Horn and Inez, his wife, as tutors, Mineola skaters will bear watching in next year's con-



BILL HENNING, skate technician, of Armory Rink, Chicago, and 48-year-old vet racer of the little wheels. Former rink operator and manager, he has had a long career in the game, having been pro champ of Maryland, holder of South Atlantic championship and a Coast-to-Coast highway roller skater of some renown. While in the U. S. Navy in 1918 he was holder of the Atlantic fleet championship.

tests. Music played by Everett Wishart on the electric organ and by Ray Williams on electronic piano is so highly valued by Manager Van Horn that he keeps them in a glass-enclosed room, an innovation from the old familiar band stands. Rink will operate on a three-day schedule from June 29 to September 2. A new Ford Tudor sedan to be given away at a gala opening of fall and winter season on September 7. On night of May 26 a couples voodoo number was held and \$30 in cash awarded three winning couples. At Mineola I renewed acquaintances with Vic Brown and wife and Robert D. Martin and wife, who had been visiting rinks in Indiana, Illinois and the East. With Mr. and Mrs. Martin, Florence Robbins and Earl Van Horn, we drove to Philadelphia and visited rinks there which were new to Mr. and Mrs. Martin, who were also to visit spots in Boston; Bridgeport, Conn., and other association rinks. We spent a short time in Vic Brown's Dreamland Rink, Newark, N. J., which has had many improvements. He also has a glass-enclosed room for the organist. On May 29 Lightning Rollers, a Mineola (L. I.) Club, visited Jack Dalton's Great Leopard Rink, Chester, Pa. After conferring with Avery Brundage in Chicago recently, Robert Martin advised that entrance of roller skating in the Olympic events must be deferred until 1944. This, however, should not discourage anyone, as by that time, if progress in figure skating and dancing continues as at present, our showing will be a surprise and a credit to all."

LARGE pavilion formerly used for dancing in Moxahala Park, Zanesville, O., has been converted into a roller rink known as Skateland and was opened over Decoration Day week-end. Freddie Bergin, Cleveland, is manager. More than 1,000 pairs of new skates have been purchased.

SMALL rinks in large cities are beginning to feel effects of many improvements made in larger rinks and innovations advocated by the Roller Skating Rink Operators' Association of the United States. Already plans are being talked about for promotion of a roller-skating revue along lines of big ice revues. However, this would be on amateur lines. As many large rinks now have well-trained ensembles, they may be sent to near-by association rinks for week-end or holiday exchange trips. The famous Ldstones, English amateurs, who are due to make a tour of association rinks in the early fall, will probably further encourage figure skating and dance steps among American skaters.

GUTHRIE dance hall, Minerva, O., which has been converted into a roller rink by Howard Brown, Bert Guthrie and Roy Wickersham, has been redecorated, checking and skate storage facilities installed and new skates and other equipment purchased.

DEATH of Eddie Bassett in Pittsburgh took a colorful figure from ranks of

ice skaters. He was among the first, if not the first, to produce an ice skating act in vaudeville, carrying a portable tank. His partner, Miss Butler, who looped the loop in an automobile some years ago with the Ringling Circus, met with a severe accident and for many months it was thought she would never be able to skate again. However, she recovered and the team of Bassett and Butler was a feature vaude act several seasons.

AFTER a successful season, Chez Vous Rink, Upper Darby, Pa., closed for summer on May 29. Mr. and Mrs. Kelly, operators, will spend the summer in Hawaii. Carman Rink, Philadelphia, closed for the season on May 28. Circus Garden Rink, after one of its most successful seasons, will clean up a few parties booked for early June dates and then close for summer. Both rinks will undergo changes and reopen early in September. Jesse and Malcolm Carey will spend the summer cruising in a new boat recently purchased by Malcolm. Joe Barnes, who operates Adelphia Rink, Philadelphia, closed that spot for summer and reopened his rinks in Woodside Park, Philadelphia, and Wildwood, N. J.

FIRE which gutted the Barnes block in downtown Alliance, O., caused \$30,000 damage and wiped out Trianon Roller Rink, operated by Art Mallory for the past several years. He was preparing to close the rink for summer. Much equipment was lost.

J. R. RUSSELL, operator of the roller rink in Tuscora Park, New Philadelphia, O., announced Sunday night sessions thruout summer in addition to sessions nightly and Saturday afternoons. He is sponsoring Tuscora Roller Club, which will hold special events.

FRED LEISER'S Armory Roller Rink, Chicago, reopened on June 5, reports Bill Henning, who recently returned from a vacation in Southern Illinois. Opals A. C. will hold street roller races on June 12 with Joe Laurey and Vic Frasch staging a five-mile race for old-timers. Glen Davis, organist, was married early in May. Vi Swanson is now with Skateland Roller Rink, Aurora, Ill. Mr. and Mrs. Leiser returned recently from Wisconsin, where they attended funeral services for Mr. Leiser's father. Recent visitors were Betty Williams, Philadelphia, and Joe Zink.

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.

"BATTLE OF FAIRS"

(Continued from page 35)
Ontario County, May 1, 1795. CHAS. WILLIAMSON.

"The town of Williamsburg, now extinct, was between the present towns of Mount Morris and Geneseo. The Charles Williamson mentioned was Colonel Williamson, representative of the Pultney Land Estate, which developed the greater part of Central and Western New York.

"High Blades" Present

"Of this first fair historians tell us little except that the whole affair was a success and that races were run over a then regulation track and for purses. Of the fair the following year, 1796, they say: 'In 1796 Colonel Williamson advertised to the country at large that grand races would be held at Bath and all the resources of the place were brought forth for the entertainment of as many gentlemen of distinction and miscellaneous strangers as might honor the festival with their presence. On the day and at the place appointed for the race in the proclamation sportsmen from New York, Philadelphia and Baltimore were in attendance. The high blades of Virginia

and Maryland, the wise jockeys of Long Island, men of Ontario, Pennsylvania and Canada, settlers, choppers, gamblers and hunters to the number of 1,500 or 2,000 met on the pine planes to see the horses run, a number as great, considering the conditions of the region where they met, as now assemble at State fairs today.'

"In 1792, under the laws of that year passed March 12, Chapter 59, a Society for the Promotion of Agriculture, Arts and Manufactures was incorporated. On May 4, 1804, this society expired by limitation and such organization was merged with the Society for the Promotion of Useful Arts. In 1819, June 10, Elkhana Watson, of Albany, was here and spoke at a meeting in the Courthouse at which time the Steuben County Agricultural Society was formed, and said society received from the State that year \$150 towards the promotion of its fair. We will not claim to be the oldest fair or the oldest society, but we feel that a few of our historical facts will give those who lay claim to these distinctions something to think about."

TRENTON SETS

(Continued from page 35)

high wire; Kanazawa Troupe, gymnasts; Mac's Trained Steers; Great Peters, man who dares death; Captain Proske's Tiggers; Will Morris and Bobby, bicyclists; Honey Family, teeterboard, and Flying Sensations.

The fair will open on a Sunday afternoon with Lucky Teter and his Hell Drivers. Sunday night National Barn Dance will be an added attraction. Monday will be Children's Day. In the afternoon there will be vaudeville with special children's circus acts, bicycle races for boys and girls and two senior bicycle events. Boy and Girl Scouts' mounted troops will stage exhibitions. Every night, including Saturday, there will be a musical extravaganza, followed by fireworks.

Harness racing will start on Tuesday under direction of Major Edward B. Allen, Flemington, N. J., who has arranged a three-day program culminating with Governor's Cup race on Thursday, when Gov. A. Harry Moore will be guest of honor. Interstate championship motorcycle races will be staged on Friday, program being arranged by "Speed" Wilson, Trenton. On the two final days Ralph A. Hankinson will present championship half-mile track events with best of Eastern dirt-track auto drivers participating. Management considers the 1938 program the best that has been set in the three years that George A. Hamid has had charge of the fair.

FULLER GIVEN

(Continued from page 35)

over the new budget. Members agreed this was sufficient to protect the fair in contingencies.

Mr. Tull, who has taken over his duties, is a Carolinian and came here in 1920 to help organize municipal curb markets. For the last three years he also operated Memphis Dairy Exchange. Arthur Seelbinder, active in fair work several years, was named a member of the board.

LESSONS IN CROPS

(Continued from page 35)

guidance of our governor and a centennial committee, a State-wide observance of the centennial will extend over 12 months and take form in one way or another in virtually every county. The 1938 Iowa State Fair will mark the climax of the centennial, bringing together exhibits of the past 100 years of Iowa history from every section. We hope to make it the most complete portrayal of Iowa history and progress that has ever been assembled for such an occasion. And with the centennial combined with the State fair, I believe we can look forward to a 1938 exposition which will challenge all records. It is gratifying to note that after years of hopes we will have a new poultry building by the time the fair opens.



The First Best Skate

QUALITY

RICHARDSON BALLBEARING SKATE CO.

Established 1884.

3312-3318 Ravenswood Ave., Chicago, Ill.

The Best Skate Today

Don't Howl About Recession

When you can get into a real money-making business. Our Portable Floors are getting the money. Enclose 10c for information on our SELF-LOCKING SECTIONAL FLOORS AND SPECIAL RINK TENTS. TRAMILL PORTABLE SKATING RINK CO., 8900 E. 15th St., Kansas City, Mo.

It's a PLEASURE To ROLLER SKATE on

No. 778

"CHICAGO" RINK SKATES

They're true and easy with a wide range of action. TRY THEM!

CHICAGO ROLLER SKATE CO.
4427 W. Lake St., CHICAGO, ILL.

OPS PREPARE TO PEP BIZ

Many Stirred By Slow Start

Holiday bow spotty as to weather and local aspects—plan more exploitation

CINCINNATI, June 4.—Opening of the amusement park season over Decoration Day week-end ran fairly true to predictions made in results of a survey in the Spring Special Number of *The Billboard*. It was pointed out then that while the season started with a bang in 1937 and experienced a drop-off early in July, indications were that opening business this year would be under that of last season and that a pick-up would be felt as the season progressed.

While attendance was off somewhat last week-end, largely because of bad weather in many localities, receipts evidently took a drop of as much as 25 per cent in many spots, as compared with the 1937 inaugural. Weather was not too favorable in general on the East Coast and many parts of the Middle West and South had rain.

Operators in nearly all territory feel that this season will demand special efforts in exploitation and a number are already figuring ways and means to draw spending crowds that seldom if ever have had to be employed before. The amusement park field is ready for a big season if it comes, hundreds of thousands of dollars having been laid out in new equipment and in making playgrounds more modern and attractive. It can hardly be said that operators have been remiss in doing their utmost in preparation. If economic conditions are to continue in adverse measure then they realize policies will have to be quickly formed to meet a season that not only will be tough on them but on other lines of business aplenty.

Picnics Set To Hypo Trade In Fairyland

KANSAS CITY, Mo., June 4.—With early business in a slump because of inclement weather and business conditions, management of Fairyland Park here hopes to hypo receipts next week with a series of picnics, approved by the city school board, and to be attended by more than 50,000 boys and girls.

With *The Kansas City Journal-Post* the park will sponsor seven consecutive picnics for elementary grades thru high school. Omer J. Kenyon, park manager, plans a free gate on those days, beginning on Friday. But those attending must clip a newspaper coupon to be admitted, to receive two free rides and to enter Crystal pool and other attractions at reduced rates. Last year more than 25,000 were attracted when *The Journal-*

(See PICNICS SET on page 59)

**IT'S ALIVE
With Interest!**

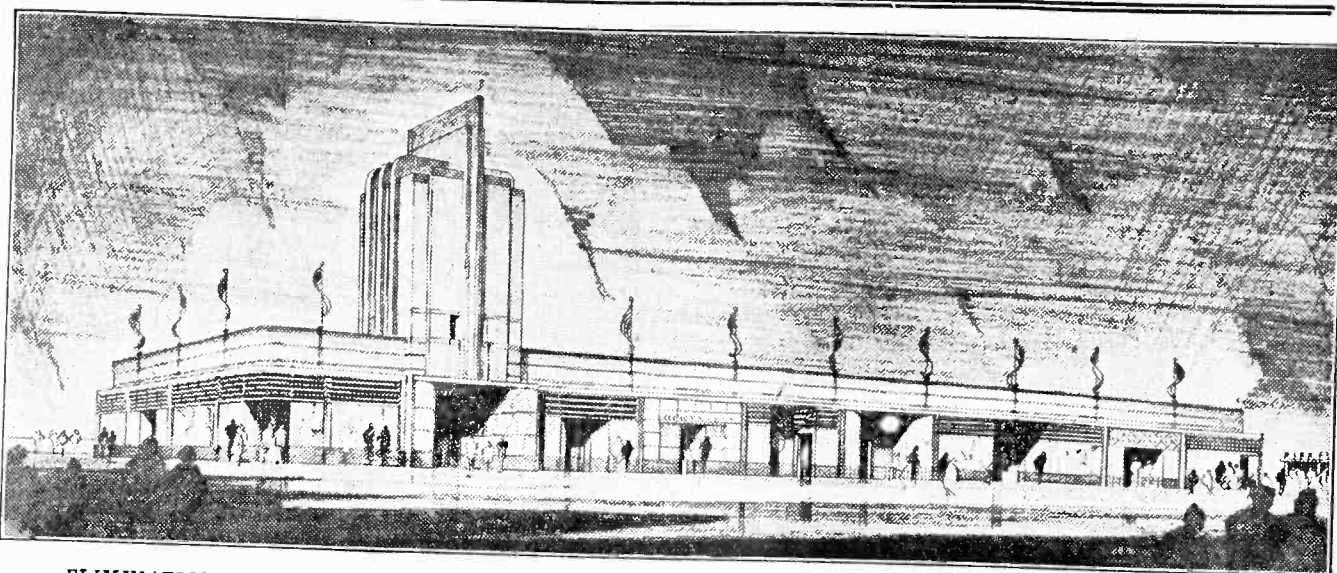
**Bringing 'Em
Back Alive**

—By Rex D. Billings—

Watch for It

in the

**Summer Special
Number—June 25**



ELIMINATION OF NOISE IN OPERATION of amusement devices was given much study in plans for the above building, expected to be ready for occupancy on July 1 in Virginia Park on the beach at Long Beach, Calif., said Managing Director J. Ed Brown. Structure, estimated cost of which is \$100,000, will be 206 by 57 feet and will house devices, concessions and store spaces. Conversion of the old Virginia Hotel site into a modern amusement area, 600 by 600 feet, is the project of a holding company on property owned by the Pacific Life Insurance Co. Beach activities and unusual lighting will feature the new spot. A Roll-o-Plane has already been installed.

Early Season Best For Tidewater, Va.

NORFOLK, Va., June 4.—Cool, threatening weather failed to keep crowds down as Tidewater Virginia resorts opened for summer over Decoration Day week-end. Only surf bathers were in the minority as holiday crowds poured in, with Penn Central Airlines running extra trips.

Hotel and cottage operators at Virginia Beach and Ocean View report that pre-season business has broken all records. Five beach clubs are operating at Virginia Beach instead of the four last season. A new ride has replaced the old Chutes in Seaside Park there, with the steam train pulling kids as usual. Park is under direction of Kenneth Girard, athletic instructor at Duke University, assisted by Louis C. Drake. Old Kennel (See EARLY SEASON on page 59)

Utah Resorts Report Good Openings in Fine Weather

SALT LAKE CITY, June 4.—Sunny weather favored opening of Utah resorts. At Saltair, opened on May 29, Manager Thomas M. Wheeler reported biggest crowds in many years. New Crystal Beach feature, allowing bathers to drive autos to the water's edge and use bath-houses free of charge with 15-cent admission to the resort, proved a good draw. Saltair looks for a big season, said Dick Harris, publicity manager. The usual 10-cent day Monday was featured.

Lagoon in Davis County also did big business, opening on May 28. Manager Julian Bamberger predicts a good year. Free auto gate on Sundays and Mondays (See UTAH RESORTS on page 59)

"Open Letter to Pool Operators"

Paul H. Huedepohl,
Jantzen Swimming Association,
Portland, Ore.

Dear Mr. Huedepohl:

This letter is being addressed to you because of my understanding that you are definitely and actively interested in the sanitary conditions of swimming pools throughout the country.

Recently I went swimming in a pool where the water seemed clean enough, but a very noticeable rust-like growth or deposit was present on the sides and bottom of the tank. I was not able to determine whether this slippery growth was due to a plant algae or whether it was due to a deposit from impure water. However, I was very definitely concerned, because it hardly seemed possible that such an unpleasant deposit would be present on the sides and floor of the pool if the water were perfectly clean and pure.

Being a swimming enthusiast, I very seldom pass up an opportunity to pat-

ronize a clean pool. However, I have found some tanks very undesirable because of this growth and it seems to me something could be done to remedy such an unsightly condition. This letter is being written with the hope that this will be brought to the attention of swimming pool operators, and I am sure that all who enjoy swimming in a nice, clean tank will be benefited.

Yours very truly,

(Signed) W. S. W.

Altho water in modern swimming pools is filtered and chemicalized continuously, there is a constant accumulation of dust, dirt, cuticle, lint, hair and other foreign matter which settles on the bottom and walls of the pool, forming a slimy film. These deposits, as well as growths of algae, are distinctly detrimental to the quality of water in a swimming pool and will not leave the pool during the recirculation period.

With the use of scientifically con- (See OPEN LETTER on page 59)

Ohio Area's Openings Convince Managers That Special Efforts Are Needed for Rest of Season

CANTON, O., June 4.—After Decoration Day week-end in Eastern Ohio amusement parks operators of some of the major resorts said they were well pleased with the inaugural response. Concessioners who have been in some of the parks more than a decade declared that while business was up to expectations, it was off about 25 per cent in receipts as compared to years when business conditions were nearer normal.

Newspapers were used by most of the spots to stress new features. Others used sound trucks in surrounding territory and many bought spot announcements on the air in addition to contracting for wires to broadcast from 15 minutes to a half hour of dance music nightly from ballrooms. Altho some operators feel that the season will prove far less profitable than that of last year,

many are exerting every effort to maintain public interest and have planned special events after the mid-season break. Picnic bookings in some instances are below those of former years, while some operators say they have more outings listed than for several years.

Free acts, movies, contests, air-drome entertainment, sponsored days, national manufacturers' tieups, 5-cent days and radio programs are some exploitation features operators have planned. In Summit Beach Park, Akron, Manager Frank Rafal estimated more than 50,000 saw the rejuvenated resort during the three days. Decoration Day attendance was reported about 25,000, with midway take being best in several years. New high ride grossed heavily, as did the ball-room.

In Meyers Lake Park here attendance showed a decided increase on Sunday over that of Saturday, with midway well filled all day on Monday. Bathing failed to attract because of adverse weather. Concessioners, with few exceptions, reported a big holiday and rides were liberally patronized. Idora Park, Youngstown, had grossed slightly off as compared to former years, but the opening was far from discouraging, officials said. Dick Stable's Band at the pavilion (See OHIO AREA'S on page 59)

Casino Walk Has Added Attractions

FORT WORTH, Tex., June 4.—W. W. Lewis, formerly with the Adolphus Hotel, Dallas, now booking banquets and picnics for Casino Park here, is concentrating on the Dallas area. Next large event will be *The Fort Worth Press Kids' Day* about June 15. This day, with all rides and games 5 cents, has drawn as many as 10,000.

P. B. Morris is again in charge of all game concessions and lunch and drink stands for the park management, which now operates them. Douglas Beavers operates Attaboy game for the park; Bernice Barles, pop-corn stand for park; Jack Copeland, guess-weight scales; Mr. and Mrs. Pope, jewelry and novelty stand; Elizabeth Barles, cigaret shooting gallery; Reid Richardson, poker game; F. A. Smith, racehorse game; C. B. Mackie, balloon game; Harry Curry, hoopla.

Buster Waters operates one of the lunch stands. M. R. Evans operates Buck Jones. Paul McGuire has candy store; Mrs. B. F. Menzel, string game; Budd Menzel, ball game; H. M. Bailey, penny (See CASINO WALK on page 59)

PENNY ARCADES

A FULL LINE OF NEW 1938 PENNY ARCADE MACHINES & SUPPLIES

WRITE US

EXHIBIT SUPPLY CO.
4222 W. LAKE ST., CHICAGO

diving. Women's athletic tutors are Madeline Karson and Mrs. Lawrence Lobaugh. Jack Seaman, national and Olympic handball champion, heads the line-up of handball instructors at Manhattan, the other teachers being Jerry Drobos and Harry Henke. Bill Schoenfeld is in charge of calisthenics.

John Durante is managing Riviera outdoor tank, upper Manhattan, New York City, this summer. This is the plunge that formerly was owned by Anthony Fiduccia, who forsook the aquatic profession to put his coppers in roller-skating rinks. Durante, the new operator, is playing up the roller rink adjacent to Olympic pool. Feature is a two-bit tariff for skating to patrons of the pool.

With New York weather registering record cold for June 1, all outdoor met pools haven't really opened yet, even though gates were officially opened over Decoration Day week-end. Reports from the Middle West indicate that swim pools had a little better break.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Still hoodooed by raw off-season climate Long Island is trying to shake itself of the jinx in biz that accompanies the spell. Talk prevails that several small circuses are seriously weighing the thought of holding forth next season in spots close by the World's Fair grounds.

Swim season will be in full sway within a couple of weeks, with Flushing, Sunnyside, Park Inn, Far Rockaway Shore, Liberty, Cypress, Jamaica and Broad Channel Bath pools all in operation. Big year is expected, as each summer since 1931 has shown improvement in pool biz around the Island.

Jones Beach is going in for the unusual in shore activities, staging contests and tournaments in such doings as polo, swimming, tennis, archery, boating, golf, handball and water polo. Much interest was manifested last year in all the sports, the fair sex taking more than casual participation in many.

ROCKAWAY BEACH: John Gordon, whose kid park has gone down to make room for the new beach improvement,

has taken a new stand in Fallsades Park, N. J. Alterations on Playland Park being rushed for July 1 completion and huge swimming pool has been doomed. Faber brothers, vet game operators, moving to new locations, as result of State acquisition of their properties, for which they stand to get close to \$100,000.

Paragon Mantasket

By ARTHUR L. GAULIN

Despite cold weather, large crowds were on hand for the opening on May 27. Owner Dave Stone expended a small fortune in rehabilitating all equipment and constructing modernistic show fronts, with lavish lighting effects and several new rides. Palm Garden Grill, under Joe Stone, is open, featuring leading orchestras and stars from New England night spots. Midget Auto Speedway, a new ride, is going over the top. Joe Stone and Joe Cohen are sponsoring charity beano under auspices of Oscar Mitchell Post, American Legion.

Mrs. Dave Stone is still in charge of office personnel, with Alice Harrington as assistant. Jack Swartz, efficiency man, is doing a good job. Charlie Blum is back on the midway in charge of Snow White and the Seven Dwarfs. Most of the help returned this year but not looking the same. Most of them were married during the winter. The boys and girls stick to Paragon Park because it is a great place to work. Ada Stanley, formerly of the office force, is now a resident of Cocoa, Fla. Kither McBride manager of Palm Garden Grill bar and doing a nice job. Morris Finkle is "artist" in charge of Playland, with Helen Darcy as utility girl. All are pleased to see Helen looking so well after an illness. Mother Crossin is back and looking younger than ever.

Fred Freeman reopened Paragon Park Rollerway with a large attendance, featuring an electric organ. Joe Harris, manager of the rifle range, opened with a sparkle of lights, paint and scenery. Charles Risio is still manager of the Caterpillar; Joe Mastro in charge of the Heyday; Mike Sullivan, Skooter; Johnny Infrisino, Giant Coaster; Frankie Manuella, Merry-Go-Round; Johnny Infrisino, Circle Swing; California Steve, Whip. High-Speed Kilburn is still here.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Men and Mentions

The Day interests deny sale of Manhattan and Oriental beaches, Coney Island, N. Y., as commented upon here last week. Story of the deal first broke in *The New York Times*, and while this column mentioned last issue that the plans may just be rumors, editors of *The Times* insist their story was correct. Time will tell.

Archie McMillan, former sports scribe on the defunct *New York Evening Graphic*, who handled publicity for Miramar outdoor pool, New York City, in 1936, is back beating ballyhoo drums for that tank. C. Howard Potter, remaining half of the Potter-Dean combo, is operating and personally managing the plunge, with "Doc" Robert Simonet, athletic director. Free dancing is one of Miramar's features, musical tunes being supplied four nights a week by Chic Winter and his eight-piece crew. Swim meets will be held every Saturday and Goodwin (Goody) Gay is again head life guard.

"Dare-Devil Jack" Lathkowsky, Albany, N. Y., garnered a great deal of publicity last week when he accomplished a successful dive off Brooklyn Bridge. *The New York Daily News* quoted Jack as saying he intended to try a dive off George Washington Bridge and that if he were successful he would be the only person who will have performed such a feat. All of which incited one Anthony Sach Scarabino immediately to take pen in hand and make a written denial to the "Voice of the People" in *The News*. Anthony claimed that on August 16, 1935, with the aid of a 40-foot rope to lower himself below the span of the roadway on the bridge, he let go the rope and jumped 215 into the water below, making him, according to himself, the first one to successfully jump off the Hudson River span. Incidentally, Jack's Brooklyn Bridge dive was his seventh off that structure, which seems to be some sort of a world's record.

Frank A. D. Fleischer reports that he is again managing Sunnyside (L. I.) open-air tank. He was formerly associated with Riverside Cascades pool. Frank Gasser, former captain of the Y. M. C. A. water polo team, is head life guard at Sunnyside. New slide has been installed there and the entire place has been redecorated. Radio amplification system will be used for dancing. Big biz is expected because of proximity to the World's Fair grounds in Flushing.

A notable staff, under direction of Carl Baumann, will instruct patrons at Brighton Beach, N. Y., in many forms of sports this summer. Baumann, returning this year as supervisor of recreation, is director of the department of physical education at Newark West Side High. Alie Wolff is again in charge of calisthenics and tournaments at this aquatic emporium, with Jack Wildman handball instructor. Roy King has been named children's instructor, and bag-punching instruction will be under Paul Nydlis and A. Roth. Bill Kane and Carl Malfitano round out the staff.

Not far from Brighton is Manhattan Beach, where Clair F. Bee, athletic head of Long Island U. is again in charge of recreational activities. His new staff also reads like a star line-up. It includes Lawrence Lobaugh and Fred Maass, instructor of swimming, and Ruggerio Flocco and Jerry Kenny, teachers of

Coney Island, New York

By ROGER S. LITTLEFORD JR.

NEW YORK, June 4.—Coney Island opened in full force last week-end. Sunny skies greeted a grateful three-day throng of about 1,000,000, and they spent their money well. Coney gets a break when Decoration Day falls on a Friday or a Monday and this year was no exception. They came, they parted with their money and showmen paid off the first big installment on '38 amusement acquisitions. Slightly under what it could have been, the still creditable, evening biz would have reached magnificent heights had there not been a cool and downright chilly ocean breeze.

Coney has changed this year, but not an awful lot. Beneath a few touches of new paint and modern fronts it's still the old stuff. But for how long it can remain that way remains a question that so far has been pretty nearly impossible to answer. In our estimation the Coney Island situation is summed up perfectly in a piece recently appearing in that thro, forthright and ultra-conservative *New York Times*.

Newspaper Views Coney

It goes: "Coney Island is opening another season this week-end—its first under the supervision of Park Commissioner Robert Moses and possibly the last in its traditional character as a gaudy playland typifying the American resort a la Roller Coaster, hot dog, baby doll and midway side show.

"Officials of the park department refused to hazard any opinion on the future of the Island. Mr. Moses' desire to transform it into a metropolitan version of Jones Beach State Park was acknowledged, but when he would start remained uncertain. . . .

"Blind faith in their luck prompted concessioners and landowners along the Boardwalk yesterday to comment on the coming season. 'Sure, it'll be okeh—but wait till next year.' They railed against 'tight-money' talk of the general public

and figured the current harvest of nickels and dimes would not be of record-breaking proportions. . . .

"Tomorrow (May 30) will spell the fate of a score of popular attractions. The operators paid one installment on their concessions before the season began. Success or failure on Memorial Day will seal contracts of quash them. The third and final payment follows July 4, according to custom. Survivors carry on thru Labor Day, praying for clear skies on week-ends.

Reckoning on Bonanza

"Every year now, veterans on the Island say, increasingly large crowds—hundreds upon hundreds of thousands—come from the tenement districts of Manhattan and Brooklyn to bask in sunshine. They carry only carfare and offer small consolation to the Boardwalk barkers. And it is for them that Mr. Moses would renovate the place.

"Sure, this year will be okeh,' the man who runs a shooting gallery will tell you, 'but wait for the World's Fair of 1939!' This bonanza is reckoned on to give Coney Island its final flare. . . .

"Showmen are objecting to restrictions on the display of dancing girls, freaks and so forth in front of midway marquees. Captain Martin (police) has issued orders forbidding any form of public enticement other than the traditional barkers." Etc., etc., etc.

That's Coney as *The Times* sees it, and as usual *The Times* sees it pretty clearly.

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WATER SHOOTER.

American Recreational Equipment Association

By R. S. UZZELL

Director Herbert F. O'Malley, Playland, Rye, N. Y., Westchester County-operated spot, makes inquiry as to whether a similar situation exists anywhere as applies to ownership of Playland. The only near approach to it is Sunnyside Beach, Toronto, owned by Toronto Harbor Commission. It was built on land filled in to improve the harbor, but primarily to make work for unemployed immediately following Canada's emergence from the World War. Then in planning some improvements for the filled-in area that would produce a revenue the Sunnyside Beach idea was adopted, largely, I think, because the Canadian National Exposition in Toronto has always been so successful.

Fred H. Ponty was presumably set for summer's operation of Atlantic Highlands down the Jersey coast. He had a contract for the Mandalay, one of New York's best excursion steamers, which has always been attractive to pleasure seekers and has had a long successful career of safety since 1914, when it was launched. On May 28 it was unfortunately rammed by the Arcadia, a Bermuda steamer, and was sunk just beyond the Narrows in New York Harbor in 40 feet of water. Captain of the Arcadia was prudent enough not to back away and let the Mandalay fill with water until all of the more than 300 passengers were rescued. Whether the Mandalay will be raised is subject entirely to the report of divers who are thoroly inspecting damage to the hull.

Members Are Appraisers

At best it lost May 29 and May 30 for Atlantic Highlands, where it would have carried a great number of pleasure seekers. Should it be raised there will be a delay, and should it be dynamited Ponty will have some delay in contracting another boat, because most of the excursion steamers are booked for the season. This is one of those sudden unforeseen wallops that a man can get in any business, but park men can appreciate the great handicap of having transportation facilities cut off just at beginning of the season. Ponty has pluck and courage and will doubtless find a way out, even tho he will lose some of the first part of the season.

Oddly enough, H. G. Traver and George P. Smith Jr. have been appraisers for the city on amusement property taken over at Canarsie and along Rockaway Beach front, while your humble servant in each instance has represented the concessioners and owners of amusements and rides. Thus far there have been no contests because settlements have been made out of court, and at Canarsie there will be none because the whole situation has been cleared up without court procedure. At Rockaway Beach some of the larger devices are quite likely to go to court and yet there may be a settlement before the cases are called.

Too Cold on Holidays

Decoration Day and the Saturday and Sunday previous were a disappointment to operators, especially east of the Allegheny Mountains. While it did not rain, weather was entirely too cold for successful operation. All operators on the Eastern seaboard suffered. People do not bathe in overcoats; but the season is still young, so there's a chance.

Glasgow (Scotland) Exhibition as usual is supplied very largely by American amusement rides, altho they are owned largely by local operators. Harry E. Tudor names the Strat-o-Ship, Octopus, Loop-o-Plane, Tilt-a-Whirl, Whirlwind Racer, Whip, Caterpillar, Over the Falls and Rocket Speedway, and he tells us that results thus far are satisfactory. Tudor says: "Glasgow's 1938 'Empire' can already be written down as establishing a record to be envied by exhibition authorities in all lands." He promises to keep us well posted on developments among the Scotch.

Asbury Park, N. J.

By RICHARD T. HOPPER

Cool, threatening weather kept Decoration Day week-end crowds to a minimum, altho Sunday throngs helped some. Herman Addison, manager of Reade's Casino on the Walk, singing with joy over

a record throng dancing to Kay Kyser and ork on the night of May 29, when more than 3,300 elbowed their way in. Previous top was set by Horace Heidt's Brigadiers a year ago with 3,100.

Edward T. Mitchell, operator of the city bathing concession for the past 27 years, returned from Florida and is anticipating another big season. Continental Terrace at Berkley-Carteret Hotel tried to open on May 28, but cold breezes forced curtailment of the cocktail session and Jack Arnold Press and ork, here for summer, finished the day indoors. Employees of Asbury Park beach commission blossomed out in natty uniforms, lesser fry garbed in blue navy-type outfits and officers and foremen resplendent in navy blue with lots of gold braid and white-visored navy-style hats.

Initial attempt to bring classical music programs to Reade's Convention Hall on the night of May 27 flopped with take for the house adding up to \$34.47. Federal Symphony and chorus from Essex County Opera Company provided the bill. Popular Sea Girt Inn has been sold by Warnock brothers to William Burlew, Laurence Harbor restaurateur, and Phil Konvitz, Newark, N. J. Spot is to be known as Burlew's-in-Sea-Girt and will dish up dine-and-dance policy with hotel provisions.

Palisades, N. J.

By CLEM WHITE

That sweet Decoration Day week-end has many a person wreathed in smiles, not only concessioners but local residents as well, who have come to regard the place as a spot they must make at least once during the spell. Pool biz was somewhat light due to 15 degrees difference in weather from last year. Charles C. (Doc) Morris, who has been around long enough to know, declares that if everything in the early portent holds true the season should hit a new high when his picnic bookings start to arrive.

Sadie Harris has switched from straight teddy-bear idea on her stand to those new kangaroos, which go swell except the little ones have a habit of disappearing. Jackie Bloom and Red Faber back again with Jimmie Corcoran on grocery wheels. All-time championship for interest in every issue of *The Billboard* goes to Rose Hipps, of the Midway Casino staff.

Grant Thompson and orchestra were received so well in the new park Casino and in his radio spots on WHN that his engagement was extended indefinitely. Current free attractions are the Great Peters and Woolford's Dachshunds, both being well received. *Daily Mirror* party, an annual affair, added spice to the show by offering Sophie Tucker, Bert Wheeler, Jimmie Braddock, Uncle Don and a list of other celebrities to the program.

Billy Cella, of the "Boys in Blue" police, appears to be heading for a medical career, as he seems to like to attend to all minor first-aid cases personally. June 18 looks like a big day, from early indications, due to *The New York Journal-American* "Singing Lariat" tie-up ar-

ranged by Bert Nevins. Winners in local contests will meet here for finals. Visitors lately included Rube Goldberg, cartoonist; Harry Hershfield's only contender for the most-visits championship; Billy Rose and Eleanor Holm, Peggy Hopkins Joyce, Ben Marden and Enric Mar-driguera from the Riviera. Leading contenders for a trio to sing on another Vitalis program are Harry Sheppard, George Grice and (blush) this correspondent. Last Coast-to-Coast hook-up evoked so much comment that another must be in order.

Chi Riverview

By HAROLD HUMPHREY

Altho weather has been everything except ideal, some of the boys are wondering if they will have to search for another alibi when the elements become milder. Several ideas are being mulled over by the spot's press agent to give the desired lift. Recent holiday proved disappointing to most concessioners, but spasmodic showers made crowds spotty and seemed directly responsible for low grosses.

Chief problem seems to be how to draw from greater distances. Week nights especially it is noticed that most of the customers come from the immediate neighborhood, bringing the necessary paper to pass them thru the gate, but without shekels to play games. Angle under consideration now is a public auction with plenty of ballyhoo. It is figured that publicity on tobacco auctioneers can be cashed in on by having a professional speller pound the hammer. Whatever the results it is agreed something must be done to get 'em in from all over the city.

James Elliott, manager of the Flying Turns, is proud of Ride Man Jack Lambert, who proved himself a quick thinker during a severe electrical storm. Bolt of lightning struck a tree close to the ride and snapped off a heavy limb which fell over the track. Lambert, coming in the rear gate, heard the cars rolling as soon as he saw the branch hit the ride. He jumped up to the guard rail and lifted the obstacle just in time to watch the full cars roll unhampered into the loading platform. Henry Belden, shooting-gallery operator, planned a trip to Racine, Wis., for his first glimpse of the Royal American Shows. Rich Pronath and Eppie Glosser, with Rubin & Cherry Exposition last season, have decked themselves out with a flashy cane-rack stand here. John Stergo, palmistry op, has switched location to opposite end of the park in an enlarged stand. Ross Heath, glassblower, set up an outside flash and is attracting big tips. Young chap who claimed his uncle ran ninth this year in the Indianapolis Decoration Day auto classic stopped at the park's new Indianapolis Racer ride and spent \$12 showing he was a chip off the old block! Health of Ed Hill, superintendent of concessions, has been off color the last couple of years, preventing the popular "boss" from making the rounds as often as formerly was his habit.

Hampton Beach Biz Better Than in '37

HAMPTON, N. H., June 4.—Business at Hampton Beach is running far beyond what it was at this time last year, said James W. Tucker, secretary of Hampton Chamber of Commerce. Rental agents say all-season rentals on cottages are much heavier than they were in June, 1937, and last year, they say, was the greatest Hampton ever had.

Casino Ballroom was opened on schedule and the manager reports business 30 per cent better than last year. Hampton Beach authorities make no attempt to explain this unexpected turn in business in a year when New England has experienced its worst setback. Joseph J. Flynn, old-time manager, may bring into Casino Theater a summer theater company in place of movies. The Casino is a well-appointed beach theater, seating 700 and operated in conjunction with the Olympia Theater by Flynn.

In observance of the 300th anniversary of the town of Hampton, buildings directly across from the ocean front will be transformed this summer, everything to be under one roof. About 65 per cent of floor space, expo officials say, has already been contracted.

Penny Opens in High Point

HIGH POINT, N. C., June 4.—R. D. (Bob) Penny Amusements opened at Municipal Lake here on May 28 after a preliminary spring tour. Park will remain open until Labor Day with Mr. Penny in charge of amusements. He has a new Eli Wheel, operated by Joseph Brett; Loop-to-Loop, Cocky Boggs; Loop-o-Plane, Mr. Banks; Merry-Go-Round, Gus Griffin, Jimmy Carroll; Tilt-a-Whirl, Red Silo; Kiddy Ride, Carl Isenhour; Chair-o-Plane, Shadow Biggs; Pony Ride, C. A. Hendricks; riding academy, Capt. Ed Daniels; cookhouse, Mr. and Mrs. Jimmy McLeod; Princess Martha, Mrs. Joseph Brett; ball game, Mrs. Raeford Price; Hoopla, Rae Price; bingo, Colonel Harris; pitch-till-win, Mrs. Harris; long-range shooting gallery, Rae Gurley; short-range gallery, Vernie Jackson; penny pitches, Shorty Pope; African Dip, Mr. and Mrs. Bud Rumble; Fun-house, Louise Sparks. Mr. Penny installed a new amplifying system and purchased a truck and sound system for uptown bally. Opening free act was Capt. Bede and wonder dog, Black Beauty. Personnel: R. D. Penny, owner and manager; Reba Graham, secretary-treasurer; Louise Sparks, bookkeeper; Shorty Pope, press agent; Clyde Wise, announcer; J. W. McLeod, advance.

Park Free Acts

BUCKEYE Lake Park, O., launched its season on May 28 with Jack Nelson, trick and fancy diver, at Crystal Pool. Fireworks climaxed programs on Sunday and Monday.

A. F. CARVER'S diving-horse act, featuring Sonora Carver and the horse, Red Lips, diving into tank of water, opened as a free act in Casino Park on Lake Worth, Fort Worth, Tex., on May 27 for three weeks' engagement. After this engagement act goes to Pontchartrain Beach, New Orleans, opening on July 3. Carver act is first free attraction of this type in Casino Park in several years and Park Manager George T. Smith may book other free acts for the boardwalk, as this one has drawn large crowds.

CLAIR KEO and his wrestling bear were free attraction in Craig Beach Park, Diamond, O., over Decoration Day. Manager Art Mallory said the policy of using free acts will be continued this season.

FRANK RAFUL, manager of Summit Beach Park, Akron, said the Four Ladies, flying act, was contracted for eight consecutive days in addition to other opening-week features. Free acts will be used throught the season, he said.

HIGH CLIFF Park, Appleton, Wis., opened to good business over Decoration Day week-end with free attractions and band concerts, featuring Bink, slack wire.

A. E. SELDEN, the "Stratosphere Man," will be featured in Coney Island, Cincinnati, in an engagement beginning on June 8.

DURING the opening program in Riverview Park, Des Moines, Ia., on May 28-30 Captain Ryan made balloon ascensions.

Gleanings From the Field

AKRON—A streamlined miniature railway to be installed in Summit Beach Park here within the next two weeks, said Frank Raful, managing director, will traverse the lake front and part of the midway. With completion of the railway all 1938 construction will be finished.

SEATTLE—Monday nights are Pal Nights at Alki Natatorium, the West Seattle pool building attendance by means of this feature. Free swimming classes Monday and Friday afternoons are instructed by Catherine Inglis.

CANTON, O.—Howard Peters, many years identified with Meyers Lake Park here, has installed a pony track there. Two kiddie rides which he has operated are out this year because of lack of space. He also has a pony track at near-by Lake o' Springs.

GREEN BAY, Wis.—Bay Beach Park's opening over Decoration Day week-end was declared largest in history. Ballroom and rink were redecorated and modernized. Open-air roller rink added 350 pairs of new Chicago skates. Adolf Hinzekamp, former chef of the

Knickerbocker Hotel, Milwaukee, is in charge of the restaurant. New rides have been added.

DETROIT—Ray J. Williams, who has had refreshment concessions in Detroit parks and ballrooms many years, will open a new trailer camp in St. Clair Shores, east of Jefferson Beach Amusement Park.

EAST LIVERPOOL, O.—Officials of National Brotherhood of Operative Pottery predict that 15,000 from Ohio, West Virginia and Pennsylvania and other States will attend the 14th annual outing on June 11 in Idora Park, Youngstown, O., successful over a half dozen other parks in the district for the much-sought event.

DES MOINES, Ia. — Despite cool weather, a May day frolic at Riverview Park here, sponsored by Junior Chamber of Commerce, drew large crowds on May 21, and rides and concessioners did good business, reports Promotion Manager Reese H. Jones. Another large crowd attended on May 23 when the

(See GLEANINGS on page 66)



A REAL SHOW WOMAN. When the history of the Showmen's Home is written the name of Mrs. Annie Gruberg, wife of Rubin Gruberg, of the Rubin & Cherry Exposition, will be written in large letters across its pages. She was the first woman to contribute to the fund, that sum was \$300, when the benefit was given on the Beckmann & Gerety Shows in St. Louis May 7. So earnest is she in the success of the home that she never lets an opportunity pass without calling attention to it when and wherever she meets other show women. Annie stayed up and got in that now famous picture which was taken by Jack E. Dadsweil on the morning of May 7 on the front of Gay Paree on the B. & G. midway at St. Louis. Mrs. Gruberg at this time is visiting her daughter in Philadelphia.

Value of a Carnival to Cities Explained in Radio Broadcasts

Billed only as the "world's largest midway," Royal American Shows is in the nature of a convention of 1,200 men and women visiting a city every week from Florida to Northern Canada, spending large sums of money which all branches of industry share.

No Chamber of Commerce secretaries vie for this business. No money is appropriated to entice this convention to any city. Yet the fact remains that Royal American organization spends more money in a city than the average convention, it revolves money within that city and it makes possible for some farm boy or girl in an obscure hamlet to have a fat money prize for his or her entry at a fair.

These and other salient facts on the value of a carnival to a city were the subject of two radio broadcasts made in the last three weeks at Evansville, Ind., and at Racine, Wis., by two of the owners of Royal American Shows, Elmer C. Velare, business manager, and Carl J. Sedlmayr, general manager. The broadcasts were by invitation.

The first was made on the Royal American midway at Evansville by both Mr. Velare and Mr. Sedlmayr. They spoke extemporaneously for about 20 minutes as a prelude to the short-wave pick-up of Station WGBF which continued to broadcast the ballyhoo of the midway for 1 hour and 50 minutes.

The second talk was made by Mr. Sedlmayr from the studios of WRJN at Racine at the behest of the studio director and from a prepared script lasting 15 minutes.

Both broadcasts aroused much interest in the two cities. It was the first time that Royal American had played either Evansville or Racine and a carnival of the magnitude of RAS in itself had evoked considerable comment.

In Racine the broadcast was followed by the suggestion of Sid Kaye, city editor of *The Journal-Times*, that a public debate be held on the midway on the age-old question "Does or does not a city benefit from a large carnival?"

Both Mr. Velare and Mr. Sedlmayr pointed out that virtually every business in the city profits by the advent of the Royal American family, that restaurants, hotels, laundries, groceries, dairies, gasoline filling stations and garages, department stores, drug stores and even movies make money by the spending of carnival people. This is aside from the vast expenditures made by the carnival company itself, such as buying of city water and light, railroad transportation, local trucks which are hired, local laborers and such an item as the 7,000 gallons of gasoline and diesel used by the huge RAS electric generators and the riding devices.

Long before the exposition arrives money has been spent in the city with local concerns for billposting. On its arrival a generous amount of advertising in newspapers and for radio time is purchased.

No mention has thus far been made of the various auspices under which Royal American plays nor of the many fairs and expositions. The average fair secretary makes up his premium list with an eye to the mile-long midway which is coming to his fair with the Royal American Shows.

In reply to a question by announcer Kenneth Hegard of WRJN on whether or not a carnival takes money from a city, Mr. Sedlmayr replied that Royal American would spend more money in Racine than it could possibly take in at the gate or on its rides, shows and concessions. It was this reply which started controversies in Racine and brought about the suggestion of Mr. Kaye for a debate. Mr. Sedlmayr then explained to his radio audience the meaning of a "still" date. He stated that Royal American played only five such still dates until the opening of the Canadian Class A exhibitions and from the first week in July to the third week in November the shows were affiliated with only the larger fairs of both countries. He mentioned briefly the participation of RAS in the midwinter fairs of Florida.

The announcer mentioned the fact that all rides and shows were crowded on the midway at about 9:30 the previous evening. The inference was that Royal American was doing a large volume of business. Sedlmayr explained that this was true but for only a matter of a few hours—that the Royal American midway was running to near capacity only for about a half hour. This short play, he explained, could never make up for the overhead as it was only by a constant afternoon and evening attendance that expenses could be balanced.

The general manager said that he had been asked on several occasions why then he did not take his show off the road until the opening of the fairs. He pointed out that Royal American has a gigantic investment and a means of livelihood for 1,200 persons and that it operated much in the manner of other businesses which know in advance what are lean months and what are profitable ones, yet do not suspend their business because of dates on the calendar.

Mr. Velare and Mr. Sedlmayr, in their broadcasts, gave brief accounts of the history of Royal American Shows, which came into existence in 1924 with a partnership of Curtis Velare, Elmer Velare and Carl J. Sedlmayr. They said that year by year Royal American Shows has grown and that it will continue to grow, altho it is now the outstanding and largest portable amusement city in the world.—FRANCIS F. HEALY.



THIS IS THE LATEST picture of Abner K. Kline, president of the Heart of America Showmen's Club, Kansas City, and sales manager of Eyerly Aircraft Co. Abner K. is a friend of showfolk and a big booster for showmen's organizations. At present he is in the midst of a membership drive for HASC and hopes that during the year the drive will result in many new names being added to the already long list of supporters of the K. C. organization.

Moffat & Harvey Start Season

Business at same stand lower than last year due to extreme heat

LOS ANGELES, June 4.—Moffat & Harvey's United Attractions opened the season at San Jacinto, Calif., May 27 under the auspices of the San Jacinto Rodeo and Fiesta Association. Extremely hot weather, temperature being around 110 degrees, and this had much to do with the shows not having measured up to last season. It was stated by the management that the business was approximately 50 per cent of 1937 gross; however, the rides did a very good business. Midway was located near the Indian reservation and drew a large number from the center.

This celebration in which the San Jacinto Valley participates has been one of the best spots in this section. W. E. (See *MOFFAT & HARVEY* on page 55)

Royal Exposition Did Good Memorial Day Night

MONESSEN, Pa., June 4.—Matinee Memorial Day a blank, evening very good. Mr. and Mrs. Bill Lichter preparing to leave for home in Indianapolis. James Sakobie midway restaurant opened and looks nice, everybody complimenting the chef on the good food. Free acts appreciated by the large crowd, which remained until after 11 o'clock. Danny O'Donnel, of Bantly's Shows, a visitor Tuesday. On the opening ballyhoo of the Rainbow Revue Bud Brewer failed to turn, but from the second bally on thru the evening capacity houses.

Duke Wilson, emcee for Goodfellow Club, preparing elaborate programs for (See *ROYAL EXPOSITION* on page 43)

Hennies Showfolk Given Party by the Palmers

DAVENPORT, Ia., June 4.—Doctor and Mrs. B. J. Palmer entertained with a most sumptuous dinner a small group of the Hennies Bros.' Shows Tuesday evening, May 31, in their beautiful home here. Before and after the repast the guests were shown the Palmers' private collection of masterpieces, antiques and treasures gathered by these two perfect hosts. B. J. and Mabel Palmer during their 25 years traveled to all parts of the globe.

The guests that evening were Mr. and Mrs. Harry W. Hennies, Mr. and Mrs. Joseph S. Schollbo, Mrs. Daisy Hennies and Carmen and Doc Seymour.

Duncan Plans To Beat Stiff License Law in K. C., Kan.

KANSAS CITY, Kan., June 4.—Harry Duncan, who last week successfully managed two successive engagements of the J. L. Landes Shows here, today revealed the possibility that the current "anti-carnival" law existing on this city's books may soon be beaten by the combined efforts of the local Parent-Teacher Council and American Legion posts.

The law, calling for an annual payment of \$100 before a carnival can play inside the city limits, went into effect immediately upon the completion of the Landes engagement last week. Also added was the clause that "no traveling carnival in the future will be allowed to perform on city-owned property," even tho it pays the license fee.

Duncan, however, spurred to action because of the success of the stand which he managed for Landes and the Parent-Teacher group, got busy and made a tour of the city getting agree-

ments from the various organizations favoring carnivals to pool donations, obtain the \$100 under a corporate name and then keep the license available so that one or a dozen carnival shows could use it thruout the season. A smart plan that will work, Duncan believes.

Trouble came about when motion (See *DUNCAN PLANS* on page 43)

Cetlin & Wilson Hit Winner in E. Liverpool

EAST LIVERPOOL, O., June 4.—Cetlin & Wilson Shows, playing for the first time in the upper Ohio Valley, opened here Memorial Day to good business under ideal weather conditions. Auspices are the Street Railway Employees' Association. Midway is on the old Columbian Park in the east end of the city. Show received excellent advance publicity in *The East Liverpool Review* and was heavily billed thruout the district. City officials said it would be only carnival to be granted a permit here this summer, this policy having been in effect here for several years. Show at midweek had enjoyed good patronage and indications were that the week's stand would be one of the most profitable of the season to date.

Dodson's Shows Battle Forward

St. Louis good—Vincennes worst stand ever — Terre Haute better

TERRE HAUTE, Ind., June 4.—Dodson's World's Fair Shows continue to tour despite the many besetting incidents and spotty business to date. Sherman once said, "War is hell," but C. Guy and Mel G. Dodson opine that continual rains are worse than that to a showman. Opening stand in St. Louis for 18 days proved profitable, and the (See *DODSON'S SHOWS* on page 43)

More Activity in The Detroit Sector

DETROIT, June 4.—Carnival activity continued unabated this week, with five organizations given permits to sponsor carnivals by the city council. Veterans' organizations maintained their lead, with two American Legion units, two Veterans of Foreign Wars groups and one (See *MORE ACTIVITY* on page 43)

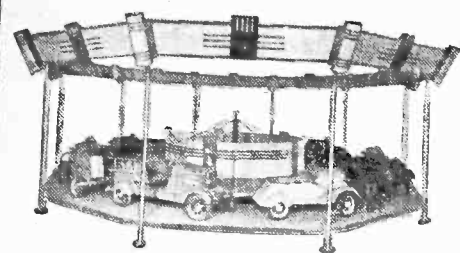
IT'S ALIVE With Interest!

Unfair Competition-- Trade-Mark Infringement

By LEO T. PARKER

Watch for It

in the **Summer Special Number—June 25**



Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Modernistic design and coloring on center panels, cornice and Head Shields. Indirect illumination! We couldn't improve mechanically, so we improved the appearance! More than 160 satisfied owners. 10-Car DeLuxe Model loads on 12-ft. Truck Body. Weighs 2 1/4 tons, 24 ft. in diameter.

Price: \$1,350.00 Cash, F.O.B. Factory. Terms if desired.

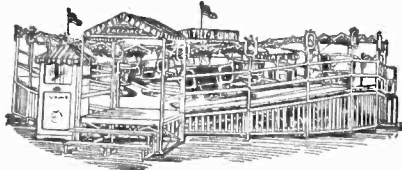
The Outstanding Choice of Men Who Know.

ALLAN HERSCHELL COMPANY, INC.

NORTH TONAWANDA, N. Y.

TEN YEARS' EXPERIENCE

REFERENCE OVER 150 OWNERS
WILL MAKE MONEY FOR YOU TOO



The Time-Tested

TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

Fairs 16 Merchants' Annual Street Fair Fairs 16

Webster City, June 13th to 18th

CONCESSIONS THAT WORK FOR STOCK.

Nothing that works for over 10c will be located. CAN PLACE Talker and Grinder on all shows. Acts and Freaks for Side Show. Boxer and Wrestler for Athletic Show. Dancers and Entertainers for Musical Comedy, Ride Help. FOR SALE—Exclusive on Frozen Custard, Photo, Lead Gallery, Paimit.

WALLACE BROS.' SHOWS

Boone, Ia., this week; Webster City, June 13 to 18.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 4.—Our visitation schedule is shaping up very rapidly and we are pleased to announce that visits planned are as follows: Art Lewis Shows, Syracuse, N. Y.; Gruberg's World's Exposition Shows, Schenectady, N. Y., and World of Mirth Shows, Poughkeepsie, N. Y. We shall report fully on our visits in ensuing issues of this column.

We are pleased to announce that James R. Kelleher, agent for Art Lewis Shows, Inc., and formerly treasurer of Strates Shows Corp., was a visitor at ACA offices this week.

Following our trip to World of Mirth Shows we shall depart for remainder of week to Chicago in connection with certain matters, but wish to assure our membership that ACA offices will be ready and willing to serve them in our absence.

Carnival Publicity Desired

We are indebted to L. C. Miller, press agent of Cetlin & Wilson Shows, for sending us a clip sheet from *Pittsburgh Sun-Telegram* further depicting antics of Susie, trained chimpanzee. The page of photographs is unusually well gotten up and public reaction from such favorable publicity must have been delightful indeed to owners of the shows, as it impressed us very favorably. We would urge all of our membership to forward to this office favorable publicity of this nature, as it is one way of answering self-created critics who can sometimes be made to see other side of picture by being shown something tangible.

We will again request all members to advise us as soon as possible as to the date and place they would desire to have us visit their shows. If a visitation is desired it is essential that this information be given us not later than the next two weeks.

Philadelphia

PHILADELPHIA, June 4. — Weather still remains cold and temperature was lowest June 1 on record. This makes it bad for business with the carnivals, and added to the bad business conditions they are all complaining of in this section. Endy Bros. is the only one now in the city and business is off a great

deal from last year on the same location. C. Jack Shafer closed his monkey show and penny arcade with Frank West's Shows and joined Marks Shows. Mr. and Mrs. Bill Tucker have well-stocked concessions with Endy Bros.

Eighth Street Museum holding up to good business with Patman, magician; Poses Plastique, illusions and dancing girls.

Mr. and Mrs. Carl Tunquist report very good business with their penny arcade with World of Mirth, some spots better than last year.

The gate is the life saver for many shows this season, as people are not spending a whole lot of money inside as in other years.

Speedy Merrill's Motordrome, with big flash and fine riders, going big with Endy Bros.' Shows. Has best show of his career.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Stripped Gear, Ill.

Week ended May 28, 1938.

Dear Red Onion:

On show's arrival Sunday night entire press department fell off the water wagon (which was still on the train), leaving Ballyhoo Bros. without a scribe. With their battery of press agents high and the office dry, the bosses decided to let their employees select a suitable student from the rank and file. At the same time praying for rank but not too rank. Three different parties were immediately formed, "Pass-Accepting Showmen, Anti-Pass Ride Operators and Giving and Non-Gift Giving Concessioners," each with their chosen candidate.

The election thruout was a quiet one, under the watchful eyes of Pete Ballyhoo, with no rioting or disorder. By 3 p.m. the betting was at its peak, with the odds 12 to 1 in favor of the showmen who put a "more sex appeal" plank in their platform. By nightfall every ticket can on the lot was crammed full with ballots. The entire office staff was forced to work until dawn Tuesday counting the 2,000 votes cast. At 9 a.m. (cookhouse time) they announced me, Oscar (Shift) Transmission, clutchman for the Tumble Bug ride, the winner. A last-minute break in the concession party, by the sticks bolting due to no

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 4.—A special meeting of the board of governors was held on June 1, with President J. C. McCaffery in the chair. In attendance were Vice-President Frank P. Duffield, Treasurer A. L. Rossman, Past President Sam J. Levy and C. R. Fisher, Carl J. Sedlmayr, E. C. Velare, Barney Gerety, Harry Hennies, Rubin Gruberg, M. H. Barnes, Fred Kressmann, Walter F. Driver, E. Courtemanche, Lew Keller, William Carsky, M. J. Doolan, Morris Haft and George W. Johnson.

Routine matters were dispensed with hurriedly, followed by an interesting discussion on the Showmen's Home Fund Drive. Brother Sedlmayr advises that the committee is working hard and expects to show results that will make the home a reality soon.

Applications of William Hall Roden, Thomas Sharkey, Robert H. Cohn, John F. Courtney, Ward W. Setzer and Jerry Swisher were presented and each elected a member.

All applications received must be accompanied by the regular fee of \$20, and on all applications received after July 15 a paid-up membership card for 1939 will be issued. This action applies to both reinstatements and new members. Plan of accepting reinstatements with a \$10 fee will not be in force.

Brother M. H. Barnes' offer to erect a flagpole in Showmen's Rest was accepted and a vote of thanks extended.

To Brothers Harold Paddock and Ned Torti goes credit for the applications accepted this week. Additional pledges to Showmen's Home Fund were received from Brothers Sam J. Levy, Matt M. Dawson and Nat S. Green.

Again the grim reaper has invaded our ranks, this time to remove therefrom Brother Theo Schlemmer, who died May 27.

Sick list includes Brothers Tom Rankine, Col. Owens and Robert Miller, all at their homes; Brother Harry Mazey, at Jacksonville, Fla., and W. H. (Bill) Rice and Arval Hoyt at American Hospital here. Late reports tell us that Brother Frank D. Fuller is also on the sick list.

If you have received your pledge card for the Showmen's Home Fund, do not neglect to give it your immediate attention. Committee is working diligently and deserves your whole-hearted support. Membership cards for 1939 are ready. Better send in your dues now.

Mr. Branson, of the Tom Mix Circus,

in Chicago on business, called at the clubrooms.

Ladies' Auxiliary

Hostess for Thursday, June 2, social was Sister Fannie Plaisr. Fair crowd present. Prizes for winners. President Leah M. Brumleve assisted graciously. Everyone enjoyed herself, and many went home with many prizes. A hand-decorated cookie jar was won by Mrs. Quinn, a guest. Sister Mrs. Bert Clinton won first prize of a perfume set. Party was a success.

Members were delighted to have Sister Maude Geller with us again. She has been ill. Sisters Mrs. Charles Driver, Mrs. Al Miller and Marion Ward are all still confined to their homes and members miss them.

Sister Ida Chase is leaving next week for points east, and members wish her a pleasant journey.

Some of the members of the auxiliary are anticipating visiting some of the shows in and around Chicago next week.

The summer season has seen most of the members in town together to enjoy Thursday evenings at clubrooms, Hotel Sherman.

As yet the club has not received all of the books on the hostess tray and it will appreciate your sending them in at once.

Thursday, June 9, there will be another social. Sister Hattie Latto will be hostess and it is sincerely hoped all members will attend and join in the fun at her party.—ELSIE MILLER.

Edwards Gets Some Business Opening Week

WOOSTER, O., June 4.—Its premiere marred by rain, the J. R. Edwards Attractions enjoyed only a fair week's business on the Wayne County fairgrounds here, first stand of the new season, ended May 28. Rain and cold weather curtailed attendance three nights during the week, but the show got a break closing night when the weather was warm, but attendance was down somewhat.

For the past several years the Edwards show has opened on an uptown lot, just off the main street, but this had been acquired as a theater site in recent months and was not available this spring.

Edwards plans to maintain the present size show if business conditions warrant, which he is confident will continue.

that had no sisters were given slugs for the penny arcade.

Next week I am planning on giving several special ladies' nights: Monday, Spinsters' Day; Tuesday, Married Women's Day; Wednesday, Girls of All Nations Day; Thursday, Mating Day, with Friday and Saturday as General Patrons' Day.

OSCAR (SHIFT) TRANSMISSION, Press Agent Pro Tem. P.S.—Talk about rotten deals. The bosses just re-engaged their press staff. All my future plans have been cast to the winds.

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Previously Acknowledged \$11,714.00
Received Last Week... 351.00

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Most Outstanding Endeavor
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Showman

Your Co-Operation Is Solicited

LOOK

IN THE WHOLESALE
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for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Beverly White Chats About Goodman Wonder Show

Editor *The Billboard*:

GRAND ISLAND, Neb., June 4.—If you want to know what kind of weather they have in Nebraska ask anyone with the Goodman Wonder Show. The answer will be that the prognosticator gives a carnival the whole works. After three good days at Hastings the elements registered a blank for Thursday evening, when the doors did not open.

Friday came back with a fine day and good business. Saturday went on the record as fair. Shortly after the engagement closed early Sunday morning Jupiter Pluvius, "king of rain," emptied all his reserve tanks to make way for a new cargo. Then came a surprise. With only 28 miles for the train to ramble the nomads rolled into Grand Island expecting to find the lot knee deep in mud.

They came to exhibit under the auspices of the Union Pacific Athletic Club, the lot just across from the main division roundhouse. The club members had the foresight to put in their odd hours hauling cinders to the Athletic Field. Hence, the ground was in the finest shape, really better than concrete. Show got in a good night Sunday.

Decoration Day dawned threatening, but the rain held off until 10:30, thereby not marring the business on the holiday night. Favorable criticisms of the show and its free acts brought throngs to the lot. Then happened something that gave the crowd a shock, then a thrill and moved it to vociferous applause of Floresque, the Spanish acrobat. He does stunts 120 feet in the air.

In spite of light rain he ascended a 60 on auxiliary rigging. The rigging swayed, then gave away when a stake pulled. The aerialist so maneuvered the rigging as he fell that he escaped without a scratch or a bruise. He sprang to his feet, mounted the higher rigging, went aloft, giving a full performance in obedience to the age-old law "the show must go on." At completion of the act he received an outburst of applause that sent a boosting crowd on its way home.

The shows have received no end of favorable comment on the high standard of its attractions and the demeanor of the personnel. At the end of the week they bade good-by to Golden Rod special to invade the domain where the tall, tall grass grows, wherein this show's general agent, L. Clifton Kelley, first saw the light of day. Perhaps he is taking the big attraction back so his fellow natives may give the once over to the exposition he pilots over the nation.

BEVERLY WHITE.

Los Angeles

LOS ANGELES, June 4.—Outdoor amusements favored by good weather reported a decided pick-up over the Memorial Day week-end.

California Zoo Park had an attendance of more than 10,000 Memorial Day.

Ross R. Davis stated the crowds at Lincoln City and Griffith City parks were the largest in several years.

Harry Hargraves, of American Amusement Co., stated that the rides at Ocean Park Pier and Venice Pier had their best business in several years.

Sighted at Venice Pier Memorial Day were Jimmie Dunn, Moxie Miller, F. J. Morgan, Danny Callahan, Jack Dunn, Frank Mason, Glen Whittkind, Jack Royer and Howdy Walker.

John R. Ward, of Ward's Amusement Enterprises, operating at Long Beach Pike, Venice, and Ocean Park, advised that his shows are doing well when weather permits.

Henry C. Froude, manager of the Pacific Electric Amusements, stated the bathing pool at Redondo Beach was doing the largest business in its history.

Will Wright, of Golden West Shows, informs that the San Bruno (Calif.) date was satisfactory.

Archie Clark, of Clark's Greater Shows, reported a swell opening at Auburn, Calif.

Harry Lewis, former well-known concessioner, now blind, was seen in town this week. He fairly radiates cheerfulness.

Harry Sussman has returned from a trip to the North and is planning one to the Orient.

Bert Nelson is rapidly getting his unit together. Doc Cunningham is assisting

him, and Fat Rowe, formerly of Venice Pier, is breaking stock at quarters.

Charley Haley is chief of property division of Federal Theater Project. Also associated with FTP are Bob Kavanaugh, Frank J. Bennett, and Leo J. Haggerty, who represents the United States Treasury Department with the project.

Joe Glacey writes from the West Coast Shows that business has been good when the weather was good. It seems like a long time since Bill Jessup and Ted Le Fors sent in some news.

Ham Beall, publicity chief of the national Shrine convention, reports that much money has been spent for the cavalcade, rodeo and electrical parade which will be features at the event.

Jimmie Woods, with a new amusement unit, has played three dates thus far to profitable returns.

Noise Annoys Neighbors So Carnival Abates It

DETROIT, June 4.—Noise from a carnival during church services was considered sufficient reason for modification of a carnival license by the city council here this week. Altho the carnival had been granted permission only a few weeks ago by the council, it was claimed by members of Grace Baptist Church, on Van Dyke avenue, that the noise from the show interfered with their church services. The council accordingly instructed the carnival management to close down all noise-producing activities during hours when church services were held.

MORE ACTIVITY

(Continued from page 41)

Catholic church among the sponsorships. Weirdest titled organization yet to sponsor a show here popped up as the "Never Heard of 'Em Pup Tent No. 11" of the Military Order of the Cootie, who are holding theirs at Woodrow Wilson and Waverly avenues.

Faust Post Glee Club, of the Legion, which sponsored a carnival a few weeks ago, repeats with one at Livernois and Elmhurst avenues. Other legion unit is North Detroit Post No. 341, having a carnival at John R and Hollywood avenues.

The other veterans' unit is the Michigan Chapter of the Rainbow Division Veterans' Association, dated up for June at Puritan and Petoskey avenues. St. Cunegundis Church has its event at McGraw and St. Lawrence avenues in June also.

ROYAL EXPOSITION

(Continued from page 41)

future meetings. Mrs. John Rhodes returned from hospital and getting on fine. Lucille Wiggins arrived on the show to spend the summer with Mr. and Mrs. Bud Foreman. Eddy DeVelde making very dignified addresses to his tips with satisfactory results for the Miss America show.

Walter Baker possesses the happy faculty of quietly directing his boys and is putting it on and off the lot in excellent time. George F. Doreman in the office is more than efficient. In other words, thru fine leadership the personnel smiles in the rain and is now rewarded with the long lost sun appearing in all its glory. Reported by Ramon Mettler.

DUNCAN PLANS

(Continued from page 41)

picture and other local amusement men petitioned the city council for action. The argument raged pro and con for many weeks, but it appears now the carnival industry will benefit in the end. Duncan, a former vice-president of the Heart of America Showmen's Club and veteran manager of Fairyland Park, plans to remain active on the deal until he sees the \$100 raised and deposited with Mayor Don McCombs for a license. Task of selecting grounds which are not city owned is not difficult, Duncan declared today.

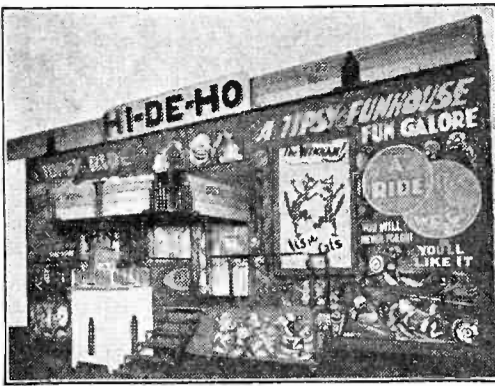
DODSON'S SHOWS

(Continued from page 41)

following engagement in East St. Louis for 10 days resulted in a red one for everyone on the midway.

Vincennes, Ind., turned out to be the worst blank in the history of the Dodson organization. Show did not open until Wednesday night after 204 loads of cinders were placed on the grounds to cover at least a foot of mud. Thursday and Friday were lost when heavy showers

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REVOLVING BARREL MAGIC CHAMBER

Patented Conveyor Belt. Banners that actually revolve.

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12 Cars. 18 Cars. The Ride that pays Consistent Dividends.

Scores Sold Never Resold

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Monkey Circus, Life Show and other Grind Shows. Want High-Class Man to take charge of Folies Bergere, brand new beautiful modernistic outfit. Jockey Roland wants Men and Lady Riders, also Talker for Drome. Tom Hasson wants Glass Blower, Mind-Reading Act or any Outstanding Freak. Our route: Danbury, Conn., this week; New London, Conn., week June 13; Hempstead Elks' Fourteenth Annual Fair, week June 20; Keene, N. H., Fourth of July Celebration, June 29 to July 4; followed by Downtown Syracuse for Ten Days.

WANTED FOR WASHINGTON, D. C.

