

RADIO — STAGE — NIGHT SPOTS — OUTDOOR

JULY 23, 1938

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Billboard

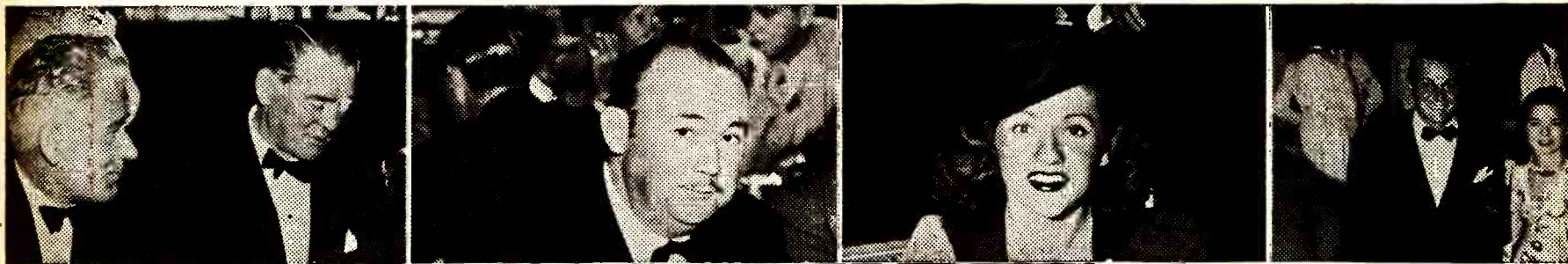
The World's Foremost Amusement Weekly



ETHEL BARRYMORE

CONSOLIDATED BAND BREAKS N.Y. RECORD

Celebrities at Henry Busse's Hotel New Yorker Opening . . .



HOTEL NEW YORKER

THIRTY-FOURTH STREET AT EIGHTH AVENUE, NEW YORK

OFFICE OF RALPH HITZ, PRESIDENT

June 29, 1938.

Mr. Henry Busse,
Hotel New Yorker,
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Dear Henry:

I thought you might be interested in knowing that your opening in our Summer Terrace has broken all previous records for this room.

This is particularly significant in view of the fact that we have had some of the topnotch bands in the country over a period of time.

May I take this opportunity to wish you continued success.

Cordially yours,

Ralph Hitz
RALPH HITZ

RH-re

"POPS" WHITEMAN led celebrities honoring Busse. Above are Jed Kiley, cafe king of Paris; Floyd Gibbons, Whiteman, Connie Boswell and Jon Hall, of "Hurricane," with his bride, Frances Langford, singing star.

WALTER WINCHELL

"NEW YORCHIDS To Henry Busse and his band at the New Yorker."

—N. Y. Daily Mirror

DAN WALKER

"Henry Busse's opening at the Hotel New Yorker brought out one of the most dazzling crowds of the season, including many members of cafe society who had never been south of 53d Street. . . ."

—N. Y. Daily News.

HENRY BUSSE

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July 23,
1938

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MUSIC MEN SING THE BLUES

Shows Move in As Wheat Area Puts on Boom

KANSAS CITY, Mo., July 16.—Rural residents throuth Missouri, Kansas, Nebraska and Oklahoma were receiving thousands of dollars in cash this week as the 1938 wheat harvest neared an end. Influx of coin served to open up new channels for traveling shows of all kinds, and many carnivals, circuses, tent and repertoire troupes were taking advantage of this section's sudden prosperity boom.

Largest show to move into this territory was Hagenbeck-Wallace Circus, which moved westward from Kansas City Wednesday morning after two days at the circus grounds. Topeka was first on the list and it was to be followed by an engagement at Wichita. Several other shows also were reported playing in small towns and rural communities throuth the four-State area.

A heat wave which sent temperatures to and above the 100-degree mark handicapped show business in general, however. Hot weather finally arrived after many months of rain and cloudy skies.

Altho not the best wheat yield in history, the current harvest is considered best of those in the last six years. Record shipments were recorded several days this week at elevators and rail loading docks in Kansas City, where (See SHOWS MOVE on page 59)

A Minsky Strips—His Name

NEW YORK, July 16.—Claiming he was unable to stand the constant banter and annoyance caused by his name and what it has stood for, Gustave Minsky applied for permission in court this week to have his name changed to Mandell.

"Wherever we go," wailed Gustave, "me, my wife, son and daughter, if we should wear a stitch of clothing maybe a little bit too much, already everyone wants to know when we are going to 'take 'em off.' And if we're wearing maybe a little bit too few garments, everyone expects we should do a strip tease."

Gustave begs for his Mandell of privacy.

Everybody Chanting Same Tune, But Can't Agree on the Words

Tin Pan Alley savants see no possible return to era of million-copy sales—many and varied reasons for bad state of the business are given by its leaders

By DANIEL RICHMAN

NEW YORK, July 16.—In an attempt at a clinical examination of that long-suffering and bed-ridden patient, the sheet music business, *The Billboard* took stethoscope in hand, applied it to various component parts of the invalid in the form of publishers, professional managers, distributors and other prominent music men, and came away certain at least that a cure has not been discovered thus far. The examination was made in the hope that a general agreement among the invalid's family and dependents as to just what is wrong and what can be done about it might be arrived at, and that some constructive suggestions might therefore be offered. But no such general agreement was forthcoming. Blame was leveled in so many directions, and reasons and opinions were so utterly diverse, that it became extremely difficult to judge where fact and fancy began and ended, and where sound reasoning or personal feelings (in some cases plain unadulterated sour grapes) entered the picture.

The ailment, during the decade since the patient took sick, has been popularly diagnosed as a bad overdose of ether—in less medicinal terms, too much radio. Many of the mourners are agreed on that, but there are also enough dissenters with other, more original explanations to make any one definite theory untenable. A contributing cause, of course, has been poor circulation in the region of the pocketbooks of the invalid's business acquaintances, the buyers, a condition all too prevalent for the past nine years; and yet, as one music man put it, "No one depression could be responsible for so great a decline."

The accusing finger was pointed at so many divergent and contradictory factors that, halfway thru the examination, *The Billboard's* investigator reluctantly relinquished all hope of trying to prove (See TIN PAN ALLEY on page 11)

Musicians Refuse AFA Plea To Lift Ban on Vode-Visions Idea

NEW YORK, July 16.—American Federation of Musicians has turned down the American Federation of Actors' request that it reconsider its ban on musicians recording for Vode-Visions, which is a plan for vaude units accompanied by sound music. The AFA had appealed to the musicians' federation on the ground that the plan appeared capable of providing work for performers and musicians. But a conference between the AFA's Ralph Whitehead and the musicians' Joe Weber only brought another

refusal to permit union musicians to record for V-V.

With the musicians definitely against the plan, the AFA is investigating the plan's possibilities before possibly endorsing it anyway. Whitehead says he will report on Vode-Visions before the AFA's next council meeting, at which AFA president, Sophie Tucker, promises to preside. Whitehead says he has already discussed V-V with Miss Tucker and also says he will recommend to the council that it ask V-V to arrange a special showing for the council. Whitehead says the AFA wants to find out whether the V-V idea will give acts a fair presentation, since sound track music will be used for accompaniment.

J. E. Horn and Irving Rossman, representing Vode-Visions interests, have given the AFA written assurance that when and if V-V is shown only AFA talent will be used. This was the inducement handed to the AFA to win its support and make it intercede with Weber.

The AFA has also been approached by a similar group, Vaudophone, which is (See MUSICIANS REFUSE on page 59)

Equity, Shuberts in War Over Open-Air Closings

Accusations fly merrily back and forth as producers say union conditions forced brodies of Jones Beach and Randall's Island—AEA claims no kick was made to it

NEW YORK, July 16.—The closing of the Shubert-Fortune Gallo open-air operettas at Jones Beach and Randall's Island today, with J. J. Shubert hurling the blame at Actors' Equity Association, were punctuated this week with denials, charges and countercharges on the part of both parties. First word of the closing of the shows came from a statement issued by the San Carlo Opera Co., that it was forced to close the two outdoor attractions because of weather conditions and "principally the refusal of the union organizations controlling the various crafts affiliated with the enterprise." Paul Dullzell, executive secretary of Equity, acting on a petition signed by 136 members, described by Dullzell as "Shubert-inspired," avowing their willingness to waive salary rights on rainy nights, called a special meeting of Equity council Thursday to mull over the situation.

Representatives of the Shubert management, including Fortune Gallo, John Shubert and Milton Weinberger, attorney for Shuberts, were present to state their side, but they asked no concessions of Equity, already having notified the association that they had no intention of resuming production this season.

Dullzell insisted that Equity was never asked to make any concessions for rainy weather and that the cast had not been notified of the closing until after Shuberts terminated their contract with the Long Island State Park Commission and the New York Department of Parks. Equity attributed the closing to poor business and claimed that Shubert and Gallo were attempting to lay the blame on Equity to discredit it. It was learned that approximately from \$40,000 to (See EQUITY, SHUBERTS on page 59)

Lincoln Outdoor Biz Beats Indoor

LINCOLN, Neb., July 18.—Outdoor show biz is taking the money and giving a much better account of itself this year than the indoor variety. Movie theater biz is down as much as 30 per cent, but parks and tent shows in this area are either even or slightly better.

Town has had two circuses to attend so far this year. Parker & Watts in May and Hagenbeck-Wallace in July. P. & W. showed to a nice profit after bad weather breaks for 25 straight days. H-W came out with a profit on the date, even with the paper and ads only a week old. It was the first break for H-W in three weeks.

Chick Boyes' tent rep company is riding about even with last year's season on the West Lincoln lot. The Capitol Beach, the town's sole amusement park, is still up to a year ago and wondering how it's possible.

58 Feel Ax Of LNYT

NEW YORK, July 16.—In a move to tighten up and build a strong producers' organization, the board of governors of the League of New York Theaters last week dropped 58 members from the League's rolls, according to James F. Reilly, executive secretary, thus confirming a story which appeared in *The Billboard* two weeks ago that this action would take place.

Before the producers and managers were dropped, either for inactivity in the theater or non-payment of dues, each was notified of the impending action, but only two appeared before the board to seek suspension immunity, while 14 answered by mail. Only two, however, were retained.

The ticket code prohibiting speculation and the basic agreement on working conditions for next fall, now in the hands of Actors' Equity, are expected to come up for ratification before Equity Council in several weeks. Registration of dates for opening nights was also approved by the League, but there will be "no hard and fast rule of first come first served" because of opening night problems that beset producers.

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BOSTON LEGITIMATE WAY UP

Season Grosses \$1,166,200 in a Good 101 Weeks of Playing Time

"You Can't Take It With You" tops town in 15-week stay, but "Victoria Regina" does best weekly biz—38 plays seen—season more than doubles previous year's take

By SIDNEY J. PAINE

BOSTON, July 16.—Thirty-eight plays, covering 101 weeks of playing time, from September 6, 1937, thru June 11, 1938, in five theaters, opened the public purse for approximately \$1,166,200 gross during the local 1937-'38 season. In comparison to the 1936-'37 season, which in turn was considerably better than 1935-'36, it was a huge improvement; the former grossed approximately \$500,000. Not for many a blue moon had the press and public sheets ran editorials and special features. Theater had rallied to a tremendous beginning, and the months of September, October and November were memorable.

The Christmas holidays pierced a hole in the dike of theatrical prosperity, and things reigned quiet until after 1938 made its bow.

Top money-grabber was *You Can't Take It With You*, rocketing to \$177,700 for 15 weeks. Runner-up was \$113,600 for *Victoria Regina*; but, considering length of run, the biggest grosser was the Helen Hayes vehicle. *Eye on the Sparrow* and *Lady at Large* were low with about \$1,000 each.

Here's how the season shaped up:

You Can't Take It With You opened September 6, 1937, Plymouth Theater, for 15 weeks; Sam H. Harris, producer; \$2.20 top. Season opener grabbed a nice \$18,000 on its first week. The remaining weeks tallied this way: second, over \$15,000; third, \$15,400, and for the next 12 weeks, \$15,000, \$13,500, \$15,000, \$13,300, \$12,000, \$10,000, \$11,500, \$10,000, \$10,000, \$7,000, \$6,000 and \$6,000. A grand gross of approximately \$177,700 refuted the play's title as far as the producer was concerned.

Blow Ye Winds opened September 7, 1937, Shubert Theater, for two weeks; Arthur Hopkins, producer; \$2.75 top. Henry Fonda world premiere unshuttered the Shubert house, and for two weeks raced *You—You*, breaking the tape at \$10,000 and \$7,000.

To Quito and Back, Ben Hecht's *Gull* (See BOSTON LEGITIMATE on page 14)

ETHEL BARRYMORE

(This Week's Cover Subject)

ETHEL BARRYMORE left the Convent of Notre Dame, near Philadelphia, at the age of 13 to take her first stage role—Julia in "The Rivals." Previously the youngster had wanted to study music, but she was drawn to the stage at the insistence of her grandmother, Louisa Lane Drew, who cited all the famous players in the family—the girl's great-grandparents, Thomas Frederick Lane and his wife, Eliza; her grandfather, John Drew the elder; her uncle, the younger John Drew, and her parents, Maurice and Georgie Drew Barrymore. "The Rivals" opened in Montreal, and since that first appearance Miss Barrymore has gone on to become one of the very great ladies of the American Theater. Among the many plays in which she has appeared are "Captain Jinks of the Horse Marines," "Alice-Sit-by-the-Fire," "Trelawney of the Wells," "The Twelve-Pound Look," "The Lady of the Camellias," "Declasse," "Clair de Lune," "Rose Bernd," "Romeo and Juliet," "The School for Scandal," "The Laughing Lady," "The Second Mrs. Tanqueray," "The Merchant of Venice," "Hamlet," "The Love Duel," "Scarlet Sister Mary," "L'Algon," "The Kingdom of God" (with which she opened the Ethel Barrymore Theater) and, during the season of 1937-'38, "The Ghost of Yankee Doodle" and "White-oaks."

Musicians and AFA Negotiate Work Agreement

NEW YORK, July 16.—The musicians' union and the American Federation of Actors are moving closer toward a national working agreement, and it is quite possible that the new season will see the AFM and the AFA working together under a pact. The AFM and the International Alliance of Theatrical Stage Employees have had a working agreement many years, the agreement providing that union musicians will not work with non-union stagehands and vice versa.

The beginnings of an AFM-AFA working agreement were seen in an executive order from President Joe Weber of the AFM recently directing traveling bands to work only with AFA entertainers. In return, the AFA has supported AFM locals in disputes with night clubs, theaters, showboats, etc. It is believed the AFM feels an AFA working agreement will be especially vital in areas where the CIO is strong and where locals have failed to fully organize the night clubs and hotels.

AFA's executive secretary, Ralph Whitehead, addressed the last AFM convention and pledged support of the AFA's 10,000 members. The convention empowered the executive board to take up Whitehead's suggestion of an agreement, and the board, in turn, has authorized Weber to negotiate with Whitehead.

Whitehead says more than 200 musicians' locals have written him expressing willingness to sign local agreements with the AFA. A national agreement will make local pacts unnecessary.

CLAYTON, N. Y., July 16.—Clayton Casino, with a seating capacity of 1,500, is now operating on a name band and floor show policy. Show changes weekly and band stays for two weeks. Spot is owned and managed by Pop Cameron.

19,000 Pack Stadium for Huge Memorial Tribute to Gershwin

NEW YORK, July 16.—A gathering of 19,000, one of the largest in the history of the Lewisohn Stadium, assembled there Tuesday night for the Gershwin Memorial Concert (postponed because of rain from the night before, the first anniversary of the composer's death), played by Paul Whiteman and his orchestra in conjunction with the Philharmonic symphony group. The occasion offered a touching tribute to Gersh-

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 LEGIT MUSICAL

MILDRED CRAIG — vocalist now appearing at the Cedars Country Club, Lakeville, Conn., who would score sensationally if given a try in a legit revue. Has grand personality, stunning appearance and an excellent voice and handles extremely intricate arrangements with ease and a maximum of effect. A rhythm saleslady of the first rank. Given a good number in a revue, she would sock across brilliantly. Could easily step into films if given a break in legit.

DRAMATIC

DON KOEHLER — juvenile who reads lines with far more than average intelligence and whose excellent interpretations can rise far above a weak play. Proved himself an outstanding performer in the title role of the Chicago Federal Theater's flop, *Mr. Jim*, at the Selwyn Theater, Chicago, recently. Rates a break in a Broadway commercial production. His appearance and ability also deserve some attention from screen talent scouts.

For RADIO

MARYANN MERCER — attractive brunet singer with the Mitchell Ayres Band at the Village Barn, New York. Has a fine contralto voice, excellent diction and phrasing and plenty of expression. Gives ballads an arresting quality, really selling the lyrics—which is something rare among band vocalists. Ought to be perfect for the air.

OLGA DANE AND HER SWINGTET — new singing turn composed of Chicago opera artists who have developed a commercial singing act that should be a good novelty on the air. Miss Dane is a talented contralto with a wide-range voice, and the six men with her furnish a strong background. Arrangements of songs include amusing satires of operatic selections. Went big when caught at the Hi Hat Club, Chicago.

Thru Sugar's Domino

PERFORMERS would be far better off economically if there were less glamour attached to their profession. Without glamour, however, theaters and night clubs would do considerably less business, and the adverse effect on the economic status of performers would be obvious. Glamour and all the other illusions that go towards making a young person suffer from stage aspirations in the severe form we like to call stage stroke are a necessary concomitant of our business. The same tool that paves the way to glory can be used to dig one's professional grave. There isn't much that can be done about economic standards being constantly turned topsy-turvy. There are few who would want to do anything about it because of the realization that the stage-struck youngster of today can well be the star of tomorrow—or maybe the fair-to-middlin' performer who is constantly beset by fears of being pushed out of a job by an upstart willing and happy to work for less and even nothing.

In no branch of the business is the insecurity of the performer more apparent than among band vocalists. Not in the honky-tonk outfits necessarily but running all the way up to the big name bands. It is impossible—even with the help of court proceedings—to determine to the point of exactness just what salaries are paid vocalists by local bands. Very few of the vocalists who work for little or nothing will permit any kind of proceeding (assuming that formal action were possible) to intimate them. So filled up are most of them with zeal and ambition that they would do anything within reason to retain their status as apprentices. While we can't very well prove what we know to be so we offer the estimate of about 50 per cent of vocalists with bands in the metropolitan area working for nothing or an approximation of nothing, which means meals and a room for week-ends if the spot happens to be a resort hotel.

The logic of the apprentices who are keeping professionals out of jobs is understandable. They feel that some day, in the undetermined future they, too, will be professionals and will demand as much salary as the traffic will bear. But meanwhile, they argue, they have a spot in which to exhibit their talents and to train themselves in mike technique, general deportment and vocalistics. Few of them make attempts to get any money out of the bands or spots that "hire" them. They have found out to their complete satisfaction that a demand for a better break means dismissal—and that there will be 50 aspirants to apply for their jobs as soon as the word is out.

The musicians' union made an attempt last year to do something about non-union acts working with traveling bands. President Weber of the AFM issued an executive order to traveling bands forbidding them to play with non-union performers. This order has not been enforced, and one name band leader—noted for his uncouthness—told the AFM, and said he was prepared to tell anybody else who might try to coerce him into hiring union performers, that they can go straight to where the Republican Party wants Frank Roosevelt to go on a one-way ticket. Even were the AFM to enforce President Weber's edict it wouldn't help the situation in local spots because of the autonomous nature of the AFM.

But human nature has a way of straightening itself out and this applies directly to show business because its only tangibles lie in human material. Despite union minimums and other rules and regulations, a band of the first water never has any real labor difficulty. A band leader who takes pride in his work and who gives the best that is in him is not interested in bargains. Vocalists might be a dime a dozen or less, but he is not interested in vocalists as a class. He wants the best vocalists he can get and he is willing to pay a fair price. Such band leaders will never endanger the economic status of performers. It's the small-fry leader who

(See 19,000 PACK on page 59)

(See SUGAR'S DOMINO on page 59)

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SOUND ON FILM UP AGAIN

Broadway Beat

(George Spelvin, who takes his vacation with a vengeance, has skipped town for eight weeks, insinuating this column can't be conducted without him. Staff members will pinch-hit until his return.)

My Stride

By SYLVIA WEISS

(With apologies to Eleanor Roosevelt)

TRAVEL certainly is broadening. I learned so much on my little excursions to the offices of booking agents this week. When I walked into one of them in the Strand Theater Building I overheard part of a conversation between the agent and a visitor. The visitor was the manager of a small summer resort hotel in the Catskill Mountains. I did not get his name because I was not introduced to him, but he sounded quite intelligent. I saw him when he left. He looked healthy, too.

What the men had been talking about up to my arrival I don't know either because no one told me. It must have been business, tho, because the part I heard was about social directors, emcees and week-ends. The manager wanted to hire someone who could work up entertainments for the hotel guests, but because his clientele was different from those who stayed at the hotels across the road and up the road from his, the man wanted a good emcee. That seemed logical to me.

The agent offered someone who was terrific, but it seems that type, recommended by other agents, had been unsuccessful over the Decoration Day and July Fourth week-ends when it is very important for the hotels to make good impressions upon the public. To convince the man the agent told him to ask the proprietors of neighboring hotels how good this comedian had been last year and the year before for them. It was in answer to this argument that the manager said something which made me feel that I had gained much by picking out the Strand offices for my day's work.

"What's good for the other fellow may not work out so good for me." Life is just like that, I think.

I was so surprised to hear about the Shuberts and Fortune Gallo withdrawing from their outdoor operettas at Randall's Island and Jones Beach. The announcement came the morning after I had been to see and hear the *Firefly* at Jones Beach. A friend of mine who had been to college with me drove over to the musical with me. She thought the motion picture version was better, but I said that the best job of air-conditioning in a theater couldn't compare with the pleasures of the outdoor. The breezes from the bay were so cool and the sea gulls overhead were so playful.

My secretary tells me that I've been invited to a jitterbug festival for next Friday afternoon. What is a jitterbug festival? My secretary explained that it is a musicale devoted to swing music. That leads me to ask, what is swing music? Speaking to some friends who picnicked with me over the week-end, I learned that swing music consists of individual interpretations and interpolations of a composition. If that is so, how can an orchestra sound harmonious while each member plays so individually? I am told, too, that swing musicians do not use sheet music. That is not so wonderful as one would think. Hefetz, Damrosch and others, I (See BROADWAY BEAT on page 59)

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Flicker Hurts Their Eyes

DES MOINES, Ia., July 16.—Sioux Center is still "the town without movies," and apparently the voters like it that way, since they rolled up the largest vote in the town's history when the question, "Shall the town council license a theater or movie house" was submitted and the count was 429 opposed to 343 in favor.

The council can decide to allow movies despite the election result, but it is hardly expected even tho Garret Wanscheer has proposed to erect a \$15,000 theater building in the town.

Two years ago the voters nixed movies in Sioux Center, and altho the town isn't the only one in the State that hasn't a movie house, it is believed to be the largest, since the population is 1,650.

The town did have movies from 1916 to 1927 when the American Legion post operated a theater, but the Legion went out of business with the advent of the talkies and no one has been able to get a permit from the council since. Opposition is principally from two ministers, who allege movies are detrimental to morals and the spiritual life.

Denver Fest Down to 2 Weeks, 18 Showings

DENVER, July 16.—By crowding 18 performances into two weeks instead of allowing 21 to string out over three weeks, the Central City Opera House Association hopes to cut down the nut to a degree that will show less in the red than heretofore. The annual play festival, of which this is the seventh, will use Victor Hugo's *Ruy Blas*. Robert Edmond Jones is back after an absence of two years as director.

Reservations were on hand from 16 States when the box office opened, and indications are that most of the performances will be sellouts or close to it. The house holds only 755. This year's festival runs July 16 to July 30.

Syracuse Likes Legit; "Road" Hits \$9,000

SYRACUSE, N. Y., July 16.—That Syracuse is, as theater fans have long insisted, hungry for the stage was demonstrated in the hold-over run of *Tobacco Road* at the Strand here, opening a summer season of road shows under the Jules Leventhal banner.

With movie leases blocking out all stage shows for the last two years, the six-week season Leventhal plans at the Strand looks like a profitable venture. In its first week, during blistering weather, *Tobacco Road* grossed \$9,281 and earned a holdover week, which was a good one, altho figures were not available today.

On Monday *Idiot's Delight*, with Lenore Ulric and Oscar Shaw, moves in. A week before the opening there was a \$700 advance sale.

Heavy Rockridge Schedule

NEW YORK, July 16.—Rockridge Theater, at Carmel, N. Y., which was taken over Thursday night by Kendor Productions, Inc., has a heavy season lined up, with talent including Walter Hampden, Gladys Swarthout, Jane Wyatt, Douglass Montgomery, Blanche Yurka, Jacques Cartier, Ruth Altman, Roy Cropper, Muriel Hutchison, James Truax and plenty of others. Season starts tomorrow night with a special dramatic concert by Miss Yurka (first of a Sunday concert series), and the outdoor theater formally opens Monday with Miss Wyatt and Montgomery in *Romeo and Juliet*. Hampden in a revival of *Successful Calamity* follows. Among the tryouts will be two operettas, *Milan in May*, said to contain a topflight score, and *Rosalind*, an operetta version of *As You Like It*. Both will be presented next month. *Romeo and Juliet* and *Rosalind* are in the nature of tryouts for the New York World's Fair, both being scheduled for the Shakespearean theater in the mammoth carnival.

New Attempt Due To Use Sound Track in Radio Instead of Wax

NEW YORK, July 16.—American Mechanograph Corp., which controls Miller-Film recording system in the United States, expects to begin operating in the broadcasting field within a month or two. System, called tape transmission, uses sound on film and is used by British Broadcasting Co., J. Walter Thompson on European stations and by stations in France, Norway and Switzerland.

Firm has already begun negotiations with ad agencies and American Federation of Musicians. According to AFM headquarters, Federation's new licensing agreement will cover Mechanograph.

Technique makes use of composite shots as in picture production. James Miller, head of the firm, points out that this is an improvement over present American methods of rehearsing and broadcasting. Compares this procedure to rehearsing a cast for picture production and then shooting the entire show in sequence—a method of no commercial value, according to Miller.

While firm will first attempt to crack the broadcasting industry, Miller may go after picture production, both features and commercial, slide films, phonographs, talking books and education.

Clearance with Music Publishers' Protective Association for copyrighted music has not been set.

There have been several attempts to merchandise sound on films for radio, none successful. Bromo-Seltzer spon-

sored a WOR program using Pathe newsreels' sound strip for the show which flopped. Advantages of sound on film for radio are that it is cheaper to record and enables easy editing and easy transportation.

Sound-on-film records for home use have been attempted in London but stymied, since most name performers are under contract to phonograph record manufacturers.

Last January a coin-operated phonograph manufacturer experimented with a sound-on-film machine but it flopped owing to mechanical difficulties and because operator could not be supplied with film quickly enough.

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Modern homelike apartments from 1 to 4 rooms, with kitchenettes and kitchens furnished or unfurnished.

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Chi May Sponsor Summer Music Op

CHICAGO, July 16.—Interest displayed by Mayor Edward Kelly in the St. Louis summer Municipal Opera venture may result in the birth of a similar project in Chicago. The mayor took in a production in St. Louis with the intention of "borrowing the idea up here some time." For some time now showmen have been interested in creating an outdoor theater for the summer season here but failed to get any civic backing. With lack of any outstanding legit attractions in the Loop houses this summer, the mayor, it is understood, was made to realize the need of an outdoor emporium to house musicals and operettas which, in addition to giving the city fans worth-while fare, will attract many visitors.

This summer in the Loop is seeing the end of a one-week run of the Federal Theater's *Mr. Jim* at the Selwyn, and the Garment Workers' *Pins and Needles*, which closed an extended six-week run at the Grand last week.

Selwyn returns to the Shuberts in the fall, *Of Mice and Men*, an American Theater Society show, already slated to move in October 24. Harris reopens September 12 with *Golden Boy*, followed by *Susan and God* October 10, and the Grand has pencilled in *I'd Rather Be Right* on November 6.

Erlanger will relight early in the fall, altho nothing has been definitely set yet. Thoda Cocroft, who handles the Guild and ATS shows, is producing this summer in Oconomowoc, Wis., opening her first of six weekly premieres July 19 with Everett Glass' comedy, *Princess, Ltd.*

Federal Theater, in the meantime, will keep the Great Northern and Blackstone, in addition to the Selwyn, busy all summer. A Negro production of *Mikado* will follow *Anthony and Anna* at the Blackstone, while the ballet will continue indefinitely at the Great Northern.

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ONE ROLL... \$5.00
FIVE ROLLS... 2.00
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Double Price.

Leading Shows Compared

Strength of C. & S. Show, Benny Proven in Analysis of Surveys

The Billboard radio program surveys have been made in four locations, Kansas City, Mo.; Cincinnati; Watertown, S. D., and Raleigh, N. C. Watertown is a typical farm town center. Comparisons of the audience popularity scored by various leading network programs are presented in the table on this page headed "Leading Programs Compared." This table lists all programs mentioned in two or more of the survey centers, gives the number of mentions reported by listeners in each center and the total. This enables, in many cases, direct comparisons between programs heard in several of the survey cities.

None can be surprised that the leading program, gathering more mentions than any other regardless of type, is the Chase & Sanborn powerhouse with Edgar Bergen, Charlie McCarthy and entourage. This program was reported No. 1 radio entertainment in each of the surveys except Watertown, where the Lux "Radio Theater" was the leader.

Two other programs were reported heard in all of the surveys, Bing Crosby's Thursday night meeting and Fred Allen. Following Chase & Sanborn, the programs finished in the order mentioned.

The Lux program, using film stars in Broadway legit adaptations, has built a tremendous audience, these surveys prove. With this production topping that group of programs heard in three cities, the J. Walter Thompson agency gets three out of the first four shows.

It is interesting to note that of the first four programs heard in three cities, each was reported heard in exactly the same centers. None of these four was reported heard in the last survey, that of Raleigh, N. C. Contradicting opinion that Major Bowes and his amateur session have lost considerable ground is the fact that this show has but two less mentions than the Lux attraction. Lucky Strike's "Hit Parade" and "Hollywood Hotel," the latter now off the air and in the barn for revisions, complete these first four. Four other programs in the same classification, reported in three cities, are "Good News of '38," Kay Kyser and the Ford and NBC symphony programs.

Rudy Vallee and Kate Smith, in a number of cities, are on the air at the same time. Both were reported heard in the surveys of Kansas City and Cincinnati, Vallee being mentioned 58 times and Miss Smith, 34, with the Alka Seltzer Barn Dance getting two mentions less than Vallee.

Half-Hour Shows

Jack Benny, as in the case of the Chase & Sanborn program, is the expected half-hour leader and by a very large number of mentions. Benny received more mentions, as a matter of fact, than any other program reported except the Charlie McCarthy stanza. Second position was landed by Burns and Allen, also reported heard in all four surveys. Between Benny and second place is a difference of 112 votes. Firestone programs came in third.

In the grouping of half-hour programs heard in three cities there is a three-way tie for second place, following Professor Quiz in first place. The tie is among Al Pearce, Fibber McGee and Robert Ripley. Tie is in itself a great indication as to how each of these programs has gained during the past

season or two. Eddie Cantor, in sixth spot in this group, shows a loss, due probably to the change in time and sponsors he recently effected. Swingster Benny Goodman and sweetster Phil Spitalny fought neck and neck, with Spitalny's all-girl orchestra getting the nod.

Other Half Hours

Those familiar with Al Jolson's previous radio attempts, before his present series, remember the show to be a dud. That his new program has really gotten Jolson into strong position is proven that in half-hour shows reported in two cities, he takes second place, following "The First Nighter." Tommy Dorsey also shows strength, taking fourth spot after "One Man's Family," a long time struggle. This same bracket has Joe Penner fifth, Tyrone Power sixth, followed by Horace Heidt, "Death Valley Days" and Pick and Pat.

Quarter Hours

Time appears to have little effect on Amos 'n' Andy, who led all quarter-hour programs in the number of mentions, as well as their own group, consisting of but two programs, reported in three cities and broadcasting five times weekly. Boake Carter is the other in this group.

In the three-time-a-week group were two shows, Easy Aces and Lum 'n' Abner, first named program topping this list. Both Jimmie Fidler and Walter Winchell did solos in their class, and hence it is really no contest in this bracket.

Copyright Problem Miller's First Job

WASHINGTON, July 16. — Neville Miller, first salaried chief executive of the National Association of Broadcasters, will undertake to clarify the copyright situation at his first major effort. Neville decided this would be his first step following a recent confab with his executive committee.

Copyright problem for the broadcasters is particularly acute, with the American Society of Composers, Authors and Publishers looming as the toughest obstacle. Broadcasters' contracts with the Society expire December 31, 1940, and feeling between many in the industry and the Performing Rights Society has been, admittedly, unfriendly. Miller will tangle with the problem not only from the standpoint of fees charged for copyrighted music, but will also mull the various other troublesome aspects of copyright. These include the archaic copyright act of 1910, State and federal legislation hitting at performing rights societies via the monopoly angle and the international copyright situation. Last-mentioned point involves the Berne convention, reciprocal agreements, etc.

Various industries have attempted to clarify the chaotic copyright problems. Different groups, such as radio, pix and music, have divergent interests. Federal legislation has never cleared the hurdles. State legislation, while hampering operations of performing rights societies, has generally been consistently beaten in the courts.

Revamped copyright law would have to take cognizance of new music uses and developing.

STANLEY RAYBURN, formerly with Walter Batchelor, radio producer, is now chief of the artist bureau of Allan-Apsop-Eddy Radio Recording Corp. Rayburn was formerly in legit.

Leading Programs Compared Hour Programs Heard in Four Cities

PROGRAM	Kansas City	Cincinnati	Watertown	Raleigh	Total
Chase & Sanborn	64	165	37	56	262
Bing Crosby	47	54	17	52	170
Fred Allen	23	41	9	49	121

Hour Programs Heard in Three Cities

Lux Theater	40	26	38	0	114
Major Bowes	46	34	32	0	112
Hit Parade	15	54	26	0	95
Hollywood Hotel	15	55	10	0	80
Good News of '38	0	33	6	35	74
Kay Kyser	0	9	7	54	70
Ford Symphony	14	35	9	0	58
NBC Symphony	15	15	0	6	36

Hour Programs Heard in Two Cities

Rudy Vallee	20	38	0	0	58
Barn Dance	15	37	0	0	52
Kate Smith	11	23	0	0	34

HALF-HOUR PROGRAMS

Reported in Four Cities

Jack Benny	43	94	16	39	192
Burns and Allen	23	32	6	19	80
Firestone Program	7	20	5	6	38

Reported in Three Cities

Professor Quiz	15	39	22	0	76
Al Pearce	8	31	33	0	71
Fibber McGee	24	21	0	36	71
Ripley	10	26	0	35	71
Cang Busters	27	16	20	0	63
Eddie Cantor	32	21	8	0	61
Edward G. Robinson	24	23	5	0	52
Phil Spitalny	9	9	15	0	30
Benny Goodman	6	9	15	0	30
Ben Bernie	9	9	5	0	23

Reported in Two Cities

First Nighter	26	43	0	0	69
Al Jolson	25	36	0	0	61
One Man's Family	27	25	0	0	52
Tommy Dorsey	0	17	0	34	51
Joe Penner	18	20	0	0	38
Tyrone Power	6	31	0	0	37
Horace Heidt	0	6	0	26	32
Death Valley	6	16	0	0	22
Pick and Pat	15	7	0	0	22
Carnation Program	8	0	0	13	21
Manhattan Merry-Co-Round	12	6	0	0	18
Tim and Irene	0	10	0	7	17
Ozzie Nelson	0	3	0	10	13
Album of Familiar Music	0	7	0	5	12

QUARTER-HOUR PROGRAMS

Reported in Three Cities Five Times Weekly

Amos 'n' Andy	59	68	7	0	134
Boake Carter	13	57	6	0	76

Reported in Two Cities Five Times Weekly

Jack Armstrong	17	7	0	0	24
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Reported in Two Cities Three Times Weekly

Easy Aces	29	11	0	0	40
Lum 'n' Abner	5	14	0	0	29

Twice Weekly

Jimmie Fidler	0	17	0	14	31
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Once Weekly

Walter Winchell	9	10	0	0	19
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Miscellany

"Johnny Presents" program reported in four cities as shown below. In Kansas City, Cincinnati and Watertown the program as reported twice weekly; in Raleigh, once.

Johnny Presents	6	30	5	21	62
Wayne King program reported in two cities, Kansas City and Watertown, S. D., as shown.					
Wayne King	9	0	22	0	31

Deal Pends for Harold Lloyd in New Radio Show

NEW YORK, July 16.—Harold Lloyd may do a comedy series for radio starting with the fall season. Reports from authentic sources say he's all set, if he wants to be set, with a sponsor. But it depends on Lloyd and whether he wants to venture radio.

Delaying the deal is Lloyd's doubt as to suitable material and a suitable characteristic. Film star refuses to be rushed into a contract, feeling that if he lays an ethereal egg he'll injure his film standing. Report is the comedian is not yet sold on the idea he isn't a straight visual act.

Lloyd was in New York this week in connection with the opening of his new picture at the Paramount Theater. Talks were scheduled between Lloyd and the advertiser and between Lloyd and material writers.

Tommy Riggs Show For Quaker Oats

NEW YORK, July 16.—Three Quaker Oats programs to run concurrently over the National Broadcasting system the coming season are the *Saturday Evening Variety Show*, *Girl Alone* and *Dick Tracy*. Contract on variety show calls for a Coast-to-Coast Red hook-up of 60 stations Saturday. Included will be Tommy Riggs and Betty Lou, orchestra and guests. *Girl Alone* to be aired Mondays thru Fridays, beginning September 26. *Dick Tracy*, beginning September 26, set for a 16-station Eastern Red net hook-up, 5-5:15 p.m.

Contracts set by Ruthrauff & Ryan for variety show and *Girl Alone*; Sherman K. Ellis for *Dick Tracy*.

For Such Things, Give Thanks

PHILADELPHIA, July 16.—Stars of kiddie programs of yesteryear seldom follow radio careers. This was learned by WDAS when the station tried to form an alumni club of the kids who appeared on its program 10 years ago. Virtually all of these child prodigies were in other lines of endeavor, and the plan for a WDAS alumni broadcast was abandoned by Harold Davis, program director.

Reg Martin New WJNO Mgr.

LINCOLN, Neb., July 16.—Reginald B. Martin, now of WSIX, Nashville, and formerly with KFAB-KFOR here; WKKB, Dubuque; Iowa net and WGN, Chicago, has been appointed manager of WJNO, West Palm Beach, Fla. Deal was set by Jay O'Brien, station owner and New York financier. WJNO is CBS affiliate, with 250 watts days, 100 watts nights.

Morse Int.'s Vacation

NEW YORK, July 16.—Morse International, advertising agency, closes for two weeks, beginning yesterday, to give the entire staff a vacation simultaneously. Skeleton crew will remain. Practice is customary with Morse International for the past five years.

Kellogg in Fort Wayne

FORT WAYNE, Ind., July 16.—Kellogg Co. has contracted for two local shows, one a daily on WGL and other a weekly on WOWO. Daily show is *Hey! Mr. Motorist*, featuring Carl Vandagriff and Bill Davies. Idea is safety in driving. Weekly program is spelling contest between various industrial institutions.

Pooch Paradise

ROCHESTER, July 16.—Sturdy Dog Foods placed with WSAY, Rochester, thru Barlow Advertising Agency, of Syracuse, *Lost and Found*, five-minute show. Broadcast five days a week for lost and found pets.

Any owner is entitled to a free broadcast until animal is found.

Oh, Give Me a Home—

DETROIT, July 16.—New variety of customer complaint dropped into CKLW this week in the form of squawks about a health program engineered by Patty Jean. Housewives living in trailers protested because Patty Jean described exercises requiring more space than the trailer provides.

Bob Saudek Shifts To N. Y. With Nelson

PITTSBURGH, July 16.—Robert Saudek, KDKA continuity chief, will be transferred to New York July 25 to become assistant to Al E. Nelson, KDKA station manager, promoted last week to newly created sales directorship of NBC Blue net.

A graduate of Harvard and student at Duquesne Law School, Saudek, now 27, entered radio at age 15 when he pinch-hit for announcer at KDKA who unexpectedly sneezed and dropped copy to floor. For five years thereafter he was a summer announcer at the Westinghouse station, then became script writer for WBZ, Boston. After a year with the Yankee network in Boston he rejoined KDKA in 1933. He is the son of Victor Saudek, director of the Little Symphony, one of radio's pioneer music organizations.

Two staff promotions have already been made since Nelson's upping. Derby Sproul, formerly production manager, today becomes commercial program manager. Bill Beal, announcer, has been moved into the program department to take Saudek's place. Sproul came to Pittsburgh with Nelson from KOA, Denver, last fall.

Henny Youngman, after two guest spots on Trommer's Beer program, has been given four spots and option beginning Monday (18). Opened Friday (15) at Bath and Turf Club, Atlantic City, and gets Mondays off for the broadcasts.

Vocal Chorus Peddlers Battle In Field Now Heavily Crowded

NEW YORK, July 16.—Booking for radio choral groups, once a phase of talent peddling which received comparatively little attention, is now the center of really hectic competition. Where there were just a couple of chorus bookers in the field a year or so ago, there are not at least seven. One of the reasons is that considerable attention lately has gone to presenting choral groups with individual styles rather than the straight harmony singing that was enough to get a gang of singers by in the past.

Leading choral peddlers include several who direct the groups in addition to managing and selling them. Emil Cote has the Modern Choir, which he directs and sells, Cote having taken over the group exclusively after a recent split

Dispute Between AFRA and NBC Possible Over Chi Announcers

CHICAGO, July 16.—Possibility of a dispute between NBC and the American Federation of Radio Artists loomed here this week over jurisdiction of NBC's staff announcers. Boys suddenly organized an indie org of their own early this week and drafted a contract of demands which has already been submitted to Niles Trammell, NBC vice-president.

Altho AFRA has signed a majority of NBC's announcers in other parts of the country, it has as yet not signed a bargaining contract for them with NBC. However, AFRA feels that the NLRB would render a decision in its favor on the strength of its majority membership. Niles Trammell, however, takes the op-

posite stand, stating AFRA's present contract with NBC covered actors and singers only and that the announcers were free to organize on any pattern they wished. Trammell said he had received the announcers' demands, but had not given an answer yet, awaiting a check-up with the auditing department.

Up to now the NBC lads have been very antagonistic toward all labor unions, claiming they were satisfied as is. Case may end up in the lap of the NLRB, it is believed, as AFRA will no doubt bring pressure on NBC, and if the announcers refuse to dissolve and join AFRA the union will object before the Labor Board on the grounds that NBC is harboring a company union.

Radio Actors' Union Sets New WCFL Deal

CHICAGO, July 16.—Local chapter of the American Federation of Radio Artists has a new contract with WCFL. WCFL contract is of particular importance, since station is labor-owned.

Highlights of the new WCFL-AFRA pact are clauses giving AFRA bargaining rights with actors, singers and announcers. Heretofore AFRA's contract was for announcers only. Minimum scale for announcers is \$45 weekly, with the splinters receiving extra fees for announcing commercials. Scales for singers and actors will be negotiated September 1. Contract runs to September 1, 1939.

Another stipulation of special timeliness is that which states the contract is in effect regardless of any sale or affiliation of WCFL. Reason for this is that a persistent report is around that NBC will buy WCFL in the fall when WLS transfers its power over its own transmitter. Contract also states that no WCFL programs can be piped to stations on AFRA's unfair list.

NEW YORK, July 16.—National headquarters of American Federation of Radio Artists is primed to take up, piece by piece, negotiations covering Mutual network stations, commercial radio programs, independent stations and transcriptions. Confabs with ad agencies covering commercials have been in progress some months, and with NBC and CBS contracts covering actors and singers cleared, resumption of talks is scheduled.

Mrs. Emily Holt, national executive secretary, this week said she believed that the AFRA-net negotiations formulated a pattern upon which future negotiations would be based. Inference is that even quicker results are hoped for than with contracts covering sustaining shows.

AFRA spokesmen are cautious about committing themselves as to ultimate shaping of the organization with regard to types of membership. Considered possible, tho, that at some later date provision may be made to take in radio writers—in the same fashion that the American Federation of Musicians took in arrangers and copyists and provided an associate membership plan for groups bearing some relation to music and musicians. AFRA already has a writer membership, some radio actors being scripters. Authors' League has a radio writers' group, and American Script Writers' Guild, Inc., newly formed, announced itself as organized "in the interests of advertising agencies, broadcasting companies and writers."

NEW YORK, July 16.—AFRA national headquarters here announced formation of two new locals in Hamilton, Ont., and Birmingham, Ala.

Texas Meds Blast Mex. Broadcasters

NEW ORLEANS, July 16.—Radio stations operating in Mexico and especially those just across the border were scored sharply at a meeting last week of the Texas State Board of Medical Examiners. About six weeks ago a similar attack upon the border stations was launched by the Texas Medical Association.

"Flagrant violations of the medical practice act of the State are daily occurring along the Texas-Mexican border by unfair, untrue and merciless radio advertising," a resolution passed by the examining board read. Resolution appealed to Governor James Allred and members of the FCC to help the medical profession of Texas to carry out the purpose of the medical practice act.

"Lack of control of these Mexican broadcasting stations makes it impossible for us to maintain safety in the medical profession in the State of Texas," the appeal said.

Vox Pop for Penn Tob.

NEW YORK, July 16.—Reported that Penn Tobacco Co. has ordered an NBC Red Coast-to-Coast hook-up for a Saturday program in September, probably at 9-9:30 p.m. Set by Ruthrauff & Ryar, but stations not yet cleared. Understood to be trying to get *Vox Pop*, but neither Farks Johnson nor Wally Butterworth has been signed.

NEW YORK, July 16.—Research staff lined up for *We, the People*, by Young & Rubicam includes Donald W. Severn, Robert D. Woolfe, A. Stronach Jr., Virginia Lane and Robert Reuschle. Acts dug up will be produced by Adrian Samish, who was an assistant the past year.

Hughes' Flight a Radio Holiday; Usual Cat and Dog Chain Stuff

NEW YORK, July 16.—Howard Hughes' successful round-the-world flight, a gala special events holiday for the three networks, provoked the usual competition among the chains and, of course, the omnipresent claims by each network that it scooped the competition and made them look like bums. If there are any bums, they are the claimants. Networks act like kids passing a school test, rather than public services rendering public service.

Radio covered the Hughes flight from beginning to end, completely. The many broadcasts providing the complete broadcast were highly dramatic listening. It was a tough session for announcers, engineers and special events men. Cost to the chains was considerable.

Usual claims of cut-throating took place, especially when a from-the-plane broadcast made reference to NBC, other networks charging this was an agreement violation. Hughes' radio operator, Dick

with his partner, Meyer Rappaport. Rappaport and Cote were teamed on the Modern Choir for four years. Rappaport now has his own chorus which he is selling.

Jimmy Saphier has been specializing in booking choir groups for about three years and at one time managed the Cote-Rappaport group. Ray Block is another to direct a vocal troupe, the Swing Fourteen, on the Philip Morris show. Lyn Murray is another in the field, as is Ed Smalle. Ken Christie is probably one of the busiest in the entire chorus field.

Pay-off is that probably all of the choral groups use largely the same personnel. A comparative handful of singers have the work sewed up, differences in the choruses being mainly in their styles.

Stoddart, is an NBC engineer obtained by the wealthy flyer on a leave of absence deal with the web.

While it has been customary for the chains to boast about their activities in press releases, an unusual angle developed on Mutual, when, during several broadcasts, that chain advanced its claims for scooping its opposition.

Dramatic highpoints of the Hughes broadcasts came when Hughes and Stoddart spoke from the plane in mid-air during the progress of the flight.

Modest networks stated as follows: NBC: "... It was NBC which followed them most closely. . . ."

WOR-Mutual: "Included in this coverage—the most complete ever given such an event—were history-making exclusive broadcasts, each of which brought . . . the first word of their latest position."

CBS: "Carried exclusively the first report of the (New York) arrival."

Radio Political Kettle Boils; McFarlane Explains Radio Vote

WASHINGTON, July 16.—Congressman W. D. McFarlane is having his re-election difficulties. This week he aired his record in Congress to offset the accusations of his opponent, Ed L. Gossett, who is making one part of Texas particularly hot for the incumbent.

Explaining his interest in radio investigation, McFarlane says: "Gossett recently charged I advocated a radio monopoly investigation and after getting his resolution to a vote in the House on June 14 voted against his own resolution."

"The facts are my resolution was not reported by the resolutions committee. The rules committee, after withholding action on the radio investigation for some six weeks, finally reported the Connerly resolution and called this resolution up before the House just before the general resolution to investigate all monopolies, which had passed the Senate and was before the House for consideration."

The Texas New Dealer cited the Pearson and Allen Washington Merry-Go-Round column, which explained that the House defeated the Connerly resolution purely on the basis of party lines and out of spite for Rules Chairman John O'Connor, who was "trying to get back at the Roosevelt family, that he wanted to show up the wire-pulling of Elliott Roosevelt in the radio industry." McFarlane quoted the Pearson-Allen piece almost in its entirety to explain his radio vote to home-town voters.

He said: "Gossett by innuendo and

insinuation indicates that I had ulterior motives for not voting for the radio resolution and indicates that it was because of radio applications pending before the Federal Communications Commission. The facts are the Federal Communications Commission had already approved the application of the Wichita Broadcasting Co. (the FCC did not reveal this decision until last week), which the uncontradicted sworn testimony shows belongs to the following reputable citizens of Wichita Falls, Tex., and as shown by recent press releases: Joe B. Carrigan, president; Gordon T. West, vice-president; Sol Lasky, secretary-treasurer, and Henry Hamilton, director.

WASHINGTON, July 16. — Politics across the river in Virginia are getting hot, and local radio is getting hotter. Frank L. Ball Jr. charged that the Virginia Public Service Co. "deliberately threw all Arlington County radio receiving sets out of service" at the high point in his speech over WJSV last Wednesday night.

Ball, supporting William E. Dodd Jr. in his race for a seat in Congress, was accusing Representative Howard W. Smith of allegedly failing to aid a movement to establish a municipal electric plant for Arlington. Radio receivers went dead when the electric power supply failed for two minutes.

A conference between Ball and Dodd was planned to determine if the Federal Communications Commission should receive a complaint over the "cut-off."

Air Briefs

New York By JERRY FRANKEN

BENTON & BOWLES trying to get Mary Pickford for a fall show. . . . *Engerle Newsreel* replacement set by Stack-Goble for a debut July 31 in *Spy Secrets*, dramatic serial set for the NBC-Red on Sundays, 5:30-6 p.m. Agency still looking for the Molle replacement. . . . Lennen & Mitchell recently appointed advertising counsel for Jacob Ruppert Brewing Co. . . . William Powell will be on the first *Silver Theater* show in the fall. . . . Marjorie Norton and Lillian Okun guesting on Polly Shedlove's WHN program July 21. . . . Aubrey Wisberg, author of radio skit, *The Comeback*, sold same to British Broadcasting Co. recently to be relayed thruout Empire. Wisberg also did a half-hour dramatic skit, *Valor Fulfilled*, to be aired in August by NBC.

Ruth Yorke, Jane Arden on the air, set for the lead in "Green Mansions" at Lake George in August. . . . John Martin, of BBDO, and Kaye Seymour, free-lance radio writer, are collaborating on a book, "How To Write for Radio." . . . Al Simon, WHN p. a., resuming his air column, "Twisting the Dials," beginning September 1. . . . John Casey, of Sherman K. Ellis, sprucing up his football show. Last year did it for Black-jack on Mutual, with Lou Little. . . . Sponsor aggravation over lack of sales from the Charlie McCarthy

show reported continually on the increase.

BILL THOMAS, Young & Rubicam publicity, back from a Virginia vacation August 1. Y. & R.'s Tom Lane going to Hanover, N. H., end of this week. Carl Balliatt, Morse International exec, will rusticate until August 1 on his farm in township of Mt. Bethel, Pa. William E. Larcombe, of Brown & Tarcher, out until August 1. . . . Ralph Wentworth, of Langlois & Wentworth, out for two weeks looking for trout and landlocked salmon. Ditto WHN's candid cameraman, Norman Kaplan. . . . Some of the boys at Benton & Bowles were given salary increases. . . . John Nesbitt, on the Gulf oil show, will probably be kept on a while in the fall to see how he goes. Agency is pleased with his work. . . . Larry Nixon, WNEW p. a., becomes a celebrity in spite of himself July 23, when a fracas will be held on the Piccadilly Roof in honor of his latest exploit, as an author, *Vagabond Voyage*. Al Roth's contract with Rudy Vallee renewed for one year. . . . Joey Nash, singer, and Lou Frankel, radio p. a., now doing short stories. . . . Ben Grauer writing all the quiz material on the Jergens show himself. . . . Victor Cogle, of Gaumont British and Baird Television, left for Montreal this week to study the tele market there.

AFRA and the Networks

On August 16 the American Federation of Radio Actors will be one year old, dating from the granting of the charter by the Four A's. The contract between the union and the chains was signed July 12; July 13 was a year from the time the first radio actors' group met to discuss organization.

There can be no denying that AFRA has done an excellent job; the same goes for its officials, especially Emily Holt and George Heller. In less than a year a union has signed an agreement with two large employers in a field never before covered by any union. That is something. A lot of older unions have nothing as impressive as that to show, including at least one show-business union.

The networks, as AFRA will admit, are vulnerable, probably the most vulnerable of industries. Unlike newspapers, broadcasting hasn't had a chance to build a phony barrier involving "freedom of the press" as the guard against good-will loss in cases of strikes. Probably the vulnerability of the networks constituted an important factor in the negotiations just concluded, yet the networks are not so open to attack that they couldn't risk a strike if matters hadn't worked out.

Equity had jurisdiction over the radio actors for a long time, and made only a few vague motions toward organization. AFRA had a better situation because of favorable labor legislation, but if AFRA had made the same vague motions the legislation wouldn't have done a bit of good.

The AFRA-network deal is a tribute to intelligent management on the parts of all concerned.

Pirates Play Peek-a-Boo To Halt KQV Baseball Airings

PITTSBURGH, July 16.—Moral victories were claimed today by both parties to the \$100,000 damage suit filed against Station KQV by General Mills, Socony-Vacuum Oil Co., the National Broadcasting Co. and the Pittsburgh Baseball Co.

The Pirates gloated because they had discovered a house outside Forbes Field from which KQV had allegedly been watching the home games and then reporting to the studio for inning resumés while the games were in progress. Moving a screen along the top of the wall during a Pittsburgh-Brooklyn game, employees of the ball team were at first cismayed when the broadcasts continued over KQV as on previous days this season, which had provoked the suit and a petition for an injunction. When they posted the screen at a certain spot on the wall, however, the broadcasts stopped. The KQV spy-point had been hidden.

Next day President Bill Benswanger okeed an option taken out by General Mills and Socony for airing the home games, play by play, over KDKA and WWSW. Two stations are being used, as during the out-of-town games, because on some days, due to previous commercial commitments, KDKA may not broadcast the entire games.

KQV officials, who also head CBS outlet WJAS, claim they have won a battle for "our listening public," since by their refusing to stop ball-game broadcasts they had inferentially compelled Ben-

swanger, a long-time foe of radio-baseball tie-ups, to permit commercial airing of his team's games.

Lawyers for both parties are in the meantime girding for a hearing July 26, postponed from July 12 due to the defendant's error in the manner of presenting witnesses.

Maintaining that the Pirates, KDKA and the two sponsors of the baseball broadcasts would seek restriction of newscasting by their seeking an injunction preventing any other station from broadcasting the games, KQV is expected to base their weightier arguments on the thesis that denying all stations the right to report games would amount to press censorship. Admitting no damages, the defendant is expected to be less vulnerable than two months ago, when they were first asked by the Pirates to desist from game broadcasts, because about May 26 they stopped airing out-of-town contests, and with their perspective shut off for home frays the bill of complaint must be entirely historical instead of bawling an existing canker on the hides of the plaintiffs.

Denials were also issued this week by Benswanger about his reported insistence that WJAS be refused rights to broadcast the all-star National-American League game last week.

"I had not one thing to do with the radio arrangements here or elsewhere and spoke to no one about it. The first I knew of the so-called ban was when

Chicago By SAM HONIGBERG

FRANKLYN MacCORMACK, recently relieved of his WBBM announcing duties, is doing a real burn-up now over the appointment of Pierre Andre to handle Jimmy Petrillo's Grant Park concerts over the mike. MacCormack felt Jimmy should have given it to him, since he was not only out of a job but a member of Petrillo's associate announcers' union at WBBM. . . . Francis Trout just arrived from the Coast to play the part of Pliny on Wrigley's *Scatter Good Baines* stint. . . . George Hooper, ex-NBC page boy, back in town after ending job as announcer at Marquette, Mich. . . . Husk O'Hare's Coconut Grove Ballroom left the WBBM air waves when Husk's angel refused to lay out any more century notes for the radio wire.

Benny Goodman will net \$3,500 for himself on that Ravinia Festival concert August 3, but there'll be no radio pick-up, because the Ravinia management has to sell plenty of ducats to knock off the nut. . . . The Andrews Sisters are booked for the Chicago Theater week of August 26. . . . Bud Harris, raude comedian, is taking over the emcee duties for WIND's Regal Theater amateur

hour. . . . Patricia Dunlap, of the *Bachelor's Children*, is off on a motor trek thru Canada. . . . Daily Times is sponsoring a swing session for the vets at Hines Hospital, with Bob Crosby sending 'em off. . . . Max Miller, Kenneth Grahel and Bill Funke have been added to WIND's musiker staff to augment a new swing shot. . . . Coast radio actor Robert Downing is in Chi visiting his ailing mother.

ALBERT BOUCHE is still trying to dicker with the nets here for a wire to his country nitery, Villa Venice, but he can't get them lower than a \$600 initial first-week charge, plus \$200 per week thereafter. Chains claim the 25-mile distance forces the bill up, but Bouche figures it's too many potatoes for his short season. . . . The Ferris-Livingstone publicity firm has snatched the *Public Hero No. 1* account from Tom Fisdale. . . . Edith Davis taking leave from the Betty and Bob show to visit the Walter Hustons in California. . . . Eugene Mittendorf, WIND station manager, is father to a new baby girl. . . . Expect to have radio sets in most of the schoolrooms by fall.

Boston By SID PAINE

Radio charades are a new feature on the WEEL, Boston, hour show, with the first 10 earliest postmarked answers to various enigmas, acted on the program, good for a pair of ducats to the Loew's State or Orpheum ficker houses. . . . Jay Wesley, monitor of the WEEL "Boston Hour," pinch-hitting as police blotter spieler for Charlie Ashley, on vacash. . . . Mickey Meyers, femme p. a. for the Monomoy Theater, Chatham, Mass., informs that the

Cape legit outfit has signed for a series of 15-minute dramatizations of listed plays over WORL. . . . Sandra Bruce, WCOP spieler, will use her vacash to appear at the Rockport Summer Theater. . . . Russ Offhaus, WCOP announcer, utilizing his respite for summer legit at Buffalo, N. Y. . . . Jerry O'Leary and Sam Henderson handle the "Down to Earth at the Airport" frame over WORL at the time arrival of an American Airline ship from Newark.

I heard about it when I got home." The purchase price of rights for broadcasting at-home games, first in Pirate history, is still unreleased. At the beginning of the season an option clause called for \$15,000 to be paid the ball club by General Mills and Socony for the privilege, in addition to \$17,500 for the foreign game franchise. That, in addition to line and time charges. Unless KQV finds a new way to circumvent the screen on the wall and so resume airing the home series which ends July 24, the legal and newspaper battle between Benswanger's company and KQV will rest until July 26, when former Judge Elder Marshall presents witnesses' affidavit to Federal Judge F. P. Schoonmaker.

Dixie Doings By PHIL MUTH

AL GODWIN has returned to announcing staff of WWL after a four-month try at insurance. . . . Graeme Fletcher, from WBRG, Birmingham, to KFH, Wichita, Kan., and replaced at WBRG by George Spencer. . . . Tom Dailey is new announcer at WAPI, Magic City, coming from KWH, St. Louis. . . . Bert Sloan, announcer for KPRC, Houston, doesn't like black sedans since he was recently held up by two bandits who drove up in one on a lonely road and robbed him. . . . John Cleghorn and Bill Morris, of the WMC, Memphis, staff, returned this week from vacations.

Lucien Agniel

Reviewed Wednesday, 2:40-2:55 p.m. CST. Style—Sports comment. Sponsor—Griesedieck Bros. Brewery. Agency—Anfenger Advertising Agency. Station—KWOS (Jefferson City, Mo.)

Lucien Agniel's sports chatter is unusual because it veers away from the more publicized angles of sport. Agniel plays up the obscure stories and features them to avoid presenting a run-of-the-mill sports program.

When heard he was handling baseball's background to comment on various bits of byplay that the spectators miss. He also brought in unusual stories, double knockouts in boxing, mixed bouts in wrestling and boxing, ladies in any sport.

Two things keep the 15-minute stint from being as effective as it could be, the advertising and Agniel's own voice. Flugs drag along with a long one at the beginning, another in the middle and another at the end. They're spaced well enough, but too long, and Agniel no more than catches his breath than another big boost for Griesedieck comes along.

Agniel hasn't yet put enough punch and enthusiasm into his voice. Diction is excellent, voice smooth, but it lacks fire and drive. He's a youngster, not yet 20, and new to the game, so that fault should be remedied readily.

A. B. J.

"Irene Beasley's RFD No. 1"

Reviewed Tuesday, 12:15-12:30 p.m. Style—Song and chatter. Sustaining on WABC (CBS network).

New Irene Beasley daily quarter-hour show of song and comment for the farm audience radiates a tranquillity which even the city slickers can't fail to welcome amidst the blah issued daily. It has the friendly informality of over-the-back-fence sessions, but the refined presentation of a string ensemble concert.

In that easy-going manner projected, also, by Kate Smith, Miss Beasley intones a bit of fundamental philosophy provoked by an unimportant aside by a child. Her logic is convincing, and for all its obviousness, profound, worldly and well restated. There is no doubt that Miss Beasley's bit of Southern drawl adds to the effectiveness of her lines. When she treatises on streamlined trains she was neither too technical nor too flippant to inform and entertain at the same time. Her songs, varying from rural ballads to picture hits, show up well.

According to her invitation, Fridays will be meetin' day for visiting folk in New York to call on her at the local studios or have broadcast a tried and tested recipe or a household hint. Bet lots of folks respond. S. W.

"Sophisticated Swing"

Reviewed 10-10:30 p.m. CST. Style—Music. Sustaining over WDAF (Kansas City, Mo.).

Thirty minutes of instrumental and vocal offerings, Katherine Trent handling the latter in acceptable tho monotonous style. Mystery of this program is where the originators got the title. As swing music, the stuff raves about as high as would Walter Gieseking's playing of Mozart's *Sonata No. 14 in C Minor*, but as listenable dance music each offering rings the bell.

Band, composed of studio men and featuring pretty fair tenor sax and trumpet solos at long intervals, played all stock arrangements.

Sophisticated Swina is heard often thruout the week on the station. If for no other reason, it's good listening because the bandsmen are local boys—members of Musicians' Local 34—and are being given an air shot on WDAF because the station must hire its quota of musicians. None the less, show has a long way to go before it can be considered for sponsorship. D. E. D.

"Meet the Champ"

Reviewed Wednesday, 9-9:30 p.m. Style—Audience participation. Sustaining on WABC (CBS network), New York.

Ed East and Ralph Dumke, erstwhile "Sisters of the Skillet," are the headliners on this new CBS series, along with a motley crew of "champion" housewives, barbers, paper hangers and Fuller brush salesmen. Idea is to prove who is the champ in his or her own particular and unspectacular line, with nominations sent in to the station by the

Program Reviews

EDST Unless Otherwise Indicated

would-be champions themselves or their admiring friends or relatives—which goes to show to what lengths radio will and does go to achieve novelty shows.

Actors impersonate the aspirants in a prepared script which endeavors to demonstrate their remarkable talents along the lines of dish-washing, shaving, house-cleaning and sundry other assorted things. Two challengers for the same title are interviewed, one by East, the other by Dumke, during which they state their accomplishments. Form follows prize-fight technique, with rounds, bells, etc., and following the interviews each applicant gives an actual demonstration of his or her abilities, with East and Dumke reporting it a la Clem McCarthy at the ringside.

High spot of the opener was a shaving performance in less than a minute by two applicants for the title of champ barber. Final nomination is left to the studio audience. As usual there are cash prizes.

Not a very brilliant endeavor in either conception or execution, but adequate for those who aren't too demanding in their choice of radio entertainment.

D. R.

"Passing Parade"

Reviewed Sunday, 7:30-8 p.m. Style—Variety. Sponsor—Gulf Gasoline. Station—WABC (CBS network), New York.

John Nesbitt, familiar to West Coast listeners, is the star of Gulf's summer show, replacing Phil Baker. Following the narration formula, he made a good impression with his inside stories of drama, excitement and pathos, real-life incidents involving people whose names have never made the news and those who have played prominent parts in the "passing parade."

Highlight of the narrative side of the opening program was the dramatization of the history of the red car in which Archduke Ferdinand of Austria was assassinated, the spark which touched off the World War, and the subsequent tragic life of the auto, which took more than a dozen lives as it passed from owner to owner. Factually, the story is

a vividly interesting one, and Nesbitt told it well, aided by a superb musical background from Oscar Bradley, which had more than a little to do with lightening the suspense. Nesbitt's only fault lies in a tendency to become a bit over-dramatic, which loses the intended effect because it carries with it a tinge of hammy histrionics. A slight toning down is all he needs to put him up in the front rank of radio story tellers.

Bradley's full orchestra not only supplies an effective background for the anecdotes, but serves as a filler between them. Bradley, a holdover from the Baker show, did nobly by Kern's *The Song Is You*, as did Al Garr with his tenoring of *Just a Memory*. D. R.

"Star Gazing in Hollywood"

Reviewed Friday, 1:15-1:30 p.m. Style—Commentator. Sustaining on WDRG (Hartford, Conn.)

Harvey Olsen, commentator, is well fortified with interesting film chatter. This, coupled with excellent diction and concise delivery, lifts the program to fairly high level for fan audiences. Daily feature, called "turning the telescope," is a summary of highlights in the life of a screen personality. When caught Bart McLane was chosen.

Program, given daily, is inherently okeh, but unfortunately is not listed at the same time every day. This fact undoubtedly works against building up the audience the program deserves.

S. A. L.

"Let's Swap"

Reviewed Wednesday, 12:15-12:30 p.m. Style—Novelty street interviews. Sponsor—Wyandotte Furniture Co. Station—KWOS (Jefferson City, Mo.).

There's a grand idea in this street broadcast and it makes as entertaining a 15-minute bit of action as you can find. Announcer Bill Cook never allows the program to drag. He'll start by offering to swap someone a quarter for a half-dozen bobby pins or something equally small. Action ensues when he gets into some lady fan's pocketbook

and describes the contents as they search for the pins.

After he makes the swap, he'll agree to swap the pins and another two-bit piece to some small boy for something he has in his pockets. Again Cook exhibits descriptive powers as the two of them get down on their hands and knees and energetically pore over the contents of the lad's pockets and examine them for something with "swap" value.

Following that he's apt to spot someone with an armload of groceries and he'll promptly offer to swap a half dollar along with whatever he got in his trade with the small boy for something in the sack of groceries. That, too, is good for laughs aplenty, and when the program reaches an uproarious conclusion Cook ends up with a dime's worth of hamburger or a bologna sausage or a dime pocket comb or something similar, while the program has elicited laughs all the way around and spent \$1 or less in trading.

All the while the announcer is posing questions in an offhand manner, and at the end of the contest the perscr who has given the best answers is awarded furniture by the sponsor.

It's a frolic, even tho an offshoot of the aging man-on-the-street motif. Cook's handling of it is superb. Radio crowd gets a real kick out of it, and the constant hubbub and uproar is a certain indication of its reception by the crowd on the street.

A. B. J. Jr.

Attorney at Law

Reviewed Tuesday, 8:30-9 p.m., CDST. Style—Dramatic. Sponsor—S. C. Johnson & Son, Inc. Agency—Needham, Louis & Brorby. Station—WMAQ (NBC network).

This is the revamped 15-minute daily scripser blown up to fill the F.ber McGee and Molly spot for the summer. Each story, complete, revolves around the Terry Regans, lawyer and spouse. Program caught was involved with too much story. However, leads were capably handled by Henry Hunter and Betty Winkler and given a better vehicle their ability would no doubt shine brighter.

Idea is to have attorney Regan handle a case in court in each story. His wife plays an important role as helpmate, something like Myrna Loy in *The Thin Man* motif, but idea fell short this time thru lack of the required smart banter. Plot had promise, but a hole in the continuity (either thru the director's slicing for time or faulty story construction) caused the first half of the stint to appear disjointed from the second. Show ended up much stronger than the beginning.

Milton Geiger is penning the scripts; Cecil Underwood is directing. 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.

Columbia network shows on WABC between the hours of 7:15 and 9:15 p.m. Wednesday dished out a fair brand of radio fodder. Particularly so considering the season. Apart from the listed programs, audience was held by successive bulletins about the Howard Hughes flight—these bulletins being, of course, dramatic in themselves but damaging to the continuity of the shows on regular time.

Arthur Godfrey on at 7:15 for *Cremo Cigars*. Godfrey, without much of a voice, offers a pleasant quarter-hour of songs interspersed with light chatter and commercials. Style is informal, and tho musically not so hot, program is probably doing a good sales job.

Living History, on for 15 minutes at 7:30 p.m., is a series sponsored by the Columbia University Adult Education Board. It's a smart program, out of the common run, and is both dramatic and interpretative. Two incidents dramatized were Shea's Rebellion and the passage of the Civil Liberties Ordinance. Dr. Harry Carmen, Columbia professor, follows each dramatization with an interpretation, showing the import of these events in the light of subsequent and current history. Audience is not likely to be large, but classy. Gilbert Selides prepares the show and dramatizations are well done.

Boake Carter, whose tone implies a sneering acquaintance with his audience, took the mike at 7:45 p.m. Discussed political situations, international events and devoted a large section of his time to the Howard Hughes flight. Carter, despite a delivery termed antagonistic by many listeners, has much on the ball. His style is terse, clipped and dramatic.

Program termed *Summer Serenade*, having Ben Feld and his orchestra as its

chief feature, was badly mangled by the Hughes bulletins. Ork managed to get off three or four tunes to establish it as definitely versatile, the material ranging from pops to Debussy atmosphere pieces and operetta material. A solid outfit.

Paul Whiteman's half-hour show for *Chesterfield*, with Henry Busse and the Andrews Sisters guesting, was top entertainment. Numbers were well orchestrated and included novelty and standard stuff. Modernaires, vocalists with Whiteman were put in the shade by the Andrews girls, a sophisticated and swiny trio who are hot on the tempo and pulse. Busse, who does it with a trumpet, ravished the air waves with *When Day Is Done*.

Meet the Champ, East and Dumke show at 9 p.m., reviewed elsewhere in this department.

NBC's "America at Play" installment of *Stepping Ahead With America* was most trying. Its educational quality is dubious; its entertainment value nil, and its very existence unjustified.

Proposing to show how recreational activities of a nation create jobs, this WJZ dud did hardly more than reel off industrial statistics and call to the mike unimportant sports people who couldn't talk above a whisper or who were so slow in their recitations that a listener forgot the beginning of the sentence by the time the speakers reached the end. Attempts at dramatizing the outlawing of bowling, the founding of a prosperous business of manufacturing fishing files, etc., were feeble. Sound effects cluttered up the half hour pointlessly. The remains were words, words.

"Penthouse Party"

Reviewed Sunday, 7-7:30 p.m. CST. Style—Music. Sustaining over WJHB (Kansas City, Mo.)

Jack Grogan, youngest of the WJHB announcing staff and occasional actor with W. Zolley Lerner's Resident Theater in Kansas City, starts this 30-minute show with an invitation to listeners to follow him from Studio "A" into Studio "B" for refreshments and songs. And tho the listener needs an Aladdin-style lamp to procure a gin rickey offered by Grogan, he nevertheless receives the songs as promised.

Small band led by Sol Bobrov, fiddler, and including Andy Anderson, Val Tatum, Virgil Bingham and Ralph Stevens, starts the ball rolling with *Penthouse Serenade* for the McCoy atmosphere. Grogan then sings a solo, concluding his stint with an introduction of Ruth West, who also sings. Band, using no brass, takes over again, and Grogan-West songs round out the period. Tunes delivered acceptably on show caught were *With Every Breath I Take*, *The Church Across the Way*, *My Little Red Book*, and *Fardon Us, We're in Love*. Tho not outstanding, both Grogan and West have pipes that please, and the friendly, intimate atmosphere tends to make the show add up heavily on the credit side.

Penthouse Party has commercial possibilities. Guest artists might help. But it's okeh as it stands and rates as better than passable listening fare. *Penthouse* idea, incidentally, is the real thing. Studios from which the program emanates are atop the Scarritt Building in downtown Kaycee. D. E. E.

ORCHESTRA ROUTES

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

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

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

A
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.
Angelo: (Bertolotti's) NYC, nc.
Austin, Sid: (Laurie's) Sackett Lake, N. Y., cc.
Auwarter, Fred: (Flamingo Club) Orlando, Fla., nc.

B
Bardo, Bill: (Claridge) Memphis, h.
Barnet, Charlie: (Ocean Casino) Virginia Beach, nc.
Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
Barron, Blue: (Edison) NYC, h.
Bass, Paul: (Chateau Moderne) NYC, nc.
Bauman, Charles: (Wivel) NYC, re.
Berigan, Bunny: (Steel Pier) Atlantic City, b.
Bestor, Don: (Roosevelt) New Orleans, h.
Blaine, Jerry: (Colony Surf Club) West End, N. J., nc.
Bonelli, Michael: Lake George, N. Y.
Bowen, Al: (Vesper) Lowell, Mass., cc.
Bunchuk, Yasha: (International Casino) NYC, nc.
Burk, Billy: (Terrace Gardens) Springfield, O., b.
Burnside, Dave: (Ocean Forest) Myrtle Beach, S. C., h.
Busse, Henry: (New Yorker) NYC, h.

C
Camden, Eddie: (Gypsy Village) Louisville, nc.
Carlin, Ray: (Northwood) Detroit, ro.
Carlyn, Tommy: (Peyton's) Steubenville, O., nc.
Chaiken, Louis: (Weber's Hofbrau) Camden, N. J., ro.
Clinton, Larry: (Glen Island Casino) New Rochelle, N. Y., ro.
Coleman, Emil: (Ross Fenton Farms) Westchester, N. Y., ro.
Comiques, Four: (White Cap) Catalina Island, Calif., nc.
Conn, Irving: (Arrowhead Inn) NYC, nc.
Cornelius, Paul: (Lakeside Park) Bonner Springs, Kan., b.
Correa, Eric: (Babette's) Atlantic City, cb.
Costello, Charles: (Commodore) Detroit, nc.
Craig, Carvel: (Old Mill Club) Salt Lake City, nc.
Crosby, Bob: (Blackhawk) Chi, h.
Cutler, Ben: (Rainbow Grill) NYC, nc.

D
Dare, Ronnie: (Kasey's Klub) Henderson, Ky., nc.
Davis, Johnny: (Miami Club) Milwaukee, nc.
Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
Daw, Freddie: (Coral Gables) Coral Gables, Fla., cc.
Daziel, Jack: (Caberama Club) Lake City, S. C., nc.
De Carlos, Joe: (Happy's Cabaret) Glendale, L. I., cb.
Denny, Jack: (Bon Air) Chi, cc.
Dixon, Dick: (Gloria Palast) NYC, nc.
Diamond, Lew: (New Eden) La Grange, Ill., b.
Domiguez, Jose: (Post Lodge) Larchmont, N. Y., ro.
Donahue, Jack: (Rainbow Room) NYC, nc.
Duerr, Dolph: (Green Derby) Cleveland, nc.
Duke, Jules: (Bismarck) Chi, h.

E
Engel, Freddy: (University Club) Albany, N. Y., nc.
Erante, Chappic: (Cavaller) NYC, nc.

F
Familliant, Mickey: (Silver Lake Inn) Clevelant, N. J., ro.
Farber, Bert: (Netherland Plaza) Cincinnati, h.
Farmer, William: (Promenade) Rockefeller Plaza, NYC, c.
Ferd, Don: (Stratford) Bridgeport, Conn., h.
Fisk Jr., Charles: (Radio Springs) Nevada, Mo., nc.
Foley, Frank: (Rendezvous) New London, Conn., re.
Foncen, Basil: (St. Moritz) NYC, h.
Fulcher, Charlie: (Greystone Roof Garden) Carolina Beach, N. C.
Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
Furst, Joe: (The Brook) Summit, N. J., re.

G
Garber, Jan: (St. Francis) San Francisco, h.
Gonzalez, Ralph: (St. Moritz) NYC, h.
Gordon, Gray: (New Penn Club) Pittsburgh, nc.
Graff, Johnny: (Arcadia-International) Phila, nc.
Grantham, Billy: (Chase) St. Louis, h.
Gray, Len: (New Cedars) New Bedford, Mass., nc.
Grayson, Bob: (Lincoln Terrace) Pittsburgh, ro.
Grier, Jimmy: (Bon Air) Wheeling, Ill., cc.

H
Hamilton, George: (William Penn) Pittsburgh, h.
Harper, Darrell: (Vista del Arroyo) Pasadena, Calif., h.
Harris, Claude: (Joey's Stables) Detroit, nc.
Harris, Leroy: (Kit Kat) NYC, nc.
Hays, Billy: (College Inn) Phila, nc.
Headrick, Pearl: (White Swan Club) Johnstown, Pa., nc.
Hendricks, Dick "Red": (Club Chanticleer) Madison, Wis., nc.
Herman, Woody: (Rice) Houston, Tex., h.
Hicks, Earl: (Bluebird) Shawnee, Okla., b.
Himber, Richard: (Essex House) NYC, h.
Hoff, Sid: (Capitola) Capitola, Calif., b.
Zelden, Virginia: (Normandy Inn) Warren, Pa., nc.
Hollander, Will: (Lincoln) NYC, h.
Honey, Bill: (Benny the Bum's) Phila, nc.
Horton Girls: (Sky Harbor Tavern) Lake George, N. Y., nc.

Horton, Eddie: (Le Mirage) NYC, nc.
Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.
Hudson, Will: (Hunt's Ocean Pier) Wildwood, N. J., 16-22, b.

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

K
Kara, Peter: (Green Gables Drums, Pa., nc.
Kaye, Sammy: (Surf Beach Club) Virginia Beach, nc.
King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.
King, Hal: (LaBelle) Gull Lake, Mich.
King's Jesters: (Sir Francis Drake) San Francisco, h.
Kirkham, Don: (Blakeland Inn) Denver, nc.
Knight, Harold: (Willow Grove) Phila, p.
Kristal, Cecil: (Buena Vista) Biloxi, Miss., h.

M
McCoy, Clyde: (Meadowbrook) St. Louis 21-27, cc.
McCune, Will: (Bossert) Brooklyn, h.
Madriquera, Enric: (Riviera) Fort Lee, N. J., nc.
Mail, Johnny: (Village Brewery) NYC, nc.
Maitland, Johnny: (Muehlebach) Kansas City, Mo., h.
Maleville, Bud: (Bal Bijou) Lake Tahoe, Calif., b.
Mariani, Hugo: (West End Casino) Long Branch, N. J., nc.
Martin, Don: (St. Regis) NYC, h.
Marvin, Frederick: (Stevens House) Chi, h.
Mature, Henry: (3 Door Inn) Bridgeport, Conn., nc.
Millington, Basso: (Black Cat) NYC, nc.
Mohr, Bob: (Old Country Club) Phoenix, Ariz., cc.
Moore, Eddie: (Willard Straight Hall) Ithaca, N. Y.

N
Nagel, Harold: (Pierre) NYC, h.
Napoleon, Phil: (Paradise) NYC, cb.
Nelson, Harold: (Rotisserie) Vicksburg, Miss., nc.
Noble, Leighton: (Palace) San Francisco, h.
Noblemen, Three: (Bennett) Binghamton, N. Y., h.
Norris, Stan: (Fairview) Rochester, Ind., h.

O
Owens, Harry: (Biltmore) NYC, h.
Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

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

Kurtze, Jack: (Grandview Lodge) Kasota, Minn., nc.
Kyser, Kay: (Pennsylvania) NYC, h.