American Legion Carnival

10 DAYS—JUNE 15 TO 25—10 DAYS.

Georgia Ave. and Underwood St., N. W. Best Location in Washington.

LOOP-O-LANE, KIDDIE RIDES and LEGITIMATE CONCESSIONS.

Entire season's work to follow, including other Washington dates and excellent line of Fairs and Celebrations.

"Washington Has Never Known a Depression."

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EVANGELINE SHOWS WANT

Pony Track, Drive-Own-Cars, Loop-o-Plane, Fun House, Illusion Show, Half-and-Half, Crime Show, Penny Arcade, Ten-in-One, Midget Show, Grinnells answer. Will furnish Tent for any good Show of merit. WANT Colored Performers, Piano Player, Saxophone, Trombone for Minstrel Show. Concessions Open: String Band, Fish Pond, Country Store, Watch-La, Darts, Clothespins, Cigarette Gallery, Ice Cream, Agents for Hit and Miss Cat Rack, Blower, Swinger, Short Range Lead Gallery. Route: Wetumka, Okla., week June 6; Okmulgee, week June 13. EVANGELINE SHOWS.

started about 9 o'clock, and what would have resulted in a real kiddies' matinee was prevented by rain. First Regiment Band, headed by Paul Ertle and Bert King, worked unceasingly for the success of the week's festivities, and nearly 100 per cent co-operation was derived from the local newspapers. Vincennes Post, the morning newspaper, sponsored the children's matinee in a wonderful tie-up with three half-page displays and three front-page stories.

Show moved out of Vincennes in record time and at 3 o'clock Sunday afternoon the train was in Terre Haute. Unloading was delayed for several hours due to the derailment of one of the flat cars in railroad yards, but everything was ready to go noon Memorial Day. Business to date has been fair, with the exception of Wednesday night, which was lost completely on account of heavy deluge around 6 o'clock. Midway makes an impressive spread-out on the mammoth showgrounds at 25th and Wabash avenue.

One of the new massive fronts being constructed by Bert Miner was put up here for Lillian Shepard's new attraction, "The Informer." It topped the midway from its opening night. Several hundred more feet of neon have been added to the new front entrance and it looks as if the Dodson brothers are going for what might be called "superior decorations." Reported by Roy B. Jones.

SHOW and TRAILER TENTS CANOPIES

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ATLANTA ST. LOUIS DALLAS
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AUTOMOBILES — MOTORIZE YOUR SHOW

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SERIAL PAPER PADDLES ATTRACTIVE COLORS FOR ALL LEADING WHEELS

Specialty Printers **SCHULMAN'S** 11 E. 19th St., New York.

READING'S SHOWS

Stock Concessions wanted. Custard Machine to join at Scottsville, Ky., for balance of season. Fairs start first week in August. Have Benton, Ky., around the square for 4th of July. Need Grind Shows to join at once; Snake, Freak, Geek or Illusion. Lafayette, Tenn., this week; Scottsville, Ky., next week. W. J. WILLIAMS, Mgr.

Band, which recently left Broadway Shows of America.

LEO M. BISTANY cards from Welo, W. Va.: "Am in the mining distric, where people mind their own busines. If some people in the carnival busines, would go into the minding of their own business the carnival would be a bette business, mind you."

JAMES KELLY letters from Jackson, ville, Fla.: "Formerly with Rubin & Cherry and Johnny J. Jones expositions. Now operating a refreshment and dance place here. Would be lost without *The Billboard*. I get a copy for myself each week and mail two coples each week to show friends in a hospital in Indiana."

Some press agents are always raving over national tie-ups that never get tied up, but they sometimes get so knotty that they cannot be untied and that is probably the reason no more is heard about them after the first blast. Caps, caps, Floyd Newell.—Red Onion.

MRS. KATHERINE LOWE letters from Nashville, Tenn.: "Wish to thank all showfolk who responded during the illness and death of my husband, Hugh Lowe. Am especially grateful to members of Rogers Greater Shows, W. C. Carter and H. V. Rogers and C. D. Scott, of Dixie Exposition Shows."

Valued Silverware Brought Out By Abner and Virginia at Party

SALEM, Ore.—Abner K. and Virginia Kline invited the ladies of Hilderbrand's Shows who are members of the Pacific Coast Showmen's Association Ladies' Auxiliary to their new home for a buffet luncheon when the shows played here. As hosts Abner and Virginia are tops. Everything that goes to make a party a success was waiting when the girls arrived. The silver service used at the party was a gift from the Great Patterson Shows and was used for the first time, as Virginia has been waiting for just such an occasion to use the silver for showfolks only.

Those attending were Betty Coe, Fern Chaney, Madge Buckley, Leone Barle, Billie Hicks, Giggles Cardwell and Toots Epple. As the girls were weighed in by Virginia and Abner each was presented with a souvenir Octopus. A party never to be forgotten. CLAUDE BARIE.

CHICK FRANKLIN, press agent Miller Bros.' Shows, letters from Council Bluffs, Ia.: "Now writing from the office of *The Nonpareil*, this city. Wish to again thank *The Billboard* for splendid co-operation given Miller Bros. Eddie Lynche's little girl, Jean, is getting out of school and will join her father and mother when the show plays here."

ROY B. JONES letters from Terre Haute, Ind.: "Now handling press for Dodson's World's Fair Shows. C. Guy and Mel G. Dodson have given me every-

Our Midway

By RED ONION

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



Clean-minded men present clean amusements but they seldom rave about it.

WONDER what became of Dave Carroll, press agent, and Marie and Bernie Smuckler, of the Royal Palm Shows.

JACK STEVENS carded from Evansville, Ind., saying he was with Wallace Bros.' Shows when they played that city.

WALTER LaPAUL cards from St. Louis: "Left Dodson's World's Fair Shows. Was talker on Rumba show and made first openings."

B. H. NYE has done some fine general agenting over a long period of years, but one never hears much of late about what he is doing.

NATURALLY if all the money taken in has to be paid to the railroads for moves there is not going to be any profit left. Thanks. Don't mention it.

H. B. SHIVE letters from Chicago that he and Oscar C. Bloom, of the

Strates Shows and the night he was there there was a big crowd on the lot, but he failed to mention the name of the town.

You are surrounded by hundreds of people more timid than you.—Fred B. Barton in Let Yourself Go.

W. H. (BILL) RICE letters from American Hospital, Chicago: "Of all things I have a tumor on a lung about the size of a small orange. Visitors holding up well on my third week here. Get plenty of mail."

A. DELL cards from Cushing, Okla.: "Visited the Louis Isler and Dick O'Brien show at Bismarck, Mo. O'Brien is due a lot of credit for his nice show. His trucks and rides all look fine and he has a good cookhouse."

HARRY KIEFER cards from Indianapolis: "Speedway races here no good for concessions. Too fast and too thrilling. Was with Hattie Brooks, who had 12 stands, eats, orange, ice cream



HERE ARE SOME OF THE MEMBERS of the Women's Protective Order, a social and benevolent organization which has been functioning on Buckeye State Shows since its inception during season 1927. In the insert above is Joe Galler, owner and manager of the shows, who is responsible for the W. P. O. and one of its chief supporters. Photo taken recently in Natchez, Miss., was furnished by Mrs. J. U. Harrison Jr. and Mrs. Ben Pontius. Left to right, back row: Mrs. Pat Brown, Mrs. J. A. Gintsch, Mrs. Ben Pontius, Mrs. Zimmerman, Mrs. Martin, Boots Parker, Miss Edwards, Mrs. Eugene Baggett, Mrs. Billie Marvin and Mrs. Fitzpatrick. Second row, Mrs. Rainey, Elouise Lowry and Bee Kyle. Third row, Mrs. J. U. Harrison Jr., Little Miss Gintsch, Mrs. John Norris and Little Miss Edwards. Members absent when picture was taken were Mrs. Harry Starbuck, Mrs. Joe Galler, Mrs. Russell Cooper, Mrs. Burt King, Mrs. Carl Gray, Mrs. Dagg Curtis and Mrs. Ray Kresswell. Officers are Mrs. Harry Starbuck, president; Mrs. J. A. Gintsch, vice-president, and Mrs. J. U. Harrison Jr., secretary.

Gold Medal Shows, appreciate the service given showfolks by *The Billboard*.

IT MIGHT be advisable for all carnival managers to observe the strict rules and regulations governing filing of Social Security reports and returns.

SOME carnival managers make it a rule never to do committees any favors. Just why the manager and committee fail to co-operate is hard to understand.

STEPHEN (BULL) SMITH cards from Galesburg, Ill.: "Have athletic arena with Tilley Shows. Get 25 cents admission and business is good."

W. M. MAXWELL cards from Canton, Ill.: "Professor Way, crystal gazer, joined W. J. Dunne's side show with Royal Midway Shows."

JACK TAYLOR, of Jack Taylor Troupe, and Taylor and Moore, aerialist, letters from Lyndhurst, N. J.: "In practice and saw Art Lewis Shows when they played here recently."

J. W. HARTIGAN JR. letters from Morgantown, W. Va., that he visited the

and grab stands. Just fair business for Hattie and her agents."

THIS edition of *The Billboard* contains the roster of the Johnny J. Jones Exposition compiled by Starr DeBelle. Read it. This will give a lot of press agents ideas as how to take the census of a carnival properly.

JACK AND RUBY NELSON, midgets, card from Columbus, O.: "Been spending a few weeks at home here. Leave to join Fred LaReine's Snow White and Seven Dwarfs show on World of Mirth Shows at Poughkeepsie, N. Y."

PAUL BAILEY—Did you ever get out of the hospital in Indiana, Pa.? When show people hear of friends being in hospitals and they get out they want to hear about it. People will report to *The Billboard* about going to hospitals, but very few ever report of getting well.

LEE S. CONARROE, of Downie Bros.' Circus press department, which recently closed its season, visited the Cincinnati offices of *The Billboard* last week, as did Leo Drury, concessioner, and Raymond Weaver, of Charles Creamer's

WHEELS
Park Special
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers Special Price.
\$12.75
BINGO GAME
75-Player, complete, \$5.25, including Tax.
Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.
Send for Catalog No. 237.
CANES
Heavy Convention Walking Canes. Dark Mahogany Finish
Price Per Gross, \$21.00.
SLACK MFG. CO.
124-128 W. Lake St., Chicago.

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Instant delivery. Send for Wholesale Prices.

KWIKUP CONCESSION STANDS
Quickly erected—100% portable—bolt and wing nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.
THE MONROE CO., COLFAX, IOWA

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FULL 1938 ASTRO DAILY, HOURLY FORECASTS
Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.
NELSON ENTERPRISES
198 S. Third Street, Columbus, O.

Fancy Jap Rice Popcorn FOR SALE
No. 1 Grade, \$6.00 per Cwt. Just right for automatic machines.
J. L. ALBERT
Ottawa, Ill.

YELLOWSTONE SHOWS WANT

Want for Guernsey, Wyo., Boat Races and Water Carnival, June 16, 17, 18, 19 and other celebrations to follow Shows that don't conflict. Can place capable Athletic People, have outfit complete. Want Monkey Show, Grind Shows of any kind. Want Picture Gallery, Cigaret Gallery, Lead Gallery, Wheels, Skillos or any Legitimate Concession.
W. S. NEAL.

WILL SACRIFICE Platform Show—Miniature Mechanical California. Approximately 300 working figures showing the highlights of California. Built by an experienced motion picture mechanical builder in Los Angeles. Size of model 8x24 feet. Powered by two 1/2-horsepower motors. Can be operated by two people. This is the most beautiful working model in America today. V-8 Ford tractor, 20-foot Fruehauf semi-trailer. Semi opens and makes 20x34-foot platform. All new canvas, ticket box, everything new and ready to go. Will sell complete for \$2,800.00 or sell model separate of truck and tractor. Reason for selling, other interests in California. Address **JACK STEFFEN, 109 S. E. Third St., Evansville, Ind.**

SPECIAL PAPER TARGETS
For Short Range Shooting Galleries, also Long Range, 5 different sizes. Price per Thousand, \$6, \$7 and \$8. The best and most perfect Targets made for Jackpots. We build portable Short Range Galleries.
RED CIRCLE GUN CLUB,
695 Washington Street, Boston, Mass.

BIGGER PROFITS
Experience shows a Du-Plex Unit makes greater profit than a single Wheel. A single No. 5 on a mid-west Show made \$4584.40 in a season. Du-Plex Wheels, playing the same territory in same number of weeks grossed \$9956.95. Write for more information about Du-Plex BIG ELI Wheels.
ELI BRIDGE COMPANY
Builders of Dependable Products.
800 Case Avenue, JACKSONVILLE, ILL.

THE NEW CHAIRPLANE
The Chairplane is now built in three heights, 22 ft., 20 ft. and 18 ft. The 22 ft. tower is our standard size ride. The 18 ft. tower takes a smaller space for operation but still has the same seating capacity as the other sizes. All 24 seats can also be hung on the outside if preferred.
SMITH & SMITH, Springville, Erie Co., N. Y.



"ALL ABOARD FOR THE FAT-OF-THE-LAND!" Clarence D. Chamberlin, who established a new world's long-distance record when he carried the first airplane passenger across the Atlantic Ocean, is shown here with Baby Lillian, fat girl show operator with the Johnny J. Jones Exposition. He was trying to get his hefty passenger aboard a Curtis-Wright airliner at the Capitol Airport, Washington, when the Jones show played there recently. Whether Chamberlin succeeded in getting Baby Lillian aboard is another story. One thing, however, is certain and that is she never left the ground in this airplane.

not seen in years. Manager McHendrix has a good show handled by a capable staff. All he needs is a break in the weather."

FLOYD NEWELL letters from Springfield, O.: "Many thanks to Editor A. C. Hartmann for the defense of the carnival in his recent Broadcast. The 'Mighty Thing' has plenty of rainy weather to give to some drought country. Enjoyed the Cole Bros.' Circus performance when in Cincinnati. Hope Red Onion never gets any cold beer just for disappointing me by not being my guest at the circus. Business is tough; probably the show needs a press agent."

HARRY WILSON, press agent Bantly's All-American Shows, lettered from Arnold, Pa.: "One night there were 2,500 people on the lot when it started to rain. Four people presented passes at the front gate which read: 'Please admit bearer to grounds, all shows, rides and all free things to eat. (Signed) B. B. Auto Wreckers.' Have heard of many funny things but this one was about the cake taker. As might well be supposed, the show had no dealings with the parties who signed this kind of a pass."

HOW AND WHAT: Some carnivals are titled "shows" and then subtitled "expositions." How can a carnival be a show and an exposition all at the same time? What is an exposition anyway? If expositions are semi-permanent events how can they be anything else? How about "Amusement Expositions" if "shows" and "carnivals" are barred? Let us get the carnival business titled so the public will know what is being advertised to appear in their communities. Now it is all a puzzle.

DUSTY RHODES letters from Amarillo, Tex.: "In charge of sound car and sound equipment with Western States Shows. Nice show to be on. All ride men wear khaki uniforms. I have white shirts and white caps lettered in red 'Western States Shows Sound Engineer.' It is my opinion that all shows using sound equipment should have sound engineers and then the equipment would be in good condition at all times and not run the customers away. Been thinking of Burt Brundage and Doc Waddell."

L. CLIFTON KELLEY, general agent Goodman Wonder Show, letter from Fargo, N. D.: "Weather has been bad most of the spring on all the shows that I know anything about, but from what they do when they have good weather this looks like the year that will drive everybody but real troupers off the road. Worst week Goodman Show has had this season was with ideal weather. Best week it had so far was with quite a lot of bad weather mixed in with some good."

WILLIAM R. HICKS, press agent for F. H. Bee Shows, says: "No doubt all the press agents are working harder now since they have been informed that a new and energetic young man has entered the field. Modesty prevents me from mentioning his name; however, he



JAMES H. TIMMONS, secretary and press agent for J. F. Sparks Shows, is a newcomer in the carnival business. Born in South Carolina, he adopted San Antonio as his home town, where he was in the theater business. Timmons, by reason of native talent and business training, is likely to go far in his new endeavor. This is his first season on the road.

has ambition and stamina and is out to capture the title of 'dean of press agents' or whatever it is they call themselves after they try a few jobs." In two places on F. H. Bee's letterhead there are the words "You won't get stung." It is a pun probably.—Red Onion.

Plenty of promoting managers of carnivals change their titles every so often. For what reason they probably know, but it is certain others do not. Some men are out to make reputations and they are bad many times when they might as well be good reputations. Changing titles without due notice to the carnival business is a bad practice. Men who own titles seldom change them if ever. They are in the business to make good names for themselves and to be a credit to the carnival business.—Wadley Tif.

Frank S. Reed, Arthur Sharpe Win Solid Cheese Mouse Trap

Hearken to this one! Frank S. Reed, secretary Rubin & Cherry Exposition, letters from Madison, Wis.: "This is a new idea and Arthur Sharpe, cashier of the show, and I trust we are a little bit ahead of the rest of the boys and girls in the carnival fraternity. We have conceived a plan to organize a show next year to be titled 'The Old Folks at Home.' No one under 65 would be eligible for a job on this show. Of course the writer would be president of the operating company. Under our plan there would be no Social Security tax to pay, which would eliminate all work of show secretaries, cashiers and auditors, as there would be no Social Security collections and no reports of that kind to make out. The saving of time and money in this department would be considerable to say the least under our plan of not having anyone of the show under 65 years of age.

"It is hard for an old man to get a job of any kind these days, altho Frank Reed has been working for so long he cannot speak from actual experience. We stress the fact that we could take care of all in show business over 65 years of age and solve a problem for the government as to what to do with men and women who are past the Social Security age.

"The Old Folks at Home' shows should be a good drawing card with the public, as then they would see the show being put up and taken down by old men with long whiskers and old women nagging them on to make something of themselves. By the new age system we could also get plenty of press agents and preachers.

"Think of a show roster revealing the names of men and women from 65 years on up to 100, as ball-game queens, bingo callers, concession agents, talkers, tap dancers, adagio dancers and all that. What the 'ell!'"

AL LINTON, sword swallower, lettered from Schenectady, N. Y.: "Some time back I wrote to *The Billboard* that I was homesick for the Pacific Coast and was going to drive back to it. However, I guess my homesickness was for a tent, as on passing O. C. Buck's carnival I stopped to visit and then took a job offered me by Tom Hasson, who has the side show. Hazel Hasson makes all the openings on this side show and she is one of the most capable talkers I have heard in many years. She does not have to rely on the fact that she is a woman in order to convince the customers, altho her pleasing smile helps a lot, too. Tom Hasson has a nice show and the acts are well presented."

NOTES FROM Stafford Shows at Milford, Mass., May 30, by Tommy Whalen, show representative: "Season opened in Webster, Mass., May 9 and it was not good owing to rain and cold. Rides got a little play, but show was rained out Saturday. Danielson, Conn., very cold first week and show remained over another week. It was just as bad as first week. Town people not very liberal.

EVANS

MONEY MAKERS

Rely on Evans 46 Years' Experience for Latest and Best Amusement Equipment.

SHOOTING GALLERIES

IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries.
Supplies for All Makes.

EVANS DICE WHEEL

One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

PADDLE WHEELS \$7.50 up
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EVANS ALUMINUM MILK BOTTLES

Far superior to old wood bottles. Sound like falling glass when knocked over.

\$10.50 PER SET
Plus Excise Tax

FREE CATALOG

H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago, Ill.

RIDES WANTED

Ferris Wheels, Kiddie Rides or Whip. Good Rides of any description for July 11 to 16 for date on church grounds. Write ST. ANN'S RECTORY, 16 Dennison St., Luzerne, Pa.

J. R. EDWARDS SHOWS WANT

Picture Machine, Candy Floss, High Striker, Bowling Alley and any other legitimate Concession, for following Celebrations. Northwestern Firemen's Convention, Napoleon, O., week June 13; American Legion Celebration, North Baltimore, O., week June 18; Firemen's Fourth of July Celebration, Willard, O., week July 4th.

J. R. EDWARDS SHOWS, as per route.

End your correspondence to advertisers by mentioning *The Billboard*.

OCTOPUS LOOP-O-PLANE

TWO BIG WINNERS

UNEQUALLED FOR PERFORMANCE AND PROFITS

EYERLY RIDES GUARANTEE BIG PROFITS

EYERLY AIRCRAFT CO., Salem, Oregon

ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.

thing I have asked for and installed a real publicity department that has system to it. Like the position, as all on the show seem to be stickers with and for it, which is the right spirit."

FRANK ANDERSON cards from Montreal: "Saw Al Harding with lots of tan and Olga Petroffe with Rex Billings Jr. snapping pictures in Belmont Park here. All look fine. Hope to have a good season as the recession has not hit Canada. Big crowd from Hamid-Morton Circus enjoyed the sunshine at the park Sunday, May 29."

HI WALLACE letters from Morgan City, La.: "My Trading Post has been located here since March, 1936. Business is growing and we recently added a cafeteria which is operated by Mrs. Wallace with two assistants. *The Billboard* copies are always on file for use of passing showfolk. Shrimp season is on here now and hundreds of boats unload here daily, so prosperity is here again.

IT IS too bad that some of the racket carnival owners cannot realize that the racket is all over and that decent communities will not stand for it and indecent girl shows. Majority of people in Williamsport, Pa., want outdoor amusements of the carnival variety, but they do not want to be gypped on a carnival lot at every attraction they try to patronize.

L. E. ROTH, general manager of the Blue Ribbon Shows, is a forceful showman. He plans his advance well ahead and goes forward along the lines decided upon. His show this season is reported to be the best in the history of the Blue Ribbon organization. All friends of Mr. and Mrs. Roth are hoping that it will not be long before she is out of the hospital at Madisonville, Ky., and is back on the show.—Wadley Tif.

Who originated the "Rocking Chair Contest?" Way back in the days of Huber's Museum, New York; Austin & Stone's Museum, Boston; Arch Street Museum, Philadelphia, and Moore's Wonderland Museum, Detroit, fat men and fat women's walking contests were often big features. Why not a revival on a carnival lot as a free attraction? It would draw them in the gate.—Unkle Jerk.

JOE W. KEOWN cards from Tazewell, Tenn.: "Been with Majestic Exposition Shows since opening of season. My wife, Cecil, has hoopla and I have a grind store. Nothing but rain and bad weather, but we have broken even." Lost all my paraphernalia on 400-mile jump from Magnolia, Ark., to Milan, Tenn. Had it on a truck that never showed up in Milan, so having to start all over again have found the going pretty tough. My first year east of the big river in seven. Have met many showfolks that I have

Concessions got no play at all and rides got very little. Milford, under VFW. Monday night poor business, due to cold weather. Concessions: Bill Canternire, pitch-till-you-win and shooting gallery. Arthur Moriel, bottle game, cat rack, candy wheel and hoop-la. Rides and bingo operated by the show."

ERIC B. HYDE letters from Berryville, Va.: "So Our Midway has been wondering what became of the Eric B. Hyde Shows; well, here it is. Have had the worst opening weeks this season of any since I have been in the carnival business with exception of Leesburg and Gordonsville, Va., which were fair. Rain, cold and the depression all contributing to the bad breaks. Have battled thru and it looks now as if I have the bad breaks beaten. Have a nice show with all new green canvas. Lee Roy, high wire, is free act. Fairs start in August. Going into Washington for a four-week run. Harry Ramish is no longer with the show by mutual agreement. Mrs. Anne Morgan is *The Billboard* sales agent. William C. Earle handles the press. Really think remainder of season will be all right."

DR. L. E. BROWN letters from Cuthbert, Ga.: "Booked Brown's Novelty Shows for our Fourth of July celebration here. This will be a near maiden spot as it will be the first Independence Day celebration here in 16 years and first barbecue in 12. Governor of Georgia will be here. Fort Benning Band will furnish the music and there will be a masked public wedding, style show, contests and fireworks. I trouped with C. A. Wortham and Nat Reiss and was known as Ali Budah. Am a homeguard now and managing a hotel, but show business is still in my blood. During the winter I see some of the old boys of the road. Cover crop money had started to come in. Crops are good and it looks like 1938 will be a good season in Georgia. I read the Pipes column in *The Billboard* first each week."

STARR DeBELLE, press agent Johnny J. Jones Exposition, letters from Pittsburgh: "Show is going over big here. Midway packed nightly. Shows all getting business and rides doing fair. William C. Fleming, director-general, believes in plenty of publicity and gives the press department full co-operation. He is strong for the press and billboard space. Notice several talkers have been writing squibs about press agents writing nothing but the truth. The truth should be used on the fronts of shows as well. In the past Floyd Newell and myself have been stanch believers in whole



CHICK FRANKLIN, who this season essays the role of press agent for Morris Miller's Miller Bros.' Shows. He is ambitious and aims to climb to high laurels as a purveyor of pertinent publicity in carnivaldom. He is likely to go far, as he takes the attitude that one must be content to follow others until he has attained such knowledge and experience as will entitle him to assume leadership.

truth and nothing but the truth. Why shouldn't we be that way as both shows we represent show in Cincinnati and near there and *The Billboard* staff always looks over our shows. I also suggest an in-the-flesh circulating lie detector. Albeit George Washington would not have made good on the front of a show as a talker.

AROUND A MIDWAY: Visited a carnival some time ago and made all the ballyhoos and this is what I heard the talkers say: First show. "Smallest people on earth." Second show. "Largest people on earth." Third show. "There is a man in this tent with no more brains than a monkey." Fourth show. "We have a monkey in here with the brain of a human being." Fifth show. "Stella! The girl without a head." Sixth show. "Marie! A baby with two heads." Seventh show. "We have a woman in here with the face of a mule." Eighth show. "There is a woman in here of fame and beauty." This was the same show and they still tell us the show must go on. Am won-

dering where this "show" is going and if so what for.—F. J. BLICH. Well F. J.—Some will insist on calling them shows so what is anyone going to do about it?—Soapy Glue.

Let us all wish Ed Squires a speedy recovery.—Red Onion.

WALTER D. NEALAND, press agent Marks Shows, lettered from Trenton, N. J.: "Business fair-to-middling all season since Richmond opening. Bad weather, but nevertheless plenty of people on the lots, but very little spending for the most part. Frederick, Md., located on fairgrounds business was light, the weather was fine. Radio tie-up with Captain Bill's Junior Hour not up to our expectations. At Chester, Pa., Cetlin & Wilson Shows were only a mile away from Marks lot. Parade Monday night was headed by Tall Cedars of Lebanon Band of 25 pieces, open cage of lions, members of girl show in autos, 12 of Marks trucks. Had big gate, but only fair inside. Rain Saturday killed Children's matinee. Living models from Jimmy Hurd's Models show in leading Dime and Dollar store Monday afternoon helped opening night's attendance. John W. Wilson, Izzy Cetlin, L. C. Miller, George Hirschburg and others from Cetlin & Wilson Shows visited during week. New Whip ride arrived. Broadcasts over Station WDEL, Wilmington, Del., utilized. John Marks still buying rides and bought three more big semi-trailers. Cash Miller augmented his side show with people from Downie Bros.' Circus' side show. I like the job with Marks and he really has a big show."

Abe Jones, Brother of Late Exposition Founder, Honored By Friends and Relatives

Memorial services for Abe Jones, brother of late Johnny J. Jones of carnival and exposition fame, were conducted in afternoon of May 20 at Grandview Cemetery, Johnstown, Pa., by Rev. Edward L. Reed, rector of St. Mark's Episcopal Church.

Members and relatives of Jones family included Mrs. Hody Jones, widow of founder, and Jack Luke, who together with officials and members of Johnny J. Jones Exposition attended services, which have been held each year since death of Abe Jones June 4, 1928.

Reverend Reed not only spoke of the departed but those that attended services as well, saying: "I think it especially nice of each of you who came out and remembered one of your profession, one of our friends, here at the grave of a co-worker long departed. I believe members of your profession are more loyal to their dead than those in other walks of life."

The many beautiful floral offerings from relatives, staff members and the many showmen and women were stacked high on the grave, making a beautiful tribute to the one that they loved and knew. Flowers and wire of regrets were received from Mr. and Mrs. Phil Travis that it was impossible for them to attend. Mrs. Travis, the widow, now remarried and resides in Nashville.

Prof. Hugh M. Smith and his Superba Band rendered a sacred concert at the grave. Almost every showman, woman and their families with the Jones organization attended the services. The largest number in years attended to show their respects to "Abe."—STARR DeBELLE.

NOTES FROM Badger State Shows, Milwaukee, by Ed Barta: "Last week was fourth week out. Considering bad weather business has been fair. Show looks much better than ever before. Rides are all in good shape with good crews and all seem to be satisfied. Spirits are high and all hoping for the best. Doc E. A. Wilson, lot superintendent, has been doing a good job of laying out the midway. Ed Dutch DeVan has an up-to-date cookhouse and the show is pleased to have him with it. Frank Shiminoshi is back on the show. He left last fall and joined the Great Sutton Shows. His daughter, Helen, corn game announcer. His hoopla is elaborate and Kermit and Lester Brown are his agents. A. L. Fitchett is back on the show after being with the Barlow Shows. He has three ball games all uniform in size. They make a nice flash. Other concessions are Frank Shiminoshi, poker game, cigaret shooting gallery and country store; Red Hiltensberry, darts; E. Tillert, pitch-till-you-win; Nate Lambert, penny pitch; J. Vomberg, shooting gallery; Mary Wagner, pennants; L. C. Kranich, scales; Jim Their, candy floss, pop corn

15 Years Ago
(From The Billboard Dated June 9, 1923)

M. B. Golden resigned as general agent with World at Home Shows after being associated with organization for 12 years in that capacity. . . . C. A. Wortham's World Best Shows, playing Denver under Co-Operative Electrical League auspices, got off to a flying start on opening day of two-week engagement there. . . . W. C. (Bill) Fleming, while en route to Shriners' Convention in Washington, D. C., stopped off in Cincinnati and visited *The Billboard* offices. . . . Otis L. Smith Shows were exhibiting in Rome, N. Y., under Municipal Band auspices. . . . Jones-Jenkins Carnival Co., a promotion of S. H. Dudley, Negro theatrical magnate, made its debut at Anacostia, Md., week of May 29.

Mrs. Anna Nelson, wife of Prince Nelson, widely known high-wire artist with J. F. Murphy Co., sustained a fractured arm and leg May 22 at Canton, O., when she fell while descending from her trapeze. . . . Harry Copping Shows played to excellent business and huge crowds at Lock Haven, Pa. . . . E. Brown signed with D. D. Murphy Shows as general agent for season. . . . Houston, under Fire Department auspices, proved a bloomer stand for Mimic World Shows. . . . Huge crowds greeted Tip-Top Shows on opening day of a week's stand in Philadelphia. . . . Sam Nagata, one of Nagata Brothers, who had managed rides with Rubin & Cherry Shows for many years, was making a tour of world in interest of Rubin Gruberg.

Mike Collins, light heavyweight athlete, for two years with C. A. Wortham's Shows and one season with Con T. Kennedy, left Chicago May 28 for Pueblo, Colo., to join Harry Mammoth's Athletic Show with Snapp Bros.' Shows. . . . Rain spoiled Nat Reiss Shows' engagement at Peru, Ill. . . . Lorman-Robinson Attractions were playing to good business in Kentucky coal fields. . . . Johnny J. Jones Exposition's second and final week at Pittsburgh proved to be organization's greatest stand, in point of financial returns, other than a fair date. . . . Decoration Day at Kalamazoo, Mich., proved a winner for Morris & Castle Shows. . . . American Exposition Shows were principal attraction at American Legion Mardi Gras in Schenectady, N. Y.

and candy apples; Rich Strobel, ice cream; Jess Kepley, late of Hughey Bros.' Shows, photo gallery. Visitors from Ellman Shows were Charley and Henry Ellman, John Taylor and Michey Starch and wife. Jimmy O'Brien, chief electrician, recently reported the death of his sister and niece."

WANTED PITTSBURGH, PA.

JUNE 13 TO JUNE 18
Murray and Forward avenues. Positively virgin spot. All Concessions open. Come on. Wanted Ferris Wheel and Kiddie Rides.

ROSEN BROS.' EXPO. SHOWS
937 N. St. Clair St., Pittsburgh, Pa.

Concessions Wanted

For 25 Sponsored Events.
WEYLS PRODUCTION CO.
Slippery Rock, Pa., June 6-11; Sligo, Pa., June 13-18. Will book Kiddie Ride, Photo Gallery, Scales, Diggers and other Grind Stores. No racket. **ED WEYLS, Mgr.**

FOR SALE

No. 12 Eli Ferris Wheel, Smith & Smith Chair-o-Plane, Crazy House (turn-over style) complete, 3 Dyer Drive Yourself Cars. All equipment in A-1 condition. Can be seen in operation. Address all communications
HARRY COPPING, Reynoldsville, Pa.

Wanted Side Show Attractions

Free to feature. Tattooed Man (must be covered), Novelty Acts, Strong Bally Attraction, Half Man and Half Woman. Mary Casey and Francis wire. All address
L. W. JEANNETTE,
Cetlin & Wilson Shows, New Castle, Pa.

MOTOR RIDERS DROME LADY RIDERS MEN

Inaugurating new ideas. Need more Riders. All available contact me immediately below address. Longest season. Riders do not set up or tear down drome. Pay day every week. No stalls. No brass. **WALTER B. KEMP,** care Royal American Shows, Rockford, Ill., June 6-11; per route thereafter.

COUDERSPORT, PA., OLD HOME WEEK

On the Streets.
ACE SPOT OF NORTHERN PENNSYLVANIA.
Bands—Parades—Decorations.
CAN PLACE SHOWS AND CONCESSIONS.
We Have Thirty Celebrations and Conventions Booked for Our Two Units.
Ferris Ride Unit 1. Gooding Rides Unit 2.
KARL MIDDLETON SHOWS
Port Allegany, Pa.

ERIC B. HYDE SHOWS

WANT Loop-o-Plane—Octopus—Kiddie Rides.
WANT Organized Girl Show. Will furnish beautiful 60-ft. Panel Front and complete outfit for same.
JOHNNIE WEBB wants Half and Half for one of the strongest and best-framed 10-in-1 Shows on road.
BILLY ARNTE wants Colored Musicians and Performers for Dixieland Minstrels.
WANT Legitimate Concessions—Exclusive on Frozen Custard open.
WANT Man and Wife to operate Photo Gallery. Must be experienced.
This Show has long list of Fairs and Celebrations booked, including Washington, D. C. Dates under strong auspices. Address **ERIC B. HYDE,** Manager, Middleburg, Va.

GROVES GREATER SHOWS

CAN PLACE FOR WABASH, IND., JUNE 6-11, AND BALANCE OF SEASON:
SHOWS with own outfits, Fun House, Illusions, etc. Will furnish complete outfit for Fat Show. **BABY PEARL HARRIS** answer. **CAN PLACE** Penny Arcade. Will sell X on Mouse Game. **J. W. Worner** answer. **CAN PLACE** Cotton Candy, Photos. Joe Trucks answer. **CAN PLACE** Legitimate Concessions, Ball Games, Ball Game Agents. Henry Heins wants Tilt-a-Whirl Foreman. **Red Graham** answer. We are now booking Shows and Concessions for July 1-2-3-4. Boswell, Ind. Fair Secretaries in Illinois and Missouri, we have a few open dates. All address **ED GROVES,** as per route, Wabash, Ind., June 6-11.

E. J. Casey

WINNIPEG, Man., Can., June 4.—Following is the roster of the E. J. Casey Shows as listed May 30:

STAFF: Ed J. Casey, owner-manager; Mary Ann Casey, secretary and cashier; L. N. Prescott, special agent; C. W. Walker, advance agent; Fred L. Prescott, press and publicity; Percy W. LaBelle, general foreman.

SHOWS: Ten-in-One, Professor Khardo, magician; Loretta Khardo, assistant; Reginald Ginn, tickets; Red A. Walker, talker and bannerman; Johnny Chornoby, seal boy; Willie Chornoby, fire and swords; Roy Chornoby, boss canvasman and checker. Snakes, Will Mulligan, lecturer; J. Money, tickets and grind; Rusty Steele, canvas and checker.

RIDES: Merry-Go-Round, August Gilleter, manager; Adolph Gillette, motorman; A. Sleemans, tickets; John Steene, third man. Big Eli Wheel, Art Curtis, foreman; John Sawchuk, second man; John W. Shinn, clutch; Madeline Casey, tickets. Small Merry-Go-Round, Ike Loeppky, foreman; Tom Onley, tickets; Allan Gregor, helper. Mix-Up, Fred L. MacKanzie, foreman; Sam Salmon, motorman; Tom Conley, tickets.

CONCESSIONS: Ironman Prescott and Bull Moose Kerslake, wheel; Gordon V. Baldwin, wheel; Curly Smith, Pop's Barrel; Ben and Tom Hieb, jewelry roll-down; Harold Hieb and Al Others, pop-guns; Sydney Whitechurch and Dick Short, pitch-till-you-win; Harold Brooks and Speedy Brooks, milk-spill; Lanky Brown and Anthony Eaton, cane rack and cat rack; Bill Carter, Les Borland, Harry Martel, ball game; Joe E. Carter and Nora Borland, hoop-la; Kid Transcona, penny pitch; Roy Chornoby, jingle; Tiry Cotton, Mrs. Viola Cotton and C. Fairly, bingo; Napoleon Joseph Bayzan, donicker; Ralph MacDonald, candy floss; Ted Casey, pop corn; Ned Carver, frozen custard; Scarlet Brother Bailey, grab and grill manager; Whitey Aitken, griddle; John Quinn, juice; Al Reddy, general grounds; William Tribe, novelties; Mrs. P. LeBelle, manager cookhouse; Paul B. Werner, chef; Wilf Berlin, cookee.

FRED L. PRESCOTT.

Johnny J. Jones

(Railroad)

PITTSBURGH, June 4.—Following is the roster of the Johnny J. Jones Exposition as that organization appeared in this city week ended Saturday, May 28.

STAFF: E. Lawrence Phillips, owner; William C. Fleming, director-general; T. M. Allen, manager; J. C. Simpson, general representative; J. C. Thomas, special representative; Arthur Atherton, treasurer; Ralph Lockett, secretary; William Timothy Needham, M. D., staff physician; George Paige, advance agent; Starr DeBelle, press representative; David Traugott, advance car manager; Joe McKennon, lot superintendent; George Shannon, master of transportation; David Sorge, chief electrician; Hugh M. Smith, musical director; Joseph Sanderlin, mail and *The Billboard* sales agent; James Darrock, assistant trainmaster; C. L. Hall, master mechanic; Dell Lampkin, superintendent of motor equipment; Bob McAdoo, scenic artist; Tom Salmon, master builder.

SHOP AND MECHANICAL DEPARTMENT: Paint, Bob McAdoo, superintendent; Harry Reynolds, artist, and C. D. White Forest, decorator. Electrical, Dave Sorge, chief electrician; Harry Hodgkinson and Ken Crawford, electricians; Andy Kranick, delco plants. Mechanical, Joe McKennon, superintendent; C. L. Hall, shop foreman; George Brown, wagon builder; Dick Wiedman, blacksmith; Tom Salmon, front builder, and Jim McKennon, helper. Tractors and Trucks, Charles Hughes, foreman; Ray Cuesta, Andy Kranick and Bill Williams, drivers. Baggage Stock, Roy Steele, boss hostler.

Office Chauffeur, Norman Edwards, chauffeur. **Dining Car,** Johnny Harrison, operator; Samuel Decario, chef; Paul Clear, cook, and Alphonso Williams, dish washer. **Coach Porters,** Jennings Grey, head porter; George Jackson, Roosevelt Leath, John Williams, porters. **Train Crew,** George Shannon, trainmaster; James Darrock, assistant trainmaster; Alec Williams, Tommy Thomas, Willie James, Harry Moore, Joe Freeman, Ike Allen, Jack Johnson, LeRoy Jones and Joe Rymes.

Main Gate Ticket Sellers, Mrs. Lucille Lampkin, Mrs. Bob McAdoo and Ray Cuesta.

SUPERBA CONCERT BAND: Hugh M. Smith, director; Lew Randall, Ed Falte and Ernest Richards, trumpets; Charles

Rosters of Carnivals

As Reported by Show Representatives

Duble, Lewis Shaw and Walker Francis, trombones; Richard DeCarlo, baritone; Jack Courtney, soloist, clarinet and saxophone; Frank Conway, clarinet and saxophone; Carl Berggren, Sousaphone; Frank Laughhead and Frank Valley, drums.

FREE ACT: Flying Otaris Family. Franz Otaris, father; Franz Otaris Jr., Constantin Otaris, George Otaris, Willie Otaris and Alfred Otaris, sons, and Antoinette Otaris, daughter.

SHOWS: Temple Des Rhumba—Bill Holt, manager; Eddie Taylor, talker; Ni-quit, dancer; Robert Suarez, piano; Julio and Sylvia, dance team; Margarita Aroas, castenet dancer; Rosita Diaz and Anna Rodriguez, dancers; Margarita Holt, singer; Jack Maruis, saxophone and drums; Jerry Fernandez, saxophone and maracas; Joe Russo, trumpet; Antonio Sardina, guitar; Jerry Lopez, vocalist; Fred Baker, boss canvasman; George Bishop, tickets; F. D. Baker, canvas; Edward Walker, tickets, and Blackie James, electrician.

Gay New Yorkers — Karl J. Walker, manager; Paul C. Jones, secretary; Howard Withers, talker; Monte Navarro, emcee; Buck Cathey, trumpet; Joe Kelley, tickets; Pat Gordon, Betty Crowe, Edna Forrest, Marge Hagen and Allene Larvie, dancers; Louise Steel, acrobat; Gail Barris, soubret; Dorles Darney and Evelyn Darly, specialties; Sam Barrio, saxophone; Paul Lane, violin; P. C. Jones,

Ever Since Eve—Moe Eberstein, manager; E. B. Laws, tickets and front; Irving Strand, lecturer, and Eddie Roberts, canvas.

Globe-a-Drome — John Branson, owner; Mrs. John Branson, treasurer; Jack Leper, talker; Eddie Phillimore, globe rider; Henry Wright, trick rider; Vivian Wright, auto and cycle rider; George Murry, drome rider; Albert Sholtis, lion trainer; Lenard Sewaske, mechanic; Presley Paris, tickets, and Fred Brooks, helper.

Bug House—Harry Wilson, owner; Bill Troeken, tickets, and Walter Roach, inside.

Monkey Circus—Rube Nixon, owner; Mrs. Rube Nixon, treasurer; Joe Sontag, ringmaster; Russell O'Brien, electrician; Leon Ouellette, canvas, and Timothy Gay, talker.

Darktown Follies — Eddie Jamison, manager; Richard Scott, stage manager; Morris Kaplan and James Donovan, tickets; John L. Henderson, musical director; Louis Hardy and Selmer Brooks, saxophones; P. C. Williams, drums; Robert Graham, piano; Robert Williams, bass; Hughy Webb and L. H. Rose, trumpets; Earl Davis, trombone; Frances Wallace, blues singer; Viola Richardson, comedienne; George Tallie, Fathead Williams and Clifford Pettiford, comics; Essie Mae Williams, Louise Thomas, Gypsy Sue, Jean World, Anna Mae Williams, Elnora Williams, Dorothy Langford, Myr-

clutch; Adam Dempskey, platform; Bill Bogan, ride man, and Mrs. Jean Conuray, tickets.

Ridee-O — Charles Larkin, foreman; Hollis Roberson, clutch; Lewis Osenbaugh and Elmer Larkin, platforms, and Mrs. David Sorge, tickets.

Kiddieland — Autos, Merry-Go-Round, Aeroplane and Boats, Danny Boyd, foreman; Fred Bond, mechanic; James Brodie, Charles Shaw, William Pursley and Georgie Porgie, clutches; Laura Shules and Frances McMinn, tickets.

Auto Skooter—R. E. Haney, operator; Fred Cox, foreman; Fred Roth, second man; Ben Davenport and Charles Belzer, ride men, and Harold Byers, tickets.

Auto Speedway—R. E. Haney, operator; William Maze, second man; James Keets, foreman; William Jackson, ride man, and Lee Holloel, tickets.

Stratoship—R. E. Haney, operator; Ray Fields, foreman; George DeBore, second man, and Charles Timmins, tickets.

Four Big Eli Wheels—Al Warwick, foreman; James Godfrey, Bob Carlin, Forrest Snyder, Wilber McMinn and James Lynch, clutches; R. Setzer, ride man, and Mrs. Charles Larkins, tickets.

Rocky Road to Dublin—Mrs. Bertha McDaniels, owner; William R. Pennington and Frank Master, tickets; Johnny Hunter, road master; Thomas Abney, donkey boy, and Joe Jackson, canvasman.

Caterpillar—Mrs. Pearl Harvey, owner; Bill Keys, manager; Al Harvilla, tickets; John Miller, clutch; Charlie Stone, gate, and Amos Harvey, mascot.

Hey-Dey —George Wood, foreman; John Brand, clutch; W. T. Amerson and Ralph Deem, platforms, and Louise Warwick, tickets.

Lindy Loop—J. A. Logan, foreman; R. Casey, J. Holaday and P. Hutson, ride men, and Mrs. Anna McBride, tickets.

Loop-o-Plane —Louis Krem, owner; Louis Balsor, foreman; Clyde Brown, clutch, and T. W. Long, tickets.

Pony Track—John T. Welch, operator; John Brown and Willie Bush, helpers.

The Octopus—Lee Cuddy, owner; Mrs. Lee Cuddy, treasurer; Bob Camp, clutch, and Carl Schultz, foreman.

Concessions: Lipsky and Paddock Concessions —Morris Lipsky, general manager; H. Buddy Paddock, business manager; Eddie E. Coe, secretary and treasurer; Tom Sharkey, stock man, and Howard Laughlan, general utilities.

Bingo—Charles Gross, manager; Francis Scott, assistant manager; Mike Ciresi, Mike Petrantis and Malcolm Simmons, agents.

Add-a-Ball—James Drew, Eddie Allen and Bobby Cohn, agents. **Add-a-Ball No. 2 —**Jimmy Cyr and Whitey Campbell, agents; Pug Crowe and Tom Cooper, Ham and Bacon—Buckets Seltzer and Albert Pick. **Dolls—**Sam Glickman and Jerry Snell. **Ball Game—**George Beardsley, Mrs. Al Stein and Frank Horrace.

Radio—Frank Costello and Edward Bloom. **Blower—**Paul Klleder, R. J. Reynolds, Red Hennessey and Charles Nelson. **Bowling Alley—**Whitie Tara, Al Stein, Fat Yennie and Eddie Moyer. **Grocery Wheel—**Lloyd Clifton and Doc Reynolds. **Huckleby-Buck—**James Drew, Tony Ciresi and James Everett. **Cigaret Flasher—**Murry Zand and Al Lawrence.

Cookhouse—Joseph Sty, owner and operator; Ed Reiter, chef; John Ogilve, griddle man; Burke Pike, utility; Thom Filder, short orders; Ed Gilbert, night manager; Joseph J. Johnson, stock man; John C. Boyle, head waiter; Danny Edenfield, Jack Hamilton, Earl Jones and Arthur Kline, waiters; Willie Willis, T. L. Walker and Joe Dion, culinary, and Toy Daniels, assistant to stock man.

Grab Stand No. 1—Mrs. Joseph Sty, in charge; Malcolm Webb and James McCarmick, assistants. **Grab Stand No. 2 —**Charles Everett, in charge, and Russell Wilson, assistant.

Pop Corn, No. 1—Mr. and Mrs. Daniel Jessop, owners; Floyd Grody and Kenneth Jones, clerks. **Pop Corn No. 2—**Edward Jessop, in charge, and Robert Clifford, clerk. **Frozen Custard—**George Davis, operator; Paul McLean and Walter Babbie, clerks. **Cotton Candy—**George Davis, operator, and Howard Fortson, clerk. **Ball Game—**Mr. and Mrs. Augustine Focanti, owners and operators.

Ball Game—Helen McGowan and Marguerite Wilson, agents, and Charles Galagner, construction. **Balloon Game—**Cliff Bammel, owner, and Al Boyce, agent. **Fishpond—**Betty Bammel, owner; Curley Glenn and Laura Boyce, agents. **Prize Package Candy—**Floyd Hesse, manager; Mrs. Floyd Hesse, treasurer; Charles Lipsey, Slim Pleasant and Louis Weiss, agents. **Ball Game—**Mr. and Mrs. W. E. Sincley, operators. Long-

(See *CARNIVAL ROSTER* on page 55)



ERIC B. HYDE AND WIFE, MAEBELLE HYDE, of Eric B. Hyde Shows, are still smiling despite the "battle of the seasons," which has been their lot since opening of shows' season in Columbia, S. C., due to cold, rain, wind, muddy lots and what not. Now they see the skies clearing and they are on their way for what both think will end as a good season.

drums; Slim Cochran, boss canvasman; Tex Austin, Don Wright and Ernest Suansey, canvas.

Royal Russian Midgets—Chester Cass, talker; Joseph M. Allen and Ted Weaver, tickets; Al Mathews, piano; Anastasia Parfenova, manager of midgets; Johnny Velikonoff, midget performer; Pola Velikonoff, singer; Mary Fillina, dancer; Basil Fillina, performer; Michael Sokolsky, emcee, and Eddie Kozick, dancer.

Side Show—Carl J. Lauther, manager and owner; Mrs. Carl J. Lauther, treasurer; Paul D. Sprague, assistant manager and talker; Joe Pearl, talker; Herbert Walberg, Jack Carter and Charles Sudam, tickets; Jack Williams, emcee; Frances Lauther, miracle girl; Jessie Franks, bagpuncher; Frances, gorilla girl; Audrey Boggs, electric chair; Captain Lewis, human pincushion; Chief Diablo, fire worker; Texas Yates, torture act; Cavillo, one-man band; Jack Stetson, paper tearer and artist; Professor Newberry, tattooed man; Duke Edwards, Cleo Johnson and Thaddes Roach, pygmies; Zip, pinhead; Grace McDaniels and Billy Burke, annex attractions; Elmer McDaniels, annex tickets; Dale Phillips, utilities; Charles Lobdell, artist; Milton Wright, chef; Tom Cobb, assistant cook, and Leroy Shorter, waiter.

International Casino—Bob Edwards, manager; Mrs. Bob Edwards, treasurer; Tommy Thompson, lecturer; Betty Jernigan, Clarie Maurice and Maxine Regal, models; Butch Wrens, boss canvasman, and William Smith, canvasman.

Hi-Lo—Harvey Wilson, manager; Creal Kimmer, tickets, and Ed Smith, inside.

tie Tallie and Grace Mae Brooks, chorus; Pee Wee Cheatum, Willie Ellison and Willie Brown, dancers; Richard Mackie, boss canvasman; Willie Little and Clarence Rosier, canvas; Edwards Holmes, chef, and Marie E. Scott, emcee.

Deep Sea Diving Exhibition—John Branson, owner; Fred Simms, talker; Bud Green, tickets; G. Poole, ballyhoo artist; Frank Mitchell and Howard Holt, divers, and Harry Sterky, lecturer.

Fat of the Land —Baby Lillian, fat girl; Arthur Latour, manager, and Cliff Wilson, talker.

Illusions —William Sylvian, talker; Larry Kontz, magician; R. Brandenburg, tickets; Anna May Laws, head illusion; Louis Boggs, tickets; Mariana Newby, musical act; Marie Thomas and Rae Bats, illusions; Lucille Carter, iron tongue; Iola Grass, mentalist; Oda Sylvian and Mary Yates, illusions; Bee Case, sword box; Alma Johns and Mae Carter, illusions; Lydia Snooks, Dope Den, annex; Vic Nash, Dudley Edwards, John Samson and George Adams, canvas, and Cora Edwards, maid.

Look—Carl J. Lauther, owner; Lee Hayford, manager; Herman McQueen and Leroy Woods, tickets, and Walter Brown, canvas.

Two-Headed Baby—Chester Cass, owner; Mrs. Chester Cass, manager and lecturer; Dick Baker, tickets, and Patrick Landers, canvas.

Penny Arcade—Bertha McDaniels, owner; Jack McBride, mechanic, and W. H. Thompson, boss canvasman.

RIDING DEVICES: Merry-Go-Round —Fred Maurice, foreman; Bill Maxwell,



THIS YOUNG MAN up in the 70s is Ward Dunbar, best known as "Dad." He is mailman and sales agent for The Billboard on the Mighty Sheesley Midway, which has been his line of work during outdoor show seasons for many years. Last week he again topped the list of all The Billboard sales agents in the carnival business, and there are about 200 of them. Dad says he is out to maintain his leadership despite his age, which does not bother him in the least as he is just as hale and hearty as ever.

Bantly's

(Baggage cars and trucks)

Glassport, Pa. Week ended May 28. Auspices, Reliance Hose Co. No. 2. Location, City Ball Park. Weather, fair and warm, except Monday. Business, good.

Everything ready to go at 5 p.m. Monday. Sun was shining but without warning it started to rain and blow. Suddenly it changed for worst and lot was bombarded with hailstones as large as marbles. Top in Kiddie Planes was blown skyward and ruined, as were several concessions, including top and frame where radio gifts was displayed. Lot was like a mud hole, but emergency crew, assisted by Harry DeVore, cookhouse host, kept water flowing and when it did stop raining they got lot in shape. Night was lost. Balance of week weather was ideal. Altho business was not as good as last year it proved satisfactory. Committee, headed by Joe McVeigh, proved with and for it, on job at all times. Russell Cauthey's and George Miller's babies pets of show. Both less than a year old. Harry Agne, bingo operator, busy keeping up with his various bingo concessions on several shows. Sam Hull and Dick Keller made and painted a new banner for front of Sam Hill's Crime Show. Mrs. Pearl Shepard and Mrs. L. C. Landrum holding down front gate very good. Visits exchanged between members of Ideal, Cetlin & Wilson, Johnny J. Jones, Keystone, Arena and Royal shows. All showing within a radius of 20 miles. Mrs. Bantly, Mrs. Philbert, Harry Agne and others very much disappointed with new type "floor to table" spaghetti supper. Bill Whitmore, secretary, heartbroken. Bennie Smith losing weight. Goodfellows Club very popular and real good shows being put on by those in charge. Danny O'Connell, bingo manager, always on hand with comedy acts at meetings. Bob and Mrs. Murray very popular with showfolks. Ed and Mrs. Brenner, ball game operators, still smiling.

HARRY E. WILSON.

Strates

(Railroad)

Morgantown, W. Va. Week ended May 28. Auspices, Loyal Order of Moose. Location, Granville. Weather, rain and fair. Business, fair.

While not exactly a red one engagement proved very satisfactory on Secretary Harold English's records. Lot, worst this writer has ever seen, was veritable lake of water and all cut to pieces by another show required herculean efforts on the part of every member of Strates personnel to condition it. Tons and tons of cinders and loads of shavings were hauled and placed on grounds to get in shape for Monday night opening. Almost 2,000 patrons had passed thru front gate, then it rained again. Wednesday and Thursday very good. Friday fell down somewhat, but Saturday, banner

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

day's business of week, with every attraction on midway doing capacity business, even tho lot remained a trifle sloppy. At regular Wednesday evening meeting of Strates Club held in girl show top and attended by practically everyone on show. Very interesting talk was made by General Agent and Traffic Manager C. W. Cracraft on "Getting with It." Cracraft made some very pointed remarks about business conditions thruout country and made a plea for hearty co-operation of personnel. He received nice hand at finish of his talk.

BEN H. VOORHEIS.

American United

Spokane, Wash. Week ended May 14. Auspices, V. F. W. Weather, ideal. Business, poor.

Large crowds packed midway every night, but money seemed scarce. Show set up in Hillyard, a suburb where railroad shops are, and most of shops closed probably accounted for low receipts. En route from Lewiston last week cookhouse truck and semi-trailer tipped over but very little damage was done. It was set back on highway with aid of Dodgem crew. Virgil and Peggy Snow, Manager Orlando Allin, Bob and Patty King, Henry Supino, A. B. Miller, writer and husband held a party at Dutch Mill. While others indulged in Chinese food and beer, A. B. Miller was eating a Dutch lunch and drinking tea. M. M. Buckley is join-

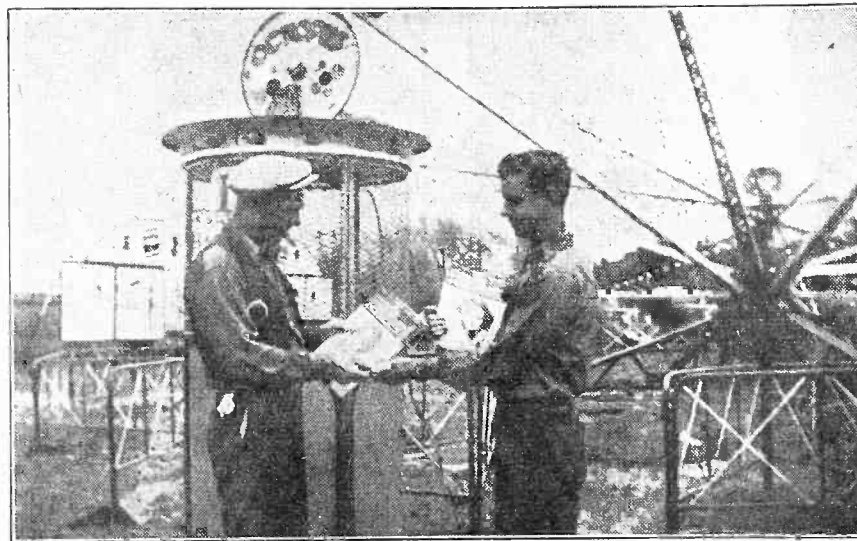
senger ran a whole page complimenting Blue Ribbon Shows on cleanliness of its midway and concessions. L. E. Roth always busy with visiting committees. With fair season not far off paintbrushes will soon be in use again around midway. Pope Hudgins left for home, Mrs. Hudgins very ill. Art and Mary Ann Alexander are still pegging along and smiling at business receipts. Neil and Dot Massaro doing fine with frozen custard. Saturday night heavy rain kept crowds away and caused an early teardown. Saturday afternoon an old-time showman, Tom Varmer, and wife, Princess Violet, paid midway a visit. Tom, who is confined in Veterans' Hospital, showed that he is a real trouper at heart. He slipped away for a few minutes' visit to see if there were some of his friends on the show.

JACK GALLUPPO.

Burdick's

Giddings, Tex. Week ended May 21. Location, business district. Auspices, none. Five-cent gate. Business, good.

Rain marred opening Monday night. Tuesday a fair crowd came out and each night thereafter brought a larger attendance. Giddings is a town of less than 1,000 population and this show was probably first to use a pay gate here. Saturday night midway was crowded and patrons remained until well after mid-



SELLING THE BILLBOARD on the State Fair Shows. Harry Geyer, left, of Billie Geyer and Brothers, aerial act, is seen here on the midway in front of the Octopus ride in Pocatello, Ida., selling a copy to his brother, Billie. To the left is one of the wagon fronts of the State Fair Shows.

ing show with a couple concessions and his wife, Madge, is joining with her diggers. Everyone in better spirits now that weather warmed up.

MIDGE HOLDING.

Blue Ribbon

(Motorized)

La Fayette, Ind. Week ended May 28. Location, Fourth and Holloway streets. Auspices, Merou Grotto Red Devil Patrol. Weather, rain. Business, fair.

Show arrived from Seymour, Ind., 180-mile jump, on schedule. Heavy rain started early Monday morning and continued all thru day. Workingmen not minding rain put all efforts forth and had everything ready at 6:30 for opening. Fair crowd attended at night. Tuesday crowds light as weather was too cold for outdoor amusements. Wednesday weather little warmer and everyone had night's business. Latest arrivals are Fat Show with Jolly Rose. Bert Melville is back with show again and has Big Apple Revue, and Mrs. Bert Melville is presenting Models in the Flesh. New tops arrived to replace those torn down by storm in Seymour. L. E. Roth made trip to Madisonville, Ky., to bedside of Mrs. Roth, who underwent serious operation Tuesday morning. Latest reports are that she is on road to recovery. Mary Lee Newton doing a good job as secretary while Mrs. Roth is recuperating. Page's Kiddie Band keeping public in good humor. E. K. Johnson doing great work with newspapers and radio. While show was playing Madisonville, Ky., Daily Mes-

night. Carl Beasley, formerly part owner of Beasley-Boucher Shows, joined to take over Hell Show. A new motor was installed on Big Eli Wheel. New fronts and ticket boxes are being built. Manager Burdick is on midway again after being confined with throat ailment. Leslie Wade Jr. will join after his commencement exercises at school. L. C. Wade is building a breakfast nook in his house trailer. State Representatives Lane and Lehman were guests. New 100-foot tent will be delivered soon for Jack Hamilton's Ten-in-One.

LAVERNE LUTHER.

Patrick

(Motorized)

Ritzville, Wash. May 23 to 26. Location, circus grounds. Weather, ideal. Business, very good.

Show arrived Sunday after a successful week at Colfax, Wash. Midway packed each night and office showed an increase of double on past two weeks' receipts. Concessions had a very good business. All concessions worked and by their receipts showed that conditions in and around Ritzville are best found so far this season. Manager W. R. Patrick gave a matinee Thursday afternoon for kiddies. Rides 5 cents from 2 to 6 p.m. Visitors: Ray Thomas, of bowling alley and pin store fame, and his wife, Midge. Bob King, concession agent, and wife, Pat, stopped while passing thru with American United Shows on way to Lewiston, Ida. Mrs. Monroe Eisenman returned to the show after visiting in Oregon. Ed-die Lane now has seven concessions and

is wearing a smile as business gets better. Don Brewer joined from Spokane and playing first trombone in Patrick Show Band. Mrs. Jack Whitney visited her husband on show. Jack Moore has had some mighty nice weeks with Ten-in-One. C. E. Lindell is doing business with his art show, featuring living models.

JACK WHITNEY.

Elite

Eldorado, Kan. Week ended May 14. Location, Legion lot. Auspices, American Legion. Weather, fair. Business, good.

Business good in this spot despite fact that show had first pay gate ever here and followed a show in that operated rides for 5 cents.

McPherson, Kan. Week ended May 21. Location, old ball park, every day except Wednesday; Wednesday uptown on streets. Weather, rain. Business, good between rains.

Wednesday was All-Schools' Day and there were 1,200 kids in town. They had come in to spend what they brought with them but showers in afternoon and steady downpour at night hurt business considerably.

DON FOLTZ.

Wm. Bazinet & Sons

Minneapolis. Week ended May 22. Auspices, Police Band. Weather, rain. Business, fair.

Last of three weeks' engagement here. In spite of bad weather everyone on show well pleased with outcome of run. Committee extended full co-operation. Mrs. William Bazinet has new Vagabond de luxe house trailer. Management bought another new Chevrolet tractor and semi-trailer and a 10-ton winch to fit on one of emergency trucks. Joseph Brown, superintendent of concessions, announced he will put on two new concessions. Leo Nagel joined with a clothespins and George Lemon with penny pitch. Novel concession joined week, giving ride tickets as prizes. Sammy Nemo says his blankets should be rubberized to suit the weather.

G. E. SUNDBERG.

Western States

(Motorized and baggage cars)

Borger, Tex. May 16 to 21. Auspices, D. A. V. Business, good.

When oil was first discovered here, Borger was known as the wildest of oil boom towns. Modern highways now supplant its former dirt streets and wooden-planked sidewalks. It is now a quiet, thriving and modern city. Date is known to all shows that exhibit here as being a "natural." Good attendance and patronage enjoyed by all departments. Continuous blowing of wind and dust failed to keep the folk from coming out. Entire staff: Owner Jack Ruback, Adjuster Albert Wright, General Representative J. A. Schneck and Bennie Hyman were guests at business men's luncheon, held in Black Hotel. Jack Ruback was complimented on splendid manner in which show is operated. Last of week he was feted at a dinner given in his honor by local merchants. Jack Katsh and Sam Feinberg are really for showfolks. Saturday matinee was best since show opened season. Borger Times, daily, was generous with publicity. Mrs. Jack Ruback spent week in Tyler, Tex., visiting her mother.

Amarillo, Tex. Week ended May 29. Auspices, Disabled Veterans.

Folks came early, stayed late but spent little. That is summary of week's engagement. Grim reminder of destructive duststorm era swept down Wednesday night resulting in complete loss of night's business. It is difficult to find suitable alibi for week of off business. With press, radio and public ice wedding, also bank night to draw folks out, shortage of money is only answer. Tillie Jones, niece of Mrs. Jack Ruback, arrived to spend eighth consecutive summer vacation.

LARRY MULLINS.

Cetlin & Wilson

Carnegie, Pa. Second week ended May 28. Auspices, East Carnegie Fire Co. Location, Heidelberg showgrounds. Weather, variable. Business, fair.

Owing to terrible rains and condition of lot in McKees Rocks, show remained second week. Business quite a bit better than first week, tho rain prevented opening Monday night, only clear night of week being Saturday. Every other night was threatening and cold. Numerous visits between various shows in near vicinity, being six in number. Three more girls and an emcee added to Paradise Revue here, with K. C. McGary han-

dling front. Quite a gathering nightly in Pittsburgh of showfolks from various shows. Leo Carrell's Monkey Circus top money show, Garfield's Hall of Science second and Paradise Revue third. Skooter top ride, Ridee-O second and Octopus third. Chas. A. Lenz, showmen's insurance man, a visitor. Glad Lawson booked a colored revue to open in East Liverpool, O. George Conatser now holding down position as lot man. Mrs. Charles Cohen left hospital and is recuperating for a few days at her home in Philadelphia. L. C. Miller had full page of pictures in *Sun-Telegraph* in Pittsburgh during engagement as well as several broadcasts with show furnishing talent. Kitty's "Green Grille," show cookhouse, is rendezvous of all showfolks.

GEORGE HIRSHBERG.

Dee Lang

Muscataine, Ia. May 9 to 14. Auspices, American Legion. Location, South-end show grounds. Weather, variable. Business, fair.

Rain and cold hampered business opening night. Best gross Saturday night. Dixieland-on-Parade, managed by Mr. and Mrs. H. B. Blackburn, had nice gross last day. Much visiting done by Mr. and Mrs. Lawrence Flannery and Mr. and Mrs. Jim Gibson. Mr. Gibson has been confined to his home for about two years with illness, so was brought to and from grounds by Manager Dee Lang. William Baker, assistant manager, returned to show after recent illness.

Marshalltown, Ia. May 16 to 22. Auspices, Junior Chamber of Commerce. Location, Forest Park. Weather, variable. Business, fair.

Newsboys of Times-Republican daily were guests of auspices and management Thursday night. Saturday night best of week for gross. Two marmoset monkeys purchased for Monkey Circus. Rhesus monkeys, Jimmy, Peggy, Tony and "John Dillinger," are trying to accustom themselves to wearing new suits of velvet clothes and to perform on trapeze. King King, giant ape, performing to perfection all his gymnastic stunts. Also featured in act is Gypsy Prince, police dog, in his hoop-jumping act. All under direction of trainer Omar Shipley. New ballyhoo stage and front being built for this attraction. Mr. and Mrs. George Hall, Ray Hilderbrand and L. Wagner, of Hollywood Theater, broadcast variety programs, with many request numbers, over Radio Station KFJB. In appreciation of good will of showfolks, Thursday afternoon, Frank Kilbride, owner of Forest Park, played host to employees of show by giving a free skating party. Many thrills and lots of fun were had by all who attended. Attending were Pat Williams, of front gate; Bobby Barrow, of Bolero Show; Sid Haug, L. R. Gallery; Bud Phelps, of custard stand, and employees of rink. New costumes were made for Twentieth Century Follies by Mrs. H. B. Blackburn. Visitors: Mike Shapiro, of Gellman Brothers, and Jimmy Laughlin, of West Bros. Shows.

C. R. NEWCOMB.

W. C. Kaus

Sayre, Pa. Week ended May 28. Auspices, Fire Department. Weather, rain. Business, good.

Forty-mile jump from Painted Post, N. Y. Show arrived noon Sunday. Local picture theaters heavily patronized by showfolks. Small lot, but by blocking off a side street Manager W. C. Kaus laid it out artistically. Monday midway thronged with people. At 9 p.m. sudden electrical showers which lasted all night and Tuesday spoiled business opening night. Clear weather Tuesday night, fair attendance. Wednesday and balance of week hot and attendance increased daily. Friday and Saturday big for shows, rides and concessions. Oddities on Parade and Hawaiian Village running neck and neck in topping shows. Tilt-a-Whirl topped rides; Whip close second. Howard Chase added Gila monsters, Chinese dragons and rattlesnake among his python snakes. Russell Owens' bingo continues holding crowds late. Mrs. Helen Owens helps to get many repeaters. Ted and Lillie Burgess attracting much comment for their flashy impalement act in side show. Cora-Corinne, new addition in annex. Mr. and Mrs. Carl Hall and son, Junior, departed for Columbia, S. C., to attend to some family business. Mrs. Hall will be greatly missed for her cooking among side-show personnel. Sara Burgess left to attend her invalid mother in Greenville, S. C. Betty Kork and LeRoy Rowland motored from Binghamton, N. Y., paying writer a visit. Writer in exchange spent a day with the Row-



TOM TERRILL, veteran of many carnival activities as special agent, general agent, business manager and owner. He opened the season with W. R. Harris on the Model Shows, but left recently and formed a partnership with Ernest Morohl and launched the Terrill & Morohl Shows. Prior to this Morohl operated the County Fair Shows. Terrill & Morohl opened season in Louisville recently.

lands at home. Kaus' Social Club held Thursday meeting in Hawaiian Village. Entertainment program was rather disappointing due to lack of rehearsing. However, bingo games were played at night. Ten games, 10 prizes donated by various midwayites, and 5 cents was charged. Bingo game alone took in almost \$7. Ten new members joined. Mrs. Marie Kaus reports almost \$40 in treasury of sick benefit fund. New arrivals: Gus Rogakos, candy apples; George Reddinger and Earl Hennings, pitch-till-you-win; Harold Samberg and Robert Laharr joined Whip crew. Lewis Hanson, tenor, formerly of a Major Bowes unit, took over Jack Coleman's Serpentina show on front, with Allen Miller as new Serpentina. Visits exchanged with Robbins Bros.' Circus, playing Elmira, N. Y. BOBBY KORK.

W. E. West

(Motorized)

Topeka, Kan. Week ended May 21. Location, Gage Park. Weather, rain. Business, bad.

Topeka disappointment to entire show. However, only two nights were suitable, as to weather, but no crowds came. Newspaper and radio advertising failed to bring people out. Owner W. E. West added two new trucks and two new rides to his well-framed Kiddyland. Kiddie rides are Ferris Wheel, Merry-Go-Round, Chairplane and Autos. Organ on Merry-Go-Round is really a novelty. Mrs. Keith joined her husband, the electrician. Jimmie and Shug Lewis joined with their concession. Toney Malone is new foreman on Merry-Go-Round. Strawberry Rohn back as superintendent of rides. Little Georgie White arrived from Catholic convent in Oklahoma, where she has been attending school, and will spend summer with her parents, Mr. and Mrs. James White. White added another girl show. Babe Emswalder is adding new concessions each week and is having success. Mrs. Joe Ulcar and Owen Jones are looking forward to getting to their home town. Pop Wilson called home to funeral of his father in Iowa. Ravardo going over big with his free act. Writer added several new acts to Ten-in-One. Visitors: Mr. and Mrs. Myron Clevenger and Mr. and Mrs. Boone, of Crowley's United Shows. Writer's sister, Mrs. Leon Andrusia, of Washington, D. C., is due on show soon for a visit. Mrs. Andrusia is former Geraldine Manners, Hollywood and Ziegfeld showgirl.

Cameron, Mo. Week ended May 28. Location, Ward Park. Auspices, American Legion. Weather, good. Business, fair. Five-cent pay gate.

After playing a blank at Topeka Cameron was a life-saver. Business was only fair, but at least people on midway would spend some. Several entertainments were given during week for show people by Mr. and Mrs. Joe Ulcar and Ower Jones, this being their home town. A host of friends greeted them on showgrounds. Writer added Price, human ostrich, and Gabby, pin head,

to Ten-in-One. Entire new decorations are being made for new top W. E. West ordered for that attraction. Maybelle West is ably assisting her mother with office duties and is pleased to be out of school for summer. Mr. and Mrs. George McAllan are having great success with cookhouse. They are stacking cold drinks in and really putting them out now.

BETTY JOHN.

Crystal

Abingdon, Va. Week ended May 28. Auspices, Police Department. Location, East End showgrounds. Weather, unsettled. Business, last three days very good.

Despite rain, Abingdon proved to be by far best spot show played this season. Co-operation given by city, county and State police. Fourth time for Crystal Shows to play here in past three seasons. Business was 20 per cent better this year than at any time before. Minstrels topping all shows, with Doc Carlo Marco's Life Show second. Hillbilly, Athletic and Jungleground just a few dimes short of next to second from top. Everyone seems to have old spirit to give ballyhoos that action that is much needed today on front of all shows. Many visitors were here from Bristol, Va. Among notables was Daniel Boone Savage, wrestler from hills of Kentucky, who since his last visit to show has made several moving pictures, his latest being *Swing Your Lady*. Radio station WOPI, Bristol, Va., gave show lot of publicity. Young Billy Bunts, *The Billboard* sales agent, has been confined to his housecar with a slight case of spring fever.

R. G. FELMET.

Fairway

(Semi-Trucks and Trailers)

Tekao, Wash. Week ended May 21. Auspices, American Legion. Weather, cool. Business, fair.

Show moved here from Sprague, Wash., in record time and ready for opening Thursday night. Crowd was there, even tho lot was 12 blocks from city limits. Staff: Emil J. Zirbes, owner and manager; Neva Zirbes, treasurer and secretary; Curly Mason, advance; L. A. (Tiny) Dawson, night watchman. Rides; Big Eli Wheel, Vincent Hickel, foreman; Philip Page, second; Burly Small, tickets. Glider, Lee Norton, foreman; Al Oberion, second; Ruby Lakin, tickets. Merry-Go-Round, John Olin, foreman; Donald Drake, second; Elmer Armstrong, tickets. Kiddie Autos, Leonard Just, foreman; Price Kelly, tickets. Pony track, Gene Knowles, foreman and tickets. Shows: Manhattan Maids, Bill Moran, manager and talker; Cherry Moran, Mitze Rhae, dancers; Curtis Rygg, canvas man. Snake, Wilber Kroepflin, manager and talker. Funhouse, Bob Sutherland, manager and talker; Dave Horton, tickets. Penny Arcade, Jack Owen and Ilean Knowles. Concessioners: Don Matney, cookhouse owner; Dave Ritchie, waiter. Lee Matney, cigaret gallery. Tony Masseth, lead gallery. Eunice Masseth, milk bottles. Arnold Wepple, long-range gallery. Rubin Vetter, fishpond. Arnold Vetter, string game. Harold Zirbes, post office. Joe Beasley, darts. Vincent Zirbes, Bill Bresnaham, Rose Ann Dawson, corn game. Red Murphy, Loretta Murphy, Earl Wells, diggers. Lillian Knowles, ice cream. Phil Hennessey, pop corn. Al Brazelton, scales. Mrs. Curly Mason, cat rack.

TINY DAWSON.

Kaus

(Baggage Cars)

Baltimore. Monument at Highland streets. Week ended May 21. Auspices, Christian Workers of America. Weather, two days rain. Business, good.

Adverse weather affected this last Baltimore stand. Week opened to fair, but rain Wednesday afternoon, which continued as a mist thru evening, cut down attendance. Played day and date with Ringling Bros. and Barnum & Bailey Circus last three days of week. Lot a block and a half from circus lot on main street leading to circus grounds and ran parallel to street. Despite rain Thursday afternoon, which did not stop until late, there was a good crowd on midway at night. Friday clear, and with mud obliterated by 20 truckloads of shavings midway was packed at night. Saturday night started out big, but a thunder storm about 10 o'clock cleared lot of people and better part of night was lost. The Octopus grossed heavily, with Tilt-a-Whirl second. Ten-in-One led shows, with Cotton Club close be-

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EDWARD A. HOCK, Aurora, Ill., Week June 6.

Adrian, July 4th Celebration

Southern Michigan's Best, Sponsored Annually by Adrian Business Men and Held on the Beautiful Shady Fairgrounds with Free Admission. Northwestern Shows Furnish the Entire Midway. Opening Friday Evening, July 1. CAN PLACE legitimate Concessions of all kinds. \$1.00 a front foot (minimum charge, \$12.00 a Concession). Positively no Flat Stores, no Girl Shows. CAN PLACE for Adrian and balance of our season a first-class Cook House. We can offer all Shows and Concessions joining us at Adrian a long season of Celebrations and Fairs, including Milford, Mason, Chalotte and Hart Fairs. Address all inquiries to F. L. FLACK, 36 E. Woodbridge Street, Detroit, Mich.

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hind. Monkey Circus showed nice grosses when weather permitted, but unfortunately frequent showers cut down its working time. Numerous visits were exchanged with friends on circus and many took advantage of rain Thursday afternoon to witness performance. Helen Wright, formerly of Kaus Shows and now working Baltimore night clubs, visited friends on midway. China Red Delorey received a surprise visit from his mother and brother-in-law, Ira Benton. Latter former circus band musician. Joe Molter and wife joined, in charge of Jimmie Burns' diggers.

LESTER KERN.

Winters

(Baggage cars and trucks)

Rochester, Pa. Week ended May 28. Auspices, Fire Department. Location, Water street. Weather, rain Monday, rest of week fair and warm. Business, fair.

Show tore down in rain at Ambridge and set up in rain here. Lot located half block from business section on Ohio River was in bad condition. Cinders used filled up bad spots and as no shav-

ings could be gotten here trucks were sent to Pittsburgh for sawdust and at 7 p.m. lot was in fine condition with everything set to open but elements were against it. Started to rain again at 7:15 and continued until midnight and day completely blanked out. Rest of week was fair and warm and show had an average attendance of 3,000 people each night but business on shows, rides and concessions was only about half of what it was last year. Owner Harry H. Winters elated over number of gifts and cards he received on his 55th birthday. With Johnny J. Jones at Pittsburgh, Cetlin & Wilson at Carnegie, Keystone in Irwin and ball games at Pittsburgh most of show people kept busy week of visiting. Children's Day Saturday went a long way towards bringing up week's gross. Ringling-Barnum circus did heavy billing all thru this section for its Pittsburgh dates. Manager C. L. Bockus had a bad cold past week. Visitors: Gus Kants, I. C. Robbins, W. E. Weir, Sam Traube, Benny Gold, Al Sands, Evelyn Eaton, Lottie Clifford and Sam Price.

ETHEL BOCKUS.

Al C. Grill

Bridgeport, Conn. Ten days ended May 7. Location, Stratford avenue and East Main street. Auspices, Bronson-Hawley Post, American Legion. Weather, cold. Ten-cent gate. Business, fair.

Cold kept attendance down, but crowds were good each night. Free acts are Captain O. La Valley, high-fire dive, and Great Sherwood, trapeze artist. Much visiting with O. C. Buck Shows six miles away.

Westport, Conn. Week ended May 14. Location, Nash's Corner. Auspices,

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$6; 75 cards, \$6.50; 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 of 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

THIN BINGO CARDS

Bingo cards, black on white, size 5x7. Thin cards such as used in theatres, etc. They are marked or punched in playing and then discarded. 3,000 different cards, per 100, \$1.25, without markers. Set of markers, 50c.

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 Lapboards, white cards, 8 3/4 x 14. Per C. . . . 1.50
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DAVID LACHMAN was business manager of Mel H. Vaughn's State Fair Shows. This season he is general representative of the Park Amusement Co. of Louisiana. David is a veteran in the carnival world and loyal to its best interests as attested recently when he defended the carnival interests in a railroad matter in Louisiana.

American Legion. Weather, cold; Saturday night rained out. Pay gate. Business, good.

Fairfield, Conn. Week ended May 21. Location, Porcupine lot. Auspices, Recreation Council. Weather, cold and rain. Business, poor.

This spot, the usually good, was worst of season. Strong auspices and plenty of co-operation, but people did not come out.

ROBERT F. DALE.

Al G. Hodge

Kankakee, Ill. May 23 to 28. Location, fairgrounds. Weather, variable. Business, total blank.

This stand a total blank. Never since show has been in business has it played to such poor business. Minstrel show has new front built by Show Carpenter Bob Clayton. It is of latest modernistic style and managed by oldtimer Brown. Slim Lewis is talker. Andy Carson arrived and took charge of concessions. W. M. Tucker, manager, busy supervising building of new costly front for girl revue. Building and art work are being done by Tex Stuart, show artist. Peerless Potters, seven people free act, receive favorable newspaper comment. Show entertained Leslie Small's newsboys and they thanked Manager William M. Tucker for way he treated them.

MARVIN LAIRD.

Hilderbrand's

(Motorized)

Salem, Ore. Week ended May 28. Location, circus grounds. Auspices, V. F. W. Weather, good. Business, fair.

Ideal weather, location and co-operation from committee, but business way below par. This city is capital of Oregon and home of Eyerly Aircraft Corp., manufacturer of Octopus and Loop-o-Plane rides. Number of showfolks made trip thru factory inspecting new ride to be launched in near future. R. F. Clark, advance publicity agent, is in a local hospital with a severe cold. George Morgan handling advance as pinch-hitter for Clark. O. H. Hilderbrand and Pierre Ouellette, general agent, made trip back to show for one day from Portland, where they were busy with tie-up for shows playing Portland's Rose Festival. E. W. Coe, manager, busy escorting visitors around who were Abner K. and Virginia Kline; Mr. and Mrs. Edward Browning, of Browning Amusement Co. Wednesday Manager Coe had as guests Governor Martin and State officials, also warden of State Penitentiary. Mr. and Mrs. Ed Lahey have fast-stepping cafe crew, always in town and up hours ahead of show. Verna Seeborg and Hazel Fisher made trip to Portland, returning by plane in time for E. W. Coe's call, "roll 'em, boys." Margaret Balcom topped concession row here. Jerry Mackay, Red Palmer, Art Anderson, Johnnie Cardwell, Ralph Balcom and Bud Cross busy this week checking stock for first three months of season. Fern Chaney, Madge Buckley, Toots Epple, Billie Ritchie, Billie Hicks, Giggles Cardwell, Louise Grisham and Vera LaLonde staged a show here for unemployed girls,

a huge success. Fred Stewart's new banners for his panel front finished. One of flashiest. Show enlarged and presented in showmanlike manner. Had big week here. Bob Wilson took over Mickey Mouse show. Al Bird's Athletic Arena big week here. Kongo show still doing big business and drawing press notices. Hustrel's Vampire show added two new banners. LaLonde's Ten-in-One had nice week, Boston Blackie working long after rest of midway; best week of season. Barie's French Casino topped midway on shows. Bert Warren's concession getting big play. C. C. Rhinehart entertained Babe Grisham at frog-leg dinner. Hustrel Troupe, Smith's Diving Ponies and Four Rockets hold crowd on lot until free act time. Virginia Kline invited show ladies to her home. Those who attended were Fern Chaney, Madge Buckley, Leone Barie, Toots Epple, Betty Coe, Billie Hicks and Giggles Cardwell. Betty Joan Hilderbrand with Mrs. Hilderbrand away on vacation.

CLAUDE BARIE.

Cote's

Owosso, Mich. May 16 to 28. Weather, cold and rain. Business, light.

Crowds were good each night, but spending poor. Show stayed over for a second week, hoping for a break in weather, but no change. Highlight of week was party given by Don Thurston, prominent business man of Owosso and former showman, in honor of his daughter's fourth birthday. Staff: E. F. Cote, owner and manager; R. Arlington, secretary; J. McMasters, lot superintendent; H. Simpkins, electrician; G. Worley, night watchman; Mary Simpkins, mail and The Billboard sales agent. Rides: Merry-Go-Round, Robert Fitzpatrick, foreman; Joe McKennon, clutch, and S. Groves, Big Eli Wheel, H. Shupey, foreman; Emil Worley, Chairplane, William Vashbinder, foreman, Loop-o-Plane, Robert Ramsey, foreman; George Paul, assistant; Kiddie Autos, H. Simpkins, owner and operator. Concessions: Ed Rouse, cookhouse. Floyd Babcock, corn game, devil's bowling alley, ball game, hoopla and penny pitch; Evelyn and Bill Koebler, George Wallace, Clinton Lowry and Bobby Babcock, agents. R. B. Pease, two shooting galleries. Gust Zervas, candy floss and pop corn; Roe Ruddell, agent. Bill Vashbinder, high striker. Mrs. G. Worley, clothespin. Mary Simpkins, ball game. L. B. Schlueter, cigaret gallery. S. McGill and wife and Mr. and Mrs. S. Adams, mentalist camp. Thomas Nugent and wife, pitch-till-you-win. John W. Boyles, lead gallery. Joe Ruddell, balloon pitch. Martin Bozik, Erie diggers. Doc Romison, penny wheel and cane rack. Shows: Five-in-One. Professor Robertson, manager. Illusions, Barney Sisters, entertainers; Joe Mix and family and Chief Lone Eagle. Johnnie Roberts, boss canvasman; Eddie Wills, tickets. Girl Revue, Fred Bedford, manager; Marge Bedford, June Earl, Sally La Porte and Helen Blackstone, dancers.

MARY SIMPKINS.

Dixie

Pulaski, Tenn. May 16 to 21. Auspices, American Legion. Weather, rain Saturday night. Business, only fair.

Show opened with fair gate. People did not go for concessions. Shows and rides had fair week as a whole. Gus Litts, lot superintendent, is beautifying entire show, building modern fronts, relighting and reupholstering rides. Red Daugherty joined with diggers, Homer Kilborne with candy apples and candy floss, Joe Engesser with motordrome, Pete Johns with mentalist camp. Big Eli Wheel and Kiddie Autos, owner, Kelley Grady, owner, C. D. Scott. Shows: Motordrome, owned by Joe Engesser; minstrels, E. H. Rucker, manager; Allen-Allen, double sex, Allen-Allen, manager; athletic, Jack Ross, manager; crazy house, Kelley Grady, owner; Hawaiian and snake shows, operated by office. Concessions: Bingo, Danney Ryhn and Marion Ross, agents. Fishpond, Mrs. McCambell, agent; Mrs. C. D. Scott, owner. Candy apples, Mrs. Homer Kilborne, agent. Candy floss, Homer Kilborne, owner. Cork gallery, bumper, clothespin pitch, cane rack, Gus Litts, owner. Roll-down, nail store, Pete Milsap, manager. Milk bottle ball game, Babe Becham, owner. Skill ball, Punk Becham, owner. Three for a dime photos, R. E. Owens, owner. One for 5 cents photos. Radio store, Joe Russel, manager. Mentalist camp, Eli Johns, manager. Diggers, Red Daugherty, owner. Penny pitch dishes, Mrs. Joe Russel, manager. Penny pitch board, Mrs. E. Hampton, owner. Penny pitch board, Mrs. Kelley Grady, owner.

Chuck-o-Luck, Marion Ross, manager. Red and black, Daddy Green, owner. Pop corn, Kelley Grady, owner. Pop corn, A. P. McCambell, owner. Manager of show, C. D. Scott. Front gate, Felix Scott. Lot superintendent, Gus Litts. Electrician, A. P. McCambell. Advance agent, Jack DeVoe. Special agent, D. H. Blackwood. Secretary, E. Hampton.

E. HAMPTON.

New England

(Motorized)

Menands, N. Y. Week ended May 21. Location, Houlihan's lot. Auspices, Tibbits Cadets and fire department. Business, good.

Second week here very good toward end of week. Sponsors co-operated. P. S. McLaughlin, business manager, took advantage of stayover and had much work done on his rides, painting Merry-Go-Round and installing new lighting on twin Big Eli Wheels. Illuminated wheels, erected by Phil McLaughlin, light entire midway. Harold Nevins and wife went home to await a blessed event. Show started an association among its employees to provide a sick fund. Each Wednesday night employees put on a show for a small admission to augment fund. Last two performances met with success. They were conducted by Clarence Giroud and Clarence Curwell, latter of Buster Gordon's high dive act. Three new transformers have been bought and new transformer truck built. Visitors: Mr. and Mrs. Ken Walters, O. J. Bach and Mr. and Mrs. George Barnett.

BILLY GIROUD.

White City

(Baggage Cars and Trucks)

Salt Lake City, Utah. Week ended May 21. Location, Eighth at South Main streets. Auspices, Veterans of Foreign Wars. Business, poor. Weather, snow and rain. Pay gate, 10 cents.

With weather conditions against show from opening Salt Lake City attendance was poor. It rained and snowed until 6 o'clock Saturday night and only real good attendance was from midnight until 2 in morning after dance halls closed. Committee did everything in its power to make event a success and even obtained a three-day extension, but due to previous booking show could not accept. En route from Cedar City writer was guest of Monte Young, Nina Rogers, Mr. and Mrs. Richard Johnstone and family, of Monte Young Shows, in Provo, Utah. Members of this show were visitors on showgrounds in Salt Lake City during week. Guests of office were Mr. and Mrs. Verne Newcombe, en route to Salt Lake City for Covered Wagon Days from Western States Shows in Colorado. Harold H. Jensen, The Billboard correspondent, also a visitor. Marlo and LeFors entertained as their guests relatives from Los Angeles, Mr. and Mrs. Erwin Smith, Pearl LeFors, and Mr. and Mrs. Jay Money, of Salt Lake City. Smith is a detective-lieutenant from Hollywood and his party en route east on vacation. Johnnie Hertl's Octopus topped midway as usual in spite of inclement weather. Mr. and Mrs. Frank Forrest's Ten-in-One did fair considering attendance. Personnel of this show has been complimented at every location for the performance, including Amato Hayes, Dainty Marie, Professor Eysel, Pat Hayes, Madam Couden, Douglas Couden, Fritz La Cardo Ben Seigel, Jow Lowden, Charles Boyd, Toney LaRue, Mary Smith, Jimmie Jones and Mr. and Mrs. Frank Forrest. Frank Gold purchased a new sedan. May Collier's new housecar received a housewarming and affair was voted a grand success by entire show personnel. Lucille King's advertising campaign was a loss, due to weather, but her banners were a grand success. Myles Nelson is on a bread and milk diet after he had all of his teeth extracted by a local dentist. Max Kaplan enlarged his concession. Mr. and Mrs. Floyd Hole spent week having their car repaired after breaking down en route.

West Bros.

(Motorized)

Boone, Ia. Week ending May 21. Location, downtown show lot. Auspices, VFW. Weather, bad. Business, fair.

Due to weather conditions early part of week business not up to expectations, but an unusually good Saturday gross of show was fair. Children's nickel matinee Saturday afternoon best in past two years, with midway packed all afternoon. Local papers co-operated with show and sponsors, resulting in some good publicity. Location ideal, but due to shape and size of lot show was crowded

for space. Arrival of Joe Mendl Jr., 4-year-old chimp, Friday was one of the highlights of week, attracting large crowd at station as well as to lot. Joe feature attraction of Vernard McArdle's new animal circus. George Valentino resumed his place in his act after being forced to lay off with a badly wrenched back. Hank Robbins, who substituted for him, returned to his home in Bloomington, Ill. Wednesday and Saturday girls' drum and bugle corps of ladies' auxiliary, VFW, gave concerts on midway. These young ladies ranging from 7 to 17 years of age are national champions, having taken first place at the Buffalo convention last year. Ben B. Wiley and sons, Max and Ben Jr., daily visitors on midway. Other visitors: Doc Burns, general agent Reynolds & Wells' Shows; Mr. and Mrs. Louis Pringle and Charles Hempstead, second advance same show; Hugh Ettinger, retired dramatic showman, now living in Boone; Aut Swenson, and Rube Lieberman, of Barnes-Carruthers agency. New banners for minstrel, hula and athletic shows arrived, greatly improving appearance of midway. Sonny Sharpes and gang in minstrel show are putting on a snappy performance that brings people back. Cliff Barnhart, cookhouse operator and show photographer, busy all week getting some good shots of midway and free act. Paul Varner and wife joined with ball and mouse games.

BRUCE BARHAM.

Clyde's

Curwensville, Pa. Week ended May 28. Location, Irvin Park. Auspices, Mohawk Baseball Club. Weather, rain and cold. Business, poor. Opened Saturday, May 21, to good crowd, but steady rain forced people to leave. Monday was lost for same reason and Tuesday and Wednesday business was light because of cold. Mr. and Mrs. Boltz and Frank Maddish paid a visit to Mrs. Mary Maddish at Maddish home in Kulpmont, Pa. Mrs. Maddish returned to show with her husband and was welcomed back. Dominick Corsillo has changed his ham and bacon stand to "Charlie McCarthy's" and is learning how to become a ventriloquist. Frank Tartz returned from Rochester, N. Y., with his wife, Jacob Proyer, Frank Maddish and Harry Black play cards each night. Plans are going ahead for Good Fellows' Club.

WILLIAM NATHAN.

Weer

Goshen, Ind. Week ended May 14. Auspices, American Legion. Location, 33 highway. Weather, cold and rain. Business, fair when open. Lost Monday night and Saturday because of rain. Friday night warmed up and a fine spending crowd was out. A break on Saturday would have made everyone happy, but they showed they could take it and everything was on way at midnight for next town. High-pole free act by Great Eugene has been a hit in every city played. First time most of these people have had a chance to see anything of this type without a gate. Tilt-a-Whirl as usual topped rides, with Big Eli Wheel close behind. Plantation led shows by large margin. E. Dunham is now in charge of all company show fronts and canvas.

F. McKAY.

Crowley's

Ottumwa, Ia. Week ended May 28. Location, West End circus grounds. Auspices, Veterans of Foreign Wars. Pay gate, 10 cents. Weather, rain. Business, good. George C. Crowley, show owner, given birthday party after closing hour Wednesday night. Gifts, music, talks. Ottumwa Free Press liberal with stories and pictures. Newspapers boosted. Manager Crowley made trip to Marshalltown, Ia., bringing back 15 Crowley trucks in storage there. Will from now on move by railroad and overland. Two new sound wagons purchased. Can be used as parade chariots. Large consignment snakes, including giant python, arrived. Lou-Louette joined Monday. Dirty Moore's Scooter topping all rides. W. O. Gordon its manager; Meroba Williams, ticket seller. Charles Whitehead and wife have frozen sweets. Ward Buchanan added another shooting gallery. Myron Clevinger, chief electrician, working on new ideas of electric-neon illumination. James F. Nelson tops with grind shows: Two-headed baby and "Joco," gorilla. Midnight surprise honoring former old troupers, E. M. Torrence, landlord Fraser Hotel; William Hoggewong, known as Colonel Hogue,

show owner, and G. C. Gossage, well-known carnival and tent-show agent. Trio residents of Ottumwa. Remembrance service for Tom Lynch and Robinson Brothers (Sam, Will and Charles), giants with Sells-Barrett and John Robinson circuses in early days. H. H. Robinson, son of Charles, now driving bus between Columbia and Ottumwa, with Charles Larson, noted engineer on Burlington's fastest trains, visited. Other visitors: S. H. Shults and Harold Froburg, former circus band musicians, now drivers on Burlington Railway bus line; Billy Canny, Charles Thomas, W. M. Shaw, Leslie Ramage. Acts from Gross-Lonette side show entertained patients at Sunnyslope Hospital. Orphans' home children and "newsies" Daily Courier guests. A. R. Austin doing nicely with Rodent Menagerie and Circus. Features giant rat that leaps the gap, stands on its head and walks a wire. Finishes riding a cat bareback. Cat and rat live, eat and sleep together. Visitors: Harry Johnson, Mary Smalley, Clint Everhard, Bell and Anna Minturn, Jack Rooney; Charles L. Hollowell en route to open his Ludington, Mich., summer hotel; Fred Johnson and "Alleseca," W. E. Arney, William Wells and wife and Hon. Dean Taylor, publisher Fairfield Daily Ledger.

Happyland

Detroit, May 9 to 22. Warren and Livernois avenues. Auspices, American Legion Faust Post Glee Club. Weather and business, bad. Second year at this location under same auspices. Live-wire group. Three days lost because of rain and when it did not rain it was cold, so not a profitable engagement. Bernard Mattson opened his new Ro-Lo Funhouse; being first in this part of country, it attracted lot of attention. Ray Tahash's Octopus was top money of rides. Mr. and Mrs. Paul Rogers and sons joined John Rea's side show again. Paul is tattoo artist. A new sound truck was added and is to be decorated with midway scenes and used on advance as well as on midway and streets. Visitors: Cecil Hughes, formerly of Happyland Shows and at present in insurance business; Louis J. Berger, of Motor City Shows; F. L. Flack and R. E. Myers, of Northwestern Shows, and C. V. Starkweather, of Allan Herschell Co. Secretary-Treasurer W. G. Dumas has a new house trailer. Eddie Miller is dishing out the frozen custard with a big smile, even tho it is most too cold to eat it. Butcher brothers, Bob and Jimmy, are in charge of the water department and are very efficient.

V. L. DICKEY.

O. C. Buck

Scottia, N. Y. Week ended May 28. Auspices, Chamber of Commerce Exposition and Gala Week. Location, Riverfront Park, end of Schenectady bridge. Weather, fair last half of week. Business, best of season. At last show got a half break with weather and scored heavily at this date, particularly last half of week. Backed and sponsored by Chamber of Commerce, which gave full co-operation, in addition to a 50 by 170 top filled with various industrial and commercial displays. J. D. Wright Jr. and Roy Peugh, secretary of Altamont Fair, handled advance details and did a splendid job, backed up by heavy billing under direction of Billy Owens, Tom Hasson's side show, Jockey Roland's motordrome, Port of Missing Girls, Follies Bergere and Harlem Revue top among shows, while every ride on lot had a nice week. Max Gruberg's World's Exposition Shows just 14 miles away at Watervliet, N. Y. Much visiting. Noted on midway besides Gruberg himself were Del Crouch, motordrome operator, and Mrs. Crouch; Dick Collins, press representative; Norman Wolfe, show operator; Harry Kahn and Sheik Rosen, concessioners. Mr. and Mrs. Max Gould closed at this spot with cookhouse and pop corn. New cookhouse is Al Wallace's. E. C. Evans built new pop-corn concession. Billy Ritchey's Water Circus still a sensation, holding crowds late every night. Billy Owens blazing way with paper, making opposition sit up and take notice for prominent hits. Mrs. O. C. Buck now with Mr. Buck for indefinite stay. Mr. and Mrs. Ray Van Sickle's long-range gallery and knife rack two of flashiest concessions on midway. Mr. and Mrs. Mark Graham buliding new concessions for future date, giving them four, all of which are doing well. Much rivalry between Ralph Manning, foreman Octopus, and Clarence St. Germain, of Ridee-O. Receipts of two rides did not vary

FRUIT CONCENTRATES FOR SNOW-BALL AND DRINK STANDS
GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.
Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year.
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W. M. TUCKER, Manager. — ANDY CARSON, Assistant Manager.
WANT LEGITIMATE CONCESSIONS OF ALL KINDS. \$15.00 WEEKLY.
Positively no Racket Concessions permitted. Save time. Do not inquire. Everything open except Popcorn, Cookhouse, Corn Game. Andy Carson wants to hear from Pete Stevens' Mitt Camp, who was with us last year. Dunham Lead Gallery wire.
WILL OFFER WONDERFUL PROPOSITION FOR SHOWS WITH OWN OUTFITS. Curley Forrester get in touch with us at once. WE HAVE 8 RIDES AND 8 SHOWS TO OFFER AT PRESENT.
FAIR SECRETARIES AND CELEBRATION COMMITTEES WHO WANT TO BOOK A CLEAN SHOW, WE HAVE SOME OPEN TIME. AMERICAN LEGION POSTS IN ARKANSAS, WHO STAGE FALL FAIRS OR HOMECOMINGS. GET IN TOUCH WITH US.
Address Pekin, Ill., this week; Kewanee, Ill., June 13-18.
Will announce our July 4th Spot in next issue of The Billboard.

WESTERN STATE SHOWS WANT
Freaks, Half and Half, for Nick Delo Side Show. Also have complete Frame-Up for Hillbilly Show. Kenneth Blake wants organized Minstrel Show. Pee Wee and Bernice Kade, Ada J. Myers, write or wire, as per route. Salaries paid out of office. Pampa, Tex., week of June 6; Garden City, Kan.; Denver, Colo., and Scottsbluff, Neb., Gigantic 4th of July Celebration.

over \$10 any night last week, when business was plentiful. A. L. Sykes rebuilding Harlem Revue front.
R. F. McLENDON.

O. J. Bach

Frankfort, N. Y. Week ended May 28. Auspices, American Legion. Weather, clear, but cool. Business, fairly good. With skies clearing and Old Sol once more appearing, everyone's spirits are again running high. This was evidenced Thursday evening when practically entire personnel of show got together at a local club for an old-fashioned dance and good time. Between dances various ones from show were called upon to entertain and following responded with specialties which were heartily applauded: Lynn Webb, tenor solos; Ray La-Fountain, Punch and Judy skit; Mr. and Mrs. Kakal, popular song styles; George Kingsley, ocarina solo; Al Devine led grand march in burlesque drum-major manner and Jimmy Payne and Patsy Vitticore obliged with hillbilly numbers. Manager O. J. Bach told his famous stuffed bird story and wowed audience. Music for dancing was furnished by Chuck Linn Cowboys, ably assisted by Dave Kakal on guitar. A committee was appointed for next week and it was voted to make these get-together meetings a weekly feature. Jack Woelfle acted as emcee. Bob Strobe left show at Cohoes, N. Y. He had been operating kiddie auto ride. Doc and Mrs. Murray joined with two kiddie rides. Both newly repainted and were in operation Thursday night.
LEO GRANDY.

Gold Medal (Motorized)

Joliet, Ill. May 23 to 30. Location, Rivals Ball Park. Auspices, Veterans of Foreign Wars. Weather, rainy. Business, profitable. Show left Niles, Mich., 7 o'clock Monday morning and made 114 miles to Joliet by noon. Entire trip was made in downpour of rain. Very soft lot, and rain caused show to lose Monday. This town turned in second best week's gross of season, front gate getting more here than any other stand. Bowling Green, Ky., still tops as to high gross of season. Show stayed over Monday here, getting in May 30, and was repaid by nice holiday crowd Monday night. Show also chalked up its third Sunday of season, and it turned out to be biggest single day's gross of season. Visitors: Tressie McDaniels and wife, from Al G. Hodge Shows; John Francis, Jack Lucas, Eddie Hock, Sonny Bernet; John Bloom, father of Manager Oscar Bloom; Charlie Judas, Harry (Polish) Fisher, Herman Schwartz, Abe Goldstein, John Paul Flanagan, Zebbie Fisher and Jack Benjamin. Mrs. Harry Schrimsher and daughter, Betty, and son, Paul, joined here. Bingo Miller

CANDY FLOSS & CORN POPPERS
Cheapest, Best, Genuine. Original Ball-Bearing Motor. 10 Patents, Latest April, '37. 1-Piece Bands. Ribbons, \$3.00 Ea.; two, \$5.50; 8 Ass't, \$14.00. Originators: 100% true Spinnerheads, \$20; Double, \$28; no wobbly heads. All postpaid. Guaranteed perfect. Highest grade. 1 lb. sugar brings \$2. Catalog free. NATIONAL CANDY FLOSS MACHINE CO., 310 East 35th St., New York City.

WANTED
Account enlarging show, Opener, Grinders, useful Side Show People. Long season, sure salary. Ticket if I know you. Address: M. E. ARTHUR, Care West Coast Amusement Co., San Francisco, Calif., until June 12; Mount Shasta, 14 to 19; Bend, Ore., 21 to 26.

V. F. W. STATE CONVENTION
WEEK JUNE 13, KOKOMO, IND. CAN PLACE Photos, Custard and Concessions of all kinds. Shows that don't conflict wire. Address ZIMDARS GREATER SHOWS, INC., This week, Danville, Ill.; next week, Kokomo, Ind.

entertaining customers profitably with his new mouse game. Jimmy Limbaugh's mother visited several times during engagement. Gene Long resplendent in gaily colored ensemble. Mike Murphy, "Old Emsee," handling front of drome in modern fashion. Melvin Easy and crew handling twin Big Eli Wheels.
H. B. SHIVE.

Krekos West Coast
Isleton, Calif. May 21 to 24. Isleton Asparagus Festival. Weather, fair. Business, 25 per cent above 1937.

Newspapers reported that at least 30,000 people crowded this little town for 15th annual asparagus festival. Rides, shows and concessions did a grand two days' business, everyone getting money. Visitors: Mayor Rossi of San Francisco and Governor Merriman of California. Louis Leos, secretary of show, busy entertaining many friends made thruout years show has played here. General Manager Mike Krekos busy eating premium asparagus and liking it. Charles Walpert and wife, Edith, entertaining at bridge nightly. Tony Whitneck had Big Eli Wheel full of banners. M. E. Arthur busy enlarging his shows. W. T. Jessup wired that he secured "Fleet Week" at Portland, Ore., in July. Carl Holt packing them in with his Parisian Revue. Bull Martin getting ready to open his athletic arena. Eagle Beak Robison, concession operator for Charles Walpert, won weekly award. Harry Meyers added a new concession here. George Kocan had four cafes on midway and beer concession, with 16 waiters and bartenders. Eddie Harriss visiting. Committee here headed by Bill Lathorpe did a grand job. Vic Meyers, of Lodi Grape Wine Festival, was on hand nightly to help put this celebration over. Margaret and Hunter Farmer doing good with their concessions. Art Craynor, show's

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\$22.00 Large Country Store Wheel, Shipping Case.
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WE BUY ALL KINDS OF CANDY FLOSS MACHINES AND CONCESSION TENTS. WEIL'S CURIOSITY SHOP, 20 S. Second, Philadelphia, Pa.

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Long Range Gallery, Photo Gallery, Candy Floss and Apples, Shows not conflicting. Address
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WANT
Free Act, one more Flat Ride, Ten-in-One Show. Skowhegan, Me., June 1-11; Belfast, Me., June 13 to 18.
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Rides, Shows, Concessions, for
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JULY 2, 3, 4, CAHOKIA, ILL.
Address **FRANK H. KAZILEK,**
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ILLUSION SHOW
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HAWAIIAN SHOW (Must Be Hawaiians)

FURNISH OUTFIT AND WAGONS TO ALL.

ATHLETIC SHOW—Have complete outfit. Gay Nineties People—including Beef Trust Chorus. This will be an office show. You must be able to cut it. Don't want sticks.

JOHNNY WILLIAMS WANTS PLANT SHOW MUSICIANS.

Long Season Playing Money Spots and First in City Every Week.

All Communications to **FRANK WEST**—This Week Warren, Pa.

FREE ACTS--ATTRACTIONS

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RUSH AT ONCE photos, sketches, advertising copy instructions and cuts for the Professional Section of the **SUMMER SPECIAL.**

ALL MATERIAL MUST BE IN CINCINNATI BY JUNE 14

A special combination publicity and advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Celebrations will be incorporated in the Summer Special Edition of The Billboard.

Photos and Short Sketches of Acts and Attractions Will Be Used

NEW! Nothing like this has ever been done in The Billboard before. Here is your opportunity to add prestige and recognition to your name—AND, possibly close several weeks of additional playing time during the latter part of the season.

If you have not inquired about this section do so today. Full details will be sent air mail immediately.

Professional Promotion Department

THE BILLBOARD PUBLISHING CO.
CINCINNATI OHIO

promotion department head, away to commence July 4 celebration promotion. Mr. and Mrs. Joe Zotter busy with many enterprises, which includes managing a string of shooting galleries from Tucson, Ariz., to Portland, Ore., 20 in all, and managing his nine riding devices on this show and on No. 2 unit, Joyland Shows, managed by Mr. and Mrs. Hughie Bowan. Business is good. Sun is shining. *The Billboard* copies come Friday. So what is the worry?
MIKE KREKOS.

World's Fair

(Motorized)

Grass Valley, Calif. May 23 to 30. Location, Bank street, center of town. License, stand. Weather, warm. Business, excellent.

Journeyed into foothills of Sierra Nevada to this mining town of 3,500 population. Despite some heavy grades and low underpasses, threatening detours to trucks, all came thru practically without incident, other than that created by some unscrupulous gasoline station attendant watering petrol and necessitating drivers to completely jettison and refill. Opened up in good order Monday with enthusiastic populace immediately evident. Rides and concessions did business thruout entire week. Wednesday (25th) was pay day and receipts of night topped week. Saturday kiddle matinee was best of season and much credit for this must go to Assistant Manager Harry Diamond for his energetic publicity campaign. Merry-Go-Round topped rides and Spot Kelly's ball game topped concessions. Wednesday a fishing and gold-hunting trip was organized among males of show with following participants: Alf Maler, Nick Obrovatz, Harvey Mittleider, Harrison

Rhodes, Frank Kempf and John Hobday. Men folk were emulated following day by some of women of organization. These were Pearl Clink, Billie Maler, Monnie Mittleider, Camille Hobday, Mabel Davis, Lillian Burke and Gussie Kitchener. Visitors: Ben Dobbert, of Downie Bros.' Tent and Awning Co.; Orville N. Crafts, owner, over from No. 1 show; Mr. and Mrs. Charles Jeffery, of Los Angeles, visiting their daughter, Jean, operator of penny pitch, and Mrs. Steinhart, wife of Dutch Steinhart, special agent.
JOHN H. HOBDAJ.

Eric B. Hyde

Leesburg, Va. May 23 to 28. Location, downtown. Weather, cool, some rain. Business, good. Pay gate.

Despite unfavorable weather conditions Leesburg was most profitable week of season to date. Show located just one block from Main street. Lot small for show of this size but was crowded on and opened to good attendance, which increased nightly until Thursday night which was lost on account of rain. Friday again brought large crowd and Saturday skies cleared and show had first really crowded midway of season. Shows, rides and concessions had profitable week. Johnnie Webb's Ten-in-One and Billy Arnte's Dixieland Minstrels were about even for top money honors, with Parisian Revue and Midget Village close contenders. Tilt-a-Whirl top money ride, Big Eli Wheel second. All rides and shows are in excellent shape and are being touched up in anticipation of Washington, D. C., engagements. Harry O'Hara replaced Nick Petronis with cookhouse. L. H. Hardin and Major Scott are doing excellent publicity work ahead of show. As fair bookings for season are completed, Mr. and Mrs. Harry Ramish severed connections with show and departed for Richmond for a few days' well-earned rest before taking up their duties with another show. Dr. Marshall, whose show was playing near by, visited. Robert, son of Mr. and Mrs. W. C. Earle, visited a few days. Edward Oliver and brother, of Washington, visited and complimented Eric B. Hyde on size and appearance of midway.
WILLIAM C. EARLE.

Marks

Camden, N. J. Week ended May 28. Location, Black Horse Pike showgrounds, Woodlynne. Auspices, Woodlynne Fire Department. Weather, cold and rainy. Business, fair.

Return engagement for 10th consecutive year under same auspices. Showgrounds small, necessitating leaving off two of smaller shows and one ride. Heavy rains all week with low temperatures. Thursday night show rained out completely, first lost night of 1938 tour. Weather Saturday clear and cold but business good at children's matinee and large at night. Midway remained opened until 1 a.m. Sunday. Free acts went on at 12:30 a.m. Radio broadcasting unit worked over Station WCAM Wednesday afternoon with show band, Cash Miller; Sandy McNeill, Scotch ventriloquist, and Billy Ryan on air. *Courier-Post* very friendly to show. Many of Marks show-folks went to Philadelphia during week and visited Ringling-Barnum circus. Day and dated with Downie Bros.' Circus Wednesday, May 25. Most of Marks people on hand for matinee performance. Visitors: B. H. Patrick, *The Billboard* representative, and Warren Buck, wild animal dealer. C. Jack Schafer arrived with Monkey Speedway and penny arcade. Walter Holliday's frozen custard new addition to midway and new Pony Track has been installed. James Laird doing well with his pop-corn stand. Williard W. Wilson, "Man in White," joined at Camden, N. J., to handle front of Wall of Death, Motordrome. Charles Abbott is general agent. Jack Chisholm had an off week, bingo being prohibited in this sector. S. A. Kerr kept busy ahead and back with show. New Auto Speedway topped rides during Woodlynne engagement, closely followed by Octopus and new Whip. Despite alleged business recession John H. Marks predicts business will improve and instead of cutting down show has added several new attractions, including Monkey Speedway, new Grand Whip, new Auto Speedway and an arcade and purchased several new semi-trailers.
WALTER D. NEALAND.

Zimdars

(Motorized)

Columbus, Ind. Week ended May 28. Auspices, VFW. Location, 10th and Wil-

son show lot. Weather, rain Monday and Saturday. Business, fair. Ten-cent gate.

Show ready to open Monday night but rain started in afternoon and kept on way into night. Opened Tuesday night to fair crowd but spending was very limited. Mel G. Dodson, general agent and co-owner of Dodson's World's Fair Shows, and his father were visitors Sunday. Doc Dodson, father of well-known Dodson brothers, is resident of Columbus. Saturday afternoon show paid tribute to Artie Dodson, son and brother of aforementioned. Show chaplain Chief Deerfoot gave a very touching and impressive ceremony. Manager Zimdars placed wreath on the grave. Many of those who attended saw ceremony thru misted eyes.
BUDDY MUNN.

Rubin & Cherry

(Railroad)

Rockford, Ill. Week ended May 28. Auspices, Modern Woodmen. Weather, rainy. Business, fair.

Rain fell daily on this strike-plagued city but did not mar show's exhibition periods until Friday night, when a down-pour scattered a goodly throng. Saturday matinee rained out. Attendance was heavy thruout week, but people, many of them out of work, were not spending. New Heyday arrived from Spillman Engineering Co. and was speedily put in operation under direction of Ride Superintendent Earl Crouse and Foreman J. D. Powell. When lightning hit a transformer wagon Thursday afternoon severed cables charged sodden earth and many showfolk sustained slight shock. Dr. W. B. Davis attended Mary Cain for burns on hands. The bolt caught her leaning against a steel wagon brace. Power wagon was set fire, but prompt application of extinguishers made damage negligible. Leona Mazza was removed to Swedish-American Hospital for an emergency appendectomy at 1 a.m. Wednesday. Dr. Davis joined doctors Bruce and Bert Canfield in surgery. Leona will remain in hospital 10 days. Mrs. Anna Gruberg is away on a jaunt to Philadelphia. Charles P. Rogers joined from Hennles Bros.' Show as foreman of Ridee-O. Louis Cittadino, Waltzer foreman, setting speed records in getting it up and down. Many visited from Sol's Liberty Shows, showing in near-by Beloit, Wis. Among them were Mr. and Mrs. Sam Solomon, Mrs. Sam Libovitch and Clayton Holt. Noble C. Fairly and Phil Little, of Fairly & Little Shows, also in this vicinity, visited. Other visitors were Morrie and Lou Silverman, of Milwaukee; Mr. and Mrs. Bernie Mendleson, of Chicago; Mr. and Mrs. Will Hommell and son, of Madison, Wis., and Ida Cohen, Chicago insurance agent.
RALPH WILLIAMS.

Miller Bros.

Columbus, Neb. Week ended May 28. Location, 31st and Seventh. Auspices, Elks' Charity Fund. Weather, unsettled. Business, fair.

Because of heavy rains it was impossible to set up on regular showgrounds just outside city limits. But chief of police, mayor and entire city council of Columbus assisted Billy Gear, general agent, in rounding up property holders and securing a week's lease on a lot seven blocks from heart of town. After show was set up one man, who owned property near-by and who was a former councilman, tried to prevent show from exhibiting by digging up an old ordinance which provided that a carnival in order to show must have unanimous consent of city council. Legal Adjuster Eddie Lynch had a special council meeting called and at 5 o'clock Monday permit was passed unanimously, with resulting newspaper play up. Merchants co-operated well and everybody got a little money on nights it did not rain. Grounds were in good condition. Billy Beacon is designing two new fronts.
CHICK FRANKLIN.

Sol's

(Motorized)

South Beloit, Ill. Week ended May 28. Auspices, Police Department. Location, Blackhawk boulevard, two blocks from downtown. Weather, rain every day. Business, light.

Six weeks out and sixth week of rain on this show, with same show, ride and concession operators that started season, which speaks well for new as well as oldest associates of management of Sol's Liberty Shows. Six weeks of real sunshine would be welcome now that spring has come and gone and summer days are with us. While General Agent William

Solomon was escorting one committee around midway, Eddie Vaughn had another in tow from a city wanting this show for same date. With Rubin & Cherry Exposition playing Rockford, Ill., 14 miles away, there was much exchanging of greetings from both shows. Visitors: Rubin Gruber, Peazy Hoffman, Bill Oliver, of R. & C.; Noble C. Fairly and Phil Little, operators of Fairly & Little Shows, playing Freeport, Ill.; Dermotte Dodson and wife, Carl Berg, Red Scott and wife. Evelyn Forrest, now operating a beauty shop in Milwaukee, visiting friends on show. Larry Hogan, general agent Rubin & Cherry, stopped en route to Madison, Wis. W. L. Mellor and wife, of Baker-Lockwood, as well as those above mentioned all welcomed personally by Manager Sam Solomon. James Lucas, from Dodson's Shows, now with Mabel and Alton Pierson concessions, and Eunice Lucas is doing Hawaiian numbers in Gay Paree. Writer given co-operation by papers here, especially *Beloit Daily News*, with Editor George Clarke giving four-column five-inch picture of lighted midway with a one-inch caption top local news page and an 11-inch story two nights before opening, nice coverage story and picture and special news carriers' write-up. WCLO, of Janesville, Wis., used for spot announcements daily during showing. Capt. Ted Brown, of motorcycle fame, always gets mention in press because of his trick and fancy riding on Wall of Death special for reporters. FRANK J. LEE.

but at 9:30 rain started pouring and in less than thirty minutes nearly a foot of water on entire midway. Bob Johnson, talker on Lion Hippodrome, had misfortune to be clawed by lioness, Sheba, but is doing nicely. Florence Ketring, rider in same show, is still black and blue from a bad spill taken recently. WSMK and WHIO, radio stations in Dayton, gave lots of time to show. Jack Winslow, of Monkeyville, broadcast six times during the week with Stanley, educated chimpanzee, and sold popples for the Legion. Ernie and Leone Murray were featured during the week on both stations on "Man on the Street" broadcasts. Al Renton's "Ripley Subjects" tied up traffic with their stunts on same programs. An innovation is the weekly meeting of everyone connected with the show to get together and discuss problems for the betterment of the entire organization. Mike Goodwin presided last week. Over 700 orphans and poor children were entertained on Wednesday in Dayton. During the week on decent days shows were given in various hospitals, which is a weekly policy on this show to take entertainment to shut-ins who are unable to come out to enjoy the midway. Dinty Moore's Skooter ride continues to top the rides. Al Renton's show holds top honors for shows. All in all, the only thing this writer wants is one clear week to get time to get the mud, sawdust and cinders out of his ears and hair for a change. Welcome to Ralph Williams, of the Rubin & Cherry Exposition, to the press fraternity of carnivaldom, as writer knows he will be an asset to the carnival business. FLOYD NEWELL.

Hampton is doing good on Zoma show. Peaches Howell doing good with her ball game. New arrivals on midway: Mr. and Mrs. Roy Varner. Ray Hamblen made a trip to old home town, Shelbyville, Ind., and returned with his brother, Floyd, and friend Carl Pumphrey. JAMES H. TIMMONS.

Majestic

Tazewell, Tenn. Seven days ended May 30. New showgrounds. Weather, spotty. Business, good.

Broke in another new showgrounds five minutes' walk from center of town. By far best date shows, rides and stands have played this spring. Wednesday thru Saturday, weather, fair; business, good. Sunday showing, arranged for an innovation in this part of Tennessee, matinee and night rained out. Early teardown Decoration Day in the rain with hopes of an early opening in next spot, Pennington Gap, Va. Sour note of the week, inconvenient and high cost of electric service. Back home is Burchman's Animal Show, with Majestic seasons 1935-'36. Among new arrivals, Claude Oederkirk, says he feels a lot better; Mr. and Mrs. Mack Hoge, J. A. Smith and wife, Joe Carr and family, George Coon, all with concessions. Visitors, ex-troupers Mr. and Mrs. Earl Buckner and daughter, Charlotte, guests of Mrs. R. M. Bryan, from the home town, Newport, Tenn. CHRIS M. SMITH.

World of Mirth (Railroad)

Plainfield, N. J. Eight days ending May 30. Location, Rock avenue and Seventh street. Auspices, Arbor Fire Department. Weather, two nights of rain, very cold. Business, suffered from weather, but very good.

Hampered almost continuously from rain, cold and ominous skies, show finally came thru its annual eight-day Plainfield engagement with grosses suffering only a minor drop below last year's record-breaking figures. Comparison of receipts for the two years indicated that given a better break in the weather the show would have gone well over the 1937 record. Not even the extreme cold could keep the crowds away the last three days of the date, the gate climbing above the corresponding night's figures a year ago on each occasion. More than 9,500 paid admission Saturday to top the week. For the fifth consecutive week Earl and Ethel Purtle held top position in the box-office rankings of attractions. Second place was taken over for the first time by Donald Clark's Art Speedway, with Art Gordon's Swing Club third, Bill Brown's Heyday fourth and Hans Mertens' Octopus fifth. It was a "ride week" with 6 of the first 10 top features coming from the riding devices. Ralph W. Smith, veteran treasurer who underwent a minor surgical operation last week, is rapidly recovering in a Plainfield hospital and is expected to resume his duties late next week. Plans for the organization of a social club were washed out with the rain here, but a gala dance aboard the cleared-off skooter deck is planned for the near future. Mr. and Mrs. Charles Vess, with their Four Original Queens of the Air, joined here for a five weeks' stay. The three-day Memorial Day week-end brought many out-of-town guests, including Tom A. Wolfe, former owner of the Superior Shows; Mr. and Mrs. Irving Moskowitz and Dr. and Mrs. Barry Glass, who visited Mr. and Mrs. Max Linderman; Harry Teitel and wife, son-in-law and daughter of Mr. and Mrs. Phil Marks, and their son, Sidney; Emma Ackerman, and her nieces, Delphine, Marcelline and Carlotta Spaar, who visited Mr. and Mrs. Gerald Snellens, and others. GAYLORD WHITE.

Endy Bros.

Rahway, N. J. Week ended May 28. Auspices, Rahway Post No. 5, American Legion. Location, Milton avenue showgrounds. Weather, cold with some rain. Business, fair.

Spot perfectly groomed for record stand but bad weather took edge off. Ideal location, co-operative sponsors and press, advance publicity, Wilno newsreels showing in theaters for miles around and higher-than-average employment ratio promised much business. Even in face of raw winds Monday, drew over 3,000 thru gate. Thursday completely washed out. Clear skies Friday opened a floodgate of patrons, and wound up on Saturday with a surprisingly large plus sign for week, considering elements. Mr. and Mrs. Gerald Weeks

joined with monkey show. Jack Howard, son of Spike Howard, strongman, came on as talker for Bobby Mansfield's Hawaiian show. Acme Newspictures' photographer from New York haunting lot all week making shots for picture yarn titled *Carnival Life*. Kentuck Archer, helper on Wilno's mouse game, left Tuesday. Emil Neugebauer, Legion committee chairman, threw party for office force Friday midnight. Mrs. David B. Endy and daughter, Joan, arrived in time for festivities. Eddie Hollinger rejoined as special agent and auditor after stay at his home nursing a sprained elbow. Whitey Ryan addressed local advertising group on "Sales Talk." Speedy Merrill's drome again topped attractions and Boomerang finished first among rides. Jerry Gerard has leased a 20-room house in Philadelphia, which he is doing over into efficiency apartments, catering to showfolks. Mrs. Gerard will manage. GLENN IRETON.

Buckeye

Natchez, Miss. May 23 to 28. Location, East End Park. Auspices, Elks' Lodge. Weather, ideal. Business, bad.

Show moved from its downtown lot, where it had week of good business, but business did not repeat itself due more to location than any other one thing. Spenders just would not come out to this particular section. Part of show was moved Friday to near-by town of Meadville for Saturday, but with little effect on business. Benny Pontius paid visit to his farm, which he purchased last fall. Mrs. Gentsch having new body built on truck for her custard machine. Fred Rainey and Ben Pontius both placing new bodies on their trucks. New banners being made for reptile show. Mrs. Cooper, wife of show's electrician, made trip to Texas to visit her mother. Slim Leesman still satisfying everyone with locations. Don Carlos still pleasing patrons with his monkey show. H. G. STARBUCK.

L. J. Heth

(Motorized and baggage cars)

Urbana, O. Week ended May 28. Location, Tritt's Corner. Auspices, none. Weather, fair. Business, light.

Short move from Piqua, O. Show got up Sunday night with photo gallery and pop-corn stand open for business on account of a dance given by Jack Tritt, owner of lot. More than 400 people attended dance with some looking over the show and helping out with advertising the show around town. Even with plenty of paper up show did not get any attendance as was expected, but did have quite a few people on lot Saturday night. Plenty of handbills were passed out at schools and downtown and band uptown often during week. Owner of lot, Jack Tritt, extended many courtesies to show people during stay here. Many showfolks had cabins on the lot. Joe J. Fontana is beginning to be a stranger around the lot as he was away for some days. Lot superintendent George Kelly has been busy looking after painting and making repairs. Lester Parrish is really going to town with *The Billboard* sales. Writer received a letter from Slick Walters, now with Sparks theaters, Tampa, and formerly on Royal American Shows. Sorry about Ed Squires going to hospital in Chicago. THOMAS PARKER.

Imperial

Muskegon, Mich. Week ended May 28. Weather, fair. Business, good.

Organization opened its season at Grand Rapids, Mich., to fair business despite bad weather. From there the show went to Mt. Pleasant, Mich., and also it rained and blowed all week it came out of it without financial loss. Alma, Mich., the next stop, turned out like the others, a little sunshine, a little rain and a little cold. This town was the best spot to date, with everybody getting money. The show has not lost a night, however, despite the inclement weather it has encountered since opening. Aerial LaPrades have replaced Los Eros as free act. Mrs. Walter Mooney visited her husband when the show played Alma, Mich. Following is show's roster: Edward A. Hock, general manager; Harry Zimmer, president of the corporation; Robert Kenosian, vice-president and assistant manager; Otto W. Lucas, general representative; Lew Marcuse, secretary; Ray Davison, transportation manager; Buck Clark, boss canvas and *Billboard* agent; James Smith, construction superintendent and electrical (See SHOW LETTERS on page 55)

World's

Waterliet, N. Y. Week ended May 28. Auspices, Lieut. John Patten Post, American Legion. Lot, Beattie's Flats. Tent-camp gate. Weather, three days clear, three days rain. Business, fair.

Show played same auspices here as last year, business about 25 per cent off. Rain and cold interfered with activities three days, last two nights, however, fair weather, but could have been warmer to advantage. Splendid co-operation from auspices. John Moran obtained permission to operate wheels for first time in years. Lot situated on main Albany-Troy highway, a blaze of light at night and natural drop-in for transients. French Casino topped midway, best week since opening. Jean-Eugene did not operate, hard to determine cause as last year she was a feature show and very popular. Esquire attraction, management Elsie Wolf, did nicely. Rainbow Frolics, management Charlie Gramlich, got by, but nothing sensational. Dorothy Stone, featured with Wall of Death, great favorite here, did nice business. Princess Peggy and midgets among money-getters. Balmoral Highland Band on Look show feature of Side Show. Monroe brothers, of illusion fame, enlarging Hall of Fame and benefiting thereby. Mrs. Max Gruber had best week so far this season with bingo, with Don Venning, manager, handling game expertly. Mrs. Venning, Don's mother, left for Canada to visit another son. Nice space in *Albany Knickerbocker-Press, Times-Union, Troy Record, Cohoes American and Waterliet Tribune*, all helpful. Writer really thinks weather conditions responsible for falling below last year business, conditions not appearing too bad in this section of State. Eddie Rahn, general agent, nightly visitor with Si Askins, city clerk of Schenectady, and committee from there. Joe Mannheimer and Morris Stokes deserve great credit for exploitation here. Mrs. Betty Mannheimer's mother a welcome guest. Rides did fairly well. Octopus ride top. Saturday matinee fair attendance, night big. Max Gruber is still smiling, and things look brighter all round. DICK COLLINS.

Mighty Sheesley (Railroad)

Norwood, O. May 9 to 14. Location, Waterworks Park. Business, nil. Weather, mostly rain and cold.

Richmond, Ind. May 16 to 21. Location, Exhibition Park. Business, nil. Weather, rain and cold.

Dayton, O. May 22 to 28. Location, McCook Field. Auspices, Central Labor Union. Business, light. Weather, mostly rain.

It has often been said that a carnival manager must have very broad shoulders to stand the gaff, but after the last month the writer would say that John M. Sheesley, manager of this show, should be judged the original man of iron from what he has gone thru in the muck and mud. The above spots are rated as three of the finest in other years, but Old Man Weather and recession, judging from the business done, put a crimp in them. For example: Monday night in Dayton swell crowd,

Hennies Bros. (Railroad)

East Moline, Ill. Week ended May 28. Auspices, American Legion. Location, 13th street showgrounds. Weather, rainy all week. Business, light.

Arriving early Sunday afternoon from Rockford, Ill., show train was unloaded and all wagons hauled and spotted on very bad and soft lot by nightfall. Rainy and cool thruout week, lot had to be worked over each day and fresh shavings spread for evening. Saturday night completely rained out. Early teardown and some 17 hours before last wagon was off lot and last section of train loaded for short haul across river to Davenport, Ia., where show was to have opened following night, Sunday. Besides show's two 60-ton caterpillar tractors, another Diesel-Caterpillar 70 was secured, and even these three hooked up together failed to budge many of heavily loaded ride wagons, which had to be partially unloaded before being dragged off what might be called a real tough lot. Last wagon hit bottom of runs after 4 o'clock Sunday afternoon on Davenport side of river. Visitors at East Moline: Otto Lucas, of Imperial Shows; Peggy Butler, of Fairly & Little Shows, and Dr. B. J. Palmer, of Davenport, dropped in on two evenings to spend a few hours with many of his showfolk friends and taking in the midway. In last week's show letter writer forgot to mention Frank J. Lee, of Sol's Liberty Shows, as a visitor while in Rockford, Ill. First part of week Harry W. Hennies went to Chicago for a day, and Denny Howard jumped to Detroit to look over new location contemplated for midway during 1938 Michigan State Fair. H. (Dutch) Miller is now poling shoots for Trainmaster McClane. Robert Porritt Jr., of Chicago, dropped in again on his folks to spend Memorial Day. Show used five newspapers, *East Moline Weekly, Moline Dispatch, Rock Island Argus, Davenport Times and Davenport Democrat*. All of them gave liberally of publicity space and used much art during week. Radio stations WHBF, of Rock Island, and WOC, of Davenport, were used for spot announcements. Concessioners Bill Shulman, Sammy Steffin, Eddie Clark, Ted Shulman and Harry Martin can rightfully be proud of their stands on concession row. JOE S. SCHOLIBO.

J. F. Sparks

Lebanon, O. Week ended May 28. Weather, rain mostly all week. Business, poor.

Ninth week out for this show and first spot in Ohio proved worst of all. Located right in town, just two blocks off center of business section. Folks just did not come out, altho weather and pay gate played important part in keeping them away. Mrs. Lena Neveling has been on sick list but is fully recovered and back on shooting gallery. To date this show has not missed a pay roll. Manager J. F. Sparks can still take it. Jack

**Shows - Wanted - Rides
CONCESSIONS**
EITHER CARNIVAL OR INDEPENDENT
Oklahoma'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 Admissions Last Year.
(Ask J. Geo. Loos about this one.)
Few Stores—You Fix. All Concessions Cash
on the Barrel Head.
Address—DEWEY ROUND-UP,
812 Palace Bldg., Tulsa, Okla.

LEGION CELEBRATION
EAST MOLINE, ILL., JULY 3-4.
Heart of Prosperous Industrial Community.
\$1,500 Show and Fireworks, Parade,
Balloon Ascensions.
CAN PLACE a few more Skill Games, Frozen
Custard, Juice and other legitimate Concessions.
Have Carousal. WANT Ferris Wheel. Free
Acts write.
DON SWEET.

CARNIVAL WANTED
Picnic and Rodeo
GROVE, OKLA., JULY 2-3-4.
Write or Wire
G. A. PERRINE, Grove, Okla.

**WANTED
CLEAN CARNIVAL**
RIDES AND FREE ACTS,
July 2-3-4.
8,000 a Day Last Year—Expect More.
MECOSTA BUSINESS MEN.
Address WM. NARLOCH, Mecosta, Mich.

**WANTED RIDES OR SHOW
FOR
Firemen's Celebration**
JULY 4TH.
Write J. E. FARNEY, Lyons Falls, N. Y.

BIGGEST 1938 EVENT FOR CANADA LONDON, ONTARIO
OLD BOYS' REUNION, August 1st to August 6th
ALL ACTIVITIES DOWNTOWN ON THE STREETS.
Endorsed and Supported by City and Provincial Governments.
BANDS — ATTRACTIONS — MILITARY ACTIVITIES — SPORTS — PAGEANT — PARADE —
CONTESTS, ETC.
WANTED
SHOWS—RIDES—AND CONCESSIONS
That CAN operate on the Streets and WILL conduct themselves in keeping with the standard
and character of this celebration.
This Reunion will be advertised across Canada and taking place in the height of the Tour-
ist Season will attract thousands of Americans. Population of London, 79,148. Estimated
attendance, 125,000.
REMEMBER,
DOWNTOWN,
On the Streets Around
the City Hall.
For information regarding space write
CHAIRMAN, Concession Department,
LONDON OLD BOYS' Association
338 Dundas Street,
London, Ontario.

CARNIVAL WANTED
JUNE 30, JULY 1, 2, 4, 1938
Large Homecoming Celebration, sponsored by Bonne Terre Chamber of
Commerce, to raise funds for a Shoe Factory. Want Rides, Shows, Attrac-
tions, etc. Must be clean and reliable. 50,000 people to draw from.
Write GEO. M. SPAIN, General Chairman, Bonne Terre, Mo.

CROWN POINT, INDIANA
Lake County Fair Grounds
Big Fourth of July Celebration
2 BIG DAYS—JULY 3 AND 4
Wanted—Independent Shows, Rides and Concessions. Flat Joints and Steal
'Em Shows barred. Write or wire D. W. MILLIREN, Crown Point, Indiana.

Sponsored Events
Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

**K. C. Talent
Budget Might
Top \$50,000**

KANSAS CITY, Mo., June 4.—With dates set for the third annual Jubilesta in Municipal Auditorium, Lincoln G. Dickey, new general manager, turned to plans for a spectacular program of entertainment. Four major attractions will run simultaneously under the one roof, as in previous years.
Budget for talent is expected to be more than \$50,000, Jubilesta executive committee to approve all expenditures, said Cornelius J. Giblin, chairman. Last year's undertaking lost \$35,000 and infantile paralysis was blamed. First event in 1936 showed profit of almost \$15,000. The Jubilesta is not strictly a profit-seeking enterprise, object being to draw visitors and buyers to the city. Hotel men, merchants and Chamber of Commerce are sponsoring this year. Previously it was city-managed.
Tentative plans call for daily change of class vaude acts in arena, an unusual aquatic show in Exhibition Hall, a legit play or musical comedy in Music Hall and a miniature expo or side show in the Little Theater.

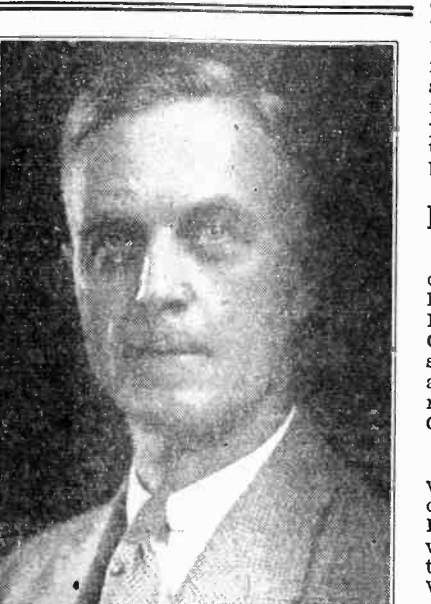
East Moline Post Sponsor
EAST MOLINE, Ill., June 4.—American Legion Post here will sponsor an annual celebration in its newly completed civic stadium and park. The vets will spend nearly \$2,000 in promoting their event, which will include a 10-act stage show, fireworks, balloon ascensions and parade. Don Sweet, pro magician and promoter, is handling attractions and concessions. Post is preparing to entertain at least 20,000 during the two-day event.

Tremendous Response
CINCINNATI, June 4.—"The response to my last two advertisements in the Sponsored Events Department of *The Billboard* was so tremendous that it was impossible for me to answer half of the replies. My opening celebration in Confluence, Pa., got off to liberal crowds and good spending. With a break in weather it appears that the outdoor season will be good."—MERLE A. BEAM, Amusement Enterprises, Windber, Pa.

London Old Boys Will Use Streets
LONDON, Ont., June 4.—London Old Boys' Association is preparing for a 1938 Reunion Celebration, London having the distinction of being the first city on the American continent to stage an Old Home Week. Alderman E. C. Killingsworth, president of the association, and James P. Millar, former editor of *The London Advertiser*, managing director, are assisted by committees on accommodations, attractions, bands, decorations, finance, military, pageant, parades, publicity, sports, speakers, transportation and women. International Day will be featured, other days to be Citizens' Day, Shriners' Day and Military Day.
Malabar Co., Toronto, will stage a pageant on the first two days in front of the grand stand on Western Fairgrounds with a cast of over 2,000. All other events will be downtown on Dundas street, with attractions, shows, rides and concessions in the two blocks from the City Hall and Hotel London. Publicity has been sent out thru chambers of commerce, service clubs and transportation companies to nearly every town in Canada and to the Atlantic Seaboard in the States.
Directors report a budget of about \$35,000. Reunion office, opened in the City Hall three months ago with a permanent staff, was transferred on May 1 to a store on Dundas street and several promotions started, including casting for pageant, merchandise campaign and popular-girl contest. Later a baby show will be started. Based on figures of the last reunion, directors anticipate an attendance of at least 125,000.

Milwaukee Budget \$35,000
MILWAUKEE, June 4.—Plans for the annual Midsummer Festival include a Venetian Night display on opening Sunday, pageants on Monday and Tuesday, operettas on Wednesday or Thursday, saengerfest on Friday, an all-State band contest on Saturday and carnival all week. There will be exhibits, with the State department of agriculture and markets and State conservation commission ready to spend \$5,000. New financing plan for the event provides for patrons' certificates to all contributing to the festival, to be conducted on a budget of about \$25,000.

Program Big in Minerva, O.
MINERVA, O., June 4.—On program of 19th annual Free Home-Coming and Exposition of Progress in New Municipal Park here, sponsored by the Chamber of Commerce, will be shows, rides, concessions, free acts, band concerts, rodeo and queen contest, fireworks three nights and merchant exhibits, reports Chairman Charles A. Hart.



E. C. KILLINGSWORTH, president of London (Ont.) Old Boys' Association, which is preparing for its 1938 Reunion Celebration, London being noted as first city on the American continent to have produced an Old Home Week. A heavy budget has been made for pageant, parades, sports, rides, shows and concessions. Many events will be on streets.