L
Lacombe, Buddy: (Nicklaw Manor) Lake George, N. Y., h.
LeBaron, Eddie: (Radio City Rainbow Room) NYC, nc.
LeCroy, Trent: (Maytag Club) Columbus, Ga., nc.
LeRoy, Howard: (Club Arcadia) St. Charles, Ill., nc.
Lewis, Ted: (Topsy) Los Angeles, nc.
Light, Enoch: (Taft) NYC, h.
Livingston, Jimmy: (Murray's) Tuckahoe, N. Y., ro.
Lopez, Vincent: (Casa Manana) NYC, cb.
Los Gachos: (Club Gaucho) NYC, nc.
Lucas, Clyde: (Claremont) NYC, re.
Lyman, Abe: (Chez Paree) Chi, nc.

Mojica, Leon: (El Patio) San Francisco, b.
Moore, Denny: (Athens Club) Oakland, Calif., nc.
Mosley, Snub: (Afrique) NYC, nc.
Mover, Ken: (400 Wichita, Kan., nc.
Murray, Charlie: (Embassy Club) West Orange, N. J., ro.

P
Pablo, Don: (Reld's Casino) Niles, Mich., nc.
Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
Pedro, Don: (Graemere) Chi, h.
Peterson, Dee: (Riley's) Saratoga, N. Y., ro.
Pettl, Emil: (Savoy Plaza) NYC, h.
Piemonte, Vic: (Warwick) NYC, h.
Pirro, Vincent: (Riviera) NYC, nc.

Q
Quartell, Frankie: (Villa Venice) Chi, nc.
Quinn, Snoozier: (Windmill Club) Kentwood, La., nc.

R
Rainey, Dud: (The Crest) Pittsburgh, nc.
Ravazza, Carl: (Junction Inn) Palo Alto, Calif., nc.
Redman, Don: (Surfside) Atlantic Beach, L. I., cc.
Reisman, Leo: (Cocoanut Grove) Los Angeles, nc.
Reyes, Chica: (Continental) Detroit, nc.
Rhythm Boys: (International Casino) NYC, nc.
Rickson, George: (Chateau Moderne) NYC, nc.
Rines, Joe: (St. Regis) NYC, h.
Rodes, Dusty: (Beverly Hills) Newport, Ky., cc.
Rollini, Adrian: (Piccadilly Roof) NYC, h.
Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
Rotgers, Ralph: (International Casino) NYC, nc.

S
Sanders, Joe: (Sylvan Beach) Houston, Tex., 12-21; (Spring Lake) Oklahoma City 23-Aug. 13, p.
Savit, Jan: (Steel Pier) Atlantic City, b.
Schrader, Danny: (Lookout Mt.) Chattanooga, Tenn., h.
Scoggin, Chic: (Paxton) Omaha, h.
Shades of Blue, Three: (Evergreen) Chi, cc.
Siegel, Irving: (Pine Inn) Hollywood, Fla., nc.
Smith, Joseph C.: (La Rue) NYC, nc.
Smith, Stuffy: (Onyx) NYC, nc.
Snyder, Billy: (Lookout House) Covington, Ky., nc.
Southern Gentlemen Orch.: (Excelsior) Minneapolis 7-22, p.
Sparr, Paul: (Versailles) NYC, nc.
Stanley, Red: (Hickory House) NYC, re.
Steel, Leonard: (Ft. Shelby) Detroit, h.
Stern, Harold: (Paisades) Palisades, N. J., p.
Stipes, Eddie: (Frankie's) Toledo, nc.
Sullivan, Jerry: (New Kenmore) Albany, h.
Swanson, Billy: (Cataract House) Niagara Falls, h.
Sylvio, Don: (Bertolotti's) NYC, nc.

T
Tatro, Bill: (Bridgway) Springfield, Mass., h.
Thompson, Lang: (Terrace Beach) Virginia Beach, nc.
Tolbert, Skeets: (Afrique) NYC, nc.
Tracy, Jack: (Kansas City Club) Kansas City, Mo., nc.
Trombar, Frank: (Biltmore) Los Angeles, h.
Tucker, Tommy: (Steel Pier) Atlantic City 15-23, nc.
Tucker, Orrin: (Edgewater Beach) Chi, h.

V
Vouzen, Nick: (Coq Rouge) NYC, nc.

W
Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
Walder, Herman: (Spinning Wheel) Kansas City, nc.
Waldman, Herman: (Olmos Club) Houston, Tex., nc.
Wayne, Penn: (Bluff House) Milford, Pa., h.
Weldon: (Armando's) NYC, re.
Welk, Lawrence: (Walled Lake) Detroit, b.
Widmer, Bus: (Mile-Away) Grand Junction, Colo., b.
Williams, Ralph: (El Tivoli) Dallas, nc.
Williams, Sandy: (International Casino) NYC, nc.
Winston, Jack: (Club San Clemente) San Clemente, Calif., nc.
Wood, Herby: (Anchorage) Phila, nc.

Songs With Most Radio Plugs

"Heart" Slips; "Moon" Still Good; Fewer Songs Show Up

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, July 14. 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
14	1. There's Honey on the Moon Tonight...	Miller	36
2	2. Music, Maestro, Please.....	Berlin	30
6	3. I Married an Angel (M).....	Robbins	30
5	3. I Hadn't Anyone Until You.....	ABC	25
3	4. I Let a Song Go Out of My Heart.....	Mills	24
1	5. Says My Heart (F).....	Paramount	23
9	5. This Time It's Real.....	Spier	23
12	5. Flat Foot Floogie.....	Green Bros.	23
10	6. Lovelight in the Starlight (F).....	Paramount	22
4	6. When They Played the Polka.....	Robbins	22
16	6. I'll Dream Tonight (F).....	Witmark	22
9	7. You Leave Me Breathless (F).....	Famous	20
14	7. Will You Remember Tonight Tomorrow?.....	Bregman	20
7	8. When Mother Nature Sings Her Lullaby.....	Santly-Joy	18
15	8. Day Dreaming (F).....	Remick	18
18	8. You Go to My Head.....	Remick	18
8	9. Let Me Whisper.....	Chappell	17
13	9. My Margarita.....	Feist	17
10	10. Little Lady Make Believe.....	Olman	16
9	10. Why'd Ya Make Me Fall in Love?.....	Feist	16
6	10. If It Rains, Who Cares?.....	Morris	16
—	10. Hi Yo Silver.....	Chappell	16
8	11. I'm Gonna Lock My Heart.....	Shapiro, Bernstein	15
11	12. Savin' Myself for You.....	Harms	14
—	12. My Walking Stick (F).....	Berlin	14
17	12. Naturally.....	Lincoln	14
17	13. Don't Be That Way.....	Robbins	13
—	13. Garden in Granada.....	Southern	13
—	13. Toy Trumpet.....	Circle	13
—	13. Alexander's Ragtime Band (F).....	ABC	13
18	13. I'm Glad I Waited for You.....	Stasny Lang	13
10	13. Colorado Sunset.....	Gilbert	13
16	14. Having Myself a Time (F).....	Paramount	12
—	14. Now It Can Be Told (F).....	Berlin	12
—	14. There's a Far Away Look in Your Eyes.....	Tenney	12
15	15. In a Little Dutch Kindergarten.....	Fox	11
—	15. So Little Time.....	Shapiro, Bernstein	11
15	15. Spring Is Here.....	Robbins	11
—	16. Figaro.....	Bregman	10

Batoneers No White-Haired Boys to Music Biggies

NEW YORK, July 16.—Band leaders came in for a bit of scoring, but not in the orchestral sense, from prominent music men interviewed by *The Billboard* in its examination of the industry. John G. Paine, general manager of ASCAP, stated that the batoneers don't know the first thing about the problems of the music business and care less, and that "they play for a few Park avenue people and think the world is at their feet." It is the opinion of E. C. Mills, chairman of ASCAP's administrative committee, that if the supply of new music were cut off for one year, "90 per cent of the big name bands would be thru." Jack Robbins claims that band leaders control the music business and that their personal preferences for songs can make or break them. No matter how many great numbers a publisher has given a band leader, if the leader doesn't happen to like a new one in the publisher's catalog no amount of asking will get him to do it, according to Robbins. In that way many a potentially commercial number is nipped in the bud.

Conducted by M. H. ORODENKER—Communications to 1564 Broadway, New York City

TIN PAN ALLEY SWINGS LOW

Publishers Blame Everything—- Depression, Radio, Song Sheets

(Continued from page 3)

anything, and just let the music savants have their say. And that say hit at practically everything in sight—radio, band leaders, price of sheet music, quality of current songs and sundry other real and imagined ills of the business.

Varied as were the opinions regarding cause, there was a marked unanimity as to effect. The patient is in a bad way, as just one look at his chart, typified by one of the largest publishing houses in the business, reveals. This firm, a leader for years, had an overhead of between \$60,000 and \$80,000 a month in 1928, with branch offices in about 18 key cities. That overhead has been cut to its present state of approximately \$25,000, and the branches have been reduced to three. A million and a quarter was the average yearly income from recordings alone for this publisher 10 years ago; now the firm is fortunate if that field returns \$20,000. The example is typical of conditions thruout the business, in varying degrees. It isn't very strange, therefore, that of the 1,200 publishing firms in 1928, only 300 are now in business.

Ten years ago a million copies were sold of a good hit, and a quarter of a million was only fair. The publisher who is now lucky enough to have a quarter-of-a-million-copy hit has ample reason to celebrate. But that much-walled-about condition is hardly news any longer. What is important is why the decline has been so sharp, and if the industry will ever see those million-copy days again. Here's what prominent music men, a representative cross-section of the business, have to say about it:

E. C. Mills, chairman of the administrative committee of ASCAP:

"Radio is solely and definitely responsible for the bad state of the music business. Formerly the public's appetite for music was satisfied by the piano, and then by the phonograph. Now it is radio that gives them their musical fare, and a great deal easier and cheaper. A piano meant buying a piece of sheet music, a phonograph meant purchasing a record; radio satisfies musical craving by the twist of a dial. Classical music has not fallen off anywhere near in proportion to popular music, because it is not dispensed as freely on the air as the latter. The depression is not responsible for the decrease in sheet music sales, but it naturally helped to increase the number of people who would still like to buy songs, but who haven't the money to spend on them.

"There is no chance of the business returning to its former high-water mark in our lifetime. Since that is so, radio should make up to the creators and publishers of music what it has taken from them, by a substantial increase in the fee it pays for the use of that music. If radio and other sources returned \$12,000,000 yearly to music, that would compensate greatly for the loss of income on music sales.

"Music is the lifeblood of radio and orchestras, and it is not unreasonable to demand payment for it in accordance with its importance. If the supply of new tunes were cut off for one year, 90 per cent of the big name bands would be thru. Writers of music above all should be paid commensurately with their service to people, since that service is one of spreading happiness and pleasure thru their music creations."

John G. Paine, general manager of ASCAP:

"The ease and cheapness with which the public can get music from radio is not alone the reason for the poor condition of the music industry. It is rather a general apathy on the part of the public toward the music published today that has stopped the sale of copies, an apathy brought about by the sameness and lack of originality of current songs. A dearth of entertaining material has killed the business. In the old days there was variety in popular music; there were one-steps, two-steps, waltzes,

fox-trots, bunny hugs, etc., and this variety kept alive people's interest in new music. Today the majority of songs are fox-trots, with occasional waltzes and rumbas, but with hardly enough variety to keep the public enthused about each new crop of songs.

"The reason for this lack of newness is a reluctance on the part of publishers to take a chance on anything different. They prefer to cling to the type of numbers that they know from past experience will appeal. In this they cannot be blamed too much, for they haven't the money with which to experiment. There is one publisher at the moment who holds a novelty tune which has real merit but dares to be different, and he therefore will not take a chance on it, preferring to spend his money issuing and exploiting something he considers to be more nearly sure-fire. If there were more money in the business this condition would not exist, for publishers could afford to spend it on worth-while manuscripts not in the accepted form, but which because of that very fact would revive the public's interest in popular music.

"There is only one remedy, and that is to return to music from radio and other sources using music a sum twice that now paid, or \$12,000,000 as against the current \$6,000,000. Publishers would then have that extra money to work with, and even that would not be in excess. A good \$35,000,000 or \$40,000,000 a year is needed in the music business to put it back on its feet and to give publishers enough money to do decent things with. Radio will eventually feel the apathetic attitude of the public unless something is done about it, and that something is simply putting more money into music so that it may supply radio with more entertaining material.

"The same thing applies in the classical field. One concert manager has begged ASCAP to charge concert halls, so that money could be brought into that field to encourage composers like Copeland, James, Sessions and others to write not merely for their own amusement and satisfaction. Writers are not interested in composing good material without being adequately repaid for their efforts.

"As for band leaders in popular music, who play so large a part in its development, they don't know the first thing about the problems of the music business, and care less. They play for a few Park avenue people and think the world is at their feet."

Jack Robbins, head of Robbins-Feist-Miller music firms:

"How can a publisher run his business in a way to make money when the control of it is out of his hands? And that is just where the trouble lies in the business today. The band leaders are the ones who guide the destinies of the music output, not the publishers who work on it and spend their money to popularize it. If a leader doesn't happen personally to care for a new song in a publisher's catalog, he simply refuses to play the number, and since he is such an important cog in the mechanism of making tunes popular, the ruinous effect of such indifference to what the publisher believes to be a good commercial number is obvious. There is no such thing as reciprocity; a publisher can supply a leader with a dozen great songs which he not only wants but needs, but let the same publisher ask him to do one tune he may not care for and the answer is no.

"Radio, of course, kills the life of a song, due to constant repetition, to the point where a folio of standard works will outsell a current popular number over a given period of time. The sheet music buyers of today are found in the younger generation, and by the time they realize that a song is a big enough hit to warrant its purchase, they also realize that it will be only a short time before the song will be dead and they won't need the copy any more. Standards are always in vogue, however, and

\$12,000,000 Yearly Take From ASCAP Licensees?

NEW YORK, July 16.—During the course of *The Billboard's* investigation into causes and effects of the poor condition of the music business, E. C. Mills and John G. Paine, ASCAP officers, separately made the interesting and perhaps indicative statements that a return from radio and other sources of \$12,000,000 is necessary to rehabilitate the music industry. The annual intake now approximates \$6,000,000. The fact that both Mills and Paine mentioned the same sum would seem to indicate that that is the mark the society is shooting at.

Mills summed up the attitude of publishers as regards sheet sales perfectly with, "Nowadays if a song sells 50,000 the publisher is happy; if it goes to 100,000 he rejoices, and if it reaches 200,000 he's delirious."

therefore always in demand over the counter.

"Another important angle in the decline of sheet music sales is the high price of song copies. Thirty-five and 40 cents is too much for the average person to pay for a tune they know will be a thing of the past in a few weeks. At 10 cents per copy music would have a far greater chance of selling as it did years ago."

Louis Bernstein, head of Shapiro, Bernstein, Inc.:

"It is difficult to see how the business will ever return to the state it once enjoyed. The whole set-up was different formerly. A dozen years ago a firm could have 10 hits current, with a monthly income approximating \$200,000; five songs are the most a publisher can exploit now, and it is difficult to approach band leaders with a big catalog. In radio's early days the publisher knew if the public would go for a song immediately after its first introduction by someone like Paul Whiteman on a Coast-to-Coast network; buying or the lack of it was felt right away by the publisher. Now, however, a song takes six weeks in the making, six weeks of hard effort before its ultimate chances are apparent, and then its total life rarely exceeds four and a half months, as against a year or even two formerly.

"Altho the vaudeville acts of former years, playing in 900 houses thruout the country, hardly reached as large an audience as one Crosby or Vallee radio program, still the acts could get a song over better and more definitely. On a network radio show the song, no matter how well done, is lost in a profusion of many other songs heard during the same evening.

"It is hard to realize just who does buy sheet music any more, and it is a source of amazement that it sells as well as it does. ASCAP, however, is the only salvation of writers now. If it weren't for the society 80 per cent of the composers and lyricists would be driving taxis or starving to death."

Lou Diamond, general manager of Famous Music, publisher of music from Paramount pictures:

"A prediction as to the future of the music publishing business can be made only if one knows if and when the number of pianos in the homes of America will rise again to the level of 15 years ago. A fountain pen is useless to a man without arms; so is a piece of sheet music to a person without a piano on which to play it. There was a time when no newly furnished home was complete without a piano; today it is a radio. If the piano returns to the importance it once held, so will the days of million-copy sheet sales, regardless of the amount of overplugging, to the point of extermination, a song receives on the air. A person with a piano has to have the latest hits, whether he likes them himself or not; his friends, people he meets at parties, demand it. He is out of the social swim without the current song favorites.

"A good song, plus a good organization to sell it, will always be an unbeatable combination. If a song brings in less than was expected of it, the publisher should not blame conditions, for

nine times out of ten either the song itself did not have sufficient merit or it was not handled properly, or both."

Rocco Vocco, of the newly formed firm of Bregman, Vocco & Conn:

"Sheet music can come back—nct as big as it once was, perhaps, but to a greater degree than most people think. The one thing to stop it from achieving the prosperity it once enjoyed is the lack of outlets of the old days, the chain and department store distribution, which accounted for so much of the million-copy selling of years ago. Outside of that, however, all that is needed to bring about a return to profitable days in the music business is a return to real general prosperity. Music, the buying of copies, the taking of piano lessons are luxuries, and people need money to indulge in luxuries. That was what killed sheet sales—the depression, cutting people's expenditures to the bone.

"Radio is not the demon it is generally thought to be in this business. On the contrary, radio has educated people to music, has taught them to enjoy it, has made them appreciate it much more than they did before its advent. Aside from the depression there is one factor a great deal more responsible for decreased sales than radio, and that is bootlegged song sheets. For 5 cents it is possible to get almost 50 sets of lyrics, and kids these days can usually pick up tunes on the piano by ear; therefore why is it necessary to buy a regular copy of a song? This is a pronounced evil and has played a large part in the destruction of the industry."

Max Mayer, head of Mayer Music Corp., leading distributor:

"If the publishers weren't so interested in running up impressive performance ratings for high ASCAP classification they might accomplish more toward bringing about a return to the million-copy era. Their main ambition seems to be to total 50 or 60 radio plugs each week, which is the very evil that has effected the terrific decline in sheet sales. How can people be expected to buy a song that, after two weeks, grates on them from constant repetition on the radio? Let the publishers restrict the number of performances of their current songs to six or eight really worthwhile hearings a week, and the public will be forced to buy copies to hear more of the song. Just a taste of a good tune will incite a craving for more, and the only way that can be satisfied is by the purchase of the song.

"An additional reason for the lack of sheet music buying is the high price asked per copy. If this were substantially lowered the public would certainly be more attracted to it, with the subsequent obvious benefit to publisher and dealer."

Al Ashley, of Ashley Music Supply Co., leading distributor:

"Even tho music publishers are reputedly losing money, and doing much walling about it, there is no kick coming from this end of the business. Ashley Music was started nine years ago, right at the beginning of the depression, and yet during that time the staff has been increased from 3 people to 30, a fact which would seem to speak for itself. Naturally a music distributor, along with the publishers, would prefer the boom times of a million copies sold of a good hit, but the present condition of this business is good enough to make one doubt if the publishers aren't doing a bit more crying than they have any right to do."

Bernie Praeger, general manager of Leo Feist, Inc.:

"Anyone who attempts to predict anything in this business is foolish. The whole history of the industry is such that to endeavor to assign reasons for certain things, and to make positive statements as to the why, how and wherefore of what has happened and what may happen is a waste of time. It's not likely that the sale of sheet music will ever again amount to as much as it did years ago, but nobody can go on record as declaring flatly that it will or it won't."

Willie Horowitz, professional manager for Miller Music:

"The music business might be better (See TIN PAN ALLEY on page 12)

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Petrillo Mixes Swing and Symphonies at Park Concerts

CHICAGO, July 16.—James C. Petrillo decided this week to hypo the Grant Park concert series with a smattering of the killer-diller. Leading off with Frankie Masters Monday, Petrillo plans to have a swing aggregation participate every Monday from 7:30 to 8 o'clock, preceding the regular tootling of the long-hairs. Other bands scheduled so far include Bob Crosby, Abe Lyman, Shep Fields and Orrin Tucker.

Altho the same idea was attempted last season without much success, local and traveling name-batoneers have expressed their desire to try again, since they lap up the publicity resulting from the engagements. However, ork leaders will pay for their puffs in this case because their services are strictly gratis and the boys usually lay out lucre for special arrangements for the occasion.

Orchestra Notes

By M. H. ORODENKER

WHILE M. H. ORODENKER, regular writer of this column, is giving his cuffs a well-deserved two-week rest in the wilds of Wildwood, N. J., we will attempt to carry on with a brand-new pair purchased expressly for the purpose, and able, we hope, to withstand the attack already leveled at them from north, east, south and west. . . . Starting with the Midwest, BENNY GOODMAN is slated for a carbon copy of his last season's Carnegie Hall shindig with a swing concert at Chicago's swanky Ravinia Festival August 3, two days after his return from Europe . . . marks the first time the park has been the scene of anything but serious music. . . . OZZIE NELSON has a few Canadian dates before starting his vaude tour July 22 at Detroit's Fox. . . . Dominion stops include Stratford and Port Stanley, both in Ontario. . . . GEORGE HALL and DOLLY DAWN are back in town for the first time since leaving the Taft last year, with a Brighton Beach stint scheduled for this week . . . a limited return tour of the South takes them back down there in August, including a week at Tybee Beach, Savannah, Ga., where they established an attendance record last June. . . . RUDY VALLEE one-nights it at Indian Lake, O., August 26.

HARRY (MCA) MOSS leaves for his first vacation in several years July 22 . . . will probably emulate the busman by doing one-nights in various towns. . . . LAWRENCE WELK ends a monther at Walled Lake, Mich., the 22d and departs for New York and recording dates for Brunswick, returning to play a week at Euclid Beach, Cleveland, and two weeks at Chippewa Lake, O. . . . ARTHUR WARREN set by R-O'K for the winter at the Narragansett Hotel, Providence, September 28 to April 15. . . . JOHNNY HODGES, ace sax man with Duke Ellington, has recovered from an attack of blood poisoning which spread thru his system. . . . SKINNAY ENNIS locates on or about August 17 at the Mark Hopkins, San Francisco, for a monther with the usual options. Maxine Gray will do the canarying. . . . SEVEN SWINGSTERS, part of WILL HUDSON'S crew, waxing a series for Brunswick, the first platter out this week. . . . DUKE ELLINGTON vacated the hospital last Friday.

IRVING MILLS signed BARBARA JAYNER BANNISTER, society singer. . . . WILL OSBORNE plays the Philly Earle the July 22 week, then jumps to Denver and the Ellitch Gardens August 1-21. . . . MORTON GOULD'S performances with the Philadelphia Symphony Orchestra have been canceled indefinitely, due to the composer-pianist's New York activities. Among the latter is some pressing business for Master labels, waving the wand over a 25-piece group in a series of original composites. . . . BENNY MEROFF parks at Topsy's, Los Angeles, August 18 to September 14. . . . Two holdover tickets were handed out this week to the BILTMORE BOYS and MARVIN FREDERIC, both regaling patrons of a pair of Chi's top hostelrys. . . . the B. B. take four more weeks, starting July 19 at the La Salle, and Marvin gets the same at the Stevens, beginning the 23d. . . . Suburban Park, Manlius, N. Y., plays host to MIKE RILEY August 13. . . . WOODY HERMAN closes at the Rice Hotel, Houston, August 10, with XAVIER CUGAT going in the next night, following his brief vacation in Cuba and Mexico. . . . Upon completion of his Rice chore, Cugat moves over to Dallas and the Baker Hotel.

FATS WALLER definitely opens in London September 12 . . . and John Bull's prize city is getting set to give BENNY GOODMAN a royal welcome, despite the fact that he'll be looking for peace and quiet. . . . During his nine days there he'll be the recipient of dinners, club meetings, receptions, etc. . . . SUTHERLAND SWINGETTES, all-girl band, are holding forth at Gay Paree-Hands' Park, Fairmont, Minn., until September 1. . . . Joe Becker's Lincoln Terrace, Crafton, Pa., offers ROYAL WORTH for the dansapation these nights. . . . DIOSA COSTELLA and her Echoes of Cuba rumba ork continue indefinitely in the Belmont Plaza's Glass Hat, New York. . . . JIMMY LIVINGSTON, playing his first job above the Mason-Dixon line at Murray's, Tucka-

hoe, N. Y., gets a renewal until October 2. Originally skedded for a fortnight. . . . SANDE WILLIAMS leaves the International Casino in September and opens at the Carlton House, Washington, the 16th. Intends adding two more men, and Dale Sherman will handle the warbling. . . . HOWARD WOODS follows his one-nighter at Brighton Beach last Sunday, with Tybee Beach, Va., the 23d and Charleston, W. Va., after that. Takes over the Tybee band stand from BERT BLOCK. . . . HENRY BUSSE was reunited with his old boss, PAUL WHITEMAN, during the latter's air show last week, when the trumpet king made a guest-star appearance. . . . CHIC SCOGGIN is set thru August at the Paxton Hotel, Omaha, with Blanche Vineyard helping out on the balladeering.

PHIL HARRIS takes to theater touring, with dates set at the Palace, Chicago, July 29; Lyric, Indianapolis, August 5; Stanley, Pittsburgh, the 19th, and the Earle, Philly, the 26th. . . . BLUE BARRON has been renewed for an additional 13 weeks in the Edison's Green Room. . . . GLORIA GALE was picked from a number of aspirants as the permanent vocalist with REGGIE CHILDS. . . . FREDDY GOODMAN, Benny's trumpet-blowing brother, set by CRA for the August 6 week at Ocean Pier Ballroom, Wildwood, N. J. . . . Jack Dempsey's Broadway cafe now features BOB ROBERTS' Three Senators. The spot is going in for instrumental trios for evening concert music. . . . JAN CAMPBELL is located at Roseland Park, Canandaigua, N. Y. . . . CONTINENTAL ORCHESTRA CORP., Utica, N. Y., has added Pop Cameron's Clayton Casino, Clayton, N. Y., to the list of summer spots it will service for the balance of the hot months. . . . COC has also booked GENE KRUPA into Canadarago Park, Richfield Springs, N. Y., July 24, with GEORGE HALL following on the 31st. . . . JOHNNY DAVIS carries on for a second year at the Miami Club, Milwaukee.

THE THREE ROLLICKERS (Jack Kurtze, Bob Hoffard and Slatz Houseman) located this week at Grandview Lodge near Dakota, Minn., are set for three weeks. Threesome alternate with Johannas Fossum's Ork. . . . TOMMY TUCKER'S tour following his Atlantic City Steel Pier stay takes in Pottstown, Roton Point (South Norwalk), Syracuse; Sunbury, Pa., and Mahanoy City, Pa. . . . CHARLIE BARNET stops in the latter town at Lakewood Park July 21. . . . ROBERT HARE, Atlanta salesman for CRA, in New York last week for a home-office conference with prexy Charles E. Green. . . . FRANK DAILEY and his Stop-and-Go boys occupy the podium at Atlantic City's Million-Dollar Pier July 16-22. . . . GLENN MILLER is at Reed's Casino, Asbury Park, indefinitely. . . . the Bon Air Country Club, Wheeling, Ill., has JIMMY DORSEY making the music from August 5 until September 1. . . . LITTLE JOE HART broke all attendance records at the Auditorium in Paris, Tenn., according to Mose Keenan, handling attractions at the hall. Band was helped by the presence in it of three local musicians. . . . IRVING SIEGEL and his crew of tootlers are back at Pine Inn, Hollywood, Fla., after a couple of dates in New York and Wisconsin. . . . EILEEN PREVOST, former vocalist with the late Jimmie Albin's Band, will move back into the Sky Club, Akron, where she previously spent two years doing pianologs. . . . EARL HINES due for a return engagement at Ed Fox's Grand Terrace, Chi, when Horace Henderson leaves for an extended road tour. . . . GEORGE K. MOFFETT, formerly with the Chicago CRA office, was signed as personal rep by RITA RIO. . . . MORT DENNIS opened at Cleveland's Statler Hotel July 18. . . . ERSKINE HAWKINS has an NBC wire from the Savoy in Harlem three times weekly. . . . INA RAY HUTTON moves into the 400 Club, Wichita, Kan., for a week, starting July 23, replacing Bob Grayson . . . and so we dust off our cuffs for another week of pinch hitting.

For Band Reviews

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

Story on Band Trends

"Swing Still Tops at B. O.," a study of the trends and box-office power of types of bands playing or booked at the New York Paramount Theater, will be found on page 16.

Dorsey, Goodman, Shaw and Kaye Top Hartford Club Poll

HARTFORD, Conn., July 18.—Tommy Dorsey, Benny Goodman, Artie Shaw and Sammy Kaye are way out ahead in a dance band popularity contest being conducted at Lakeside Casino, South Coventry.

Spot operates seven nights a week, alternating roller skating and dancing Wednesdays and Saturdays. Admission is 35 cents for local bands and 85 cents when names are brought.

Approximately 4,000 votes have been cast, using cards upon which patrons name their first, second and third choices. Tommy Dorsey scores approximately 3,200 out of the possible 4,000. Next in popularity to the four leaders, altho quite far down, are Hal Kemp and Kay Kyser.

Lakeside Casino is owned by St. Mary's Roman Catholic Church and is managed by the Rev. Father Charles M. Kelly, often referred to among his associates as "the male Texas Guinan." Artie Shaw plays the spot Saturday. Sammy Kaye, appearing there recently, broke the house record, drawing 1,700. Tommy Dorsey is booked for late August.

Detroit CIO Musicians' Local Reorganizing

DETROIT, July 16.—United Musicians' Local, CIO affiliate, originally known here as Musicians' Local Industrial Union, has slated general election of officers for July 23. Austin Baker, first president, was reported no longer in office by headquarters this week. Local appears to be undergoing reorganization, under the leadership of Recording Secretary Ralph Van Steenhoven, but seems to have slight inroads in actual spots signed, with only one place definitely known to be in this class to date.

TIN PAN ALLEY

(Continued from page 11)

off if it found some way to work hand in hand with the factor allegedly responsible for its downfall, radio, instead of merely wailing about how terrible it is. The industry should acclimate itself to new conditions, but most firms are working now exactly as they did 20 years ago. The music business created radio song plugging, and even tho it has turned into a Frankenstein, some way can be found to control it. Music can get along without radio, as it did once, but radio would not find it too easy to get along without music."

Sheet-Music Leaders

(For Week Ending July 16)

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

Position Last Wk.	This Wk.	Title
1	1.	Music, Maestro, Please
2	2.	Says My Heart
3	3.	Cathedral in the Pines
5	4.	I Let a Song Go Out of My Heart
4	5.	Lovelight in the Starlight
9	6.	I Hadn't Anyone Till You
6	7.	You Leave Me Breathless
8	8.	Oh, Ma, Ma
7	9.	Little Lady Make Believe
12	10.	I Married an Angel
10	11.	The Girl in the Bonnet of Blue
—	12.	Let Me Whisper
11	13.	Flat Foot Floogie
—	14.	This Time It's Real
—	15.	There's Honey on the Moon Tonight

Music Items

Tuneful Chatter 'Bout Tunemiths

Mr. and Mrs. Harry Warren and Mr. and Mrs. Edwin H. (Buddy) Morris, head of Warners' music interests, sailed last week for a month and a half in Europe. Warren's lyric-writing partner, Johnny Mercer, is staying in New York until September, when they get back to work on the Warner lot. . . . Jimmy Monaco and Johnny Burke have penned a new ditty which has become the official song of the Delmar race track. Titled *Where the Turf Meets the Surf*, it will be introduced by Bing Crosby on a future radio show. . . . Benny Goodman and Edgar Sampson have translated the original recordings of jungle chants and ceremonial music of the Belgian Congo into modern swing form for Universal's *Dark Rapture*, filmed in the heart of the Congo by Armand Denis. . . . Robert C. Katscher, composer of *When Day Is Done*, was the guest of Paul Whiteman and Henry Busse, who made his song famous, at a dinner in the New Yorker Hotel last week. . . . Larry Clinton has written special lyrics and made a new arrangement of DeBussy's *Reverie*, Robbins publishing. . . . *Flat Foot Floogie* has been banned from a Philadelphia radio station which has a foot health institute as an advertiser. . . . Max Steiner is doing the scoring for Warners' *Women Courageous*.

Irving Siegel has a brace of new tunes, *Memories of Mother*, published by Joe McDaniel, and *Montana Moon*, released by 20th Century Music. . . . Joe E. Brown will sing a Charles Newman-Walter G. Samuels song in his new film, *The Gladiator*, called *On to Victory*. . . . Nathan Oppleman and John Watkins, of Richmond, Va., are having their latest compo, *Old Virginia, I Love You*, published by Thornton W. Allen Co., and are working on an opera, *Matoaka*. . . . Snub Mosley, Club Afrique, New York, music maker, has turned his attentions to songwriting with *Why Are You So Lovable, Dorothy?* . . . Andy Razaf and Fats Waller have done two new tunes together, *I Had To Do It*, which they placed with Bregman, Vocco & Conn, and *Staying at Home*. . . . Bill Kerns, tunesmith member of the Kidodlers, is co-author of *Sing When You're Sorry*, issued by Modern Melodies thru Dave Ringle.

Charlie Lyons, formerly director of Louisiana Aces Ork, has written two numbers while getting back his health at the Veterans' Hospital, Augusta, Ga. Titles are *Jet Black Blues* and *Dark River Waltz*. . . . Xavier Cugat and Ricardo Romero are preparing a book of music of South and Central America, entitled *The Other Americas*, which will be released by E. B. Marks. Feature of the album will be illustrations by Cugat himself, as talented with an artist's brush as he is with a baton. . . . Lanny Ross will do five songs in Columbia's *The Lady Objects—Home in Your Arms, A Mist Over the Moon, That Week in Paris* and *When You're in the Room*, by Oscar Hammerstein II and Ben Oakland, and *Victory Song*, by Oakland and Milton Drake. . . . Raymond Scott may write special music for a new Broadway musical being prepared by Edward J. Lambert and Stephen Richards, with a Duke Ellington score. . . . Dorothy Baker has written a novel based on the life of Bix Beiderbecke, called *Young Man With Horn*. . . . Shep Fields is going in for rejuvenating old-time jazz pieces and dressing them up in modern style on his WOR-Mutual sustainers.

George C. MacKinnon, *Boston Daily Record* scribbler, and Dave Katz, who penned *Dream Rendezvous*, have teamed with Jacques Renard in a ditty called *Little Coquette*. Both tunes are being pushed by Intercollegiate Music League of Boston. . . . Buck Ramm, writer of *At Your Beck and Call*, has signed to arrange for Red Norvo.

Burton Leaves R-O'K

NEW YORK, July 16.—Bill Burton yesterday resigned from Rockwell-O'Keefe agency, where for two years he had been handling production and publicity. He joins Jimmy Dorsey as the batoneer's personal manager.

The Dorsey Band goes into the Bon Air Country Club, Chicago, next month and will do some one-nighters after the Paramount date.

A Liquid Payoff

DETROIT, July 16.—New kind of payoff was reported by a band at a night spot here this week. When the cash customers kept away the proprietor found himself in a spot on pay day, but a brief check-up showed a sizable inventory of liquor, unconsumed because nobody had been there to drink it.

Result—band boys got paid off with a case of good liquor plus cash for the balance of their salaries. Not being heavy drinkers, toters took the case to the proprietor of the spot where they opened next day and turned it over to him at cut-rate prices.

Review of Records

Plethora of New And Old Irving Berlin Waxings

By DANIEL RICHMAN

As was to be expected, the approaching release of Irving Berlin's opus for 20th Century-Fox, *Alexander's Ragtime Band*, is the signal for the recording companies to let loose a flood of the master's masterpieces in all shapes and forms, musically speaking. Since the film contains, in addition to two new tunes written especially for it, about 30 of Berlin's past successes, which will undoubtedly revive interest in the old favorites, the moment is propitious for a general unloading by the wax factories of all the Berliniana they can get their hands on. Some of the old stand-bys have been re-recorded, others were pressed years ago and are being re-issued, and all in all, the disk companies are doing their bit in the general ballyhooing of the picture.

Altho the two new ditties Berlin turned out for the pic are plenty meritorious, they are not heard to their best advantage in the cuttings they've received thus far. RUBY NEWMAN does the best job on both, *Now It Can Be Told*, a really lovely ballad, and *My Walking Stick*, a good rhythm number with a catchy lyric, knocking out a pleasant altho undistinguished disk for Decca. Ballad is particularly pleasing, with an effective use of strings for the melodic line and also as obligato in spots to produce a soothing, smooth version of a first-class song. Newman handles *My Walking Stick* in the same quiet style, relying on rhythm rather than heat.

ROGER PRYOR suffers by comparison in his handling of the duo for Vocalion, and while arrangers and musicians may go for his heavily (See *REVIEWS OF RECORDS* page 75)

Detroit Ballrooms, Lone Vaude House Do Okeh With Bands

DETROIT, July 16.—How much Detroit is dependent upon band names to bolster receipts is disclosed in a breakdown of box-office business. Bulk of business appears to be going to the big parks—Eastwood and Jefferson Beach, with their policies of name bands—and to Westwood Gardens, class beer garden seating 5,000 to 8,000. Westwood also uses name bands.

Only one downtown house, the Fox, now has a stage show—and the Fox is doing pretty good business with one name band after another—Bunny Berigan in a repeat engagement, for instance, this week.

The Fox is playing to a lot of empty seats at night—but packing them in to comfortably near capacity on average hot matinees. Air-conditioning is not doing it all; the band policy is the thing that is keeping the Fox generally on the right side of the ledger. Manager David M. Idzal is out to get name bands that will compete with Eastwood and Westwood. Gene Krupa gets the credit for a week that looks like a close second to Chick Webb's season record of two weeks ago. Picture is *The Rage of Paris*.

Tony Martin brings his new band into the house August 5 for the first stand on his personal appearance tour. Martin will be plugged mostly as an actor rather than as a band leader, according to Fox advertising plans.

Krupa Okeh in Ohio But Weak In W. Pennsy

CANTON, O., July 16.—Gene Krupa's new combo, one-nighting thru the Midwest, fared far better in Eastern Ohio than in Western Pennsylvania. In Pennsylvania, especially around the Pittsburgh district, Krupa's engagements were losses to sponsors, in some instances the band attracting slightly more than 200 paid customers.

At Tony Cavillier's swank Mansion dansant, open-air spot at Youngstown, June 29, Krupa drew about 600 at 75 cents a person. Band was well received by those who attended. Newspapers said very little about the combo after it played the one-night engagement here. Most other bands which recently appeared at the Mansion have outdrawn Krupa.

The following night at Moonlight Ballroom at near-by Meyers Lake Park Krupa's draw was some better, with attendance reported at 1,000, the same 75 cents admission prevailing. Dancers, majority of them at least, enjoyed the antics of the maestro himself, but were disappointed in the band as a unit. Appearance here was somewhat untidy, with members of the band attired to their personal liking. The fact that it was Thursday night and just before the holiday had some effect on attendance, Carl Sinclair, managing director, said. Usually name attractions are played Sunday nights, with the local spot having little or no competition within 50 miles. Average draw is around 1,500.

Ohio Ballroom Ups Business With 15c Scotch Nights Idea

RAVENNA, O., July 16.—H. W. Perry, managing director of the dance pavilion at Lake Brady Park near here, says his Scotch Night on Tuesday nights, regarded as one of the slowest nights of the week for park dancing hereabouts, has developed into a paying proposition.

Attendance has upped from a few hundred in recent weeks to more than 1,000. Admission Scotch Nights is 15 cents a person and mostly territory bands are used. Promotion is being given much publicity in the district newspapers and, in view of unsettled conditions in this area dancers, most of those who have limited means, really are going for the one-night reduced admission dance event.

The Tuesday night Scotch event also serves to introduce the week's new dance band, this being the first appearance of the weekly change of bands at the Lake Brady spot, according to Perry. While the total gross at the box office is not so large, concessions in the pavilion and the adjacent beer garden, bingo, midway concessions and rides all profit from the increased attendance.

Perry says the Scotch Night idea has been a real stimulant to the summer dance business at the park. Perry also finds that present-day dance patrons desire to remain only a short time at one place and then drive to other dance spots the same evening.

Too Hot for Dancing

AKRON, July 16.—Terrific heat wave was blamed by the management of Summit Beach Park here for holding down the attendance to 1,200 for Emerson Gill's date last Saturday (9). Gill usually has drawn better than that, and spot intends to repeat with him several times later in the season.

Frank Dailey hit a nice high on a three-day run over the July 4 week-end, drawing in more than 4,000 paid admissions.