**Pa. Firemen
In Good Week**

CONFLUENCE, Pa., June 4.—At Old Home Week under auspices of the fire company, opening on May 28, attendance was good and business fair. Firemen operated bingo, cookhouse and some wheels; other shows, rides and concessions were booked thru M. A. Beam. Beam midway included the T. J. O'Gorman rides, with George Gains, foreman; Ferris Wheel, Dallas L. Beach in charge; Chairplane, Max Morton; Kiddie Airplanes, Allen Holt. Ernest H. Jones had his Kiddie Auto ride on the midway, with Clarence Jones as helper. G. S. Eagleson's Jungland Oddities and Mrs. Sam Swain's Serpentina Illusion were the shows.

Concessions on grounds were cookhouse, Mr. and Mrs. Charles Craig; pop corn, Harry McClain, penny pitch and juice, Mrs. M. A. Beam; photos, Frank Tanner, T. B. Tanner, Mrs. Tom Rogers; candy apples and caramel corn, Mr. and Mrs. George Mayer; jewelry, M. Dubinsky, L. Sax; fishpond, Sam Swain; hoopla, Elsie DeVliege; pitch-till-win, "Doc" Okay; dart wheel, A. C. Eldman; lead shooting gallery, Tom Paghidas; blankets, Athan Stamos; cigaret shooting gallery, Perry Jordan, Bob Patterson; mule ball game, Mrs. Eula Wise; milk bottles, Tom Rodgers; bumper game, Mrs. J. O. Patterson; slum spindle, Earl Dupont; penny pitch, J. A. Wise; diggers, Morris Hannum, and Shopwell and Nick DiLoreto with balloon pitch.

Free acts were Billy Elton, clown contortionist; Sara and Agnes Horner; Ray and Rosalie Ravelle, dancers. Ursinus (Pa.) Band gave concerts and played free acts. Newspaper, poster and radio advertising were used. Parades and contests were staged to create interest. Firemen expect to realize \$1,000 on the event.

Poplar Bluff Will Repeat

POPLAR BLUFF, Mo., June 4.—City's Jubilee on May 27 and 28 was declared such a success by J. Richard Reynolds, chairman, that it will be repeated in 1939. Event was sponsored by the Chamber of Commerce and drew thousands from Southern Missouri and Northern Arkansas. John R. Ward Shows opened on May 24 and played remainder of the week. Eldon Jones' Band and St. Louis Little Symphony were on the bill. Committee aiding Reynolds included J. Tom Boyce, Ernest Dunn, John H. Wolpers and Guy Cahill.

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CONNERSVILLE, Ind.—Frank Starkey will be in charge of shows, rides and concessions at the Annual American Legion Free Celebration here, which will have a \$1,000 fireworks display and three-hour grand-stand show, reports Wilson Hempleman.

NOTICE -- WANTED
4-RIDE CARNIVAL. CONCESSIONS.
For Annual Celebration, sponsored by the Symco Business Men, June 17-18-19, or 24-25-26, in the Heart of the Best Farming-Dairy Country in the State. Write
GEO. H. HENSCHEL, Secy.,
R. R. 2, Bear Creek, Wis.

Shorts

ANNUAL Spokane (Wash.) Sports-men's Show drew 80,000 in seven days, said Manager W. G. Oves. There were 50 displays and exhibits, including shooting gallery, refreshment stand and pitchmen. Bill included Roth's Tigers; Delyea and Wilson, champion log rollers, and Capt. C. Milo Godfrey, fly caster.

FOR Jennerstown (Pa.) Fire Co. Jubilee Week business men and rural residents are co-operating with the celebration committee. Parades, free acts, band concerts and novelty events are scheduled under management of M. A. Beam.

PRAIRIE DU SAC, Wis., will hold a two-day Centennial Celebration with pageants in Marion Park and daily activities, said E. L. Gattshall, chairman of the concession committee.

CELEBRATION sponsored by Rogers (Ark.) Fire Department for a week will be on the streets, reports Howard Fowler.

LARGE CROWDS attended recent Cuyahoga Falls (O.) annual American Legion Spring Carnival, with five rides of R. H. Wade Amusement Co. on the midway.

RIDES, shows and free attractions will be featured at the annual Homecoming Celebration, Commercial Point, O.

J. R. EDWARDS ATTRACTIONS has contract for Willard (O.) Firemen's Celebration. Contests will be used in connection with the event.

FIREWORKS, acts, concessions and contests will be highlights of Barberton (O.) American Legion Celebration, said James C. Richey, general chairman.

J. F. KLINE is chairman of the American Legion and Merchants' Celebration, Steubenville, O., featuring free acts, fireworks and contests.

CONTRACT for a pageant with cast of 1,500 and at estimated cost of \$25,000 was awarded by Beckley (W. Va.) Centennial Celebration committee to John B. Rogers Producing Co. thru its representative, Bill Martin.

ACTS by Barnes-Carruthers, Thearle-Duffield fireworks and Wallace Bros. Shows have been contracted for annual Algona (Ia.) Celebration, sponsored by Kossuth County Fair Association. Night show will tie in with Iowa Territorial Centennial with a pageant having a cast of over 200, said Fair Secretary E. L. Vincent.

CITY COUNCIL, Salem, Mass., voted a \$500 appropriation to buy free acts and

fireworks for the seven-day seventh annual American Legion Jamboree, reports Thomas Kehoe, business manager.

CARNIVAL ROSTER

(Continued from page 47)

Range Gallery—Mr. and Mrs. W. R. Powers, owners and operators; Robert Hilliard, assistant. **Temple of Knowledge**—Mrs. Harold Paddock, owner; Ger-tie Barr and Mrs. George Davis, readers; Harrison Scott, front. **Temple of Mentalists**—Mrs. J. C. Simpson, owner; Mrs. Flonnie Barfield and Mrs. Jean Dellabate, readers; Roy Tarrant, front. **Photo Gallery**—Mrs. J. C. Simpson, owner; Clarence Hunter, manager; Mrs. Paul Kleider, tinter, and Roscoe Hartley, dark room. **Pitch-Till-You-Win**—Ernest Dellabate, owner, and George Dixie, agent. **Pitch-Till-You-Win**—E. Eriksen, owner. **Milk Bottles**—Mrs. E. Eriksen, owner.

STARR DeBELLE.

MOFFAT & HARVEY

(Continued from page 41)

Gilman and W. E. Gilman Jr., secretary and vice-president, respectively, handled the event. These two are owners of the Gilman Hot Springs resort.

Personnel of United Attractions: Moffat and Harvey, owners; Milt Runkle, general agent and general superintendent; Len M. Hamilton, superintendent lot; B. Freedman, secretary; Matt Garvey, electrician, and Bill Huntley, chief mechanic.

Rides: Big Eli Wheel, John Card, foreman; Robert Irwin, assistant, and Mrs. Floyd Kite, tickets. **Merry-Go-Round**, Eugene Kite, foreman; Ed Wilson, assistant, and Mrs. Pearl Runkle, tickets. **Mix-Up**, Fred Kite, foreman; Joe Miller, assistant, and Clara Bell Anderson, tickets. **Baby Autos**, Mrs. Wilma Louise Hamilton, forelady; Jo Quinn, assistant, and Barbara Hamilton, tickets. **Pony Track**, John Kemsley, owner; Had Fuller and Ben Goodenough, assistants, and Mary Simpson, tickets.

Concessions: Cookhouse, Whitey Olsen, manager; Ned Curley, chef, and Mart Janeway, counter. **Photo strips**, Mrs. Nellie Moffat, manager; Ellen Gormley, assistant, and Russell Lane, operator. **Penny pitch**, Leon Williams and Martha Warren. **Knock-'em-over**, Bob Winslow. **Ham and bacon**, George Simmonds in charge; Jed Palen, agent. **Cigaret shooting gallery**, Bill Verstege. **"Charley McCarthy"** wheel, Willard Peck. **Long-range lead gallery**, Kirt Ober. **Groceries**, Slim Ronnow and B. Birdsley. **Bottle game**, Tommy Gin Woo. **Candy floss**, Roy Hoover. **High striker**, Dave Barnett. **Novelties**, Ben Stone and John Hartley. **Scales**, Walter Gosco. **Bowling Alley**, J. C. Ashcraft. **Peanuts and pop corn**, Lawry Petersen. **Bingo**, Florence Appel and Marion Lind. **Balloon game**, Louis Concolvo. **Fishpond**, Ed Riley and M. Carruthers. **Ice cream**, Marquetta Williams. **Shoot-the-spot**, Geln Arledge. During the fiesta the showfolks made up parties for the swimming pools at Gil-man Springs. George and Nellie Moffat visited four days, made first trip in the new de luxe trailer. They entertained members of the committee at party on the San Jacinto golf links. Milt and Pearl Runkle are owners of a new house-car.

SHOW LETTERS

(Continued from page 53)

engineer; Buck Bresley, scenic artist. **Shows:** Tommy Davenport, Athletic Arena; Louie Sorensen, Paris Frolics; Al Harris and Bing Proy, Hawaiian Nights; Chris Sorensen and Otis Lloyd, Monster Show; James Carter, Circus Side Show; Bill Callender, Animal Circus. **Rides:** Tilt-a-Whirl, Harold Hiatt, foreman; Emerson Sperling, assistant; Mrs. Kettle, tickets. **Chairplane**, Moe Silverberg. **Ferris Wheel**, Allan Spann, foreman; Alice Kenosian, tickets. **Merry-Go-Round**, A. Wingate, foreman; D. Fox, clutch; Robert Williamson, tickets. **Loop-o-Plane**, Butch Thompson, owner; P. Whitney, foreman; Mrs. Thompson, tickets. **Kiddie Auto Ride**, Happy Hapak, foreman; Bob Fry, tickets. **Pony Ride**, Harold Carpenter, riding master; Mrs. Carpenter, tickets. **Concessions:** Penny Arcade, Mrs. Bouge; pop corn, Ralph Bouge; corn game, A. L. Hock; W. Mooney on microphone; A. Pazen, checker; ball game, F. Martin, Lillian Kettle and Mrs. Davis; doll rack, Mrs. Spann; hucklebuck, Kid Ryker; penny pitch, Con Nylander, C. Helms and G. Brown; hoopla, Con Nylander; ice cream, Mrs. Bing Proy; snowballs, Mrs. Thomas; dig-gers, A. Gordon; long-range gallery, E. Seneff; cotton candy, Mrs. Smith; string game, Kramer Family; grab, Frank Zyta; cookhouse, Mr. and Mrs. McClellen;

photo gallery, E. King family; palmistry, J. Miller; free act, LePrades; calliope, Charles Davis; gates, Mrs. Lew Marcuse, Mrs. Cecile Hiatt and Mrs. C. Ryker. **AL HOUSE.**

Art Lewis

(Trucks and baggage cars)

Corning, N. Y. Week ended May 28. Location, Kelly's Field. Weather, cool with rain Monday. Business, fair.

Spot was played without auspices. Show, however, had city officials' support. Under normal conditions this would have been a big date. Attendance was good, but not much money was spent. During this engagement painters gave show its second decorating of 1938 season and it looks as tho it were out for the first week of the season. L. B. Lamb's Side Show, resplendent in new banners, is again beginning to hit its stride. Freddie Carlton, calliope player and pianist in the Casino De Parea, wows everyone with his own arrangements of popular numbers. Jack Montague is in complete charge of the Havana Show, while his wife, Mazie, is featured on the same show. Bernice Lamb's Casino de Parea is going over big since she has taken over the oration on the front. Sweet Marie scored her biggest week here. Social Club's weekly jamboree is going along nicely. Jean O'Donnell's bingo party each Friday afternoon for Social Club's benefit is drawing more patrons weekly. Speedy Palmer, Art Lewis' pilot, is still thrilling patrons with his stunts in midair. Electrical illumination of the Four Stars' act has been completed and it is really outstanding. Sid Smith's Chinatown is playing to good business everywhere.

F. PERCY MORENCY.

Wright's

Newman, Calif. May 20-22. Auspices, Golden Jubilee. Location, City Park. Weather, very hot. Business, good.

First celebration of season and everything got money. Opened Friday (20) to fair business, but Saturday brought big crowds and rides and concessions didn't close until 2 a.m. Due to excessive heat, Sunday was not as good as Saturday, but business was satisfactory. New Ferris Wheel was put up here and christened with a bottle of champagne. It was named Mabel in honor of Mrs. Wright. After the celebration Manager Will Wright was complimented by Mayor Simon Newman on show's cleanliness and employees' courtesies. No extra help available for tearing down, but ride boys all jumped in and helped one another, showing a wonderful co-operation spirit. Al Fisher, general agent of Clark Shows, visited here.

San Bruno, Calif. Week ended May 29. Auspices, Ladies' Auxiliary American Legion. Location, opposite depot. Weather, windy and cold. Business, fair.

Owing to late arrival show did not open until Wednesday night. A fair crowd attended and gave a like response to shows. Ride and concession business improved nightly until Saturday when a high wind and rain spoiled everything. Spot was close to Tanforan Race Track and many jockeys and stable hands visited. Visitors included Mike Krekos, Phil Blanchard, Jack Pollock, Shorty Wrightsman, Joe Krug, J. J. Davis, Mr. and Mrs. Ben Dobbert and Mr. and Mrs. Slee. Mabel Wright returned to the show Thursday after flying down to Los Angeles on business.

AL SIMMONS.

Sims

Chatham, Ont., Canada. May 23 to 28. Location, Stirling Park. Auspices, Kiwanis Club. Weather, Monday lost account of rain; balance of week cool. Business, profitable.

One hundred per cent co-operation from members of Kiwanis Club, who supplied qualified speakers each evening for the radio announcements. Show was officially opened Tuesday night with big street parade. Opening address was made by J. Zink, mayor. Business Tuesday very good on account of being Victoria Day. Chatham Kiltie Band under leadership of S. G. Chamberlain participated in all street parades as well as playing concert on showgrounds. Frank Rome, manager, had lot laid out well and all help had hard work to get grounds in condition after downpour all day Monday. Members of the Kiwanis Club were stationed on each attraction and helped increase receipts with their solicitations. Their own booth had good business all week. Wednesday F. W. Sims

played host to 60 members of Kiwanis Boys' Club, doing likewise Thursday for children of the Shelter. William Cooper, advance agent, spent day with show and reported good work ahead of the show. **WILLIAM DAVIS.**

Hines Amusement Co. Opens in Minnesota

BROWNS VALLEY, Minn., June 4.—Owing to rain Decoration Day the Hines Amusement Co. did not open the season that day as scheduled but did get going Tuesday. Weather was ideal and business for rest of week was satisfactory.

Attractions that joined were Tex Ranger and Cactus Kid with hillbilly show; Sally Moran, girl show; Bill Mitchel and Harry Crow, python snake show, and R. E. Patterson with bird concession. Reported by George W. Peterson.

SPRINGFIELD, O., June 4.—On Memorial Day the Mighty Sheesley Midway opened at the Y. M. C. A. field. Show is given under auspices of Chapter No. 13, Disabled American Veterans of the World War, which shares in the receipts. As a special feature women were admitted free on Memorial Day night.

48th Annual Reunion

Soldiers, Sailors, Marines, **MAMMOTH SPRING, ARK.,** August 14-20, Inc., WANTS Carnival with 6 or more Rides, Shows, Concessions, etc. **E. E. STERLING, Secy.**

FIREMEN'S JUBILEE WEEK

JENNERSTOWN, PA., WEEK OF JUNE 13. Outdoor Amusement People write or wire. Other Celebrations and Farmers' Picnics till Fair Season. **M. A. BEAM, Windber, Pa.**

WANTED

AMERICAN LEGION AND BUSINESS MEN, JULY 4 AND WEEK. Independent Rides and Concessions. Consider Carni- **ED REED, Commander, Hops, Ind.**

WANTED

FOR **RUSHVILLE, NEB.** (The Home of Old Jutes) High-Class Carnival and Legitimate Concessions of all kinds. Week of August 7-13. Fall Celebration and Barbecue. Write **PAUL D. HAYNIE, Chrm.,** Rushville, Neb.

WANTED

Rides, Free Attractions, Shows and Concessions. **18th Annual Event, August 10-11-12-13, 1938, KINGMAN COMMUNITY FAIR AND FESTIVAL.** **E. P. MOORE, Secy.,** Kingman, Ind.

WANTED

Pitchmen, Ferris Wheel, clean Shows, no Con- **cessions, Funhouse, Shooting Gallery for July 4 and 5.** **JUNIOR CHAMBER OF COMMERCE** Farmington, Mo. **W. KEMPER BRUTON.**

WANTED

ANNUAL AMERICAN LEGION JAMBOREE 7 Days—July 3 to 9, Salem, Mass. Concessions of all kinds. What have you? Bon- **fire, Fireworks, Free Act. THOMAS KEHOE,** 163 North St., Salem, Mass.

WANTED

Carnival Company With Rides **Annual Convention** Chautauqua County Firemen's Assn. **July 14, 15, 16 Sherman, N. Y.** **H. A. LAND, Chm. Concession Committee.**

WANTED

Rides, Shows, Concessions **July 4 Benefit** Sponsored by Towanda Police and Firemen, **Towanda, Ill.** Wire or write **F. DOWDALL, 306 N. Madison St.,** Bloomington, Ill.

WANTED

A SMALL CARNIVAL FOR JULY 4 PICNIC. Can show all week. Call or write at once. **RUSSELL COUNTY FAIR ASSOCIATION,** Russell Springs, Ky. **W. W. Owens, Secretary.**

WANTED

Legitimate Concessions for **BETTSVILLE CENTENNIAL.** All Rides booked. **JULY 13-14-15-16.** To be held on Main Street and sponsored by Vol. **Fire Dept.** **PAUL R. STEFFANNI, Bettsville, O.**

10th Annual Celebration
ASHVILLE, OHIO — 18 MILES SOUTH OF
COLUMBUS — JULY 1-2-4.
RIDES AND CONCESSIONS WANTED.
CLYDE BRINKER or A. B. COOPER.

WANTED CARNIVAL
RIDES, AMUSEMENTS,
July 3 and 4.
Write E. M. MOE, Boulah, N. D.

WANTED
RIDES AND CONCESSIONS
FOR JULY 4.
LION'S CLUB, Plarcoton, Ind.

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

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

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 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. tfnx

AGENTS - AGENTS - AGENTS — DROP EVERY-
thing for Persian Down, one of the fastest
house to house sellers and a repeat number that
will make your eyes sparkle. Sell to offices,
garages, beauty parlors, gas stations, barber
shops, doctors, dentists. Everyone uses it.
Agents making \$15.00 a day and over. Your
Cost 13c per box, or \$1.50 per case. You sell
for 25c per box or \$3.00 per case. 25c brings
you sample and full particulars. Money re-
funded if you're not 100% satisfied. Contact us
now. Don't wait. **WILLIS PRODUCTS CO.**,
Box 126, Syracuse, N. Y. x

AGENTS - DISTRIBUTORS — BRAND NEW
Patented Solid Maple Food Cutting "Pigg-
Board" Novelty, beautifully decorated in any
one of six colors. Sample 79c postpaid; dozen
\$6.50 F.O.B. **LUTERAN & BRUNELL**, 33 Nel-
son St., Clifton, N. J.

ATTENTION, SUBSCRIPTION SALESPeople—
If you work east of Rockies and north of
Mason-Dixon line write for proposition.
AMERICAN POULTRY JOURNAL, 538 S. Clark,
Chicago. x

BIG MONEY TAKING ORDERS—SHIRTS, TIES,
Hosiery, Underwear, Raincoats, Pants, Uni-
forms, etc. Sales equipment free. Experience un-
necessary. **NIMROD**, Dept. 43, 4922-28
Lincoln, Chicago. je11x

DISTRIBUTE PERFECT KEY CARRIERS —
Stamped with your name, at July Fair or Con-
vention, thru **INDIVIDUAL KEY RING CO.**,
Warwick, Mass.

HOLLYWOOD SILK STOCKING SILHOUETTES—
Like woven in silk (no pasting or sewing).
Agents wanted. Sample 10c in coin. **R. L.**
REICHARD, 227 N. Plum, Allentown, Pa.

LOCAL AGENTS WANTED TO WEAR AND
demonstrate Suits to friends. No canvassers.
Up to \$12 in a day easy. Experience unces-
sary. Valuable demonstrating equipment,
actual samples free. **PROGRESS TAILORING**,
Dept. F-117, 500 Throop, Chicago. x

LORD'S PRAYER ON A PENNY—\$3.00 PER
100. Sample 10c; 3 for 25c. **KARL JAHE**,
Box 634, St. Louis, Mo.

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NATI JUNE 15. INCREASED CIRCULA-
TION. MARK YOUR COPY "CLASSIFIED"
AND SEND IT IN EARLY.

LORD'S PRAYER, TEN COMMANDMENTS ON
a Penny—Cards included, \$3.00 per 100.
Samples 3, 25c. **PERKINS**, 4327 Delonty, St.
Louis.

NEW!—BETTER MOUSE TRAP, 10c; FITS
glass jar; demonstrate with rubber mice;
money-maker. Sample and display, 10c. **MFG.**
M. T. CO., 1182 Broadway, New York.

NEW SENSATIONAL GUARANTEED ELECTRIC
Dry Shaver—Beautiful Black Bakelite Case,
Chromium Head, 6-Ft. Cord, Pouch. Your cost
\$2.50. **PEERLESS**, BN-8 S. Dearborn, Chicago.
je18x

NO PEDDLING—FREE BOOKLET DESCRIBES
107 money-making opportunities for start-
ing own business, home, office. No outfits.
ELITE, 214 Grand St., New York. je25x

OPPORTUNITY AWAITS AGGRESSIVE SALES-
man for well-known Indian Remedy. On
market many years. Brings relief for Kidney
Pains, Rheumatism, Constipation, Neuritis, etc.
Very effective. Good repeater. References re-
quired. Write today to Dept. B, **NATURE**
HERB CORP., 90 University St., Seattle, Wash. x

PROFITS THAT TALK—EXTRA RAPID IM-
mersion Water Heater, minute demon-
stration. Sample \$1. **SPEED-EE MFG. CO.**, BB6,
Coshen, Ind.

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

RESURRECTION PLANT—UNIQUE NOVELTY,
miracle of nature. Costs below 2c; sells for
25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New
Mexico. x

SELL BY MAIL—FORMULAS, BOOKS, PIC-
tures, Novelties, Signs, bargains! Big profits.
Particulars free. **F. ELFCO**, 438 North Wells
St., Chicago. tfnx

WHERE TO BUY AT WHOLESALE 500,000
Articles. Free Directory and other valuable
information. **MAYWOOD B. PUBLISHERS**, 925
Broadway, New York. jy2x

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.
ROSS ALLEN, Silver Springs, Fla., wire via
Ocala, Fla. je18

ANIMALS, BIRDS, MIXED FIXED DENS
Snakes, Boas, Dragons, Iguanas, Gilas, Mon-
keys, Parrots, Macaws, Parrakeets for Wheels.
SNAKE KING, Brownsville, Tex. je11x

BABY ALLIGATORS—\$50.00 HUNDRED; ALLI-
gators, all sizes; Large Dens Healthy Snakes,
\$10.00, \$15.00, \$20.00 and \$25.00. Give us a
trial. Know your needs. Satisfaction guar-
anteed. **SARASOTA REPTILE FARM**, Sarasota,
Fla. je18

BIRDS, ANIMALS, REPTILES, TROPICAL FISH
and Novelties for Zoos, Pet or Novelty
Dealers. **NORTH MIAMI ZOOLOGICAL GAR-**
DENS, North Miami, Fla. je18

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TION. MARK YOUR COPY "CLASSIFIED"
AND SEND IT IN EARLY.

CUB BEARS FOR SALE—SMALL AND TAME.
Write today to Canada's largest exporters
of Bears. **RELIABLE BIRD CO.**, Winnipeg,
Canada. je11

DOG AND PONY SHOW AND MULE—CANVAS
Felt Mats, forty by sixty Top, other Canvas,
Violin, Piano, Harp, High-Diving Ladder, Hound
Cage, Chevrolet Truck. Retiring. **LUKE**
CHAMBERLAIN, Wyman, Mich.

LARGE DENS HEAVY FAT SNAKES—INCLUD-
ing Rattlers, Bulls, Kings, etc, \$15.00. No
delays. **THE AMAZON SNAKE FARM**, St.
Stephen, S. C. je18x

LIVING FREAK COLT—SORREL MARE. BORN
May 29 without front legs. Veterinary's
statement; otherwise perfectly normal. **LEO**
TRAUCHT, Williamstown, O.

LARGE HYPADRAS BABOON, MALE, \$100.00;
Mother and Baby Rhesus, \$40.00; Tame
Sooty Manglebys, \$20.00; Male Llama, large,
\$300.00; Emu, \$300.00; Pair Chimpanzees,
other stock. Send for list. Most of stock kept
outdoors and well fed. **WARREN BUCK**, 420
Garden Ave., Camden, N. J. x

FOR SALE—TWO YOUNG AFRICAN LIONS,
Chamo Baboon. **GEO. GAINES**, 439 Josephine
Ave., Columbus, O.

PLENTY SNAKES — ARMADILLOS, IGUANAS,
Gilas, Dragons, Alligators, Horned Toads,
Chameleons, Monkeys, Prairie Dogs, Coati-
mundis, Guinea Pigs, Rats, Mice, Parrakeets,
Wild Cats, Ringtail Cats, Peafowl, Hawks,
Owls. Wire **OTTO MARTIN LOCKE**, New
Braunfels, Tex. je11x

SPECIAL THIS MONTH—RINGTAIL MONKEYS,
\$12.50; Spider Monkeys, \$17.50. Write for
complete list. **SOUTHERN CALIFORNIA BIRD**
& PET EXCHANGE, Bell, Calif. jy2

SPIDER MONKEYS — \$20.00 EACH. PRICE
list of other kinds. **MONKEY JUNGLE**, P. O.
Box 41, Goulds, Fla.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

GIRL IN THE GOLDFISH BOWL LENS—\$15.00
with instructions. Plans; build yourself.
GOLDFISH BOWL ILLUSION CO., 52 George
St., Tenafly, N. J.

LEARN VENTRILLOQUISM BY MAIL—SMALL
cost; 3c stamp brings particulars. **GEO. W.**
SMITH, 125 N. Jefferson, Room 718, Peoria,
Ill. x

MAKE CANDLES THAT NEVER MELT — OR
Real Riving Submarines. Tremendous sellers,
new, exciting. Instructions 25c. **WATER-**
MAN, 1610 E. Vermont, Indianapolis.

PROMOTE SHOWS FOR LODGES, ORGANIZA-
tions, Etc. No capital required. Write **AN-**
THONY SERVICE, 4 Everett Pl., East Boston,
Mass.

BUSINESS OPPORTUNITIES

ATTAIN GREATER SUCCESS — 28 LESSON
Kleiser Success Course, while they last, \$1.00.
NATIONAL SUCCESS FOUNDATION, 700 In-
terstate Bldg., Kansas City, Mo.

DOLLAR BILL BUYS COMPLETE, FASCINAT-
ing Mail Order Business, bristling with op-
portunities. Particulars free. **ROADMAN'S**
GUIDE, 47 Miller Bldg., Toledo, O. x

HOW AND WHERE TO OBTAIN CAPITAL
for any purpose fully explained. Free par-
ticulars. Write **STAR SERVICE**, Box 333,
Wapakoneta, O.

MAN OF MONEY — CAN BUY MY COAL
Mine and Breakers. Elegant display, 10
years of labor. Never on road. Fortune at
World's Fair. Old age, 78. **BOONE**, 323 E.
Genesee, Syracuse, N. Y.

PITCHMEN! SOLICITORS! — MAKE EXTRA
money with new Stamping Outfit. Stamp
Checks, Plates, Fobs. Catalog 69-B free.
C. H. HANSON, 303 W. Erie, Chicago.

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TION. MARK YOUR COPY "CLASSIFIED"
AND SEND IT IN EARLY.

POP CORN MACHINES — NEW MODELS.
Geared Kettles, Griddle Stoves, Tanks, Burn-
ers and other Concession Supplies. Wholesale
and retail. **IOWA LIGHT CO.**, 111 Locust, Des
Moines, Ia. je25x

"PROGRESSIVE SALESMAN"—MAGAZINE OF
opportunities, cashable information, instruc-
tive, interesting, illustrated, helpful, money-
making publication. Copy dime. **BOX 428**,
Kennett, Mo.

SELL SNOW BALLS — OWN A BUSINESS.
400% profits. Outfits, \$4.75 up. Free price
list, circular. **SNOW BALL COMPANY**, Jack-
sonville, Fla. je11

START YOUR OWN PLEASANT, PROFITABLE
business at home, spare time. Begin on
"shoe string," soon be independent and happy.
Free booklet, "Key to Business Opportunities,"
explains. Write today. **MOSHER**, Box 742,
305 W. 8th, Los Angeles. x

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 Bill-
board.

A-1 CONDITION—5-BALL NOVELTY GAMES,
Stoners Races and Miss America, \$15.00 each;
Hi-De-Ho and Around the World, \$10.00 each.
W. C. FAIRBANKS, Sioux Falls, S. D.

AAA-1 BARGAINS — TANFORANS, \$65.00;
Skill Fields, \$149.50; Racing Form, \$39.50;
Fast Track, \$39.50; Preckness, Derby Day,
\$29.50; Caroms, \$14.50. Counter Games,
Novelty Tables, all prices. **MARKEPP CO.**,
Cleveland, O.

A. B. T. TARGETS — 6 MODEL F, LATEST
Model, \$17.50; Reel Spot, \$8.00; Tickette
with J. P., \$3.00; Deal 'Em, \$3.00; Rockola
Three Jacks, \$3.00; Bally Ranger Penny Chute,
\$30.00; Hold and Draw, \$3.00. All machines
on location guaranteed to be in excellent con-
dition. References, First National Bank. **TRI-**
STATE VENDING CO., 806 Buckeye, Coffey-
ville, Kan. x

ARCADE MACHINES—SIMPLEX NAME PLATE,
\$75.00; Basket Ball, \$65.00; Blow Ball,
\$135.00; 9-ft. Skee Ball, \$35.00; Gingers,
\$12.50; Electros, \$43.50; Ski-Hi, \$37.50;
Snappy, \$52.50; Reel Spots, \$12.50, and Turf
Champs, \$24.50. **LEHIGH SPECIALTY CO.**, 2d
and Green Sts., Philadelphia, Pa.

BALLY RESERVE, \$65.00; BALLY ZEPHYR,
\$35.00; Hare 'N' Hound, Ski Hi, Mars, \$27.50;
two Genco Football, \$17.00; six Mercury,
\$15.00; two Running Wild Jr., \$15.00; Genco
Jr., \$13.00; Sensation, \$15.00; Bally Lite-a-
Pak, \$20.00; three Booster, \$6.00; Electric
Scoreboard, Rollover, \$5.00; Multiple Plug-in,
\$15.00; Mysterious Eye, Payout Counter,
\$12.00; A. B. T. Target, \$12.00; Homerun,
\$6.00. ¼ cash, balance C. O. D., subject prior
sale. **CENTRAL FLORIDA NOVELTY**, Box 271,
Gainesville, Fla.

BARGAINS—\$5.00 EACH: NECK 'N' NECK,
Happy Days, Sequence, Gusher, Matchem,
Swingtime; \$7.00 each, Scoreboard, Booster;
\$16.50, Genco Football; \$20.00, Preview, 5 Balls.
MUNVES, 555 West 157th, New York.

BARGAINS — SKOOKYS, \$8.50; BOOSTERS,
\$9.00; Thriller, \$6.00 Golden Gate, \$3.00;
High Low, \$3.00. The lot for \$25.00. 1/3
cash with order. **J. W. MCGUIRE**, 221 Baker
St., N. W., Atlanta, Ga.

DIGGERS — BUCKLEYS, ERIES, MERCHANT-
men, Mutoscopes, E. F. C. Iron Claws, Candy
Bar Machines, Arcade Machines, Toledo Free
Weight Scale, Guess-Your-Weight Scale, 200
Peanut Machines. Bargains. **NATIONAL**, 4242
Market, Philadelphia, Pa.

LAST CALL

Classified Advertising Forms

for the big annual

SUMMER SPECIAL

issue of

The Billboard

Close in Cincinnati, WEDNESDAY

JUNE 15

"rush your copy and remittance—Today"

25 OPERA PLACE

CINCINNATI, OHIO

Show Family Album



THIS PICTURE of members of the Balaban family was taken some 25 years ago on the stage of the Circle Theater, Chicago. The theater, owned by A. J. and Barney Balaban, who were partners at the time, was the first link in the present Balaban & Katz chain of houses. Seated is A. J. Balaban, prime founder of the B&K chain, who later became president of the A. J. Balaban Circuit in the Chicago area. At the left is Dave Balaban, now a B&K executive. Fourth from the right is Barney Balaban, now president of Paramount Pictures Corp., and the woman, second from right, is Ida Balaban, now dead. Others in the group are house employees.

The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED—USED BUCKLEY DE LUXE AND T. I. Diggers. Write BOX C-543, care The Billboard, Cincinnati, O. jy2

COSTUMES, UNIFORMS, WARDROBE

A CLOSEOUT—EVENING SHOES, 50c PAIR: Gowns, \$1.00; Wraps, \$3.00; Street Dresses, \$1.00. CONLEY, 310 W. 47th, New York.

NOBLE TRIMMINGS CO.—ALL VARIETIES Trimmings, Fringes, Marabou, Sequins by yard. Send return envelope for prices, samples. 383 Bridge, Brooklyn, N. Y.

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.

TEN FLASHY RED BAND COATS, \$25.00: Beautiful Tent Curtains, \$15.00; Regulation Band Coats, \$2.50; New Caps, \$1.50; Cellophane Fans. WALLACE, 2416 N. Halsted, Chicago.

FORMULAS

EXPERT ANALYSIS. RESEARCH. INDUSTRIAL Development. Newest guaranteed Formulas. Biggest catalog free. Special prices. Leads. GIBSON LABORATORY, Chemists, BH-1142 Sunnyside, Chicago. tfnz

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FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. H-BELFORT, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

A \$85.00 PEERLESS POPPER—CONCESSION model, bought new, used only one night. \$65.00. WARD, 209 E. Pearl St., Cincinnati, Ohio.

CORN POPPERS—GASOLINE, ELECTRICS. Rotary, Heavy Aluminum 12 Quart Popping Kettles, Carmelcorn Equipment, Tanks. NORTMSIDE CO., 1528 19th, Des Moines, Ia. jy2x

FOR SALE OR TRADE—HEARTS FLASHER, complete. Consists of 40 Layouts. Did sensational business last season, going good this year. Contact WINKWORTH & THORNBURG, Capitol Beach, Lincoln, Neb.

FOR SALE—PORTABLE ROLLER RINK, 40x80', equipped for year 'round skating. Complete with music and 200 pair Chicago Skates. Good condition. Strictly cash, \$1,500. Write SALLY E. MINNE, Bettendorf, Ia.

FROZEN CUSTARD MACHINES—NEW ELECTRIC Portable Aluminum Counter Models. Uses ice-salt \$150. CREAMMASTER CO., 310-B East 34th, New York. ju2x

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FROZEN CUSTARD MACHINERY CO., 869 Thomas St., Memphis, Tenn., offers New and Used Machines of all makes. Write for prices. x

LORD'S PRAYER MACHINE—"BLUE DOT," \$50.00. Owner in hospital, must have cash. E. G. HARRIS, Box 382 Veterans' Home, Napa Co., Calif.

NEW "VELVO" FROZEN CUSTARD AND ICE- cream Machines, complete freezing and storage unit, \$159.00. Write FROZEN CUSTARD CO., Gastonia, N. C. jy2

POPCORN MACHINES, CRISPETTE, CARMEL- Crisp, Potato Chip, Cheese Coated Corn Equipment. LONG-EAKINS, 1976 High St., Springfield, O. jy23x

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 BARGAINS—WAX FIGURES, ANT CIRCUS. Two-Headed Baby, Crime Show, Giant Octopus, Tents, Banners. UNIVERSAL, 3238 S. State, Chicago.

A-1 ATTRACTIONS—WAX SHOW, GIANT Octopus, Unborn Show, Doll House Illusion, Two-Headed Baby, Tents, Banners, Sidewall. UNIVERSAL, 3238 S. State, Chicago.

ATTRACTIVE BALL THROWING GAMES— Bottles, Cats, Dolls, Kids, Tempins. Complete outfits, ready for business. LAMANCE, 782 Marion, S. E., Atlanta, Ga.

EVANS WHEELS—VARIOUS TYPES; CONCE- sion Tents, red and khaki; 5 Lighting Plants, Universals, Gasoline, 5 Kilowatt each; Frankfort Roaster. Everything in good condition. INCALLS, 142 Burrill St., Swampscott, Mass.

FOR SALE—EIGHT-CAR WHIP. A BARGAIN if sold at once. Now operating. BOX C-433, Billboard, Cincinnati, O.

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FOR SALE—2-ABREAST PARKER MERRY-CO- Round, \$400.00. L. W. PARKER, 312 3d Ave., S. E., Ardmore, Okla.

FOR SALE—MINIATURE RAILROAD, GAS- oline driven, two coaches seating eight persons each, five hundred feet double track, good condition, \$250.00. Now running. K. L. MOYER, Lynch Park, Niagara Falls, N. Y.

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BALLOON ASCENSIONS FURNISHED—ESTAB-lished in 1917. Experienced operators doing triple parachute drops. Parks, fairs, celebrations. **O. E. RUTH'S BALLOON CO.**, 1021 Collier St., Indianapolis, Ind.

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobatic Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. iy2

WORLD'S GREATEST ALLIGATOR WRESTLERS. Capturing Alligators Barehanded. Spectacular educational sensation. Headline attraction. **ALLIGATOR JACK COPPINGER**, 1860 N. W. 19th St., Miami, Fla. je25

CARMENE'S CIRCUS REVUE — FOUR Complete and distinct Free Attractions. Price and literature on request. Address **BOX 21**, Williamston, Mich. je25

SI, FANNY AND TRICK MULE EBNER—AVAILABLE for parks, fairs, night clubs, theaters. **SI OTIS**, Billboard, Cincinnati. je25

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.

AT LIBERTY—Four separate Acts. Wire Walker. Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. **CHESTER HUBER**, Wabasha, Minn. je25

AT LIBERTY AFTER JUNE 15 —For Fairs, Homecomings and Celebrations. Free Act, Henderson Family Show. Six Trained Dogs, one Pony, three Monkeys, Five-Piece Brass Band and one 30-lb. High Diving Dog for high jump. **HENDERSON FAMILY**, New Paris, O.

EDUCATED AND TRICK PONY—Good looking, wonderful performer, work anywhere without harness. For particulars. **GEO. E. ROBERTS**, Manager Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Telephone SAGmore 5536.

FAIRS AND OUTDOOR Celebrations—Quartette. String music and sing. Platform or grand stand, and for dances. Write **WEBER'S TROUPE**, Broadway and Chestnut, St. Louis, Mo. je18

FOR PARKS AND CELEBRATIONS—Horse and Musical Act. The hit of last season. A family troupe. **H. R. MILLER**, Wilton, Wis. je25

FRED AND MARIE GUTHRIE —Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. **Bradner**, Ohio. je11

HIGH SWAYING POLE and Highest Aerial Con-torion Act, with original contortion thrilling features. Two different acts. **BOX C-530**, Billboard, Cincinnati, O. je18

PAMAHASIKA'S Dog, Pony, Monkey, Bird Circus. For a Good Standard Attraction. Geo. E. Roberts, Manager. **PAMAHASIKA'S STUDIO**, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

PAMAHASIKA'S Famous Acting Cockatoos —They're great. They're wonderful. They're famous. A feature for any show. Presented by the well-known Prof. Pamahasika himself. Permanent address 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

AT LIBERTY for Parks, Summer Resorts and Vau-deville dates. Two big feature acts: Lady Musical Act. Man, Ventriloquist and Punch. High-class acts with plenty of flash and talent. Experienced troupe. Address **BOX C-544**, care Billboard, 25 Opera Place, Cincinnati, O.

AT LIBERTY—Wizard of the Balons, two acts. Cowboy Rope Spinning, Balancing Baton Spinning and Juggling. **WILL BROWN**, 169 Pougherson St., Buffalo, N. Y.

CHAS. AUGUSTUS —High-class Trapeze Artist. Committees wanting a real feature novelty act as a free attraction for your 4th of July celebration and other events, get in touch with me. My act can be erected on your platform and featured. I have complete and flashy apparatus and do a real act. Literature and price on request. Address **CHAS. AUGUSTUS**, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

CHARLES LA CROIX (In Person)—Original. Outstanding Novelty Trapeze Act. A high-class Platform free attraction. Available for 4th July celebrations, street fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Price for act reasonable. Address **CHARLES LA CROIX**, 1304 S. Anthony Blvd., Ft. Wayne, Ind.

DION FAMILY—Acrobats. Twin boys, age 15; girl, age 13; small boy, age 9; and myself. Featuring hand-balancing acts, hand-springs, back somersaults and many more. **FRED DION**, 170 Ave. A, Turners Falls, Mass.

PROF. PEAK—Punch and Judy. For engagements new and summer resorts, parks. **PROF. PEAK**, Pamahasika's Studio, 515 W. Erie Ave., Philadelphia, Pa. Tel. SAGmore 5536.

SENSATIONAL HIGH FIRE DIVE—Has some open time. Address **CAPT. EARL McDONALD**, care The Billboard, Cincinnati, O. je25

SENSATIONAL REVUES—Eight to Sixteen Girls in line and specialties, platform, aerial acts, bands. For fairs, conventions, etc. Appearance guaranteed. **ROY DOWER**, 1545 Broadway, New York City. iy2

THE LERCHES—Lady and Gent. Comedy Table Act; also Aerial Act. 1801 W. Main St., Belleville, Ill. je25

TWO ACTS —Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. **BOX C-465**, care Billboard, Cincinnati, O. au27

AT LIBERTY

PIANO PLAYERS

A-1 PIANIST—EXPERIENCED AND HAVE college education. Write full details to **BOX No. 94**, Grantville, Ga. je11

EXPERIENCED PIANIST—READ, FAKE, ETC. Reliable, all essentials. **BOX C-505**, care Billboard, Cincinnati, O.

PIANIST—EXPERIENCED, ABILITY, ALL ES-entials. Modern chorus, read, fake, etc. Young, union, sober and appearance. Write or wire details. **REG COPENHAVER**, Utahville, Pa.

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.

EXPERIENCED PIANIST—Available immediately. Rhythmic, take-off. Young, reliable. Write or wire details. **MUSICIAN**, Racine Hotel, Columbus, Ga.

PIANIST—Solid rhythm. Read, fake, transpose, arrange, cut shows. Can join immediately. Prefer Wisconsin or Illinois. **BEATRICE SIBOLE**, 2722 Hall Ave., Marinette, Wis. je11

PIANIST AT LIBERTY—About June 14. Arrange. Experienced all lines. Age 32, sober, reliable, union. Prefer East. **DEX BULEN**, 521 S. 9th St., Minneapolis, Minn.

RHYTHM PIANIST—All essentials, desiring job with band that is well educated and playing hotel or commercial style. Have none band experience. Prefer spot in or around St. Louis. Age 22 and sober. Wire or write **BOX C-541**, Billboard, Cincinnati.

AT LIBERTY SINGERS

YOUNG MAN AND WIFE—PIANO AND VOICE Team, now working, desire change. Prefer work as team in taproom or cocktail lounge, but will consider working with a band. Man experienced pianist, any size band, any kind of work. Wife has low voice, good appearance. Prefer resort job in Wisconsin or Michigan. Write or wire **MUSICIAN**, 407 Bowser Ave., Chesterton, Ind.

AT LIBERTY VAUDEVILLE ARTISTS

FAMILY ACT — INSTRUMENTAL, NOVELTY and Singing. Want to join unit. Play theaters, fairs, celebrations, etc. Father plays piano accordion, mother, string bass; daughter, 16, Spanish guitar, xylophone; son, 9, accordion and tenor guitar. Popular and old-time tunes, jokes. **PANCOAST FAMILY**, Delta, O.

A-1 TEAM AT LIBERTY—Man and Wife for Med. Vaude or Picture Show. Specialties for nine nights. Some dancing, Toby or Blackface Comedy. Up in acts, bits and can put them on. Man doubles trumpet, Lady piano when necessary. Have our own car and living trailer. Salary your limit. Write all details, don't wire. Allow time for mail to be forwarded. Address **HARRY AND EVA LAFFANE**, care General Delivery, Mt. Enterprise, Tex.

AT LIBERTY—For Med. Rep. Week Stand Tent. Single Lady (age 30) Pianiste, double stage in acts, bits, both neat and comedy specialties. State all in first. Address **BOX C-469**, care Billboard, Cincinnati.

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.

AT LIBERTY—Comedian, Feature Black or Tobies, Song and Dance. Produce. Write or wire **TOBY JOHNSON**, Gen. Del., Joplin, Mo.

VERSATILE NOVELTY TEAM—Salary or percent. Have platform outfit. Lecturers or teams write **GIENNY & FORD**, Medina, O.

YOUNG COUPLE—Good appearance, wants connection with Tent Show 'er June 12. Now working but desire a change. Lady, Tap Dancer, some experience in chorus and parts. Man, A-1 First Alto Sax, read, fake, good tone and take-off. Both have specialties. No griping. State salary in first. Need tickets. Write or wire **HAYDEN & FELIX**, 509 E. 2d St., Hopkinsville, Ky.

UTAH RESORTS

(Continued from page 38)
except holidays is a new policy. New motor boats and large swimming pool are featured.

Pinecrest Inn, Emigration Canyon, opened on May 30 with Hy Summerhays as manager. Wasatch Springs and Beck's Hot Springs opened outdoor pools here. **Saratoga, on Utah Lake,** opened on Decoration Day with Manager Eastman in charge. Hotels in near-by canyons, dance halls in Salt Lake City and theaters did big business over the three-day holiday.

PICNICS SET

(Continued from page 38)
Post sponsored a Three-Cent Day under Kenyon direction.

Ballroom, managed by Dick Wheeler and John B. Old, will play only name bands. Already signed are Orrin Tucker, Andy Kirk, Red Nichols and Casa Loma bands. Roller rink, new this year, is doing fair and the pool is just beginning to attract bathers. Fairyland staff is convinced this season, despite a slow start, will be one of its best.

EARLY SEASON

(Continued from page 38)
Club property is being remodeled for boxing and wrestling.

Ocean View Park, again under manage-ment of Otto Wells, will have band concerts and fireworks and the park has been generally dressed up. Old Mill has been redecorated on a Snow White theme and the Funhouse has been replaced with a Hi-De-Ho. All other devices have been painted and repaired, boardwalk nearly rebuilt and many small concessions are new. Renovation has

been done at Buckroe Beach, again under management of T. M. McComb.

"OPEN LETTER"

(Continued from page 38)

structed sediment removers and wall brushes now on the market, a most sanitary and healthful condition can be maintained if the pool operator so wishes. It is obvious that where these adverse conditions occur the swimming public may lose confidence in the ability of the management to properly safeguard the interest of the swimmer. Naturally the result will be a drop in revenue, which in time may become ruinous.

We have heard swimming pool operators say that they welcome a little sand and refuse on the bottom of their pools, but with the swimming pool public becoming more and more conscious on cleanliness and sanitation, it will be up to the operator to see that all precipitated matter be removed daily from the walls and bottom of the pool.
Sincerely yours,
P. H. HUEDEPOHL, Manager,
Jantzen Swimming Association.

OHIO AREA'S

(Continued from page 38)

packed them in, as did Heidelberg Gardens. Chippewa Lake Park's opening was up to expectations, reported executives, who have worked for weeks readying the spot. Cottage rentals are ahead of last summer's, with picnic bookings heavy from mid-June.

Bookings Holding Up

Craig Beach Park, near Diamond, where Art Mallory is starting his 11th season, was jammed on the three days. Change of dance policy will bring in new bands each week instead of one for the entire season. Free attractions helped here as well as heavy newspaper exploitation by Bob Katzenmeyer. Buckeye Lake Park, near Newark, had three good days, with dance business on a par with former years. New features included roller-skate dancing and several riding devices. Operators report heavy bookings. **Geauga Lake Park** had its share of holiday biz, and so did Moxahala Park, Zanesville, again under management of Walter Delscamp and George Anagnost. **Lake Brady Park, near Ravenna,** again under direction of Don Wilson, bowed in with big crowds and new features that helped attendance. Revamped dance pavilion, with H. W. Perry in charge, had three busy days with Sal Gummins' Band as attraction. **Rock Springs Park, Chester, W. Va.,** fared about as well as a year ago, it was reported.

Sandy Beach Park, near Akron; Lake Park, Alliance; Coshocton Park, near Coshocton; Tuscora Park, New Philadelphia; Riverside Park, near Uhrichsville, and others reported openings satisfactory in view of conditions.

CASINO WALK

(Continued from page 38)

pitch; Mrs. S. L. Morris, ice cream; Ollie Reynolds, pop corn; Cavitte Reynolds, Bozo; Mrs. P. B. Morris, fishpond; Marie Richards, cigaret shooting gallery; Gayle Trussell, drink stand; Earl Blakely, lunch stand No. 3; Jewel Davis, photo gallery for Jake Berryhill; shooting gallery, owned by Fred McFalls, and operated by J. K. McLaughy and Roy Smith; Joe Eichor has Skee-Ball game with Jack Carter in charge.

The rides are not operated by the park. **Buster Reynolds** operates the Tumblebug; **Jessie Lee Walker**, miniature train. **Dodgem, Leon Bird**, operator; **Mrs. Evans**, cashier. **Custer Cars**, owned by Fred McFalls, operated by Jim Ellis. **Homer Weaver**, Thriller foreman. **Fred McFalls** also owns a Bat-'em game. **F. A. Smith** is to put in a Loop-a-Plane on the boardwalk. **Wallace Reynolds** is maintenance man and **Jack Merchant** is stock man. **Jim Ellis** operates Funhouse. **Miniature Circus**, owned by **George Hurley** and **Tom Rowin**, completes the list of boardwalk attractions. **Bingo** is closed, but is slated to open after election. **Sully Montgomery** again has charge of free boxing Monday nights.

EAST LIVERPOOL, O., June 4.—Two round trips of the side-wheel steamer, **St. Paul**, were made last week-end from Pittsburgh to Rock Springs Park, Chester, W. Va., inaugurating the summer excursion season, said **Capt. D. W. Wisherd**, agent for Streckfus Steamers, Inc. The steamer left winter quarters in Paducah, Ky., and stopped at towns en route to the district. Many excursions from upper Ohio Valley towns to Rock Springs Park have been booked.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

Bingo Tax Bill Set for Mass. House of Reps

BOSTON, June 4.—House of Representatives will take action on the bingo tax bill, which has been approved by the House Ways and Means Committee, at its next session. Petition was originally proposed by Representative Frederick M. Barnicoat, of Hanover.

House committees oked the provisions that would establish an excise tax on gross amounts received by persons conducting bingo under licenses. Tariff would scale from 7½ to 35 per cent of all money taken in at each game.

If the gross amount received does not exceed \$150 there shall be no tax. Amounts over \$150 and not exceeding \$300 will be taxed 7½ per cent; for amounts in excess of \$300 and not exceeding \$500, 10 per cent; for amounts in excess of \$500 and not exceeding \$1,000, 15 per cent. Takes over \$1,000 would get the 35 per cent maximum tax.

To keep all moneys properly recorded for taxation purposes all operators liable to the tax would have to keep a complete and accurate record of all sums received. Records would be in such form as the commissioner of corporations and taxation prescribed, and would be kept on file for a period of one year, ready for inspection at any time upon demand by the commissioner or his duly authorized representatives.

On the day following the game the operator would file with the commissioner a return under oath on forms furnished by the commissioner, stating total amounts received and total amount due as taxes during the preceding day, and the returns would contain or be accompanied by such further information as the commissioner required. On the same day each person would pay to the commissioner the aggregate tax.

Violation of any provision of the act would be punishable by a fine of not more than \$1,000.

DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESCARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Last week a chap who makes his home in Ohio wrote: "I am interested in being a salescard operator by mail. Can you give me any information as to where I could get a sales letter written."

Well, we wouldn't know to whom to recommend him in Ohio, but would say that the best way to learn how to write such a letter would be to carefully read letters written by others in the same business. As these letters are especially written for a special field, they will give him an idea what to include in a letter announcing a deal. Most operators are continually receiving such mailing pieces and should have no trouble in making 2 and 2 make 4.

However, and this is what we are leading up to, if the chap from Ohio knows nothing about operating thru the mails he better make haste very, very slowly. Writing a good sales letter is an important step in this business, but he must know all the other steps, too, or he may get himself into trouble financially and otherwise. Therefore we would suggest that before this operator or any other operator goes into the mails (See DEALS on page 62)

Concession Boys, Direct Sellers Pin Hopes on 4th

More merchandise is being stocked for Independence Day dates than was purchased for Decoration Day—fireworks displays are expected to help

NEW YORK, June 4.—Now that Decoration Day has passed, concessioners and other outdoor workers are looking forward and making plans for Fourth of July dates. Reports indicate that Decoration Day week-end business was only so-so for most of the boys. The sun bravely struggled to make a good thing of it, but cold winds nullified its efforts to a great extent. Parks and concessions with outdoor shows did not get the play they anticipated. There is every reason to believe, however, that Independence Day will be different—provided, of course, that the weather man goes to town for the boys this time.

It is expected that there will be more buying and stocking up of merchandise items for the Fourth of July than there was for the Memorial Day week-end. For one thing, many boys were too far in the red prior to Decoration Day to be able to lay out the cash for much merchandise. And for another the weather previous to the holiday did not hold out any too great promises for sunshine and warmth.

By the Fourth, however, many concessioners will have hit their stride and begun to take in the long green. As a result they will be in a much stronger position to take advantage of the Independence Day. Little change in types of merchandise featured in the past month or so is expected.

Fireworks, of course, will get the same big play they have always had and many concessioners are figuring on handling the crackers and roman candles. Direct sellers are reported to be stocking up on

the fireworks and taking them into the big cities, where stores generally charge high enough prices to enable direct sellers to compete.

Many workers, on the other hand, are planning to concentrate their sales efforts in the suburban areas, where families with kiddies very often go in for elaborate and expensive displays.

Several large fireworks concerns already are offering to send price lists and catalogs of their wares to interested parties.

Speaking of fireworks, but reverting to the concession boys for an instant, they are, of course, counting on the fireworks displays usually featured on the Fourth at parks, fairs and on carnival midways to help no little in attracting crowds to the spots they are playing.

All in all, concessioners and direct sellers are counting on the Fourth to turn out to be a bang-up profit spot for them.

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.

Wind-o-Graph

Wind-o-Graph looks like a good seller for the summer. It is a baseball box-score design placed on a new type of cellulose sheet which can be attached to glass by first moistening the glass and then smoothing on the Wind-o-Graph sheet. It is placed on the inside of the glass and the scores are chalked on the outside. In this way the scores can be removed after the game without interference with the design which, as stated above, is on the inside of the glass. Live merchants should be red-hot prospects for this item. Radio, drug and cigar stores, taverns, bars, restaurants, lunch counters are typical prospective users. Good profit margin. Sale price is within the means of every merchant.

Bronze S. S. Card

A pitchmen's item with a potential market of 50,000,000 customers has been released by H. O. Striker, who has been known to pitchdom for years as the manufacturer of the Stromberg condenser unit and other products. Item is a Social Security card in bronze. It's a duplicate of the paper cards issued by the government. Metal card has the advantage of permanency and is neatly manufactured and packaged as well. It is in two-tone etched metal, with the standard wording already on it. Individual owner's name and Social Security number are stamped on the card in blanks provided for that purpose, and the buyer of an order of such metal cards is provided by the manu-

facturer with dies for stamping these in. A number of pitchmen trying the item have already cleaned up in several locations, Striker reports. Market for the card is unlimited, since there are at least 50,000,000 persons on the Social Security register. The cards come in a leather carrying case, convenient carrying in the pocket.

Eraser Pencil

A new line of rubber erasers in pencil form seems destined to become one of the fastest selling numbers of agents who call regularly on office people. Being in pencil form, new-style eraser makes it easy to erase one or more letters without smudging the word, whether it be written in ink, pencil or on the typewriter. It not only keeps the hands and paper clean but is easily sharpened like an ordinary pencil. Item is put up in full and half length or with brush attached.

Portable Sound System

Featuring great versatility of operation thru use of either a six-volt power line or a 110-volt A. C. power line, Wholesale Radio Service Co.'s newest universal power portable sound system, Lafayette Model 817-T, is proving popular. Designed to operate directly from house current or a six-volt storage battery without necessity of power packs of any kind, unit is ideal for outdoors or indoors. System is instantly convertible from one type current to the other. It is guaranteed to deliver from 20 to 30 (See POPULAR ITEMS opposite page)

Summer Bingo Features Fans

Items are more popular this year than ever before—new types on market

CHICAGO, June 4.—Arrival of the season's first few sultry days has been the signal for the placement of sizable orders for electric fans by bingo operators, as well as many show and carnival concessioners. Success with electric fans during the past three summers has given the boys plenty of confidence in the breezy coolers and they are losing no time this summer in getting them on their counters and display racks.

Manufacturers have displayed a fine spirit of helpfulness by offering the fans in a wider range of color schemes and utility sizes than ever before. While the public has in the past expressed a preference for the home-size fans, both in the rubber blade and metal blade style, oscillating and stationary makes, there is an encouraging trend toward large pedestal circulators. Ops ordering the latter type are planning to use them as capital awards and feel that the vast amount of air-conditioning propaganda will maintain an active demand for the larger fans.

As in past seasons, however, smaller blade fans are expected to be right up among the leaders among all summer items for concessioners and others. Early commitments for the lower-priced small-sized whirligigs seem to be an important indication of what the public demand will be. Small-energy-consuming feature as well as the utility value of the smaller fans is also regarded as an important consideration this season when the average patron comes to choosing his fan.



By JOHN CARY

PROSECUTORS AND OTHER PUBLIC OFFICIALS who have ballyhooed against bingo are finding themselves in public disfavor. Many of them whose destinies are so closely tied up with public opinion regret the actions they have taken against the game. Perhaps if they could have read some of the "Letters to the Editor" which are appearing constantly in newspapers in cities where action against bingo has been taken they would have hesitated before crusading against a harmless and enjoyable pastime.

A FEW TYPICAL EXCERPTS FROM (See BINGO BUSINESS on page 62)

IT'S ALIVE
With Interest!

Merchandise on
the Midway
—By BEN HOFF—

Watch for It
in the
Summer Special
Number—June 25

Snow White AND THE SEVEN DWARF DOLLS



Cash in on this Walt Disney movie sensation. Grownups and children alike are crazy about them.

- B18X114—11" Orig. Dopey Dwarf Doll. Spec. Value. Dozen \$ 8.50
- B18X113—Giant Size, 25" Ventriloquist Dopey Doll with Moving Jaw. A Tremendous Hit Wherever Shown. Each 2.00
- B18X103—Original 11" Dwarf Doll. Dopey, Doc, Sneezzy, Happy, Sleepy, Grumpy and Bashful. Dressed in Gaily Colored Removable Clothes. Each, \$1.05; Per Dozen 12.00
- B18X112—As Above, with Whistle in Each Leg. Each 1.40
- B19X106—16" Original Snow White Dolls. Each 1.44
- B18X104—Flashy 14" Dwarf Dolls. 2 Popular Characters Only \$ 8.00
- B18X97—14" Baby Dwarf Dolls. 8.00
- B18X105—Comp. 8 1/2" Dwarf Dolls. 2.00
- B18X107—14" Snow White Dolls. 4.00
- B18X108—Comp. Hi-Hat Dummy Dan 3.95
- B18X98—21" Hi-Hat Dummy Dan 8.00
- B18X99—27" Hi-Hat Dummy Dan 16.20
- B18X100—33" Hi-Hat Dummy Dan 24.00
- B18X96A—24" Gabby Joe, with Checkered Suit. The Big Buy of Them All. Doz. 6.50

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 323, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

POPULAR ITEMS

(Continued from opposite page)
watts on both types of current. Four Beam-Power 6V6's are used in addition to two 6N7's, one 6J7 and two OZ4 rectifiers. Amplifier has three inputs, one high-gain and two low-gain, with built-in electronic mixer-fader controls for blending both low-gain inputs or either low-gain inputs with the high-gain channel. A fully variable wide-range tone control permits accurate adjustment for acoustical compensation. Amplifier features a phono-turntable top with built-in motor for use on both types of current. A Shure Zephyr crystal pick-up provides high-fidelity reproduction from both the 10-inch and 12-inch records which turntable accommodates. Amplifier is also available without phono attachment. Complete system is offered with a choice of seven modern microphones, two heavy-duty 12-inch p. m. speakers, two aluminum-dome baffles, baffle mountings and mike and speaker cables complete ready to operate.

Ozone Maker

A little Ozone maker, a compact unit designed to bring pure air into homes and banish all foul odors, to retail at an amazingly low price is a new gadget which looks like a hot number for household specialty salesmen. Unit can be plugged into any light socket, and Nomis Corp., maker, claims it will clear the room of odors in a few minutes and kill germs while doing it. Sustained emphasis on importance of purifying the air we breathe by air-conditioning makers will be a great help in making this a fast-moving number.

New Wheel

An innovation in merchandise wheels will be released soon for the concession trade, according to a statement by Premier Mfg. Co., which outlines its new idea in wheel construction as follows: "In the ordinary wheel, almost from the time it was conceived, the circular disc rotates and the arrow indicator remains in a fixed position. In our wheel the circular disc or wheel remains fixed while the arrow indicators rotate. Name of the wheel is Zimbo and it is finished in a beautiful range of enameled colors. It is 48 inches in diameter. Manufacturers will be glad to mail literature.

Whistling Lariat

Epstein Novelty Co. is featuring the Whistling Lariat. Item received nationwide publicity thru a promotion in a large newspaper chain and bids fair to become a popular summer seller. With little skill anyone can manipulate the lariat and execute intricate gyrations which are accompanied by a whistling note.

Dumme-Doodle

The ventriloquists' dummy craze is being taken up by the balloon trade, and Toy Balloon Co. announces a number which it states is meeting with terrific success. Balloon is styled Dumme-Doodle and consists of a balloon with a Dumme-Doodle picture on each side. It comes in a large assortment of gorgeous colors.

"Rod and Gun" Book

Subscription men should be glad to learn of a premium being distributed by B. Bailey. Sample indicates it to be a book beautifully illustrated with a cardboard cover containing 32 pages of hunting, fishing and game laws, with a glossary of all fresh and salt water game fish. Book's title is North Ameri-

Business Signs

Universal Displays has introduced a new display which it claims should have ready buyers from business places catering to convention, celebration, fair, park, carnival, beach and resort crowds. Titled "Visitors Welcome," the displays are said to be modernistic and attention compelling. Item is made of cellophane, re-enforced with a cotton fabric, with high luster and sheen. Item, according to the firm, has a nationwide market; may be used splendidly in interior of stores and windows and gives excellent service for six months or a year. A fast deal with quick turnover, it should prove a valuable item for distributors, jobbers and salesmen.

Concessionaires!

HERE'S A LIVE-WIRE NUMBER THAT PULLS THE CROWDS

Walt Disney's **DOPEY**

The Ventriloquist DOLL



- IT'S BIG!
- IT'S COLORFUL!

Everybody loves Dopey! Everybody wants to be a ventriloquist! Here's a "natural" for amusement park concessionaires . . . Dopey, most popular of the Walt Disney Seven Dwarfs. STANDS ALMOST 2 FEET TALL. Has movable head and mouth, and cashes in on the tremendous popular interest in Dummy Dolls.

No. B36N226

Only \$24 PER Doz.

Mail Orders Promptly Filled

1888 **N. SHURE CO.,**
1938 200 WEST ADAMS STREET,
CHICAGO, ILL.

OPERATORS! IF YOU ARE ON OUR MAILING LIST



More Sales! Bigger Profits!

Evans customers get the "hot" premium 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. Send name and address . . . we'll do the rest. No obligation.

EVANS NOVELTY CO.
946 W. Diversy, 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.,** TIPPICANOE CITY, OHIO

ELGIN & WALTHAM

RENEWED WATCHES

\$1.65

Our Prices Always the Lowest. Send for Catalog.

LOU MALTZ

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Carnival Novelties New Stock—Just Arrived

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| BB1 Men's Toy Wrist Watches, 1 in box Gro. \$3.75 | BB6 High Hat Fur Monks, 8 in. Gro. \$6.75 |
| BB2 Gillette Style Blue Blades Per 1000 3.00 | BB8 Cell. Doll, 7 in., with Plume Dress Gro. 8.50 |
| BB3 Flying Birds, Outside Whistle Gro. 1.85 | BB9 Swagger Sticks, 36 in. Gro. 5.50 |
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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.

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can Sportsman's Game Law Guide of U. S. and Canada. It should appeal to subscription men working sportsmen's papers.

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A noted automobile racer started a fad that is sweeping the country. Driver carries a pair of baby shoes when going into an event and has had notable good fortune in winning. And so Rolestan Mfg. Corp. is marketing a novelty in the form of a pair of miniature shoes. Shoes are made on a last and have eyelets, silk shoelaces, with soles and heels. Ribbon laces are caught together with a small gilt pin for attaching to ladies' garments. Item is known as Lucky Shoes. Firm caters strictly to a jobbing trade and will be glad to furnish information on the item.

Extra Value! \$2.25 Each



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No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

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● 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.

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ONLY 50c Retail

ADJUSTABLE "K-50" MAGNIFIER

A Fast Seller for Pitchmen!

A practical, easy-operating and attractive magnifier with 1 1/2" dia. lens and two fully adjustable ball joints. Finished in chrome plate and enamel. An ideal instrument for home, office and shop. This is the fast seller you have been looking for. Per Doz., \$3.00. Per Gross, \$36.00. F. O. B. Detroit. 25% with Order, Balance C. O. D. Sample, postpaid, 50c.

THE MAG-NI-LINE PRODUCTS
Dept. 10, 3456 E. Jefferson, Detroit, Mich.

JOBBER! A BANG UP SENSATION EVERYWHERE!

CHAMPION TORPEDO

(Made in U. S. A.)

Real streamlined torpedo, 5 1/4" overall length, flashy red, white and blue colors. Uses ordinary caps (similar to caps used in toy guns). Explodes with a bang! Sells on sight. Every kiddie wants one.

1000 GROSS SOLD IN BOSTON ALONE DURING PAST THREE WEEKS

JOBBERS ONLY! Write Today for a Real Profit Maker.

CHAMPION PRODUCTS CO. 5 West 22nd St., New York City.

A \$5.00 GIFT FOR YOU

- GOGGLES—Carded and Boxed—SPECIAL—Dozen 75c.
- IVORY CHARMS—Large Assortment, Gross, 70c.
- GIANT MOTH CAKES—Bright Colors. Per 100, ONLY \$3.25. 25% Deposit on C. O. Ds.
- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Canvassers—Sideline Merchandise.
- Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, White Shoe Polish, Blades, Soaps, Balloons, U.S. Rubber Swatters
- Fountain Pens, New Electric Clocks, Lamps, Mantel Radios.

CHAMPION SPECIALTY CO. 814-W CENTRAL ST., KANSAS CITY, MO.

ELECTRIC RAZOR FREE
With \$30 Purchase from Catalog. Write Today—Also FREE SAMPLE CASE OFFER!

HEX'S MONEY SAVING CATALOG IS NOW READY.

RED HOT ITEMS FOR ANY AND EVERY GAME ON ANY MIDWAY OR IN ANY PARK. MANY ITEMS ARE EXCLUSIVE WITH US, AND ALL ARE TOP MONEY GETTERS.

OUR SERVICE IS THE FINEST. ALL ORDERS SHIPPED SAME DAY RECEIVED. WE CARRY TREMENDOUS STOCKS. WE NEVER DISAPPOINT YOU.

WE SELL THE LARGEST AND MOST SUCCESSFUL OPERATORS. SO OUR PRICES MUST BE RIGHT. WE HAVE BUT ONE PRICE AND EVERYBODY PAYS THE SAME. WE HAVE NO SALESMEN AND USE NO BAITS. WE OPERATE IN A WAY THAT WILL PLEASE YOU. SEND FOR CATALOG NOW.

(Established 1923)

HEX MFG. CO.
468-470 Seneca St., BUFFALO, NEW YORK

It Helps You, the Paper and Advertisers to Mention The Billboard.

FIREWORKS

Price List Will Be Mailed Upon Your Request.

AKRON MERCHANDISE CO.
677 SO. MAIN ST., AKRON, OHIO.

BIG MONEY MAKER—R.B. WATCHES
DIRECT FROM YOUR WHOLESALER

Perfect timepieces. Amazing low prices. Best seller. Latest model men's 10-K R. gold top—stainless back. Curved to fit wrist. Raised gold or black dial. Attractively boxed. With fine plgskln strap. 6J, \$3.50; 15J, \$4.00. Lots of 3 or more. 50% extra for samples. 25% Dep. Bal. C. O. D. Send for free catalog.

No. 105
105 Canal St., KANE WATCH CO., N. Y. C.

RUGS

Beautiful Patterns of Oriental Masterpieces. Perfectly Gorgeous Replicas of Persian and Chinese Rugs. Clean up for hustlers. Now is the season. The boys get big money for our Rugs—you can, too. New Low Prices.

IMPORTED RUG CO.,
2834 W. Garrison Ave., Baltimore, Md.

SINGING LARIAT
HOTTEST STREETMEN'S NUMBER IN YEARS.

Fast Seller — \$3.75
Big Money Maker. Every Kid Wants One.
Gross
1/2 Deposit With Order.
SAMPLE DOZEN, 40c.

Send for New 1938 Catalog Containing Thousands of Items.

GORDON NOV. CO. Dept. B, 933 Broadway, New York, N. Y.