Break for Swing Bands

NEW YORK, July 16.—Life magazine is preparing a layout of pictures of the "best swing bands" of the nation. It has already loaded up on pictures of Benny Goodman, Count Basie and Duke Ellington and may also use Tommy Dorsey or Bob Crosby.

BRIDGEPORT, Conn., July 16.—Ritz Ballroom here, one of the largest in Connecticut, closed for the summer. Will re-open in September.

He Took a Chance

KANSAS CITY, Mo., July 16.—Clair Martin admitted he was taking a chance last May when he booked Jay McShann's six-piece septa band into his swank restaurant-night club on the city's Country Club Plaza, home of the bluebloods.

But this week, when it was announced the McShann combo was closing the engagement, Martin listened to the pleas of live-conscious patrons who demanded the 21-year-old pianist and his horn-tooters be retained.

P.S.: McShann and his boys held over indefinitely.

More Midwest Bands Using Gal Singers

DETROIT, July 16.—Del-Ray Orchestras Office has added two more bands, Benny Kendig and Hal Berdun, whose orchestra just closed eight weeks at the Atlanta-Biltmore, Atlanta. Kendig is carrying a feminine vocalist, Blanche Fezzey.

Del Delbridge's own band is currently jobbing society dates, especially parties at Bloomfield Hills Country Club, and featuring Dorothy Mason, while Ray Gorrell, his partner, in the 18th week at the Graystone and slated to go to Jefferson Beach for August, goes one better and has two soloists—Charles Farrell and Peggy McColl.

McKinney's Cotton Pickers, directed by William McKinney, and again featuring a vocalist, Dorothy Derrick, open July 19 for an indefinite run at Ocean Beach, Clark Lake, Mich., in one of the few major summer dates being handled in this territory by the big offices.

Salaries in most summer spots, outside of those using bigger names, are so far down that the larger bookers began to lose interest, but there are a few gratifying exceptions such as this.

Other important summer bookings are Al Cox, on the S. S. North American, plying the Great Lakes; Eddie Marich, at the exclusive Grosse Pointe Little Club; Jimmy Raschel, at Bartlett's Pavilion, Pleasant Lake, Mich., and Narvin Frederic, at the Stevens Hotel, Chicago.

One all-male band with a feminine leader that is getting a good share of jobbing bookings thru the Del-Ray office is La Vone Lorraine's Orchestra. The Romany Trio, just off the Statler Circuit, closing at the Buffalo Statler, are now playing local club dates.

Little Jack Little Okeh

LINCOLN, Neb., July 18.—Little Jack Little had two profitable engagements in Nebraska, netting \$150 for the American Legion in North Platte and grossing \$450 at the Turnpike Casino here in opposition to the Hagenbeck-Wallace Circus in town the same night.

Local Almost Lethal

PITTSBURGH, July 16.—Musicians in the Penn avenue quarters of Local 60, AFM, were rescued from a lethal chamber this week when member George Wilkins discovered that a deadly gas that had been slowly infiltrating offices without its source being discovered was coming from sulphuric acid escaping from a water cooler.

Rose by Any Other Name

BOSTON, July 16.—Swing has been called a lot of things, but never the folk music of the 20th Century until Nicholas Slonimsky, author of a tome called *Music Since 1900*, put just that poetic connotation on it.

Jitterbugs will be glad to know that they "absorb these highly complicated rhythms without inhibitions and vibrate to it physiologically," and that "swing very probably will be the inspiration of some future symphonists who will poetize and organize its improvised tunes as the symphonists of yesterday did with the old folk melodies."

Well, that's something to look forward to.

BOSTON LEGITIMATE WAY UP?

Season Grosses \$1,166,200 in a Good 101 Weeks of Playing Time

"You Can't Take It With You" tops town in 15-week stay, but "Victoria Regina" does best weekly biz—38 plays seen—season more than doubles previous year's take

(Continued from page 4)

play, opened September 20, 1937, Colonial Theater, two weeks, \$2.75 top. Conversation piece with Sylvia Sidney, Leslie Banks and Joseph Buloff created excellent drawing-room discussion, and the takes of \$11,000 and \$9,000 were spent by thought-conscious theatergoers. Most of the dough was garnered from the subscription list.

Victoria Regina, Helen Hayes' masterpiece, opened September 20 at the Shubert Theater for four weeks; Gilbert Miller, producer; \$3.30 top. Play was announced for four weeks, and the mail response and advance sale were terrific. Press campaign by Bill Field in the Hub and hinterland was an ace job, and the majority of performances brought out the S. R. O. shingle. In order to care for the unusual number of press pass requests the management decided to inaugurate a plan whereby a special matinee corralled the New England press on a certain day, which was intended to alleviate future press headaches and to clinch the free pasteboard list via a wholesale round-up. The hammering of press agency and the carriage trade-proletariat interest in Miss Hayes gave the four-week stay over \$113,600. The first week socked in \$27,500; the second, including the good-will press matinee, grabbed a plump \$28,000. (The press sat in the orchestra, and the public took to the upper shelves, which aided in smoothing out the matinee nut. Miss Hayes gave her services sans pay.) Third week flooded the previous week by \$1,000, giving the ledger an unprecedented attendance gross, and it climbed \$100 higher on the fourth and final week to make the gross \$29,100. The \$113,600 figure for the four-week booking piled up an all time record for the Shubert under the set-up of prices at the time.

Room Service opened at the new Shubert Copley Theater in the Back Bay on October 4, 1937, for eight weeks; George Abbott, producer; \$2.50 top. Money was \$9,000 for first week, a spurt to \$11,000 the second, and then down to \$8,000, \$7,500, \$7,000, \$5,000, \$5,500 and \$5,000. The \$58,000 total for eight weeks was considered fair, but the booking of more pretentious pieces, coupled with the house being situated far from the Hub rialto and not on the beaten theatrical path, was partly to blame for the takes in spite of a good road company. Public had a puzzled time in trying to locate the theater and finally called it quits.

I'd Rather Be Right opened at the Colonial Theater October 11 for two weeks, \$3.30 top. George M. Cohan musical, a first-class satire of the New Deal administration, copped capacity night crowds and big matinee patronage, drawing in a mellow \$27,000 opening, following by a socko \$26,000.

Stage Door opened at the Shubert Theater October 18 for three weeks; Sam H. Harris, producer; \$2.75 top. Weakly produced road company, with the Joan Bennett name the only pull, plus the over-rated ballyhoo of the play, gave a middling \$13,000, and then rolled downward to \$11,500 and \$10,000. Was below par in comparison to the splendid flicker treatment.

Tovarich, Guild-Miller production, opened at the Shubert Theater November 8 for four weeks, \$2.75 top. Marta Abba starrer got good matinee biz but off after twilight. First week pulled \$13,000. Second week, with Ed Wynn's *Hooray for What* closing its two-week stay as competitish, tallied \$11,500, hyped via the grid crowd. Third gushed to \$16,000 and plummeted to \$9,500 for the wind-up week.

The Ghost of Yankee Doodle, Ethel Barrymore starrer, opened at the Wilbur Theater November 1 for two weeks, Theater Guild, producer, \$2.75 top. House was reopened for this piece after several years of darkness, and its popularity as

an intimate house and a fave with the public aided. Subscription list was the mainstay, with a backbone gross of \$13,000, okeh. Second week, also bolstered by the Guild list and Barrymore fans, for \$10,000.

Hooray for What (Shubert attraction) opened at the Colonial Theater October 30 for two weeks; Messrs. Shubert, producers; \$3.85 top. Public nixed, and the press flattered, while the trade press yelled no. First week of nine performances got \$9,000, while the second week was raised to \$13,500. Staggered for want of better material. Principals dropped cut like *Yellow Jack* victims.

Love of Women opened at the Wilbur Theater November 18 for 10 days; Messrs. Shubert, producers; \$2.75 top. First four performances gave it an okeh \$5,000, with the second week \$8,500. Nut light, with public and press divided.

King Richard II opened at the Boston Opera House October 18 for one week, Maurice Evans, producer; \$3.30. Despite stiff competitish from other downtown shows, it drew a bonanza \$22,000.

Three Waltzes opened at the Boston Opera House November 13 for three weeks (lasted two); Messrs. Shubert, producers; \$3.30 top. First week gave it under \$10,000, and, not aided by a disconcerting press, it dropped miserably to less than \$4,000 for the second and final week, even tho the Yale-Harvard grid bunch went out snooping for entertainment after the rah-rah biz.

The Housemaster (Bachelor Born) opened at the Wilbur Theater November 29 for announced two weeks after a New Haven tryout; Milton Shubert, producer; \$2.75 top. Subscription list, flattering press and carriage trade aided the first week's \$14,000 take, with its only competitor *You Can't Take It With You*. Second week, \$12,400. Stay extended another frame, getting \$11,000. *Housemaster* then took a week's rest, and reopened at the Plymouth December 27, where it continued to bring in good grosses, the fourth stint ledgering \$12,000, tho the fifth and six (last) weeks sagged to \$9,000 and \$6,500, re-

spectively.

The Abbey Players opened at the Shubert Copley Theater December 27, 13 days; Messrs. Shubert, producers; \$2.20 top. Repertory included *Far Off Hills*, first week, with an okeh \$8,500. *Juno and Paycock* got a low \$4,000, and *Playboy of Western World* and *Rising of the Moon* drew \$4,200. Theater locale a setback.

Leaning on Letty, Charlotte Greenwood starrer, opened at the Wilbur Theater December 25 for three weeks and one day; Martin Broones, producer; \$2.75 top. Length of stay was expected to be longer. First week brought in a nice \$10,300; second, \$7,300, and third, \$5,000.

If I Were You, Constance Cummings starrer, opened at the Wilbur Theater January 17, 1938, for one week; Paul Hervey Fox, producer; \$2.75 top. Press notices, local and trade, were crammed with panning. The take was a measly \$2,000.

Between the Devil opened at the Shubert Theater December 7 for two weeks; Messrs. Shubert, producers; \$3.30 top. Press gave it high praise, with the first frame worth \$17,000 and the second and last a substantial \$13,000.

Right This Way opened at the Shubert Theater December 25 for two weeks; Alice Alexander, producer; \$3.30 top. Jonah piece was a pale musical arrangement amidst the glitter and glow of Christmas-New Year's combo week. Top price was augmented by a \$4.40 top for a midnight show and even at that the week's take was anaemic with less than \$5,000. Local crix were divided; the trade press nixed it. Consequently *Right* scrambled out of Boston on New Year's night with only half its booking fulfilled.

Edna, His Wife opened at the Colonial Theater January 3 1938, for one week; Cornelia Otis Skinner, producer; \$2.50 top. Skinner gal picked up the New Year with a week's stand and bolstered the town with a nice \$10,000, getting laudation for her ace work.

Julius Caesar opened at the Colonial Theater January 24 for three weeks; Orson Welles, producer; \$2.75 top. Sceneryless "production" drew \$8,300 first week and for the two remaining frames \$7,500 and \$8,000.

Yes, My Darling Daughter opened at the Plymouth Theater January 24 for nine weeks; Alfred Liagre Jr., producer; \$2.75 top. *Daughter* went out and snagged in with a splendid \$18,000, one of the best shows in weeks, patronized by the Theater Guild and American Theater Society subscription lists. *Caesar* and *Our Town* were opposish and they got the press raves. Second frame equaled the first, \$18,000. Guild list

apparently used up then, but the regular biz stood up well, with the third week garnering an okeh \$13,500. It held its own against new bookings, and its fourth frame figured \$9,500. A good \$12,000 bid *Daughter* au revolv in the fifth and final session.

Our Town opened at the Wilbur Theater January 25 for seven performances; Jed Harris, producer; \$2.75 top. *Town* had been booked in for a fortnight but yanked after seven performances. Sceneryless piece got good reviews. Disappointing try-out week took a sparse \$3,000.

Murder in the Cathedral opened at the Shubert Theater January 31 for two weeks; Gilbert Miller and Ashley Dukes, producers; \$2.75 top. London cast put on a good production, liked by the press, but slow catch on with the public. First week about \$8,000. Climbed to \$11,900 on second and final week due to educational plugging, which brought in the students.

Wine of Choice opened at the Wilbur Theater February 7 for two weeks; Theater Guild, producer; \$2.75 top. Was the crix choice and they unleashed their adjectives on it. Subscription list a natural to make a \$14,000 first week take. Left town with a \$12,000 second-frame tally.

There's Always a Breeze opened at the Shubert Theater February 14 for two weeks; Joseph M. Hyman and Irving Cooper, producers; \$2.75 top. Only breeze for this one was in its name. First week, a weak \$3,500. Top dropped to \$2.20 the second week, bringing in a weeping \$3,600.

You Never Know, Cole Porter musical, opened at the Shubert Theater March 7 for two weeks; Messrs. Shubert, producers; \$3.30 top. Hoisted the town into big money class again, with the first week a socko \$25,000. *Town* went big for it. Second week also a sell-out \$25,000.

Spring Thaw opened at the Wilbur Theater March 14 for one week; Max Gordon, producer; \$2.75 top. Roland Young cited as okeh, but the play was not there. Single stanza drew a medium \$11,500 to the b. o.

Sea Gull opened at the Colonial Theater March 21 for one week; Alfred Lunt-Lynn Fontanne, producers; \$3.30 top. Big advance sale gave this single weeker a strong matinee-evening go-getter for \$23,000.

Three-week respite gave Hub theatergoers a cannibal appetite, but *Eye on the Sparrow*, opening at the Plymouth Theater April 16 for one week and one day; Girvan Higginson, producer; \$2.75 top, got sniffs from press and public, with just enough people getting stuck to lose an aggregate \$1,000 for the week, a terrible showing.

Man From Cairo opened at the Wilbur Theater April 18 for two weeks; Michael Todd, producer; \$2.75 top. Joseph Buloff, starrer, liked by public and press. First frame, \$8,000; second, also \$8,000. Locals shaped it as a hit.

I Married an Angel, Rodgers & Hart piece, opened at the Shubert Theater April 19 for three weeks; Dwight Deere Wilman, producer; \$3.30 top. Originally scheduled for a fortnight; biz warranted a three-week billing. Spotted as a hit after a New Haven tryout. First week gobbled \$16,500; second week, \$17,000, and third-final week, \$16,000. Takes were okeh, but should have been bigger.

The Woman opened at the Colonial Theater April 18 for four weeks; \$2.75 top. Incessant public banter that censor used clip shears on this one brought okeh response, altho the road company experienced no clipping, which eased off biz a bit. Critics built it up and the first week took \$15,400. Second, \$12,000; third and fourth, \$11,000, and big wind-up \$18,500, respectively.

Lady at Large opened at the Plymouth Theater May 2 for one week; Milton Shubert, producer; \$2.75 top. In for two, *Large* scrambled after a lame \$1,000 or so.

Pins and Needles opened at the Shubert Theater May 9 for three weeks; \$2.20 top. Garment workers basted this one with \$10,500, \$11,000 and \$11,500, okeh.

Star-Wagon opened at the Shubert Theater May 30 for two weeks; Guthrie McClintic, producer; \$2.20 top. Season fins, in spite of dull business thruout town, gave *Wagon* \$13,000 and over \$14,000. Late arrival missed the carriage trade, but it was okeh as a wind-up June 11 of the 1937-'38 season.

From Out Front

By EUGENE BURR

For many years now—well, eight anyhow—it has been part of my job (unofficially, of course) to try to discourage youngsters from "going on the stage." A trade paper attracts a good many of them, naturally enough, and they come in to learn the ropes (incidentally I'd like to learn a few ropes myself, aside from the usual Boy Scout knots that are tied by all Broadwayfarers) and to ask advice on how to break in. Many of them, I suppose, have talent; undoubtedly, many more have only that irresistible exhibitionist complex that seems the particular, primary scourge of American youth. But whether or not, they have talent hardly matters, for talent won't help them break into show business. That's done by any number of other qualities, some of them unpleasant, some downright nauseating and most centering around ability to make the most of infinitesimal breaks, to get support from an indulgent family, to starve cheerfully and to pound pavements endlessly while hope fades in the gray sky above 45th street. Talent won't get them a break in the present overcrowded state of show business. They need talent, perhaps, to stay in the game after their chance has come; but it's the blind Gods of Broadway who bring the chance about.

That being so, they all get the same advice: to try it for a year or two, if that's the only way they can work their exhibitionist complex out of their systems—and if they have families able and willing to support them. Lacking those families, they'd best make the fastest possible tracks back to East Cupcake, Neb., or wherever it was that they starred in the local high school show. For American youth, hearing of the tinsel glory of the stage, is fooled by the insistently glamorous success stories. Surely you and I don't have to be told that for each such success that is spread thruout the public prints there are literally thousands of unknown, unheard-of, broken, pitiful, hopeless failures, wried in mind and often in body, smashed against the cold, steel portals of an unglamorous show business that has no gratitude even for achievement, that certainly has no pity for merely honest effort, and that relentlessly stands before the impassioned, youthful onslaughts of its half-baked devotees. There are statistics to prove how appallingly many such failures there are for each press-agented success; but you and I know without bothering about statistics.

The kids don't know, however; and that's the point. They come in filled with a sense of their own ability, with (sometimes) their honest love for the theater, (See FROM OUT FRONT opposite page)

Summer Theater Reviews

"Uncle Harry"

SOUTH SHORE PLAYERS
(Cohasset, Mass.)

A three-act eight-scene melodrama by Thomas Job. Directed by Alexander Dean. Settings by Frederick Burleigh. Cast: Russell Collins, Joanna Roos, Mary Morris, Flora Campbell, Mary Howes, Carroll Ashburn, Lillie Brayton, Stephen Bradley, Robert Morgan, Howard Edelson, Samuel Main, Joseph McInerney, Norman Mendleson, Walter Appler, David Sheppard, Donald Macdonald, Calvin Thomas, Byron McKinney, William Force, Ramona Powers.

Somewhat of a take-off on *Night Must Fall*, *Uncle Harry*, by Thomas Job, had a showing many months ago at the Yale School of the Drama, where Job is choring. In its commercial premiere at Cohasset Monday (11) its plot and writing were okeh enough to keep the audience in genuine suspense, even tho the piece runs too long (160 minutes).

Uncle Harry prognosticates all angles of a murder before he commits it, and so precisely does he design his actions that, even on his pleading later that he committed the crime, the townsfolk politely laugh him off. The foolproof case of circumstantial evidence which he weaves traps his spinster sister, Letty, for the murder of his other spinster sister, Hester, who with Letty stood as the stymying factors to Harry's marrying Lucy. Altho the two spinsters and Harry get a 300-pound legacy and the separation of any one would end the monetary sustenance, Lucy tells Harry that as long as the two mean, nasty sisters are around she won't marry him. Harry proceeds to poison Hester and very cleverly webs in Letty to take the rap. In an ardent moment Harry recounts to Lucy that he's done a heluva lot for her, but even then she shuns him for the second time because of the present family rep. Letty finally goes to the gallows, and Harry has a lifetime punishment of mental torture at the end.

Slicing here and there and deletion of the prolog and epilog could make the piece adequate b. o. The two sisters steal the show. All other parts are adequate. Dean's direction good.

Sidney J. Paine.

"Dame Nature"

WESTPORT COUNTRY PLAYHOUSE
(Westport, Conn.)

A new comedy by Andre Birabeau, adapted by Patricia Collinge and staged by Worthington Miner. Cast includes Jessie Royce Landis, Glenn Anders, Onslow Stevens, Lois Hall and Montgomery Clift.

Already reported bought by the Theater Guild and a sure bet for Broadway regardless is *Dame Nature*, an account of teen-age parenthood and a completely naive solution to its problems.

Altho the play is not what one would ordinarily consider "a Guild show," it maintains a light, frolicsome aspect even in its most serious moments. It leads for greater confidence between parents and children and for domestic bliss in the home, but it never once tries to ram a moral down the throats of the audience.

Lois Hall is magnificently simple in her portrayal of a 15-year-old orphan girl earning a living running a book and pencil shoppe, and Montgomery Clift is enormously appealing as the 16-year-old son of well-to-do parents who gets her in trouble. A student at a near-by school, he finds happiness exchanging confidences with the youthful shopkeeper, who approaches motherhood completely unexpectedly. He pawns childish belongings and cuts classes to be with her constantly but is kept at home entertaining at a Christmas party during the hour of greatest need.

Situations thruout the play are completely logical, unflatteringly humorous

Week's Announcement

War and Peace, a dramatization by Alfred N. Neumann and Erwin Piscator of the Tolstol novel. Authors will complete manuscript in August, and play may be produced in London prior to New York. Piscator will direct. Producer, Gilbert Miller, 9 Rockefeller Plaza, Circle 6-1940.

and handled with remarkable dexterity by the players, particularly Miss Hall and Mr. Clift. Jessie Royce Landis is particularly amusing as the socially-conscious wife who keeps her boy in short pants and unintentionally causes him a great deal of unhappiness.

Dame Nature is strictly Broadway entertainment and does not lend itself readily to adaptation on the screen. Lines and situations appeal to the sophisticated, while theme and treatment are in a language so universal that the play will undoubtedly win audiences on the road as well as in town.

Julian B. Tuthill.

"It Wouldn't Be Cricket"

CAPITOL PLAYERS
(Hartford, Conn.)

A new play by J. N. Gilchrist. Cast includes Virginia Blair, Bartan Lowell, Raisa Rhody, Roland Putnam, Laurence

Clark, Helen Sanford, Paul K. Giles and Wendell Mayes.

This play, intended to lift the lid on summer theater activities on Long Island, hardly lives up to its purpose, for the venture with which the author deals is hardly in the true summer playhouse tradition. *Cricket* is an account of a wealthy matron bent upon starting a summer stock against her husband's wishes. The husband in an effort to block her scheme arranges to have the casting agency supply his wife's company with nothing but gangster types in an effort to break up the show . . . and he succeeds.

One assumes that the author perhaps had definite gangster players in mind when he wrote the play, types which in themselves might have imparted to the show the variety that it lacks. The lines for the most part are not very brilliant, and presented by a stock company with but a single week for preparation and limited talent from which to select a cast, *It Wouldn't Be Cricket* isn't much to lure customers to the box office.

The Capitol Players at their best are not exactly shattering box-office records. Last week in *Springtime for Henry* they played to audiences running as low as

FROM OUT FRONT

(Continued from opposite page)

with memories of all the hyped-up yarns of this or that success in films, radio or the theater. And it's an almost impossible job to make them believe the truth, for each thinks, surely and confidently, that he or she will be the one exception out of 10,000. They all stay, I'm afraid; but sometimes it's a bit heartbreaking to see them batting their fresh young heads against the cold, steel wall. And sometimes, a few years later, they come in again, for this reason or that; and then you can see what the years, coupled with the inexorable grinding of show business and all its less savory by-products, have done to them. That's the worst part.

At least, tho, those youngsters who come in for advice leave with some vague idea of what they're going to buck up against; at least their rose-and-tinsel dreams of a theater in which talent is rewarded according to its worth are in part replaced by a knowledge of the gray realities and the odds that they'll have to face. A realization of facts may help to face them.

In view of all this, an article that appeared a few weeks ago on the education page of *The New York Post* comes all the more as a red and virulent rag thrown in my face. Headed "Dramatic Field Has Wide Range of Opportunity," it is as vicious and dangerous a piece of newspaper swill as you could gag at. It will tend to bring just that many more victims eager to sacrifice themselves at the altar of Thespis—and it will raise even higher the foolish, fantastic hopes of those already intent on such self-immolation. Why it was written can be known only to the journalistic hack who perpetrated it—and perhaps to *The Post's* advertising department.

The thing will be accepted as gospel by any number of youngsters only too eager to be convinced, but it's actually based upon an overwhelming lack of knowledge of the field of which it speaks so pontifically. It lightly touches on the story of the beauty contest winner who ended up at a Hollywood lunch counter, and remarks gaily that the story doesn't necessarily end there. I agree—but the places at which it very often does end are hardly spots to be mentioned on *The Post's* education page. "Actually," says the article with its blithe and vicious disregard for fact, "thousands of more or less gifted youngsters every year do find themselves some foothold on the ladder of dramatic art"—and it goes on to prove it by saying, "An idea of the widespread possibilities of the theater in one form or another can be had from the positions now filled by graduates of various schools of the drama."

And then, with an air of proving its point conclusively, it lists just eight people (without giving names) who have made good in radio, the theater, films and dramatic teaching. Of course, such cases can be multiplied endlessly; but truth can be seen only thru a comparison of those who succeeded with those who didn't. It's safe to say that only one out of hundreds succeeded—and success, in *The Post* article, is evidently defined merely as getting a job. I'm willing to bet that four of even the eight people cited as "successes" are trying to struggle along on hopelessly meager incomes and will be out of show business entirely within the next five years.

But the article goes blithely on, drawing its dunderheaded conclusions. "In other words," it says, "there is a living to be made from the theater, and there is always the chance of stardom where (sic) the individual gets an unusual opportunity." Now that is good news indeed. It is particularly good news to the 2,355 actors (of whom, undoubtedly, "thousands" were newcomers) involved in Broadway productions last season at salaries which, on a 52-week basis, ranged between \$2.50 and \$10.75; to the many times 2,355 actors with experience who weren't involved in any Broadway productions at all; to the burlesque performers frozen out by Commissioner Moss; to the vaudeville performers who have no vaudeville houses to appear in; to the night club entertainers who wistfully haunt 47th street in search of stray meals; to the night club entertainers who are pathetically happy to work in vicious dives for the munificent sum of \$17.50 a week—which sum, if they are particularly lucky, they may manage to draw down 15 weeks out of the 52; to the thousands and thousands who were arbitrarily dropped by the Screen Actors' Guild from the rolls of Hollywood extras; to the thousands left on the rolls who are eager to get \$7.50 a day for 50 or so days out of the year; to the literally tens of thousands of youngsters who haunt the radio casting offices and feel happy when they can land an average of one half-hour program a month; to all the youngsters who, following *The Post's* advice, went into stock only to find that there is now no stock to go into; to all the youngsters, also following *The Post's* advice, who founded little theaters only to find that founding little theaters is a job without pay; to all the countless teachers and proprietors of theatrical schools whose schools have crumbled about their ears during the past few years.

Yes, indeed; it's going to be grand news to all of them. *The Post* article says, "There is a living to be made from the theater." And who are they to contradict *The Post*?

The writer who perpetrated that article should either be shot or else forced to follow his or her own advice and try to break into the theater—preferably the latter. If we feel particularly kind-hearted we can settle for mere shooting.

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Dramatic	Opened	Perf.
Bachelor Born (Lyceum)	Jan. 25	201
On Borrowed Time (Long)	Feb. 3	191
Our Town (Morosco)	Feb. 4	189
Room Service (Cort)	May 19	37 488
Shadow and Substance (Golden)	Jan. 26	199
Tobacco Road (Forrest)	Dec. 4	33 1364
What a Life (Biltmore)	Apr. 13	111
You Can't Take It With You (Booth)	Dec. 14	36 678
Musical Comedy		
I Married an Angel (Shubert)	May 11	78
Two Bouquets, The (Windsor)	May 31	55

14 and 15 people. *It Wouldn't Be Cricket*, being a new play without Broadway reputation, has attracted as few as three or four of an evening. Several performances have been canceled.

The opening night the play attracted about 200 people; the third night only one person came and the show was called off. J. B. Tuthill.

"Run for Your Wife"

(South Park Theater)
PITTSBURGH

A three-act comedy written and directed by Alfred L. Golden. Staged by George M. Rowland Jr. Cast: Tom Lewis, Madge MacQueen, John Johns, Jack Larkin, Madeleine Skelly Foust, Viola Sayles, Marjorie McCann, Edward Gibbons.

Al Golden's newest show, an attempted satire on Freudianism and psychiatry, might be a bet for the movies. Evidently not decided whether to guide it along paths of pure hokum or to deviate into the subtle, Golden has created a piece that is not yet consistent enough for Broadway, but one that with much rewriting might be. With fewer idea changes it could be a teapot for tempests of Marx brothers or Victor Moore or other personalities, with a number of juicy roles for character actors; it might also be converted into a playground for suaver comedians; with a stretch of the imagination it has possibilities for a slapstick musical.

The story revolves around neurotics who are misled into psychopathic treatments by a mild-mannered divorced husband who, in seeking reconciliation with his wife, is induced into believing by man No. 2 that he can become a professor with powers to heal the mentally unso. He becomes the professor. Resultant complications lead him to prescribe a treatment of burlesque chorus dancing for a Shakesperean tragedienne, a program of button-snipping with scissors for a widow seeking romance, a course in eurythmics on a couch for an inhibited debutante and a series of arm-clutchings for an iceman who likes to carry bombs.

In the course of unwinding his thesis, combed from his own experience as a prison psychologist and augmented by a stint at writing scripts for 20th Century-Fox, Golden takes a few pot-shots at Hollywood, New York, actors, neurotics and quacks. Unlike his one previous Broadway play, *Mimie Scheller*, this theme rarely approaches the serious. With its chief weaknesses being failure to point up its good scenes and a tendency to be inconsistent in mood, *Run for Your Wife* still shows potentialities for imaginative producers of the screw-ball school. Certain scenes are hilarious.

The cast, culled from the city's better amateur players and several more mature actors from university faculties, capably handles its assignments.

Morton Frank.

DENVER, July 16.—*Old Maid* turned in the poorest week of the four-week-old season at the Elitch Theater. The gross was \$4,500, \$500 less than the opening week. The weather suddenly turned hot and is driving folks to the mountains on week-ends.

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SWING STILL TOPS AT B. O.

But Sweets Gain at Paramount; Radio Still Most Vital Build-Up

NEW YORK, July 16.—Swing is still the biggest box-office magnet at the local Paramount Theater, altho the trend is definitely towards sweet and versatile bands. The theater, a test tube for band tastes since it launched its enormously successful band policy four years ago, is presenting the swing bands carefully, however, in order not to kill off the public demand. Increasingly the past season, the theater has added name acts to the band presentations in order to avoid the possible monotony of too much swing. Harry Kalchelm, Paramount booker, says, "Swing is what you make of it. We don't want patrons to be too conscious of swing, and we try to get contrast to the music by presenting strong singing, novelty, comedy or dancing acts." In other words, the theater tries to provide, in extra attractions, what the band lacks.

Kalchelm says bands have to be more versatile now, too. Straight music is not enough. Every name band is compelled, for theater dates at least, to carry one or two good vocalists or a novelty instrumental group or a comedian, etc.

Bands must be on the radio prior to and/or current to their theater date. Without a radio build-up the greatest dance band would mean nothing at the box office, says Kalchelm. Name bands off the air for a considerable time lose most of their box-office power. Phonograph records and picture work can help put a band into the name class, too, with records having grown enormously recently as band builder-uppers.

Of the current 15 leaders in the Paramount Theater's poll of patrons, the theater will have played at least 14 before the season is up. In other words, the theater uses the poll as a guide in booking bands, and tries to deliver every band that makes a big showing. The leaders, at the moment, are Benny Goodman, 10,580 votes; Tommy Dorsey, 9,620; Sammy Kaye, 7,450; Guy Lombardo, 6,740, and Kay Kyser, 5,890. The top swing bands in the poll are Goodman, Dorsey, Gene Krupa and Larry Clinton. The first two have played the house a couple of times; Krupa comes in July 27 with *The Texan* (picture), and Clinton makes his vaude debut here the end of September.

The top non-swing bands in the poll now are Kaye, Lombardo, Kyser, Horace Heidt and Phil Spitalny. Kaye and Kyser, of course, play both swing and sweet. In any event, there are just as many sweet-swing and out-and-out sweet or show bands as there are swing outfits among the leaders.

Altho the Paramount has brought back those bands that proved their popularity, it is also eager to try new ones. It has booked the Raymond Scott Quintet for its vaude debut September 14, along with Maxine Sullivan, colored singer, who has been doing radio and night club work, and another band (probably Clyde Lucas). This will be Miss Sullivan's Broadway debut also. Larry Clinton makes his Broadway debut at the Paramount in September, to be followed by Blue Barron (now at the Edison Hotel), who will also be making his Broadway vaude bow.

Paramount opens Chick Webb, Ella Fitzgerald and the Charloters with the film *Give Me a Sailor* August 10. Phil Spitalny, making his third Paramount appearance, returns August 17 or August 24 with the film *Spawn of the North*. Eddy Duchin, also making his third Para appearance, follows August 31 or September 7, along with the Three Stooges and the new Bing Crosby film, *Sing, You Sinners*. Glen Gray and Casa Loma band make their third bow at the Para late in September.

The theater introduced four new bands to Broadway this season—Kay Kyser, Sammy Kaye, Red Norvo-Mildred Bailey and Jimmy Dorsey. The theater's patron poll is the tipoff to new bands worth playing. For example, the poll has revealed five new top leaders: Kaye, Kyser, Krupa, Clinton and Spitalny.

The Paramount is on the lookout for odd attractions, too. It brought in the

Madison Square Garden Shag winners when it played Goodman, and intends to book the winners of a Westchester Shag contest now being run by the Larry Clinton Band at the Glen Island Casino when Clinton comes in around September 28.

Supporting attractions are being used by the Paramount increasingly. During the past season it has used such names as Yacht Club Boys, Frances Langford, Eddie Garr, Mitz Green, Ben Blue, Gene Raymond, Ethel Shutta, Ella Logan, Andrews Sisters and Rufe Davis.

Chicago Hotels, Niteries Plan Fall Reopening

CHICAGO, July 16.—September is expected to see seven reopenings of night clubs and hotel rooms here. While one or two may be delayed until October, they will all operate again, starting this fall.

Drake Hotel, under management of A. S. Kirkeby, is redecorating its Gold Coast Room and is looking around for a strong band attraction. Deal for Benny Goodman reported, but not set. Usual two and three-act floor bills will be staged. Ralph Hitz will take over the Congress Hotel's Casino again, with Rockwell-O'Keefe furnishing bands and talent.

Charlie Hepp will reopen Harry's New York Bar with the usual informal floor-show policy and small band combination. Col. W. W. Yaschenko returns from his ranch next month to reopen his Yar Restaurant. The spot made good money last season with a string ensemble and a couple of strong singing singles.

Rush street section will see the re-lighting of the Colony Club in Septem-

Show Goes On

OMAHA, July 16.—The show must go on!

A recent storm put out all the lights at the Chez Paree night club on the edge of Omaha. Izzy Ziegman, manager, had the place lighted with candles and the floor show continued.

ber by Sonny Goldstone, who is looking for name club acts. Personalities on the order of Lita Gray Chaplin, Gus Van and Aunt Jemima will be used. Also in that vicinity Billy Stearn will unshutter his Gay '90s and use local and traveling talent. The 885 Club, now down to a land attraction, will resume with floor shows in September.

Meanwhile Denis Cooney, who now has his *Royale Frolics Revue* on the road, will re-light the Frolics after extensive redecoration is completed. Unit's 28 girls will return to the club with a large show to be booked by Duke Yellman. Current road attraction, which closed a two-week stay at the Palace yesterday, expects to pick up three to four more vaude stands before calling it a season.

Philly Bookers Deny Blacklist

PHILADELPHIA, July 16.—Florence Bernard, president of the Entertainment Managers' Association, denied that her group was blacklisting acts booking themselves in local night clubs.

The charge had been made by A. A. Tomel, president of the musicians' union, and Thomas Kelly, business agent of the United Entertainers' Association, last week.

Miss Bernard said that if any member of the EMA resorted to blacklisting he would be fined \$10.

Open Glens Falls Club

NEW YORK, July 16.—Fan and Bill Sherman, former operators of Fan and Bill's Restaurant here, opened a new eatery on the Lake George road in Glens Falls, N. Y., this week. Will feature a dance orchestra and entertainment.

Club Talent

New York City:

JOHN UPPMAN, baritone, is now at Manny Wolf's. . . . CLIFFORD NEW-DAHL, singer, began an engagement at No. 1 Fifth Avenue last week. . . . PAUL GERRITTS and Mark Plant go into the Grant Hotel, High Mountain, N. Y., July 23. Set by Abner Greshler, who has also booked the Four Vespers to open the same day at the Hollywood, West End, N. J. . . . FELIPE DE FLORES closes a 10-week run at the Havana-Madrid, leaving July 26 for Mexico to do film work. Returns in September. . . . YEVO AND DORO are now dancing at Marcel's, Flushing. . . . BILLY ROGER'S FOUR EARLS open July 18 at the Park Central Cocktail Bar for an indefinite engagement.

Chicago:

JOAN ABBOTT and Jackson, Stone and Reeve (formerly Jackson, Mills and Feeve) will top the new Colosimo show opening July 28. . . . TOMMY TRENT is working on an all-string puppet act, to be performed on a portable platform in night spots. . . . CHARLES HANKINS is the new manager of the Rose Bowl.

JERRY AND TURK move to the Look-out House, Covington, Ky., July 28. . . . FRANCITA transfers from the Chez Paree to Colosimo's end of this month. . . . BILLY AND JOY SEVERIN going to the Coast next month. . . . RAVAYE AND MARGO are now filling the season on the S. S. Roosevelt, which leaves on nightly cruises from here.

Here and There:

AIMES AND VIVIENNE completed an engagement at Benny the Bum's, Philadelphia, and were booked the following day into Weber's Hofbrau, Camden, N. J. . . . LEW PARKER opens at the Beverly Hills Country Club, Newport, Ky., a week after Labor Day. Salary around \$500.

LOPER AND MAXINE, dance team, are in their third week at the Ritz-Carlton Roof, Boston. Did a command performance for the visiting Swedish royal family, too. . . . Finishing up three and a half months working together in Florida, EDITH AND DICK BARSTOW have definitely split after 19 years as a team. Dick now working solo, currently at the Nixon Cafe, Philadelphia. . . . THEODORA, dancer, has been set at the Alhambra, Lake Athol Springs, N. Y., by Wally Glick. . . . FREDDIE FREDERICKS recently finished a 20-week run at the Dreamland Tavern, Cleveland, and is now vacationing in California. . . . GARRON AND BENNETT are closing an engagement at the Hollenden Hotel, Cleveland, July 16. . . . HOWARD FULLER AND SISTER are opening their season of fairs for the Barnes-Carruthers office of Chicago with a date in Northwood, Ia., August 15. Team just completed 24 weeks of club and theater dates.

RAY FRANCIS and John Lonas, after four weeks at the Spinning Wheel, Seattle, Wash., have opened at the Mandarin Cafe, Vancouver, B. C., for the Bert Levy office. . . . JIMMIE PARRISH sailed from Montreal July 8 for Paris, where he will begin a 12-week swing of Europe. Von Hahn and deNegre, dancers, are slated to join him later. . . . BOBBY JONES is still emceeing at the Black Cat Casino, Wilmington, Del. Others on the show there are Manno and Strafford, Chester Dolphin, the Sheldons and Billy Thomas. . . . PEDRO AND LUIS, who have just finished eight weeks around Cincinnati, will sail for England first week in August. . . . CHET LONG, after eight weeks at the Alhambra-on-the-Lake, Buffalo, moved into the Ray-Ott Club, Niagara Falls, N. Y. . . . RYCK AND KAYE, tap team, are playing the Fox-Tower Theater, Kansas City, Mo., and will follow with a run at Club Riverside, Wichita, Kan. . . . DOROTHY DUVAL, accordionist-comedienne, after an eight-week stay at the Miami Hotel, Dayton, O., opened at Hotel Chittendon, Columbus, O., Monday (18) for four weeks. . . . JACK DALTON is in his third week of a return engagement at the Monte Cristo Restaurant, Chicago.

Number One in a Series of
Opinions of the Nation's
Leading Night Club and
Hotel Owners and Managers
about the Night Clubs-Vaudeville
Department of The
Billboard.

JOHN ROY

Managing Director of the

RAINBOW ROOM

and the

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NEW YORK, N. Y.

Says:

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Club Nomad, Atlantic City

Lea Ferrins is featured on this better-than-fair cast, and the lissom lady does a topping strip-tease, whose success has just renewed her engagement for another season. Has a gorgeous wardrobe. But the act that really stopped the show was a fore-and-aft torso-twisting tornado routine that had the \$2-minimum-for-beverage-alone customers to their feet. It was brought out of the West by Sally Keith.

In pitting Sally Keith against the established popularity of the girl with the Worcestershire tag and otherwise building up their revue for an overdue season that has hardly yet begun, Charlie Goodelman and Sy Nathanson, proprietors of Club Nomad, are betting on better times in late July and August.

Marge Kelly is another generous addition. She's an eye-ful when parading solo, with wardrobe and without.

Phil Kaye, brother of Herbie, is not bad on dialect stories, has a vibrant singing voice and is fast on the repartee. His Roy Atwell stuttering broadcast routine is probably his top number.