DEALS
(Continued from page 60)

that he hook up with someone who has had such experience. Or if he wants to work on his own, he should at least seek advice and guidance from someone who knows the ropes.

And talking about seeking advice and guidance from other operators brings up an old bugaboo. We know of no group of business men who co-operate less with each other than the salesboard operator group. And we know of no group who could benefit more from real co-operation. From time to time suggestions have been made that a national association of operators be formed. But to date these suggestions have not been taken seriously by anyone. And yet—if it were possible to form such an association—it would prove invaluable to all operators if it did nothing more than act as a clearing house for general information which might help an operator solve his local problems. We understand there are many reasons why it would be extremely difficult to form such an association. Still some smart operator might find the answer to this problem if he thought well enough of it to put on his thinking cap and go to work.

We have run into a number of wearing-apparel deals lately. One of them featured men's shirts on a \$4.98 take.

Happy landing.

BINGO BUSINESS
(Continued from page 60)

LETTERS will give you some idea of what we mean. Mrs. L. J. S. writes *The Philadelphia Bulletin*: "Now that we can have no bingo, I suppose the taprooms will prosper more. Isn't it much better for one to sit in a game and enjoy an evening of good clean fun than to be in a smoke-filled taproom until all hours of the morning?"

AND ANOTHER READER WRITES: "I have been attending a couple of large bingo parties each week for about a year and a half and find them good clean pastime, always well conducted and for charitable purposes. About 50 per cent of all attending are older people. Now along comes an order to close all such things. Why? No one has to go. They want to go. Why? Because they like it. Isn't it a lot better than to have all these people passing time in some taproom until 2 or 2:30 a.m. The taxpayer hasn't a whole lot left when he gets thru, so why not let him enjoy the little he has in his own way? Why don't these "big shots" try to break crime?"

THOSE ARE JUST TWO OF HUNDREDS OF LETTERS which indignant citizens are writing to newspaper editors all over the country. When election time rolls around and the public officials who seem to have nothing better to do than "go after" big, bad bingo, these folks are going to remember. And they are going to vote accordingly.

IN THE SECOND LETTER REPRINTED ABOVE the writer talks about the proceeds from bingos going for good charitable purposes. We could furnish public officials with a really overwhelming list of worthy causes which have been helped no little by bingo. One of the most important which has come to our attention is the bingo run by Veterans of Foreign Wars in Berwick, Pa. Proceeds of this game, about \$200, went to the Berwick Hospital Auxiliary to purchase some much-needed X-ray equipment.

BINGO HAS ALSO ENABLED MANY ORGANIZATIONS to keep alive during the tough days when members could not afford to carry the expenses of the organization without bingo. It has served as the means for getting clothes and food for the needy and the hungry. It has done more good than even its most rabid boosters realize. Public officials who are busy working against bingo should think about these factors before taking action.

1000 1500 BINGO IN SEVEN ATTRACTIVE COLORS

Markers, Master Charts, Coupon Tickets, Grand Award Certificates, etc.

SCHULMAN'S 11 E. 19th St., New York, N. Y.

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.

SURE-SHAVE
A HIGH QUALITY Electric Dry Shaver



Don't Confuse with Cheap Inferior Products Being Offered

Has These Features

Precision Motor—Black Bakelite Case—Self-Sharpening Cutter—Precision Head—A. C. or D. C. Current—Guaranteed for 1 Year—Genuine Leather Wallet.

Operators - Write for Special Confidential Price!

N. SHURE CO.
200 W. ADAMS ST. CHICAGO

1938 Catalogue NOW READY

OVER 3,000 NUMBERS!

164 PAGES CHOCK FULL OF Low Priced Blades, Aspirin, Sun Glasses, Carded Merchandise, Pitchmen and Canvas Items.

SEND FOR FREE COPY.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

NOVELTY BAREBACK GLASSES
ARE BIG SELLERS

Whiskey, 75c doz., 8.00 gr. Highball, 9 oz., 90c doz. 10.00 gr. MAKE YOUR OWN BAREBACK GLASSES. DECALS—15 kinds. Small, 1.50 a 100; 12.50 a 1,000; Large Size Decals, 2.50 a 100; 20.00 per 100. Pantyback Glasses or Decals, are 10% less than the above prices.

New Joke Items. Doz. Hot Chewing Gum .65 "Gottago" Gum .80 Sphinx Dirt Puz. .35 Daggont (pilo) .80 Fly on Sugar Lump .70 Shlek Moustache .80 Bartender Moust. .70 New Comic Medals .50 Pop Eye Monocle .70

Pitch Items. Gro. Tennis Rack . . . 3.25 Wonder Mouse . . 1.50 Rattle Bars . . . 3.50 4 Magic Paddle . . .90 Spring Puzzle . . 2.00 Squirt Cigarettes . 1.50 Shooting Book . . 5.00 Cigarette Plugs . 3.00

SPECIAL: MAGIC RACE GAMES. 6 horses run. WHO IS THE WINNER, per 100 80c, 6.50 M. LUCKY CHARMS, 50 kinds, 75c gr.; 65c 10 gr. NEW DEVIL'S RED INK, doz. bottles, 90c. Catalogue, 25c, or 50 Samples for 2.00.

MAGNOTRIX NVO. CORP., 138 Park Row, N. Y.

REMINGTON
THEY'RE NEW | **THEY SELL**
 SPRING-O-MATIC PLUNGER, FILTER, VAC TATTLE TALE PENS.
 PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
 458 Broadway, NEW YORK CITY.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

50%-TO DISTRIBUTORS-50%

Sell Guaranteed **MASTERLITE** LAMPS. American made, Fully guaranteed for 1000 hours.

Write at once for catalog and proposition.

MASTERLITE CO., Dept. GB9
 110 East 23rd St., New York.

MRS. JAY HOBSON . . . who underwent a serious operation in a Columbus (O.) hospital recently, is reported to be doing nicely.

RED GUTHRIE . . . and brother, Fred, are getting their share of business in Columbus, O.

fame, and we both did okeh. Would like to read pipes from Billy Meyers and Jimmy Lockwood. Lot here is next to Sears, Roebuck & Co. It's a good Saturday spot and can be worked for \$1 per day on your o. m. Otherwise it's \$5 per day. The chief here is hard to do business with unless you happen to be a war veteran."

C. H. MYERS . . . is working Houston territory to good results, according to word emanating from that neck of the woods.

IF THERE WERE not so blamed many cry-baby grifters among the town merchants there wouldn't be so many closed towns.

"THIS PIPE . . . from the Speedway City finds many of the boys wishing they had made a different spot for Decoration Day," lines Maurice (Speed) Hascal from Indianapolis. "Al Rice and I are working together again and getting a few of the few shekels left in town. Business is terrible and a \$3.50 State reader, as well as a doorway permit, is required before you work. Pipe in, boys."

H. L. (COUNT) HARRINGTON . . . of sheet fame, comes thru with the following from Raleigh, N. C.: "Due to economic circumstances this year I have traveled not more than 3,000 miles and have found that business at best is only fair. Plan to leave here soon on a trip that will take me to the potato belt of Eastern North Carolina, eastern shore of Virginia and Maryland. Have been a loyal reader of *The Billboard* for 28 years and it's a pleasant habit."

WE HAVE RECEIVED several requests for a list of open towns, licenses, etc., thruout the country. There is no way of compiling such a list under the present changing conditions. The thing to do is to see the city clerk in the towns you expect to play.

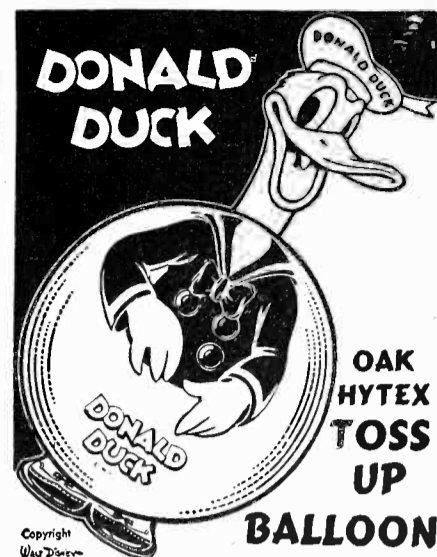
BERT GLAUNER . . . types from Detroit: "Since my last pipe there are about twice as many boys here. There are, however, two extra lots open here on Woodward avenue and the boys must have some money left because they are beginning to overbid each other to work them. There are now seven lots that can be worked, but there isn't enough room for the number of boys that are here. As I said in my last pipe, this must be the best town in the country. I'm going over big on shoelaces and blades, but I have Archy Smith as my partner and he is a wonderful help. We had 49,500 paid admissions at our ball game Decoration Day, so not everybody is broke."

PRESS EBERHART . . . is working to fair business in Boston.

LEST YOU GET CARELESS, don't forget about those leisure hours next winter.

"JUST CLOSED with the Chet Morris Show down in Central Georgia," letters Doc Adams from Warren, Ga. "I'm making a flying trip to Syracuse, N. Y., to look after some legacies left to me. After I visit my 56-acre farm in Manlius, N. Y., I plan to head for Memphis, where I intend to reorganize and open the original Toby Funmakers, which has been in the barn for two years. Present plans call for the show to open about July 1 in Western Tennessee and then work its way thru Arkansas, Mississippi and Louisiana. Roster will include myself, lectures and straights; Irene Adams, novelties; Peggy Ann and Ella Mae Adams, singing and dancing; Musical McCoy; Eddie Spearman, blackface, silly kid and Irish."

"ALTHO IVE BEEN a regular reader of *The Billboard* almost all of my life, this is my first contribution to the Pipes department," inks Dr. J. F. Morgan from Omaha. "Have been pitching horoscopes for the past 10 years and almost always in department and chain stores. Have been working a



WALT DISNEY'S amusing character in a popular, fast-selling novelty balloon. Has lithographed cardboard head and cardboard feet. Stands 16 inches high. Packed in an attractive cellophane-window envelope. Also in bulk, with or without feet.

Sold by the Leading Jobbers.
The OAK RUBBER CO.
 RAVENNA, OHIO.

PITCH MEN - ROAD MEN STREET MEN

SOCIAL SECURITY

AS REGISTERED WITH U.S. GOVERNMENT
 No 363-07-8140
 NAME
H. O. STRIKER

(One-Half Actual Size.)

PRICES, DETROIT:
 \$6.00 \$55.00 CASES, DIES,
 Per 100. Per 1000. \$4.00 \$5.25
 Sample, 25c. Per 100. Complete.

Beautiful - Attractive - 24-gauge Etched 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.

SPECIAL NEW ITEMS

For FAIRS, DEMONSTRATORS AND RESORTS!!!
 Crosses as illustrated, \$1.00 Dozen.
 Send \$2.00 for 20 Samples of CAMEO AND WHITESTONE Rings. Send \$1.00 for Special ENGRAVING Line No. 18—Signets and LOCKETS. New Items in COSTUME JEWELRY. NEW CATALOG. OLYMPIC BEAD CO., 307 Fifth Ave., New York, N. Y.

ELGIN - WALTHAM & HAMPDEN
WATCHES \$1.75 UP
 In New Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.
5 USED RUNNING POCKET AND WRIST WATCHES
 American and Swiss, our assortment, at the Special Price of \$7.50.
B. LOWE
 Room 519 Mallers Bldg., Chicago, Ill.

Medicine Men Sell Our
 Water Soluble Herb Compound. One pound makes two gallons of Diuretic-Laxated Tonic. 32 labels free. Price \$1.00 a Pound. Samples, 10c. Write for prices on Tooth Powder, Corn, Rubbing Oil, Salve, Soap and Packaged Herb Compound.
FINLEY LABORATORIES, INC.
 4205 Olive Street, ST. LOUIS, MO.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS
GRODIN PEN CO., 388 Broadway, New York City.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
 In New Cases,
 Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.
H. SPARBER & CO.
 108 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO.
 Manufacturers Since 1813.
 16 N. Union St., Dept. B, Petersburg, Va.
 Send \$1.00 for Samples. Prompt Shipments.

Every \$1.00 Gets you \$5.00
 Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low gro. prices. Best season ahead. Sample 10c.
GOODRICH,
 1500 West Madison, Chicago.
 Dept. BG-6,
 There's only one Pen like a Banker and that's another Banker. Box Levers, Can't Lose Me Clips, 2-Tone Points. New Price List Now Ready.

JAS. KELLEY, The Fountain Pen King,
 487 B'way, N. Y.; CHICAGO, 180 W. Adams St.
 1054 Mission St., San Francisco, Calif.

FRUIT TONIC LAXATIVE
 Not a Medicine! New Enzymotic Principle. No Legal Troubles.
 Selling 25c and 50c. Costs 5c and 10c.
 Send for Free Trial TODAY.
 "FRUIT-INA"
 1959 Cortland St., CHICAGO.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
 Write us your needs.
ARGO PEN-PENCIL CO., Inc.
 220 Broadway, NEW YORK CITY.

CHEWING GUM 22¢ BOX
 RETAILS FOR \$1.00.
 Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (pre-paid). GREAT FIELD FOR AGENTS. Write **AMERICAN CHEWING PRODUCTS CORP.**, 4th and Mt. Pleasant Aves., Newark, N. J.

MED. MEN OPPORTUNITY
 Use G.P.L. Quality Preparations. A complete medicine show, 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.

USE YOUR MONEY for stock and you'll have lots of fun in the long run. Don't blow it recklessly.

CHIC DENTON . . . letters from Shreveport, La.: "I've been all over Louisiana since March 7 and have found business fair. Looks as tho I'll make Texas and Oklahoma next. How come we haven't read a pipe from Edward and Winnie St. Matthews lately?"

"HIGH, MAIN and Fourth streets are still here, but business is taking a vacation," pens Dr. George M. Reed from Columbus, O. "Certainly hope it regains its health and comes back soon. The usual line-up of boys are on High and Main streets with novelties, blades and flowers, but the law is pretty strict. A fellow isn't permitted to remain in one place very long, he must be on the move continually. I saw some peeler and garnish-set workers in a store here, but their passouts have been about 80 per cent below what they should be. I'm practically out of the game at present due to my eyes. Have been under a doctor's care for some time and I suppose my road days are just about over. I hope to be able to make some fairs this fall, however. Sure glad to learn that my old friend George A. Grooms is a fireman in Indianapolis."

PIPES READERS want the news straight. Good news—not bull. That's the ticket.

WALTER BYERS . . . pitchman and showman, is reported to be corraling fair money with his carnival.

PEDDLERS WHO . . . contemplate working Athens, O., must first obtain licenses priced between \$10 and \$50 per day under an ordinance adopted unanimously by the city council there recently. Farmers selling their own produce are exempted from the requirements, however. A fine of not more than \$50 is provided for violation.

IT IS OPINED that the phrase, "Take a back seat," originated on a medicine show and means that when the manager's wife comes on the trick you have to ride in the rear compartment of the vehicle along with the luggage.

JOE CLARK . . . who lays claim to being the "big advertising man from the South," pencils from Danville, Ill.: "If St. Louis would hold another world's fair there and we pitchmen could work we might all have a jobbing house some time. Worked here on a parking lot on a Saturday recently with Ralph Reading, of garter

IT'S ALIVE With Interest!

Pitchmen Undesirable Citizens?

—By E. L. KIEHL—

Watch for It in the Summer Special Number—June 25

"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
 - CAMEO RINGS
 - ENGRAVING ITEMS
- HARRY PAKULA & COMPANY**
5 No. Wabash Ave., CHICAGO, ILL.



Get The FIRST CRACK
The Biggest Selling Item of the Year
"THE BUMBLE BEE"

The Humming, Singing, Whistling LARIAT, that will swing the nickels right into your pocket.
Appeals to everyone: Boys, Girls and even grownups are fascinated by Bumble Bee. It's the 1938 Sensation at Rodeos, Circuses and Carnivals.
STREETMEN, DEMONSTRATORS AND NOVELTY STORES Look this over at Once.

\$3.75
GROSS

Sample Doz., 40c.
(Sent Prepaid),

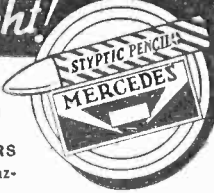
25% Deposit, Bal. C. O. D.
Write for Price List of Circus, Carnival & Sea Shore Specialties

EPSTEIN NOVELTY CO., INC.
116 PARK ROW, NEW YORK CITY



CHARMS
Large Selection—
Send for Latest
Price List.

NEW RAZOR BLADE DEAL
Sells on Sight!



SALESMEN
WAGON MEN:
DISTRIBUTORS
Get in on this amazing fast seller.

Salesmen, Crew Men, Distributors—Here's a new razor blade deal that's a "natural." Deal consists of 5 guaranteed double-edge blades, one large cake of shaving soap and one styptic pencil. All at the amazing low price of 10c. All three items wrapped in cellophane and 12 deals mounted on a handsome counter display card. Sells to bars, clubs, cigar stands, restaurants, drug, general, grocery, department and confectionery stores. Big steady money maker with constant repeats. Card of 12 deals retails for \$1.20. Your price 55c. Freight paid in lots of 52 or more. Get started at once TODAY.

CERTIFIED PRODUCTS CO.
46th and Jefferson, Louisville, Ky.

Don't YOU know that our prices CANNOT be beat?

No Matter Where You Are, Our Delivered Prices Are Lower. Send Order for any Goods in Our Line.

YOU'LL GET IT FOR LESS

You Save Money Doing Business With Us. We Guarantee It! Make Us Prove It!

22 Years of Value Giving

- RAZOR BLADES, Double Edge, First Quality, 1,000 Blades... **\$2.35**
- ARMY & NAVY NEEDLE BO'KS In 25c Envelopes, Gross... **1.05**
- SHOE LACES, American Made, Paired, Banded and Boxed, Gro. Laces... **.28**

Full Payment Must Accompany Order. Free Catalogs.

MILLS SALES CO.
Our Only Mailing Address OF NEW YORK, INC.
901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

DREXEL BLADES



Buy Direct From the Manufacturers.

20 Million DREXELS Sold in 1937.

50 Million Will Be Sold in 1938.

Special offer during June, 10 Drexel Cards Double Edge Blades, 24—4's per card, Total \$6.50. FREE—12 Field Glasses value \$12.00

Send 10c for Samples
REGENT MFG. CO.
134 W. 32d Street, NEW YORK CITY.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

chain store here the past three weeks to fair business chiefly because I've been getting the full co-operation of the management by working with it and not against it. I saw a demonstrator here last week who complained so much that he was finally closed out. I know that if he had spent his time, effort and energy on his work he would have had a good business instead of none at all. I work about 45 weeks out of every year and I notice that the most successful pitchmen are the ones who work hard and have no time for crepe hanging. This town is only a fair spot for pitchmen working in stores and on the street. Saw three of the boys working here recently to fair takes. Street reader is \$2 per day, but you can only work on the outer sections of the business district."

DREAMS SHOULD BE CAREFULLY noted by pitchmen. To dream of fishing in clear water where you can see the fish actually fighting one another in their efforts to get the bait is probably the sign of a big passout.

ALLAN BRYANT scribes from Streator, Ill., that he and Cub Reid are waiting to hang a big red bow on the courthouse of the first town they play that it doesn't rain.

JAMES KELLEY will celebrate his birthday anniversary June 10 and asks his many friends who may be in New York on that day to drop in and say hello. When asked how old he was, Jim remarked: "I ain't sayin', but you can guess. I've been in the pitch business for 45 years."

JIM (KID) OWENS and wife are quartered in their trailer at their old stand, Linden, N. J. The pair is generally conceded to be tops at working embroidery needles.

BLACKIE ELLISON erstwhile pitchman, is now operating an apartment house in Lansing, Mich.

"HAVE BEEN working here for the past two months and getting a little money by grinding from morning until night," blasts Al Wallien from Lansing, Mich. "Spots here aren't any too good due to the fact that the factories are only working three days per week. I haven't seen many of the gang around town. I plan to remain about a week and then move on. I have been informed that the reader here is \$25 per day, but it is not enforced and you can work on your o. m. Where are Jack Flowers and Frank Libby?"

IF YOU KNOW you have lost in an argument, confess it. It is the only human and honorable thing to do.

RAY HERBERS wigwags from Charleston, W. Va.: "Since leaving Chicago a little more than a month ago I have worked Joliet, Peoria, Springfield and East St. Louis, Ill., to fair turns. St. Louis was rotten, but Louisville, Shelbyville and Lexington, Ky., were okeh. Portsmouth, O., was okeh, but Ironton, O., wasn't so good. Huntington, W. Va., and this city were fair. Will jump to Richmond, Va., and work that town for a few days before joining the advance of the World Wonder Car. Expect to work in New England this

summer. Where are you, George Orman? Pipe in."

LEONARD ROSEN back in Cincinnati from the Speedway Races at Indianapolis, reports that the Queen City is plenty tough, with all lots out of the money. "Many of the boys," says Rosen, "have been blowing in and out of here, with no one getting anything. Saw Bill Sherrick at the races and he advises that things are bad. Incidentally, Bill has taken unto himself a wife. Brookville, Ind., is open to your o. m. Duke Doebber, how is Texas? Where are you, Eddie Gillespie? Come on, boys, pipe in."

CHET MORRIS' Mirth and Mystery Show closed in Bastonville, Ga., May 28 due to poor business, according to Doc Adams. After struggling all winter in an effort to beat defeat the show opened its platform season in Cross Roads, Ga., February 16 to big crowds but no money. Several changes in show policy were made but to no avail, and after 17 weeks of losing dates the organization was forced to close.

PITCHMEN'S SAYINGS: "Oh! Wasn't that depression awful?"—Tom King.

DR. GEORGE M. REED pens from Columbus, O., that he has recently noticed an influx of college boys and so-called specialty salesmen who by their nefarious practices are giving the pitchmen a bad reputation working the capital. Inclosed in Doc's letter were a batch of newspaper clippings to substantiate his claims.

M. J. AFFACHINER pens from Cleveland that he has been working his herb tea thru drug and in chain stores. For the next 30 days, however, he will broadcast over Station WWVA, Wheeling, W. Va.

B. J. BOWLIN is still telling it to the natives in Indiana to fair results.

WE KNOW SOME department store demonstrators and pitchmen who kill their chances for success by continually beefing to the store managers instead of spending their time working hard and giving out with relentless energy and effort. Just because you are not making any money doesn't mean that the store is dead, the town bad or the people dumb. Take inventory of yourself and see if you are taking the bad with the good and making the best of the spot at hand. Try following this procedure and we're willing to wager that you'll not only get fair results every week but that you will have little difficulty playing return engagements at any store.

KID CARRIGAN is reported to be working oil in Chicago to okeh business despite much inclement weather.

BOB ROCHE cleaned up with the card decks at the Speedway races in Indianapolis, according to reports from the Hoosier Capital.

BUFFALO CODY is working to okeh business in Chicago.

BIG AL ROSS who has been making pitches and openings on a show in Chicago, is now in Cincinnati. He reports that he is working as front man and talker on the monkey race track at Coney Island in the Queen City. He adds that he will not pitch any high or low ones for a while. Baldy Taylor is managing the monkey track.

SOME OF US appreciate being continuously praised, but resent even a due amount of praise of others. And the in-the-middle fellow is in a helluva situation.

JERRY RUSSELL who spent the winter way down yonder in Alabama and Mississippi, is now working around the cool lakes of Wisconsin. Writing from there, Jerry says: "It's a shade rough down in that Southern territory. While passing thru Indiana recently I saw Chuck Bedell and visited with him for a few days. Plan to stay here for a while and will let the boys know the conditions here. M. D. Montgomery is still telling them the story here."

GEORGE HANEY ace rad worker, concluded his ninth week in a Cincinnati chain store last week.

Pitchdom Five Years Ago

Tom Sigourney's pitch store on Madison street, Chicago, was still clicking. Jimmy Woods' Satanic unit was playing Pittsburg, Kan., lots to good business despite adverse weather conditions. Scanlon Brothers, operators of an airdome med show in Minnesota for several years, opened their season June 1. Nig Shope was playing Dallas lots with a Gassaway med unit. Bert C. Doto was playing lots in St. Louis with his med show, billed as Carmen's Comedians. Silk Hat Harry Downing breezed into Chicago for the Century of Progress from Denver and points west. Winston-Salem, N. C., proved a lucrative spot for Clyde (Southern Jack) Wilson. Al Burdick was still taking in a few shekels as he roved along in Nebraska. Aurora, Ill., proved a red spot for D. F. (Hoot) McFarland and his mousetraps. Stevens & Mossman were operating a free platform show in Illinois. Bob Romola returned to the med business after a two-year layoff due to illness. W. M. Hallmer returned to the Midwest after spending the winter in San Antonio. Guy Peterson was doing fairly well purveying his wares in Eastern territory. W. H. Peterson was working Mansfield, O., to lucrative business. Bob Posey was having little difficulty corraling the long green in Iowa. Dingbat Nicholson, Pat Crow and George Crow were working Covington, Ky., on the sheet to fair business. Si Ullman was getting his share of the dough with trade papers in Indiana. After working Dayton, O., and Vincennes, Ind., Doc Rloyd R. Johnstone and wife left for New York. Decoration Day found J. Jones working St. Louis to poor results with Chinese rings. After playing halls all winter Doc Frank C. Keith opened his platform show in High Bridge, N. J. Doc Ray Adair's med show was rolling merrily along and playing to satisfactory business in Illinois. Prof. Victor Edison Perry had more than 20 pitch people working books, soaps, medicine, exercisers, etc., in his Sixth avenue store in New York. Representing the med fraternity in Dayton, O., were Harry B. Parker, Doc Arthur T. Layton, Eagle Feather, Doc Marcell, Doc Jim Ferdon, Guy Warner and R. W. Hammond. That's all.

WE ARE GLAD TO LEARN that there are still many followers of the golden rule in the ranks of local business men and city officials, and that they permit United States citizens from other States to peddle their wares in their communities. In other words, in many towns and cities the powers-that-be are beginning to appreciate and encourage straight dealing among the traveling fraternity. Still in many instances they place prohibitive licenses against the traveling pitchman and demonstrator because of the mistakes of a few bad ones. If the same pressure were brought to bear in their own towns there wouldn't be any local business houses. There are fakers in all walks of life and in every town in the country.

AL HELLER is reported to have worked whistles at the Speedway Races in Indianapolis to some good passouts Decoration Day.

BEN MOOREHOUSE who has been working in one of Cincinnati's leading hardware stores with sharpeners for the past two weeks, is getting some big dough with the item. Ben will remain in the store for two more weeks before leaving for the West.

TRIPOD OPININGS: The next time one of those would-be pitchmen approaches you and tell you that you are working too hard for the money you take in, just leave him standing there. If you don't you'll find that in nine instances out of ten he'll be asking you for a lift in the next breath.

DR. NOLAN pencils from Victoria, Ill., that Larry's Fun Show, which opened its platform season April 21, has been experiencing plenty of cold and rainy weather and that business has been off or that account. Doc adds that the show is moving eastward and that he would like to read pipes from Dr. Holt and Elmer Kane.

WHITIE LANGFORD cf razor paste fame, was seriously injured while driving a truck for the Famous Jury Trials stage show in West Virginia recently, according to Elmer

Morris Jr. The truck White was driving skidded on a slippery pavement and turned over several times, resulting in his sustaining several broken ribs, a back sprain and a head injury. White is recovering at the Holzer Hospital, Gallipolis, O., and would like to hear from friends.

M. L. FOGERTY . . . is working Greensburg, Pa., to fair results.

PATRONAGE WILL rise only when prosperity warms up.

JOHN FRAZIER . . . is still telling it to the natives out California way.

DOC WHITE . . . Eddie Bolton and William Bevan were visitors to Ken's Fun Show when that organization played Norfolk, N. Y., recently.

SAY, FELLOWS! The sun is beginning to beat down on both sides of the street.

LEO OSBORNE . . . is now in his second season as featured comic with Larry's Fun Show, playing Illinois.

LEE KELLER . . . is still working Texas territory with needles.

DR. MONTGOMERY . . . and Mickle Walker, of sharpener fame,

worked the sale barns in Terre Haute, Ind., recently to rotten business, according to reports from that sector.

THINGS WE NEVER HEAR: "Block traffic all you like. We don't mind."

DR. LEON STREETS . . . pipes from Terre Haute, Ind.: "Organization left Columbus, Ga., April 29 and worked one spot in Alabama, one in Tennessee and two in Kentucky before opening here May 12. Business has been good, but we have lost several nights due to rain. Show's roster includes Slim Clark, Tina Rose, Mrs. Streets and myself. I'm still selling herb tea and will be here until late in June. This city is plenty difficult to fix and med shows are prohibited. Would like to read pipes from my old friends in the profession."

CARL HERRON . . . "Streets here are a thing of the past. The peddler's bill passed recently makes it impossible to make a pitch anywhere in this city, even on the docks, without getting a heavy fine."

HUSTLER'S TIPS: Father's Day falls on June 19 this year and, as in other years, should be a red one for all wide-awake hustlers. Blades, knives, zipper billfolds and, in fact, any items of merit appealing to Dad should garner some real dough.

LITTLE CHIEF WHITE EAGLE . . . is pitching med in Ocean Park and Venice Pier, Calif., to good business.

'Give 'Em Enough Rope and--'

By PRESS EBERHART

KEEP it up, *Billboard!* Your remonstrance against the little-minded type of local retail merchants, dog-in-the-manger civic barnacles and similar selfish persons and groups is beginning to attract attention in the sales offices of some of industry's big producers. Some of these timely reproofs and criticisms are being clipped and exhibited and quoted as pertinent expressions of growing complaint which deserves closer attention by manufacturers and distributors.

When the local merchant attempts to gang up his kind against coin-vending machines, pitchmen, direct-selling salesmen, he is exhibiting an evidence of one form of mental disturbance which is a contributing cause to this thing we call the depression.

It should encourage you to know that some of the big producers are already taking steps to correct the small-time offenders and perhaps to remove them entirely from the selling picture.

It is only recently that one public speaker threw a bombshell into the retail merchandisers' ranks by warning them that unless they snap into a realization of changing conditions they will discover with dismay that producers and advertisers have devised a new method of distributing their articles of commerce and that the old-fashioned kind of counter jumper is no longer

required or desired. When the depression settled upon us with such a crushing weight back in 1930 one of the first things it disclosed was the inefficiency and decrepitude of the nation's distribution system and methods.

Production of goods had been increased and improved in ways that bordered on the miraculous. New and improved machinery turned out triple and quadruple quantities. Inventive genius and precision engineering had raised quality standards in our output. Expected result of all this accomplishment was to be a lowered cost of a bettered quantity output, whereby wider distribution and greater volume sales would be possible, stepping up the spread of benefits to all concerned.

America Leads Way

Backing up these production betterments came a new force known as advertising. America led the way and developed this new profession with new tools and inventive mentality which lent added power to take care of the anticipated wider distribution of the increased production output. Advertising would create the increased demand to build greater sales volume.

Advertising in itself brought in new and improved printing processes, with wider facilities and higher speed, developing new methods of raising publicity and publication efficiency. Then came radio, as a new nation-wide power, as a new tool for advertising.

Yet with all of this march of progress in manufacturing and volume production (See 'GIVE 'EM ENOUGH' on page 69)

Events for 2 Weeks

(A New Weekly Service)

(June 6-11)

CALIF.—Beaumont. Cherry Festival, 9-12. Fontana. Anniversary Celebration, 10-12. Livermore. Rodeo, 11-12.

LETTER LIST

(Continued from page 25)
Stanley, Miss Trout, Violet Roine
Stein, Mrs. A. E. Wilson, Mrs. Mary E.
Summers, Mrs. Zimmer, Florence
Dorline

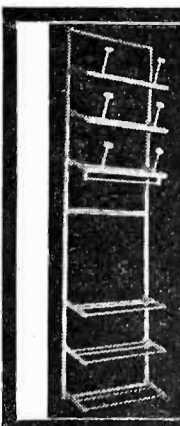
Men

Adams, Mike
Baer, Jack
Babushen, William
Bailey, D. M.
Bell, C. H.
Bell, Eddie
Bernard, Ernie
Branda, N.
Branham, J.
Brooks, George
Brose, Adrian
Brose, Nick
Bryer, Bill
Byano, Emmitt
(Alligator Boy)
Claxton, Robert
Courtney, John F.
Cross, Lawrence
Cuddy, Lee
Daniel, Oss
Davis, Henry Clay
Fellows, Jack
Fowler, Jack A.
Frederick, Archie
Gesmundo, Victor

Haddix, Ted
Hall, Edward L.
Hall, Edward L.
Hamiter Jr., James J.
Havens, Richard
Hegg, Knute
Heyn, Henry
Hicks, Bob
Hill, F. P.
Hinkle, Milt
Hodges, Edward
Hodgini, Bros.
Howell, William E.
Johnston, Geo. A.
(Tattoo)
King, Phil
Kurek, Frank
Laudrum, Oscar
Lawrence, Jack
Leonard, Harry
Litts, G. F.
Long, Howard
Lucas, Bernard

Lucas, B. W.
McClain, G. L.
McGoy, Fred
McGregor, Harold G.
McNamora, M.
Marin, Dave
(Slick)
Marion, J. J.
Miller, Floyd E.
Mitchell, Ray
Murray, Terry
Nelson, Harold
Opsal, Abe N.
Pelman, Meyer
(Jew Greener)
Pendleton, Charles
Pink, Wm.
Reeves, Curtis
Roach, Pat
Romig, C. A.
Scoville, Earl
Sharman, James
(Tex)

Stegrist, Joe
Skilmore, A. L.
Smith, Buford
Stanley, Paul
Stevens, Vern
Terrell, James
Tyrre, O. H.
Upton, Roy
Vautelles, Animal
Wade, R. L.
Ward, Dutch
Watkins, Mark
Webb, Joe B.
Westman, Ray
Wilder, Carl
Willis, Macon I.
Wotring, Paul
Yaglia, E. L.



UTILITY CLOSET DOOR RACKS

SOMETHING ENTIRELY NEW.

SELLS ON SIGHT. EVERYBODY WANTS ONE.

Here's a red-hot number for BINGO OPERATORS, CONCESSIONS, HOUSE-TO-HOUSE CANVASSERS, SPECIALTY MEN and PREMIUM USERS.

THIS HANDY UTILITY RACK!

As pictured here, comes ready to hang on the inside of your closet door complete with fixtures. Size, 67 inches long, 20 inches wide. The UTILITY RACK holds 6 HATS, 9 PAIRS OF SHOES, NECKWEAR, SCARFS, ETC. A Handy Rack for both MEN and WOMEN. Retail for 99c. Packed one Dozen to a Case. Samples, 75c Each. Write for Prices and Description.

DEAN'S SPECIALTY SALES

1326 ADAMS ST. WABASH, INDIANA

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 Cellophane, 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, Nite Club, Exhibitor, Concessioner, etc., is a prospect for one or more of these sensational TRADE Stimulating Displays. Give excellent service for 6 months to a year or more.



Size 2x3 ft. costs 35c each; sell for \$1.00 up.
Size 3x3 ft. costs 50c each; sell for \$1.50 up.
Size 3x5 ft. costs 85c each; sell for \$2.00 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 PRE-PAID Express Charges. Sample (3x5 ft.) by Parcel Post PREPAID \$1. Cash with order.

UNIVERSAL DISPLAYS

418 AUGUSTA ST., CINCINNATI, O.

ATTENTION CONCESSIONAIRES, DEMONSTRATORS AND ENGRAVERS



Biggest Jewelry Hit of the Season! Genuine Photo Locket, hand-polished inside and out, 14-Kt. Gold finished on acid-proofed chain. Beautifully designed with places for engraving on both sides. Only \$15 per gross.

Send \$1 for sample line of Assorted Jewelry Novelties and fast-selling Engraving Items.

LA MODE BEAD & NOVELTY CO.

42 West 33rd St., New York.

THE FIRE EYE

A positive, quick-acting Fire Alarm. Adequately protects LIFE PROPERTY. STOCK. For the home, office, factory, farm or store. Used in basement, attic, furnace room, coal bin, wood shed, oil room, closet, store room, garage, stock room, barn, bedroom, etc. NOTHING ELSE NEEDED BUT THE FIRE EYE. So much protection for so little! Retail for 35c. \$2.50 Doz., \$27.00 Gross, F. O. B. If your jobber hasn't got it yet, order direct. Displays with order. GILFORD LAB. CO., 4931 N. Hamlin, Chicago.

\$10000 PER WEEK Guarantee

or we cheerfully refund your money. Our men earn up to 400 per cent profit with The New Lite-O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today. M. W. M. Co. Dept. B-6. Aurora, Missouri

ELGIN & WALTHAM REBUILT WATCHES \$175

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back If Not Satisfied. CROSEN CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.



Big Profits!

Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.

HART MFG. CO.

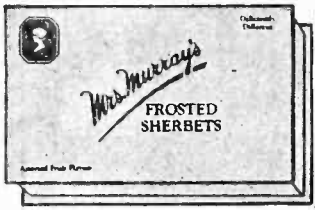
311 Degraw Street, Brooklyn, New York.

End your correspondence to advertisers by mentioning The Billboard.

FREE! 1938 WHOLESALE CATALOG

Has 260 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

SPORS CO.,
6-38 Superior St.,
Le Center, Minn.



The Candy Sensation of the Nation!
MRS. MURRAY'S FROSTED SHERBETS. DELICIOUSLY DIFFERENT. TRUE FRUIT FLAVORED, with a frosted sugar coating that seals the flavor and stands up in the hottest weather. Raspberry, orange, lemon, lime, grape, each one patterned after the actual shape of the fruit it represents. Extension-edge 1 lb. size box wrapped in assorted colored cellophane. \$1.20 per doz.—packed 4 doz. to a carton, \$4.80. 25% Cash with Order — Balance C. O. D. Send for Free Illustrated Circular.
CASEY CONCESSION CO.
 1132 South Wabash Avenue, Chicago, Illinois.

FAIR GROUNDS

(Continued from page 36)
 to drastically revise the premium list for farm products, fruits and vegetables and voted \$500 in premiums for revival of a county school display.

DETROIT.—A. C. Carton, in charge of county and State-aid fair activities of Michigan department of agriculture, has retired as a member of Michigan State Historical Commission, being succeeded by Dr. R. Clyde Ford, Ypsilanti.

COLUMBUS, O.—Judge I. L. Holderman, Dayton, president, will preside at Ohio Fair Managers' Association's mid-year conference in the Hotel Deshler-Wallick here on the afternoon of June 14. Fair managers from all over the State are expected to discuss final details for the season.

ALGONA, Ia.—Improvements on Kosuth County Fair grounds here, said Secretary E. L. Vincent, include a new building for girls' 4-H Clubs and remodeling the old building into a 4-H Club barn and painting race barns and re-roofing 54 stalls. With completion of the work, all buildings on grounds except one will have had new paint during the past two years.

PORTLAND, Ind.—For 68th annual Jay County Fair here there will be a new entrance and fences, buildings have been repaired and repainted, new roadways laid, drainage reconstructed and improved electric service installed. Harness card is three races daily. Special program has been mapped for 4-H Club and Children's Day. Gooding rides and shows will be on the midway. Merchants and civic clubs are co-operating in a ticket campaign.

DALLAS.—Artists are working on designs for concession fronts which will be built for Golden Jubilee Celebration of the State Fair of Texas, it has been announced by Denny Pugh, who has been awarded the contract for operation of concessions. Bright green canvas will be used for tops and fronts and decorations will be done in keeping with the Golden Jubilee Celebration scheme of decorations. Concessions will occupy both sides of the midway, and corn games will occupy the center. Concessions will start at beginning of the midway just inside the arch.

MADISON, Wis.—Russell E. Frost, Fort Atkinson, for the past 15 years on the editorial staff of *Hoard's Dairyman*, was named by Ralph E. Ammon, director of agriculture and markets, director of the Junior State Fair.

LITTLE ROCK, Ark.—Arkansas Live-Stock Show Association, recently organized, has raised \$21,500 of a proposed \$25,000 for a fall exhibition. It is expected work will soon start on a permanent plant.

LIBERTY, Tex.—John Morrow, new manager-secretary of Liberty County Fair, succeeding Robert Chambliss, and President Bradford Pickett announced plans for a big increase in premiums and additions to grounds in time for 1938 annual.

LUBBOCK, Tex.—For the 1938 Panhandle South Plains Fair here officials are rearranging the grounds and planning for a new superintendent's home and a new industrial building, to be almost twice the size of the old structure and of tile with brick facing, concrete floors and removable partitions. For the entertainment program a rodeo, horse racing, fireworks, vaudeville, air races and polo matches are being considered.

SPOKANE, Wash.—Spokane Valley Fair Association elected C. T. Mahan, president; N. A. Kemmish, vice-president; Marille J. Krue, secretary; L. E. Ludwig, treasurer.

Grand-Stand Shows

PROFESSOR BONETTE, Bonette Bros., balloonists, was subject of a feature article with pictures in the May 22 magazine section of *The Boston Post*.

JAY COUNTY FAIR, Portland, Ind., contracted Raymond's vaude and circus acts and Renfro Valley Barn Dance, reports Roger Ludy.

THE 1938 Kosuth County Fair, Algona, Ia., will have Sloan's auto races, two days of harness racing, Winkley's

Sulicide Club, vaude acts and a Barnes-Carruthers show, featuring Gertrude Avery's *Diamond Revue*, reports Secretary E. L. Vincent.

GLEANINGS

(Continued from page 40)
 city school picnic was held. Recent distribution of picnic folders is showing results.

BRIDGEPORT, Conn.—With all attendance records reported broken, renovated Pleasure Beach Park reopened on Decoration Day, this being the first season it will be operated under municipal direction. John F. Molloy is again manager. The Mayflower, excursion steamer, will make daily trips from New York to the new 1,400-foot pier.

KANSAS CITY, Mo.—Wildwood Lakes, with several rides and concessions and a beach, outside city limits on the east border, has been opened. Clayton Harbor's Orchestra plays nightly except Mondays in the ballroom, and free acts will be used at intervals.

WESTPORT, Conn.—Eleven executive employees were temporarily reappointed at Compo Beach with permanent appointments to come soon. Frank B. Dayton is again superintendent and Harry Platt assistant.

COLUMBUS, O.—Glangarry pool, with six acres of parking and picnic facilities, opened for the season. H. P. Sammons, owner and operator, said picnic bookings are unusually heavy. Many improvements have been made at Morningside Beach pool, opened for summer by Sam Oldham, new manager, and staff of assistants. Major installation is a gaming deck.

MILLERSPORT, O.—Summerland Beach, rejuvenated amusement park near here, started the season under management of George Hardgrove, many years identified with Buckeye Lake Park, near Newark, O. Park plan dancing will be the policy with floor shows. Fred Holaday and his orchestra play for dancing; Raymond Brothers, song-and-dance team, headline the shows, and Manager Hardgrove is emcee.

With the Zoos

COLUMBUS, O.—Birds from dismantled Olentangy Amusement Park here have been donated to Municipal Zoo by L. L. Le Veque, president of Olentangy Village Housing Corp., now erecting more than 400 apartment units on the park site. Included are eight white peacocks, Pekin duck, three Chinese golden pheasants, three South American ducks, two Lady Amhersts, five Australian ring-necks, three black Spanish chickens and four Japanese ducks, said Zoo Superintendent William Smith.

MILWAUKEE.—Washington Park Zoological Society purchased 50 monkeys from Louis Ruhe, New York, to be delivered for the zoo's formal opening on June 18, said Director Ernest Untermaan. In past years the zoo disposed of its monkeys each fall but this year it is planned to make winter quarters in the cage which Venice, the elephant, will vacate.

BOSTON.—Franklin Park Zoo, Dorchester, gets an Indian water buffalo in a trade with Dr. G. V. Buehler, who has a private zoo in Bedford, Mass., for a pair of yearling elk, of which there are still several in the zoo. The water buffalo, a male, will be put close to the bison run for contrast, said Curator Dan Harkins.

SEATTLE.—High school zoologists were keepers for a day of Woodland Park Zoological Gardens, with 1,100 animals and birds, when it was placed under control of 15 members of Ballard High School. Each was given an assignment, biggest job that of washing the elephant, Wide Awake.

WANTED

AT THE RIGHT PRICE.
 Portable Skating Rink, Skates, Tent and Organ. Give full details and price in first letter.
CARL MELTON,
 Henderson, Tenn.

WANTED

Stock Concessions and Concession Agents. We have our own Shows and Rides. We have at present seven Rides and four Shows. Can place Dancing Girls for Girl Show.
FIDLER'S UNITED SHOWS.
 Girard, Ill., Week June 6; Mason City, Ill, Week 13.

FAIRLY AND LITTLE SHOWS

Want to hear from Minstrel People. Salaries paid out of office. Can place Cookhouse, Photo Gallery, Candy Floss, Candy Apples. Can place Pony Track and one or two more Shows of merit that do not conflict. Have 16 Fairs, starting first week in July. This week, Waterloo, Ia.; week June 13, Mason City, Ia.

WANT ROGERS GREATER SHOWS

WELFARE CELEBRATION JUNE 9th to 16th Inclusive
 HAYMARKET, NASHVILLE, TENN., IN THE HEART OF CITY ON THE STREETS.
 WANT RIDES—Octopus, Loop-Plane, Kiddie Rides, Loop-the Loop, Whip, Caterpillar. Any Novelty Ride.
 WANT SHOWS—Minstrel Musicians and Performers, Troupe of Real Native Hawaiians that can Sing, Dance and Entertain with Real Hawaiian Music.
 WILL PLACE—Motordrome, Monkey Drome or Speedway, Model City, Fun House, Etc. WILL FINANCE OR FURNISH OUTFITS FOR ANY SHOW OF MERIT.
 WANT CONCESSIONS OF ALL KINDS. Will Sell Exclusive Photos, Custard, Etc. Stock Wheels open. No Grift. We play Martin, Tenn., July 4th. Fourteen Fairs and Celebrations follow.
 Wire H. V. ROGERS, Mgr., Nashville, Tenn.

WANTED ROLL DOWN AGENTS

Week of June 6 to 11 Berlin, N. H.
 Week of June 13 to 18 Lebanon, N. H.
 Week of June 20 to 29 Plattsburg, N. Y.
 July 1 to 5, Including Sunday Livingston Manor, N. Y.
 Week of July 7 to 16 Pittsfield, Mass.
 Can use Grind Stores, also Wheels and Shows. Ferris Wheel Operator wanted. Can book a few more Fairs. Address Per Route
W. J. BILLY GIROUD, New England Motorized Carnival, Inc.

DICK'S PARAMOUNT SHOWS, INC.

FALL RIVER, MASS.
 WANTED—Shows with own outfits, Feature Act for Side Show, Rides, Kiddie Auto and U Drive It, Octopus. Concessions—Grind Stores, Lead Gallery, Candy Apples, Cigarette Shooting Gallery, Ball Games, Penny Arcade, Frozen Custard.
 Address: **DICK GILSDORF, Manager.**

JOHN R. WARD SHOWS WANT

Stock Concessions, except Corn Game and Cook House. Man to handle Fun House. Want A-1 reliable and sober Merry-Go-Round Foreman and reliable Ride Help. Will furnish outfits for reliable showmen. Also book Shows with own outfits. Have complete Motordrome for sale, including 3 Motorcycles stored in Dyersburg, Tenn. Price \$250 cash. Dr. L. Stanton wants for Minstrel Show, Mack Davis, Willie Eldridge, James Boy, Stack Dollars, Poor Papa, Willie Spencer, Louie Williams, Gracie May and Little Bit Reed. Girls get on a real Minstrel Show. Want for Colored Band, Cornet, Tuba, Trombone and Drummer. Harold Dickson wire. Will buy good used Calliope for cash. WANT A-1 capable Lot Man. WANT good high-class, clean Girl Show that can produce without filth. Address Mayfield, Ky., this week; Princeton, Ky., next week. Solid string of good fairs starting Murphysboro, Ill., June 27.

FOR SALE—REPOSSESSED TRUCKS

REPOSSESSED DUE TO SICKNESS.
 4—1938 CHEVROLET 157-INCH WHEEL BASE, STOCK RACK BODIES.
 1—1938 CHEVROLET 131-INCH WHEEL BASE CAB AND CHASSIS.
 ABOVE TRUCKS USED FOUR WEEKS.
 Several Chevrolet and Dodge 1/2-Ton Panels and 1 1/2-Ton Cab and Chassis. LATE MODELS.
 WRITE FOR SHOWMEN'S PLAN OF FINANCING.
CHARLIE T. GOSS
 WITH — STANDARD CHEVROLET COMPANY, EAST ST. LOUIS, ILL.

LAST CALL 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.
 Merchandise Wheels Open—Grind Stores Open—Bingo—Pitch Till You Win—Grab Joint—Shooting Gallery—Candy Floss and Candy Apples—Clean Shows with own outfits—Ball Games—Whip Foreman (Experienced only). GET IN TOUCH WITH US AT ONCE.
CHARLES GERARD, Manager — 1545 Broadway, Room 611, New York. Longacre 5-8682.

Park Operators in East More Optimistic After a Favorable Opening Over Holiday Week-End

NEW YORK, June 4.—Following the three-day Decoration Day week-end, park men thruout the East are becoming remarkably optimistic over prospects for a comparatively successful 1938 season. Holiday offered the first opportunity for park business to really gauge the outlook for the season as a whole, and despite unseasonably cool weather, institutions in most localities had business only slightly under the corresponding week-end last year.

Parks that opened previous to last week had little or no business, due to almost continuous inclement weather for more than 10 days. With the general economic depression sweeping the nation and with carnivals, circuses and special events showing marked falling off in biz this spring, park managements have naturally been more than hesitant about counting on a season anywhere near 1937 as far as receipts are concerned.

Best summary of how leading park men are thinking after the holiday can be had from the reaction of George A. Hamid, New York attraction booker and

park operator in his own right. Hamid made a hurried tour of Eastern spots last week and with aid of associates covered typical spots fairly thoroly. In Belmont Park, Montreal; Paragon Park, Boston; Playland Park, Rye, N. Y.; Steeplechase, Coney Island, N. Y.; Pallsades (N. J.) Park, and Olympic Park, Newark, N. J., business last week-end was termed "good" and "practically on a par with last year."

According to Hamid, management of Paragon reported Decoration Day gross receipts about 8 per cent behind last year, and Hamid's own White City, Worcester, Mass., about 6 per cent below '37. Belmont, with Rex D. Billings managing, had the largest single spring day in five years on May 22 when, for a change, weather turned clear and warm.

Consensus in East is that given a break in the weather during the summer, parks with heavy picnic and outing bookings are headed for a fair season, definitely below '37, but not nearly so weak as expected a couple of weeks ago. Success of parks will depend in a large measure on added attractions presented and number and caliber of special bookings they will be able to obtain.

WANTED - WANTED

SMITH'S GREATER ATLANTIC SHOWS

Chair-o-Plane; will book or buy. Smith & Smith preferred. WILL BOOK any Ride not conflicting with Ferris Wheel, Merry-Go-Round or Kiddie Chair-o-Plane. Opening for few choice Concessions. All address K. F. "BROWNIE" SMITH,

Week June 6, Alexandria, Va.; then per route: Keyser, W. Va.; Meyersdale, Pa.; Somerset, Pa.; Boswell, Pa.

MONKEYS FOR SALE.

Two Big Healthy HAMADRYAS, strong enough for any Pit Show. Cost me one hundred and fifty dollars. Will sell them for eighty dollars. One 16x16 ATHLETIC HAIR MAT, 2 inches thick, in two pieces, easy to handle. Cost me one hundred and seventy-five dollars. Will sell for forty dollars. Five Wax Figures, good condition. Strong enough for small Crime Show. Namely: Bruno Hauptmann, seated in Electric Chair; Pretty Boy Floyd, standing; John Dillinger, standing; Bonnie Parker, lying; Clyde Barrow, her partner, also lying. Will sell the whole lot for fifty dollars. Address CAPT. LATLIP, 209 Elm St., Charleston, W. Va.

LAST CALL GALA FOURTH OF JULY CELEBRATION

Framingham, Mass. Sponsored by the Chamber of Commerce. WANTED Bottle Game, Pitch-Till-You-Win, Hoop-La, Shooting Gallery, Cigarette Gallery. Anything that does not conflict with what we have. Would like a Five-in-One Show or Athletic Show. Address all communications to EARL CRAWFORD, Supt. of Midways, 96 Alexander St., Framingham, Mass.

BARLOW SHOWS

Pittsfield, Ill. this week; Winchester, Ill. week June 13. Want Athletic, Side Show, Plantation, Half and Half, Concessions, no Grift. Contracting Agent with car who can post. Custard, High Striker open. Help wanted for Caterpillar, Eli Chair-o-Plane, Merry Go-Round. Have plenty celebrations till Thanksgiving.

ALL AMERICAN SHOWS

Can place Shows that don't conflict. Concession Agents, also Colored Performers, Blues Singer and Chorus Girl. Tickets, yes if I know you. Shawnee, Okla., June 6 to 11; Holdenville, Okla., 12 to 18. Address NIP BUTTS.

NEW 12-CAR LINDY LOOP FOR SALE

For cash or trade for No. 12 Eli Ferris Wheel. Lindy Loop can be seen in operation. Good new Ride for park or carnival. Write BOX D135, Billboard, Cincinnati, O.

W. S. MALARKEY

Can place Clean Shows and Legitimate Concessions for 12 weeks, commencing June 30. American Legion Celebration at Delhi, N. Y.

Address W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

WANTED SHOWS, RIDES AND CONCESSIONS

Fourth of July Celebration and Horse Show. JULY 2-3 OPTIONAL. ALVIN COURTNEY, Mgr., Lake View Park, Falmouth, Ky.

B & V SHOWS

Gardner, Mass., Week June 6. Want Cigarette Gallery, Hoop-La, Mug Joint and other Grind Stores. Want Flat Ride, Front Man, Side Show People, Annex Attraction, Marlboro, Mass., week June 13.

Valencia Is Killed in High Act at Flint, Mich., Park

FLINT, Mich., June 4.—Immanuel Valencia, high-pole performer, was killed last night in Flint Amusement Park when the pole used in his act broke after he had been in the air about five minutes.

Accident occurred during his first performance of what was to have been an engagement as a free attraction.

His home is said to be in Mishawaka, Ind., and he is survived by his widow, Verna.

Mineola Contract to Wirth

NEW YORK, June 4.—Frank Wirth announced first fair booking by his firm since its return to the attraction, supplying business on June 1, a contract to supply a complete show for Queens-Nassau County Fair, Mineola, L. I., late in September. He has reorganized the

company, which has been concentrating on indoor circuses and special events in recent years, and will have with him as associates Phil Wirth, former New York booker, who has been in Australia several months; Alfred Adler and Pauline Miller. Phil returned from Australia on May 28.

Truck and Trailer Legislation

OTTAWA, Ont., Can., June 4.—Regulations for the management and control of trailers in the National Parks of Canada have been established by the Department of Mines and Resources, Ottawa. The new regulations, which go into effect immediately, provide for the registration of all motor vehicles and trailers and contain clauses on sanitation and equipment designed to promote health and safety in the park areas. In addition, they provide that the owner of a trailer while in a national park shall be subject to all the provisions of the Motor Vehicles Act and Public Health Act, respectively, of the province in which the park is located. Persons contemplating a trailer outing in any of the national parks of Canada are strongly urged to familiarize themselves with the regulations before entering the park. Special emphasis is placed on sanitation. Wash basins, sinks or other similar appliances in trailers must be provided with removable metal containers for the retention of liquid waste, garbage and refuse. The disposal of waste must be made at designated places, and trailers must be parked only in approved sites.

In the interest of safety, no motor vehicle with trailer attached shall be permitted to use any park road unless the braking system meets the requirements of the Motor Vehicles Act of the province, and in cases where the weight of the trailer ad contents exceed 3,000 pounds, the trailer must be equipped with an approved braking system, independent of the motor vehicle to which it is attached. The regulations provide that every trailer shall be equipped with an approved coupling system, including safety chains. Provision is also made for a tail light on every trailer. A side mirror, or corresponding device, on the

motor vehicle to which a trailer is attached is required in order that vehicles approaching from the rear may be clearly seen.

Slide Rule of Truck, Trailer Size Limits

DETROIT, June 4.—Fruehauf Trailer Co. is distributing to its patrons a slide rule of legal truck and trailer size limits which showmen should find very useful in determining such regulations in the various States. The slide rule is pocket size, measuring 9½ by 4½ inches, and tells at a glance the essential rules and regulations with which truck and trailer users must conform.

Special Motor Permits Needed in New Brunswick

NEW BRUNSWICK, N. F., Can., June 6.—The provincial government of New Brunswick warns that all performers traveling thru New Brunswick by motor must secure special permits from the Motor Vehicle Branch.

For troupes playing at licensed theaters, exhibitions and fairs, a permit at the cost of \$2 per car and \$5 per truck must be obtained. Traveling shows, Merry-Go-Rounds and other acts on wheels, unless engaged in the province, must register and license their cars.

Cost of registration for automobiles is \$2, with an additional 60 cents tax per hundredweight, and trucks according to their gross load.

FREE ACTS--ATTRACTIONS AND GRANDSTAND SHOWS

RUSH AT ONCE photos, sketches, advertising copy instructions and cuts for the Professional Section of the SUMMER SPECIAL.

ALL MATERIAL MUST BE IN CINCINNATI BY JUNE 14

A special combination publicity and advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Celebrations will be incorporated in the Summer Special Edition of The Billboard.

Photos and Short Sketches of Acts and Attractions Will Be Used

NEW! Nothing like this has ever been done in The Billboard before. Here is your opportunity to add prestige and recognition to your name —AND, possibly close several weeks of additional playing time during the latter part of the season.

If you have not inquired about this section do so today. Full details will be sent air mail immediately.

Professional Promotion Department

THE BILLBOARD PUBLISHING CO. CINCINNATI OHIO

WANTED

—FOR— VETERANS' 7-DAY MARDI GRAS SATURDAY JUNE 18, TO SATURDAY, JUNE 25, INCLUSIVE. MEDFORD, MASS.

Legitimate Concessions and Merchandise Wheels, Silodrome, Monkey Speedway, or any other clean, legitimate Show. Also want sensational Free Act. Apply HARRY INGALLS, 142 Burrill Street, Swampscott, Mass. Telephone—Breakers 5421.

PAN-AMERICAN SHOWS WANT

Shows. Will furnish complete outfits for Circus Side Show and single Pit Attractions. Will furnish Snake Show outfit to sober producer. Can place Girls for Hula and Revue. Want Legitimate Concessions. Will sell X on Diggers, Long Range, Custard and Candy Floss. Glenn Osborne wants Agents for Wheel and Grind Stores. Notice—Jake Miller is not with this show in any capacity. Address this week Paris, Ill.

WANT FERRIS WHEEL

Will book or buy Eli No. 5, also Crime or War Show. Will book Mechanical or Illusion Show. Side Show Acts write Mark Williams. Can place Snow Cone, Candy Floss, Fishpond, Hoop-La. J. L. LANDES SHOWS, Emporia, Kan., this week.

FOR SALE

ONE E. Z. FREEZE GUSTARD MACHINE. Perfect condition, guaranteed ready to run. Apply J. H. GIBSON, 7220 Lamport Road, Upper Darby, Pa.

End your correspondence to advertisers by mentioning The Billboard.

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IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Now READY CONCESSIONAIRES!

Send for Your Copy Today. Contains Largest Selection Corn Game Items, Flash, Canes, Chromeware, Glass, Plaster, Slum and Novelties

— AT LOWEST PRICES —

Continental PREMIUM MART

3 RD. + WELLS ST. MILWAUKEE, WIS.



ROUTES

(Continued from page 28)

Totman & Newton Tent Show: Temperanceville, Va., 6-11.
Valentines Flyers: (Schweyer Circus) Caracas, Venezuela, S. A., 6-18.

REPERTOIRE

Billroy's Comedians, Billy Wehle's: Kalamazoo, Mich., 8; Three Rivers 9; Niles 10; Valparaiso, Ind., 11; Kankakee, Ill., 12; Sireator 13; Peru 14.
Ginnivan, Frank, Dramatic Co.: Metamora, O., 5-11.
Ginnivan, Norma, Show: Bryan, O., 6-11.
Heffner-Vinson Show: Versailles, Ky., 8-9; Lawrenceburg 10-11.
Hugo Players: Burwell, Neb., 6-12; Sargent 13-19.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Ala.-Ga. Am. Co.: Brooksville, Columbus, Ga. All-American: Shawnee, Okla.; Holdenville 13-18.
American Expo.: Martins Ferry, O.
American United: Missoula, Mont.
Arena: Sharpville, Pa.
B. & V.: Gardner, Mass.
Bach, O. J.: Dolgeville, N. Y.
Bantly's All-American: Dennison, O.
Barfield's Cosmopolitan: Paintsville, Ky.
Barker: Hillsboro, Ill.
Barkot Bros.: Coldwater, Mich.
Barnhart's Golden West: South St. Paul, Minn.; Hastings 13-18.
Baysinger, Al: Plano, Ill.
Bazinot, Wm., & Sons: Virginia, Minn.; Cass Lake 13-18.
Beck & Thomas: Ozark, Mo.
Beckmann & Gerety: Oshkosh, Wis.
Bee, F. H.: Lexington, Ky.
Blue Ribbon: Richmond, Ind.; Muncie 13-18.
Bortz Am. Co.: Fredericktown, Mo.; Ironton 13-18.
Bremer Tri-State: Gilbert, Minn.
Brown Novelty: Vienna, Ga.
Buck, O. C.: Danbury, Conn.; New London 13-18.
Buckeye State: Crystal Springs, Miss.
Bullock Am. Co.: Princeton, W. Va.; Mt. Hope 13-18.
Burdick's All-Texas: Yoakum, Tex.
Burke: Magna, Utah.
Byers & Beach: Freeport, Ill.
Campbell United: Arcadia, S. C.
Cavalcade of Fun: Millvale, Pa.
Central States: Beloit, Kan., 6-12.
Cetlin & Wilson: New Castle, Pa.; Charleroi 13-18.
Christ United: Willoughby, O.
Clint & Clark United: East Palestine, O.
Clyde's United: Falls Creek, Pa.; Houtzdale 13-18.
Coleman Bros.: Hartford, Conn.
Colley, J. J.: Chickasha, Okla.
Conklin: Timmins, Ont., Can.
Cote's Wolverine: Gladwin, Mich.
Couch & Bryan United: Ledyard, Ia., 9-11; Churdan 15-16; Dawson 17-18.
Crafts 20 Big: Emeryville, Calif., 7-12; Pittsburg 14-19.
Crystal Expo.: Morristown, Tenn.; Jefferson City 13-18.
Cumberland Valley: La Follette, Tenn.
Cunningham's Expo.: Athens, O.
Curl, W. S.: Hillsboro, O.; Jackson 13-18.
Curley's Joyland: Atlanta, Ga.
De Luxe Shows of Am.: Troy, N. Y.
Dixie Belle: Petersburg, Ind.
Dixie Expo.: Mt. Pleasant, Tenn.
Dyer's Greater: Lena, Ill.; Shullsburg, Wis., 13-18.
Edwards, J. R.: Bowling Green, O.; Napoleon 13-18.
Elite Expo.: Ellsworth, Kan.
Ellman: (35th & Capitol Drive) Milwaukee, Wis.
Endy Bros.: Philadelphia, Pa.
Evangeline: Wetumka, Okla.; Okmulgee 13-18.
F. & M.: Roaring Spring, Pa.
Fair at Home: Chatham, N. J.
Fairly & Little: Waterloo, Ia.; Mason City 13-18.
Fidler's United: Elgard, Ill.; Mason City 13-18.
Frisk Greater: Eveleth, Minn.; Ironton 13-18.
Funland: Eminence, Ky.; Shelbyville 13-18.
Gibbs, W. A.: Parsons, Kan.
Gold Medal: Chicago Heights, Ill.
Golden West: Stockton, Calif.
Gooding Greater: Loveland, O.
Gooding Greater: Battle Creek, Mich.
Goodman Wonder: Ft. Dodge, Ia.; Sioux Falls, S. D., 13-18.
Great Southern: Hyden, Ky.
Greater Expo.: Gary, Ind.
Greater U. S.: Carnegie, Okla.
Greater United: Wichita, Kan.
Groves Greater: Wabash, Ind.
Happyland: Dearborn, Mich.
Harris: Elwood, Ind.

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Here's a Real Money-Maker,
FOX TAIL

NEW FLASH ITEM.
Genuine Fur Tail mounted on colored card with funny sayings. Ribbed for attaching to cards or as wall ornament.

Lowest Prices on Fine Quality
LUCKY RABBIT'S FOOT

Write Today for Special Quantity-Lot Prices.

CHARLES BRAND
208 West 26th Street, New York, N. Y.



GRUBERG'S WORLD'S EXPOSITION SHOWS, Inc.

WANTED—To join immediately, complete organized Circus Side Show, with or without your own outfit. We have complete new Big Circus Side-Show Frame-Up. Must have real Attractions. Only interested in party who can join with organized Show. Those who wrote before wire.

WANTED—Monkey Circus or Speedway. We have beautifully framed new Show and 15 Monkeys. Prefer Man who is a Trainer and has his own Monkeys and Monkey Show experience.

WANTED—Manager for "LIFE" Show who has several specimens. We have beautiful new frame-up with some specimens, but need a real live-wire who knows how to put over this kind of an Attraction. WANTED—Ferris Wheel Foreman and Second Man to join immediately. Must be sober and reliable. Wire **MAX GRUBERG, Herkimer, N. Y.,** this week.

HOLLYWOOD CHOCOLATES

Double Layer Ass. Chocolates, Individually Cupped, Ass. Mello Star Boxes, Cello, Wrapped.

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EXPOSITION AND FOURTH OF JULY CELEBRATION
BLOOMINGTON, IND., JUNE 27 TO JULY 4, INCLUSIVE.

Want for the Biggest Celebration in Indiana, Independent Rides, Shows, Concessions, Free Acts, Street Decorator, Booth Salesman, Telephone Salesman and Banner Man.

Will Sell Exclusive Corn Game, Diggers, Eats and Drinks, Frozen Custard, Long Range Gallery, Snow Cone, Pop Corn, Peanuts, Ice Cream, Novelties. All other Concessions open.

Address All Mail and Wires: **EXPOSITION HEADQUARTERS, 120 South College,**
F. MAURICE WOOD, Director, or Phone 2473, Bloomington, Ind.

Southwest Virginia Fair

Wants Carnival for midway week August 22. First fair in Abingdon, Va., for 10 years. One of best fairs in State. Write
A. Mc. BRADLEY, Secretary.

WANTED!

FOR CELEBRATIONS AT ROEBLING, N. J., JUNE 13TH TO 18TH, INCLUSIVE, AND HAMMONTON, N. J., JUNE 20TH TO 25TH, INCLUSIVE. SHOWS, RIDES, BINGO, FREE ACTS AND CONCESSIONS.

LIBERTY FAIR AND AMUSEMENT CO., INC. 144 Van Winkle Ave., JERSEY CITY, N. J.

Kilne's Greater: Michigan City, Ind.
Kreko's West Coast Am. Co.: San Francisco, Calif., 6-12, Mount Shasta 15-18.
Lagasse Am. Co.: Lexington, Mass., 13-18.
Landes, J. L.: Emporia, Kan.; Eldorado 13-18.
Lang, Dee: Brainerd, Minn.
Latlip's Home State: Elkins, W. Va.
Lawrence, Sam: Milton, Pa.; Bellefonte 13-18.
Lewis, Art: Syracuse, N. Y.; Watertown 13-18.
Liberty National: Brownsville, Ky.
McKee: Fairview, Okla.
Magic Empire: Paola, Kan.
Majestic Expo.: Greenville, Tenn.
Marks: Bridgeton, N. J.
Melvin United: McHenry, N. D., 6-8; Aneta 9-11; Hannaford 13-14; Hatton 15-18.
Middleton, Karl, No. 1: Batavia, N. Y.; Couderport, Pa., 13-18.
Middleton, Karl, No. 2: Port Allegany, Pa.; Randolph, N. Y., 13-18.
Miller Amusements: Cameron, La.; Abbeville 13-18.
Miller Bros.: Fremont, Neb.
Miner Model: Alpha, N. J.
Miner Model Ride Unit: Ardmore, Philadelphia, Pa.

ROYAL EXPOSITION SHOWS — WANT

Meritorious Shows with or without their own outfits. Will furnish outfits to capable Showmen. Want Stock Concessions. Can place Hoop-La, Photo Gallery, String Game or any Concession working for stock. Account disbursement can place Man and Girl for Fish Bowl Show. Have outfit complete which we will furnish on percentage.

Clairton, Pa., week June 6, and then Big Celebration at DuBois, Pa., week June 13.
Address **BERT ROSENBERGER, Mgr.**

Modern Amusements: Peabody, Mass.
Molly's Greater: Skowhegan, Me.; Belfast 13-18.
Naill, C. W.: Warren, Ark.
New England Motorized: Berlin, N. H.; Lebanon 13-18.
Northwestern: (Penkell & Schaefer aves.) Detroit, Mich., 6-12; (Meyers & Chicago aves.) Detroit 13-19.
Orange State: Eagle Rock, Va.
Page, J. J. Expo.: Chillocothe, O.
Pan-American: Paris, Ill.
Parade of Shows: Overton, Tex.; Gladewater 15-19.
Patrick: Weston, Ore.
Pearson: Morris, Ill.
Peerless: Webster, Pa.
Penn State: Hyndman, Pa.
Pine Tree State: Derry, N. H.
Reading's: Lafayette, Tenn.; Scottsville, Ky., 13-18.
Red River: Dryden, Ont., Can., 6-8; Schreiber 9-11; Nipigon 13-15; Beardmore 16-17.
Regal United: Fort Scott, Kansas.
Reid, King: White River Junction, Vt.
Rogers Greater: Nashville, Tenn.
Rogers & Powell: Rolling Fork, Miss.
Royal American: Rockford, Ill.
Royal Expo.: Clairton, Pa.; Du Bois 13-18.
Royal Midway: Pana, Ill.
Rubin & Cherry Expo.: Sheboygan, Wis.
Sheesley Midway: Fostoria, O.
Shugart Bros.: Stigler, Okla.; Clayton 16-18.
Siebrand Bros.: Great Falls, Mont.
Silver State: Thermopolis, N. J.
Sims Greater: Belleville, Ont., Can.
Skerbeck Am. Co.: Wakefield, Mich.
Smith Bros.: Chattanooga, Okla.; Frederick 13-18.
Smith's Greater Atlantic: Alexandria, Va.