Ruthie Martin works hard in her swing songs and her selections get over. June and Gay Pierre (Pierre Sisters) used to work single, and June still does some interesting acrobatics alone. Since they teamed last September they have developed a passing routine.

Suey Ein, college-bred San Francisco Chinese, dances Oriental exotically, best in *A Study in Smoke*, in which she makes a diggle appear and reappear from nowhere. Ondra brings a red-hot rumba from the Argentine, has exceptional muscle control, excels in a floor-scrubbing take-off.

Helen Lloyd's singing with the Ritz Five keeps away dull moments between shows. *W. H. McMahon.*

Bartlett Club, Rochester, New York

Regular customers find this spot a diverting place to spend the evening. Six years in business, it draws largely from the neighborhood districts.

Floor show, new weekly, opened with Maryetta Evans and Co., followed by a tap dance by Marjorie and Lester, brother and sister, followed by tap styles of years ago by Maryetta and husband. Both acts rated a fair hand.

By this time the audience was warmed up enough to give a little more to Franco and Francine, ballroom dancers. Francine would add more life to the act if she'd let a smile replace her set expression.

Marjorie had the crowd smiling with her impersonations, while "paw and maw's" Lillibilly sketch and dancing rated a good hand. Snappier repartee would improve this act.

Near-by diners ducked as Franco and Francine returned for a rumba, but Franco skillfully tossed Francine hither and yon without any damage.

Finale brought entire Evans family back, first a tap by father and son, in which the increasing applause was directed to "paw," who kept up the intricate footwork with ease. Maryetta and her daughter twosomed in taps, followed by the entire family going to town. Franco and Francine came in on the finale.

Tom Cummings, who doubles in brass as sax player, emceed. Bill Albert's Orchestra supplied the syncopation. *Burgess E. Smith.*

Dutch's, Lansing, Ill.

Largest spot in the area, 35 miles south of Chicago and catering to the steel-working night-clubbers from Hammond, Gary and Shelby, Ind. It was recently constructed on a leading highway, and one of the owners is Ralph Cook, a performer who is learning the strings of night club operation and doubling as emcee.

When caught, however, Cook was away on a vacation and permitted his old vaude partner, Floyd Christy, to break in as nitery emcee. Christy had trouble with the hecklers (and there was one at every table) but managed to get part of their attention later in the bill when he offered his amusing hand-balancing satire with Hal Gould.

Looks like a weekly \$500 to \$700 budget for floor bills and Mort Lund's five-piece band. Using a line of eight local girls, affair makes a good flash in a spot of this type where the purchase of glass of beer entitles you to linger as long as you please. Business has been increasing so rapidly, however, that the ops are figuring on a minimum week-ends,

Night Club Reviews

Johnny King, of Chicago, formerly of the dancing team of John and Dorothy King, is booking the spot and comes thru with a good job, considering the budget and location of account.

Eight Rittman Dancers open with a mass tap number, and Hal Gould, Christy's partner, baritone a tune in a pleasing manner before the sexy Flo Lytell, of the Lytell Twins, teases ring-siders with a neat acro routine. Looks particularly good on the floor because she is a big girl and accomplishes the tricks with comparative ease. Gould is spotted in another song session before Christy brings him back for their vaude act which, due to the floor work it requires, does not stand out in a club that has no elevated stage. Christy displays signs of doing a good comedy emcee, and more experience and stronger material will help.

The finale features Sandy Lang's Three Flames, a thrilling roller-skating act presented on a portable rink, on a darkened floor, augmented by the line in a radium butterfly number. Lady Radiana (Roberta), nude, has her parade inning, her body covered with a bright coating of powder.

Management encourages home talent, and customers are welcome to step up on the floor to do their stuff. At this sitting Frances Manno, young accordionist, pumped away at a couple of pop numbers. *Sam Honigberg.*

Silver Cloud, Chicago

A northwest spot catering to neighborhood trade. A room of modern design, low-priced policy and floor bills which, out of the Loop, make passable entertainment.

Operated by Jimmy Purcell and Eddie Panzek, club has been getting good play week-ends. Acts changed weekly, with emcee and featured warbler held for longer spells.

Bert Nolan, likable singing emcee, conducts the shows properly and, on his own, impresses as a hard worker with comedy songs. Makes a good appearance on the floor and his personality is youthful and winning. Kay LaSalle, lovely little soubret, is spotted twice with stock but well-delivered routines. A sexy item.

Cortez and Marquis, ballroom team, make a good-looking pair of dancers, but routines are not strong enough for the better spots. Impress as possible material for the better ranks, and should work to develop more grace and poise.

Bebe Sherman is sold as a miniature Sophie Tucker, but the comparison is only a physical one. Oversells some of her songs, and her voice in high-note territory is not too good. Can work up a nice hand, tho, with untiring effort.

Irene Fortess is a graceful acrobatic and high kick performer, filling in a couple of gaps nicely.

Shows are repeatedly thrice nightly. Minimum week nights is 50 cents, doubled Saturdays. Intermission entertainers in the two bars and between dance sessions include Bernice Clark, Mildred Davis and Steen Bright. Johnny McFall and his five-piece band are still around for the show and dance music. *Sam Honigberg.*

Lookout House, Covington, Ky.

Jimmy Brink has found little use for his attractive outdoor garden spot so far this season, due to undependable weather conditions, but business holds at a satisfactory pace indoors. Bingo, a Tuesday, Friday and Sunday night feature, continues as a powerful business magnet. At this look-in, Friday night (15), the spacious room and bar were well populated with bingoers, with a large percentage of them remaining over to dance, dine, drink and enjoy the floor show. New show headlines the Three Beau Brummells, with Joanne Andrews going into her second week and Marc Ballero his third. Only three instead of the usual four acts this week, but it's stuff that rings the bell.

Don Arden's comely critters crack the ice with a nicely presented rumba to warm up things for comely and shapely Joanne Andrews, a grand warbler of songs who caught on with her first note. Opens with *Turn On That Red Hot Heat*, follows with *Thanks for the Memories* and *It's a Long, Long Way to Your Heart*, an English novelty, and encores with *Keep That Tempo*. The comely brunet has style, class, a voice and a corking brand of salesmanship. Arden cuties return here for an effective picture number, led

by Miss Andrews singing *My Little Lady Make Believe*.

The Three Beau Brummells found this mob a pushover for their comedy stuff. Altho slightly reminiscent of the various so-called stooge turns in appearance, the boys display originality in their work. Their turn evolves around a riotous musical turn, with the various pieces of business good for frequent belly laughter. This is a return engagement for them here and judging from the palm-whacking accorded them at their bow-off the boys are in for a holdover.

Marc Ballero, who made his bow with a Bowes unit some five years ago, has since graduated to one of the country's leading impersonators. He takes off in voice and appearance no less than 22 popular personages, and all of them well, with his Ned Sparks, Arliss, Fields and Durante the standouts. Remained on a trifle too long at this showing, but the audience didn't seem to mind the run-over. Ballero also handled the emcee chores in an acceptable manner.

For the finale Don Arden leads his 12 honeys thru a novelty tap routine, with all bedecked in sailor garb. Everybody's out for the blowoff. Arden, now in his seventh month of a return stand here, has made a rep for himself here with his production work.

Billy Snider and his Kentucky Kernels continue to please with their dance melodies and remain hot favorites with the Lookout House clientele. Boys also do a good job with the show music, while Sally Ann Davis, the ork's canary, makes herself very easy to listen to in her warblings. *Bill Sachs.*

Famous Door, New York

Count Basie went into the Famous Door for his first engagement in a mid-town night spot last week and the way he was received would seem to indicate a prolonged tenancy there. His 14 men haven't too much elbow room, but it doesn't seem to interfere with their swinging, and, led by the Count's superior piano playing, they do a great job. There's no reason why Basie shouldn't prove to be as popular here as Louis Prima.

Half-hour floor show is headed by Jerry Kruger, fresh from singing with Gene Krupa's new combo. The gal handles the emseeing in addition and does all right, but her warbling is the main thing. *I'm Gonna Lock My Heart* and Irving Berlin's torch tune from *As Thousands Cheer*, *Harlem on My Mind*, are delivered in no uncertain terms, but the roof-raiser is *Old Man River*. Miss Kruger offers it "with all due respect to Jerome Kern and Oscar Hammerstein," but that's not necessary since neither they nor anybody else could recognize it. But the little lady is in the upper brackets when it comes to real swing singing.

Jimmy Rushing, sepiá and rotund, opens the show with a Louis Armstrong rendition of *St. Louis Blues* and a current pop tune, minus the trumpet but with the same listener appeal. Jerry Withee follows with a well-executed tap which is all the more remarkable because of the little space she has to work in. Shavo Sherman has some good stuff in his mimicry of Durante, Ted Lewis and Hugh Herbert, managing somehow not only to sound like them but to look like them as well.

Basie, of course, is the main attraction, but the surrounding entertainment is also good, a lot better, for that matter, than in a few more pretentious spots. Added to the place's virtues is a cooling system which really cools, making it one of the most pleasant oases around town despite its box-like dimensions and overcrowded atmosphere.

Joel Rose does the press agenting. *Dantel Richman.*

Shoreham Hotel, Washington

Offering smart entertainment for smart people, the Shoreham this week features Miss Franklin Crawford and Joseph Caskey as the "television dance team which captivated England."

Diaz and Powers introduce a tight wire dancing act brought back from Europe. Altho unusual, act needs more space than most clubs have available. Team uses Japanese umbrellas for balancing, hopping up and down on the wire to the timing of everything from waltz to ragtime. Highlight is Miss Powers doing a routine on the wire with bare feet. A

capable team which draws applause.

Crawford and Caskey have good costumes and several good ballroom numbers. *You Are Temptation* and a rumba open way for the Latin type of dance and then an impression of Astaire-Rogers. Masks and hit tunes from the Astaire-Rogers show lend reality to this number. Best by far, however, is the encore number—an impression of high-school syncopation.

Goodrich and Nelson are holdovers. A strong-arm team content to do their stuff in sport clothes, they nevertheless use exceptionally good judgment in selecting musical numbers.

Ida Clark, a Shoreham regular, wanders between tables playing her accordion during orchestra rest periods.

Edgar Jones.

Rainbow Room, Geo. Washington Hotel, Jacksonville

Something unusual in hotel floor shows is the minstrel motif offered by the entertainers here. Piece runs 45 minutes and was written by Bob Ryan, of the Three Escorts.

Standard minstrel opening is used with "Honey Boy" Clements and John S'apleton doing the blackface ends capably enough. Saturday night crowd was rather noisy and it was hard to catch the gags. Minstrel idea is okay if the customers can be kept quiet. Eddie Daniel does the interlocutory stint in first-class shape.

Show is built around the Three Escorts, now in their eighth week. Audience liked Daphne Stauffer, a personable singer with a sweet contralto of quality and unusual

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range. Did the Helen Morgan epic, *My Bill*, splendidly, also *Loch Lomond*, *Says My Heart* and others, including *Old Apple Tree*, in which the customers joined lustily.

Lana Nono, pint-sized, put on a dandy fast tap, followed by a slow rhythm tap. Works all over stage, excels in fast torques and clear-cut taps. Too, kid is no slouch as a warbler, doing *Oh, Ma, Ma* in a riotous manner.

Bob Ryan uses the sticks on the xylo in a highly pleasing manner. Works with ease and grace and had to do many encores.

Eddie Daniels, in his 18th week, rates as a very versatile emcee, filling the ork waits at the Hammond in a grand manner, and in the show doing impersonations that scored big. His Wynn, Zasu Pitts and Penner are tops.

Dave Bouer's six-piece society combo is a hard-working crew, putting out the sort of danceable stuff this crowd likes. Plays show to perfection.

No minimum, admission or couvert.
W. H. Colson.

Meadowbrook Country Club, St. Louis

Ideal summer spot, drawing the elite of St. Louis and vicinity, has been doing big biz since it reopened for its third consecutive summer under management of William (Bill) Berberich.

Music, dancing, eating, drinking and entertainment are all "under the stars," making a splendid setting. Spacious verandas and a large inside ballroom and parlors adjoin the terrace so that patrons can get under cover in the event of inclement weather. Dinners, \$1.50 and \$2, with a cover charge of 75 cents week-day nights and \$1 Saturdays and holidays.

Joe Sanders and his Nighthawks proved prime favorites here during their two weeks' engagement, which they closed July 10. Sanders is emcee and delights with his song numbers, many of his own. Band furnishes a variety of music, with no particular style, mixing up an unending medley of old and

new favorites. Sanders occasionally arranges and writes special numbers, while four of the band boys do the orchestra arranging.

Jane Kaye, an attractive maid with a real voice for pop songs, is soloist and alternates with Sanders. George Wendt, in the orchestra, does *Nobody Loves a Fat Man*, a comedy song written by Sanders and in which Wendt features his trumpet. Another noteworthy orchestra routine is the novel arrangement of *Basin Street Blues* and *Beal Street Blues*, in which Wendt and Sonny Sievert feature the trumpet and trombone. Members of Sanders' Band are Bill McDowell, Bud Phillips, Hubert Finlay, Dale Stoddard, Jack Cathcart, Jack Gillespie, Dean Stevenson, George Wendt, Rex Downing, Sonny Sievert, Eddie Edwards and Roy Ivey.

Added attractions were Loyanne and Renard, an unusual dance team with a wide variety of dancing and wonderful wardrobe, and Dorothy Maye, acro dancer, featuring a "chain slave" routine.

Name bands will be featured all season at this spot, with Little Jack Little being on hand July 11 to 20; Clyde McCoy, July 21-27; Ted Flo-Rito, July 28 to August 4, and Joe Reichman, August 5 to 18.
Frank B. Joerling.

Andy's Inn, Syracuse, N. Y.

Smooth, smart and swift is the compact little show which is drawing hot weather patrons out of the summer heat to this cool spot, just over the city line.

Top honors are shared by Eddie Jordan, Irish tenor with a wit that must have dripped off the Blarney Stone, and Irving Spector, chunky clever violin showman.

Jordan emsees and has half of the ringsiders working as he goes along. His singing brings a flock of request numbers. Good-looking lad is a good bet for a bigger spot.

Spector is a hit with sweet and comedy music, working with an expression like Toscanini listening to Benny Goodman. His pudgy fingers are a study as he plays his violin, and when he winds

up his act by flipping his rotund body into the air and dancing on his hands he brings down the house.

Margo, a clever yongster in sensational acrobatic and eccentric dances, and Elvida Ray, a wistful blues singer, also click nicely; and Lorraine, a surprise number, is a cute child dancer with an engaging personality and a pair of neat routines.

Ken Green's Rhythm Masters do a nice musical background for the show.

Irv Jacobs booked show.
E. R. Vadoboncoeur.

Berkely Hotel, London

Classy spot has two smart acts on view.

Marletta and Rudy D'Aix, personable boy and girl dance team, specialize in waltz tempo. They are very graceful and the work is of an exceptionally high standard. Costuming and orchestrations also merit praise.

Hildegard, blond and unusual songstress, has excellent pipes and a compelling personality. A fascinating performer with decided sex appeal. Her own dialect ditties win favor.
Bert Ross.

Gray Wolf Tavern, Youngstown, O.

Ideal weather over the Independence Day holiday gave Pete Meyers' tavern its best three days' business in many months. With every indication that business in general is soon to be on the upturn, operators of the club are confident they will be able to maintain the same standard of floor-show entertainment thru the hot months.

Dancing Dick Barstow is a hit. An Astaire type, the young fellow has class in wardrobe and grace in motion. His numbers with the Clair Ray dancers resemble production scenes of the movie musicals. He is on his second week, and being held over with him are the Clair Ray Personality Lassies; the singing emcee, George Hall, and Texas Tommy and Baby Doll, his wonder horse.

Elizabeth Houston and Dan Arden offer an elaborate presentation with good clean talent.

Lee Leali and orchestra stay on to provide the dance tunes.
Rez McConnell.

Savoy Hotel, London

Two diversified attractions on view. Pfundmayer Ballet, eight, is the best miniature ballet company to arrive from the Continent. Girls have everything—looks, talents and grace. Offer four numbers, with their bright *Sentry Box* and exquisite *Tales of Vienna Woods* as standouts.

In direct contrast to the grace and charm of the girls is the ludicrous miming of Joe Jackson in tramp bike routine. Just back from America, Jackson is still tops in this type of act. His timing is perfect. Easily a big laugh hit.
Bert Ross.

Kennedy's Inn, Binghamton, New York

Current floor show, debuting July 4, features Lillian Berk and Eddie King.

Opening is a horse number by the entire cast, with the line girls dressed in riding costumes and doing a very pleasing bit of tap.

Lillian Berk follows with a dance solo, *Chinese Fantasy*, which, in Oriental costume and with appropriate music, is very pleasing.

Nortonettes next in a sophisticated soft-shoe number, after which Lillian Berk again in an Italian dance routine.

Carroll Burke, with a number called *A Bit of Java*, impresses as one of the most talented dancers seen in a local club. Finale, *Harlem Strut*, by the entire cast.

Smiling Eddie Kane is now m. c. and doing a good job. He has a number of witty Irish songs and is a gifted mandolin player.

Music for floor show and dancing by Hi Wiser and orchestra. G. H. Barlow.

White Horse, Kansas City, Missouri

One of the small and intimate clubs of the locality, the White Horse is offering only Ira (Buster) Moten and band, a solid little group which stresses swing tunes, light and heavy.

Moten is a capable piano pounder,

but his value as an entertainer lies chiefly in his versatility. With an accordion he propels jive such as few others in Kaycee and is said to be one of the few colored artists on the instrument in the world. Moten chooses his numbers nicely for the dancers on the small floor.

Vocals are by Virgil Hill, who alternates on tenor and alto sax in addition to clarinet. Sells his songs well, clicking especially on *Flat-Foot Floogee* and *I Let a Song Go Out of My Heart*. Also shining is Robert Moody, drummer, who wields his sticks neatly.

Service excellent. Business fair. A good spot, all in all, to hear entertaining swing music and novelties at little expense.
Dave E. Dexter Jr.

Piccadilly Roof, Hotel Piccadilly, New York

Unlike most hotels which call their sky rendezvous "roofs" when in reality they're rooms which happen to be on the top floor, the Piccadilly Roof is exactly what its name implies—a canvas-covered terrace on the 24th floor.

Small and intimate (50 people in it at the same time constitute a crowd), the place offers a relaxing, cool atmosphere in which to enjoy a drink, a dance and the fascinating music-making of the Adrian Rollini Trio.

This three-man combination of vibraphone, guitar and bass fiddle is about tops in its field. Their music is a great deal more listenable and danceable than many another larger and more instrumentally imposing aggregation. What Rollini can do with a vibraphone has to be heard to be fully appreciated. His arrangement of *Three Blind Mice* alone is worth a visit and that's only one number in a generous supply of current favorites and popular oldtimers. In addition to expert instrumentation, tunes are delivered with apparent thought and ingenuity, such as linking *Three Little Words* with a few bars of *I Love You*, and introducing and concluding Duke Ellington's popular *I Let a Song Go Out of My Heart* with *Without a Song*. This trio is built upon a solid foundation of clever and showmanly musicianship.

Rollini is the only entertainment, but none other is needed as far as the patrons are concerned. Trio's work at times is so interesting that dancing is forgotten in favor of sitting and watching. The Piccadilly really has something.
Sam Blake press agenting.
Daniel Richman.

Durante Show Held Fourth Week at Casa

NEW YORK, July 16.—Business conditions in the local night club scene have improved but little in the last week, with the Casa Manana still the top grosser. Approximately \$30,000 was grossed in Billy Rose's nitery last week. The current show at the Casa, headed by Jimmy Durante, was held over for a third week and will possibly be held until the end of July.

The Meadowbrook Restaurant closed Saturday until the last week in August. It will be refurbished and turned into an intimate dining room. . . . Following a week's postponement, the Cuban Gardens at Post Lodge, Larchmont, N. Y., seating 300, was finally opened last Friday. . . . Hotel New Yorker announces that more than 50,000 guests have seen the Ice show there.

New Pepper Pot Owners

NEW YORK, July 16.—For the first time in 20 years the Pepper Pot, Greenwich Village night spot, has changed management. H. Schector, new owner, will operate on a policy of no cover, no minimum and intimate entertainment instead of a girl show. Carlyle and Viola Sherlock, former owners, have retired from the night club field.

New Club in Philly

PHILADELPHIA, July 16.—Despite the fact that night club business has been brutal the past few weeks, a new club made its appearance on Spruce street Thursday.

The new nabobs are Herb Frank and Mac Loeb, former bartender and head-waiter, respectively, at the Embassy. The new club, to be known as "Herb's 1412 Club," is only two doors from the Embassy.

Last Saturday Mac signed up his first act. She is Helen Benton, torch singer at the Embassy. He married her.

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Poor Cotton Shuts Kemp South Time; But Hope for Fall

CHICAGO, July 16.—Poor cotton markets in the South closed the flesh time on the Kemp Circuit for the first time this summer, Harry Clark, unit producer, reports. Formerly the Kemp chain had between four and five weeks during the warm months.

"In a way," Clark says, "absence of stage shows in Virginia and the Carolinas for a while will in time prove beneficial for the producers of units, as the public will be hungry for flesh attractions when they resume in the fall."

Clark, who will put in rehearsal a couple of units soon for the fall, says that July and August will see only two week-ends and a Sunday from the Sun office booked out of Chicago and two weeks from the Lucas-Jenkins Circuit, of Georgia. Bob Shaw, of the Sun office, is using units in Sandusky, O., and Richmond, Ind., Saturdays and Sundays, and at the Rialto Theater, Cincinnati, on Sundays. Lucas-Jenkins office has a full week in Atlanta and a split week between Evansville, Ind., and Columbus, Ga.

K. C. Gambling Ban Hurts Night Clubs

KANSAS CITY, Mo., July 16.—Nitory situation here is plenty warm since Governor Lloyd C. Stark had eight local clubs cited for operating gambling casinos in connection with the regular offerings. Operators were to have appeared before a State liquor inspector but obtained a temporary injunction.

Two of the city's largest clubs, the Chesterfield and the Continental, were among the eight.

Early-closing law, another edict imposed by Stark, still is doing great harm and patrons as well as ops are complaining.

No slump in placement of acts and orchestras reported.

Night Clubs on AFA Unfair List

NEW YORK, July 16.—Labor's boycott weapon, the "unfair list," has now been invoked in the night club field by the American Federation of Actors.

Three night spots, El Gaucho, Marta's and Radio Franks, have been labeled unfair by the AFA, the first two for alleged violation of agreements and the latter for resisting unionization.

Union performers working in any of those clubs can be held liable for disciplinary action.

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Gal Finishes Strip—and It's a Complete Success

EXCELSIOR SPRINGS, Mo., July 16.—"You're under arrest," an Excelsior Springs police officer told a femme strip-tease dancer here this week. "The neighbors around here are complaining about your indecent act."

"Can I finish my strip?" asked the gal.

"Go ahead," the cop replied. "I'll wait here in the front row."

Cop waited 15 minutes for the dancer to discard the "last G string" and then learned she had disappeared from the theater via a rear door.

Small-Time Cafe "Circuit" in Chi

CHICAGO, July 16.—A bush league circuit has been developed by acts working the smaller niteries here, with the result that some of them land a full season's work without traveling more than a few miles out of the city. One disadvantage of such a procedure, however, is the unusually small salaries paid by the neighborhood spots using such "circuit" acts.

A girl flash act developed by Flo Whitman has toured the local spots for the last year, with very brief layoffs. Will work from 4 to 12 weeks in each niterie and move on to a different section of the city. Ops favor such acts, for they include the girl element, are not expensive and come in complete. Girls under such set-ups don't make more than \$30 a week, and in many cases even less.

Among spots on the circuit are Club Minuet, Thompson's 16 Club, Hippodrome, Susi-Q, Liberty Inn, Pow-Wow, Limehouse, Nameless Cafe and others. Because most of them repeat girl acts intermittently performers can lay out an impressive route for many weeks.

3,500-Seat Club Set for World Fair

NEW YORK, July 18.—Nicholas H. Weiss, designer of Ben Marden's Riviera and the International Casino, as well as other prominent night spots, says he has been commissioned to design "The Night Club of Tomorrow" for the World's Fair.

According to Weiss, the project will cost \$3,000,000 and will accommodate 3,500.

Night Club Management

By GEORGE COLSON

Champagne to Patrons

BERTOLOTI'S, New York, is another spot that gives out a bottle of champagne after the floor show. In this spot two of the girl performers permit patrons to draw a card from a deck of playing cards. Then the emcee permits a card to be drawn from a full deck she is holding. The patron who can match the card gets the bottle. Winner must "pay" a coin for the bottle—presumably to get around the law prohibiting liquor being given out free.

Stagehands Picketing

STAGEHANDS' Union Local 1 is still picketing several night clubs in downtown New York. One spot, El Chico's, combats the picketing with a sign claiming that the union demands placement of a man at \$75 a week to push a couple of buttons only.

Union has told club owners that it is willing to permit a \$55 a week scale if they will hire Local 1 men. But the clubs refuse, altho their association (originally formed to handle the union problem) has disbanded.

The Waiter Problem

WAITERS continue to be a big problem for night club owners. Some club operators blame the unions for making the waiters so independent that they no longer worry about their jobs. Other operators claim the real problem is to find waiters who won't clip customers or be rude. It appears there has developed a "clip joint waiter" type that will clip patrons and employer alike

Plan To Import Foreign Acts; Agents Claim Talent Shortage

NEW YORK, July 16.—With the fall outlook for vaudeville brighter than it has been for years, local agents are planning to import acts this summer. Angle is that some of the finest American vaude acts have either retired or gotten too stale or have become definitely established in other amusement fields.

As a result the better acts have had no trouble working almost consistently and some have been able to work 30 or 40 weeks a year in vaudeville, including repeat dates. Not many new strong comedy or novelty turns have been developed in vaude lately, as there is not

enough time available. Consequently the few foreign acts that have tried American vaudeville the past couple of seasons have been able to pick up quite a bit of work. A lot of the French Casino acts have played vaude prior to returning abroad.

The William Morris Agency, for example, brought here Rigeletto Brothers, Freddie Zay, Mariora, Le! Foun Troupe, Boy Foy (in conjunction with Dorothy Granville) and Freddie Dosh recently. Nat Kalchelm, of that agency, is in Europe now looking over talent, and is expected to bring some back when he returns August 15. Dick Henry, also with the Morris office, sails August 17 to look for talent. Returns after catching the opening of the new *Crazy Show* the middle of September. Morris Agency is guaranteeing six to eight weeks to foreign acts coming here.

The recent folding of the Ringling circus is expected to make a few more novelty turns available for vaude. Acts that are also good for hotels and night clubs have a much better chance for consecutive work, of course.

Meanwhile another batch of American acts has left for European bookings. Senator Murphy, Rio Brothers, Chester Fredericks, Jack Leonard, Lee Don and Sybil Vane all set thru Morris Agency; Bert Wheeler, booked thru Kurt Robitschek, and Rita Ray, thru Frank Belmont, left here aboard the Normandie for London Wednesday. Willie Mauss left aboard the Deutschland Wednesday to open at the Scala, Berlin, August 1.

Vaude Maybe for Randalls, Jones

NEW YORK, July 18.—Because of the closing of the open-air operettas at Jones Beach and Randall's Island Bully Rose has been in conference with the Long Island State Park Commission and the New York City Department of Parks to stage productions in both stadiums, it was reliably learned.

Whether he will put in a combination of vaude, outdoor and circus attractions or straight productions could not be immediately learned.

Sligh and Tyrrell Split Chi Office

CHICAGO, July 18.—Eddie Sligh and Phil Tyrrell, operators of the Sligh & Tyrrell Booking Agency here for the last three years, parted company over the week-end. Name of Sligh & Tyrrell has been dissolved.

Tyrrell will open his own office unless negotiations for his services in the local Rockwell-O'Keefe branch materialize. R-O'K-Tyrrell tie looks strong, with both handling bands and talent in the Bon Air Country Club, ace niterie here, and Jack Kalchelm, manager of the R-O'K theatrical department, leaving at the end of month to return to independent field.

Sligh will continue on his own, with Lee Elman to work out of his office, which, it is understood, will be removed from the present Michigan boulevard quarters.

Mary McCormic Unit At \$2,000 to \$2,500

CHICAGO, July 16.—With Mary McCormic as the center attraction, the five-act *Continental Varieties* will tour theaters and clubs, starting late in August, under direction of the William Morris Agency and Morris S. Silver, Miss McCormic's personal manager.

Unit can be booked at rates between \$2,000 and \$2,500. Advance private club dates have been made on a guarantee basis, plus a 50-50 split on the advance sale of tickets.

Detroit Books WPA Show

DETROIT, July 16.—First steady booking for the WPA Vaudeville Project here opens July 22 at the Times Square Theater. Manager Gus Coplan has booked the Project for a two-week try-out. House has not had vaude in years. The WPA unit moves in on a flat-fee basis.

AFA Negotiates With Circuits

NEW YORK, July 18.—The first attempt to unionize major circuits playing vaudeville was started last week by the American Federation of Actors. Ralph Whitehead, executive secretary, requested circuit managers to begin negotiations with the AFA looking towards a closed-shop agreement covering performers.

Local houses affected by the move will include the Paramount, Roxy, Radio City Music Hall, Loew's State and the Strand, which begins a stage-show policy August 15.

Heat Beats Detroit; Only 8 Weeks Left

DETROIT, July 16.—Hot weather is hurting night spots except for those able to offer summer attractions, such as outdoor gardens.

Booking offices estimate that only eight weeks of night spots remain in town. Two major spots, El Dorado and Mayfair, have gone to a half week only. In addition a number of places have dropped from a week to only a couple of days for the summer.

Booking offices are turning their attention to outdoor events as far as possible, including special events, fairs and celebrations.

The Empire office is planning unit production in a big way, with three shows definitely slated to break when conditions are ripe.

on the theory that the club won't last long anyway and a waiter might as well grab all he can.

Ballfossers an Asset

LYONS' MUSIC HALL, of Seattle, has put a strong aggregation of softball players on the local diamond. Niterie has a team in the Double A softball league. Wearing the niterie's colors, they are nocturnal favorites in Seattle's evening baseball. Their pennant-winning form is good publicity for the spot.

Hotel Camera Stunt

THE Skyline Terrace of the Hotel St. George, Brooklyn, boasting one of the best views of the skyline of lower Manhattan and the harbor, has put into effect a "skyline view" contest for amateur camera fans. Contest runs from July 1 to August 31, and \$100 in prizes will be awarded for either daytime or evening views taken from the Skyline Terrace. Of course, the Terrace offers dancing, cocktails and entertainment for a nominal charge.

Advertisers To Clear Identity

SO MANY of the lower East Side bistros of New York have "Roumanian" affixed to them that Jack Silverman, owner of the Old Roumanian, allotted about \$500 a month for advertising in an effort to keep the public straightened out on the identity of his spot. The money must be well spent for, judging by business, wonders have been worked in dissipating confusion and having customers wind up in the wrong place.

Loew's State, New York

(Reviewed Thursday Evening, July 14)

House's occasional reversion to a first-run film policy instead of the usual immediate second run sees a not too inducing set-up as far as both picture and stage show is concerned. Screen offers *Prison Farm* and stage show features Will Osborne's "slide" music, the Nicholas Brothers, Marty May, Loretta Lee and Joe Arena.

Joe Arena and Co. are the opener, standard bearer offering his inebriate tumbling, producing and drinking various glassfuls of liquids from his trouser pockets after each trick, and abetted by a slightly girl contributing s. a. and a dancing trick or two. The trickily adorned pooch who also helps his master in some closing tumbling and rope skipping. A good standard curtain raiser, with just enough novelty and slight comedy to get under the wire of big time.

Handsome Marty May projects himself at this time as the emcee, indulging in a bit of sly self-rebuke, and is followed by the ever-cute Nicholas kids. With pictures, musicals and all sorts of work under their belt, the pair still seem fresh and enjoying their dancing-singing stint. The little fellow now has developed into an acceptable song purveyor, tho his tricky arrangements could be toned down. The taller lad is a dancing fool, carrying the brunt of that department and with honors.

Loretta Lee makes the most solid impression, packing her allotted time with liting and thrilling canarying, equally efficient at swing or ballad numbers. Her warbling of *Music, Maestro, Please* was certainly the best this reviewer

heard and *Tiger Rag* was done with "umph" unmatched by other handlings of this tune. Arrangements are unusual and her voice clear and sustained at all times.

Marty May works with the ease and suavity identified with one of the leading comics, even down to the violin bit. Impressions of singing types are moderately humorous, but bits of businesses accompanying are of hoary vintage. Generally fairly successful in all departments of his chores, he is helped no small amount by musical-comedy hero appearance.

The Osborne brand of music, as dispensed on the stage, is thoroly listenable and the entertaining angle is well taken care of by several added personalities, among whom Dick Rogers stands out. Rogers has a wide variety of comedy songs and dances which he puts over with credit, especially his dialectic *Dinah*, his *Flat Foot Floogee* and a Ted Lewis impersonation. Janice Todd, vocalist, offers *Weekend of a Private Secretary*, but that's about all her enhancement to the outfit takes in. Bill Coleman is supposed to be the funny man in the band, but his interruptions serve more to slow up the band's smooth work than make it funny. Selections by the band included a novelty, *Listen to the Ghosts of the Three Trombones*, and explained in song by Osborne, and a swing version of *Dixie*.

Fair house last show Thursday. George Colson.

Vaudeville Reviews

State-Lake, Chicago

(Reviewed Friday Afternoon, July 15)

One of the strongest shows house has had in a long time, honors going to both the selective acts and augmented chorus. Word-of-mouth advertising will probably help at the box office since the picture, a second showing in the loop of Mickey Rooney in Metro's *Hold That Kiss*, will lack first-run drawing power.

Sixteen girls open with a beautiful fan number, produced impressively. A nice entrance build-up for the Mayfields and Virginia in a tricky waltz routine in which the girl stands out with a charming personality.

The Three Youman Brothers have a strong musical novelty, the clarinet-playing member deserving the featured spot with his showmanly delivery and apparent training on the instrument. Do take-offs of the Casa Loma, Wayne King, Benny Goodman and Ted Lewis bands and finish with an impression of an old German outfit and a novel version of the *St. Louis Blues*. Went well.

Whitey Roberts is still proving himself a reliable performer with engaging gag salesmanship backed up with a strong rope-skipping number and plate juggling. His exit *Truckin'* turn, tho, is getting to be anti-climactic.

Line returns to sit in first in a French cafe scene, atmosphere for the Mayfields and Virginia and their interpretation of the apache. Have a few strong tricks. The 16 kids then march out with a neat precision number. Retaining the same set, Fritz and Jean Hubert stagger out to score as usual with their incomparable drunk number. Jean in a man's outfit fools the customers, and even the suspicious ones are bound to change their minds when she is on the receiving end of the physical punishment dished out by the partner. Pantomime is highly laugh provoking.

A young inexperienced tenor brings the only letdown in the bill with some listless crooning before Gil Lamb's appearance. Lamb's comedy dancing act is still punctured with laugh getters and his "harmonica in stomach" bit has developed into a real highlight. Tommy Sanford is with him for a harmonica-playing session.

The girls bring the bill to a flashy end with a pompous military routine. Sam Honigberg.

ents. His queer sounds, imitations, comedy touches and singing amused greatly, but his byplay with the musicians let his finish sag.

Blond Anita Jacobi is spotted for above-average acrobatic dancing. Her routine is attention-holding all the way. Don Baker is still at the organ and leading audience singing.

Next show has Gene Krupa and band and Al Bernie. Paul Denis.

Roxy, New York

(Reviewed Friday Evening, July 15)

Stage show this week is pleasant entertainment, overshadowing a weak pic, *I'll Give a Million* (20th-Fox).

Six Antaleks, perch act with four men and two girls, open. Act does about three or four good stunts, an understander balancing the girls atop a long metal pole. Girls drape themselves prettily and do tricks way up in the rigging. It's good-looking and a nice opener. Turn was with the Ringling Circus.

Frank Conville and Sunny Dale, hoke artists, in the deuce spot. Conville can play for your reviewer and slay him any day in the week. Opens with a rubbery brand of comic soft-shoe hoofing and does imitations of a jitterbug dancer, etc. Miss Dale helps him on a burlesqued dance and foils in chatter. Material is clever and cleverly presented. Wind-up is strong, with Conville doing a strip-tease take-off. Swell hand.

John and Edna Torrence, ballroom team, open with a gliding waltz. Nice stuff. Really make their hit, tho, in a ballroom adaptation of a Mexican dance requiring a bit of audience participation in the way of hand-clapping at propitious moments. A very appealing liting number. Offer novelty in another waltz form and something yclept the Collegiate Slouch. No tangos or rumbas, and thank heaven for that. Team went off well.

Merry Macs, harmonizers on the Fred Allen show, are three men and one girl. Arrangements are suave and rather unusual, but use of nonsense lyrics palls on this reviewer. Some of their tunes were especially well chosen and rendered, including *Pop Goes the Weasel* and *A Tisket a Tasket*, from the old nursery rhyme. Last-mentioned was built into a good production item with the Gae Foster girls and the Torrence team.

Poster line in rare form in its last above-mentioned routine. Paul Ackerman.

Chicago, Chicago

(Reviewed Friday Afternoon, July 15)

Second week of a bill featuring Martha Raye in person and on the screen in Paramount's *Tropic Holiday*. Not as strong as her last year's engagement in this house, but still good considering recent Chicago grosses. First week grossed some \$33,000, with business heaviest at the 35-cent matinees.

She is in the closing spot and is a cinch to score at almost every performance, since the audiences that turn out are strictly Raye fans. It is disappointing, however, that she did not bring on enough new material to vary from her act here last summer. *Truckin'* and *Mr. Paganini* should have been discarded for something more novel such as her mouthy translation of *Flat Foot Floogee*, which she holds for her third number. Stayed on briefly due to the extra daily show she is doing. With her this time is her new music-arranging boy friend, Dave Rose, whom she builds up for a bow and who remains on the stage to conduct the orchestra during her act.

House band under the capable direction of Adrian opens on the stage with a swing version of an aria from *Martha*, and the Honey Family follows with its new acrobatic act, shaped to fit in both tneaters and night clubs. The three

Paramount, New York

(Reviewed Wednesday Evening, July 13)

This combo ought to be good for a two-week run. The picture is Harold Lloyd's *Professor Beware* and the stage has Jimmy Dorsey's Band, the Andrews Sisters and Rufe Davis—a great stage-screen bargain. (This show follows the two-week run of *Tropic Holiday*, Frances Langford and Xavier Cugat Band, which grossed \$40,000 the first week and \$23,000 the second.)

The Andrews Sisters and Davis do so well that the Dorsey Band is overshadowed somewhat. But that doesn't mean Dorsey doesn't click. His band (12 men) offers interesting arrangements of pop tunes, emphasizing swing treatment, of course. The music never grates and altho it makes the customers tap out the tempo, it never blasts. Among the band numbers were *It's the Dreamer in Me* and *In the Still of the Night*, baritone nicely by the band vocalist, Bob Eberle; *Flat Foot Floogee* and *Dark Town Strutters' Ball* and *Bob White*, sung by the hefty June Richmond. Miss Richmond gets laughs swinging that hefty body around and rhythm-singing pop numbers. Dorsey rides the clarinet and sax, making a good impression with his modest demeanor. The band gives excellent accompaniment to the three acts, doing much to make the show as a whole a thoroly enjoyable affair. Ray McKinney, drummer, takes the spotlight for a couple of solos and almost show-stopped with his spectacular rapping out of *Dusk in Upper Sandusky*.

The Andrews Sisters, three brunets in lovely white gowns trimmed with blue ribbons, socked across their harmony singing. Their warbling of *Says My Heart*, *Alexander's Ragtime Band*; *Joseph, Joseph*; *Come With Me* and *Bei Mir is vicacious*, swiny and ear-catchy. The patrons loved them and just wouldn't let them go.

Rufe Davis, backed with a picture rep, also had the customers eating out of his hand, but he stayed on too long and took the edge off his show-stopping tal-

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men and three girls replaced their former teeterboard routine with modern acro numbers, spiced with a dash of comedy and pleasantly routined to satisfy a theater audience. The youngest chap has a flair for comedy and should be given more material. Men wear full dress and the women long and simple gowns.

Tommy Trent and his familiar marionette playlet went good, particularly his dancing Negro puppet manipulated in full view of the audience. His Punch and Judy show has many belly laughs. Band, next, plays a hit-tune medley, CBS tenor Wayne Van Dyne closing it with a melodious version of *I Married an Angel*.