CONCESSIONS WANTED IMMEDIATELY

For Balance of Season. Join at once. All Concessions open except Cookhouse, Bingo, Popcorn and Custard. Especially want Pitch-Till-You-Win, Ball Games, Cane Rack, Hoop-La, Lead Gallery, Etc., and any other Legitimate Concessions that work for 10 cents. Eddie Cole and Johnny come on. Want Grind Shows, especially Mechanical City, Penny Arcade and any non-conflicting. Want Side Show Novelty Acts. Will book Kiddie Rides.

Fair Secretaries, come look us over if you want Good, Clean Show for your Fair, as have few open dates.

LATLIP HOME STATE SHOWS,
Elkins, W. Va., Week June 6th. All Address **MORRIS VOLTAGGIO, Gen. Mgr.**

MILLER BROS. SHOWS WANT

Concessions of all kinds. Shows—Can use Motordrome, Big Snake, Illusion and Fun House. Also use Good Talkers. Bennie Wells, come on; Starkey, wire. Omaha on Streets next, with Fair and Celebrations to follow. Write or wire **MORRIS MILLER, Fremont, Neb.,** this week.

Henke Bros., No. 1: (South 11th & Bruce sts.) Milwaukee, Wis.
Henke Bros., No. 2: (Forest Home ave.) Milwaukee, Wis.
Hennies Bros.: Janesville, Wis.
Heth, L. J.: Findlay, O.
Hilderbrand: Portland, Ore.
Hines Am. Co.: Brandon, Minn.; Glenwood 13-18.
Hippodrome: Washington, Ill.
Hodge, Al G.: Pekin, Ill.; Kewanee 13-18.
Hoffner, Wm., Am. Co.: Polo, Ill., 13-18.
Howard Bros.: Mingo Junction, O.
Hughes Bros.: Nokomis, Ill.
Hurst, Bob: Frankston, Tex.; Edgewood 14-18.
Hyde, Eric B.: Middleburg, Va.
Ideal Expo.: Unlontown, Pa.
Imperial: Aurora, Ill.
Jolly Jaihet: Hillsville, Pa.; Stoneboro 13-18.
Jones, Johnny J., Expo.: Washington, Pa.
Joyland: Stockton, Calif.
Joyland: Port Huron, Mich.
K. G. Am.: Richmond, Mo.
Kaus Expo.: Roselle, N. J.
Kaus, W. C.: Jessup-Peckville, Pa.; Kingston 13-18.
Keystone: Greensburg, Pa.

Sol's Liberty: Rock Falls, Ill.; Rock Island 13-18.
 Sparks, J. F.: Delphos, O.
 Spencer, C. L.: Scotland, La.; St. Francisville 13-18.
 Speroni, P. J.: Oswego, Ill.
 Stafford: Framingham, Mass.; Somerville 13-18.
 State Fair: Rawlins, Wyo.
 Strates: Logan, W. Va.
 Sunset Am. Co.: Centerville, Ia.
 Swisher, H. C.: Jerico Springs, Mo., 9-10.
 Terrill & Morohl: Madison, Ind.; Erlanger, Ky., 13-18.
 Texas Longhorn: Vernon, Tex.
 Tidwell, T. J.: Clinton, Okla.
 Tilley: De Kalb, Ill.; North Chicago 13-18.
 Tothill, C. H., Attrs.: Niagara Falls, N. Y.
 Wade, W. G.: Alpena, Mich.
 Wallace Bros.: Boone, Ia.; Webster City 13-18.
 Ward, John R.: Mayfield, Ky.; Princeton 13-18.
 Weer: Garrett, Ind.
 West Coast: Aberdeen, Wash.
 West Bros.: Valley City, N. D.; Fargo 13-18.
 Western State: Pampa, Tex.
 West's World Wonder: Warren, Pa.
 Weyls Production Co.: Slippery Rock, Pa.; Sligo 13-18.
 White City: Baker, Ore.; Caldwell, Ida., 13-18.
 Williams, S. B.: Watonga, Okla.
 Wilson Am.: Mokenca, Ill.
 Winters Attrs.: McKees Rocks, Pa.
 World of Mirth: Poughkeepsie, N. Y.; New Britain, Conn., 13-18.
 Zelger, C. F., United: North Platte, Neb.
 Zimdars Greater: Danville, Ill.; Kokomo, Ind., 13-18.

Hoffner & Laveil Show: Yates City, Ill., 6-11.
 McNally's Variety Show: North Pownal, Vt., 6-11.
 Miller's, Ralph, Donkey Baseball: Charleston, Ill., 8; Champaign 9-10; Sullivan 11; Decatur 13.
 Miller, Al H., Show: Byron, Ga., 6-11.

Carnival Boys Capture High Honors at Florida Military Institute

HAINES CITY, Fla., June 6.—Sons of carnival world luminaries captured the limelight at Florida Military Institute commencement exercises here yesterday when Joseph Hoffman, son of Mr. and Mrs. Louis (Peazy) Hoffman, of Rubin & Cherry Exposition, graduated as captain of the 1938 class and was awarded the American Legion medal for the class' outstanding cadet. Award represented tops in scholastic and athletic, leadership and citizenship during the four-year term.

Following the graduation ceremonies Joseph relinquished his sword of captaincy to Johnny J. Jones Jr., son of Mrs. Hody Jones, of the Johnny J. Jones Exposition. Incoming captain, who won the year's award for outstanding marksmanship, will lead the class of 1939 during its coming term. The boys, including Carl J. Sedlmayr Jr., who graduated last year, have certainly put the show world on Florida's scholastic map by being leaders thruout their school terms here. Reported by Frank Winchell.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Calgary, Alta., Can., 7; Medicine Hat 8; Lethbridge 9; Shelby, Mont., 10; Kallspeil 11; Libby 12; Spokane, Wash., 13; Wallace, Ida., 14; Moscow 15; Lewiston 16; Walla Walla, Wash., 17; Yakima 18; Pendleton, Ore., 19.
 Beers-Barnes: Hicksville, L. I., N. Y., 8; North Port 9.
 Cole Bros.: Peterboro, Ont., Can., 7; Owen Sound 8; Woodstock 9; Cobourg 10; Brockville 11; Montreal, Que., 13.
 Eddy Bros.: Port Jefferson, L. I., N. Y., 8.
 Gould's, Jay: Chokio, Minn., 8; Paynesville 9-10; St. James 11-13; Odessa 14-15; Wabasha 17-19.
 JE Ranch Rodeo: Wilmington, Del., 6-11.
 Mix, Tom: Gloversville, N. Y., 7; Albany 8; Kingston 9; Stroudsburg, Pa., 10; Hazleton 11; Lewiston 13.
 Newton Bros.: Bound Brook, N. J., 8; New Brunswick 9; South River 10; Metuchen 11.
 Parker & Watts: Grand Forks, N. D., 7; Grafton 8; Devils Lake 9; New Rockford 10; Jamestown 11; Bismarck 13; Mott 14; Dickinson 15; Bowman 16; Baker, Mont., 17; Miles City 18.
 Polack Bros.: Missoula, Mont., 13-18.
 Ringling Bros. and Barnum & Bailey: Pittsburgh, Pa., 7; Wheeling, W. Va., 8; Columbus, O., 9; Dayton 10; Lima 11; Sandusky 12, Ft. Wayne, Ind., 13; Toledo, O., 14; Erie, Pa., 15; Buffalo, N. Y., 16; Rochester 17; Watertown 18.
 Robbins Bros.: Riviere du Loup, Que., Can., 7; Campbellton, N. B., 8; Chatham 9; Montecito 10; Charlottetown, P. E. I., 11; Sydney, N. S., 13-14; North Sydney 15; Antigonish 16; New Glasgow 17; Amherst 18.
 WPA: Forest Hills, L. I., N. Y., 7-11.
 World Bros.: Bellows Falls, Vt., 7; Athol, Mass., 8; Northampton 9; Holyoke 10.

Additional Routes

(Received too late for classification)
 Aulger Bros.' Show: Jackson, Minn., 6-11.
 Burro Ball: Harriman, Tenn., 7; Dayton 8; Knoxville 9-10; Dandridge 11; Chucky 12.

Material Protection Bureau

A Free Service for Readers

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

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

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

The Billboard takes every reasonable precaution to safeguard packets submitted for registration with the Bureau but does not guarantee or assume any liability in connection with same.
 The Bureau is not designed to supplant in any way the service performed by the U. S. Copyright Office, Washington, D. C. The Billboard's intention with regard to the Bureau is to provide a means of establishing priority of ideas that is not within the scope of the Copyright Office.

Merchant's Loud Wails

We are already hearing loud wails

John North Threatens To Close R-B if 25% Wage Cut Not Granted

PITTSBURGH, June 6.—John Ringling North says the AFA will grant the Ringling-Barnum circus request for a 25 per cent cut or the show will quit for the season. Show has not lost money so far, but business drops under last year vary in the different cities, running as high as 30 per cent, he declares. Show is living up to terms of contract now, but he contends it must show a profit by July or the season will be unsuccessful.

After two workmen's strikes this year, North feels not overly warm toward the union's hopes for bonus. Horizontal slash would affect several hundred people.

There has been no agreement yet between Ralph Whitehead, who is here with Guy Magley, and the circus. The AFA men have been elusive. Another meeting is to be held this morning.

its workmen a 25 per cent wage slash, pleading low gates and unfavorable future outlook. Ticket sellers, front and management staff are not affected and there were no reports of attempts to attack performers' contracts.

John Ringling North, president, would not discuss the situation pending a union-employer meeting scheduled in Pittsburgh tomorrow (Sunday). William Frazer, AFA representative, said Ralph Whitehead, AFA chief, would be in Pittsburgh for the meeting, which will also include a discussion of the unsettled holdback question.

Some sections were not yet informed of the proposed wage cut today and Frazer said there would be no union action before the Pittsburgh meeting.

Matinee today opened to a jammed capital city gate, with the public unaware of the labor condition. Local press carried nothing on the wage-cut offer.

MISS FAIRYLAND

SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER—
EACH 18c
 ORDER A CARTON

Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Hair Ribbon, Collar, Slippers and Brooch. Height 14½ inches, packed 12 to carton (no less sold).

WRITE FOR OUR NEW 1938 CATALOG TODAY

SHOWING THE LARGEST AND FINEST SELECTION OF PREMIUM - CONCESSION - NOVELTY - AUCTION - GENERAL MERCHANDISE. — STATE YOUR BUSINESS —



WISCONSIN DELUXE CORPORATION
 1902-12 NORTH THIRD ST., MILWAUKEE, WISCONSIN



FAVORITE SWEETS ONE OF MY NEW 1938 CANDY FLASHES

It's a High-Class Box. Size 1 1/2 x 5 1/2 x 2, and packed with First Quality Summer Candy that is guaranteed to withstand all weather. Wrapped in Assorted Colored Cellophane. Packed 4 Dozen to Carton.

Dozen, \$1.10—\$4.40 Per Carton

25% Deposit With All Orders, Balance C. O. D. Send for Free Illustrated Catalog.

MARVEL CANDY CO., Inc. 101-103 Wooster St., NEW YORK CITY.

from the backward-type merchant who cannot read the handwriting on the wall and who insists that all business must be conducted or adjusted to suit his individual idea of how things are to be done. And this kind of chump is gathering around himself the other business barnacles, trying to get public sympathy as victims of mail-order monsters, chain-store juggernauts, coin machine menaces and "taking-our-money-out-of-town" direct salesmen and shows.

These frightened incompetents are almost proving that they have no right to continue enjoyment of the privileges they have monopolized for so many years. They are now pinning badges on themselves which identify the wearers as incompetents who are ganging-up with other incompetents in a desperate attempt to prevent producers from doing away with old-fashioned broken-down business-stifling mismanagement, inefficiency and reactionary methods.

The big producers are stiffening. More and more they are placing their output into franchised dealerships among leaders who have the vision and the facilities and the power to guarantee definite sales quotas. The producers have goods to move into the hands of a population requiring those goods. If the existing merchants cannot efficiently handle the selling operations, then the producers will set up their own outlets to speed up the flow of goods to keep their producing equipment functioning.

This trend is already at work. If the existing retailer wishes to remain in the picture he will have to raise his pitch, get into a new tempo and learn his trade anew.

There is too much at stake. Our nation's prosperity depends upon trade. Producers cannot sit back waiting for local merchants to realize the position they hold in the parade. Producers are preparing to march around this moss-covered obstacle unless it shows signs of swinging into step.

So pity these poor local schemers and their schemes of holding back progress.

WANT MINSTREL TROUPE

With Pand. Have complete outfit. Grind Shows and Tilt-a-Whirl, Arcade, Custard, Lead Gallery, Fishpond, Whoop-La, etc. No grit. Long season of Southern Shows. **FUNLAND SHOWS**, on the Streets, Eminence, Ky., this week.

Hughey Bros. Shows

Want Man to handle Smith & Smith Chairplane. Must be reliable. Want Mechanic who can also handle the electric work. Have 20x30 top and front to furnish show. Have several choice Concessions open. Address Nekomis, Ill., this week.

WILL BUY

No. 5 or 10 Eli Wheel, good condition. Pay cash. For sale, 14x21 and 20x30 Tents, Athletic and other Banners, Stair Illusion, Lead Wire, Ticket Boxes, Fronts, Office Trailer, Kiddy Ride. Address **WILLIAM WOLFE**, Box 2725, Bloomington Lake Station, Minneapolis, Minn.

Russell Bros. Circus

Offers Lunch Stand Privilege for sale. Can use Electricians, Mechanics, Workmen. Tuesday, June 7, Valparaiso; Wednesday, Laporte; Thursday, Plymouth; Friday, Warsaw; Saturday, Huntington, Monday; Logansport. All Indiana.

FOR SALE

One 70-foot Round End Top with two 30-foot middle pieces, complete with poles; 27 sections Blue, seven high. All in excellent condition, \$300 complete. **DODSON'S WORLD'S FAIR SHOWS**, Muncie, Ind.

WANTED CARNIVAL

Or Shows and Rides for July 2, 3, 4—Celebration and Rodeo Waukon, Iowa. **A. M. MONSERUD**, Secy.

HAVE FOR SALE

Eli Wheel No. 5, Eli Power Unit, good condition, operating now. Two 16x24 Khaki Tops and Side Wall, \$18.00 Each. \$13.00 for two Evans Square Sets, one Short Range Gallery; three Remington Rides, \$25.00. \$3.00 for two Swinging Balls. **JOE W. STONEMAN**, Bradshaw, W. Va.

TERRILL & MOROHL SHOWS

Want Double Loop, Merry-Go-Round, Kiddy Rides, Monkey Show, Ten-in-One, Crime Show, Grind Stores, Wheels, etc. Lester McGee, Concession Manager. Address **TOM TERRILL**, Mgr., this week Madison, Ind.; next week Erlanger, Ky.; then Middletown, O.

COOKHOUSE WANTED

For 15 Fairs and Celebrations, starting this week, with long season South. Also have fully equipped Cookhouse for sale. Want Grind Shows. What have you? Aneta, N. D., June 9 to 11; Hanaford, N. D., 13 and 14; Hatton, N. D., 15 to 18. **MELVIN'S UNITED SHOWS**.

BRIGHT LIGHT EXPOSITION SHOWS

WANTS Ferris Wheel, Merry, Flat and Kiddie Rides, one more Show and Concessions of all kinds. No racket. Write or wire **JOHN GECOMA**, Mgr., Connelisville, Pa., this week.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO.—Amid booming of bombs, blare of bands and ballyhooping of a bevy of beauties, advance sale of tickets for Golden Gate International Exposition was inaugurated at noon on June 1 under direction of Ray Smith, ticket campaign manager. First \$20 season book of 288 admissions was purchased by Sid Grauman, impresario of the Chinese Theater, Hollywood, for \$100. Goal this sale is \$1,500,000, which if response of the first two days is a criterion will be reached within 10 days, said Mr. Smith.

Special events department, under Walter Reimers, avers that the record of the 1915 Panama-Pacific International Exposition will be broken as far as conventions and meetings are concerned at the 1939 exposition. There have been twice as many pre-exposition functions booked as there were at the last San Francisco World's Fair in 1915.

Tree planting on Treasure Island, site of the expo, is in full sway and giant palms and many other species native to California are being placed along all avenues.

Management of the great village typical of China advises that construction will be started in a few days. Total cost will be about \$1,200,000.

Building to house Ford automobile exhibits is fast taking shape and will be artistic and beautiful. It is ideally located, not only from central part of the grounds but also as a draft for the

Gayway, at one end of which this great structure is located.

Great steel overpass on the Bay Bridge leading to the six-lane highway on Yerba Buena Island and down on to Treasure Island is nearing completion.

A "Fair-on-the-Air"—practically every radio station in San Francisco and vicinity has donated time for advertising the exposition; in fact, have given so much time that the fair is on the air almost every minute from 7 a.m. until midnight. There are over 20 broadcasting stations in San Francisco and vicinity and they have been exceptionally generous in donation of time to the exposition. This is apart from the Coast-to-Coast hook-up.

John Alexander Pollitt has become one of the staff of the department of concessions under Director Frederick Weddleton.

Harry G. Traver, international operator of amusement attractions at world's fairs and one of the concessioners on the Gayway here, is fast getting his organization perfected and will start building operations shortly.

Frederick Weddleton has had constructed a unique and colorful model of the proposed Children's Village, to be one of the features on the Gayway. The model, on display in the lobby of the expo office building on Bush street, is continually surrounded by interested spectators.

One of the most costly and elaborate attractions on the Gayway will be a so-called village, probably to be named Streets of Nations. The company that has been organized to finance and operate this three-acre concession is composed of local amusement men, most of whom had experience with big attractions at the 1915 fair. Construction will be started soon.

One of the finest World's Fair models ever constructed is the one of the Golden Gate International Exposition now on exhibition for the general public in Union Square. It is housed in a building especially constructed for it. A number of attendants escort visitors, describing all salient features.

Five private automobiles, operated as courtesy cars by fair authorities between Bush street offices and the Treasure Island site, are taxed to capacity these days. It is thought this service will have to be augmented soon by five more seven-passenger cars, as influx of people having business at the grounds is becoming greater daily.

City of San Francisco will provide fire and police protection on Treasure Island during the expo, it was decided after a number of discussions between fair and city officials.

The monster golden phoenix is now occupying permanent position atop the 400-foot Tower of the Sun on Treasure Island. The mythical bird, which weighs two and one-half tons, is symbolic of the meteoric rise of the city from ashes of the great fire of 1906.

I have just come across an item in history of the 1915 Panama-Pacific Exposition in San Francisco which said that Maj. Charles Rhodes was recognized as the very best orator in the zone, and that King Karlo was giving him a hard tussle for first honors. This according to Frank Morton Todd, historian.

Two hundred artistic kiosks have been contracted for the expo grounds. Up to this writing 165 have been sold, bought and paid for, with applications on hand for over 200 more. Concessions of various kinds have been sold which should bring into the fair treasury about \$2,000,000, and the concession department is only just getting into its stride. It is predicted that the Gayway from present indications could be three times its present area and still not be able to hold shows and rides which will be applied for.

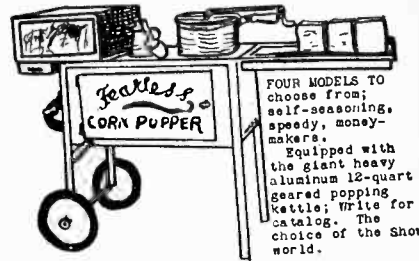
My pooch, Rossie, vociferously objects to being called Rosie. He says he is no "she," neither is he a "he-she," so he demands a correction.

Government statistics show there have been only 145 hours of foggy weather in the Treasure Island area over the period of 20 years, an average of seven hours yearly.

Louis Shenson, of Treasure Island Catering Co., largest food concessioner at the fair, returned from a trip to New York in the interest of his organization.

Boat Companies Await Word On Excursion Biz to W. F.

NEW YORK, June 4.—At least four navigation companies have proffered bids for privilege of running excursion and showboats to the New York World's Fair, but none has received even a hint as to disposition of the whole idea of providing docking facilities. Condition of coastline at present will not accommodate sizable passenger ships and fair officials appear most reluctant to expend



Used All-Electrics, Rotary, Caramelcorn Equipment.

NORTHSIDE MFG. CO.

1528 19th. Des Moines, Ia.

WANTED

SHOWS, CONCESSIONS AND COOKHOUSE

Roseville, Ohio

**JUNE 13 TO 18
HOME COMING**

On Streets

HAPPY ATTRACTIONS

Buffalo, O. this week.

NORTH CENTRAL ILLINOIS THIRD ANNUAL ITALIAN FIESTA

FOUR DAYS, JULY 1, 2, 3, 4.

Located in Park Three Miles Northwest of Peru Good proposition to Rides. All Concessions, Shows and percentage open. Address

JOE ROSSI, Peru, Ill.

WANT

FOR BERRY FRATERAL CIRCUS
Acts doing two or more. Clowns, Musicians or organized Band, Secretary, Electrician, Boss Canvasman, Seat Men, organized Side Show. Must have flash. Concession Privileges for sale. Will buy Star Back Reserved Seats. Show opens in Indiana June 23. State lowest first letter. Write only. Consider silence polite negative. Address **FRANK S. STOUT, Gosport, Ind.**

FRISK GREATER SHOWS

WANTS Shows. Can use people to take over Vaudeville or Musical Comedy. Want Man capable to handle Athletic Show. Have complete outfit for both. Can use one more Ride that won't conflict. Concessions and Ride Help come on. Want Waitress and Handy Man for Cookhouse. We have the best towns on the range. Alexandria Celebration and two big 4th of July spots. Eveleth, Minn., June 6-11. **MRS. B. C. FRISK, Manager.**

WANT STOCK AND GRIND CONCESSIONS
Pop Corn, Snow, Mug Gallery. Also can use Agent for coupon store. Cookhouse, \$40.00 guaranteed in meal tickets. Have complete outfit for Geek and Hula Shows. Want Performers and Brass for Minstrel Show. Ride Help that can drive trucks. Electrician that can handle light plant. Cat Rack. Hutsonville, Ill., week June 6 to 11. Answer **MANAGER, GOLDEN GATE SHOWS.**

money on improving a harbor.

Companies awaiting replies on bids are Gotham Steamship Co., McAllister Navigation Co., Meseck Steamboat Corp. and Wilson Line, Inc. Last-named would run only chartered ships whereon customers would provide their own entertainment.

Thus far Gotham has obtained pier accommodations from the Rockaways, but that would necessitate overland transportation to reach the fair. It would work out so much better if it could advertise more direct tie-up with Flushing Meadows, it is pointed out. With exception of Wilson the companies plan entertainment and music aboard ship if and when they get a fair contract.

FREE ACTS--ATTRACTIONS

AND

GRANDSTAND SHOWS

RUSH AT ONCE photos, sketches, advertising copy instructions and cuts for the Professional Section of the SUMMER SPECIAL.

ALL MATERIAL MUST BE IN CINCINNATI BY JUNE 14

A special combination publicity and advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Celebrations will be incorporated in the Summer Special Edition of The Billboard.

Photos and Short Sketches of Acts and Attractions Will Be Used

NEW! Nothing like this has ever been done in The Billboard before. Here is your opportunity to add prestige and recognition to your name—AND, possibly close several weeks of additional playing time during the latter part of the season.

If you have not inquired about this section do so today. Full details will be sent air mail immediately.

Professional Promotion Department

THE BILLBOARD PUBLISHING CO.

CINCINNATI

OHIO

WILL BOOK

Grind Shows and Fun House. Want Boomerang, Eight-Car Whip, Double Loop-o-Plane, Stratoship and Live Pony Track. Can place all legitimate Ten-Cent Grind Stores and Ball Games. All address **CETLIN & WILSON SHOWS, INC.,** this week, Newcastle, Pa.; week June 13, Charleroi, Pa.

TRUSTEES SHOWMEN'S HOME FUND

M. H. BARNES, Treasurer
J. W. CONKLIN
M. J. DOOLAN
MAX GOODMAN
RUBIN GRUBERG

FRED BECKMANN, Chairman

E. W. EVANS, Secretary

W. R. HIRSCH

HARRY W. HENNIES

MAX LINDERMAN

E. LAWRENCE PHILLIPS

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.

One-third to be paid August 15, 1939.

One-third to be paid August 15, 1940.

Name _____

TO BE SIGNED BY THE SUBSCRIBER

Address _____

MAKE ALL CHECKS PAYABLE TO THE SHOWMEN'S LEAGUE OF AMERICA HOME FUND 165 W. MADISON ST. CHICAGO, ILL.

A REPRODUCTION of the pledge card being mailed to members and friends by The Showmen's League of America in its campaign to raise funds for The Showmen's Home.

National Showmen's Association



Palace Theater Building,
New York.

Banquet November 16

NEW YORK, June 4.—Wednesday, November 16, has been definitely set as the date of the NSA's first annual banquet and ball. Event will be held at the Hotel Commodore, which boasts some of the finest and largest banquet facilities in the city of New York. In due time President George Hamid will select committees to handle arrangements for the affair and in the meantime other committees will be working continually on various Eastern shows in promotion of interest and sale of tickets.

Price of tickets has not been set yet. It is expected that tag will be extremely reasonable and in line with other show organization get-togethers. Wide interest in the party has already been evidenced by prominent organizations and individuals in the outdoor show world. The World's Fair has promised attendance of a large delegation of officials, headed probably by Fair President Grover A. Whalen. City of New York will be represented by leading figures including members of the park and license commissions and the mayor himself. Efforts are being made to interest the Showmen's League of America to send official delegates and several leaders in that org have already promised to be present personally. *The Billboard* has indicated that several of its editors will be sent from Cincinnati, Chicago and other offices.

As reservations begin to come in names of registrants will appear in this column. Details of entertainment for that night have not been worked out as yet, altho House Committee, under chairmanship of Sam Rothstein, has already begun seeking advice and ideas from banquet veterans around town.

New Members

Hamid conducted a pep meeting, college style, for the NSA at his recent Hamid-Morton indoor circus in Montreal, and before the session closed 18 new members were in the NSA. Several attaches of Belmont Park, same city, joined the ranks, and Rex Billings, manager of the park, promised that many more of his employees would be carrying the card before the season is over. Due to the terribly inclement weather this spring and subsequent struggle for business on part of most shows, NSA has felt it only fair to not ask operators to canvass employees for membership at this time. Drive, therefore, has been held up somewhat in recent weeks, but all operators are anxious to get things going with an eye on those prizes to be presented at the November 16 shindig.

Montreal drive has been the largest single thrust for members since the winter months. Results: Applications from Frank Mitchell, Eugene J. Murphy, Herman Heyn, Frank Perry, Harry Be Gar, Slivers Johnson, Capt. Albert Spiller, Harold Barnes, Fred Woolford, George Hanneford, William Ricardo, Roy Thomas, Charles A. Flemm and Hip Raymond.

The following applications have not been listed either: G. E. Jerry Kohn, Sid Goodwalt, Robert Shrage, William Gottlieb, Jack Tavinsky, Frank Hallen, George Bernert, Walter Stebbins and Mack Goldberg.

Clubrooms are still open in the Palace Theater Building and will remain so thruout summer. Executive Secretary John Liddy is on hand daily from about noon on and all members are requested to drop in when they visit the city.

Ladies' Auxiliary

This part of the NSA is on its toes, too, and didn't let the Montreal show go by without obtaining its quota of lady members. Largely thru the efforts of Mrs. George Hamid and Mrs. Rex Billings, 10 members were secured while the show played there, names of whom will be forthcoming shortly. Reports from the road indicate that members are striving hard to create interest among showdom's fair sex and indications point to a greatly enlarged roll call by Labor Day.

Reports have sifted back to New York that many personalities in the show business would like to see a complete list of officers and fundamental com-

mittees that go to make up the auxiliary, so here it is:

Dorothy Packman, president; Mrs. Rose Lang, first vice-president; Mrs. Midge Block, second vice-president; Anita Goldie, secretary; Mrs. Ida Harris, treasurer; Mrs. Pearl Meyers, assistant treasurer, and Magnolia Hamid, chaplain.

Relief committee consists of Mrs. Vi Lawrence, chairman; Mrs. Pearl Meyers, Mrs. Helen Rothstein, Mrs. Flo Lewis, Mrs. Edna Lasures and Mimi Caparelli.

Membership committee includes Mrs. Edna Lasures, chairman; Mrs. Bella Brengk, Mrs. Amy Dean, Mrs. Jack Gerard and Dorothy Packman.

Entertainment committee has Mrs. Midge Cohen, chairman; Mrs. Pearl Meyers, Mrs. Leah Greenspoon, Mrs. Flo Lewis, Mrs. Helen Rothstein and Mrs. George Hamid.

Sentinel is Mrs. Edna Lasures. Board of governors, Mrs. Helen Rothstein, chairman; Mrs. Pearl Meyers, Mrs. Rose Lang, Magnolia Hamid, Mrs. Jack Gerard, Mrs. George Hamid, Mrs. Irving Udowitz, Peggy Landry, Dorothy Packman and Mrs. Ida Harris.

CLUB FIELD

(Continued from page 3)

to \$750, bestowed on just a handful. Rates are so depreciated that bookers call acts good when customers will pay \$150 or \$175 for them. These are not in abundance.

About one-third of private entertainment performers, managers agree, should consider themselves well paid at \$20 or \$25. The majority take \$10 or \$15 and like it. While there are some who will take a date for less, the more reputable agents and managers have established a \$10 minimum.

On the basis of a careful count made several years ago by Frederic Watson, secretary of the Entertainment Managers' Association, there were 50,000 club dates hereabouts. With today's business amounting to a third of yesterday's, it would tally that there are 15,000 engagements for the approximated 500 performers working this area. If averaged, each would get 30 engagements a year. In the practical working of things, however, the 33 1/3 per cent who are worth at least \$20 a show dominate the business and feel quite satisfied with themselves if they are booked 15 times a month. There are some who score higher. The old average used to be 30 to 40 spots a month. The \$10 and \$15 acts can pick up more openings, but performers have to do some tall dating to net next month's rent.

Attitude on part of the more prominent managers toward next year is not optimistic. They are not banking too much on the New York World's Fair, some expressing the fear that it may even have a disastrous effect if it turns out to be nothing more than a competitor rather than a stimulant. In fact, there seems to be little hope that private clubs will ever resume the large scale entertainment they indulged in way back when.

Reasons for the almost irreparable slump are many. Groups which once wouldn't hesitate to spend \$800 for a show now dicker for \$200. Some organizations not only reduced budgets per banquet, but dispensed entirely with floor shows.

Reduction in number of available jobs has forced many performers into other fields and discouraged new talent from coming in, with the unfortunate development, bemoan the bookers, that there is a dearth of acts worth the big money which private parties are still paying occasionally.

Agents cry that radio, pictures and night clubs have so exhausted certain types of acts as tenors, baritones, tap dancers and such that they are no longer a great treat at private shindigs. The most consistent lament among the commission men is that the other fellow, a vague someone, is a rogue and cutthroat whose bookings are only a side line. Inroad on remaining trade is being made, some charge, by advertising agencies that added booking departments after starting to deal in talent for radio sponsors.

The recent organizational spurt by agents and managers and Commissioner Moss' licensing campaign are latest attempts to rid the street of the cloak-and-suiters who book for their own unions, their foreman's lodge and their wife's quilting party.

In the opinion of most local bookers, the following offices do almost 90 per cent of the private club business: Carleton M. Hub, Frances Rockefeller King (NBC), Charles Wilshin (WMCA), Al Rogers, Charles Rapp, William J. Sulli-

van, Fred Walker, William Robbins, Harry Shea, Nat Abramson (WOR), Tom Kelly, Apollo Entertainment Bureau, Joseph Franklin and Thomas Brady.

COMING MARRIAGE

(Continued from page 26)

garet Schmach, traffic manager for Station WBBF, Rock Island, Ill., in the latter city soon.

Billy Lambert, of the Randolph Avery Trio, and Dorcas Brydges, captain of the line girls in *Diamond Revue*, in Chicago June 20.

John I. Adams, clerk, and Helena M. Murray, entertainer, both of Allston, Mass., soon.

Joseph E. Levine, film distributor, and Rosalie H. Harrison, radio artist, both of Boston, soon.

Births

A 7 1/2-pound daughter to Mr. and Mrs. Si Shaltz in the Mount Sinai Hospital, Philadelphia, May 30. Father is Philadelphia correspondent for *The Billboard* and a member of *The Philadelphia Record* staff.

A son to Mr. and Mrs. Orvil Lindeman in Sheboygan, Wis., recently. Father is with Sells-Sterling Circus.

A seven and half-pound daughter, Ethel Virginia, to Mr. and Mrs. S. M. Rhodes Jr. in Robert B. Green Hospital, San Antonio, recently. Father is sound engineer on the Western States Shows.

An eight-pound son to Mr. and Mrs. Paul Lazarus Jr. in Women's Hospital, New York, May 25. Father is in the home office advertising department of Warner Bros.

Divorces

Irma Glen, radio organist, from Ted Hill, nonpro, in Chicago May 26.

Clyde Cook, Australian comedian, from Alice Cook, former *Follies* beauty, in Hollywood May 18

Gracie Wasson Diggs, acrobatic dancer, from Walter Diggs in Peoria, Ill., April 5. Eunice Conn, New Orleans, from Bob Conn in Little Rock, Ark., April 23.

Mildred Keith Wagner, 1939 San Francisco Exposition Theme Girl, from George Wagner, bass viol player, in Alameda County, Calif., May 20.

J. Lawrence Sprague, artist, from Mary Frances Clark Sprague, musical comedy showgirl, in Reno May 27.

Gorham J. Cottle, former theatrical worker of New Britain, Conn., from Sally McAdams Cottle, New York show girl, in Superior Court, New Haven, Conn., recently.

Rosemary Adams, film actress, from Lewis Hale Spikes, nonpro, recently.

Thalia Grady Bernstein, the Tiny of the sister team known as Tiny and Toddy, from Murray Bernstein, known as Dick Tree of Lane, Tree and Edwards, in Chicago last week.

Sari Maritza, former stage and screen star, from Sam Katz, MGM studio executive, in Los Angeles June 1.

Anna Jones, showgirl, from Leonard Reed, stage producer, recently.

WEST BROTHERS SHOWS

"Building a Real Reputation"
WANTS

CONCESSIONS

that work for stock, Frozen Custard, Candy Floss, Novelties, String Game.

SHOWS

Motordrome, Illusion Show, Big Snake, Grind Shows, Cornet and Clarinet Player for Minstrel, Girls for Revue—young, small, attractive; salary and percentage.

Ferris Wheel Foreman.

Three more good Still Spots, then Celebrations and Fairs, starting in the Minnesota Iron Range, closing November 15 in Mississippi. Valley City, N. D., this week; Fargo, N. D., week June 13.

GALAX, VA., FOURTH OF JULY CELEBRATION

DIXIE MODEL SHOWS

OPENING SATURDAY, JULY 2, THROUGH SATURDAY, JULY 9.
ATTENTION, SHOWS, RIDES, CONCESSIONS AND FREE ACTS.

This will be the biggest July 4th in the South. We can use any Rides except Merry-Go-Round, Ferris Wheel, Chairplane, Tilt-a-Whirl and Lindy Loop. Especially want Octopus, Kiddie Autos and Loop-o-Plane. (Jones, Barnhill and others get in touch quick.)
SHOWS—Want any Shows with own outfits and transportation at 30%. FREE ACTS—Can use one or two good Free Acts for this date. What have you? State price. (Taylor and Moore and others write or wire.)

CONCESSIONS—Can use any Merchandise Concession. No grift. Unless you reserve space with deposit in advance, it will be impossible to place you later than Saturday Morning, July 2. All address
MANAGER, Dixie Model Shows, Box 1883, High Point, N. C., until further notice.



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

Harvey Zarra Shows Wanted

Bingo, Popcorn, Custard, Lead Gallery, Photos, Candy Floss, Scales, All Wheels that don't conflict. Can use Girl Show or Unborn Show with own outfit. Have outfit for Snake or Geek Show. Week of June 6th, Passaic, N. J., on Oak St., in the heart of town; week of June 13th, Waldwick, N. J.; week of June 20th, Big Italian Celebration, Six Big Days. Address HARVEY ZARRA, as per route, or 131 Davenport Ave., Newark, N. J.

WANT for Four County Firemen's Convention

Easton, Pa., Week June 13, Downtown. Privileges, Grab, Drinks, Custard, Novelties, Demonstrators, Popcorn, Candy Floss.

Write or Wire

EARL WEAKHEISER

Mount Vernon Hotel, Easton, Pa.

FREE ACT WANTED

Now and for Balance of Season.

Sensational Aerial Bar, High Wire or Flying Act. State all and lowest.

OSCAR BLOOM

MANAGER GOLD MEDAL SHOWS, Chicago Heights, Ill.

Carnival and Rides Wanted at Once

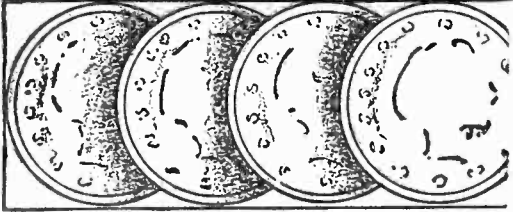
FOR BIG CHAMBER COMMERCE CELEBRATION

JULY 2 TO 9, IN NEW CITY PARK.

Last Year Fifty Thousand Attended.

Wire J. T. HANLEY, Chamber of Commerce, Carthage, Mo.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

CIRCULATION

Trade papers catering to the coin-operated machine industry have always made a habit of publishing statistics on the circulation of money as they are released by the government.

Emphasis has always been placed on the small coins in circulation because the machines used by all branches of the industry depend on small coins. During the past few years the mints have turned out a greater proportion of small coins than formerly, and we in the coin machine industry have been wont to say that it is due to the greater patronage of coin machines by the public. The sales tax brought a greater demand for pennies and operators found that penny machines could be placed so as to get an increased share of these pennies.



WALTER W. HURD

It sounds reasonable that the more money in circulation, especially small coins, the greater will be the number of coins finding their way into coin machines. In fact, most lines of business seem to assume that the more money in circulation the better business will be.

But the economic ills of the past several years have about convinced everybody that we don't know much about money or its circulation. Even the experts differ so bitterly among themselves that it is apparent they don't know what it is all about. So in the midst of such argument and confusion every fellow is entitled to his own opinion about anything relating to money. There are some who say we don't really have enough money to carry on the business of the country and they want lots of new money made. There are others who say that we have enough money already, but that it doesn't circulate fast enough. It seems to be a case in which we can pay our money and take our choice.

The United States News (May 31, 1938) has an interesting article on the circulation of money, illustrated by bold drawings which show the difference in the turnover of money in 1929, 1937 and 1938. This publication is edited by David Lawrence, who writes an anti-New Deal column published in many newspapers. It will be helpful to quote at length from this article.

"The government is getting ready, thru new spending, to run up this country's supply of money to record-breaking heights. Even now, in currency and in checking accounts, there is a money supply of more than \$32,000,000,000. This is about \$5,000,000,000 more than was on hand during the prosperity days of 1929, and it is about \$12,000,000,000 more than was on hand during the depression days of 1933.

"But those dollars are not turning over the way they once turned over. Where they turned over three times in 1929, they turned over little more than two times in 1937 and are turning over less than two times in 1938. The result of this slower motion in the nation's money is today's depression."

The actual picture of money turnover in 1929, 1937 and 1938 is shown as follows: "There was the \$27,000,000,000 money supply of 1929. These dollars turned over—meaning that they were put to use—an average of three times that year to produce a national income of \$81,000,000,000. Then there is the much larger money supply of 1937. The revolving

fund of money last year contained more than \$32,000,000,000. But those dollars turned over—or were put to use—an average of only a little more than two times. The result was a national income of \$68,000,000,000. If today's money supply would revolve only as rapidly as it did in 1929 the national income would reach near to the \$100,000,000,000 goal set by President Roosevelt. . . .

"In the past debate has been stormy over the question of whether or not the money supply itself was large enough. That supply of money, consisting of currency and of checking accounts, rose gradually between 1921 and 1929 from \$21,000,000,000 to \$27,000,000,000. (During that period \$1 began to circulate fast enough to do the work of \$3—Editor.) After 1929 the money supply fell sharply until in 1933 it reached about \$20,000,000,000. At the same time this supply of money turned over more slowly until there were fewer than two revolutions in 1932 and 1933. The official figures show that today's enormous money revolving fund is revolving less rapidly than in any other period for which records are available."

And there operators have enough money theories to argue about a lifetime. It seems to be that there is more money than ever in this country, but whoever has it just simply don't spend it fast enough. It is said now that operators don't have enough money to buy the new machines placed on the market. That may mean that the people don't have money to patronize the machines or it may mean that cut-throat competition, too many machines or too many operators spreads the earnings over a wider field.

When operators get together it is apparent they like to talk about what ails the country and business as well as other people and each one has his own political opinion. Altho I can say this, that in contacts with many operators during several years I have heard less partisan politics among operators than in any other group of business or professional men. Which is a real compliment for the operating profession.

After seeing that there is more money than ever in the history of the country, but that it just don't circulate fast enough, the question is naturally about what can be done to increase the turnover of money. And on that question it is easy to get a lot of hot arguments.

Right now several European countries are speeding money flow and business by feverish preparations for war. We are trying a little of it, too. The more peaceful countries of Europe are trying the plan of extremely high taxation and letting the government distribute the money in pensions and various other ways. We are beginning to try that here.

It would all seem easy to pep up the flow of money—and some of it find its way into coin machines—if the big financial interests that control money would loosen up. BUT—says The United States News—"the reason is that the owners of the big supplies of money find that the nation already has more factories, more equipment and enough if not more homes than are required to fill the wants the general public is able to afford."

And there, gentlemen, is the basis of one of the saddest chapters of our modern times. It is good that the masses of the people will spend their pennies, nickels and dimes as long as there are any to spend.

Genco Baseball Hit Draws Big Response

(New Models)

CHICAGO, June 4.—Ample time has elapsed now since the announcement of Hit, a new baseball game, to get a wide cross-section of operator opinion, according to Dave Gensburg, official of Genco, Inc. "In all my experience I've never seen a game received so enthusiastically," he explained.

Then he explained those features which account for the praise which operators heap upon the game. "It is simple in play but extremely fascinating. It offers players a new kind of fast action and is a thrill to play from start to finish. One of the biggest reasons why it has met with instantaneous success everywhere is because it offers players something entirely new in the way of a novelty game. And that something new is the elimination of bumper springs, holes and nails—there are absolutely none on the entire playing field. These and the actual baseball features of the machine give it an unusual appeal to the public."

Gensburg then explained the more recent steps to make Hit still more profitable to operators. "To make it more profitable to operators," he added, "and to make it adaptable to any location in any territory we are offering it in three models. One model, of course, is the Hit that is already known from Coast to Coast. In addition, Hit is now also available in an award model and in a free game model. The high awards model has double veeeder counters which record the high payouts. And Genco's free game device permits players to play off awards, thereby keeping the cash in the machine. Thus there isn't an operator anywhere who cannot capitalize with this outstanding new Genco game."

"In addition to Hit," concluded Mr. Gensburg, "we are offering the trade a junior size bumper pin game in a counter model, called Tally-Ho. Tally-Ho has been thoroughly location tested and it is a proven fact that Tally-Ho has earned as much money as many of the full-sized tables. Tally-Ho is made with full-sized bumpers and features high score play. Because of its small size it may be operated in all types of locations, heretofore unavailable for coin game operation. "With this combination, Hit and Tally-Ho, we are confident operators all over the country will have one of the biggest summers they've ever had."

Testing Board Is Sure-Fire Check

CHICAGO, June 4.—Jimmy Hunt, field service representative of J. H. Keeney & Co., is reported to have told a group of operators' mechanics: "You can fool some of the operators all of the time and all of the operators some of the time, but you can't fool a Keeney testing board at any time."

Hunt then displayed a typical Keeney testing board, which provides a positive check on 101 wiring connections, switches and units incorporated in the particular game for which the board is designed.

"Every Keeney unit or mechanism," said Hunt, "must go thru this board test before installation in the cabinet, where

it is again checked by other inspectors before being crated and shipped. This system of step-by-step checks and tests has completely eliminated any possibility of a single bug in a single Keeney game."

Lottery Proposal Killed in Ohio

COLUMBUS, O., June 4.—High hopes for legalization of lotteries and licensing bookies were dashed here during the past week when the house taxation committee killed off Rep. Patrick F. Monahan's proposal to finance relief thru a State-operated lottery and legalized horse-race bookmaking. Votes against the resolution were 11 to 5 and 9 to 6, respectively.

Monahan, Cleveland Democrat, estimated the State could obtain between \$25,000,000 and \$30,000,000 a year by operating sweepstake lotteries on three horse races. He estimated another \$4,000,000 could be raised by licensing the bookies.

In fighting for the measure in committee, Rep. Sydney Hesse, of Cuyahoga County, stated that the trend is toward legalizing lotteries. He added that the principle of horse-race betting already had been approved thru the present mutual betting.

In speaking in behalf of his proposals, Monahan stated: "With all this money we could solve the problem of financing poor relief, perhaps reduce the 3 per cent sales tax, and forestall the enactment of an income tax."

"More than \$15,000,000 a year is taken out of Ohio by operators of sweepstake lotteries, particularly the Irish Sweepstakes. Many people in Cleveland have asked me why don't we keep this money in Ohio?"

Monahan suggested a State commission be set up to administer the lotteries. Tickets would be sold at \$2 each on the Santa Anita \$100,000 Handicap, the Kentucky Derby and another race in New York. Approximately \$8,000,000 in prizes would be distributed in each lottery.

Tickets would be sold by county treasurers "to prevent the distribution of fake tickets," the legislator said.

As for licensing bookmakers, Monahan said he was surprised to hear reports that the "bookies" themselves favored such a plan.

He asserted that about 250 "bookies" were operating in "every nook and corner in Cuyahoga County" and that they might as well be made to pay a license. He proposed a fee of \$500 a year.

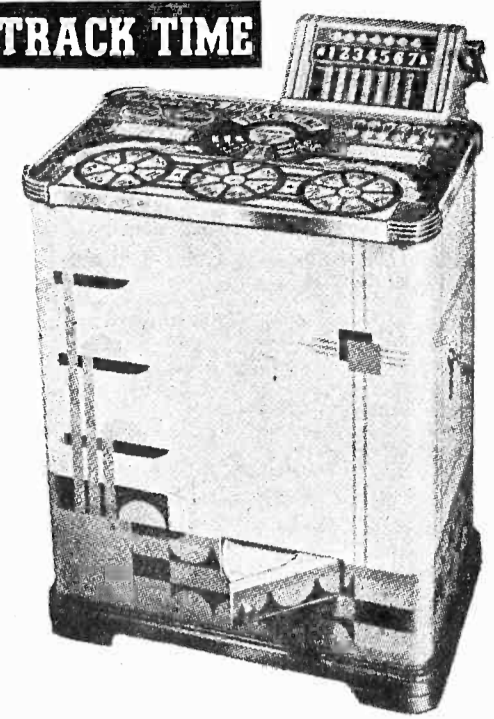
The Legislature also has received bills proposing the legalization and taxation of slot machines, dog racing and other forms of gambling.

Zeta Comes to Dave Robbins

BROOKLYN, June 4.—"No, she's not a girl," exclaims Dave Robbins, "but the new Stoner novelty table which according to advance information will create a sensation in this territory." Dave looks forward to doing a real job with Zeta and is all set for volume sales. Robbins claims that his organization is preparing to do a special and unusual advertising and promotion job in order to reach every jobber and operator in this territory. After many months of waiting Dave claims that this Stoner table will more than make up for the slack in the months past.

FORT WORTH, Tex., June 4.—Helen Savage, manager of the Dallas branch of Automatic Amusement Co., visits her Fort Worth friends often. Helen just shows that she likes good old Cowtown and the Western folks over here who have that handshake that lingers just a little longer. Helen reports a nice business during the past few weeks.

TRACK TIME



Serial No. 6000 shipped last week

J. H. KEENEY & COMPANY

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"The House that Jack Built"
2001 S. CALUMET AVENUE CHICAGO

PACES RACES

BROWN CABINET Plain or \$195⁰⁰
Serials 5300 to 5700 Check Model

Pamco 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 Bangtails, 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 \$124⁵⁰

Like New

A.B.T. TARGETS	Silent Clocks Serials Over 50,000	\$19 ⁵⁰
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LARGE STOCK OF NEW AND USED SLOTS—MULTIPLES, FAIRGROUNDS, FLEETWOODS, GOTTLIEB MULTIPLE RACES, AK-SAR-BENS, ETC.

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1124 HENNEPIN AVE. MINNEAPOLIS, MINN.

1/3 DEPOSIT WITH ALL ORDERS BAL. C.O.D.
Acme Novelty Co.

<p>NEW CONSOLES</p> <ul style="list-style-type: none"> Club House...\$ 99.50 Saddle Club... 99.50 Dominette... 79.50 Keeney Champ 237.50 Track Time... 235.00 <p>USED CONSOLES</p> <ul style="list-style-type: none"> Galloping Domino...\$ 99.50 Dominola... 30.00 De Luxe Ball 32.50 Buckley 7 Balls... 129.50 Teaser... 35.00 Saddle Club... 70.00 Club House... 70.00 Keeno... 35.00 Favorite... 59.50 Lincoln Field... 159.50 <p>COUNTER GAMES</p> <ul style="list-style-type: none"> A. B. T. Target...\$ 22.50 Lito-a-Pao... 22.50 New Deal... 7.00 Trlo Paok... 7.00 Double Deck... 6.00 	<p>Reel "21"---\$ 4.00</p> <ul style="list-style-type: none"> Rallance... 17.50 Daval Derby... 15.00 1 1937 Photo-matic... 475.00 <p>SLOTS</p> <ul style="list-style-type: none"> 10 Columbia \$ 39.50 25 Q. T.'s green, 29.50 25 Pace Comet, 30.00 10 Q. T.'s blue, 17.50 2 Mills Club... 29.50 Vender... 29.50 <p>PHONOGRAPHS</p> <ul style="list-style-type: none"> 6 412 Wurlitzer...\$110.00 5 312 Wurlitzer... 110.00 5 Rock-Ola (Nite Club) 75.00 5 P12 Wurlitzer... 79.50 2 616A Wurlitzer... 189.50 	<p>USED GAMES</p> <ul style="list-style-type: none"> Ray's Track...\$ 79.50 Paces Races (Se.) 98.50 Paces Races (Se. Cabinet) 200.00 School Days... 19.50 Marksman... 19.50 Bally Eagle Eye... 90.00 Bally Roll... 49.50 3 Bally Racers (New) 109.50 Bally Basket... 55.00 <p>USED CONSOLES</p> <ul style="list-style-type: none"> 3 Coronation \$ 32.50 10 Rosemonts... 32.50 1 Rolletto... 29.50 <p>USED GAMES</p> <ul style="list-style-type: none"> Mills 1-2-3...\$ 89.50 Entry (New) 65.00 Fleetwood... 99.50 	<p>Fairgrounds...\$ 90.00</p> <ul style="list-style-type: none"> Racing Form... 27.50 Derby Day... 27.50 Springtime... 12.50 Bump-a-Lite... 12.50 Flasher... 87.50 Flasher (New) 112.50 Golden Wheel... 15.00 Classic... 12.50 Classic (with pins) 12.50 Winner... 12.50 Foto Finish... 24.50 Flying High... 10.00 Electric Eye... 12.50 One Better... 10.00 Carom... 10.00 Skipper... 12.50 Challenger... 12.50 Sunshine Derby 7.50 Red Sails... 7.50 Past Time... 12.50 Velvet... 10.00
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MAYFLOWER NOVELTY COMPANY,
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"SELLING FASTER THAN WE CAN BUILD"

IDEAL FOR BEACHES AND POOLS, ETC.

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ALL SUMMER SPOTS WANT THE "IMPERIAL"

COIN-OPERATED, CUSTOM-BUILT BILLIARD TABLE
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Current Control For Phono Spots

(New Device)

MANKATO, Minn., June 4.—Phonographs using 110-volt AC current can now be operated in places where standard AC current is not available, according to officials of the Kato Engineering Co., a manufacturing firm here. The firm has recently announced a small 300-watt 110-volt AC plant which lists at a reasonable price.

According to the Kato officials, "this plant is complete with remote control, is absolutely self-starting. Only one inexpensive six-volt car battery is necessary. This is kept charged automatically as the plant is run. A little gasoline and oil will operate a phonograph very economically. It will run approximately eight to ten hours on one gallon of gasoline.

"It is especially desirable in places where the operator has a 32-volt lighting plant that is already overloaded and does not have sufficient capacity for operating a coin-operated machine thru a rotary converter. The Little Kato AC plants operate a standard phonograph, no special switches or special controls are necessary."

The Kato Engineering Co. also manufactures a complete line of rotary converters for changing 32 volts DC to 110 volts AC.

Busier This Year Than Last Season

ATLANTA, June 4.—Morris Hankin, of Hankin Music Co., with the opening of their first branch in Columbia, S. C., reports: "We have been busier these past months than for the same months last year. This definitely proves to us that music will be the substantial backbone of the business for some time to come.

"Every operator of music to whom we have spoken has admitted that his machines have been going right ahead and that the business is growing right along. Whatever recession may have been apparent in other industries, the music machine division of this industry can safely say that it hasn't been anywhere near as much affected."

Theater Gets Phono

BOSTON, June 4.—Barney and Louis Blatt, of the Atlas Coin Machine Co. here, are reported to be quite proud of their feat in spotting a Seeburg Concert Grand in the Platinum Salon of the de luxe Metropolitan Theater. Brothers state negotiations were completed with District Manager Robert M. Sternburg for the M. & P. Theaters Corp., owner and operator of the Metropolitan and a string of other houses. Blatt boys believe this installation should bring in good profits since the Platinum Salon is a rendezvous for dancers and those wishing to relax.

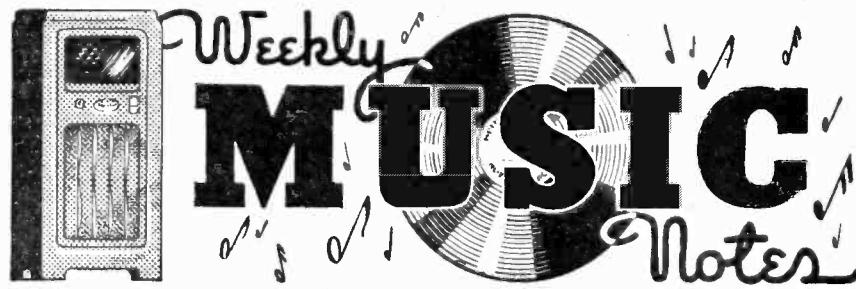
Sheet-Music Leaders

(Week Ending June 4)

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.

4	1. Cathedral in the Pines
1	2. Love Walked In
13	3. Says My Heart
3	4. Please Be Kind
14	5. Lovelight in the Starlight
2	6. Cry, Baby, Cry
5	7. I Love To Whistle
9	8. You Couldn't Be Cuter
—	9. I Let a Song Go Out of My Heart
8	10. Don't Be That Way
7	11. Heigh Ho
10	12. At a Perfume Counter
—	13. You Leave Me Breathless
15	14. Little Lady Make Believe
—	15. Oh! Ma, Ma! (The Butcher Boy)



Music Men Express Views of the Next Six Months in Phono Field

In the "Heads Up" campaign of the Rudolph Wurlitzer Co. to boost the music business, some interesting statements of music men about the immediate future of business are published. The frankness of some of these statements will be worth reading by music operators generally. Some of them are reprinted herewith:

Morris Hankin, Hankin Music Co., Atlanta, says: "The season just ahead may not promise much to some, but the Hankin Music Co. is not slowing down operations, and on the contrary, is taking steps forward in a large way.

"To better illustrate we can state that we have recently purchased an already established business in Columbia, S. C., as well as in Rome, Ga., and have proceeded to replace all music devices in both places.

"Regardless of what the general opinion is we know for a fact that music will continue to be the most outstanding division of the industry for many years

in the future.

"By sharper selling methods I do not mean chiseling methods nor commission cut methods, but good constructive sales methods, which in the face of chiseling and commission cuts will still enable a good operating organization to obtain satisfactory averages of machines and this I believe can be done.

"The same sales methods which are required in any competitive business where the competition makes it tough will certainly be required during the coming six months in the coin-operated phonograph business, and these methods alone, in my opinion, will establish the successful survivors in the operating field. It is my further opinion that these survivors will be more than satisfied with future business conditions after this immediate hump has been hurtled."

Three Factors

Paul E. Davis, Davis Sales Co., Syracuse, N. Y.: "Our picture of the next



A COUPLE OF GEORGIANS who are Wurlitzer boosters talk over the music biz: R. E. Lee (left), of Augusta, and E. Cady, also of Augusta.

to come. We have been engaged in it for many years in the past and intend to continue even more strongly in the future."

Won't Get Rich

M. E. Ehrenfeld, Star Music Co., Passaic, N. J.: "Having been operating phonographs for the past 11 years I feel that what I have to say is a true picture of the business as it is today. It has been a mistaken impression that the music business is a get-rich-quick scheme. We have been faced with the problem of operators going out and offering not only the profits but the prospect of adding money to it in order to get the location. But we found that eventually the customer would come back to us because of our service, the way we keep our equipment and the records we furnish.

"I feel that despite the hardship of going thru this recession it has done us a lot of good, because the people who are looking for large profits will find out that it cannot be gotten without real hard work. Despite these problems we are growing year by year and creating more and more satisfied customers. It is my belief that the next six months will really benefit us who will remain in the business and who are looking not to get rich over night but to make a good and honest living for years to come."

Better Selling

T. H. Slone, Slone-Berts, Chicago: "I believe the six months just ahead will require sharper selling methods than have been required in the past, and very likely sharper than will be required

in the phonograph business is a very bright one. . . The first factor that may aid or hinder this progress is an economic one. While the music business does not suffer to the extent that most enterprises do during dull times, it cannot reach its peak unless general conditions are satisfactory.

"Secondly, manufacturers must guard against overproduction, creation of too many operators and sales to totally unstable accounts.

"The third and undoubtedly most important aspect is the operator himself. When operators become so anxious to secure new accounts that they are willing to operate on a scale which leaves very little for themselves it will become only a fair business instead of a good one.

"Nationwide business progress, manufacturers' good judgment and the better understanding of their own business by operators will give us the best summer our industry has ever known."

Expansion Justified

R. F. Mason, Central Distributing Co., Kansas City, Mo.: "As to the future prospects of the music business, it is our candid opinion that the automatic music industry is on the threshold of its most prosperous era. . .

"We are constantly expanding our operations. Our sales so far this year on the new models are in excess of the same period last year, altho there are fewer operators. We attribute this to the fact that the older established operators feel that chiseling, incompetent semi-music operators have been eliminated. Consequently with this unfair competition eliminated they feel that the music

business is sound enough to justify expansion and to warrant the purchase of new equipment."

Better During Year

Arthur A. Segar, J. & A. Music Co., Asbury Park, N. J.: "Here at the shore we are clearing the decks for Big Business Ahead! Yes, indeed, the next six months look mighty rosy for bigger profits in operating automatic phonographs.

"Altho our business has just passed thru a stage of depression I feel confident that in the coming six months the music business will be on the upturn and continue to become better during the year."

Good Average

F. A. Blalock, F. A. B. Amusement Co., Pensacola, Fla.: "In our section of the country, especially in the part we operate, which includes part of Georgia, Florida, Alabama, Mississippi and Louisiana, the next six months, I think, should show us very good collections or average per phonograph.

"Operating automatic phonographs, in my opinion, is the most interesting business of today because, believe me, you can get plenty of action due to the fact that it is a highly specialized business."

The Next Year

Harold A. Graham, Marquette Music Co., Detroit: "The next year will undoubtedly bring about a rehabilitation of the music business. Phonograph operations will again be conducted on a profit-making basis. There will be fewer phonograph operators but there will be operators who are more capable and who, because of their experience, are far more fit to meet the public demand for music. This fact is assured by the manufacturers' policy of limitation, limitation of both the amount of phonographs they will manufacture and the number of operators they will permit to buy their phonographs. And when a manufacturer protects not only his product but the purchaser as well, nothing but good can result.

"The next six months will bear this out. The chiseler will make his exit (he has cut his own throat) and a group of music operators fit to represent the coin-operated phonograph business will take his place. Business will again be conducted according to a high standard of principles, and the policy of live and let live will replace the mad antics of the chiseler. Whatever else arises to threaten the music business is entirely in the hands of the operator."

No Mid-Season Models Pleases Rock-Ola Ops

CHICAGO, June 4.—Immediately following the announcement by David C. Rockola, president of the Rock-Ola Manufacturing Corp., that there would be no mid-season phonograph models, hundreds of letters and wires of commendation on the expression of company policy poured into the big Rock-Ola factory, it is reported.

The announcement concerning mid-season models was made first at a company dinner held at the Graemere Hotel in Chicago Friday evening, May 20. Shortly after, an announcement appeared in the trade publications, followed by a letter to the trade. In making this announcement, Mr. Rockola 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. Holding steadfast to this aim thruout and in a co-operative spirit, I believe it is 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.

"Altho 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 thruout the year. When you purchase our phonographs you have my personal assurance that Rock-Ola will offer no mid-season models."

Guaranteed Phonograph Values

Rock-Ola 1937 Imperial 20.....\$144.50	Wurlitzer 1937 Model "616"....\$144.50
Rock-Ola 1937 Rhythm Master 16... 109.50	Wurlitzer 1936 Model "412".... 87.50
Rock-Ola 1937 Rhythm King 12... 89.50	Wurlitzer 1936 Model "312".... 89.50
Seeburg Symphonola, Model "A"... 49.50	Mills Regular Dance Master..... 29.50

Immediate Delivery. One-Third Cash with Order, Balance C. O. D.

BADGER NOVELTY COMPANY

2546 N. 30th Street MILWAUKEE, WISCONSIN

WURLITZER'S

616	\$159.50
412	79.50
P12	59.50

1/3 Deposit.

EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.

SAM KRESBERG, Mgr.

625 10th Ave., (Phone, Long 5-4877) New York City.

★ SEEBURG DISTRIBUTORS ★

"Cathedral" Leads Sheeties; "Starlight" Holds Up Well

By DANIEL RICHMAN

NEW YORK, June 4.—This week shows definite entrances to and exits from the big time in regard to several numbers. It's evident that *Ti-Pi-Tin* is thru as an important song, its drop from sixth place as a seller right off the list in one week clearly indicating the public has lost interest. Operators therefore can do likewise.

On the *Sentimental Side* and *Good-night, Angel* also marked the end of their popularity and you can let them go in favor of other rising numbers.

Heigh Ho dipped sharply and you'll need this only another week or so.

Turning to the songs which will give you a nice return, it's apparent that there are several which you need most and these are *Cathedral in the Pines*, *Says My Heart, You Leave Me Breathless*, *Lovelight in the Starlight* and *I Let a Song Go Out of My Heart*. *Says My Heart* in particular is rapidly turning into one of the biggest hits of the moment, with a surprising 10-notch jump as a seller this week. Its companion piece from *Cocoanut Grove*, *You Leave Me Breathless*, hasn't shown the same speed yet, but it seems to be catching on nicely. *Cathedral* and *Starlight* are very big now and give every indication of staying around for some time. The last-named tune in the above quintet is from Duke Ellington's *Cotton Club* score, and after hanging around the edges of hitdom for several weeks it at last seems to be developing into a success. You'd better find it a place in your machines without delay.

There is still another group of songs that you ought to have on hand. *Let Me Whisper*, *Bewildered*, *Why Did Ya Make Me Fall in Love?*, *This Time It's Real* and *So Little Time* are not selling to any extent, but they are getting repeated airings from radio bands which can't fail to create interest in them. *Whisper* especially looks good. The others aren't quite as promising, but you may find it necessary to have them.

This department has been touting *Oh! Ma Ma (The Butcher Boy)* as a great bet for the machines, regardless of its strength as a seller, and now that it becomes one of the favorite 15 it has to be considered a must. In addition to its appeal when once heard, it's a



curiosity-arouser since the public is generally aware of the fact that the Italian song upon which it is based has a lyric notable for its exceedingly off-color language. English adaptation, however, is above reproach, but they don't know that until they've heard it.

Only one other novelty is worthy of attention, namely, *Music, Maestro, Please*. It's still early to do much guessing as to its ultimate fate, but a total of 21 plugs in its first week in fast company would seem to indicate eventual popularity. Word-of-mouth usually carries these novelty songs along, irrespective of their sheet sale or air plug listings, and it's worth while to have the recordings on hand.

Sequels hardly ever prove as successful as the original, but *My Margarita*, by the writer of *Ti-Pi-Tin*, may be the exception to the rule. It might be advisable to have it for those patrons who go for that type of ditty but are fed up on *Ti-Pi-Tin*.

Record Buying Guide

Going Strong—Keep 'Em Around

- Cry, Baby, Cry
- Cathedral in the Pines
- You Couldn't Be Cuter
- Don't Be That Way
- Please Be Kind
- Love Walked In

On Way Up—Better Stock Them

- Let Me Whisper
- Lovelight in the Starlight
- You Leave Me Breathless
- Says My Heart
- I Let a Song Go Out of My Heart
- Oh! Ma Ma (The Butcher Boy)

On Way Down—Not Worth Pushing

- Ti-Pi-Tin
- Heigh Ho
- At a Perfume Counter
- I Love To Whistle
- On the Sentimental Side
- How'dja Like To Love Me?

RECONDITIONED PHONOGRAPHS

Rock-Ola 1936 Model.....	\$ 55.00
Rock-Ola Rhythm King (16 Records)	115.00
Wurlitzer 400	105.00
Wurlitzer P-10	49.50
Mills Dancemaster De Luxe.....	49.50
Mills Dancemaster	35.00
Mills Troubadour	25.00
Capehart 1935 Model	30.00
Seeburg Symphonola, Model A.....	55.00
Seeburg Symphonola, Model B.....	85.00
Seeburg Symphonola, Mod. C or D.....	115.00
Seeburg Selectophone De Luxe.....	35.00
Seeburg Selectophone (Walnut).....	25.00
Seeburg Selectophone (Walnut).....	25.00
(Equipped to Operate on 110 Volt D. C.)	35.00

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.

3800 N. GRAND BLVD., ST. LOUIS, MO.

FOR SALE PHONOGRAPHS

20 12-Record Modern Gabels	\$27.50
2 24-Record Gabels	17.50
1 12 Mills Troubadour	27.50

C. B. BROOKS

618 Duke Street, Norfolk, Va.



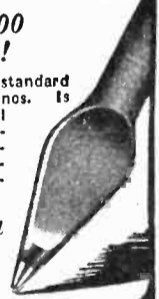
SOUTHERN MUSIC CO. STAFF, Orlando, Fla.: Left to right: Allen Durant, porter; Newton, machinist; Velda Alexander, secretary; Fred Ellis, refinishing department; Ralph Waite, technician; Henry Torbert, accountant; Bobby Millitzer, foreman; Frank Jones, service man; Ron Rood, president; Charles Rood, manager manufacturing division.

EXPERIENCED MUSIC MEN Insist ON PERMO POINT

More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. It's recommended and sold by all record distributing companies. Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

It's All in the Patented Elliptical Point!



PERMO PRODUCTS CORP.

Metallurgists—Manufacturers
5615 RAVENSWOOD AVE. CHICAGO, ILLINOIS

WANTED USED PHONOGRAPH RECORDS WILL PAY BEST PRICE CASH

Box 876, Billboard, 1564 Broadway, N. Y. C.

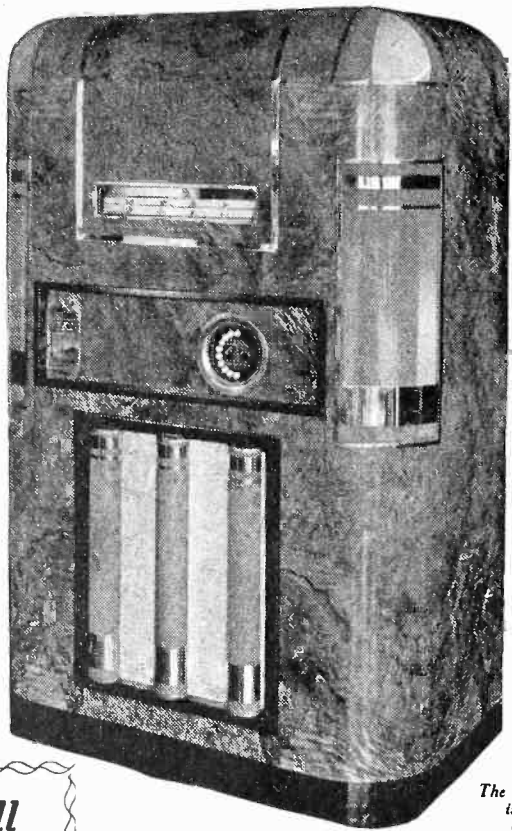
America's Largest Distributor—Offers

Reconditioned Phonographs

WURLITZER 412	\$ 99.50
WURLITZER 616	160.00
SEEBURG Model A	55.00
SEEBURG Model C	90.00
MILLS DO RE MI	90.00
MILLS DE LUXE DANCE	55.00
MASTER	55.00
SEEBURG REX (like new)	182.50

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago.
Branches in Pittsburgh, Pa.; Miami, Fla.

The Lumi-Chrome "Slip on" Cabinette!



The cabinet pictured here is fitted on a 5-year old phonograph!

Install in Three Minutes!

(Positively not necessary to remove mechanism from old machine.)

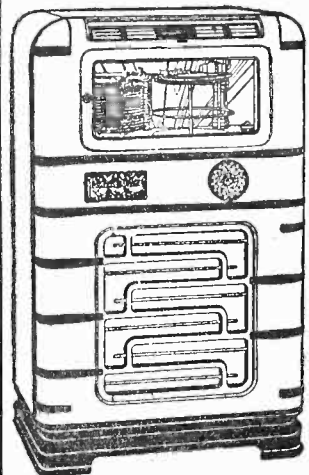
CLIMB on the band wagon! Put your OLD machine to work in this new beautifully illuminated cabinet. Improves tone quality of oldest machines. Increases play from 50 to 300%! All Lumi-Chrome Cabinettes finished in beautiful Italian olive wood grain. Illuminate in a variety of brilliant colors. Low cost! Guaranteed! Act at once. Get complete facts and information today Write, wire or phone NOW!

Sold by Leading Distributors

Lumi-Chrome

MANUFACTURING CO.

15th and Chicago Sts. OMAHA, NEBR.



MODEL 616

ONLY 50
WURLITZER'S
MODEL 616

Lots of 5 \$149.50

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STRICTLY MANUFACTURERS' AGENTS.

We have a complete line of all types of new as well as used games.

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SAM MAY & CO.

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FOR SALE - WURLITZER PHONOGRAPHS

Model 412 \$77.50 — Models 616 & 716 \$150.00 | 1936 Rock-Olas \$60.00

Prices Quoted Include Crating! 1/3 Deposit With Order, Balance C. O. D.

ALL GUARANTEED EXCELLENT CONDITION AND APPEARANCE.
WRITE FOR PRICES ON PIN GAMES!

LEON TAKSEN 2134 AMSTERDAM AVE.
NEW YORK CITY

EXPORT
Cable address:
"LATAKE"

The Last "Word" in Your Letter to Advertisers, "Billboard".

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

TOMMY DORSEY
Victor 25856

Now It Can Be Told (promises to be one of the better ballads of the day, written by Irving Berlin for the forthcoming Alexander's Ragtime Band flicker).

My Walking Stick (one of those toe tinkling tunes from the same movie and Dorsey's dandy treatment invites you to go walking with your stick).

VOCAL

CONNIE BOSWELL
Decca 1805

I'm Glad for Your Sake and I'm Away From It All (Connie's clan of admirers are legion, plenty bullish in her even-tempered tonsiling for these easy to take songs).

ELLA FITZGERALD
Decca 1806

This Time It's Real and You Can't Be Mine (Chick Webb's swing queen of sing is really real in her lilt for these two sing-song songs).

INSTRUMENTAL and NOVELTY

MILT HERTH TRIO
Decca 1816

Three Blind Mice and Toy Trumpet (with Milt at the organ, augmented by piano and drums, there's an olio of stomping on these sides without having the music disturb the neighbors).

FREDDIE FISHER
Decca 1814

The Latin Quarter and I Wanna Go Back to Ball (the corny symphonies of these Schnickelfritzers will find a deepening wave of enthusiasm now that they are being shown in Rudy Vallee's Gold Diggers of Paris picture, the songs from that screen show).

ROY SMECK
Decca 1817

Cathedral in the Pines and Let Me Whisper (for your steel guitar fans, or if you like the strumming to make that soft and low atmosphere, these sides carry the better known ballads).

Broadcast Speech During Arkansas Music Meeting

Big crowd attends State meeting at Jonesboro May 29—full program and evening dinner—many legal matters get mention in report

LITTLE ROCK, Ark., June 4.—About 100 music operators attended the meeting of the Arkansas Music Operators' Association held at Hotel Noble, Jonesboro, Ark., on May 29. The attendance and the program were an excellent testimony to the work of the organization. A highlight of the program was a special radio address to the public over Station KBTM at 3 p.m. The address was delivered by A. J. DeMers, attorney for the association, and copies of the address have been distributed to members of the group. It will also be published in an early issue of *The Billboard*. The program for the meeting was as follows: Meeting called to order in Circuit Court room, Jonesboro, by F. E. Ragsdale, president; invocation by Rev. M. L. Morley; address of welcome by Judge O. R. Rankin; response by Tom Steed, of Pine Bluff; introduction of new members; roll call and reading of minutes of last meeting by Louise Early, secretary; address by C. A. Jack Canipe, of Memphis, on *The Necessity for a State Association*; report of the association's attorney, A. J. DeMers (this report will be published in full as confidential legal information in an early issue of *The Billboard's* Legal News bulletin); address by H. W. Jeffries, of Fort Smith, on *The Necessity of Keeping a Good Set of Books and Knowing the Cost of Operation in Order to Take Advantage of the Unfair Practice Law*.

The radio address by Mr. DeMers came at 3 p.m. and dinner was served at 7 p.m. James M. Wright was toastmaster, and Marcus Fietz, of the Young Men's Civic Club of Jonesboro, was the special after-dinner speaker. Operators were privileged to bring their wives and as many guests as desired. For the afternoon business session a committee of Jonesboro ladies invited the visiting operators' wives to an entertainment program that had been prepared for them.

Committees that helped to plan and conduct the program were: Arrangements Committee—R. E. Ackerman, chairman; M. L. Armstrong, John Bruner and James M. Wright. Reception Committee—Roy Bangs, chairman; J. H. Dickens, J. D. Dunnaway, Cliff Cashion and Sam Johnson. Transportation Com-

mittee—W. J. McPike, chairman; B. L. Rettig, Joe Maynor and B. L. Williams.

More Phonos Per Capita in South

NEW YORK, June 4.—During discussion of phono distribution with leaders here it was learned from some Southern operators now visiting here that there are more phonos per capita in the South than in the North.

As one operator stated, "In a city of 30,000 in the South we have over 1,300 machines on location. This gives the New York op who believes that he has the greatest number of machines out some idea of our coverage. We have been given to understand that in New York City there are approximately 6,000 phonos on location. But this is for a city that contains over 6,000,000 people.

"The average therefore is one machine to every 1,000 people in New York, whereas in the South we have an average of one phono to about every 150 people. We don't believe that this is due to a greater love for music in the South than in the North. But it is probably due to the fact that the Southern operator has leaned more toward the music machine and for more years than has the Northern operator.

"In due time the per capita phono distribution may be tremendously cut down in New York and in other Northern cities, but at the present time the South retains a tremendous lead even tho the number of machines in total may be smaller there."

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.



MERCHANDISE MACHINES

Disney Troupe Bow Into Vending Field

KANSAS CITY, Mo., June 4.—With the announcement of A. B. (Doc) Hamilton, head of Hamilton Enterprises, Inc., that his firm has been appointed by Kay Kamen, Ltd., sole representative of Walt Disney Enterprises, as manufacturer of charms, confections and vending machines publicizing the various Disney creations—Mickey Mouse, Pluto the Pup, Donald Duck, Snow White and the Seven Dwarfs and the rest of the Disney troupe—soon will bow into the coin machine picture.

According to Hamilton, the firm has already designed and tested a vending machine which it says is mechanically perfect for the vending of charms and confections. This machine is reported to have been tested and approved by the Kamen Research laboratories. It is described as being designed along modern lines finished in black porcelain enamel with stainless steel fittings. Disney characters done in six colors add flash and appeal to the bowl.

"In designing this machine," Hamilton stated, "our engineers worked hand in hand with members of the Disney art staff and the result is a vending machine that is both a mechanical and an artistic triumph. The distributing policy for this machine will be along the lines approved by the Walt Disney organization. Distributors will be granted full protection against unfair selling practices, infringements and any mechanical defects that may show up in a machine.

"Our firm will specialize only in Disney vending machines," he went on, "and we plan to market four new-type venders as soon as they are perfected."

Sales Grow on Century Venders

CHICAGO, June 4.—"They're soaring in a big way," declared Bud Lieberman, official of the Century Mfg. Co., as he reported on the growth of sales since the announcement of the line of Century vending machines to the trade.

"We're up to our necks in orders," Lieberman continued, "but we're not one bit surprised, for we have been confident from the very beginning that in this new penny vending machine we are offering operators a superior product. And reports from operators in every section of the country—operators who are now earning greater vending machine profits with Century machines—bear out our beliefs in this machine as well as our predictions for it. In every one of these reports we are greeted with enthusiasm for and approval of this great new machine—and for many reasons, the main one being the tremendous size of profits these experienced columners are all earning with it. Others reasons, of course, are the five-year guarantee that goes with every Century vending machine sold, the guarantee against mechanical defects; the fact that it is adaptable to vending not only candy and nuts but charms, etc.; the fact that it is not only built for hard wear with an outstanding lifetime mechanism but is also designed with a good eye to beauty so that it will attract and sell as well as vend."

Cigaret Outing Is First of Its Kind

NEWARK, N. J., June 4.—As the time draws near the publicity committee for the Interstate cigarette convention is telling its story with a vim. "For the first time in the history of the cigarette merchandising industry," it is announced, "an unofficial convention of the members of the Cigarette Merchandisers' Association will be called on Saturday,

June 18, 1938, at 3 p.m. at Camp Stuts, Highland, N. Y.

"The convention will be informal and will afford all operators of cigarette merchandising dispensers an opportunity to discuss frankly pertinent topics of common interest.

"The presidents of the Cigarette Merchandisers' associations of Pennsylvania, New Jersey, New York City, Connecticut, Massachusetts; Syracuse, N. Y., and other areas will lead the discussions. Every operator will be given ample opportunity to voice his opinion on any and all topics at the convention.

"Following the convention the managers of Pennsylvania, New York, Massachusetts and New Jersey will hold their first annual convention at 6 p.m. An industry dinner-banquet will be conducted. Short addresses will be made by manufacturers of cigarettes, matches and cigarette machines and by their representatives. Here is an event you cannot afford to miss.

"At 8 p.m. an industry monmouth card and indoor sports tournament (a la Talofa) will begin, and at midnight all present will join in the surprise event. An interesting program will be provided for guests during the convention on Saturday, June 18, 1938, from 2 to 6 p.m.

"Reservations at \$6 per person (for both days) MUST reach the Association Office, 60 Park place, Newark, N. J., before June 6, 1938. Reservations after June 6 will be \$7 per person."

Customers To Aid In Finding Spots

NEWARK, N. J., June 4.—The Public Service Tobacco Co., Inc., of Hillside, N. J., using its own name book match advertising to boost sales from its cigarette machines, has gone a step further in bringing home the value of the cigarette machine to the public. The firm has had printed on the inside cover of these book matches a coupon offering the public \$2 for each new location obtained for their cig machines.

The inside coupon reads as follows: "I recommend the following place of business as a good location for one of your cigarette vending machines." This is then followed with space for the name of the location and the address. After which "It is understood that if you accept this location you will send me a check for \$2." And then the name and address of the party sending in this coupon.

There has been no report as to the success of the book match cover, but generally the plan gives the public a new and better conception of the efforts of the cig venders.

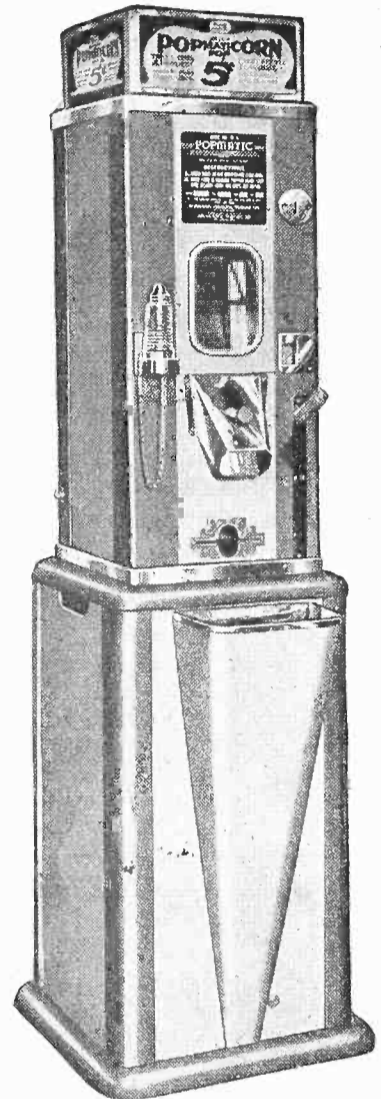
The ad which is carried on the front cover of the book of matches, delivered free from the machine with each pack of ciggies, is to the effect that the "cigarettes are always fresh," the service phone number of the firm and its name and address. Generally this idea is followed by other large cigarette machine ops throughout the country, it is understood.

Vending Operators Meet in Cleveland

CLEVELAND, June 4. — Automatic Merchandising Operators' Association of Ohio held a meeting here Tuesday, May 31, at the offices of the Atlas Coin Machine Co. Four Ohio cities were represented.

The purposes of the organization have been announced to be the forming of a non-profit group to defend the vending business against taxation, to promote good will and fair competition among operators and other ethical practices. W. B. McCracken is president and M. Fricker is secretary.

The next meeting has been set for June 21.



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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

WORLD'S FINEST VENDOR
4-IN-1
 Sensational Developments Make the 1938
4-IN-1
 THE OUTSTANDING MERCHANDISE VENDOR for Sales Turnover and PROFITS.
FOUR-IN-ONE MFG. CO.,
 3338 Joy Road, Detroit, Mich.



KAY-SEE PEANUT VENDER for BOOTH or BAR
 The Ideal Machine for Locations where space is limited.
\$3.00 Each
 1 or 100. Complete With Wall Hanger.
 Western Mo. and Kans. Distributors for "BANG-A-DEER" The Game That Shoots Real Bullets.
CENTRAL DISTRIBUTING CO.
 105 W. Linwood Blvd., KANSAS CITY, MO.



CHARMS Not the Ordinary But an Extraordinary Assortment.
 Gross Assorted **\$1.00**
 As Low as 75c Gross.
 All Best Grade Charms — No Metal.
IDEAL SALES, INC.,
 1516 Market St. St. Louis, Mo.



PERFECT-PAC ASSORTMENT
 For Vending Machines contains 250 Exclusive Imported Charms unequalled elsewhere! Only \$1.25.
COLONIAL SALES & NOVELTY CO.
 3901 Wayne, Kansas City, Mo.

A Real Buy! — ROWE 15c
ARISTOCRAT CIGARETTE VENDORS
SLUG PROOF COIN SLOT
 6 Columns
 Capacity 150 Packs.
 Vends FREE Book Matches.
PRICE — \$27.50.
 Lots of 5, \$25 Each.
 Metal Floor Stand, \$3.00.
 Furnished with 20c Coin Slot at \$2.00 Extra.
 Mechanism and Finish **GUARANTEED** Like New. Terms: 1/3 with Order, Bal. C.O.D.



D. ROBBINS & CO. 141-B DEKALB AVE. BROOKLYN, N.Y.
 TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.

SAFE SHELL CANDIES

for VENDING MACHINES

- ★ RAINBOW PEANUTS
- ★ BUTTERSCOTCH PEANUTS
- ★ BOSTON BAKED BEANS
- ★ SMOOTH BURNT PEANUTS
- ★ RAINBOW PEE-WEE PEANUTS
- ★ LICORICE LOZENGES

- ★ BLACK & WHITE LICORICE BALLS
- ★ ASSORTED FRUIT PEARLS
- ★ CINNAMON IMPERIALS
- ★ FRUIT IMPERIALS
- ★ PANNED MINTS
- ★ CHIC-O-MINT GUM

Write us for details of how you can make our
BRACELETS AND CHARM BRACELETS
TRIPLE YOUR SALES!

Send for Our Complete Price List

CANDY CRAFTERS, INC.

"Makers of Good Candy"

LANDSDOWNE, PENN.

WANTED!

Salesmen, lobbers, 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.

Sale! Vending Machines!

EVERREADY. 4 Col. \$6.00 Ea. 5 FOR \$25.00 If Taken at One Time.	4 in 1 \$10.00 Ea. 5 FOR \$40.00 If Taken at One Time.	2 in 1 \$7.50 Ea. 6 FOR \$32.50 If Taken at One Time.
------------------------------------------------------------------------------	-----------------------------------------------------------------	----------------------------------------------------------------

1/3 Deposit, Balance C. O. D., F. O. B. Newark, N. J.

EASTERN

350 MULBERRY ST.
NEWARK, N. J.

Modern Vending Machines Create Extra Sales and Display Goods

One of the most important uses of vending machines and one that has not yet been exploited as it should be by manufacturers and operators is that of promoting the modern vending machine of whatever type it may be as a highly specialized type of display device.

One of ultimate uses of vending machines in merchandising will be as self-service display devices in stores. Adjustments on price and profit margins are preliminary problems to be solved.

Manufacturers and operators of vending machines who know their stuff will not promote vending machines as display devices to displace other types of display fixtures or as machines to displace clerks.

Manufacturers and operators of vending machines who know their stuff will promote modern vending machines as highly specialized types of devices for displaying limited lines of merchandise so as to get extra sales. Modern vending machines do not take the place of standard display fixtures, nor do they displace clerks. Modern vending machines render a special service in creating extra sales for particular sizes of goods, and they also are a special convenience to the customer in many cases.

Displaying Candy

The following article (by Glenn Mills, advertising manager of Plee-Zing, Inc., in the June issue of the firm's house organ) explains the advantages in proper display of candy to sell it. Manufacturers and operators of candy vending machines should read it carefully. All the sales advantages in the display of candy in other types of fixtures apply equally well to candy vending machines. But vending machines cannot take the place of other types of modern fixtures. Vending machines do have an immense field in selling candy by creating extra sales and extra outlets. The article, in full, is as follows:

"More Profits From Your Candy Counter. 'Candy Is Delicious Food—Enjoy Some Every Day.' This slogan, the 1938 merchandising theme of the National Confectioners' Association, will greet the public from car cards in elevated, subway and street cars, from outdoor billboards in most of the leading market areas, from signs on elevated station platforms, from newspaper and magazine advertising of candy companies and stores, and an attractive five-color transparency will convey this same message on the windows of a million stores of all kinds thruout America—grocery, confectionery, drug and variety stores.

"The sales promotion of candy offers fine potential profits for the retail grocer. Most grocers think of candy only as a necessary evil and overlook entirely the extra profits which it can earn.

Profitable Candy Sales

"The first essential to increase candy sales in a grocery store is an attractive candy display well located. The layout plan of a modern grocery store illustrated in this magazine last month shows an ideal location for such a display. Too many grocers display candy unattractively and frequently offer only the cheapest grades. If the retail grocer would just remember that most of his customers trade with him because of the quality merchandise his store offers he would realize that all other merchandise he carries, including candy, should be of comparable quality.

"If he would carry better grades of candies properly and attractively displayed he could be reasonably certain that he would receive more repeat candy orders and would enjoy a steady increase in his volume of candy sales. A candy display should be attractive, prominently placed in the store with sufficient variety to permit customers to make selections to their liking.

"Every merchant is in business for just one reason—to earn profits. That is why the crude, uninviting stores of yesterday are now a thing of the past. That is why the successful grocer today has modernized his store in every way possible. That is why most grocers who are succeeding today are giving so much attention to improvements in merchandise displays. The grocer who is so old-fashioned that he is indifferent about his displays and is only mildly interested in selling improvements within his store is doomed to failure. The modernization

of your candy counter and candy displays is one of the things that will bring you worth-while dividends in increased sales and profits.

Long-Profit Item

"The appeal of candy is universal. In most cases it is practically a self-seller. An inviting display with appropriate signs will do most of the selling for you. Candy is also an excellent profit item for the retail grocer. For example, a candy item retailing for 5 cents usually costs only 80 cents or less a box of 24. Yet it brings a return of \$1.20, with a gross profit of 40 cents. By handling the right kind of candy it can be made a heavy turn-over item which further helps to increase your total profits from your candy counter. This requires very little capital and offers big returns.

"By helping to educate the public as to the truth about candy, namely, that candy is a food, candy will more and more definitely be placed in the food class. This will automatically increase candy sales possibilities for grocery stores, will make candy a much better grocery-store item than it has been in the past and will help to make it a more worth-while item for you to push consistently.

"It is for these reasons that candy should be displayed prominently in your store. The use of the theme 'Candy Is Delicious Food—Eat Some Every Day' displayed in your store where it will easily catch the eye of your customers and attract them to your candy counter will be an aid to you in promoting your candy sales. You purchase candy to sell again. Whatever helps you to sell this candy stock you carry at greater frequency helps you to earn greater profits and is a sound policy for you to follow."

To Defend Charms In Detroit Court

DETROIT, June 4.—A bill has been filed in Wayne Circuit Court here by the Lemke Coin Machine Co. as plaintiff vs. the police commissioner. Lemke states that this action has been taken to defend the use of charms in vending machines, which has been objected to by the police department in several places in the city.

Lemke stated: "I believe such action is discriminatory as against vending machines and unfair to us. One large milk concern gives 'charms' with its chocolate milk. A well-known bakery gives 'charms' with each loaf of its bread. If it is gambling and against the law, as the police claim, to give charms as we are giving them, I claim it is

Hershey Profits Rise for Quarter

NEW YORK, June 4.—In declaring a gain of 2½ per cent in first-quarter profits over last year, Hershey Chocolate Corp. revealed that sales of chocolate bars and other packaged items widely used in the vending machine field account for about 55 per cent of the total amount of business done by the firm. The rest being made up by bulk candies, syrup, coatings, etc.

The fact that Hershey was forced to write off \$3,974,498 in inventories as a result of declining cocoa prices last year brought 1937 earnings down to the lowest since 1920, when a loss was shown. This move, however, paved the way for more favorable profit margins on packaged goods in the current year and is seen as a material factor in the firm's being able to show a larger profit for the first quarter of this year over last.

As the trade-marked Hershey chocolate bars sell at fixed prices, profit margins on these items tend to vary inversely with cost of ingredients. The size of the bars can be changed as cocoa prices demand, thus affording some degree of control over profit margins.

Altho Hershey's gain in first-quarter profits over a year ago was equal to only 2½ per cent, the showing was favorable in contrast to the wide declines shown by most industrial corporations. Net income for the three months ended March 31 was \$1,390,187, or \$1.56 a share on the common stock, as compared with \$1,356,152, or \$1.48 a share for the like period of last year.

Giving effect to the inventory deduction, net income for 1937 was \$932,109. This was not sufficient to leave any earnings for the common stock, equaling \$3.67 a share on the convertible preference stock, which is entitled to \$4 in annual dividends. Net income for 1936 was \$3,729,919, or \$3.50 a common share.



LIVE PROFITS

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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

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1/3 Deposit, Balance C. O. D.

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for the

LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES



POPOMATIC POP-CORN merchandiser displayed in front of John Cummings Smoke Shop in Memphis.

cigarette merchandisers' association

Address Communications to *The Billboard*, 1564 Broadway, N. Y. C.

CIGARET machine operators in New York City had an epidemic of slugs during the past week. However, concerted action by members of the association in co-operation with the city police department and the district attorney's office soon put an end to it all.

Needless to say, such a practice if left alone would put many operators out of business and much credit is due to cigaret machine manufacturers for making their machines as slugproof as possible.

Mr. O'Meara and Mr. Gross, of the P. Lorillard Co., and Mr. Burrows and Mr. Holland, of the Arton-Fisher Tobacco Co., were guests at the last meeting of the Cigaret Merchandisers' Association of New York. A cordial welcome was given these manufacturers' representatives and there is no doubt their attendance at the meeting with the operators will work to the mutual benefit of both.

The New York City Council on Tuesday, May 24, received a bill which provides that all existing sales taxes now in effect be extended from June 30, 1938, when they expire, to June 30, 1939.

The 1-cent cigaret tax is included in the bill. Already cigaret merchandisers in the entire city have marshaled their forces against the re-enactment of this tax. Every member in the area who is directly affected by the tax has written, wired or telephoned to his councilman protesting against this re-enactment.

There is little question on the inadvisability of the tax, and lawmakers in the city of New York should continually hold in mind that 6 cents in taxes per package is already being paid by every consumer. This amounts to \$21.90 a year to any person buying an average of a pack a day and therefore it can hardly be said that any people other than the poor are paying the tax. Paradoxically the tax is devised to raise relief revenue and yet in 9 out of 10 cases those who are paying the very tax devised to aid them are themselves on the border of relief.

The one redeeming feature of the New York City tax law has been its administration. The co-operation which the CMA has received from the head of the Cigaret Tax Bureau, Edmund Buehler, has made the administration of the tax more efficient than that of any other city. His attitude has always been extremely reasonable and considerate.

In a building standing about 600 feet east of the theme center of the New York World's Fair, and costing practically \$350,000, the American Tobacco Co. will install a full-size manufacturing unit showing exactly how Lucky Strike cigarets are made and packaged.

The various steps in planting, growing, curing and ripening of tobacco, the blending of the different types of tobacco, the toasting process and the shredding and ultra-violet ray processes will be shown in pictorial form while the manufacturing and packaging will be actually done.

"I cannot believe that in the long run the public will profit by this court permitting knaves to cut reasonable prices for some ulterior purpose of their own and thus to impair if not to destroy the production of sales of articles which it is assumed to be desirable and which the public should be able to get."—Mr. Justice Holmes in a dissenting opinion in the Supreme Court, 1911.

Since Will Golden turned in his resignation as president of CMA of New York in order to assume a position out of town the duties of the office of president have been handed over to Matthew Forbes. Congratulations, Matthew!

From the way LeRoy Stein is dashing about the country contacting the managers of the different associations it looks like big things are going to happen at the second annual stag outing at Camp Stutz, Highland, N. Y., June 18 and 19. Already the success of the outing is assured because of the great number of reservations in the hands of Leon Eskin, chairman of the promotion committee, but something tells us there are going to be plenty of surprises for every operator, especially during the business meetings.

And speaking of reservations, a moment should be taken to thank Leon Eskin and his committee for the fine work they have done.

responsible for the boys' coming in to size up the Wurlitzer machines.

Charles R. (Ranny) Foote, Jamaica Plain, Mass., Wurlitzer operator, spent some of his Memorial Day week-end painting and varnishing and tuning his nine-passenger Chris-Craft motor boat down Winthrop, Mass., way. J. A. McIlhenny, Wurlitzer New England district manager, is keeping a comforting eye toward the Foote pathway and subconsciously is looking forward to many wave sloughs in the Foote boat. "Smiling Mac" lives in Winthrop also.

George J. Young, Rock-Ola district manager for New England, left the Hub on a lengthy jaunt that will take him thruout his entire district comprising as far north as Plattsburg, N. Y., and New Hampshire and Vermont.

John J. Geel Jr., Rock-Ola sales manager for Eastern New York State, is seeing volume of business mounting since the resorts have unshuttered in the Adirondack Mountain sections of the Empire State. Every available dance floor will boast some form of music machine to keep the jitterbugs scratching the floors this summer.

Carlo Sarno, Wurlitzer operator of Springfield, Mass., has been appointed a State inspector at the Agawam horse-race track, Springfield, effective May 28.

James Gaffney, of Taftville, Conn., near Norwich, was one of the many sight-seeing operators visiting Boston after Memorial Day. He left an order

with Ben D. Palastrant for some Wurlitzers.

Bill Lambert, of Newport, N. H., and O. R. Kilburn, of Saxons River, Vt., in Boston on a tour of the coin machine sector for a couple of days.

Three-Up pin game is perking up business for the J. V. Fitzpatrick Co.

New London, Conn., beaches are decking themselves with coin machines with an eye to a healthy summer business.

Open house of the new showroom of the Maine Automatic Service Co., Rockland, Me., with a showing of new 1938 coin machines, was successfully run by R. E. Estes on May 25 and 26. Refreshments at the new Happy Landing Bar and a buffet luncheon were served. Operators from all over the State of Maine attended. The Estes firm is distributor and jobber of amusement machines and phonographs.

J. V. Fitzpatrick Co., Boston and Bridgeport, Conn., has taken on the distributorship of Es-Ki-Mo, rifle skill game, in that locale.

Ben D. Palastrant has taken the New England agency for the Perfume Bar, vending Parfum Ris-Charde. Palastrant has placed several machines in test location spots, one in particular in the ladies' lounge of the Tremont Theater, Boston, where the trade is feminine and continually moving. Theater is more or less a haven for relaxation and tidying up during the day, and there is no doubt

equally a gamble to give them with other products.

"I have been granted an injunction restraining the police from further action until final hearing."

Sees Vender Use Tripled This Year

NEWARK, N. J., June 4.—Frank Hart, of Eastern Machine Exchange, who for many months has devoted himself to the vending field, reports "the use of venders has more than tripled this year. There is no doubt that this division of the industry has gone ahead more rapidly than in many former years and will probably even go ahead at a faster pace as the new season gets under way."

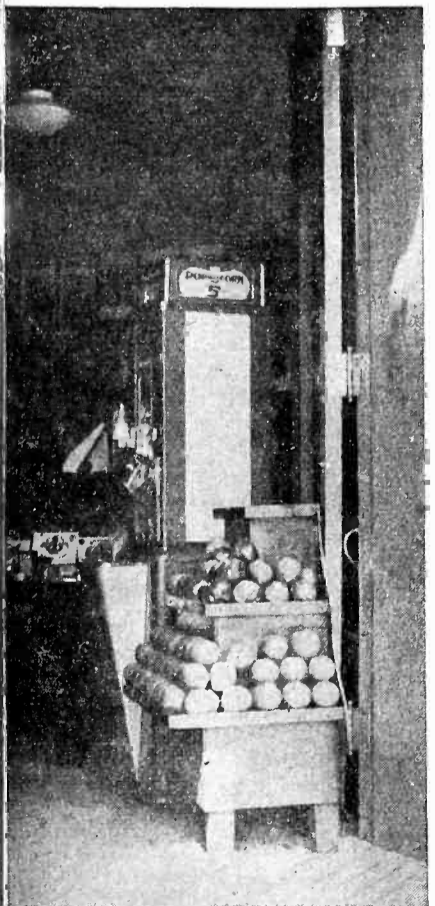
Eastern has made it a point to experiment with new ideas for stimulating sales from venders for months. They were among the first to feature the novelty of a small card which would be placed inside the vender and which got a great deal of comment from the public. They also developed a new foil-wrap ball gum on which the foil fits so tightly over the gum that it gives the same smooth effect of an extra coating. They also gave the industry the charm setter to put the charms into the machine without the necessity of using the fingers for dressing them.

New England

BOSTON, June 4.—Hago Harrington, Melrose, Mass., Seeburg operator, lost his dad recently. Shortly after Hago was presented with a daughter by Mrs. Harrington. Hago also copped last two amateur hockey games in a hard-fought series. He's manager of the Boston Olympics.

John Asmar, proprietor of Johnny's Spa, Gardner, Mass., has ventured into the music-operating biz and placed his first order for Rock-Ola Monarchs with the J. V. Fitzpatrick Co., Boston.

Ben D. Palastrant, jovial prexy of the Supreme Amusement Co. of New England, Inc., is without a doubt allergic to blondes. Now that his former secretary, Ida Shapiro (blonde), got married, Ida's seat is now effectively filled by another lass, Estelle Barrall, of Dorchester. Not only does she make a pretty picture banging out Ben's dictation on the typewriter, but it is a safe bet that Miss Barrall will be materially



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BASEBALL
the Finest
Baseball Game
Ever Built
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BARGAINS
Refinished and Repainted Cigarette Machines

6-Column Master	\$17.50
Metal Stands Extra	2.50
4-Column Stewart-McGuire	19.50
Metal Stands Extra	2.50
Rowe Aristocrats	22.50
Metal Stands Extra	2.50

These are just a few of the many bargains available. Send for a complete list. The most complete line of reconditioned Cigarette Machines in the country.

1/3 deposit must accompany all orders, balance C. O. D., via express unless otherwise specified.

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McCall's Special Sale

Superior Races with Stand	\$ 49.50
Seeburg Grand Champion	39.50
Bally Eagle Eye	85.00
Mills 1-2-3 (Like New)	112.50
Wurlitzer 412 (Electric Front)	35.00
Mills Green Front Q. T.	135.00
Seeburg Model J.	25.00
Seeburg Cadet Bell (25c)	69.50
Buckley Cricket (New)	2.50
Folding Slot Stands	

1/3 Deposit, Balance C. O. D.
WE BUY, SELL OR EXCHANGE.
3147 Locust St.
St. Louis, Mo. **McCALL NOVELTY CO.**

\$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.
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that the machine will result in good take. Memorial Day week-end trade has been significant in boosting the machine's value in business. Average sales per day have varied between 12 and 15.



WHAT A GAME!

TRACK REELS

NETTED ME \$28.45 THE FIRST WEEK

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From everywhere in the country operators report Track Reels is earning more than any other 5 counter games combined! It's absolutely sensational because of the selector dial come-on!

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ENTRY	50.00

Hot off the press! Our new, beautifully colored price bulletin listing pay tables, novelty games, consoles, slots, phonographs. Write for your copy.

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Branches in Pittsburgh, Pa.; Miami, Fla.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Michigan Case May Aid Mint Venders

DETROIT, June 4.—Many coinmen here are watching the progress of a test case affecting certain types of slot machines which is destined to be heard by the State Supreme Court. The State has appealed from the decision of a Circuit Court at Saginaw.

Suit was brought by Harry Chereton, former general manager of General Amusement Devices Co., of Detroit, against the Saginaw police department asking that it be restrained from interfering with operation of such machines. The slot machines used for the test case were straight bell venders giving out mints and checks.

According to Chereton, the court held that the fact that the mints were given out made the machines regular vending machines and that the checks had no intrinsic value in themselves. It was pointed out that if the police were to be allowed to confiscate this type of machines they could pick up any billiard table, for instance, or similar devices.

The case is being appealed by the city of Saginaw to the Michigan Supreme Court and will be fought thru by Chereton.

The Michigan Reliable Operators' Association, which Chereton has sponsored from the start, is understood to be back of this move.

Adds 50 Machines At Resort Arcade

CANTON, O., June 4.—Approximately \$3,000 has been spent by Glen Mains, operator of the Penny Arcade at Meyers Lake Park here, to rehabilitate the arcade and increase its coin machine capacity. He reports more than 50 new-type machines have been installed for the new season and that the arcade is now one of the largest and most complete in any of the Eastern Ohio amusement parks.

Mains also plans to take out a Penny Arcade under canvas this fall at several celebrations and county fairs in the district. Mains has been operator of the Penny Arcade at Meyers Lake Park here for almost 20 years.

Bally Distributor Opens in Belgium

CHICAGO, June 4.—Jim Buckley, general sales manager of Bally Mfg. Co., has just received word from Groenteman & Co., coin machine distributors, located in Amsterdam, Holland, that the firm has expanded its activity to include an office in Belgium.

Bally products are said to have played an important part in the expansion of the concern.

Calcutt Thrilled



"I AM THRILLED by meeting you all here, many of you for the first time in person, tho I have dealt with all of you in one way or another for many years." Speech of Joe Calcutt, the Vending Machine Co., Fayetteville, N. C., at the NACOMM dinner May 20, Chicago. Calcutt was introduced as "a man who has never made a complaint about anything in his business career."

SACRIFICE SALE-500 GAMES-A1 CONDITION

Airway	\$ 29.50	Dux	\$ 14.50	War Admiral	\$ 32.50
Auroran	12.50	Long Beach	14.50	Zephyr	32.50
Boo Hoo	8.50	Stoner Races	12.50	Reel Spot	8.50
Bumper	8.50	Mercury	13.50	Double Decker	8.50
Beam Lite	22.50	Outboard	8.50	Roll Over	7.50
Bull's-Eye	32.50	Rose Bowl	18.50	Vogue	22.50
Baskets, Exhibit	17.50	Power Play	13.50	Ski Hi	32.50
Cargo	37.50	Sensation	13.50	Paces Races (Brown Cab)	100.00
Chicago Derby	9.50	Ricochet	8.50	Long Champ	49.50
Chicago Baseball	32.50	Speed	12.50	Track Time	95.00
Daytona	8.50	Turf King	18.50	Scoreboard	8.50

ALL OF Our Machines Are Carefully Serviced by Expert Mechanics Before Leaving Our Premises. One-Third Deposit Is Required With All Orders, Balance to be Shipped C. O. D.

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WANTED TO BUY—Liberty Bells, Derby Days, Tanforans, Track Times, Bally Zephyrs, Silver Flash, Ski-Hi, Airways, Handicapper, Flasher, Reserves, Galloping Dominoes, Mills 1-2-3. For Sale Are the Following:

Classic	\$15.00	Ray's Tracks, Late Serial Numbers	\$54.50	Track Times	\$159.50
Caion	12.50	Ray's Track, New	135.00	Ak-Sar-Ben, Free Game	70.00
Derby Days	20.00	Dark Horses	69.50	Hare and Hound	29.50
Praekness	27.50	Rosemont	30.00	Bobs	29.50
Golden Wheel	20.00	Bally Bells	30.00	Long Beach	25.00
Top 'Em	12.50	Exhibit Races	75.00	Boo-Hoo	12.50
Center Smash	12.50	Derby Day Consoles	75.00	Skooky	9.50
Turf Champ	24.50	Liberty Bells	75.00	Bumper	6.95
Fairgrounds	75.00	Gottlieb Derby Day Consoles, Like New	85.00	Scoreboard	6.95
Daily Races	9.50	Tanforan	65.00	Homestretch	12.50
Bally Derby	9.50	Bang Tails	95.00	Rotary	49.50
Mills 1-2-3	95.00	Galloping Dominoes	95.00	Forward March	18.50
Foto Finish	22.50	Flashers	85.00	Auroran	22.50
Flicker	15.00	Dominoes	40.00	Liberty Bell Glasses, New	5.00
College Football	15.00			Derby Day Glasses, New	10.00
Grand Prize	17.50				

CLEVELAND-CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

USED MACHINES Like New!

GOOD reconditioned games make money. Poor ones lose money. **OUR MACHINES ARE ALWAYS SENT OUT in first-class condition.**
NEW ROCKET \$28.00 | AIRWAY \$30.00
BEAM LITE 25.00 | FORWARD MARCH 14.00
ROSE BOWL \$22.00
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1/3 Cash With Order, Balance C. O. D.
FREE: Get on Our Mailing List for Weekly Price Bulletins.
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We Ship to All Parts of the World
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AUTOMATIC PAYOUT PIN TABLES
TAKE YOUR PICK - SPECIAL \$10.00 EACH
Ace, Bonus, Carloca, Credit, Derby, DeLuxe "46," Equity, Fortune, Hunter, Liberty Bell, Multiple, Natural, One Better, Parlay Jr., Peerless, Prospector, Queen Mary, Round Up, Skill Roll, Skipper, Snappy, Snooker, Sportsmen, Stop and Go, Baseball.

HUBER COIN MACHINE SALES CO., 600 VAN BUREN ST., CHICAGO, ILL.

FREE Set of 10 Exclusive HERCULES PAYOUT PROTECTOR PADS with every order. Rush Your Order Now! They're going fast!

DUX	\$12.50	SENSATION	\$15.00
FOOTBALL	14.50	SPRINT	7.50
FORWARD MARCH	17.50	VOGUE	19.50
POWER PLAY	18.50		
LONG BEACH	15.00		
RACES	12.50		

Weekly Special!! ROSE BOWL \$18.50

1/3 Deposit, Balance C. O. D., F. O. B. NEWARK.
HERCULES MACHINE EXCH. INC., 1175 BROAD STREET, NEWARK, N. J.
Cable Address: "HERMEX."

Bank Night Cards For Bally Bambino

CHICAGO, June 4.—Bally Mfg. Co.'s Bambino bumper baseball novelty game may now be operated either as a high-score game or with a new "Bank Night" award plan, according to announcement by Ray Moloney, Bally's president. Ray stated that the new "Bank Night" award card for Bambino was originated by a successful Eastern operator, who found that the card increased collections as much as 25 per cent.

"The Bambino game, by the way," Moloney added, "is turning out to be the surprise sensation of the season. We built it primarily to meet a certain demand for a good, simple, easy-to-savvy high-score game with baseball appeal. Naturally in view of the run on Bally Reserve we didn't look for any tremendous demand for Bambino. But, believe me, we sure missed our bet. Bambino is already as big a hit in the regular novelty class as Bally Reserve is in the reserve-type class."

Rapin Joins Ad Agency

DETROIT, June 4.—Gerald W. Rapin, well known in coin machine circles because of his former connection as general manager of Caille Brothers Co. and general sales manager of A. C. Novelty Co., Detroit, has joined the creative staff of the C. E. Rickerd Advertising Agency. Rapin has been made vice-president of the Rickerd Agency, to specialize in client and agency sales promotion activities.

Commenting about the appointment, President C. E. Rickerd said: "Mr. Rapin comes to our agency with a broad background of practical experience in manufacturing and merchandising—17 years in various production and sales activities, in the capacity of sales manager and sales promotion manager. He has formulated many successful sales and advertising campaigns, several of which have received national recognition."

ATTENTION OPERATORS --- JOBBERS

WRITE OR WIRE FOR

Information on our Complete Line of Jennings Slots With Milco Head and Checks—Built-in Skill—Also Some With Skill Attachment.

Complete Stock of All Parts! Expert Mechanics on Our Premises at All Times!

Write or Wire for Information on Pin Games, Consoles, etc.

SAVOY VENDING CO.
406-B W. FRANKLIN ST.
BALTIMORE, MD.

Holiday Week-End Finds Sales Up

CHICAGO, June 4.—The high spot in sales for the month of May came on Memorial Day week-end, according to Jack Keeney, of J. H. Keeney & Co. "We worked overtime on shipments to distributors so their customers would have new Keeney games on location for the holiday traffic. We are glad to report also that sales are high on all four of our games, Kentucky Club, Track Time, Derby Champ and Free Races. That is a matter of pride to a manufacturer when as many as four games meet a brisk demand.

"Now comes the summer-spot demand," Keeney added, "with the Fourth of July as deadline, and we are keeping our overtime crews on the job to speed up deliveries on these June orders. These June days are busy days with us."

! WE DO NOT OPERATE !

We Are Strictly Manufacturers' Agents

CLOSE OUTS

For Immediate Delivery

NEW GAMES

- Keeney's 1938 Bill Times
- Keeney's Derby Games
- Keeney's Kentucky Oaks
- Keeney's Track Times
- Western Key Day
- Columbus Soft Gum Machines.....\$3.50

USED GAMES

- Mills One-Two-Three reconditioned, guaranteed mechanically perfect.....\$72.50
- Playboards.....70.00
- Playboards.....80.50
- Galloping Dominoes, high series.....85.00
- Keeney's 1937 Bill Times and Track Times.....192.50
- Mills Blue Fronts, 10 play check operators, like new.....49.50
- Western's Filter Peas, A-1 condition.....19.50
- Pacific Gum Vendors.....8.50

Inquire About Numerous Other Used Games Not Listed.

WRITE WIRE PHONE

SAM MAY & COMPANY,

2011-12 Maryland Ave.,
Baltimore, Md. University 1800

Betting Laws

(An editorial reprinted from The World's Fair, London, May 21, 1938)

Once again an attempt to alter the Betting and Gaming Laws of this country has failed. A. P. Herbert, who recently piloted the Divorce Bill thru the House of Commons, a very rare feat for a private Member, did not meet with the same success when he introduced his Betting and Bookmakers' Bill, for after it had been under consideration for about an hour attention was drawn to the fact that there were less than 40 Members present and the House was "counted out." Mr. Herbert had an attentive audience while he expounded the Bill, and he made most of his opportunity. He indicated that the Bill followed some of the principal recommendations of the Royal Commission on Betting and Lotteries. Its effect, he believed, would be to diminish the total volume of betting, while increasing the sum of individual liberty and removing many obvious abuses. The proposals to legalize cash betting and to do away with pool betting stood or fell together, and he would regard it as unreasonable to recommend the one without the other. Pool betting he regarded as being not a sporting event at all. It was socially undesirable that pool promoters should be permitted to keep what they liked for profit and expenses from the large sums of money they received while taking no risk in the way that bookmakers did.

An explanation was also given of the proposals for registering bookmakers and limiting their advertisements, and for restricting the activities of tipsters. Mr. Herbert expressed himself in favor of the taxation of betting transactions, and said that the Bill provided for an annual return to the Treasury by registered bookmakers of their receipts in stakes and their payments in winnings. The betting craze had reached almost a degree of national intoxication, and the sensible thing to do was to license and regulate it like the drink trade, so that it might be kept within bounds and freed from the present abuses. After Mr. Thurtell, Labor Member for Shore-ditch, had formally seconded the Bill, its rejection was moved by Mr. Liddall, Unionist Member for Lincoln. Mr. Liddall was just warming to his theme when the debate collapsed. The provisions of the measure would have made very little difference to the position as regards Showland, the refusal of the Members of the House to provide a quorum gives some indication of the opposition which awaits a reformer who touches this thorny subject.

**Bowling Alley Booms
New Production Run**

CHICAGO, June 4.—Rock-Ola Mfg. Co. has been forced to another production run on its Rock-o-Ball bowling alley due to the summer demand thruout the country, reports say. "We didn't anticipate such a rush at this time," said Jack Nelson, sales manager of the company, "but we are taking care of the demand as quickly as possible so that operators will get their machines immediately."

Nelson stated that while Rock-o-Ball is more than two years old, its popularity is undimmed. "It is the sort of game that appeals to all ages and answers every entertainment necessity. It

provides exercise; it requires skill, and it is highly amusing, whether played by one person or by a team in competition.

"Rock-o-Ball is the all-electric triple-score bowling alley, with the scoring panel showing the number of balls played, the score of the game and the high scores. The 1938 model is 12 feet long, built on compact modernistic lines that are pleasing to look at and practical for playing," he continued.

"When one operator stated that his organization was ordering five Rock-o-Balls for a summer route, he added: 'I never saw anything like it. I put some new Rock-o-Balls out a week ago and they have almost paid for themselves already.'

"Another operator said: 'That Veeder counter on the shelf in the back of the machine is one of the greatest features of the game from an operator's standpoint. I can set the score and from then on I know just what has been played and exactly what has been paid out.'"

**Seven Grand Made
In Improved Model**

CHICAGO, June 4.—Known to operators everywhere for its long life on locations, the Rialto Sales Co. is offering a new and improved model of Seven Grand with plenty of flash. The machine is a counter game that offers a 3-to-1 coin divider to prevent arguments with locations and other mechanical conveniences. It plays pennies, nickels, dimes and quarters.

Officials of the firm say that it "is so outstandingly attractive that it blends with the furnishings of the most exclusive locations. Seven special round-cornered dice roll on a 10-inch green felt-covered disc, and the disc is covered with double-strength dome glass. Award cards can be changed immediately."

The dice are stopped with a perfect roll by names of an automatic air brake, the makers state, and the machine is operated by the player depositing his coin and then pressing down on a side lever. Merchandise or free-play awards are suggested.

**Operators Seem To
Like Telling Name**

CHICAGO, June 4.—In a statement last week Roy Bazelon, executive of the Monarch Coin Machine Co., declared that operators are repeatedly voicing their approval of Monarch's new electric shock machine. In their praise of the machine, he said, operators seem to agree that the name of the device, Live Profits, seems to express exactly how operators feel toward its earning power.

In describing the device, he said that "on the front of the machine are two handles with which the player may increase the volume at will. This volume attained is clearly indicated on a dial on the front of the machine. Cost is negligible since but a single dry-cell battery is needed, and this is good for from 2,000 to 3,000 plays. It takes a very small space on a counter and is beautifully finished so that it attracts players wherever it is placed. It's really sizzling with excitement for players and with profits for operators, and all because it offers a new kind of action."



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

**Chicoin Secret Is
Revealed as Nags**

(New Game)

CHICAGO, June 4.—"The secret is out," declared Sam Wolberg and Sam Genaburg, officials of the Chicago Coin Machine Mfg. Co. The secret referred to by these two well-known coinmen was full information concerning Chicago Coin's newest release, Nags.

"We regret that we were unable to part with much information about Nags up until the present time," they stated, "but are happy to say that we can now offer the trade more minute details concerning our new novelty game."

"Nags is a five-ball novelty game, and as its name implies a horse-race game. And we wish to state at this time that Nags as a horse-race game is unique. There is no other game like Nags on the market. It combines all the flash and action of the sport of kings in the type of a novelty pin game that keeps players lined up on locations from morning till night—the type of a game that swells operators' profits tremendously. And that it will do this is not a guess. No, sir. By subjecting Nags to thorough testing on various types of locations in various sections we have conclusively proved that it can and will earn those high profits. That Nags is absolutely dependable insofar as mechanical construction is concerned goes without saying.

"Merely because the Chicago Coin Machine Mfg. Co. is willing to affix its highly regarded name to Nags is satisfaction enough to coinmen thruout the country that Nags will be another Chicago Coin hit," the officials state.

"On the beautiful new playing field of Nags are seven lively bumper springs which advance horses or gain laps on the brilliant backboard, five hits registering one advance for first, second and third place awards. In other words, if a ball contacts five bumper springs his score is credited with one lap. At the top of the playing field is a long-shot bumper spring which doubles awards if hit. Nag's playing field also has 3,000-point tunnels which score one lap for each tunnel a ball rolls thru and an extra lap (1,000 points) is added, and odds on the flashy backboard flicker and change if a ball goes thru the lower tunnel when lights are lit. Nags can be played two ways—as a horse-race game or as a high-score game—thus is adaptable to all types of locations. Coinmen who have seen Nags agree with us that it will be one of the year's outstanding games."

Buckeye Vending Expands

COLUMBUS, O., June 4.—Due to a noticeable increase in business in recent months the Buckeye Vending Co. has found it necessary to move to a new and larger location, at 492 South High street here. A complete line of new and used machines will be handled for the convenience of operators in Central Ohio.



QUARTERS OF NAVIGATION COIN MACHINE CO., Houston, of which M. R. James is general manager. The Navigation firm, James reports, is going along full blast and on several occasions recently it has been necessary to press into service the sidewalk space as an emergency shipping floor.

**HEY! OP'S LOOK!
2 SURE HITS**

Complete, Card, Holder, Jar and 2280 Tickets.1



ONLY
\$2.85
EACH
OR
2 FOR \$5.50

PLAY BALL ARLINGTON
Deals Take In, 2280 @ 5c\$114.00
Average Payout 70.00

PROFIT (Average) 544.00
TAKE OUR WORD FOR IT—THESE JAR DEALS ARE "HOT." ORDER YOURS TODAY.

2280 Tickets.
Complete Deals, \$30.00 per Doz.
Refills (Tickets and Cards), \$24.00 per Doz.
2520 Tickets.
Complete Deals, \$33.00 per Doz.
Refills (Tickets and Cards), \$27.00 per Doz.
2772 Tickets.
Complete Deals, \$36.00 per Doz.
Refills (Tickets and Cards), \$30.00 per Doz.
1/3 Deposit, Balance C. O. D.

MONARCH COIN MACHINE CO.
1731 BELMONT AVE., CHICAGO, ILL.
Send for Circulars on Other Winners.

FRESH 'ND' AIR FANS

Chromium Plated, 3 Speeds.
Size 14"\$17.45
Size 16" 19.45

GUARANTEED USED MACHINES.
AUTOMATIC
Bally Club House (Console).....\$92.50
Bally Entry (Multiple)..... 79.50
Bally Stables..... 59.50
Domino (Console Tkt.)..... 52.50
Flicker..... 17.50
Lady Luck..... 37.50
Post Time..... 18.50
Tops (5 Ball Tkt.)..... 59.50

NOVELTY GAMES.
Bally Baskets.....\$37.50
Bally New Rocket (Original Crates)..... 33.50
El Toro (Like New)..... 42.50
Jig Joy..... 27.50
Mills Merchantman, Serial 202..... 69.50
1/3 Deposit, Balance C. O. D. Cable Address: "Idealco." Phone: Garfield 0072.

IDEAL NOVELTY CO. 1518 MARKET ST. PHOENIX, ARIZ.

**"PLEASE
DON'T TAKE MY
WORD FOR IT!!
JUST ASK ANY
OPERATOR WHO
ALREADY HAS..**

**BALLY'S
BAMBINO**

**IF IT ISN'T THE
BIGGEST MONEY-
MAKING NOVELTY
BASEBALL GAME
SENSATION HE HAS
EVER OPERATED!"**

**RUSH YOUR
ORDER NOW
IMMEDIATE
DELIVERY
GUARANTEED**

**JOHN A.
FITZGIBBONS**

**453 WEST 47th ST.
NEW YORK CITY**

**362 MULBERRY ST.
NEWARK, N. J.**

**2178 AMSTERDAM AVE.
NEW YORK, N. Y.**

**Gottlieb Releases
Wee Counter Game**

(New Game)

CHICAGO, June 4.—A midget counter game said to be no bigger than an ordinary letterhead rolled off the assembly line at the plant of D. Gottlieb & Co. this week to make its official bow to the trade. "It's a miniature edition of Daily Races, famous thru 1935, '36 and '37 as the daddy of racing pay-out games," explained company officials. "The new game has all the features of that famous machine except, of course, the automatic payouts."

"For weeks Daily Races Jr., as the new counter game is called, has been undergoing location tests that showed the most surprising results," they add. "Operators report phenomenal collections, many found the machine to pay for itself in as little as two days. It is only 8½ inches wide, 11 inches long and 5¼ inches high. The sturdy cabinet is handsomely finished and has rubber suction cups to hold it securely to the counter. The multicolored glass-plate top is beautifully illuminated, and the game boasts of mystery selections and mystery odds. The ball-gum attachment can be filled by the store-keeper without opening the machine."

The company explained the operation of the game as follows: Upon inserting coin one or more horses come up as player's selection, together with finish position and odds, all illuminated. Two dice, one showing horses, the other finish positions, are then automatically agitated. They indicate the winning horse and the finish position that wins. Win, place and show are featured, as well as all possible combinations of the three. Odds are 2 to 1 to 30 to 1.

Among other features are new simplified, accessible mechanism, new-type dice agitation, ABT slot with last coin visible and illuminated, large cash box with foolproof lock, anti-tilt, and the machine is available with either 5-cent slot, 10-cent, 25-cent or combination slot for all three coins.

"Daily Races Jr. gives the operator another source of fast profits," said Dave Gottlieb, "with practically no addition to his overhead. Tests showed enormous earning capacity for this little game, so that it pays for itself in a few days at most. It takes little room and is so fool-proof in operation that it gives the operator a splendid means of entree into new locations. As for its play, it's as exciting and appealing as was Daily Races, the daddy that inspired this midget, and that's saying a lot."

**Fitzgibbons Says
Right Start Pays**

NEW YORK, June 4.—"Helping every operator get started right," John A. Fitzgibbons says, "is one of the most important tasks of every distributor." He stated: "Just selling games is gone and forgotten. Today the operator needs help. He must be started well on the way so that the games he uses are going to stand up for him mechanically and are also going to bring him good returns."

"Of late we find that those operators with whom we work closely and who have asked for our advice in these matters," Fitzgibbons continued, "are going ahead faster than the average operator who believes that he knows everything that there is to know about operating. Since hundreds of operators are continually calling at our offices, we find that we are a medium for the exchange of ideas and are therefore in the best position to pass these ideas along to help them use the successful methods which are in general use."

"In this way we are in a position to pass along ideas to every operator who calls at our offices or who writes to us, for we are getting the information direct from the men who are already doing a great job with their machines right on their routes and have each one of them proved their systems. We find that the importance of helping our operators is greater than just selling them machines. Ideas sometimes are good and sometimes bad. But, salted down, each man can gain something which he may be overlooking today and in this fashion assure himself of better earnings than ever before."

Wedding Bells

BOSTON, June 4.—Ben D. Palastrant's loss is Philip Kalick's gain. The loss and gain is one Ida Shapiro. Palastrant is head of the Supreme Amusement Co. of New England, Inc.; Miss Shapiro was his very efficient secretary. And Mr. Kalick is now the husband of the former secretary.

The Renaissance Room of the Hotel Touraine on Memorial Day was the scene of glad tidings as Ida Shapiro and Philip Kalick were joined as one via the holy bonds of matrimony.

Miss Shapiro, in Palastrant's employ for the last two years and known to operators thruout the New England area, will be sorely missed by the men, altho Ben has attempted to carry on that atmosphere with the employment of Estelle Barrall, blonde.

Coin machine row was represented at the wedding by Palastrant, Miss Barrall; Ethel Rosenthal, bosom pal of Miss Shapiro and secretary of the Hub Automatic Sales, and Sid Paine, Boston correspondent for *The Billboard*.

Miss Shapiro looked charming in a satin bridal gown with a beaded veil-cap and flowing tulle train.

Mr. Kalick, General Showcase Co., manufacturer, gave his bride a honeymoon boat trip to Havana. They will reside in Lynn, Mass., the bride's home town. The entire coin machine district of New England express their best wishes and all good luck to the newly-weds.

Kansas City

KANSAS CITY, Mo., June 4.—Activity in the coin machine industry in the Greater Kansas City area is none too gratifying these days, according to a majority of dealers, manufacturers and operators of the "Heart of America" city.

Business should improve soon, however, because of changing economic conditions. Automatic phonographs are holding up well and the demand for late models probably exceeds that of previous years. But recent movements on the part of State and Jackson County authorities have tended to slow things a bit in regard to use of machines on location.

Carl Hoelzel, head of the United Amusement Co., one of the largest establishments in this section, reports he is doing "good but not rushing" business at his recently redecorated plant on Main street. Phonographs are selling well, Hoelzel declares, and the outlook for the summer remains bright. The new addition to the United building is completed now and its construction has facilitated work at the plant.

Tim Crummett and Rue Mason, partners who serve jointly as "head men" of the Central Distributing Co., a large Linwood boulevard plant, are readying a new merchandising plan which may prove sensational before the summer is over. Crummett and Mason currently are pushing a small penny vender, sales of which are enough to keep Central employees busily occupied on the one item alone.

Charles B. Eastley, route man working



GARY KARP is in charge of Modern Vending Co.'s Miami office, while Irving Sommer is in New York at the home office.

**NOT A
PIN GAME!**

**NO PINS—NO BUMPERS
NO BALL LIFT OR
PLUNGER**

**NOT A 1-2-3 YOU'RE OUT
GAME**

**— but the World's
Greatest Baseball Game
at the World's Lowest
Price**

Player pitches and bats 15 balls, runners advance on playing field as well as run bases on large back panel.

**ABSOLUTELY NEW
AND ORIGINAL**

**100% MECHANICALLY
PERFECT
LEGAL EVERYWHERE**

**Get Exhibit's Great
Baseball Game**

'PLAY BALL'

from your Distributor or write

EXHIBIT SUPPLY CO.

4222 W. LAKE ST., CHICAGO.

out of this city, was a recent visitor to the Crummett-Mason offices. The new phonographs are keeping Eastley "on the jump all the time," he declared, adding that he thought sales were to be made if the product was smartly pushed.

Kaycee operators found these recordings to be the most played on phonographs in May:

Every Tub, Count Basie on Decca; *Little Joe From Chicago*, Andy Kirk on Decca; *The Week-End of a Private Secretary*, Red Norvo and Mildred Bailey on Brunswick; *Roll 'Em, Don't Be That Way* and *One o'Clock Jump*, Benny Goodman on Victor; *My Heart Is Taking Lessons*, Bing Crosby on Decca; *Annie Laurie*, Tommy Dorsey on Victor; *Margie*, Jimmie Lunceford on Decca; *I Let a Song Go Out of My Heart*, Duke Ellington on Brunswick, and *Please Be Kind*, Red Norvo and Mildred Bailey on Brunswick.

There's a noticeable increase in the use of cigaret venders in business offices, restaurants, night clubs and other places here. Several distributors and ops are "cashing in" on the popularity of that particular type coin machine.

Parking meters on the city's downtown streets are proving their worth daily both from the standpoint of profit to the city and by service to motorists. Maurice Carey, city treasurer, has yet to make a financial report which does not prove the meters were well worth the expense of their installation. Meters here were bought from the Dual Meter Co., Oklahoma City, in 1937.

**America's Largest Distributor—Offers
RECONDITIONED CONSOLES**

KEENEY TRACK TIME (red coin head)	\$142.50
KEENEY KEEN BELLS (red coin head)	142.50
BALLY SKILL FIELD (7" coin drop head)	139.50
ROSEMONT, 5c & 25c coin chutes	52.50
KEENEY DARK HORSE	65.00
CHUCKALETTE, 7 coin drop head	77.50
EXHIBIT RACES, 7 coin drop head	77.50
SILVER BELLS, 7 coin drop head	77.50
WESTERN BIG ROLL	67.50
WESTERN FAST TRACK	67.50
JOCKEY CLUB, single coin	49.50

ATLAS NOVELTY CO.
2200 N. Western Ave., Chicago.
Branches in Pittsburgh, Pa.; Miami, Fla.

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

New Orleans

NEW ORLEANS, June 4.—Coin machine and slot operators of most of Louisiana and extreme South Mississippi report heavier play with summer weather prevailing. Thousands of refreshment spots are cashing in with new equipment purchased earlier in the season as thousands of people seek entertainment at places where they can sip cooling drinks while playing the machines. Suburban areas of New Orleans have never experienced such heavy business as citizens of this city seek to play, and many locations have more than doubled the number of pin games and slots on hand and still find themselves in need of more equipment.

Long a spot where the public was slow in taking to vending machines, this section seems to be enjoying a big improvement in play this summer. Gum, cigaret and candy vending equipment is seen in many places where location owners once dreaded their presence. Most of the location owners point out that better looking equipment accounts for the increasing public interest. Beautiful mirrors on many of the venders are a sure attraction for the ladies, one location owner reports.

Jerry Germentis, head of the Germentis Sales Co., has placed on display in his office his first two Model 120 Mills cigaret venders and is predicting heavy distribution in the near future in his territory. Germentis recently obtained the Mills franchise for venders in this area.

Calling in at his local distributors' office this week was Dick Groetchen, head of the Groetchen Tool and Equipment Co. Groetchen has just completed a tour of the Deep South and is on his way back to Chi via a gas buggy.

The fishing bug is biting coin machine row of New Orleans and vicinity and the dozens of bayous, lakes and the Gulf are the grounds these days for numerous week-end fishing parties. Just saw Frank Alessi and Ed Rodriguez on their way to

their favorite fishing spot in Alessi's fine boat. Jack Sheehan (Mark Boasberg), of New Orleans Novelty Co., is also doing his share. Same for A. M. Mendes, Wur-litzer district factory rep. Ed Kramer, Jules Peres and Buster Clesi are likewise enjoying the sport of Izaak Walton.

As usual the office of the Dixie Coin Machine Co. was the calling spot for dozens of Louisiana, Mississippi and Alabama ops. Among those who called in the past several days are J. C. Allen, Joseph Ragusa and Joe Luccia, all of Baton Rouge; Ben Neubauer, Thibodaux; Dick Cue and Lefty Blaise, both of Bay St. Louis, Miss., and W. C. Singley, Monroe.

Rapidly climbing the ladder of success is Gerry Pace, beautiful young daughter of Julius Pace, president of the local venders' group. Miss Pace is now featured soloist with the Russ Papalia Ork after having drawn heavy mail for some time following engagements over local radio stations. Is a product of the reputable Joseph Schramm School of Music.

Crime doesn't pay. Five Texans are the latest to run into trouble in New Orleans for alleged misoperation of coin machines. The men, ranging in age from 19 to 24, and a woman aged 19 were arrested from a downtown hotel Wednesday after they were caught attempting to use a magnet and copper wire to illegally operate a pin game at a suburban bar. The quintet are probably the same who robbed over 50 machines in the Mississippi Delta country recently and escaped with hundreds of dollars. The young woman, Louise Morah, pretended to play the machine while one or two of the men would stand around and work the magnet and wires. The other two would entertain the location owner and watch for the law. But despite their almost perfect line-up they tried the stunt one time too many.

Everything happens for the best and so when Louis Boasberg, head of the New Orleans Novelty Co. and former Tulane football star, took a trip to see the Seabiscuit-War Admiral match race that was called off a few hours after his departure he found other means to enjoy himself in the East. He returned this week after one grand time in Gotham.

Machines Wanted For Puerto Rico

"To the Editor: I read *The Billboard* every week. I also read your editorials in the amusement machines section. The reason for my writing you this letter is that I would like to get in touch with some operator or distributor of all kinds of amusement machines who wishes to operate in Puerto Rico. I am in a position to handle his equipment down here.

"In Puerto Rico there is room for about 1,000 phonographs and the same number of Mutoscope machines, scales, drop pictures, grip scales, etc. Emphasize the fact that no slots or pin games are allowed. These are prohibited by law since December 31, 1934.

"To any large operator or distributor who is interested in sending his equipment down here, I can furnish all information regarding business conditions, climate, etc., as published by the government of Puerto Rico.

"The population is 1,700,000; area



The Greatest Little Machine to Make Friends With the Store-keeper.

DELUXE GRIP SCALE

3-WAY STRENGTH-TESTER

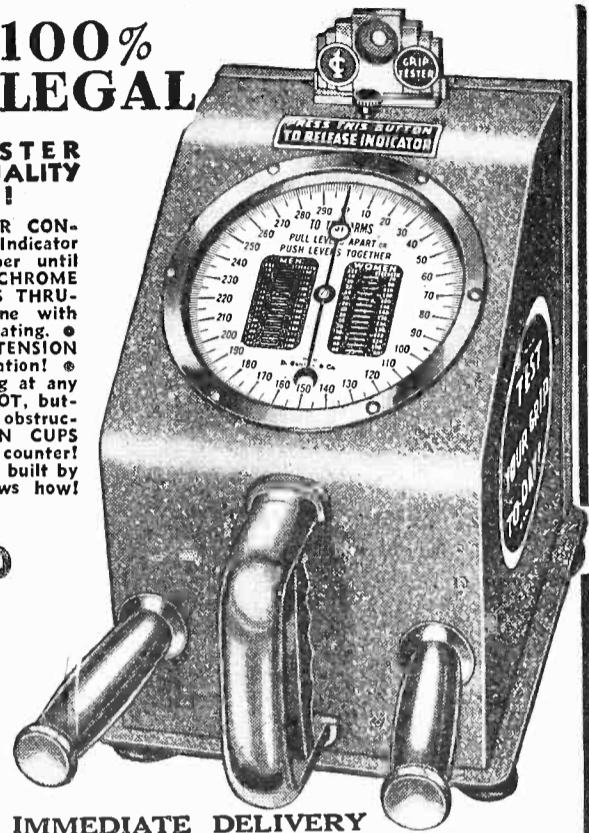
100% LEGAL

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 THROUGH! • 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 GOTTIEB-50 TO 1



IMMEDIATE DELIVERY

Write for Circulars and QUANTITY Prices.

D. GOTTIEB & CO. CHICAGO, ILL. 2736-42 N. Paulina St.,

STILL IN PRODUCTION: GIANT GRIP SCALE \$17.50

3,600 square miles; it is a four-day trip from New York by boat.

"I hope you will give me some idea of how I can get in touch with some operator or distributor that might be interested in coming to Puerto Rico or sending equipment down."—(I. P. A., May 25, 1938.)

To Try Parking Meters

INDEPENDENCE, Mo., June 4.—Mayor Roger T. Sermon today ordered 80 parking meters from a national manufacturer to be placed in operation on the city square next month for a test period. His order, made seven weeks after he recommended the use of meters to the city council, put to a sudden end an argument in the downtown business section in which residents took part over the merits of the devices.

"The merchants and other demonstrators have had seven weeks in which to object to my recommendation," said Mayor Sermon today. "I want it known that I made a careful study of the situation, along with our city engineers, and believe the coin-operated parking meters to be by far the best means of regulating traffic and parking problems most efficiently."

Wide publicity was given the arguments over the meters in the news and editorial columns of the *Kansas City Journal-Post* and *Star*, the city of which Independence is a large suburb. The mayor's stand, moreover, marked one of the few in which a municipal official has really "gone to bat" in a big way for the meters.

James Takes New Post

HOUSTON, Tex., June 4.—M. Ray James, formerly manager of the McCall Novelty Co., St. Louis, and until recently an operator of automatic phonographs and amusement games in Monterey, Mexico, is the new sales manager of the Navigation Coin Machine Co. here. James is reported to be quite happy with his new connection. Firm does a good export biz as well as supplies much equipment to ops thru the Southwest, it is said.

4 Complete New \$888! JAR DEALS for only 8!

Grab this red-hot money maker! 3 Deals shown below plus 1 extra 2280 10c Jar-a-Jak Deal, showing \$68.00 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 Av. Profit, \$43.00.	Banco 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.40 Av. Profit, \$42.60.	Half A Hundred 2,280 Tickets @ 5c, \$114 Average Pay-out, \$71.30 Av. Profit, \$42.70.
------------------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------

\$24.00 Per Doz. With Ea. Doz. Ordered. 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 Deals \$29.40 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.

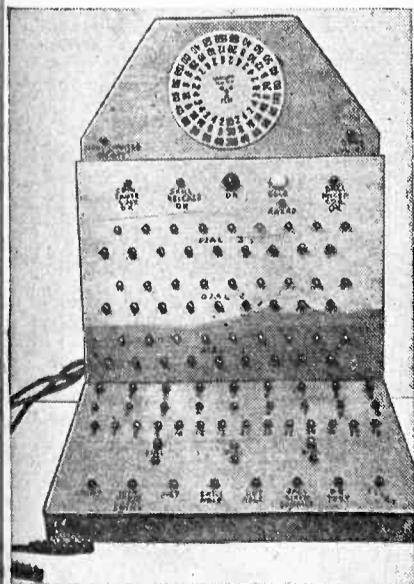
"Pick a Winner with Winner."
3307 ARMITAGE AVE., CHICAGO, ILL.