Lowe, Hite and Stanley precede Martha Raye with their freak comedy session. Timing is improved and act seems to net more laughs than ever before. Still cashing in on the height and bulk of the big fellow and contrasting features of the little guy.

First show the second Friday and a full main floor, but only sparsely populated balconies. Bob Oakley did a good job emceeing the bill in a straightforward manner. *Sam Honigberg.*

Radio City Music Hall, New York

Because of a long picture, *Algiers*, and the *March of Time* release, M. H. stage show runs shorter than usual this semester. By an odd coincidence, too, the show is much less stupifying than so many stage attractions here. In fact, the show is quite sprightly. Music Hall shows may have been many things, but they have seldom been sprightly.

Titled *Gotham Gleanings*, stage show purports to visit a few New York City spots, the Central Park mall, Harlem and so on. Mall scene is the orchestra overture *Tannhauser*, played so amazingly flaccidly that it seems almost incredible. An Edwin Franko Goldman number concludes the ork work, crew then sliding on the moving stage from stage rear to the pit.

A duet with Mario Berini and Lyuba Senderowna is a visit to the opera in the hall's parade around the city. Very satisfactorily sung, but not much more than that. Stage setting, however, is interesting, most of the stage being shut off by large heads simulating the opera audience, with a small stage opening to view the singers.

Harlem visit first takes in a brief session with the Savoy Lindy Hoppers, flying all over the vast stage as is their wont, a wont both amazing and alarming. The Harlem visit really gets its punch from the work of Robert Weede, baritone, and the glee club in Jacques Wolfe's *Glory Road*. Some baritones are ruined by this number; others have their vocal qualities enhanced, and Weede certainly went into the latter class. Number was very well done.

Rockettes' routine is a trick number, involving an especially written song by Al Stillman and Paul McGrane, sung by tenor Robert Landrum and about 36 Rockettes all in a row. Trick lighting is used for really effective results. First the girls are shown in three groups, each in the same costume, but each group's costumes differently colored. Lighting changes, however, make the costumes seem all the same color, but changing colors thruout the routine, a typical precision affair. *Jerry Franken.*

Holborn Empire, London

(Week of July 4)
Satisfying program, with five American acts occupying prominent spots. Six Brilliant Blondes, English dancers, okeh opener with good routines. Victor

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Moreton, comedian, is strictly for home consumption with fair parody songs and a load of Joe Millers. Eddie Gordon, American tramp pantomimist with a bike, gives the show its first sock. Mugging and antics are good for a load of laughs and he scores a big hit. Joe Ross and Gladys Bennett, American wise-cracking team, make their European debut in this line-up. Act is well routined with plenty of new material that registers strongly. Man turns in a fast and clever acro dance. Gaudsmith Brothers, with two almost-human French poodles, are sure-fire. Acrobatic fooling with the pooches lays the out-fronters in the aisles.

Josephine Baker, colored dancer, who has been a sensation in Paris, falls short here. Is assisted by four men. Sings *Heart's Delight* in off-pitch pipes and finishes with a *Slave Dance* that is vulgar and none too popular. Falls far short of the standard necessary for a headliner. Mimi, Continental girl acrobat, does the most difficult tricks with astonishing ease and sells her dandy work with compelling showmanship.

Campbell and Wise, mixed comedy team, build up steady laughs with a good act. Material is okeh and put over fine. The Three Swifts, juggling comedians, are always a cinch this side. Act is a corking admixture of fun and skill. Big hit here. Max Wall, English goofy comic and eccentric dancer, times his stuff well. Does nicely and is commendably original. Kiraku Brothers, Japanese comedy acrobats, close. *Bert Ross.*

Roxy, Salt Lake City

(Reviewed Monday Evening, July 11)
Gene Austin's personal appearance with his own stage show at the Roxy is rated as the best attraction to play this showhouse in many moons. Gene sings a group of songs, starting with *Forsaken, After You're Gone* and finishing with the old-time favorites, *Come to Me, My Melancholy Baby* and *Blue Heaven*. He also gives Joan Brooks a chance, and she sings his original *I'm in a Mellow Mood*.

Candy and Coco, whose names are now changed to Austin's Musical Boys, lend the finishing touches with bass violin and guitar accompaniment. Austin, who incidentally, presented all ladies attending with free Cocomalt, plays his own accompaniments on the piano. His motion picture, *Travling Along*, makes a double feature with his personal appearance here.

Bob Kerr is manager of the show, which features Sam White as master of ceremonies. This clever comedian of song and dance and his clever line add much to Austin's show.

The Three Blue Streaks, a roller-skating act (man and two girls), open the bill, and little Beverly makes her debut with this act in a hula and song novelty. Latel and LeClaire, acrobatic dance team, go over big. The Night Sisters also make a hit in their acrobatic turn and offer something new in the line of dancing. White fills in between the acts with song numbers and his opera-comedy-dance-song act is a knockout. The show is good from start to finish. *H. S. Jensen.*

Golden Gate, San Francisco

(Reviewed Wednesday Evening, July 13)
Devotees of swing found much on which to use their peculiar rames in the Major Bowes show this week. There is the shagging, writhing and jiving of the Four Shags. With *Cry, Baby, Cry* and other popular tunes, Grace Johnson achieves the same effect with words. Joe Smith and daughter, Marie, execute several finished tap dances, and Marie, who possesses an excellent blues voice, sings *Star Dust*. Impersonator Dick King has discovered some new subjects—Roy Atwell, Charles Butterworth and Hugh Herbert.

Other performances are offered by Alexander Mecucci, accordionist; Jackie Fields, harmonica player; O'Brien and Goldberg, who portray their version of a prize fight in *Night at the Radio*; Billy Irons, tap dancer on roller skates; Bill Broadway, boy soprano, with *Zing, Zing, Zing* and *When Irish Eyes Are Smiling*, and Bert and Betty, who seem able to turn anything from chairs to floor into a swing instrument.

With the benefit of the amplifier, Bert broadcasts a tap dance with his finger nails. A graduation scene has the Golden Gate's musical director Jay Brower presenting diplomas to the Glorified Beau-

Observations From Chicago

By SAM HONIGBERG

AN EMPTY promise, like a misleading ad, is poor business. Time and again a booker will string acts along by promising dates when he knows that he hasn't an exclusive account on his books nor any hope of getting one in the near future. Acts taking those routine "See-me-Thursday" or "Give-me-a-ring-tomorrow-afternoon" phrases seriously fail to work on other and possibly more promising dates.

In the end the thoughtless booker loses the confidence acts had in him and faces prospective accounts with two strikes against him. Also, when there is no work, why do some of the local offices keep performers waiting for hours before given an answer? Why not a prompt "no" to let the act continue on its rounds.

THE best argument for stopping service during show time is offered by Veloz and Yolanda at the Palmer House. Advantages of doing a fine performance are ideal and, from the patrons' view, chances of enjoying the floor bill are unexcelled.

A table announcement to the effect that the kitchen and bar will be closed during floor shows is sufficient, with the result that the customer will order enough to last during the featured entertainment, and the waiters can settle their petty differences behind closed doors or stand by for applause in the back of the room.

WITH all due respect to the organization's increased activity in the outdoor field, the American Federation of Actors is not doing a good job in Chicago. Work among the night clubs and club performers has been entirely neglected, Ralph Whitehead using his local cohort, Guy Magley, on circus lots, and Frank Shannon, office sub, instructed to "stand by." Only the few leading clubs in this area pay decent salaries. The majority of them take advantage of conditions and buy talent for starvation wages ("conditions" in this case also include unfair competition methods among the agents). Booking row, for a time, wanted to improve conditions and sought AFA help, but were told to mark time when Whitehead busied himself with circusdom.

NEITHER a booker nor a night club owner can be expected to respect the

ties in academic caps and black lace gowns.

Screen offering is *Sky Giant*, an average airplane movie. *Edward Murphy.*

Burlesque Review

Globe, Atlantic City

Burlesque returned to the Boardwalk last week when I. Hirst presented his first production of the summer. He has done the job up elaborately and his comedy is the best seen here. It does not resort to the vulgar to get laughs.

Comedian Bobby Morris stole the show and while working only a limited number of comedy scenes makes them all count. Headlining the single turns are the Three Lunatrix with a knock-'em-down-drag-'em-out style that had the audience howling.

Best scene is Bob Carney's turn with his now well-known skit, *Gate in the Puss*. With more help—two straights and a barmaid—he has enlarged upon the theme and made it even better. Bob's comedy turns are a real treat.

The only department that does not keep up to the fast pace set by the comedians is the singing. A couple of good singers, male and female, would help out this situation considerably.

There is a pleasant-looking line in the show, and Amy Fong does two good strips. Her delivery is tops and has the cash customers satisfied. Mimi Reed clicked in a balloon routine assisted by the line. George Murray rushed off a few bars of the classics on the harmonica.

Bobby Morris and Florence Fawn put over the *Porkchops* number in style, while Marshall, Fawn, Harris, Palmer, Dana and the Lunatrix all join to make the *Crazy House* a comedy bit.

Manager Beck is making a good job of it. *W. H. McMahon.*

work of performers who do uninvited snobs in clubs to attract the eye of the talent buyers. This has been particularly true here of dance teams who, during intermission band sessions, take advantage of the deserted floor and attempt to do their professional routines. The last couple of weeks saw several teams "showing off" in the Palmer House's Empire Room—competing with Veloz and Yolanda.

IT IS encouraging to read that the majority of the musicians' union locals indorse the growth of the traveling band field. Every band buyer will tell you that new blood promotes new business and frequent changes in ballrooms and clubs is a healthy financial practice.

Music Corp. of America here, vitally interested in the continued life of the touring outfits, is currently auditioning local orks in a number of cities for additional touring fiber. MCA's Bill Goodheart recently had an earful of Cincinnati's best and spotted a couple for out-of-town work.

Midwest Burly Circuit Is Set; Schuster Booking

CHICAGO, July 16.—Members of the Western Managers' Association signed an agreement in Toronto Monday, clearing the way for an eight-week circuit plan which will operate in as many cities next season. Milton Schuster, local booker designated to set the shows, reports that other cities may fall under the association's wing when the plan gets under way.

Cities on the circuit may include Chicago, Toronto, Detroit, Cleveland, Cincinnati, Buffalo, St. Louis and Pittsburgh. Minneapolis is a strong possibility. Harry Hirsch, manager of the Gayety in that city, having been here this week to discuss the matter with Schuster.

Shows, using up to nine principals, will open Labor Day week. Contracts for performers are now being arranged in the Schuster office. Under this circuit plan each house will supply its own chorus and scenery.

Managers attending the Toronto meeting included N. S. Barger, Gurston Allen, Lou Appleby, Arthur Clamage, George Young and Charles Rothstein. M. W. Pickens, of the Garrick, St. Louis, added his signature here.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

OTIS MANNING is ready to resume with his bookings after a brief vacation in Toledo. Doan Treondle will work with Manning until fall, when the former will spring with his own magic turn, using the name of Debonair, a label originally affixed to Manning by John S. Van Gilder, the Southern gentleman from Knoxville. . . . **MAX HOLDEN** last week moved from the fifth floor to the 11th floor of his present New York location, the new spot giving him twice as much floor space. All modern fixtures have been installed, too. Max will launch a new magic shop in Philadelphia in September, with a professional magus in charge. . . . **PAUL FEMIN FLEMING** worked to a goodly crowd at Kingsbury Hall, Salt Lake City, July 13, under auspices of the University of Utah. . . . **WHAT'S BECOME** of Noel Lester? We've had a number of inquiries on him in recent weeks. . . . **EVANS BROWN**, magical harpist, is in his second season at Chula Vista Resort, Wisconsin Dells, Wis., in charge of music and entertainment. He's carded to remain there until September 3. . . . **HOW COME** some smart club booker doesn't grab off Jean Fole, clever Pittsburgh trixster? The guy's got everything, but seemingly he always catches the bookers looking out the window. . . . **BENITO INGE** is currently fooling the natives of Buenos Aires. . . . **BEN CHAVEZ** and Co. move into the Gayety Theater, Boston, for a week beginning July 21. . . . **NORMAN THE WIZARD** (R. N. Menge) is this season on Zimdars' Greater Shows, working his vent act in the girl show and doing a platform free act of magic. . . . **AL DEJAGE** and Shirley, now playing Nova Scotia and the maritime provinces of Canada, will shortly begin on a string of dates in Montreal and vicinity. They recently had the pleasure of Karl the Magician's company in Sydney, N. S. . . . **LINDEN COWARD**, magician-ventriloquist, posts that he's playing theaters and beach rest.

(See MAGIC on page 28)

Burlesque

(Communications to New York Office)

New York:

JACK MONTGOMERY, producer, opened July 11 at the Casino, Toronto, relieving Eddie Lynch. . . . **JOY ST. CLAIR**, of the Republic, was the victim of a burglar for a second time, this one in a New York hotel. . . . **CEIL VON DELL**, George Kaye and Jewel Sothern off for the Coast to play burly stock. . . . **EDNA (HOTCHA) DEE** dividing her time between vacationing in Sag Harbor, L. I., and performing at the Shelter Island Yacht Club near by. . . . **TOM BUNDY** is at the Bijou, Philly. . . . **JEAN LEE**, Kay Johnson, Tommy Raft and Joe Lyons replaced Irene Austin, Tamara, Charles (Red) Marshall and Murray Leonard at the Eltinge July 15. . . . **MURRAY (LOONEY) LEWIS**, George Murray and Jimmy Calvo new at the Republic July 15. Exits the day before were Harry Meyers, Harry Seymour, Joe Lyons, Chet Atland, Jean Lee and Margie Hart. . . . **VILMA JOSZY** moved from the Crawford House, Boston, to Leon and Eddie's. . . . **MARY SHARP**, of the Eltinge, to quit the showgirl line for a strip-tease principal's berth next season. **JOHNNY WORTWICK**, juvenile, is taking a screen test here, according to Jed Marshall's note from Beantown. . . . **SMILING GENE DOVER**, emcee, formerly of Dover and Soltan, held over another two weeks (six in all) for Jack Cornell's vaude show at the Willow Grove, Luna Park, Coney Island. . . . **LOVEY CULLEN** doubling between acro dance specialties and Billy Koud's front-line steppers at the Eltinge. . . . **VICTOR LAPOLO** designed and painted the new blue-latticed-flowered summery front of the Eltinge. . . . **LILLIAN LAW VARJON** doubling between the Million-Dollar Theater and the Burbank in Los Angeles for Popkin & Ringer. . . . **ED (\$)** DALY writes that the Capitol Theater in his home town, Reading, Pa., may have burly stock next season, and that Mr. and Mrs. (Fay Shirley) Claude Greth have opened a grocery and delicatessen store in the northwestern part of the city. **UNO.**

Chicago:

MASTER JEROME, xylophonist with a Hirst unit last season, is working local cafes. . . . **ADA LEONARD** leaves Colosimo's next Wednesday. . . . **SALLY O'DAY** is featured at the Club Minuet. . . . **RIALTO** will operate with stock policy until Labor Day and then will continue with circuit shows organized by the Western Managers' Association. . . . **CHARLES TISHNER**, who has been supplying plenty of scenery to burly houses, leaves on a trip to the West Coast next month to make sketches of new settings.

From All Over:

. . . **LEE WALKER** and Margie Randazzo, chorus cuties with Hirst shows the past season, are appearing with the *Expose* attraction on the Beckmann & Gerety Shows this season. . . .

Atlantic City:

JAMES BROWN, old-time agent, 40 years in Atlantic City alone, entering his third year billing the Globe there. His first burly road show was Beef Trust Watson's *Cozy Corners*. His last, Charles

Robinson's *Parisian Flirts*. . . . **CHARLES LEVENE**, former burly comic, now operating with Evelyn LaDeaux (Mrs. Levene) seven handwriting analysis stands, three in Atlantic City, one in Ocean City and three in Wildwood, N. J., under the name of Charles Asburne. . . . **HELEN NELSON** and Estelle Thomas are at the Frolios nitery. . . . **IZZY HIRST** says he will have 10 to 15 weeks as a start for his circuit next season. These include his own six stops (Union City, Newark, Toledo, Washington, Philly and the one-nighters). . . . **BEVERLY CARR** doubling as producer between the Globe and Bljou, Philly, thru Paul Kane's exit. . . . **DAVE LEVEY** is stage manager; Rudy Kahn, ticket taker, and Jack Beck, general manager, at the Globe this summer. . . . **GINGER SHERRY**, Isabelle Graham, Virginia Howard and Billie Kenny, four of the original Paul Florenz Glamour Girls, held over at Babette's. . . . **DOROTHY MORGAN**, of the Pierre Sisters, celebrated a birthday July 10 at the Nomad, where Beverly Gold is chief concessioner. . . . **LEE BARTELL**, singer, is doubling between the Globe and the Nomad, where sister Edna Brown is head hostess. . . . **LEA PERRIN** entering on her 11th month at the Nomad. . . . **JEAN MODE** exercising a bike after work at the Swing Club every morning. . . . **BEN JACOBSON**, former partner with Izzy Hirst in the operation of the Gayety, Washington, and Embassy, Baltimore, also with Max Cohen and Joe Howard, (See BURLESQUE on page 26)

National, Detroit, Streamlines Burly

DETROIT, July 16.—With many showmen giving in to recession, Manager Dave King at the National is beginning what looks like a slow but steady build-up of business instead by the simple policy of good exploitation and showmanship.

Outstanding, sensational or sex films were added to burlesque and the stock company was placed on a policy of allowing more frequent shift of principals—a policy that works well with a summer vacation schedule in any event.

Newspaper advertising was adopted, for the first time in years to any extent for this house, for regular shows. The National, in return, is getting a good share of publicity in the local papers.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

A CAST OF 50, including several professionals, was in the St. John's Minstrels presented recently at the Main Theater, Columbus, O., under direction of Fred T. Hawkes. Endmen were Art Brown and Fred (Dixie) Washburn, both formerly with the Lassies White, Vogel and Coburn minstrels. Carl Kunzi was interlocutor.

REDHOT HENRY BROWN pencils from Baltimore: "Am glad to see you pulling for the return of minstrelsy. It's not dead, but there are just a few of us oldtimers left. These youngsters don't know what it's all about. I am not on the road this season, but am working a night club here with my pal, Lew Edwards, a comer. Would like to read a line on Harry Rose Hunt, of the old Sugarfoot Minstrels."

"MY ASSOCIATION with H. D. and Buddy Hale in bringing out the Lassies White Minstrels title has at least helped a little in bringing back the good name of minstrelsy to many amusement lovers," typewrites Lassies White from Roanoke, Va. "My article about minstrelsy in a recent issue of *Billyboy* caused me to receive many favorable comments from not only minstrel performers but from many minstrel fans outside of show business. We have recently met up with many old-time minstrel troupers I worked with back in the good old days, among them Eddie Cupero, Bud Kimble and Jim Winne."

W. J. (BILL) McQUINN, veteran minstrel now residing in Toronto, writes in to say that he recently came across an interesting photo of the original Haverly Minstrels, taken in Chicago in 1879. By putting a glass to the faded photo, McQuinn was able to discern the following names: J. H. Haverly, George Lennox, W. Barbour, Eddie Quinn, Lem Wiley, Charles Remolds, Jim Devere, Billy Rice, Harry Kennedy, Pete Mack, G. H. Carter, Will Levake, Jim Adams, J. H. Lee, C. M. Kayne, William Fooye, W. H. Strickland, John Rapier, B. Dixon, Harry W. Roe, W. Bellinay, George Harley, J. M. Hall, Charles Frohman, J. M. Buckley, W. Cortright, Frank Cushman, George Gorman, Daniel F. Thompson, Barney Maxwell, John Rice, Bill Welch and Eugene Stratton.

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Melshen and Thorpe Cop Pughe's Kilgore, Tex., Show

KILGORE, Tex., July 16.—George W. Pughe's Derbyshow came to a close here July 5 after 1,220 hours, with Lou Melshen and Dale Thorpe copping first honors; Gladys Maddox and Jack Duval running second, and Irla Ray and Larry DeCorrado winding up in the show hole. Capacity of the big top was taxed the last 10 nights of the run.

Dud Nelson handled the broadcasts and Archie Gayer the features. Rajah Bergman did well on the comedy end, with Kenny Nydell holding forth on the midnight shift. Judges were Larry Cappo and Jack Reynolds. The top was in the hands of Frankie Jansen, with five assistants.

Legal matters on the local show were handled by Nat Gentry, J. Y. Gray and Elex Pope, of Tyler, Tex., who worked day and night to keep the show open to a happy and natural finish.

Mr. and Mrs. Pughe left here the day after the closing for Green Bay, Wis., for a brief vacation. They have several spots in mind and are planning to uncork another show in the near future.

"Pop" Dunlap Contest Continues To Pull 'Em

WASHINGTON, July 16.—Now starting its third week, the Ray (Pop) Dunlap walkathon, located just across the Dis-

trict line from Washington, still continues to play to big houses.

At this writing there are 16 teams still in the contest. Event began with an air program of three broadcasts a day but has increased to five airings a day, with Bill Stein handling three of the spots, and Irving Friedberg the other two, under the cognomen of "The Inquiring Reporter."

Dunlap organization will move to one more location this season before Manager Dunlap opens his New York office in preparation for his coming activity at the New York World's Fair, where he will have "guess-your-weight scales" and other concessions.

Lenny Paige's swing session each evening is one of the features of the local contest.

AMONG THE WALKIE contingent resting up at Jack Leon Echols' "between shows" headquarters in Shreveport, La., are Johnny Russo, Porky Develin, Larry Rock, Mary Byrd, Becky Smith, Tommy (Rubber Legs) Martin, Jerry Bresnahan, Tony Landry, Joe Rock and Ace and Julia James. Al Nason and Mike Edelstein left quarters recently for California, Edelstein's 8-year-old son returning by bus to his mother in Topeka, Kan.

THE WINNERS of the Alexandria, La., Derby Show, which closed recently, write from Beaumont, Tex., to deny the recent report that there was friction between them. (See ENDURANCE SHOWS on page 28)



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WALKATHON

OPENING JULY 27, LAKESIDE PARK, ST. LOUIS, MO.

The Show You Have Been Waiting For. Plenty of Sponsors. Plenty of Floor Money. Bernstein and Barron, Duffy and Tillie, Earl Clark, Glenn and Betty Lee. All others who know us and want to walk a real show, contact

JOHNNY AGRELLA, JUDGE, OR MOON MULLINS

Lakeside Park, Route No. 1, Robertson, Mo.

"Tell 'Em Ole" Riding Smoothly

Business strikes satisfactory level after 7 weeks of inclement weather

ST. PETER, Minn., July 18.—The You Tell 'Em, Ole, Tent Show, owned and operated by Mr. and Mrs. C. M. DeVere and Mrs. Ethel Atkinson, is now in its 12th week. The one-nighter opened in Lovington, N. M., April 27 and encountered seven weeks of bad weather, but, fortunately, rode out the storms nicely and is now doing a satisfactory business in North Dakota.

The show, transported on five Chevrolet trucks and two semi-trailers, carries a 60-foot round top with two 30-foot middles and has seating capacity for 1,200 people. A circus marquee is used and the show makes a pleasing and flashy appearance. A band concert is

(See "TELL 'EM OLE" on page 71)

Van Arnam Notes

ISLAND FALLS, Me., July 16.—Hard times make show business tough enough, but rainy and cold weather make a pair hard to beat.

Our entry into Maine was okeh, but we had considerable rain and cold weather. Warm weather has been with us the last few days, however, and business is okeh. Last Saturday was our first day in Aroostook County, largest potato producing county in the United States.

Charles (Dome) Williams and Billy Henderson, our featured comedians, are having a good time meeting old friends in all towns on our route.

On July 5 our entire show went to Dover-Foxcroft to visit the Robbins Bros. Circus. Everyone had a fine time and was treated great by Jess Adkins and Milt Robbins.

In Dover-Foxcroft we saw ex-sheriff Woods, a tent show fan and Buck Leahy's father-in-law.

Rex Lee, former agent with this show and who recently closed with the Ringling-Barnum show, is in Syracuse, N. Y., as director of public relations for the WPA attractions. Col. Al Smith is director in chief. They are planning on a big tent show. **BILLY O'BRIEN.**

Lasses White for Macon, Ga.

MACON, Ga., July 16.—Tent shows are contracting key Southern cities far in advance, it seems. City council a few days ago received application for license for the Lasses White (Tolbert) show from Ollie Hamilton, agent. Engagement will be around middle of September, but exact date not set. Ordinarily playing one-day stands, the show is arranging for two-day engagements here. License was set at \$50 per day. Show played to huge business here last September.

Norma Ginnivan Gab

THREE RIVERS, Mich., July 16.—With beautiful weather and good business, it looks as tho it will be banner week.

Mickey Thornton is sporting a new Gibson guitar.

George O'Brian is remodeling his trailer, preparing for the winter tour in the Southeast.

Mrs. George Stewart is spending her summer vacation here with her sister, Mrs. LeRoy.

Bert Arnold visited his parents over Sunday at Williamsburg, Mich. Mrs. Bert Weir is back after an absence of a week.

The entire show is now equipped with house trailers, with the exception of three single men, which makes an attractive layout. White Pigeon next week. **JEFF UNRUH.**

Heffner-Vinson Hi Lites

FRANKLIN, Ky., July 16.—Entire show was together at Scottsville for the first time since leaving Valdosta, when Sid Lovett, general agent, was back with Joe McDurham and Jake Arrowood, billers. Ben and Lillie Heffner also back after 30 days' vacation in Lexington, Ky., and Cincinnati. Scottsville was good in spite of President Roosevelt's speaking at near-by (See HEFFNER-VINSON on page 28)



JOHN R. VAN ARNAM SHOW'S CANVAS CREW, by their own admission the speediest tent putters and tearer-downers in the business. Left to right (back row): Doc Krenzel, William (Wingy) Sanders and George Owens; (front row): Robert Morris, Marvin Dean and William Crofoot. Two other members of the crew are not shown. Clarence Reed snapped the picture, Ralph Tucker was ill.

Crago Players Lose Equipment in Flood

GILMANTON, Wis., July 16.—Crago Players lost their outfit in a flood which struck the show lot at Spring Valley, Wis., July 5. Shrieking sirens brought the showfolks from their hotels at 5 a.m., but the flood was already under way and they were able to save only their personal belongings.

The city donated the municipal auditorium and the show went on the same night after the waters had receded. Harry Brown, Mrs. L. J. Crago's brother-in-law, has donated the use of his reserve tent, thus enabling the Crago Players to continue without loss of time.

Green Players Have No Squawk on Biz to Date

LESLIE, Ark., July 16.—Judy and Mac Green Players, under the management of Mr. and Mrs. Joe Greenfield, are in their 11th week of the new season, with business, altho nothing sensational, giving no reason for complaint. Troupe is housed under new canvas this season.

In the cast are Carl Replogle, comedian-director; Baby Mary Ellen Replogle, specialties and parts; Marie McLain, leads; Bev Watson, leads; Welsel Moore, general business; Judy Green, characters; Mac Green, characters; Catherine Greenfield, second business; Leslie Barger, piano. Show totes a five-piece ork, which doubles on dances in many of the towns.

Another Seeks Joe Hall

Manchester, N. H.

Editor *The Billboard*: Note with great interest the article from Billy Hall in regards to the U. T. C. Co. put out by Joe Hall, of Lowell, Mass., in 1896. Mr. Hall wonders if Joe is still with us. I am sorry I can't enlighten him in regards to Joe Hall, whether he is with us or not. I would also like to know of Joe's whereabouts, for I also was with him when he put out the Sans Frisco Minstrels about 1903 or 1904. I was playing trumpet in the minstrel band when Joe's advance man failed to show up, so he prevailed upon me to go in advance, which I did to Joe's satisfaction. If Mr. Hall is still alive I would like to be informed. **TOM F. DOWLING.**

Government in Show Business

By E. F. HANNAN

FOR some time the press of the country, including the theatrical trade papers, has devoted considerable space to government projects associated with show business. The pro and con of this project department affiliated with WPA activities and financed by the federal government has been forcibly discussed by those who advocate this method of relieving distress among performers and others of the industry, as well as by those who look with disfavor on the idea

McOwen Players Happy Over Biz

AINSWORTH, Neb., July 16.—Meeting with a minimum of inclement weather since invading this State eight weeks ago, the McOwen Players, who began their present season by consolidating with the McOwen Sisters' Co., have found business entirely satisfactory to date. Company is breaking in a number of new towns on its swing thru its established Nebraska territory.

Show's equipment is in tip-top shape, and the big top is attractively decorated inside and out and equipped with new-type seats. A new theater-type front and entrance make for considerable flash. Outfit moves on four large trucks, two of the inclosed type, and three trailers. The advance department has the McOwen Players set on a string of sound dates in this territory and all are looking forward to an average good season.

In the cast, in support of Hazel McOwen, Edna Louis, Myrna Jayne McOwen and Ralph Moody, are Glenn and Donna McCord, Eldon Johnson, the Alexanders and Georgena Toole. Company also features a quartet and an eight-piece orchestra. Mrs. McOwen is in charge of the front door ticket box; Grace Parks is ticket taker; Mrs. Ballard handles the reserves, and Mrs. Alexander wields the baton over the ork.

Harry Ballard is chief canvasman, assisted by Bob Roberts, Richard Marble, James Creighton and Don Vantine. The advance, which travels in a Ford V-8 truck, is hanging plenty of paper.

Tolbert Tattles

ROANOKE, Va., July 16.—Week started with a heat wave unparalleled this season, bringing with it better business than we experienced during the deluges.

In Pulaski, Va., Pee Dee Hester, formerly with Boyd Holloway, and Gene Vaughn, straight man with the Candler for so long, dropped in to renew friendships.

James D. Winne, minstrel musician, formerly with Lew Dockstader, Neil O'Brien, Honey Boy and Lasses White, exchanged many reminiscences of old days with Lasses and Honey and the gang in Radford. **LOIS MASON.**

Billroy's Briefs

APPLETON, Wis., July 16.—Members of the various advance brigades back in Beloit, Wis., the first time we've seen them all together since we rolled out of the barn in Valdosta, Ga.

Gus Schulze and the members of his orchestra have been etherizing quite frequently of late. Broadcasts, however, have failed to interfere with the scheduled daily meetings of the "worm dunking" fraternity.

At West Bend, Wis., Sunday night, with threatening skies in our immediate vicinity, we were fortunate to escape the fury of the storm that swept down on the Tom Mix Circus in a town near by.

Among recent visitors were Jack Reeth, Madison; Si Sowash, Watertown; Cliff Schant, of Station WHBL, Sheboygan, former sax man with Heffner-Vinson; Bob Doyle and Frank Barnard, of *The Sheboygan Press*, and several members of the Sells-Sterling Circus. **JOHN D. FINCH.**

Madge Kinsey in Mansfield

MANSFIELD, O., July 16.—Madge Kinsey Players opened here Monday night on a lot near the center of town for an indefinite stay. The troupe played here several weeks last season to good business. Bills will be changed nightly, and there will be a weekly Saturday matinee. Harry Graf is managing director.

Rep Ripples

H. V. DARR is sojourning in St. Louis. . . . ED WARD, manager Princess Stock, now touring Missouri, reports business has taken a decided turn for the better in the past two weeks. . . . E. R. MISNER, formerly associated with the late Frank North, sojourned briefly in Kansas City, Mo., last week en route to the Ozarks. . . . AUSTIN RUSH and Gladys Adams have joined the Roe Nero Players in Tennessee. . . . E. S. PURSEL, manager of Paramount Players, who opened this spring in Kansas City, Mo., and closed after two weeks of rain, has formed a partnership with Orville Kirkman and will reopen July 18 in Kansas. . . . DOLLY AND SONNY DuVELL have terminated their contract with Jack Hart's Comedians in Oklahoma and are now in Kansas City, Mo. . . . LOLA AND OSSIE JOHNSON have joined the Nig Allen circle, looping it in Western Kansas. . . . EVA MAE BURNS has closed with the Ray and Margie Bash Players, touring Kansas and Nebraska. . . . JIMMY AND JEWELL PARSONS recently joined the Ed C. Ward show in Central Missouri. . . . BILLY REMICK and Charles Archer have joined Chick Boyes' troupe in Lincoln, Neb. They were formerly with Jack Hart's Comedians. . . . JEAN AND CARLOS HARVEY, Danny and Charlotte Hendricks and Dick Ward are among those who have signed with the reorganized Paramount Players, who will tour Kansas for the remainder of the summer.

LOWELL KRIEL contemplates launching a small circle in Central Iowa in September. . . . LEON ROSE, rep actor and musician, is enmeshing at an Addison-dack Mountain resort hotel. . . . GEORGE BISHOP'S Comedians are reported to be just holding their own in New York State. . . . WILL AND AVIS FERN, until recently with Al Gordon's *Varieties*, are laying off in Warsaw, Ind. . . . F. OGLEN CARL is readying a small trick at Bridgeton, N. J. . . . AL HELLEN, former rep actor, has a small show playing schools and halls in Quebec. . . . GEORGE W. PUGHE, nationally known endurance show promoter, typewrites from Green Bay, Wis., under date of July 14: "Billroy show turned 'em away here last night, and Manager Billy Wehle reports similar business in all this north country. Bill, it's the fastest show you ever looked at. The outfit is beyond description and Wehle deserves everything he gets." . . . WAYNE BARTLETT opened at the Gordon Theater, Rome, (See REP RIPPLES on page 59)

Harry Hugo Players

NORTH PLATTE, Neb., July 16.—In a quick switch of route Harry Chipman, advance man, set the show into Loup City, Neb., where it had the advantage of a three-day celebration, and followed into Kearney, Neb., playing under the auspices of the fire department, with (See HARRY HUGO on page 28)

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Wants A-1 Alto Sax doubling Clarinet, also General Business Man with Specialties, Tenor Sax and Clarinet. Specialty Team that double General Business, Dancing Team that doubles. Address: E. O. WARD, care Princess Stock Co., Fayette, Mo.

WANT TEAM

Man and Woman that change for one week. Must know afterpieces and work in same. Salary must be low, as you get it. This is a small tent show. Those with housecar or trailer given preference. No advance unless I know you. **KNAPP'S COMEDIANS**, Bell Valley, O., July 18 to 23.

KEN-BEN'S COMEDIANS

WANT—Fast-Stepping Straight Man, Chorus Girls, Team that does Specialties, Drummer, Backface for Acts. Other useful people for week stand Vaudeville Show under canvas. Wire, don't write. Pay you. I pay mine.

KEN-BEN'S COMEDIANS, Stanardsville, Va.

WANTED Sister Team with song and dance specialties strong enough to feature. Also Sister Hibbilly Harmony Musical Act, five girls who can sing or dance, one Acrobat preferred. Must be young, join at once; playing theaters only. Jack and Alene Irwin communicate. Write or wire **JACK CRAWFORD**, Wm. LaRone and her Dancing Girls Co., Princess Theater, Mt. Hope, W. Va., July 18-20; King Theater, Oak Hill, W. Va., 21-22; then Martinsville Hotel, Martinsville, Va.

MAIL ON HAND AT CINCINNATI OFFICE

25-27 Opera Place.

Parcel Post

- Augustino, Mrs. Heck Luther, 11c
Behee, Mrs. Rose, 8c
Belmont, Stanley, 4c
Bowen, D. M., 30c
Conlon, J. J., 6c
Donner, Chas., 7c
Cushing, Capt. E., 6c
Doran, Richard, 6c
Eastman, N., 4c
Franklin, C. C., 20c
Granger, Martha, 11c

- Hubbell, Mrs. Robt. Hull, Mrs. H. Humphreys, Mrs. Elna Hutchinson, John T.
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Hannagan, John J. Johnson, A. N. Johnson, Doc E. Johnson, Frank T. Johnson, G. R. Johnson & Hall Johnson, Harry. Johnson, Herbert Johnson, Hot Dog Johnson, Dr. Johnson, J. A. Johnson, J. Abner Johnson Flying Service Johnson, G. S. Johnson, Jessie Johnson, Mike Johnson, Mickle Johnson, Snackover Johnson, Robert Johnson, Toby Johnson, Prof. T. Johnson, Wm. Jones, A. C. Jones, Buddy E. Jones, Charlie Jones, Chas. Jones, Eddie Jones, Kelly Jones, Mandel Jones, Mendal Jordan, Clyde L. Jordan, Jess Jordan, Wardell Jordan, Wayne Jose, Prince Joyce, Jack Judd, Harmer Jugar, Frank Kain, Albert Kane, Edward Kaners, Gus Kante, Gus Kaptin, Frank Karden, Milton Kaster, Robert Katch, Bennie Katz, Al Katze, Harry Kaye, Johnny Keasey, Hunter Keck, Jack Keeler Amuse. Co. Keller, T. L. Kelley, Herman Kelly, Pee Wee Kellier, Eugene Kellogg, Loyce Kelly, J. E. (Chef) Kenney, Henry Kennedy, Raymond Kent, Cleo Kern, Jack Kern, John Kerr, Thos. R. Kertow, Robt. Keys, Bob Kianick, Andrew Killen, Charles O. Kimberley, Robt. Kimmer, Ernest Kimmer, Johnnie King, Billy King, James King, Tom King, Walter & Milly King, Dr. W. R. Kingman, P. S. Kinney, Geo. Kirkland, Bennie Kirkland, Joe Kirkner, Doc Kiser, G. B. Kittridge, Charles Klug, One Way Klotz, Charles Knapp, Vincent Knight, Henry Knob, Louis D. Knopf, Terry Knudson, Karl Koban, Kaichi Kongee, Leo Ko No, Doc Kopcenke, Phil Korin, Vernon F. Korin, Eddie Kosh, F. J. Kosh, Charley Koski, Tierra Krause, Willie Krawczyk, Lucian Krenn, Lewis J. Krem, Robert Kridler, H. Krohn, Ed Krueger, Carl Kubert, Otto Kulick, Ben L. Kumat, Stanley Kunde, Adolf Kurtze, Earl Kyle, Geo. T. LaBe, Denny LaBounty, Paul LaBrique, Harry LaMarr, Frenchie LaMont, Bozo LaMont, Jack LaMure, Paul LaVale, Thad LaVale, Fed LaWare, David LaWare, David Ladeane Attractions Laird, Monn Lake, George Lakin, Ray B. Lames, Arsene Lamore, Lawrence Lambert, Joe Leo Lane, Frank B. Lane, R. F. Langford, Jack Langley, Wilson Lannon, Richard J. Laramie, Arsene Laswell, Thos. W. Laughlin, Robert Laughlin, Matt Lavan, Harry Lawrence, B. F. Lawrence Jr. Lawrence, Russell Lay, C. H. Layne, C. F. Lazelle, Wm. R. Lazone, Elmer LeDeaux, Jack LePeve, Antonio LeMoine, Frank B. LeRoy, Richard Leuby, Charles Leavitt, Alden Ledell, Theo Lee, Buddle Lee, L. E. Lee, Samuel Leesman, L. W. Lehmbeck & Layman Leidman, Wm. Leigh, Walter Leisten, N. Leonard, Sid Lenzsch, Otto Leonard, Arthur Leonard, Vic Leo's Side Show Lewis, Dick. Players Lewis, John Lewis, R. E. Lewis, LaVerne Lewis, L. R. Lewis, Phil Lewis, V. Lewis, Jamie Libbette, Genen Libby, Frank Lichter, Bailey Lightman, Earl Lilly, W. E. Lingler, Paul Lint, H. R. Lint, H. B. (Dad) Linton, Alex Littell, Jimmie Littell, Jimmie (Burk) Littlejohn, Thos. P. Littleton, Carl Litts, Gus Liveders, H. Livers, Geo. Lockwood, Jack Lohman, Wm. Edw. Lone Star Jim Long, Rufus Longsdorf, Barrie Longton, Lawrence Loomis, Roy Loos, Edw. Loraine, H. R. Loring, H. R. Lorraine, Richard Losh, Al Lott, Hal Loucise, Don Lovejoy, J. E. Lovelace, O. L. Lovine, Ed. E. J. Lowe, Cliff Lowe, Jim Lowland Jr., N. Lucas, Bernard W. Lucas, Sammy Ludwig, C. B. Lunax, Max Luther, Roy Lyman, O. E. Lynch, Jack Lyold, Wm. Lyons, Charlie MacAleer, H. S. MacAleese, J. A. McCabe, Blackie MacCall, Arthur McCannless, Clarence McCarty, Geo. T. McClaskey, H. W. McCormb, Gilbert McCorm, Alex McCormack, C. C. McCormell, Richard McCoy, Col. Tim McCoy, Scotti & McCoy, Wm. Mack McCrary, E. D. McCray, Mac McDavit, G. W. McDonald, Frank McDonald, Lester McDonnell, J. B. McDonner, C. J. McGinn, Carl L. McGray, Jimmy McGuire, Prof. W. McIntyre, J. McKinley, Joe McKinell, Gordon McKinney, Weber McKord, Binger McKwade, Illusions McLaughlin, L. B. McLaughlin, Michial McLean, James McLemore, Walter McLennon, Neal McMallan, R. J. McManus, J. J. McMillan, J. J. McNatt, Mack McNiff, John F. McPherson, E. C. McQuillan, H. C. Madden, Mike Maddox, Bob Maddox, Earl Maddox, W. E. Maddox, Whitey Madison, C. Silvers Magee, Harry Magyar, M. M. Mahon, Charles Malters, Harry Malone, Jack E. Malos, Mike Mann, Carl Manley, Harold A. Manos, James Maranz, Ben Davis Margolin, Max Marks, Dewey Marks, Jobene Marks, Mitchell B. Marlow, Roy C. Marple, Lawrence Mar's, Robt. Marshall, Geo. Mart, Ray Martin, Bill R. Martin, Elyie Martin, Grover Martin, Jack Martin, Jerry Martin, Joe Martin, Thomas Marvin, Glen Mason, Ralph H. Massey, Phillip Massaro, Joe Mather, Don Mathew, Jerry Matthews Jr., Harry Maxwell, John Maxwell, I. B. Maxwell, R. E. Mayer, Geo. F. Mayes, Chester Mayes, Pro. Mayne, Donald B. Maze, W. E.

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Orzark, Danny Oklahoma Blackie Oldham, Barney Olds, Sylvester Olsen, John M. Olegario, A. G. Oliver, Daniel Oliver, Otis L. Olmory, Fred Onstatt, Corvin Orange, Bernard Orr, Jack Ortagus, Leonard Osborn, Alton T. Osborn, Irvin Osborn, Preston Osborne, Tommie Owens, Mack Pace, Frank Page, George Paig, Jack Paig, Jack Paig, Jack Palmer, H. S. Palmer, Wm. P. Palouian, John Pangborn, W. D. Paris Jr., Presley Parisatto, Louis Park, Robert Parker, H. L. Parker, Ray Red Parker, Ray Red Parkins, C. A. Parsons, Bud Patchett, Eddie Patrick, Ted Patrimos, Nick Patroni, Frank Patterson, J. P. Paul, Bob Paulert, Albert Payton, Blondy Pearson Carnival Peck, Adolph Pences, V. L. Pender, Norman Pendleton, Charles Pengelli, Dr. H. B. Pepper, O. F. Perceil, Jack Perkins, James P. Perrault, Leo Perrotta, Pat Perry, Frank Peterman, Henry P. Phillips, J. D. Phelps, L. A. Phelps, W. J. (Rosie) Phibert, Edwin Phibert, Jim Pierce, Howard Pietro, Anthony Pink, Bill Pitzer, Billie Plummer, Al Ploum, Jack Poon, Jack Poutius, Ben Poole, E. J. Poplin, Clarence Porel, Jake Porter, Walter Potts, Jolly Potters, Pathfinders Co. Potts, Major Tex Power, A. D. Powers, Leo Praher, Henry II. Presley, Dewey Price, W. V. Prier, Geo. Pritchard, B. Floyd Pritchard, B. C. Privett, Thomas Prosky, Capt. Provins, E. Pruitt, Hall Prusi, Pete Purcell, Jack Purdue, George Purl, Billy Pyle, Doc Arthur Quinlan, Albert Rader, Billy Ragland, Spot Ramish, Harry Ramsey, Creed Ramsey, Don R. Ramsey, Walt Randa, Johnny Ravese, Frank Rawlins, Leo Ray, Harold Rufus Ray, Rubin Rays, Jack Rays, Lorraine Raymond, Geo. G. Reaver, Vernon Reberman Jr., Dr. Reckless, Fred Reddin, Bill Redmond, Bill Redmond, Silvers Redrick, Chas. Reece, Harry Reese, Jesse Reed, C. Mike Reed, Elwood L. Reese, W. B. Reeves, Doc L. H. Reeves, Howard Reeves, Edw. Reeves, James Reinard, Jesse R. Reindart, Geo. Rella, Dorothy & Lew Rendezvous, The Rengel, Harry Reno, Paul Reynolds, Frank Reynolds, Harry Reynolds, P. C. Reynolds, Thomas Rhodes, Willie Lee Rich, Harry Riche, Thos. L. Richards, H. E. Richards, John W. Richards, W. R. Riching, Al Ricking, Earl Rider, Wm. H. Rielly, Jack Riffle, Jack Riggan, David Riley, Edw. F. Ritchie, P. E. Rivers, Gabe Robbins, Harry Robbins, W. F.

Roberge, Victor Roberts, Adrain Robert (Popeye the Sailor) Robert, J. B. Roberts, Clint Roberts, J. C. Roberts, J. H. Roberts, Lloyd E. Roberts, Thayer Roberts, Vardaneau Robertson, Henry Robertson, J. S. Robinson, Dick Robinson, Fred Robinson, Nat C. Roche, Edward Roche, Tex Rocky Mountain Roessler, August Rogers, Dr. A. W. Rogers, B. E. Rogers, Jellie Role Rogers, Joel Rogers, John Rollins, Harry Romelli, Tony Rooney, Paul Rooney, Paul Rose, Dave Rose, Teddy Rose, Wm. Rosenheim, J. C. Rosania, Mr. Patsy Rosenberg, Mattie Ross, Frank Ross, Sammy Rothrock, Ralph Roulous, Orville S. Rowls, Elmer Royal Duo Rozinas, the Rubim, M. Rudich, Louis Rumbley, Eldredge Rumbley, Walter E. Ruof, Leonard Russell, F. A. Russell, Mell Russell, Christine Co. Rust, Pete Ryals, Albert Sagan, M. Sager, Frank Sallee, Sandy Samoya, Manual Sanford, Dave Sarver, Eugene Savage, Sammie Savage, Ted Sawyer, Bill Sawyer, Harry Scala, Tone Scarrall, Louis Scattered, Dick Schaefer, Wingie Schaefer, Charles Schilling, Geo. Schmidt, Elmer Schoen, Sam Schreiber, Eugene Schumacker, Hyman Schwabing, John Schweitzer, Charles Scott, Walter Seely, Vernon Seemueller, A. C. Seaward, Val Seifer, Howard L. Sellers, Donald Sellers, Geo. Sells, Virg. Setler, Geo. Setterick, Jack Settle, Jackie Settle, Gene Settle, Frank Shaw, Eddie Shaeffer, Max Shaefer, Jack Shaefer, Wm. Shambley, J. J. Shanley, E. F. Shannon, Harry Shannon, Pryde Shaperio, Johnnie Sharp, Max Shell, Ernie Shelby, Ray Shelton, P. G. Shepard, E. H. Shepard, E. M. Shepard, N. Sherman, Roy Sherman, Carl Shields, Paul Shields, Wm. Shively, Fred Shiminoshi, Frank Shipman, Sid Shipp, C. R. Shipp, Russell A. Shoate, Robert Shore, Albert Short, J. C. Shuck, Frank T. Shultz, Eddie Silverlake, George Silverman, Lew Sims, J. B. Bud Sinclair, Wm. Singer, Dave Singleton, D. Sinsel, H. H. Sints, Doc H. W. Sitts, A. W. Skeene, A. G. Sloan, Larry Sloan, Larry Slusser, Earl Smallwood, Roy Smith, Al Smith, C. M. Smith, Chas. O. Smith, Charles Smith, Chester Bud Smith, Dad George Smith, Eddie Smith, Frank Smith, Lewis Smith, Jack Tod, Keith W. Todd, E. G. Tom Steve Tompson, Sam L. Towel, Eddie Townsend, Cal Tracy, Jinnings Travis, Clifton Travis, Don Trevis, L. H. Trenarrie, Frank Trent, Paul Blackie Tribune, Herman Trite, Frank Trublood, C. D. Trulson, Gale Trush, W. W. Tucker, Ernest H. Tullis, Wm. A. Turney, James A. Twohouse, Chief Tyrell, J. C. Upton, Edward G. Uruy, Clifford Valmar, Rudolph ValRay, Wm. Van Pool, Marshall Varner, R. E. Vasulka, Fr. Vaughn, Otis Vaughn, Gene Vaughn, R. W. Velock, Ray Vernons, The Vermont, Chas. Villedia, Pro. Villedia, Bill Vincent, Joe Vire, W. L. Voight, Ralph L. Von Eberstein DeWolfe Von Miller, Carl Waage, Johnny Waite, Capt. C. A. Waite, Kenneth Walker, Chester Walker, George Walker, Slim Wallace, Blackie L. Wallace, Harold L. Wallace, Jimmie & Wallace, Jim (Tex) Wallace, John H. Walls, C. W. Walsh, Gene Walsh, Jack Walsh, Patrick O. Walters, Bob Walters, Herb Walters, John F. Walters, Ray & Janie Wanapony, Wm. Wanko, Alex Warner, Geo. Stump Warr, Leroy Washburn, Russell Watkins, Thos. F. Watts, Iron Man Watts, J. C. Watts, Mitchell Watts, Pete Watts, Roy Red Waver, Anthony Webb, Mack Weber, M. Weener, Herman Weiner, Sam Weir, Chas. Weir, N. Wells, Morris Wells, Oakley Wells, Wm. S. Wenick, Morris Wentz, Geo. West, Leon Western, Jimmie Western, S. J. Westfall, Bill Westlaker, Vernon Whalen, James E. Wharton, G. W. Wheelan, V. L. Whitaker, Jean & Earl White, Bob White, Gerald White, Jerry White, Thos. J. White Wolf, Chief Whitney, Cyclone White, Bob Swinger White, Jerry White, P. P. White, F. A. Taylor, James Taylor, Paul Taylor, Shelby Taylor, Wyman F. Taylor, Jimmy Tennis, Theodore Tennysen, Dave Teska, Adam Teitenberg, Herb Thames, Gene Thomas, Dewey Thomas, D. W. Thomas, Frank Thompson, H. D. Thomas, Harry L. Thomas, Prof. Thomas, Ralph Thompson, Chas. Thompson, Ewell Preston Thompson, S. Thompson, Willie B. Thornberry, O. A. Thornblom, Ray A. Timberlake, Melvin H. Wilson, Jerry Wilson, Lloyd Wilson, Mickey Wilson, Paul Wilson, Wm. S. Wing, E. G. Winkle, Edward Winkle, Rip Wise, Ralph Withrow, R. F. Wolcott, Ted Pretty Wolfe, Billy Wong, Jim Troupe Woodall, Billy Woods, F. A. Woods, Jack W. Woolrich, Carl Wooten, J. G. Working Village World's Fair Museum Worlds, J. E. Wormald, Geo. Wright, Henry A. Wyatt, Buck Wyatt, L. L. Wyatt, Buck Yaeger, Chas. Yazvac, Jack Yelton, Bob Young, Green Zaccini, Hugo Zallinsky Jevors Zeck, Ernest Zenos, L. Zerado, Frank Zirk, Bill Zisk, Frank Whitey

Women

Men

MAIL ON HAND AT CHICAGO OFFICE

404 Woods Bldg., 52 West Randolph St.

Parcel Post

Women

Allen, Mrs. Andrew Linde, LaVerne Arenz, Mrs. Sam Low, Mrs. J. B. Bailey, Miss Bill Maskaena, Haze Marie, Madam Morgan, Faye Bell, Jeanne O'Neil, Shannon O'Neil, Mrs. Ada Patent, Mrs. Adams Perez, Mrs. Rankine, Mrs. Tom Roebuck, Shirley Rogers, Miss Sidney Siegfried, La Rosa Signor, Helen Sugg, Mrs. J. M. Varner, Mrs. Clatse Walsh, Marie West, Mrs. Caree White, Frances White, Mrs. W. H. Yardell, Marion

Men

Abdiziz, Hassen Chase, Chay Adams, Geo. V. Arnold, Victor Ben Braumer, Larry Brown, Hal Broyers, L. A. Burnett, Edward Butler Med Show, Carrington, Harold Castang, R. De Camo, Chas. Delmar, Jack Dolan, Bill Drury, Ed J. Dunn, H. E. Donahue, George D. Donahue, Jack Drury, Ed J. Dunn, H. E. See LETTER LIST on page 26

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway, Parcel Post

Marmorduke, H. 60

ABADIE—Bernard, 41, of New Orleans, killed when a truck of which he was an occupant ran over an embankment near Bangor, Me., July 10.

ARMSTRONG—Al H., 57, one of the founders of the Wharton (Tex.) County Fair Association and one-time president, July 11 in a Wharton hospital after a two-week illness. He was mayor of that city for 10 years. Survived by his widow, a daughter, mother and several sisters and brothers.

BLAIR—W. Tom, 51, for the past 15 years district sales manager for the Griffith Amusement Co., after a long illness on his farm near Alma, Ark. Prior to his last connection he operated theaters in a number of cities in Oklahoma and Texas. Burial in Memorial Park, Oklahoma City. Survived by his widow, five sons, a daughter and a brother, Sam, of Belleville, Kan.

CARROLL—James, 39, of North Manchester, Ind., a member of the Dodson World Fair Shows, plunged to his death from a bridge in Akron, O., July 14. Fellow showmen planned to have the body returned to North Manchester, Ind., where Carroll made his home with his father when he was not trouping.

CHRISTOPHER—David A., 57, prominently identified with the Holmes County Agricultural Society, July 6 at his farm home near Shreve, O., after several months of ill health. He had served in many executive capacities while a member of the fair board group. Survived by his widow, a son and two daughters. Funeral services in the Hope-well Church. Burial in near-by Moorhead, O., cemetery.

COLP—W. H., for many years with the Al G. Barnes Circus, in the Wichita Falls (Tex.) State Hospital May 30. He had been in ill health for several months.

CRAIG—Charles L., 55, veteran cook-house man with Baldwin United Shows, in West Pelzer, S. C., July 9. Survived by his widow, Francis, and a son, M. Wilson. Services and burial in West Pelzer July 11.

DOCEN—Charles, 51, of New York, killed when a truck of which he was an occupant ran over an embankment near Bangor, Me., July 10.

GRIMM—J. E., 66, former manager of the Orpheum Theater, Darlington, Wis., recently in that city of a heart attack. Survived by his widow and a daughter.

HARRISON—R. H., 58, organizer of Tallahatchie (Miss.) County Fair Association and several community expositions in the Delta area, of a heart attack at his home in Charleston, Miss., July 7.

HENTON—H. Benne, one of the country's first saxophonists, said to have been the first to record a sax solo and once a member of the Patrick Conway Band, the John Philip Sousa Band and the Philadelphia Orchestra, in Philadelphia July 10. Survived by his widow, brother and four sisters.

KLINGER—Mrs. Emily, wife of Sandor Klinger, prominent Cleveland showman, in Lakeside Hospital, that city, recently. Survived by her husband, two daughters and a brother, Oscar Stotter, who was associated with Klinger in the operation of the Ritz and Ambassador theaters, Cleveland.

LEASURE—Mrs. Mary E., in the Julia F. Burham Hospital, Champaign, Ill., July 5 of injuries received in an automobile accident June 27. She was the mother of Mrs. H. G. Cummins, Kansas City, Mo., concessioner on the All-American Exposition Shows.

LEDDY—George F., 71, father of Russell Leddy, manager for Fox Theaters in Milwaukee and formerly associated with Station WTMJ, at his home in that city July 2. Survived by his widow and son.

LEWIS—Mrs. Rose May, wife of James P. Lewis, both well known in the pitch field, in Los Angeles May 19. Burial in Inglewood Park Cemetery.

LYONS—Sheila May, three-month-old daughter of Mrs. Mary A. Lyons and the late Michael J. Lyons, in Methuen, Mass., recently. Father, who died recently, was manager of advertising car No. 2 for Cole Bros.' Circus.

MCINTYRE—Mrs. Barbara, 41, widow of Frank McIntyre, an executive of the Ringling circus for 27 years until his death two years ago. July 14 in University Hospital, Syracuse, N. Y. At her bedside at the time of her death were Art Lewis, manager of the Art Lewis Shows; her sister, Mrs. Louise Pickens, of Dallas; her brother, Sam Shumate, of Davenport, Ia.; William Gorman; Mrs. Florence Barnes, of Chicago; Mrs. Ann Deal, of the Johnny Jones Shows, and Mrs. Percy Morency. Funeral services at the undertaking parlors of Cornell, Greenleaf & Clement, Inc., the Rev. Dr. Charles A. Fulton, of First Baptist

The Final Curtain

Church, officiating, with the entire personnel of the Art Lewis Shows in attendance. The body was taken to Rochester, N. Y., for cremation and the ashes buried beside her late husband at Bradford, Pa. Mrs. McIntyre operated the digger concessions with the Art Lewis Shows the past two seasons.

MAC DONALD—Ella, 60, for many years co-owner and manager of the Mack Murray Players, June 21 of angina pectoris. Survived by two daughters, Mrs. Lena Hall and Mrs. Edna Taylor.

NEWCOMB—Mrs. Nora, who trouped with the Honest Bill Circus, Seal Bros.' Circus, Russell Bros.' Circus, Alamo Shows, Lachman & Carson Shows and several others, in Port Arthur, Tex., July 8. Survived by her husband, Harry; a sister, Mrs. Olyve Scott, and a brother, Henry Seburn. Burial in Louisville, Ky.

NEWGOLD—Mrs. Paul, 80, known as Madame Polly, hairdresser of the leading actresses of Broadway for more than a generation, in Brooklyn July 12. Survived by two daughters.

O'CONNOR—Charlotte, 20, radio singer and daughter of Charles F. O'Connor, motion picture company executive, killed July 10 in an automobile collision west of Waukegan, Ill.

OLMS—Louis E., 48, treasurer of the Empire Theater, New York, of a heart ailment in New York July 11. Survived by widow and a daughter.

QUINN—Charles M., 57, stage manager of the Pantages Theater, Spokane, Wash., when it was a vaudeville house, was fatally injured when struck by an automobile in Oakland, Calif., recently. Survived by his widow, Hazel; one daughter, Louise, of Pullman, Wash.; four sons, Jack, Charles and Billy, of Oakland, and Harry, of Spokane, and two sisters, Mrs. DeVereaux and Mrs. James B. Anderson, of Pasadena, Calif.

RILEY—Bernard J., 73, theatrical executive and press agent, in the Brunswick Home, Amityville, L. I., July 12. He had been associated with David Belasco, Raymond Hitchcock, Henry W. Savage, Klaw & Erlanger, Arthur Hammerstein and Chauncey Olcott. Survived by a brother.

SAPERSTEIN—Aaron, 42, owner of several Chicago theaters and president of the Allied Theaters of Illinois, July 10 in Chicago of a heart attack. Survived by his widow, Beatrice, and two sons, Henry and Seymour. Funeral services in Chicago July 12.

SEIFFERTH—Joseph M. Sr., 65, known as the "Poet of Radioland," with a record of 3,000 consecutive daily performances over New Orleans stations, of a heart attack in New Orleans July 10. He was a composer of many poems and a member of the entertaining and announcing staff of WJWB. Survived by his son, Joseph Jr. Services in New Orleans July 11.

SHAW—Mrs. Roy, 23, wife of Roy Shaw, radio entertainer and member of the Four Dons of Station WHO, Des Moines, in an auto accident near Kadoka, S. D., July 10.

SHIELDS—John Henry (Dad), 90, June 27 at his home, the Shields Hotel, Tarpon Springs, Fla., of uraemic poisoning. He went to Tarpon Springs in 1920 upon retiring from show business, in which he had been engaged for 55 years. He traveled every State in the Union, as well as Canada, Mexico, Cuba and the Central American countries. In 1875 and 1876 he was purchasing agent for the Barnum & Bailey Circus. In 1884 he originated the 10-cent circus known as Shields' Great Southern Shows, which traveled the Southern States, giving benefit performances to aid in raising funds for the erection of Confederate monuments. In the late '70s he was ringmaster for Dan Rice for five years. In 1892 he was assistant manager and ringmaster of the Terrell Shows out of Paducah, Ky. He also had the side show with that circus. In 1893, when the Gollmar Bros.' Circus was an overland show, he had the side-show privileges. He was also manager of the side show with the Hall-McFlinn Show and with Sun Bros., John F. Stowe's and Thayer & Noyes shows. In later years Shields was in the carnival business and produced many illusion shows, among which was Lunette the Flying Lady. His son, J. A. (Artie) is at present grand conductor of the Grand Lodge IOOF of Florida and a past grand officer of the Grand Lodge of Masons. Funeral services June 28, with interment in Cycadia Cemetery, Tarpon Springs. Survivors are his son and daughter-in-law,

J. A. and Pearl Shields, with whom he made his home.

SMITH—Mrs. Eleanor Sidman, widow of Arthur Sidman, author of *York State Folks*, *Uncle Rube*, *Summer Showers* and other rural comedy dramas of a generation ago, in Rochester, N. Y., July 9.

STEVENS—William C., 50, former concessioner, at his home in Ottawa, O., of a heart attack June 30. Survived by his widow, mother, two sisters and brother. Burial in Forest Hill Cemetery, Napoleon, O., July 3.

WILSON—Dr. G. L., 85, stepfather of Chic Pellette, well known in the rep field, in Lake Helen, Fla., July 3. Burial in De Land, Fla.

WILBUR—Jack, 59, former vaude performer of the team of Wilbur and Harrington, after a short illness in Erie, Pa., June 25. He was a member of the old White Rats actors' union and organizer of the Federated Novelty Acts, Inc. He was also connected with George M. Cohan's Over There Theater League. Survived by his widow; his daughter, Mrs. Walter E. Scott, and granddaughter, Roberta. Burial in Lakeside Cemetery, Erie, Pa., June 28.

Marriages

BAUER-KENNON—John Bauer, magician, and Mary Kennon, xylophonist, in Detroit July 15.

CAREY-CARNEY—Francis E. Carey, with the Associated Press in Boston, and Anna Carney, daughter of John F. Carney, Massachusetts carnival beano promoter, in Lowell, Mass., July 13.

COLTON-COMPTON—Ray Colton, executive in the traffic department of the United Air Lines, and Helen Compton, pianist, orchestra leader and emcee, in Chicago recently.

HALL-LANGFORD—Jon Hall, actor, and Frances Langford, star of stage, screen and radio, in the Little Church Around the Corner, New York, July 10.

HEGWOOD-GOODWIN—Ray Hegwood, piano player with the Goodwin med show, and Clara Goodwin, also of the show, in Orange, Tex., recently.

JELESNIK-WASHBURN—Eugene Jelesnik, band leader of the Continentals Orchestra, and Virginia B. Washburn, Los Angeles, by Rabbi Samuel H. Gordon in the Ambassador Hotel, Salt Lake City, July 5.

LANGE-FIELD—Walter Lange, director for 20th Century-Fox, and Madalynne Field, Los Angeles, in the Little Brown Church in the Vale, near Nashua, Ia., July 5.

MICHEL-LASSEN—Bertrand Michel and Sigrid Lassen, members of the Greek Evans Co., at the Theater-in-the-Woods, Norwalk, Conn., in Mt. Kisco, N. Y., July 2.

TIMBERG-SINNOTT—Sam Timberg, musical director at the Paramount Theater, New York, and brother of Herman Timberg, actor, and Rose Marie Sinnott, former Zeigfeld dancer, in New York July 8.

VOKEL-McINNIS—George Vokel, showman, and Rita McInnis, daughter of John

McInnis, concessioner, Revere Beach, Mass., in that city July 6. The bride, a victim of infantile paralysis, is known in Revere as the "girl with the sunshine smile."

Coming Marriages

George Cremeens, announcer with WOC, Davenport, Ia., and Jean Faidley, nonpro, July 20 in Des Moines.

Bob Guilbert, Chicago radio actor playing title role in NBC's *Don Winslow of the Navy*, and Helen Baxter Roberts, Davenport, Ia., nonpro, in early fall.

William Clark Miller and June Hudgins in Denver July 23.

Clark Andrews, radio executive, and Claire Trevor, film actress, in All Saints Church, Beverly Hills, Calif., July 27.

Births

An eight-pound son to Mr. and Mrs. Billy Smith in Kansas City, Mo., July 10. Father is trumpet player with Jay McShann's Orchestra.

A son to Mr. and Mrs. (Olivia) Young in Peru, Ind., July 8. Father (Bamboola) is a fire eater on Haag Bros.' Circus.

A daughter to Mr. and Mrs. James R. Booth in Newport News, Va., July 9. Father is manager of Langley and Lee theaters, Hampton and Phoebus, Va., respectively.

A son, Michael, to Mr. and Mrs. Leon Goldstein in Brooklyn July 14. Father is press agent for Station WMCA, that city.

A 5½-pound girl to Mr. and Mrs. Edward C. Carrow July 8. Father is owner of the Lyons' Theater at South Lyons, Mich.

A 7½-pound daughter, Beverly Joyce, to Mary Ann Moore and the late Woodrow Wilson Moore in Chicago July 3. Father was the son of Texas Tommy and grandson of Buffalo Cody.

A 6-pound daughter to Mr. and Mrs. Al G. Kelley Miller in North Platte, Neb., July 6. Father is manager and partner of the Al G. Kelly & Miller Bros.' Circus.

Divorces

Joan Collette, night club entertainer, from Charles L. Schultz in Chicago July 6.

BURLESQUE

(Continued from page 22)

of the Gayety, Scranton, and Gayety, Wilkes-Barre, is now with WPG's publicity department. . . . JACOBSON also formerly managed James Hall and Myrna Kennedy for pix on the Coast and is now promoting a new trio comedy combo, the Three Bishops. . . . DOC SUSS, formerly of burly, is now operating a luncheon on South Maryland avenue. . . . ZONIA DUVAL extra-attractioned week of July 8 at the Globe, where Harry Hickey LeVan, Lettie Boles and Ruth Warren opened July 15 and Lee Bartel and Ned Walsh came the week before. George Murray exited July 14.

LETTER LIST

(Continued from page 25)

Eagle Wing, Chief Paik & Jewett Pike, J. P. Edwards, G. A. (Jerry) Fields, J. C. Gaither, Waddie Gilliland, Homer Gregory, William Gupana, Paul Hale, Willie Hardig, Bill Hepburn, Ralph Herley, John Hoff Hoyer, James R. Hope, Olen Howard, Bert A. Ingelston, R. H. Jerome, Paul Kamanilwal, Mr. & Mrs. H. Kenyon, Mr. and Mrs. Jack King, Clarence Kitchie, Si Larnan, Johnny Lautem, Charles La Vell, Frank X. Letterman, William LeRoy, Ray Lyaris, Thomas Mac Aleer, S. Manning, Otis McAtee, Fred McLachlan, A. Miller, W. S. Miller, Jew Jake Morrison, Sandy Nathanson, Ray O'Brien, Don Ogle, Joe Oliver, Larry O'Neil, Tip

Stevens, Johnny Stroth, F. M. Tanner, J. R. Tennyson, Dave Terry, Little Tolmacks, The Tranger, Don Travis, Chief Verle Trueheart, Chief Tyree, O. E. Vanzondt, Jerry Watson, Harold Wells, Albert Wieghlman, Scotty E. J. Wilkins, Grover C. Byers, J. W. Byers, Robert Carrington, Harold K.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Flannigan, Mrs. J. T., 3c

Women

Anders, Mrs. Eddie Beheny, Elise Benoit, Mrs. Louise Blanchard, Mrs. Thos. A. Cloven, Louise Crowell, Mrs. H. W. DeLoris, Doris Doria, Betty Lee Frenzel, Betty Galpin, Mrs. E. H. Raymond, Mrs. Dollie

Stanley, Mrs. Dorothy

Stuart, Elizabeth Williams, Louise

Men

Allan, Andy Ashley, Frank Charles Bartlett, Michael Benham, Dick Brown, Elmer Bryer, Bill Bufkin, Emmett Butcher, A. J. Butcher, Stanley Byers, J. W. Carrington, Harold K.

Castle, W. J. Clayton, Bob Cochran, Chief Conley, T. D. DeCampe, Chas. Donaldu, George C. Fakin, Basil Ellis, Wilbur Emerson, Jack Fabian, Joe Fernandez, Ray Frenzel, M. E. Genious, Kenneth M.

Goad, Joe Goldstone, Roy Gray, Bee Ho Haley, Walter Hardy, "Swinging Ball"

Harris, Happy Heaney, Steve Heuderson, Frank Hollingsworth

Holzer, J. A. Ingelston, Corp. R. H.

Jales, Free King, A. C. King, C. J. (Tex) Leonard, Harry Lewis, Malcolm Litts, G. F. Lucas, Loy Mansour, Shady Martin, Terry Mel-Roi, Dr. A. Mills, Bob Morgan, Bob & Jean

Musgrave, Paul Myers, Jess Parrish, Dale Paxton, Robert L. Payne, Frank A. Pendleton, Charles Polk, Ollie Ray, Bertie Ray, (Kentucky)

Robles, Johnnie Roma, Prof. Ross, Jack Schuck, Henry Smith, Tom Stanley, Harry Stanley, Paul Stanley, Sam Stanley, Jim Switzer, Pete Truehart, Chief Upson, Roy Westmoreland

R. E. Wilmert, Billy Wilkerson, W. B. Wright, Al

ACTS, UNITS AND ATTRACTIONS

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

A
 Adams, Johnny (Howdy) NYC, nc.
 Adrian, Iris (Leon & Eddie's) NYC, nc.
 Africana (Cafe Afrigue) NYC, nc.
 Alee, Edna & Co. (Frontier Days) Cheyenne, Wyo., 25-31.
 Allen, Stuart (Essex House) NYC, h.
 Allen, Ed (Palmer House) Chi, h.
 Alvarez, Nina (Havana-Madrid) NYC, nc.
 Anderson Sisters (Plantation) NYC, nc.
 Andrade, Raymond (Biltmore) NYC, h.
 Anise & Aland (Surfside) Long Beach, N. Y., nc.
 Anson, Bill (Colosimo's) Chi, nc.
 Antaleks, Six (Roxy) NYC, t.
 Arena, Joe & Co. (State) NYC, t.
 Arlen, Jackie (Pepper Pot) NYC, nc.
 Arnold, Floyd (Greenhorn Tavern) Hickman Mills, Mo., nc.
 Ash, Paul, Orch. (Roxy) NYC, t.
 Attles, Joe (Plantation) NYC, nc.
 Autrey, Gene (Earle) Phila, t.

B
 Bailey Sisters (Edgewater Beach) Chi, h.
 Baines, Pearl (Kit Kat) NYC, nc.
 Baker, Jerry (Butler's) NYC, re.
 Baker, Belle (President) Atlantic City, h.
 Baldwin & Bristol (Riverview) Pennsville, N. J., p.
 Banks, Sadie (Old Rumanian) NYC, re.
 Barnes, Lillian (Babette's) Atlantic City, nc.
 Barstow, Dick (Nixon) Pittsburgh, nc.
 Barth, Ruby (S. S. Bear Mountain) NYC, s.
 Bass, Paul (Chateau Moderne) NYC, nc.
 Beaucarre, Pierre (Monte Carlo) NYC, nc.
 Behrens, Al (S. S. Yankee) Battery Park, N. Y., s.
 Bell, Joan & Jerry (Oakes Club) Winona, Minn.
 Below, Ted (Village Barn) NYC, nc.
 Bennet, Ethel (Old Rumanian) NYC, nc.
 Beno, Ben (Fair) Cambridge City, Ind.
 Berk, Irving (Rumanian Village) NYC, nc.
 Bernard, Freddie (Bath & Turf) Atlantic City, nc.
 Bernie, Al (Palace) Milwaukee, t.
 Billetti Troupe (Princes Ann, Md., 11-23.
 Birse, Daria (Russian Kretchma) NYC, re.
 Blackstone, Nan (Club 17) Hollywood, Calif., nc.

C
 Blake, Larry (Astor) NYC, h.
 Blane, Rose (Chez Paree) Chi, nc.
 Blonde Sensations (McNally Shows) Rocky Point Park, Warwick, R. I.
 Bonker, Art, & Andrietta (Mayfair Club) Detroit, nc; (Casino) Toronto, Ont., Can., 15-22, t.
 Bonner, Carl & Leone (Providence-Biltmore) Providence, R. I., h.
 Boran, Arthur (Million-Dollar Pier) Atlantic City 9-22, nc.
 Bourbon, Ray (Rendezvous) Hollywood, nc.
 Bourbon & Blaine (Boulevard Tavern) Elmhurst, L. I., ro.
 Bouvier, Yvonne (St. Moritz) NYC, h.
 Bowes, Major, Collegiate Revue (Loew's State) Norfolk, Va., t.
 Bowes, Major, Third Anniversary Show (Stanley) Pittsburgh, t.
 Bowie, Arthur (Barney Gallant's) NYC, re.
 Boyettes The (Dutch Mill) Baltimore, nc.
 Brice, Rhoda (Village Brewery) NYC, nc.
 Bromley, Bob (Radio City Rainbow Room) NYC, nc.
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., 5-Sept. 3.
 Brown, Ralph (Benny the Bum's) Phila, nc.
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., July 5-Sept. 3.
 Brown, Dolores (Black Cat) NYC, nc.
 Bruce, Ralph (Astor) NYC, h.
 Bruton's Dogs (Riverside) Milwaukee, t.
 Burgland, Margot (Castleholm) NYC, re.
 Euron, Mary (Club Maxim's) NYC, nc.
 Bryants, The (Casa Manana) NYC, nc.
 Byrd, Muriel (Belmont Plaza) NYC, h.

C
 Cantatore, Maria (Gamecock) NYC, c.
 Capps, Kendall (Opera House) Blackpool, England, June 20-July 30.
 Capps, Kendall (Grand) Blackpool, England, June 13-July 30, t.
 Carlos & Carito (Villa Venice) Northbrook, Chi, cc.
 Carney, Alan (Paradise) NYC, re.
 Carr, Billy (606 Club) Chi, nc.
 Carroll & Howe (Lyric) Indianapolis, t.
 Carter, Frank (Barney Gallant's) NYC, re.
 Caruso Jr., Enrico (Leon & Eddie's) NYC, nc.
 Chandler, Evelyn (International Casino) NYC, nc.
 Charles & Barbara (Chez Maurice) Montreal, Can., 10-24, nc.
 Chocolateers (Surfside) Long Beach, N. Y., nc.
 Christine & Suzanne (Bal Tabarin) NYC, nc.
 Clair, Jean (S. S. Yankee) Battery Park, N. Y., s.
 Clarke, Ruth (Circle) Hollywood, Calif., nc.
 Cobey, Lew (White) NYC, h.
 Cocco, Gabriel (Ambassador) NYC, h.
 Cole, Walter (Monte Carlo) NYC, nc.
 Collette & Barry (St. Moritz) NYC, h.
 Collette, Joan (606 Club) Chi, nc.
 Collis, Eddie (Rhineland Gardens) Armonk, N. Y., nc.
 Colton, Betty (Swing) NYC, nc.
 Consolo & Melba (Bismarck) Chi, h.
 Conkle, Mlle. (Monte Carlo) NYC, nc.
 Cooley, Marion (Pierre) NYC, h.
 Cooper, John (Kit Kat) NYC, nc.
 Coralli, Claudia (Bublichki) Hollywood, Calif., re.
 Costa & Lolita (Chez Paree) Atlantic City, nc.
 Coward, Linda; Estill, S. C.
 Crane Twins (Lyric) Indianapolis, t.
 Crosby, Anne (Morocco) Hollywood, nc.

D
 D'Arcy Jean (McAlpin) NYC, h.
 Dagnie, Sigrid (Edgewater Beach) Chi, h.
 Dale, Margie (Club DeLisla) Chi, nc.
 Dale, Myron (Le Mirage) NYC, nc.
 Dalton, Kay (Atlantic Bar) Wildwood, N. J., nc.
 Dalton, Jack (Monte Cristo) Chi, re.
 Dane, Olga (Hi Hat) Chi, nc.
 Daniels, Jean (Plantation) NYC, nc.

Route Department

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

EXPLANATION OF SYMBOLS

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

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

Daniels, Putney (Furnace) NYC, nc.
 Daniels, Eddie (George Washington) Jacksonville, Fla., h.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 De Narcos, Three (Silver Slipper) Louisville 28-30, nc.
 DePace, Bernardo (Riverside) Milwaukee, t.
 DeRonda & Barry (Cavaller) Virginia Beach, Va., h.
 Deering, Delyce (Swing) NYC, nc.
 Del Rio, Jose (Gloria Palace) NYC, nc.
 Dell & Hamory (Essex House) NYC, h.
 Dillon & Parlow (Perkins) Kansas City, Mo., nc.
 Dimitri & Helen Virgil (El Gaucho) NYC, nc.
 Dio Trio (La Cava) NYC, re.
 Dittman, Grace (Palmer House) Chi, h.
 Dolphin, Chester (Black Cat Casino) Wilmington, Del., nc.
 Dorita & Valeroy (El Chico) NYC, nc.
 Draper, Paul (Chez Paree) Chi, nc.
 Drayton Sisters & Jack (Victory) San Jose, Calif., t.
 Drew, Charlie (Lombardy Bar) NYC, re.
 Drysdale, Grace (Colosimo's) Chi 2-27, nc.
 Duffy, Bobby (New Yorker) NYC, h.
 Duke, Paul (Ambassador) Atlantic City, h.
 Durante, Jimmy (Casa Manana) NYC, ch.

E
 Earls, Four (Park Central) NYC, h.
 Egbert, Marlon (Plantation) NYC, nc.
 Ellis, Marge (Paradise) NYC, ct.
 Eltons, The (Village Barn) NYC, nc.
 Emerald Sisters (Sportland Club) Wildwood, N. J., 18-25, nc.
 Esmeralda (Afrigue) NYC, c.
 Estes, Del (Rose Bowl) Chi, nc.
 Evans, James (Riverside) Milwaukee, t.
 Everett & Conway (McConnell's) Ogdensburg, N. Y., h.

F
 Farrell, Bill (Place Elegante) NYC, nc.
 Fawn & Jordan (Park Central) NYC, h.
 Faye, Gloria (Bismarck) Chi, h.
 Feeley, Mickey (Garbo) NYC, re.
 Feldkemp, Eimer (Ritz-Carlton) NYC, h.
 Felix, Claire & Tonita (Ivan Frank's) NYC, e.

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

G
 Fern, Vera (Paradise) NYC, re.
 Flowerston, Consuelo (Chateau Moderne) NYC, nc.
 Fonda & St. Clair (Chateau) Milwaukee, cc.
 Forrest, June (St. Moritz) NYC, h.
 Foster, Gae, Girls (Roxy) NYC, t.
 Fox, Dorothy (Radio City Rainbow Room) NYC, nc.
 Frances, Dixie (LaSalle) Chi, h.
 Francis, Ray (Mandarin Cafe) Vancouver, B. C.
 Frazer, Jack (Playland Park) Rye, N. Y., p.
 Furman, Ed (Bill's Gay '90s) NYC, nc.

G
 Gale, Betty (Governor Clinton) Brooklyn, h.
 Gale Sextette (Leon & Eddie's) NYC, nc.
 Galvan, Gilberto (Hawalian Paradise) Hollywood, Calif., nc.
 Garland & Frawley (Bismarck) Chi, h.
 Garon & Bennett (Hollenden) Cleveland, h.
 Gaynor & Ross (Riverside) Milwaukee, t.
 George, Great, & Anita: Sioux City, Ia.; Arnold's Park 18-24.
 Geraldine & Joe (Lyric) Indianapolis, t.
 Gilbert, Ethel (Gay '90s) NYC, nc.
 Gilbert & Howe (Fox Tower) Kansas City, Mo., t.
 Gilbert, Paul (Chez Ami) Buffalo, nc.
 Gilmore, Patricia (Riviera) Fort Lee, N. J., ro.
 Gilmore, Buddy (Black Cat) NYC, nc.
 Glover & LaMae (Stevens) Chi, h.
 Gold, Daisy (Wagon Wheel) Houston, Tex., nc.
 Gonzales, August (McAlpin) NYC, h.
 Granados, Asuncion (El Chico) NYC, nc.
 Grauer, Bernie (Gay '90s) NYC, nc.
 Gray, Jack (Park Lane) NYC, h.
 Gray, Alexander (Ambassador) Atlantic City, h.
 Green, Al (Pioneer Nut) NYC, nc.
 Grenier, Ethel (Cocoanut Grove) Boston, nc.
 Griffin, Joe (Palace) Milwaukee, t.
 Grey, Betty (Bismarck) Chi, h.
 Guerlaine, Annette (Bill Bertolotti's) NYC, re.
 Gulzar, Professor (New Yorker) NYC, h.
 Gushee, Stephen (Half Moon) Coney Island, N. Y., h.
 Gwynne, Jack (Palace) Milwaukee, t.
 Gyldenkrone, Baron Ebbe (Garbo) NYC, re.