WHAT ARE WE OFFERED

FOR THESE SKEE BALLS? All in Chicago, Ill
7 BOWLETTES, 14 Ft.
1 BOWLETTE JUNIOR.
1 TARGET ROLL, 14 Ft.
2 SKILL BALLS, 14 Ft.
2 SKILL BOWLS, 14 Ft.
LEHIGH SPECIALTY COMPANY,
2nd and Green Streets, Philadelphia, Pa.

When looking for dependable and good earning used and new equipment, write to

SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.



A 101-POINT TESTING BOARD, typical of several such testing boards used in making Keeney games.

3 Models of



STANDARD MODEL

No spring bumpers, no holes, no nails! Yet the cleverest baseball novelty game on the market. Veeder counter registers all awards.

\$74.50

AWARD MODEL

High awards model with double Veeder counters which record the high payouts which may amount to as much as \$10.60.

\$79.50

FREE GAME MODEL

Genco's free game device permits players to "play off" awards. Keeps cash in machine.

\$89.50

LOOK!

COUNTER MODEL Junior Size

TALLY-HO BUMPER PIN GAME

\$42.50
With Legs, \$2.00 Extra.

Actual tests have proven that this counter model junior size bumper type pin game has taken in as much money as many full-sized tables. This small size permits you to operate in hundreds of locations formerly closed to you because of restricted spots. Actual full-sized bumpers—one-inch balls—high score feature!

ORDER TODAY!
ALL PRICES F.O.B. CHICAGO

GENCO, Inc.

2621 N. ASHLAND AVE.
CHICAGO, ILLINOIS

Jersey Music Ops Entertain Darwin

NEWARK, N. J., June 4.—Seven of the leading music machine operators in New Jersey entertained Mr. and Mrs. Joe Darwin, Wurlitzer representative, at one of their regularly scheduled get-togethers. Darwin brought along the films taken at the Wurlitzer banquet held at North Tonawanda last summer, which revived many fond memories.

Those attending the affair held at Ed Marks' home at Passaic, N. J., were Mr. and Mrs. Jerry Morris, of Queen City Music, Plainfield, N. J.; Mr. and Mrs. Manny Ahrenfeld, of Star Music Co., Passaic; Mr. and Mrs. Everett Masterson, of Automatic Music, Elizabeth; Mr. and Mrs. Howard Kass, of Major Amusement, Newark; Arthur Seger and Bill Ashmore, of Casino Amusement, Asbury Park; Babe Kaufman and Sam Rabinowitz, of Babe Kaufman Music, Atlantic Highlands. Mr. and Mrs. Ed Marks, host and hostess, conducted the affair so well that Joe Darwin remarked: "This is the most happy and friendly group of music machine operators I have ever seen at one gathering."

The next gathering will be held at the home of Babe Kaufman, who, it is said, will do her utmost to overshadow the affairs held at the homes of other operators.

Monkeys Entertain at Canadian Penny Arcade

ST. JOHN, N. S., June 4.—Penny Land, an arcade located in a store in one of the busiest sections of Halifax, N. S., has had its public appeal greatly increased by the recent introduction of a group of monkeys.

Five of the monks, all young and with their training started, were recently established at Penny Land. The animals attracted attention while en route to Penny Land by rail, from Detroit, from not only people but newspapers. The employee of the express company in charge of the shipment were in a dilemma on what to feed the monks while they were in transit from Montreal to Halifax, a very long rail journey. Authoritative advice had to be secured and the recommendation was that bananas would fill the bill. Therefore, the bananas were the diet of the monkeys until they arrived at the Halifax Penny Land.

Sam Mosher, proprietor of Penny Land, already had several monkeys on exhibition at his penny arcade, and the five additions have greatly increased the public interest in his coin machine rendezvous. This is the first time monkeys have been used as a business lure for coin machines in the maritime provinces.



CARL JOHNSON, plant manager of the Rudolph Wurlitzer Co., actually sits still long enough to have his picture taken.

SUMMER SALE GUARANTEED USED EQUIPMENT

AUTOMATIC PAYOUTS	
Bally Golden Wheels (ticket)	\$39.50
Stoner's Air Races (ticket)	22.50
Bally Carom	22.50
Broadway Angel (floor sample)	49.50
Turf Champ (ticket)	42.50
Arlington	42.50
Springtime	29.50
Western Paddle	69.50
Keeney Derby Champ (floor sample)	(Write) 79.50
Mills Big Race	(Write) 8.95
Mills One-Two-Three	29.50
Carloca	12.50
Gottlieb Derby Day	12.50
Daval Triple Reel	12.50
Wheel-o-Fortune	12.50
Bally Pari-Mutuel	12.50
Bally Challenger	22.50
Classics	39.50
Exhibit Broncho	59.50
Buckley Diamond Mine	17.50

AMUSEMENT NOVELTY GAMES	
Chico Derby	\$24.50
Around the World	17.50
Speakers Races	24.50
Daval Speed	24.50
Daval Bumper Bowling	49.50
Genco Junior	17.50
Running Wild Junior	14.50
Mills Tournament	14.50
Turf Queen	29.50
Bally Sprint	14.50
Genco Double Track (two chutes)	69.50
Genco Recorder (floor sample)	59.50
Genco Silver Flash	24.50
Exhibit High Ball (floor sample)	79.50
Exhibit Basket Ball (floor sample)	24.50
Gottlieb Slugger	39.50
Bally Equalite	14.50
Pacific Skooky	17.50

CONSOLES	
Exhibit Dominette (floor sample)	\$109.50
Galloping Dominos (black cabinet, all improvements)	99.50
Galloping Dominos (brown cabinet, latest Serial)	199.50
Bally Saddle Club (new in original crate)	124.50
Bally Ray's Tracks (Improved mechanism)	49.50
Bally Ray's Tracks (ticket model, latest Serial)	99.50
Bally Favorite	49.50
Mills Rio (floor sample)	139.50
Evans Roll-Exte	39.50
Mills Track King (floor sample)	99.50
Pace Races (black cabinet, 20 pay)	99.50
Pace Races (black cabinet, 30 pay)	114.50
Bang Tails	99.50
Dewey Junior (electric Dewey)	99.50
Evans Hialeah Special (floor sample)	139.50

COUNTER GAMES	
Deuces Wild	\$17.50
Bally Nugget	4.50
Bar Boy	4.50
Penny Packs (latest release)	9.95
Reel Spot (like new)	14.50
Skill Target (like new)	14.50
Cent-a-Smoke (like new)	8.95
Bally Lite-a-Pax (floor sample)	28.50

PHONOGRAPHS	
Rock-Olas (1935 Model)	\$74.50
Wurlitzer P-12	89.50
Wurlitzer (1936 regular)	49.50
Rock-Ola (1936 regular)	84.50
Mills Dance Master	39.50
Gabriel (24 record)	84.50

MISCELLANEOUS	
Genco Magic Roll (floor sample)	\$79.50
Western Golfmore (floor sample)	79.50
Western Wind Jammer (floor sample)	99.50
Electric Hoist	24.50
Exhibit Rotary Merchandisers	39.50
Wurlitzer Skee Ball	69.50
Rock-Ola World Series	99.50
Bally Reliance	24.50
Bally Basket Ball	39.50
Slot Machine Stand (folding)	1.25
Slot Machine Stands (weighted all metal)	4.00

800 GUARANTEED USED SLOTS	
Mills Blue Fronts, pennies, dimes, quarters	\$32.50
Mills Blue Fronts, pennies, dimes, quarters. Serials above 350,000	37.50
Mills Blue Fronts, 50c play. Serials above 400,000	49.50
Mills Golden Bells and Venders	24.50
Mills Skyscraper, pennies, nickels, dimes	19.75
Mills Extraordinary (dimes only)	28.50
Mills Gooseneck, pennies, nickels	9.75
Jennings Chiefs, nickels, dimes, quarters	29.50
Jennings Chiefs, nickels, dimes, quarters. Serials above 125,000	34.50
Jennings Victoria, 50c only, slightly used	24.50
Jennings Gooseneck, pennies, nickels, dimes	9.75
Jennings 50c Chiefs, late serials, like new	49.50
Jennings S1 Chiefs, like new	89.50
Watling Rotatops, dimes, quarters	24.50
Callie Commanders, late 1937 models, pennies, dimes, quarters	34.50
Callie Cadets, pennies, dimes, quarters	24.50

We Are Authorized Distributors for All the Leading Manufacturers
WRITE US FOR PRICES ON NEW EQUIPMENT
TERMS: ALL PRICES F. O. B. VALDOSTA, 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. AND SUBJECT TO PRIOR SALE.
SOUTHERN NOVELTY COMPANY, 123-125 West Central Ave., Valdosta, Ga.
Day Phone 1166 Night Phone 251

NAVIGATION COIN MACHINE CO.

ALL GUARANTEED—In First-Class Condition

AUTOMATICS.		CONSOLES.	
5 SPORT PAGES	\$127.50	8 JOCKEY CLUBS	\$39.50
30 FAIRGROUNDS	62.50	4 DE LUXE BELLS	44.50
2 HOT TIPS	57.50		
20 PRAEKNESS	27.50		
5 MULTIPLE RACES	67.50		
20 LATE DERBY DAYS	19.50		
3 BAZAARS	39.50		
2 HIT PARADE	19.50		
2 HANDICAPPERS	45.00		
20 PALOOKA SENIORS	8.75		
2 GOLDEN WHEELS	19.50		
30 DAILY RACES	13.50		
2 ROYAL RACES	7.50		
10 BALLY MULTIPLEAYS	7.50		
10 SPORTSMAN	4.75		
6 CLASSICS	14.00		

SLOTS.		NOVELTY GAMES.	
25 LATE BLUE FRONTS	\$34.50	20 BALLY BUMPERS	\$12.50
12 LATE Q. Ts., 5c	29.50	2 CHICO DERBYS	12.00
3 LATE Q. Ts., 1c	27.50	2 OUTBOARDS	9.50
		4 MERCURY	18.50

MISCELLANEOUS.	
SELECTOPHONES	\$24.50
35 SYMPHONOLAS	54.50

4704 NAVIGATION BLVD. HOUSTON, TEXAS
CABLE ADDRESS NAVICoin TEL. W 6-4811

Guaranteed Bargains

ALL THESE MACHINES IN PERFECT CONDITION.

AUTOMATICS.		NOVELTY GAMES.	
13 Turf Champs, Tkt.	\$27.50	1 Totalizer	\$10.00
1 Latoria, Tkt.	25.00	1 Bally Reserve	60.00
1 Carom, Tkt.	17.50	1 Bull's Eye	29.50
1 Classic, Tkt.	25.00		
2 Caroms, Cash	15.00		
1 Golden Wheel, Cash	25.00		
1 Bambino, 10 Ball	9.50		
1 Jumbo	5.00		
1 Carloca	5.00		
1 Traffic, Model B	7.50		
2 Skippers	12.50		
1 Archer, Tkt.	7.50		
1 Auto Bank, Tkt.	5.00		

CONSOLES.		MISCELLANEOUS.	
1 Alrway	\$32.50	12 Reel Spots	\$10.00
2 Silver Flash	28.50	2 Lite-A-Pax	20.00
2 Cargo	37.50	1 Jennings Cigarola	39.50
1 Ski Hi	37.50	1 Sun Fun, New	8.50
3 Chico Baseball	32.50	1 Flying Duck	22.50
10 Bumpers	9.00	10 Silver King Venders	3.50
3 Forward March	20.00		
2 Replay	10.00		
3 Running Wild	15.00		
2 Daval Baseball	10.00		
2 Long Beach	19.00		
2 Double Action	10.00		
2 Tournament	17.50		
1 Sequence	7.50		
1 Round & Round	5.00		
1 Ball Fan	9.50		
2 Home Run	10.00		
5 Fire Ball	7.50		

Would Consider Trading for Strictly Legal Games or Late Model Phonos, 1/3 Cash, Bal C. O. D. Orders Filled Same Day Received.

DE LONG NOVELTY CO., Dade City, Florida

WILL PAY CASH \$ \$ \$ \$ \$

FOR 10 FT. BOWLING GAMES

GET OUR PRICES ON . . .

NEW GAMES—JAR DEALS—SALESBOARDS—USED GAMES—COUNTER GAMES—BOWLING GAMES.

GRAND NATIONAL SALES CO., 2300 Armitage Ave., Chicago, Illinois.

GUARANTEED RECONDITIONED BARGAINS

FROM COIN MACHINE HEADQUARTERS — FIRST COME FIRST SERVED.
PHONE, WIRE OR MAIL YOUR ORDER TODAY. INSTANT SHIPMENT.

65 Mills 1-2-3 Tables.....	\$69.50	1 Used Rays Track (Cash).....	\$ 79.50
11 Bally Golden Wheels.....	24.50	27 Bally Fleetwoods.....	79.50
10 Bally Racing Forms.....	27.50	7 Bally Fairgrounds.....	79.50
4 Bally Stables (Used).....	56.50	5 Mills Big Races.....	79.50
3 Bally Stables (Brand New).....	67.50	2 Gottlieb Multiple Races.....	79.50
5 DeLux Sportsman.....	19.50	12 Gottlieb Foto Finish.....	27.50
2 Keeney Navy.....	14.50	2 Racing Clubs.....	29.50
1 Pamco Royal Races.....	14.50	1 Mills Tycoon.....	14.50
2 Bally Skill Field.....	99.50	1 Stoner Air Races.....	24.50
2 Jennings Flashing Thru.....	39.50	3 Brand New Check Rays Tracks.....	157.50
		5 Brand New Cash Rays Tracks.....	147.50

SLOT MACHINES OF ALL KINDS—Blue Fronts, Melons, War Eagles, Lion Heads, Skyscrapers, Cherry Bells, with or without Milco Checks; Bells or Venders. Wire for prices and quantity wanted. Prices will please.

TERMS: 1/3 Certified Deposit With Order, Balance O. O. D.

THE VENDING MACHINE CO. 205-15 FRANKLIN ST. FAYETTEVILLE N.C.

National Sale Is Planned by Acme

NEW YORK, June 4.—Now that the new offices are working smoothly, Mac Perlman and Sol Silverstein, of Acme Automatics, Inc., are going to put on their first national sale and are preparing the machines at this time. Tho the firm is new to the trade, the men back of it are well known to the industry and have been engaged in automatics for many years. Perlman was formerly president of Acme's uptown office, and Sol Silverstein has been identified with the George Ponser organization for some years.

They report: "Now that we are getting settled at our new quarters we feel that we should get better acquainted with the many friends we have all over the country and in foreign countries by running our first annual sale. During the time of this sale we are going to feature some of the best games and will offer them at prices to out-of-town ops which will certainly bring them to a better acquaintanceship with our service and with the manner in which we recondition our games."

Poster Demand Is Sign of Approval

NEWARK, N. J., June 4.—Irv Orenstein is said to have started something here when he announced that his firm, Hercules Machine Exchange, Inc., would offer a series of posters for operators that could be used with their machines on the locations and that would work for better public relations.

He says: "From the moment this announcement appeared in *The Billboard* we were swamped with requests for further details. Not only are we encouraged but we believe that the operator has learned the value of getting the public on his side and having public opinion as a friend.

"Some operators have already told us that they would use one of these beautiful posters on each location. They intend to tack them on the wall right above their games so that the public will find them most conspicuous. The posters will explain the help which the

coin machine industry has generally given; its efforts to eliminate unemployment and depression; what it has accomplished in bringing the public economical entertainment; the many people who benefit from the industry, etc.

"Tho we in the industry are well acquainted with these facts, they have been distorted by some and others are entirely ignorant of them. Our belief is that bringing them home to the public these posters will be of tremendous benefit for the entire industry," Orenstein concluded.

Oriole Says New Plan Almost Ready

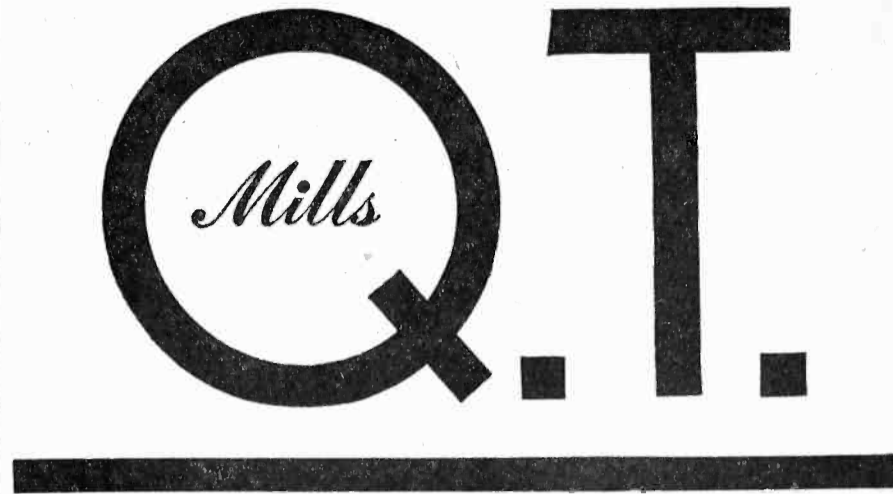
BALTIMORE, June 4.—Eddie V. Ross, president of Oriole Coin Machine Corp., reports that "the new plan which we have been promising operators is now nearing completion. We have been at work on it for the past two months. Every part of the plan has been carefully studied by experts whom we employed and we believe that operators will agree with us on its unusual merit and the fact that it brings a brand-new and most opportune way for everyone to be assured of better business relationships."

The entire organization, Ross stated, will be using the new plan as soon as it is ready. Operators in Buffalo, Pittsburgh and Washington will benefit just as much as will customers dealing with the office here. B. B. Barber, of Oriole, has been placed in full charge of the workings of the plan at the Baltimore offices and is preparing the first announcement to operators everywhere in the country.

Ideal Novelty Is Planning Big Sale

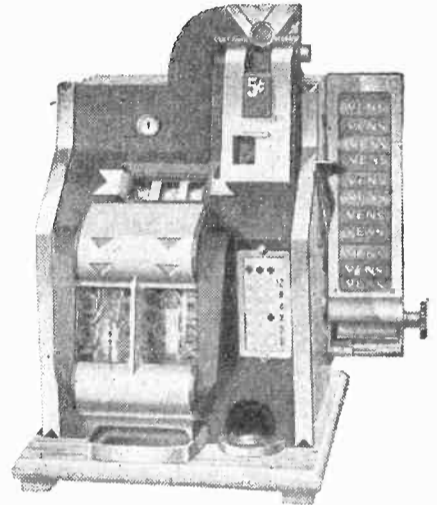
ST. LOUIS, June 4.—Carl F. Trippe, of Ideal Novelty Co., says his firm is looking forward to some excellent new products to be put on the market and that he will be ready to supply operators with "the very latest."

In order to prepare for new products a "pre-summer sale" of used games is planned for announcement within a few



Mills Q.T. Vender is made for 1c, 5c or 10c play—and guarantees the fastest action of any counter machine ever made. It weighs only 36 lbs., and occupies only a square foot of space. Completely automatic, with dazzling, large, double jackpot. There are plenty of Q.T. locations in your town. Q.T. is low-priced!

Mills Novelty Company
4100 Fullerton Ave., Chicago



BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00

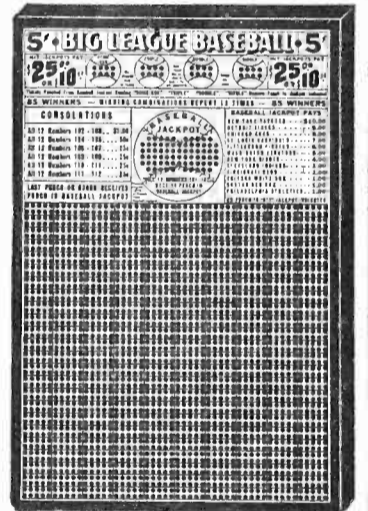
No. 2415 2400 Holes
Takes in \$120.00
Average Payout 58.99

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
Get Our New Low Prices. Only \$4.94
Plus 10% Tax

HARLICH MFG. CO.

1413 W. Jackson Blvd., Chicago, Illinois.



days. It will be a mammoth sale, according to Trippe, and every machine offered will be a real bargain.

Games Boost Trade In Retail Stores

CANTON, O., June 4.—Coin machine operators in the Canton district report that the corner drug store has proved profitable for certain types of coin machines, particularly the baseball games, many of which are getting good play hereabouts.

E. P. Galloway, manager of the Galloway Drug Co. here, revealed that a baseball machine placed just inside the entrance to his store grossed a huge sum in 60 days, which is regarded as excellent because it is a neighborhood drug store and more than a mile from the downtown business district.

While certain types of coin machines are under ban here, no effort has been made to molest operators of these machines, which are regarded as a game of skill. Galloway declared that the machine proved a good business stimulator, as the majority of those who came in to play the game usually bought something before they left.

- 2—5c Watling T. J.—Front Mint Vender.
 - 1—5c Watling Blue Seal—S. J.
 - 1—5c Watling Treasure—T. J.
 - 2—5c Watling—T. J.
 - 1—5c Caille—Round J. P.
 - 1—5c Caille—Square J. P.
- \$15.00 Each**
- 7—5c Mills Futurities.
 - 2—25c Mills Futurities.) \$37.50 Ea.
 - 2—Ray's Tracks. \$89.50 Ea.
 - 3—Hold and Draws.) 5.00 Ea.
 - 3—Reel 21.
 - Weighted Safe Stands 6.00 Ea.
 - Weighted Safe Stands 10.50 Ea.
 - Single Safe Cabinets 15.00 Ea.
 - Double Safe Cabinets of Heavy Steel.. 45.00 Ea.
- Write for Descriptive Literature on our new ROLL-A-ROUND all heavy steel hi-Jack proof Slot Machine Cabinets.

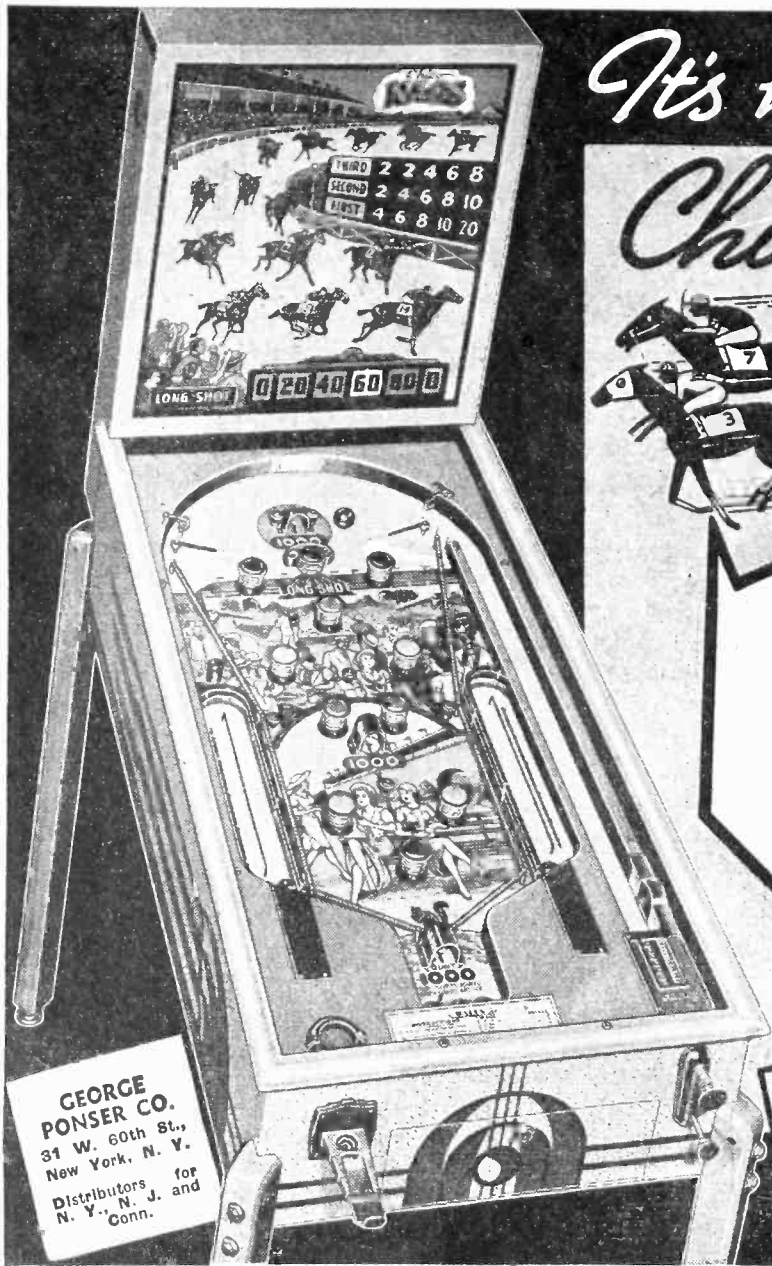
THE STARK NOVELTY CO.
1510 Tuscarawas St., W., Canton, O.

METAL SLOTTED COIN COUNTER
SAMPLE 75c
10 or More, 65c Each.
Polished Aluminum; stamped gauge marks. See slugs through slot! Lasts a LIFETIME!
(For Pennies Only.)
Star Mfg. Co. Kansas City, Mo.

Send your correspondence to advertisers by mentioning *The Billboard*.



C. M. McDANIEL (left), of Enid (Okla.) Mint Co., snapped during recent visit to Bally Mfg. Co. to arrange shipments of Bally Reserve games.



It's here! CHICAGO COIN'S New

Chico NAGS

- 5 HITS REGISTER ONE ADVANCE
- FIRST, SECOND AND THIRD AWARDS
- LONG SHOT BUMPER DOUBLES
- CAN BE PLAYED AS HIGH SCORE GAME

When lights are lit and ball goes thru lower tunnel, an extra lap (1000 points) is added. Also odds flicker and change.

\$74.50
F. O. B. CHICAGO

Order Today
IMMEDIATE DELIVERY

FIESTA
\$74.50
F. O. B. Chicago.

CHICAGO COIN
MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD. CHICAGO ILL.

GEORGE PONSER CO.
31 W. 60th St.,
New York, N. Y.
Distributors for
N. Y., N. J. and
Conn.

BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price \$1.32

The BIG HIT-400 Hole-Form 3625 Takes in \$20.00 Pays average \$9.16 Price \$0.76 1/2

Add 10% Federal Tax to All Prices.

CHAS. A. BREWER & SONS
"The Largest Board and Card House in the World"
6320-32 Harvard Ave. CHICAGO, U.S.A.

Suggests Repair Kinks Column

"To the Editor: Just a word to tell you that I appreciate the amusement machine section. Have you ever thought of putting in a page of kinks-repair helps or trouble-shooter column? Something to help the repair man's and service man's end of the game? I think a column devoted to helps, service suggestions and general upkeep of venders, amusement games, phonos, etc., would find a lot of appreciative readers.

"I like your editorials. Would like to see more about phonos and music.—C. A. Small, Maine."

Editor's Note: We would be only too glad to publish any and all material we could get on ideas for repairs, operating methods, etc. But it seems that men who are good at mechanical things either don't want to write or can't. We have only been able thus far to find two expert repair men in the trade who can really put their ideas on paper. And they seem too busy to write.

Proof

"... this is the first time I've ever written anyone in this business a letter of praise. But, your swell service and perfect machines warrants it. So just put my name down in your book as a regular customer from now on. Just a guy who was smart enough to take a chance and try Oriole."

NEXT TIME TRY...
ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.
— ALSO AT —
Pittsburgh • Washington • Buffalo

110 VOLTS AC ANYWHERE!

WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Furnish standard 110 AC 60 cycles for operating sound trucks, coin operated music machines, motion pictures, AC radios, flood lights, etc.

350 Watts 110 AC, JR43	\$ 89.50
550 Watts 110 AC, JR55	130.00
1000 Watts 110 AC, 26AL	228.00

KATOLIGHTO, Mankato, Minnesota, U. S. A.

SEASON'S END SALE---MILLS 1-2-3 TABLES

Clean and in good working order, with new Payout Units, \$70.00, F. O. B. Miami.

PHOTOMATIC — 10c Play. Complete with all equipment, Special Interior Cabinet, Photoframes, Chemicals, Rotoscope. Cost over \$1,000. Used six weeks. Make offer, cash or trade. Write or wire.

BILL FREY, INC., Miami, Florida

Have Many Others.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
H. C. Evans & Co.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.		

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

Expanding Sales On Open Season

SANDUSKY, O., June 4.—Erie Automatic Mfg. Co. here is working its employees full time in an effort to take care of the unprecedented demand for its penny machine, Open Season, on which distribution recently was started in the Middle West. H. S. Suhren, an official of the company, reports that orders are being received at the factory for more machines than can be turned out under normal operating conditions.

Heavy demand, he said, is coming from operators of amusement park sportlands and penny arcade owners who have out units under canvas with carnivals this summer. There also has been much demand from the cities throught the country, Suhren said.

MACHINE CLOSEOUTS

Home Stretch . . . \$12.50	Jennings Chief (Late) . \$32.50
Ski-Hi 34.50	Paces Races (Recondi- tioned) 85.00
Running Wild . . . 12.50	Bally Entry Brand New . . . 79.50
Bally Booster . . . 13.50	Tom Mix Rifle . . . 94.50
Batter Up 12.50	
Preakness 29.50	
Derby Day (Clock) 27.50	

Write for Other Bargains. 1/3 Deposit with order. Ref. Genco Co., Chicago.
ROBINSON SALES CO.
2895 Grand River Ave., Detroit, Mich.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

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 pin games offered subject to prior sale:

- 1 Mills Big Race \$80.00
- 4 Caroms 12.50
- 4 Air Races 12.50
- 1 Golden Wheel 25.00
- 2 Jennings De Luxe Sportsman \$20.00
- 1 Mills Golf Ball \$125.00
- 1 World Series, like new 135.00
- 1 Buckley's Flashing Ivorys 5c ch. sep., like new 170.00

These machines have been reconditioned mechanically and appearance guaranteed like new.

- 6 Paces Races, 30 to 1 ch. sep. 5c play. Serials 5310, 5315, 5334, 5307, 5346, 5387. Each \$200.00
- 3 Paces Races, 30 to 1 ch. sep. 5c play. Serials 5263, 5293, 5164. Each 190.00
- 1 Paces Races, 20 to 1 ch. sep. 5c play. Serial 2245 100.00
- 1 Paces Races, 20 to 1 cash payout. No. 3764. 5c play—179.50
- 4 Paces Races, 5c play cash pay. Serials over 2000. Each 85.00

Order sample Electric Grille for \$10.00. If not satisfactory return same and we will refund your money. These grilles will fit any model phonograph.

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 21, 1938.

We will trade your brand new Rock-Ola Monarchs, Windsors 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 separator and lowest allowance you will accept for same delivered to us in Richmond, charges prepaid.

MOSELEY VEND. MACH. EX. Inc.
20 Broad St., Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328

Machine Age

DETROIT, June 4.—This industrial city where employment conditions are so quickly reflected in the intake of coin-operated machines of all kinds broadcast a new example of the machine age a few days ago—with all of its implications for speeding up production, replacing men with machines, etc.

The story is that of a new tire plant in which Henry Ford expects to produce a complete automobile tire within four hours from the time the crude rubber arrives from the East Indies, which is now in operation in Dearborn. E. F. Wait, plant manager, said that tire making in many factories now requires a week. Automatic handling of materials in the \$5,600,000 Ford plant, which spreads over four and a half acres, is credited for the speed.

With the exception of rubber, Mr. Wait said, all ingredients are weighed or measured automatically. Production is routed straight from the hold of the rubber-carrying ships to the delivery truck. Materials are elevated or pumped to the top floor and fed down thru the processing machinery.

The plant now produces about 4,000 tires for each eight-hour shift. When fully completed the factory will produce 6,000 tires every eight hours.

Dial Selector Is Come-On Feature

CHICAGO, June 4.—A. S. Douglas, president of Daval Mfg. Co., reports that the new counter game Track Reels is meeting an unusual demand because "the dial selector on Track Reels is not only the greatest come-on feature which we have built into a counter game but it also offers the player a real choice."

He continued: "The player today wants every advantage he can get. He wants to feel that the game is giving him all the necessary opportunity to test his luck and skill. To meet this angle we so designed Track Reels that its main feature as well as the most prominent part of the machine is the large selector dial.

"Leading operators have reported to us that even the usual nonplayers of games on their locations will start twisting the dial and before they themselves know it will be dropping coins into the machine to see whether they made the right selection. This dial gives a radiolike feel to game. The public has become accustomed to dials. They turn this one as they would a radio selector dial. They simply love to finger it and then drop in a coin and press down the handle.

"We believe that this come-on action is what gets the big play on any location. Even the location owners where we placed test machines started turning the dial almost the moment we had the game on the counter. Every live distributor in the country is now stocking up on Track Reels. Production is being speeded to meet demand," he concluded.



JIM BUCKLEY, Bally general sales manager, and Archie Berger (right), field assistant to Jack Fitzgibbons, New York, grab a few quick calories via a Hot-Vender popcorn vender.

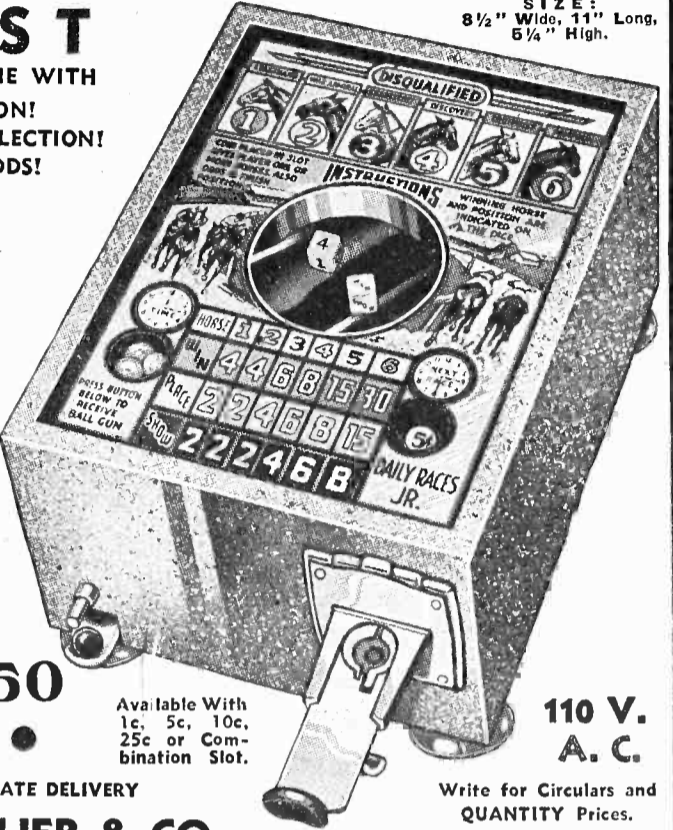
DAILY RACES Jr.

AMAZING NEW COUNTER GAME!

Midget edition of the famous DAILY RACES with Every Feature Except Automatic Payout!

- FIRST**
COUNTER GAME WITH
- ★ ILLUMINATION!
 - ★ MYSTERY SELECTION!
 - ★ MYSTERY ODDS!

The new idea of 1938! Coin brings up one or more horses, finish position and odds, all illuminated! Two dice are automatically agitated—one shows winning horse, the other shows finish position to win! Odds, 2-1 to 30-1! Ball Gum Attachment can be filled without opening machine! ABT Slot, last coin visible and illuminated! Anti-Tilt. Large Cash Box, fool-proof lock—dozens of other features!



SIZE: 8 1/2" Wide, 11" Long, 5 1/4" High.

\$24.50

Available With 1c, 5c, 10c, 25c or Combination Slot.

110 V. A. C.

IMMEDIATE DELIVERY
D. GOTTLIEB & CO., 2736-42 N. Paulina St., CHICAGO

Write for Circulars and QUANTITY Prices.

GUARANTEED

- 1/3 Deposit, Balance C. O. D.
- Fairgrounds \$79.50
 - Multiple Races 79.50
 - Ak-Sar-Ben 79.50
 - Paddles 65.00
 - Horsehoas 52.50
 - Derby Day, Clock 28.50
 - Derby Day, no Clock 22.50
 - Speed King, Clock 28.50
 - College Foot-ball, Clock 28.50
 - Latonia 25.00
 - Golden Wheel 25.00
 - Turf Champs 22.50
 - Foto Finish \$22.50
 - Racing Form 22.50
 - Hit Parade 22.50
 - Grand Prize, Western's 19.50
 - Classic 19.50
 - Carom 19.50
 - Top 'Em 15.00
 - Daily Races, Mystery 15.00
 - Royal Races 12.50
 - Springtime 12.50
 - Skipper 12.00
 - Air Derby 10.00
 - Winner 10.00
 - Ten Grand, electropak 10.00

Gottlieb's Giant Gripper, floor samples, \$8.00.

Large Assortment of Slots from \$10.00 to \$25.00 each.

MILWAUKEE COIN MACHINE CO.
2816 W. North Ave., - Milwaukee, Wis.

SALESBOARD OPERATORS

Read

"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

McCALL'S SPECIAL SALE

- COUNTER GAMES.
- Bally Baby \$ 7.50
 - Bell Slides 12.50
 - Dixie Dom 7.50
 - Inoes 5.50
 - Dicette "21" 3.50
 - Draw 5.50
 - High Stakes 6.50
 - Half Mile 6.50
 - High Ten 3.50
 - High Tension 3.50
 - Puritan Tender \$ 5.50
 - Mold & Draw 5.50
 - Royal Flush 12.50
 - Reel Spot 9.50
 - Win-A-Pack 6.50
 - Western Horses, new 12.50
 - Western Cigarette, new 9.50
- 1/3 deposit, Balance C. O. D.
WE BUY, SELL OR EXCHANGE.
3147 Locust St., St. Louis, Mo. **McCALL NOVELTY CO.**

1c O-T with stands \$35.00

F. O. B. New Richland, Wis. 1/3 Deposit with Order, Balance C. O. D. USED ONLY 10 DAYS. Serials Over 17000.

WRITE FOR PRICES ON NEW AND USED PHONOGRAPHS SLOT MACHINES PIN GAMES COUNTER GAMES

All Guaranteed First-Class Condition!

La Beau Novelty Sales Co

HOUSE OF QUALITY
1946 UNIVERSITY AVE. SAINT PAUL, MINN.



Archie LaBeau

CHANGE YOUR MILLS DOUBLE JACKPOT MACHINES INTO SINGLES

No need to buy new machines—a screw-driver and a Buckeye Attachment will convert Mills Double Blue Fronts, War Eagles and Gold Awards into single jackpot machines. No drilling necessary. Perfect fit. Each attachment matches the machine perfectly—cannot be told from factory built model. Order a sample TODAY, \$2.00. Be sure to specify machine you want it for. Save money by ordering in quantities, lot prices on request.

BUCKEYE VENDING CO.
492 S. HIGH ST. COLUMBUS, OHIO

WURLITZER \$159.50 ea.

— 616 — (Lots of 10)

SINGLE MACHINE—\$169.50. 616A—\$189.50. P12—\$84.50. 716—\$159.50
ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.
ROWE ARISTOCRAT (8 Columns) \$22.50
STEWART & MCGUIRE (8 Columns) \$27.50
NATIONAL 1937-9-30 \$74.50

KEENEY'S **BOWLETTE \$49.50**
(PRACTICALLY NEW)
50% Deposit, Balance C. O. D.

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

CONSOLE BASEBALL



**An Actual
BASEBALL
GAME**

**EVERY PLAY
REGISTERS!**

**3 OUTS—NOT
15 BALLS**

100% LEGAL
EVERYWHERE
32" Wide—44"
Long—54"
High.
What a "Buy" at
OUR LOW PRICE

Accurate,
Dependable
Payout
Register,
\$12.50
Additional.

\$169.50
TAX PAID
F. O. B.
CHICAGO



ASCOT DERBY

"Free Game"

It's the Money Winning Game
of Coindom!
EQUIPPED WITH POSITIVE
AWARD REGISTER
1, 2 or 5-BALL PLAY.
25" Wide — 50" Long.
PRICED FAR BELOW ITS
VALUE at

\$139.50
F. O. B.
CHICAGO
TAX PAID

4-COIN
MULTIPLE
\$20 Additional

"I think so much of the tremendous earning power of Jimmy Johnson's BASEBALL that I am selling them on a convenient time-payment plan to all operators."—GEORGE PONSER.

GEORGE PONSER ORGANIZATION
33 W. 60th St., NEW YORK CITY. | 11-15 E. Runyon St., NEWARK, N. J. | 1435 Bedford Ave., BROOKLYN, N. Y. | 900 No. Franklin, PHILA., PA.

WESTERN EQUIPMENT & SUPPLY CO.
Jimmy Johnson
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

PERFECT PROTECTION FOR YOUR SLOTS

NEW! — Nothing like it! Heavy steel construction that defies any hi-jacking attempts. With these safes your worries are over. Send for complete information today.

BARGAINS IN USED MACHINES		COUNTER GAMES	
5c Mills Futurity	\$ 47.50	Races	\$ 5.00
25c Mills Futurity	47.50	Steeplechase	8.00
New 5c Superior Gold	37.50	Race Horse	15.00
Award DJ	37.50	Jennings 5c Puritan Girl	10.00
New 1c Superior Gold	37.50	Draw 21	7.50
Award DJ	37.50	Arithmetic	5.00
5c Superior Gold Award	22.50	Groetchen Cigarette	7.50
DJ	22.50	Superior Cigarette	7.50
1c Superior Gold Award	22.50	New Superior Cigarette	10.00
DJ	22.50	A.B.T. Gun Targets 1c	7.50
1c Jennings Dukes	12.50	A.B.T. Pool Tables 1c	7.50
Jackpots	12.50	1c Ball Gum Machines	3.00
10c Mills Blue Fronts	47.50	1c Peanut Machines	3.00 up
5c Mills Jackpots	\$15.00 up	1c & 5c Master Peanut	6.00
5c Jennings Jackpots	15.00 up	Machines	6.00
One Brand New Jennings	5 & 10c Slot Cigarette	Peanut Machine Stands	2.00
Machine	\$175.00		
1c Q. T.	30.00		
5c Paces Races, 20-1	135.00		
5c Genco 14-ft. Skee-ball	42.50		

SEND CASH OR 1/3 DEPOSIT, BALANCE C. O. D.

BUCKEYE VENDING COMPANY, 492 S. High St., COLUMBUS, OHIO

STOP HERE

READ AND RUSH YOUR ORDER.

AK-SAR-BEN	\$89.50	DERBY DAY	\$22.50	PREAKNESS	\$27.50
BALLY BASKET	50.00	BALLY DERBY	10.50	REEL SPOTS	12.50
BALLY ENTRY	89.50	FAIRGROUNDS	69.50	REEL 21	4.90
BAZAAR	32.50	GOLDEN WHEEL	20.00	SPORT PAGES	125.00
BEAT-EM	15.00	HANDICAPPER	79.50	STABLES	65.00
CHALLENGER	10.50	MULTI RACES	79.50	TURF CHAMP	17.95
CENT-A-PAK	4.90	PARLAY	10.50	WINNER	21.50
CLASSIC	19.50	FOTO-FINISH	24.95	BALLOT	14.95
DAILY RACES	14.50	POST TIME	17.50	VELVET	9.50

All Are Used Machines, Good Condition. Limited Quantity. All Subject to Prior Sale, so Wire or Mail Order Quickly. TERMS: 1/3 With Order, Balance C. O. D., F. O. B. Houston.

STELLE & HORTON 1515 Louisiana, HOUSTON, TEX. 822 Carondelet St., NEW ORLEANS, LA.

*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 \$26.80, leaving \$40.00 profit. Operators' price \$7.50 for sample, \$7.00 in lots of 10 or more. The best money-maker of the year! Order now.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

Western's Derby Follows Baseball

(New Game)

CHICAGO, June 4.—"In addition to Baseball our new 'free-game' table, Ascot Derby, is burning up the road to greater profit records for operators in every section of the country," said Jimmy Johnson, of Western Equipment and Supply Co.

"These operators report it is one of the most powerful 'free-game' tables ever built. Ascot Derby may be obtained in one, two and five-ball play and is now offered in a four-coin multiple model for a slight additional cost. One of the biggest reasons for Ascot Derby's success is the fact that it combines a fast, flashy pin-game action with all the thrills of horse racing. Because of this it appeals tremendously to players on locations everywhere and is the center of attraction on locations. Yes, it's earning power and mechanical dependability have definitely been proved to operators everywhere. And to further protect operators Western Equipment and Supply Co. has equipped Ascot Derby with a positive award register."

GUARANTEED BARGAINS

Every Machine Reconditioned Like New

PHONOGRAPHS		NOVELTY GAMES	
2—Wurlitzer P-12	\$ 77.50	Bumpers	\$10.00
2—Wurlitzer P-30	82.50	3 Stars	9.00
20—Wurlitzer 412s & 312s	104.50	Rnd. World	12.50
1—Seeburg Symphonola De Luxe	77.50	Auto Derby	12.50
		Chico Derby	17.50
		Track Meet	22.50
		Dux	\$24.50
		Madcap	5.00
		Stoner's Races	5.00
		Tackle	5.00
		Gusher	5.00
		Daytona	12.50
		Entry	\$ 74.50
		Bells	12.50
		Gold Wheel	24.50
		Preakness	29.50
		Turf Champ	27.50
		Latoria	22.50
		Multiples	12.50
		Stables	57.50
		Ray's Track	72.50
		Flashing Thru	57.50
		Evans Keeno	52.50
		Tanforan	52.50
		Dark Horses	62.50
		Racing Form	29.50

Terms 1/3 With Order, Bal. C. O. D.
AUTOMATIC AMUSEMENT CO
1000 Pennsylvania St., Evansville, Ind.

America's Largest Distributor—Offers

REBUILT SLOTS

5c BLUE FRONTS, D. J.	\$42.50
10c BLUE FRONTS, D. J.	45.00
25c BLUE FRONTS, D. J.	47.50
5c WATLING ROLL-A-TOP	27.50
5c JENNINGS CHIEFS	29.50
10c JENNINGS CHIEFS (late model)	34.50
5c BLUE FRONT, single jack	49.50
5c WAR EAGLE	32.50

Hot off the press! Our new, beautifully colored price bulletin listing pay tables, novelty games, counter games, consoles, slots and phonographs. Write for your copy now.

ATLAS NOVELTY CO.

2200 N. Western Ave., Chicago. Branches in Pittsburgh, Pa.; Miami, Fla.

\$250 SKEE BALLS NOW \$30

1936 Full Size Wurlitzer Nickel Slot Skee Balls, in excellent condition, \$30 F. O. B. Buffalo, un-erated. Should pay for themselves in a few weeks.

H. L. BARBER

810 Liberty Bank Bldg., Buffalo, N. Y.



HERE'S HARRY DROLLINGER (right) and Ted Frystak, demonstrator, with the Singing Tower as they tour thru Texas with music.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

WE CARRY THE LARGEST COIN OPERATED STOCK IN AMERICA

YOUR MONEY CHEERFULLY REFUNDED IF NOT COMPLETELY SATISFIED

SATISFACTION GUARANTEED

30 GRIPPERS
3 WAY **\$9.95**

ONE BALLS
FOTO FINISH\$27.50
PREVIEW 12.95
CLASSIC 19.95
GOLDEN WHEEL..... 26.50
RACING FORM 29.50
SPORTSMAN DELUXE 29.50
PREAKNESS 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
RELANCE, 5-25c... 22.50
CHIEFS 37.50
COMET ALL STAR... 37.50
COMET FRONT VNDR. 32.50
BLUE FRONT 39.50

MISCELLANEOUS
PACES—20-1\$119.50
PACES—30-1 129.50
MILLS CRAP GAME. 97.50
SEEBURG RAYOLITE 139.50

500 Phonographs Write for Prices.

NEW DAVAL'S BELL SLIDE
Reg. \$29.75—now...\$19.75

Bets Go on Under Constitution Ban

NEW YORK, June 4.—While voters of New York State are hearing so much about legalizing lotteries and perhaps other forms of gambling, *The New York Times* in its editorial section Sunday, May 29, 1938, publishes another article on the prevalence of gambling in the State. The article is not meant to be controversial, but is factual. It describes conditions, betting on races, policy games, sweepstakes popularity and the like, but makes no reference in any way to any type of coin-operated machines.

"What shall we do about gambling?" is the introductory question. "The question has been vigorously debated for generations. Recently it came up in the New York State Constitutional Convention. The problem is not one of morals only, but of economics, because in the country as a whole it is estimated that about \$3,000,000,000 a year changes hands as a result of the many forms of gambling.

"The New York Constitution provides . . . nor shall any lottery or the sale of lottery tickets, pool selling, bookmaking or any other kind of gambling hereafter be authorized or allowed within this State."

"Yet," says *The New York Times*, "scenes such as these that follow (referring to pictures of gambling places) occur every day in New York and in many other cities of the country."

Lane Proves He Can Make 16 Runs

NEW YORK, June 4.—Bert Lane, sales manager of the George Ponsler Co. of New York, had to do a "Babe Ruth" in a pinch this week when a tough buyer challenged him to prove that Jimmy Johnson's Baseball game is a real skill game.

Said the buyer, after a few games in which he couldn't make a big score: "Bert, this is a swell number, but I don't think the players can hit high scores. Show me that you can make 10 runs and I'll buy one right now!"

Said Lane: "Ten runs? Why, that's a snap! Practice makes perfect on a skill game, m'friend—and Baseball is a great skill game, made for the boys who love to shoot 'em careful-like."

Whereupon Lane stepped up to bat and proceeded with the greatset of ease to send 16 runs across the plate, four of them from a terrific home run with the bases loaded and two out.

"You win," said Mr. I'm From Missouri, "here's my order. And I think I'll be back for more!"



A SOUTHERNER and a Westerner get together and agree that Wurlitzer's console Model 50 is a boon for locations with limited floor space. Kneeling is H. F. Moseley, Moseley Vending Machine Co., Richmond, Va. Standing is E. T. Maape, Wurlitzer San Francisco distrib.



Evans' 1938
GALLOPING DOMINOS

Great claims don't make great games! You've got to look at the record!

For 2 solid years, Galloping Dominos has outearned, outplayed and outsold every other game in its class! 1938 model, equipped with exclusive NEW features, stands absolutely above comparison!

Evans NEW Legalizing Feature! Skill attachment conforming to requirements in many territories. An added feature styled in the modern design of the cabinet.

Evans' NEW gyp-proof 7-coin head gives you multiple earnings without grief. Last 3 coins visible. NEW silent-action mechanism! Giant Power Pak. Many other features! Precision-engineered, perfect performance unconditionally guaranteed!

Don't be misled by talk! This proven king of consoles assures you top profits!

AT YOUR JOBBER OR WRITE,
WIRE OR PHONE
HAYMARKET 7630



OTHER EVANS' HITS
SKILLO & BANG TAILS
ROLLETTA JR.
Write for Details.

H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO

OKLAHOMA OPERATORS!

Get in the Big Money With
BALLY RESERVE
IMMEDIATE DELIVERY
From Our Oklahoma City Stock

Also New Bambino Bumper
Baseball Novelty Sensation
Sport Page Multiple One-Shot
and Other Bally Hits

Contact Us for a Better Deal!

ENID MINT CO.
ENID, OKLA.



SPARKS TOKEN PAYOUT \$37.50
Operators in our Southwest territory report phenomenal earnings from these SPARKS AUTOMATIC payout games. Legal Gum Vender, Beer, Horse or Cigarette Reels. Penny or nickel play. ORDER YOUR SAMPLE SPARKS AT ONCE—your money refunded if not satisfied.



2 WINNERS

GINGER Token Payout \$27.50

Snappiest automatic payout machine in lowest price field. Operator has perfect control and check over payout percentage by assorting tokens worth from 1 to 10 packs of cigarettes. You will operate GINGERS for many years to come.

Token Payout Means "Certified Payout"

BOYLE AMUSEMENT CO.
522 N. W. THIRD ST. OKLAHOMA CITY, OKLA.



TWO HITS

BASEBALL	PLAY BALL
1,000 Holes.	600 Holes.
Takes In\$50.00	Takes In\$30.00
Pays Out 24.65	Pays Out 15.25
Featuring 1 \$10, 1 \$5.00	Featuring 2 \$5.00.
Now Only \$1.72 Plus 10% Tax.	Now Only \$1.14 Plus 10% Tax.

NEW LOW PRICES NOW IN EFFECT
Ask for Our New, Low Price List.

GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.

WANT TO BUY

BEST PRICES PAID FOR

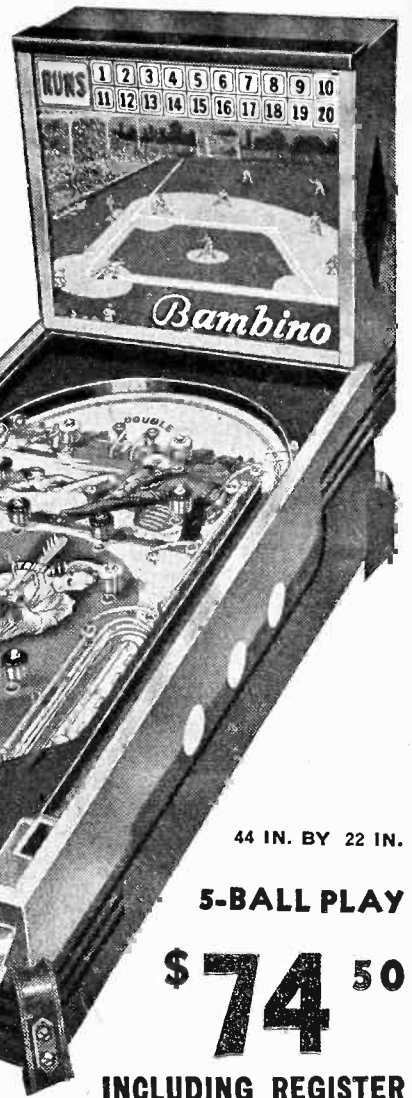
KEENEY'S LATE TRACK TIMES —
FAIR GROUNDS — SPORT PAGES —
FLEETWOODS — MILLS CHERRY
BELLS — PENNY PACKS — PREAK-
NESS — BALLY LINCOLN FIELDS —
BALLY SKILL FIELDS — JENNINGS
LIBERTY BELLS — BALLY ENTRIES
— BALLY RESERVES.

WE BUY, SELL OR EXCHANGE.

3147 Locust St. St. Louis, Mo. **CALL NOVELTY CO.**

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

Bally BAMBINO



BUMPER ACTION! BASEBALL THRILLS!
PLAYERS RUN BASES ON FLASH-ACTION BACKBOARD
EVERY AWARD METERED! 100% PROTECTION!

Thousands already on location . . . proving as big a hit in regular novelty class as Bally Reserve is in "reserve" class!
 Order yours today!

\$10.00
 \$2.50-\$5.00-\$7.50
BANK NIGHT
 AWARD CARDS



BALLY RESERVE

● Only 5-ball novelty game ever operated 2 to 4 machines per location . . . with earnings equal to payout profits! There's a reason . . . write for CONFIDENTIAL details today!

Write for circulars on SPORT PAGE, MILLWHEEL, LITE-A-PAX, LINCOLN FIELDS, etc.

BALLY MFG. COMPANY
 2640 Belmont Ave., Chicago, Ill.

44 IN. BY 22 IN.

5-BALL PLAY

\$74⁵⁰

INCLUDING REGISTER
 F. O. B. CHICAGO

\$99.50
 FREE PLAY
 MODEL \$103.50
 F. O. B. Chicago

Sommer To Carry Plans to Miami

NEW YORK, June 4.—During his visit to the headquarters of Modern Vending Co. here Irv Sommer is making new plans which he will introduce in his Miami Beach office and which he believes will have an unusually fine effect on the service and sales of the firm.

Sommer stated: "Action at our headquarters is always speedy. A visit here always helps me. The men have accumulated some really fine ideas and have gone ahead at a rapid rate. Both Nat and Harry are true leaders of our headquarters office and are showing the way to the ops here with some of the best ideas in the history of the industry. Their understanding of the problems which the operators have to contend with and their solutions of these problems has gained them a great deal of praise from everyone all over the country.

"In a few more weeks I will again return to our Miami Beach offices and will take back some of the best ideas that we have found to be successful in New York. Some of these are no doubt going to tremendously help us."



TRACK REELS

AMAZING NEW DIAL SELECTION!

A great little winner offered by Sicking. Odds from 2 to 1 up to 20 to 1. 4-way play with Win-Place-Show features. Equipped with special turntable at no extra cost.

ONLY \$19.95
 Tax Paid

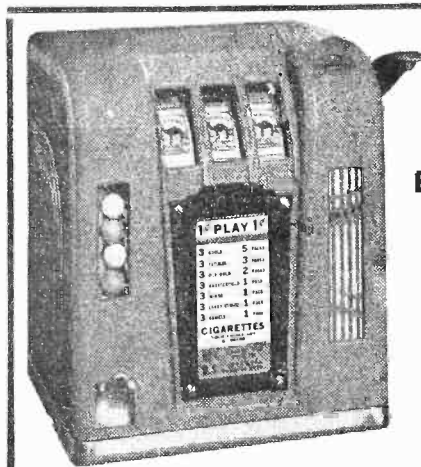
SICKING • 1922 FREEMAN CINCINNATI

New Counter Game For Outdoor Season

PHILADELPHIA, June 4.—I. H. Rothstein, president of Banner Specialty Co., reports that "the new Daval counter game Track Reels comes to the market at a most opportune time and opens a great profit field for the summer season.

"We have been urging Daval to build a new counter game for us for some time. Operators have always made money with counter games, and especially during the outdoor season have such games proved themselves the greatest revenue producers."

Rothstein expects the game to be the leading feature at each of his offices, "for Track Reels is the type of counter game that our firm always sponsors for our trade," he says.

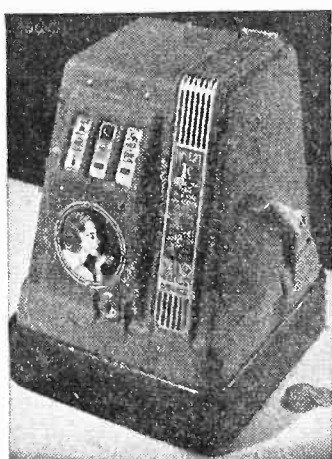


BALL GUM

150 a Box (100 Pieces)
 Case Lots (100 Boxes)
\$12.00

MINTS

100 Rolls, 75c. Case (1000 Rolls)
\$8.50

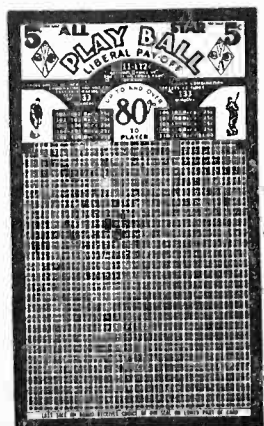


GINGER TOKEN PAYOUT \$27.50 TAX PAID

Liveliest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator assorta tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

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 noise and are brought to a positive stop from which they cannot be shaken.

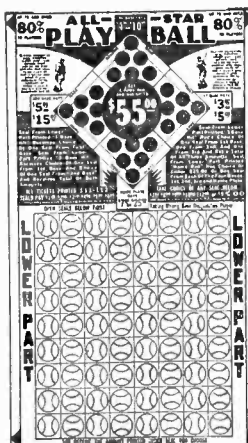
SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO



"Sock it out of the Park!" "All-Star"

The newest sensation in Barrel Board Deals! Made in either 2280-holes or 2520-holes size. Shows \$40.31 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.



McCall's Special Sale
 NOVELTY GAMES

Around the World . . . \$ 9.50	Excel . . . \$ 5.00
Auto Derby 15.00	Electric Scoreb'd. 9.50
Bally Booster 12.50	Fire Ball . . . 9.50
Batter Up. 12.50	Genco Foot-ball, 1937 12.50
Bally Bumper . . . 9.50	Held 'Em. . . 9.50
Chicago Express, 1938 28.50	Home Run. . . 9.50
East & West 9.50	Hand Ball . . . 9.50
	Ricochet . . . 9.50

Terms: 1/3 Deposit. Bal. C. O. D.
WE BUY, SELL OR EXCHANGE.
 3147 Locust St.,
 St. Louis, Mo. **McCALL NOVELTY CO.**

Register Now!



Mills Cherry Vender



Mills Future Play Side Vender



Mills Bonus Vender



Mills Golf Ball Vender

Merely signing the coupon below can mean extra thousands of dollars in profits and savings for you.

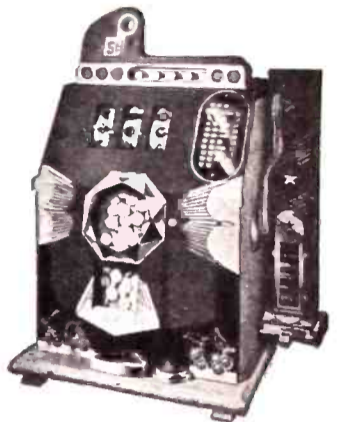
The Vending Machine Company is world famous for its immense distribution of coin operated machines. Our thousands of accounts will testify to the quality and money-making power of the merchandise we sell. Every one knows all too well how advantageous it is to be a VENDING MACHINE COMPANY CUSTOMER because of the constant stream of SENSATIONAL BARGAINS we are able to offer to our trade from week to week. Our motto is quick action and FAST TURNOVER. When you're buying brand-new merchandise, you get it at the lowest prices and with quickest delivery from us. Or if you're anxious for some juicy bargains in used machines, special lots or close-outs, you get offers

from us that sometimes take your breath away. We don't believe in dilly-dallying! If you want to buy, you get the price you can hardly refuse. If you want to sell to us—used machines or trades—we make allowances that produce INSTANT ACTION. Why not join our special circle of REGISTERED ACCOUNTS? If you are a REGISTERED ACCOUNT of the Vending Machine Company you have first access to all these offers, bargains, allowances, and first-hand information that means a decided business leverage for you. To become a REGISTERED ACCOUNT costs you nothing, entails no OBLIGATION EITHER NOW OR LATER. Just fill in and mail the COUPON at once.

VENDING MACHINE CO.

205-15 Franklin St.,

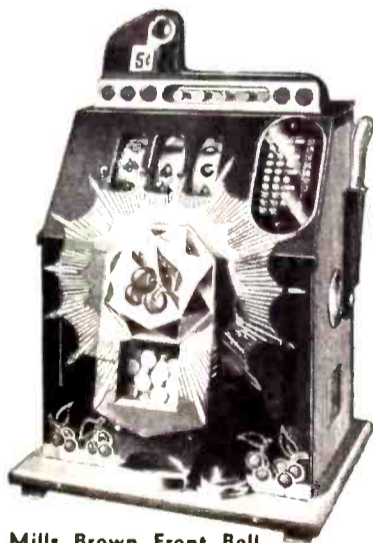
Fayetteville, North Carolina



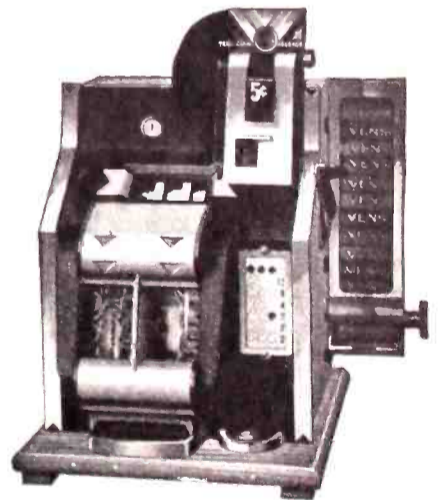
Mills Melon Vender



Mills Future Play Front Vender



Mills Brown Front Bell



Mills Q. T. Vender



Mills Club Bell

Pictured on this page you see a collection of Mills Novelty Company's machines, the world's finest money-making merchandise. We carry the largest stock of these machines in existence, give you instant delivery, and the lowest factory prices. Just register now and let us make a deal with you.

■■■■■■■■■■ CUT OFF HERE. FILL IN AND MAIL. ■■■■■■■■■■

Vending Machine Company, Fayetteville, N. C.

Attention Joe Calcutt.

Please list my name as a Registered Account. This involves no obligation on my part, and entitles me to first news on your various special offers, bargain close-outs, high trade allowances, and other money-making propositions.

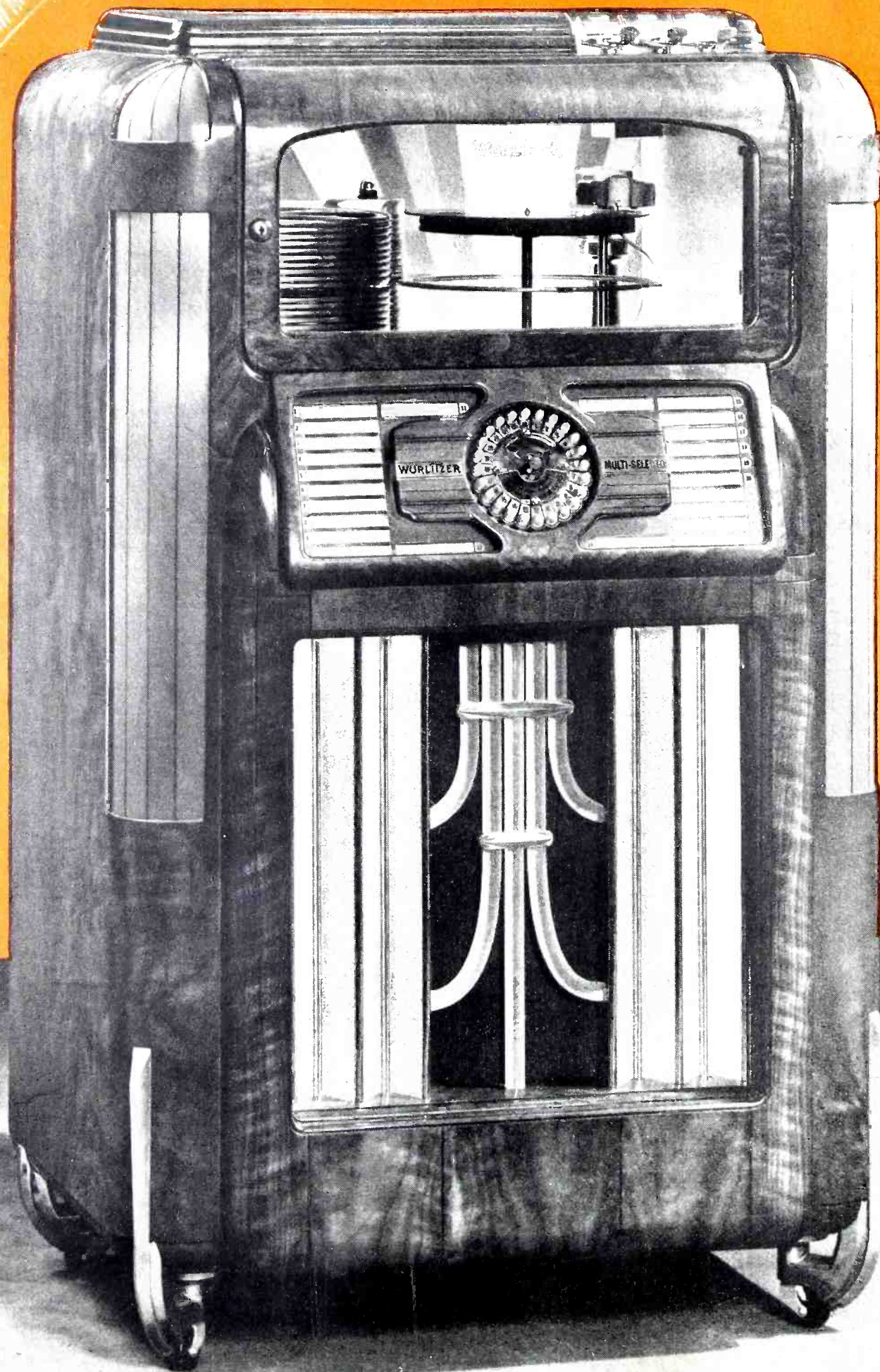
Name

Address

Town, State

NOTE: After filling in above, it might be a good idea to pin it to a letter and if you are in the market for anything in particular, write it down. We welcome questions, correspondence of all kinds. We're sure we can serve you satisfactorily.—JOE CALCUTT.

PATRONS EVERYWHERE SAY
 "We want 24 RECORDS"
 AND THAT MEANS
 "We want a WURLITZER"



People by the millions visit thousands of restaurants and taverns every night, coast to coast. They want musical entertainment, yet their musical tastes are widely varied.

Some like it hot—some like it sweet—some like instrumental novelties—some like old-time songs. Many locations get a big call for Old World music. Wurlitzer meets the public's demand for all these kinds of musical entertainment. Wurlitzer provides 24 records to select from . . . Wurlitzer has the capacity that lets you build a specially selected, extra profitable musical menu for every location.

Alert music operators realize that any full-size phonograph with less than 24 record selection is decidedly out-of-date. They know that when patrons and locations say "We want 24 records" the only profitable answer is the Wurlitzer Model 24—the finest reproducing instrument in automatic music history.

THE RUDOLPH WURLITZER COMPANY
 NORTH TONAWANDA, N. Y.

Canadian Factory:
 RCA-Victor Co., Ltd., Montreal, Quebec, Canada
 WBS-100

WURLITZER
 AUTOMATIC
 PHONOGRAPHS

*Bring the Music
 of Modern Masters
 to Millions*