H
 Hackett, Janette, & Girls (Capitol) Washington, D. C., t.
 Hale, Teddy (Kit Kat) NYC, nc.
 Hammond, Earl F. Eskimo Troupe (Ice Follies of 1937) Atlantic City.
 Hanford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15.
 Hardeen (Leon & Eddie's) NYC, nc.
 Harrington, Pat (Club 18) NYC, nc.
 Harris, Muriel (Villeplueg's) Sheepshead Bay, Brooklyn, re.

Harris, Phil, & Band (Tower) Kansas City, Mo., t.
 Harrison, Spike (Gay '90s) NYC, nc.
 Hart, Walter (Finocchio's) San Francisco, nc.
 Hartmans, The (Riviera) Fort Lee, N. J., ro.
 Haviland, Dick (Club DeLisla) Chi, nc.
 Haynes & Raymond (Queens Terrace) Woodside, L. I., nc.
 Hildegard (Berkeley) London, h.
 Hill, Florence (Plantation) NYC, nc.
 Hoffman, Lou (Villa Venice) Chi, cc.
 Honey Troupe (Chicago) Chi, t.
 Hooton, Don (Palmer House) Chi, h.
 Hopkins, Bob (Embassy) Montreal, Can., cb.
 Howard, Joseph (Bill's Gay '90s) NYC, nc.
 Howard, Eugene & Willie (Marden's Riviera) Ft. Lee, N. J., nc.
 Hubert, Fritz & Jean (State-Lake) Chi, t.
 Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
 Hyde, Herman (Casa Manana) NYC, ch.

I
 Irene Sisters (Villa Venice) Chi, cc.

J
 Jackson, Half Pint (Black Cat) NYC, nc.
 James, Dorothy (Villa Venice) Chi, cc.
 James, Freddie (Surfside) Long Beach, N. Y., nc.
 Janet of France (Janet of France) NYC, re.
 Jarro (Bath & Turf) Atlantic City, nc.
 Jarrot, Lucille (Barney Gallant's) NYC, re.
 Jarvis, Sam (International Casino) NYC, nc.
 Jaydee, Great (Celebration) Zanesville, O., 29-30.
 Jerry & Turk (Colosimo's) Chi, nc.
 Johnson, Mae (Surfside) Long Beach, N. Y., nc.
 Jonay, Roberta (Hi Hat) Chi, nc.
 Jones, Bobby (Black Cat Casino) Wilmington, Del., nc.
 Jones, Owen (Leone's) NYC, re.
 Jovita & Maravilla (El Chico) NYC, nc.

K
 Kaleolani, Alvin (Biltmore) NYC, h.
 Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
 Kavan, Alice (Meadowbrook) St. Louis, nc.

K
 Karson, Maria, Musicales (Cavaller Inn) La Crosse, Wis., nc.
 Kaye, Mildred (Swing) NYC, nc.
 Kaye, Johnny, & Playboys (Nitespot) San Antonio, nc.
 Kaye, Sammy, & Band (Lyric) Indianapolis, t.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kerr, Sally (Moonlight Gardens) Massillon, O., nc.
 King, Bob (Capitol) Washington, D. C., t.
 King, George (Jimmy Kelly's) Brooklyn, nc.
 King, Patsy (Village Barn) NYC, nc.
 King, Bob (Capitol) Washington, D. C., t.
 Kirk, Joe (Leon & Eddie's) NYC, nc.
 Kirk, Jeanne (Bath & Turf Club) Atlantic City, nc.
 Kraddock's, Four (Palmer House) Chi, h.
 Kressells, Four: Manchester, Ia., 10-12; (Celebration) Everett, Pa., 16-23.
 Kreuger, Jerry (Famous Door) NYC, nc.
 Kuhlman, Marie, Dancers (Hi-Hat) Chi, nc.

L
 LaMarr, Henry (Gay '90s) NYC, nc.
 La Tona Troupe: Hop Bottom, Pa.
 LaZellas, Aerial (Eagles Carnival) Bismarck, N. D.; (Celebration) Moberge, S. D., 18-23.
 Lackore, Jimmie (Rein's Rendezvous) Tupper Lake, N. Y., nc.
 Lamb, Gil (State-Lake) Chi, t.
 Lane, Mary (Jimmy Kelly's) NYC, nc.
 Lang Sisters (Black Cat) NYC, nc.
 LeBaron, Peggy (Savoy-Plaza) NYC, h.
 Le Paul, Walter (Gay Paree Revue) Canton, O.
 Lee, Bob (Wivel) NYC, re.
 Lee, W. J. (Traymore) Atlantic City, h.
 Lee, Loretta (State) NYC, t.
 Leonard, Ada (Colosimo's) Chi, nc.
 Lester, Ted (Village Barn) NYC, nc.
 Lewis, Ann (Plantation) NYC, nc.
 Lewis, Joe E. (Riviera) Fort Lee, N. J., ro.
 Lewis, Dorothy (International Casino) NYC, nc.
 Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.
 Lit, Bernie (Atlantic Bar) Wildwood, N. J., nc.
 Lockard, Rollie (Swing) NYC, nc.
 Lonas, John (Mandarin Cafe) Vancouver, B. C.
 Long, Avon (Plantation) NYC, nc.
 Long Jr., Nick (Casa Manana) NYC, cb.
 Loring, Michael (Palmer House) Chi, h.
 Lorraine & Rognan (Marden's Riviera) Ft. Lee, N. J., nc.
 Lorraine, Billy (Gay '90s) NYC, nc.
 Lours & Cherie (Palomar) Seattle, Wash., t.
 Low, Tom (Savoy-Plaza) NYC, h.
 Lowe, Hite & Stanley (Chicago) Chi, t.
 Loy, Thida (Kenmore) Syracuse, N. Y., h.
 Lucky Boys, The (Riverside) Milwaukee, t.

M
 McCabe, Betty & Harry: Grand Junction, Colo.; (Chief) Colorado Springs 27-28, t; (Colorado) Pueblo 29-30, t.
 McConl & Moore (Beacon) Vancouver, B. C.; (Capitol) Portland, Ore., 17-23, t.
 McQuarrie, Marie, & Co. (Capitol) Washington, D. C., t.
 Mack, Ernie (Wivel) NYC, re.
 Mack & Mack (Atlantic Bar) Wildwood, N. J., nc.
 Madiska & Mickel (Villa Venice) Chi, cc.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mahon & Rucker (Grosvenor House) London, Eng., h.
 Major, Bob & Bobbie (The Studio) Clifton, N. J., nc.
 Malone Sisters (Bartlett Club) Rochester, N. Y., nc.
 Mangan, Hazel, Four (Colosimo's) Chi, nc.
 Mann, Marion (Blackhawk) Chi, nc.
 Manners, Gloria (Bill Bertolotti's) NYC, re.
 Manno & Stratford (Black Cat Casino) Wilmington, Del., nc.
 Manolita & Gitanilla (Marta's) NYC, nc.
 Mapes, Bruce (International Casino) NYC, nc.
 Marcus, Doctor (College Inn) Chi, h.
 Marcy & Roberta (Colosimo's) Chi, nc.
 Marcella, Rose (Afrigue) NYC, nc.
 Margo, Ben (Howdy) NYC, nc.
 Marine, Fjola (Wivel) NYC, re.
 Marinos, Los (Trocaadero) NYC, nc.
 Marita (Bal Tabarin) NYC, nc.
 Marilyn & Michael (Radio City Rainbow Grill) NYC, nc.
 Marquises, Three (La Marquise) NYC, nc.
 Marquita & Meece (Ole Mill Club) Clean, N. Y., 19-25.
 Martinez, Juan (Havana-Madrid) NYC, nc.
 Mason, Gil & Bernie (Cocoanut Grove Boston, nc.
 May, Marty (State) NYC, t.
 Mayfields, The, & Virginia (State-Lake) Chi, t.
 Medina & Mimosa (Zarape) Hollywood, Calif., nc.
 Medrano & Donna (Ross Fenton Farms) Deal, N. J., nc.
 Mercer, Maryann (Village Barn) NYC, nc.
 Merry Macs, The (Roxy) NYC, t.
 Merrill, Lorena (Moonlight Gardens) Massillon, O., nc.
 Mia Miles Co. (Cocoanut Grove) Boston, nc.
 Mlaco (500) Atlantic City, nc.
 Miller, Beth (Rumanian Village) NYC, nc.
 Miller, George (Circle) Hollywood, nc.
 Mincer, Borrah (Earle) Washington D. C., t.
 Minute Men, Three (Lexington) NYC, h.
 Mole, Joe (Fernandez Shows) Honolulu Hawaii.
 Montez & Maria (Atlantic Bar) Wildwood, N. J., nc.
 Morales Bros. & Little Daisy (Celebration) Adrian, Mich.
 Moran & Piemonte (Warwick) NYC, h.
 Moriche, Jose (Trocaadero) NYC, r.
 Morrison, Alex (St. Regis) NYC, h.
 Murphy, Rose (Famous Door) NYC, nc.
 Myers, Helen (New Yorker) NYC, h.

N
 Nagle, Bert, & Co. (Municipale Casino) Cannes, France, 25-Aug. 8.
 Napua (Lexington) NYC, h.
 Nazarenko (St. Regis) NYC, h.
 Nelson, Walter (Playland Park) Rye, N. Y., p.
 Nesbit, Evelyn (Cavaller) NYC, nc.
 Newton, Peggy (Hickory House) NYC, nc.
 Nicholas Bros. (State) NYC, t.
 Night Hawks, Four (Edgewater Beach) Chi, h.
 Ninon & Villon (Villa Venice) Chi, cc.
 Norris, Harriet (Alabam') Chi, nc.

O
 O'Day, Darlene (Bismarck) Chi, h.
 O'Del, Del (Bossert) Brooklyn, h.
 Odum, Susie (Wivel) NYC, re.
 Ortego, Rosita (Villa Venice) Chi, cc.
 Ortiz, Joe (Circle) Hollywood, nc.
 Osborne, Will, & Orin (State) NYC, t.
 Owen, Guy (International Casino) NYC, nc.
 Oxford Trio (Astor) NYC, h.

P
 Page, Paul (Edgewater Beach) Chi, h.
 Paris, Frank (Lyric) Indianapolis, t.
 Park & Clifford (Astor) NYC, h.
 Parker, Bob (Murray's) Tuckahoe, N. Y., nc.
 Parkerson, Lew (Savoy-Plaza) NYC, h.
 Parraga, Grazziella (La Rue) NYC, re.
 Peaches & Palmer (Black Cat) NYC, nc.
 Peppino & Camille (500) Atlantic City, nc.
 Perkins, Johnny (Capitol) Washington, D. C., t.
 Perry, Mary (Afrigue) NYC, nc.
 Petty, Ruth (Capitol) Washington, D. C., t.
 Phelps, Phil & Dotty (Dominion Park) Montreal, Can., p.
 Pierce & Harris (St. Regis) NYC, h.
 Plank, Sebastian (Hofbrau) Long Island, nc.
 Plante, Texas (Wunder Bar) New Orleans, nc.
 Plaza, Trini (Gaucho) NYC, nc.
 Powell, Eddie (Jack o' Lantern Lodge) Eagle River, Wis., nc.
 Presser, June & Cherry (Casa Manana) NYC, cb.

R
 Ramona (Cavaller) NYC, nc.
 Ramos, Francisco (El Chico) NYC, nc.
 Randolph, Amanda (Black Cat) NYC, nc.
 Ransom, Blenda (Cavaller) NYC, nc.
 Ravey & Margo (S. S. Theodore Roosevelt) Chi, s.
 Raye, Gilbert (Bartlett Club) Rochester, N. Y., nc.
 Raye, Martha (Chicago) Chi, t.
 Reilly, Patricia (Garbo) NYC, re.
 Renaud, Rita (Chateau Moderne) NYC, nc.
 Reys, Paul & Eva (Chez Paree) Chi, nc.
 Reynolds, Helen, Skaters (Faltsades) Fallsade, N. J., p.
 Rhodes, Dorothy (Black Cat) NYC, nc.
 Rickson, George (Chateau Moderne) NYC, nc.
 Roberts & White (Astor) NYC, h.
 Roberts, Whitey (State-Lake) Chi, nc.
 Robinson Twins (Riviera) Fort Lee, N. J., ro.
 Rockwood, John (Jimmy Kelly's) NYC, nc.
 Roland, Dawn (Astor) NYC, h.
 Rolling Cloud, Chief, Dog Town Follies: Fredericksburg, Va.
 Roy, Dr. Sydney (Radio City Rainbow Room) NYC, nc.
 Roth & Shay (Casino Municipal) Juan Les Pins, France.
 Royal Hawaiian Sweethearts (Biltmore) NYC, h.

Royal Rangers (Village Barn) NYC, nc.
 Royale Frolics Revue (Palace) Chi, t.
 Rubini, Jar (Selznick's) Hollywood, Calif., nc.
 Rubinstein, Erna (Zimmerman's) NYC, re.
 Rufus & Richard (Surfside) Long Beach, N. Y., nc.
 Rugel, Yvette (Colosimo's) Chi, nc.
 Russell, Maudie (Surfside) Long Beach, N. Y., cb.
 Ruiz, Maclovio (Blackhawk) Chi, nc.

S
 St. Claire & O'Day (Tivoli) Melbourne, Australia, June 30-Aug. 26, t.
 Savva, Marussa (Russian Kretchma) NYC, re.
 Saxon Sisters (Colosimo's) Chi, nc.
 Schrieber, Richard (La Salle) Chi, h.
 Scott, Virgie (Black Cat) NYC, c.
 Scott, Hazel (Famous Door) NYC, nc.
 Seales & Lene (Hawaiian Paradise) Hollywood, Calif., nc.
 Shandor (Buckingham) NYC, h.
 Shatten, Anna (Roumanian Village) NYC, re.
 Shaw, Helen (Old Roumanian) NYC, c.
 Shaw, Sandra (Ernie's) NYC, nc.
 Sheldons, The (Black Cat Casino) Wilmington, Del., nc.
 Sherman Bros. & Tessie (Royal Pines) Lake George, N. Y., nc.
 Shore, Willie (Hi-Hat) Chi, nc.
 Shutta, Ethel (Chez Paree) Chi, nc.
 Simmons, Lee (Plantation) NYC, nc.
 Simms, Virginia (Pennsylvania) NYC, h.
 Singing Strings Trio (Katsinas) Champaign, Ill., c.
 Sisters, Emerald (Black Bear) Reading, Pa., nc; (Sportland Club) Wildwood, N. J., 18-25, nc.
 Snakehips & Clementine (Afrique) NYC, nc.
 Sokolokaya, Nadia (Russian Kretchma) NYC, re.
 Sophisticates, Three (Lyric) Indianapolis, t.
 Southern & Cortez (Pine Inn) Hollywood, Fla., nc.
 Sperry, Frank (Roosevelt) NYC, h.
 Spiller, Capt. A. (Steeplechase Coney Island, N. Y., p.
 Stanley Twins (President) Atlantic City, h.
 Starr, Judy (Astor) NYC, h.
 Steiner Trio (Celebration) Green Camp, O., 20-24.
 Sterling, Lynn (Leon & Eddie's) NYC, nc.
 Sterling Rose Troupe (Celebration) Everett, Pa., 18-23.
 Sterling, Wynne (Roumanian Village) NYC, re.
 Stone, Mary (Alabama) Chi, nc.
 Swann, Russell (Savoy Plaza) NYC, h.

T
 Tarant & Decita (Monte Carlo) NYC, nc.
 Tavares, Freddy Kaulana (Biltmore) NYC, h.
 Taylor, Smiling Lou (Cavalier) NYC, nc.
 Terrace Boys (Barney Gallant's) NYC, nc.
 Theodora (Murray's Supper Club) Richmond, Ind.
 Thomas, Billy (Black Cat Casino) Wilmington, Del., nc.
 Thomaschfsky, Boris (Rainbow Inn) NYC, re.
 Tilton, Martha (Pennsylvania) NYC, h.
 Tinney, Dot (Black Cat) NYC, nc.
 Tisdale Trio (Le Mirage) NYC, nc.

THE TITANS

"RHYTHM IN SLOW MOTION"
 LOEW'S CAPITOL,
 Washington, D. C.

Dir.: MILES INGALLS & JACK DAVIES.

Titan Trio (Capitol) Washington, D. C., t.
 Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro.
 Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro.
 Torrence, John & Edna (Roxy) NYC, t.
 Travers, Helene (18) NYC, nc.
 Trenkler, Alfred (Ice Arena) Blackpool, Eng., c.
 Trent, Tommy (Chicago) Chi, t.
 Tucker, Sunny (Ivan Frank's) NYC, c.
 Tucker, Sophie (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Turand Brothers (Trocadero) London, nc.

U
 Unicus Troupe: Franklin, Pa.
V
 Valdez, Vern (Finocchio's) San Francisco, nc.
 Valez, Kippie (Atlantic Bar) Wildwood, N. J., nc.
 Van Dyre, Wayne (Chicago) Chi, t.
 Varone, Joe, & Four Sparkettes (Meridian) Champaign, N. Y., h.
 Velez, Angela (Chateau Moderne) NYC, re.
 Velez & Yolanda (Palmer House) Chi, h.
 Venuta, Benay (Casa Manana) NYC, cb.
 Verne, Miriam (Essex House) NYC, h.
 Vernon, Dal (Radio City Rainbow Grill) NYC, nc.
 Vest, Floria (Butler's) NYC, re.
 Villano & Lorna (Stork Club) Kansas City, Mo., nc.
 Vincent & Anita (Rhineland Gardens) Armonk, N. Y., nc.
 Voella, Sinda (Russian Art) NYC, re.
 Vox & Walters (Riverside) Milwaukee, t.

W
 Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.
 Wainwright, Helen (Leon & Eddie's) NYC, nc.
 Walley, Nathan (International Casino) NYC, nc.
 Ward, Will (Bill's Gay Nineties) NYC, nc.
 Ward, Alda (Surfside) Long Beach, N. Y., nc.
 Waring, Ruth (Wivel) NYC, re.
 Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc.
 Wayne, Iris (Chez Paree) Chi, nc.
 Welch, Muriel (La Marquise) NYC, nc.
 Wellington, Marcelle (Garbo) NYC, re.
 Wenzel, Dorothy (Bertolotti's) NYC, nc.
 Wessels, Henri (Plantation) NYC, nc.
 Whirling Bees, Three (Dominion) Montreal, Can., p.
 White, Jack (18) NYC, nc.
 White, Shirley (Cocoanut Grove) Boston, nc.
 Whitney, Marjorie (Skyrocket) Chi, rh.
 Wicke, Gus "Popeye" (Radio Franks') NYC, nc.
 Wing, Toby (Palace) Milwaukee, t.
 Winter Sisters, Three (Paradise) NYC, re.
 Winters & Merano (Cafe Artique) NYC, nc.

Wolfe, Lorna (Ranch Club) Seattle, Wash., nc.
 Wonders, Ralph (Ambassador) Atlantic City, h.
 Woodie & Betty (Bel Tabarin) NYC, nc.
 Wright, Charlie (Weylin) NYC, h.
 Wyse Jr., Ross (Casa Manana) NYC, cb.
 Wyte, Una (Riviera) Fort Lee, N. J., ro.
Y
 Yevo & Doro (Marcel's) Flushing, L. I., nc.
 Young, Margaret (Gay '90s) NYC, nc.
 Youman Bros., Three (State-Lake) Chi, t.
 Yourloff, Your (Old Roumanian) NYC, c.
 Yvonne & St. Clair (S. S. Yankee) Battery Park, N. Y., s.

Z
 Zito (Jim Braddock's Corner) NYC, re.
 Zudella & Co. (Midway) Rockford, Ill., 16-22; (Coronado) Rockford 23-Aug. 5, t.

DRAMATIC AND MUSICAL

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

On Borrowed Time: (Geary) San Francisco.
 Pins & Needles: (Biltmore) Los Angeles.

REPERTOIRE

Aulger Bros.' Show: Austin, Minn., 18-23.
 Blythe, Billy, Players: Hammond, N. Y., 18-23.
 Brownie's Comedians: Newcastle, Va., 18-23.
 Ginnivan, Norma, Dramatic Co.: White Pigeon, Mich., 18-23.
 Ginnivan, Frank, Dramatic Co.: Continental, O., 18-23.
 Heffner-Vinson Show: Brodhead, Ky., 20-21; London, 22-23.
 Kinsey, Kathryn, Ko.: Marion, O., 18-23.
 Sadler's Own Co.: Hereford, Tex., 18-23.
 Schaffner Players: Delta, Ia., 18-23.

MISCELLANEOUS

Arthur, Magician: North Springs, Tenn., 20-21; Haydenburg 22-23.
 Birch, Magician: Warren, Minn., 21; Grand Forks, N. D., 22; Ada, Minn., 23.
 Burro Ball: Palmyra, N. J., 20; Midland Park 21; Bogota 22; Coopersburg, Pa., 23.
 By Gosh Vaude Tent Show: (City Park) Spencer, W. Va., 18-23.
 Crowley Shows: Hanna City, Ill., 18-23.
 Daniel, B. A., Magician: Pierson, Ill., 18-23.
 De Cleo, Magician: Hicksville, O., 18-30.
 Delmar, Hypnotist: Escape: (Granada) The Dalles, Ore., 21-23.
 Dionne's Tent Show: Ideal, Ga., 18-23.
 Fred's Kiddie Circus: Burke, S. D., 20; Gregory 21; Dallas 22.
 Green, Magician: Campbellton, N. B., Can., 18-23; Edinundston 25-30.
 Hoffner & LaVell Show: Hanna City, Ill., 18-23.

(See ROUTES on page 66)

HEFFNER-VINSON

(Continued from page 23)

Bowling Green. This was a pleasant surprise, as natives were a little slow in coming at first, and even Herman Lewis was about to turn Republican.

Ralph Herbert busy with mid-season painting and has trucks flashy looking. Quite a gathering of showfolks in Bowling Green Sunday. Entire Bisbee show was over for visit with our gang, and T. J. Reynolds' Majestic Showboat tied up there. Both shows took in the showboat at night and were shown every courtesy by Skipper Reynolds. I noted Manager Jess Bisbee and wife, "Rube" Brasfield and wife, Mack and Gladys McWhorter, Howard Johnson, Joe Hagerty and Billy Wight, of Bisbee gang; Marshall Walker and wife, Beulah; George and Helene Hill, Harry Weatherby, Ernest (Toby) Vevia, Don and Myrtle Null and the Reynolds family, of the showboat.

Severe wind and rain storm hit just at overture, ruining what gave promise of one of season's biggest nights at Bowling Green Monday. Storm raged for 45 minutes and only the efficient work of Hoxie Tucker and crew kept top in air. Lot was flooded, causing a good many of the natives to leave. Show finally got started but did no concert.

Visitors at Franklin, Ky., were Jim and Edna O'Brien, ex-troupier, now located at Nashville; Lester Bailey, formerly with Hollywood Showboat, and Mrs. Jess Bisbee, of Bisbee Show.

AL PITCAITHLEY.

HARRY HUGO

(Continued from page 23)

tremendous opposition in the form of a \$1,500 fireworks show, grand-stand show with the *Bubbling Over Revue*, two baseball games and scores of events on the Fourth week-end on the opposite side of town. Show drew a packed house even to the surprise of Manager Harry Hugo, as this was the first repertoire show to visit Kearney in several years. Show made its annual visit to North Platte following Kearney. Conditions are the best in years in this section.

Herbert (Squiddle) Hugo became ill on the run from Loup City to Kearney, but is back on the show and getting along nicely. His trouble is an asthmatic condition.

Mr. and Mrs. Bob Williams were forced to leave the show at Broken Bow, Neb., and jump to Bob's home in Kansas,

where his mother was critically ill. His mother passed away while they were en route. Mr. and Mrs. George Henderson are sporting a new Silverdome trailer.

Two new sax players are joining to augment the Hi-Hatter Orchestra. Several new specialty teams are also being added to the roster.

Chester Hugo, formerly with the Hugo Players and brother of owner Harry Hugo, is in politics, having entered the race for office of county commissioner of Dawson County, Neb.

A new sound truck is expected to be added shortly to the advance and a weekly newspaper will be a new feature of the publicity department, edited by the writer. HARRY CHIPMAN.

By Gosh Gushings

SUTTON, W. Va., July 16.—By Gosh Tent Show is plugging along to satisfactory results despite hectic conditions in the realms of tent show operas.

Our manager has modernized the cast and replaced a director who insisted on using *Old Grey Bonnet* tunes with a Scotch accent, causing the natives to recall old G. A. R. reunion days. Now the show is keeping pace with Walt Disney's *Snow White and the Seven Dwarfs*, which is helping the box office. A tie-up with an air meet, with stunt fliers ballyhooing the show, was a novelty bit of publicity here.

Uncle Ezra Whitcomb and the Four Boggs Brothers are extra added specialties. Bill Bagley and wife joined July 3, and their dancing is an ideal event for the family trade.

Script bills have been cut out and a program of modern scenes, bits, numbers and specialties is going over nicely in place of the antique so-called rural comedy-dramas.

Our recent ad in *The Billboard* brought 17 telegrams and 74 letters from people with shows that are closing or not paying off. Tho the money on this show is admittedly small, the pay envelopes are always waiting for the employees. BERNICE EXCESS.

Sid Lovett "Hangs Paper" For Milt Tolbert Tenter

London, Ky.

Editor *The Billboard*:

It has been my good fortune to catch Milt Tolbert's *Lasses White* show, "Buddy" Hale, manager, several times this season. During my many years of trouping I cannot recall more pleasant visits than the ones I have paid the Milt Tolbert show. Here are people worthy of the name showfolks. They present one of the cleanest tent show performances, as well as one of the best to be found anywhere, and they are creating a reputation for themselves in this territory.

I caught the show in Bowling Green, Ky., June 22, with ideal weather attracting a crowd of more than 1,500 to the grounds, but due to the limited capacity of the tent, hundreds had to be turned away. "Standing room only" was announced a half hour before the opening act.

Included in the performance were 15 vaudeville acts and the music of "Red" Jenks and his New Orleans Swingsters. Beautiful scenery, colorful costumes and dazzling lighting effects aided in stamping the show as a creditable production. Feature attractions were *Lasses White* and "Honey" Wilds; "Slim" Williams, black-face comedian, and Clyde Jewell, contortionist. Henry (Toby) Eastman is master of ceremonies.

The program was interspersed with the following vaudeville numbers: Paul Russell and marionettes; Gretchen Norris, acrobatic dancer; "Toby" and Dot Eastman, "Chet Wilson, Leroy and Frances, Clyde Hodges was interlocutor.

Manager Hale made announcements for the appearance of the Heffner-Vinson Show here. SID LOVETT, agent Heffner-Vinson Show.

Likes Van Arnam Offering

Boston.

Editor *The Billboard*:

Recently in White River Junction, Vt., I had the pleasure of witnessing the Van Arnam Radio Fun Makers under tent and wish to say it has been a long time since I have enjoyed two hours of clean fun and entertainment such as Van Arnam is giving his public this year. For entertainment, class and wardrobe the unit is hard to surpass.

What impressed the writer most was the commendable way in which Clarence Reed handled his various assignments.

The young man has the knack of selling himself to his audience and should go far in show business.

Altho not connected with show business I read *The Billboard* quite often, enjoy it a lot and wish you many years of continued success.

ROBERT FRYE DRISCOLL.

MAGIC

(Continued from page 22)

sorts in South Carolina to fair returns.

MR. AND MRS. LORING CAMPBELL, who recently jumped to their home in Burbank, Calif., for a vacation, info that they've had all the work they can take care of since reaching their destination. They will head eastward about August 20.

HARDEEN, at Leon & Eddie's, New

York, for the last four weeks, has had offers to hold over there until August 2, but his opening at Hamid's Million-Dollar Pier, Atlantic City, July 23, prevents his remaining over. From the Hamid pier he goes to Hershey, Pa., then back to a New York nitery. Hardeen was presented with the Veteran Horton Award at the recent SAM convention in Cincinnati. THE GREAT OVETTE (Joseph Ovette) was a recent free-act feature at Lakeside Park, Port Dalhousie, Ont., with his "man they couldn't hang" nifty. SONIA ZARANOFF, new and exotic mentalist, is appearing eight times daily at the Cussins & Fearn department store, Columbus, O., under the direction of R. A. Nelson, of the Nelson Enterprises. She is featuring the talking teakettle. KAROL THE MAGICIAN is in his 19th week at English's House of Magic, Chicago. He's been doubling on luncheons and banquets during the daytime, and recently worked the Hotel Sherman, Chicago, during the Rotarians' Exposition week. THE KARNAKS, now touring Nova Scotia with a carnival organization, plan to return to the States early in September to begin preparation on their school season. W. H. Karnak says that biz has been good, weather permitting. "Not much magic up this way," he writes. "Met Karl the Magician in Sydney, N. S. Has plenty of show, but at present is off the road. Al DeLage is appearing with the Mickey Rooney unit thru these parts and scoring a hit, from reports." CARL SHARPE, the card wiz, infos that he's back in Chicago after a successful lay-off in Detroit. "Things look dark around here," pipes Carl from Chi. "More magi here than Battle Creek has corn flakes, but the town's as good as any to rest in."

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Roller Derby News

SAN FRANCISCO, July 16.—The Roller Derby is packing 'em in at Civic Auditorium. Crowds have averaged 5,000 a performance and the other night the law had to step in to keep the promoters from selling tickets to people who couldn't possibly be squeezed into the place. Leo Seltzer, promoter, predicts the attendance figure will top that of Los Angeles, where 330,000 were reported to have witnessed the roller carnival. Derby opened here July 6 for a scheduled 21 days.

TED AND MAE GOODWIN are in their 11th year with the Dr. N. F. Tate med show and report business very good. They reported that their daughter, Clara, and Ray Hegwood, piano player with the show, were married in Orange, Tex., recently.

Out in the Open



Roger Littleford Jr.

NEW YORK, July 16.—It is meeting time again in New England. Several times each year members of the National Association of Amusement Parks, Pools and Beaches assemble to discuss their industry and to create ways and means of bettering park conditions in general. They are an energetic lot, devoted to the industry of supplying the public amusement and cognizant of the value of periodical get-togethers. Altho each

meeting has its share of entertainment, sessions are by and large serious undertakings. But not so the summer meeting of the New England Section, NAAPPB.



R. S. Littleford Jr.

There is nothing quite like this annual July picnic—for 'tis strictly fun from beginning to end and there is no pretense to seriousness whatsoever. Oddly enough there is an unwritten law that forbids the mention of business things, even outlaws comment on the park season thus far. Next week the boys will meet again—this time at Harry C. Baker's recent resort acquisition in Avon, Mass. Prexy Baker, who heads the national association of parkmen, is noted for his ability as a host and rumor has it that the '38 summer conclave will be one of the wackiest, carefree, thoroly enjoyable parties ever afforded the visiting firemen. They come from all over to the New England summer meeting—and they usually return home sore of limb (baseball) and weak of constitution (excessive dining). Yes, it will be a tough time at Avon next week, but the boys will love it.

The National Showmen's Association gets its local membership drive off to a big start next week when President George A. Hamid and as many members as he can muster visit big Palisades Park for a midnight pep meeting. The rally, first of many at which Hamid will speak and others entertain, is designed to attract attention to NSA and to gather more park people into the fold. . . . They are congratulating Grover Whalen for personally creating the first real publicity tie-up for his New York World's Fair—the fair name tagging Howard Hughes' round-the-world plane—of course. And it was a good stunt—a valuable piece of international publicity. Speaking of Hughes, we wonder how many showmen are dreaming right now of that same plane as a World's Fair concession. A natural, to say the least! . . . Altho Billy Rose has already been contracted to supply a tremendous spectacle outside of the amusement zone proper, World's Fair officials are still wondering what to do with the lower end of the midway—where concessioners have been promised an immense attraction with some sort of mass appeal. Rose's show will apparently be a pageant depicting highlights of American history—but what kind will the midway spec be?

The August issue of *Fortune* will contain a lengthy article on the amusement park business and Coney Island in particular. The piece, they say, analyzes the changes in the park business in recent years—and practically predicts that the golden days are gone forever. . . . Another "big promotion" apparently went up in the air this week. Event, allegedly supported by large automobile manufacturing enterprises, was set for a Long Island airport—but was suddenly "canceled." Nice stuff!

The circus industry is mourning the untimely loss of one of its staunchest members—Harvey A. Mayer, president and general manager of the Joseph Mayer Publishing Co. Altho never actually of the circus, his close connection thru the publishing and selling of programs made him a definite part of the sawdust trail. A "trouper" thru and thru, one of our latest recollections of Harvey had

him peddling his own programs thru Madison Square Garden during the Ringling-Barnum strike last April. The Mayer firm had never blown a show, Harvey said, and he was doing his part to keep the record clean.

Officials of the New York WPA circus have reported that no less than 103 members of the late Ringling-Barnum show have already applied for work on the local project. But only one, Nick Cravat, a performer, has been accepted. Cravat left the WPA show this spring to join the Big One. . . . Bill Emery, elephant trainer, has replaced Bill Spain as head bull man at the Meems Brothers & Ward establishment in Long Island. Spain is handling the free circus for Booker Jimmy Victor at Luna Park, Coney Island.

Hartmann's Broadcast

A READER of *The Billboard*, who asks that his name be withheld, writes us that "in view of the fact that the Col. Tim McCoy Wild West Show claims to have had an investment of \$350,000 and also in view of the fact that Ringling Bros. paid \$408,000 for Barnum & Bailey, I think it would be of much interest to your readers for you to publish the McCoy show wage scale. This wage scale is now public court records and public property. If you publish same, please make it fool-proof by stating whether it represents weekly or monthly time."



A. C. HARTMANN

That portion of the contract signed by the McCoy show with the American Federation of Actors in Cincinnati a week before the blow-up in Washington, D. C., referring to performers' salaries, reads: "The employer agrees that the salaries stipulated in the contracts of performers shall be for a week's engagement consisting of 12 performances, together with board, lodging and transportation. For each and every performance played over and above 12 performances in any given week the performer is to receive one-twelfth of his weekly salary in addition to his or her weekly salary and for each and every performance under 12 performances not played in any given week the employer may deduct one-twelfth of the performer's weekly salary."

The contract called for concession employees to receive not less than 20 per cent of the gross total of their sales plus lodging and transportation.

The weekly minimum wages for all other workers and employees ran as follows, plus board, lodging and transportation and a \$2 weekly bonus:

Baggage Stock: Eight-horse drivers and six-chain team, \$15.15; six-horse drivers and trapping men, \$13.15; trail drivers and watchman, \$11.85; gilly wagon driver, \$9.65; four-horse driver, \$9; eight-horse and six-horse helpers, \$8.50; greasers, \$8.50. Ring Stock: Watchman, \$8.50; Class A and Class B grooms, trapping men and pony grooms, \$7.25. Property: Riggers, \$10.50; Class A property men, \$8.50; Class B property men, \$7.25. Light Department: Class A special, \$12.30; Class A, \$10.35; gas men, \$8.50; Class B, \$7.25. Side Show Canvas: Class A canvasmen, inside men and wagon loaders, \$7.25. Porters: \$7.25. Dining Car Help: \$7.25. Big Top Canvas: Sailmakers and stake drivers, \$13.15; seat men, \$11.85; riggers, \$9.65; front door boy, \$10.15; wagon loaders and stake and chain men, \$8.50; second front door man, canvasmen, net men and block boys, \$7.25. Train Department: Polers, \$13.15; train light men \$9.70; front chalkers and cable men, \$9.50; back chalker, \$8.50; hook rope men, train hands and stock car man, \$7.25. Cook-house: Pastry cooks, \$16.30; stove men, \$14.30; griddle men and steam cooks, \$12.30; butcher, \$12; firemen, \$11.65; steam table, \$8.65; front door mer., \$8.50; waiters and kitchen help, \$7.25.

Tractor Department: Drivers, \$28; helpers, \$7.25. Wardrobe Attendants \$7.25. Shop Mechanics: \$21.05. Ushers \$9.65. Painters: \$18.80. Amplifying Department: \$23.80. Ticket Takers: \$13.50. Ticket Sellers: \$18.50.

The weekly bonus did not apply to ticket takers and sellers.

CARNIVAL people, we believe, will agree with us that Doc Waddell, chaplain of Crowley's United Shows, did a fine job in his answer to an editorial that appeared in *The Daily Herald-Whig*, Quincy, Ill., July 3, under the title of *The Crop of Carnivals* and reading as follows:

"Another bumper crop hereabouts this summer—and one that isn't so welcome—is the crop of cheap carnivals. Quincy seems to have had a veritable orgy of them. In succession they come with their claptrap, their filmflams, and their invariable aftermath of police court cases. In all times, even when it is hard to meet the ordinary needs of life, some form of recreation and entertainment is essential. It does seem grim, however, that when there is such desperate need, people should be taken in by the cheapest sort of exhibitions and the most flagrant of skin games. There is hardly one of these outfits that doesn't have its sequel in the criminal courts. This is one bumper crop of this season that the community could easily do without."

And here's Doc's answer (Doc, by the way, will reach his 75th milestone on August 26):

"The editorial contains nothing that tends either to 'world peace' or 'worldly peace' in the show world. The writer, a friend of mine, did not mean Crowley's United Shows, which were to open in Quincy, Ill., July 6. The editorial was in the issue of *The Daily Herald-Whig* there before that date. It meant the 'bumper crop of carnivals' that came to Quincy earlier in the season. The editorial reveals that this 'crop' left the town 'burnt up on carnivals,' making it hard on clean outfits following. The convincing publicity given the Crowley show by *The Herald-Whig* overcame public opposition and we piled up a record-breaking profit. I talked to my editor friend and he agreed with me that writers often, but unintentionally, err and injure the innocent and deserving; that they should be practical and have true vision, be fair and balanced. I pointed out that a writer could say of movies, 'another bumper crop of cheap pictures'; or policemen, another bumper crop of cheap policemen'; of business men, 'another bumper crop of cheap business men'; of preachers, 'another bumper crop of cheap ministers,' and so on. Wherever you are sin surrounds you. A flirtation sometimes leads to a meeting in the movie theater and the seduction of a maiden or ruination of a wife or mother. The crook is sometimes found wearing the uniform and badge of an officer. Every once in a while a preacher or church elder goes to perdition thru a flirtation with member of choir. When these latter sins reveal the individuals are blamed. When an employee of a show makes a mistake the whole show is blamed. I wish editors, business men and nonprofessionals possessed the honor existing between master-minded underworld characters, and between old-school veterans in show life. The good, bad and indifferent are in every group of people. The church and the show, no exceptions. We lack in the carnival world a genuine housecleaning, and a balancing to 'wine, woman and song.' And I'm convinced that church organizations need it, too."

Notes From the Crossroads

By NAT GREEN

BUSMAN'S HOLIDAY: It's nice to slip away for a quiet, peaceful vacation, especially when one knows his column will be well taken care of by Bob Hickey. Bob did a good job last week. We'll have to hand him a Perfecto Garcia or maybe a Cheroot! Yes, a quiet, peaceful spot on the lake is okeh—for a few days; then we get the itch to be on the move and start conning *The Billboard's* route list. So . . .

Saturday: Traded lake breezes for the Johnny J. Jones Exposition at Anderson, Ind., and spent a pleasant evening visiting W. C. (Bill) Fleming, young Johnny Jones, Jimmy Simpson, Ralph Lockett and Gene Whitmore. Show looked great and crowds on midway seemed to be spending.

Sunday: Seeing Jimmy Simpson and the missus off, dropped down to Indianapolis in hope of running into M. T. Clark, veteran carnivalite, at the Spencer House, but Mike had gone to church.

Monday: Cincy, my old home town, looked good, but quiet. Only excitement was Billy Bryant's showboat. Billy

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Vol. L JULY 23, 1938. No. 30

has become a summer institution in the Queen City.

Tuesday: Back in Chi and the Magic Carpet looked as if it were convent on time. Encountered Ralph Ammon, Wisconsin State Fair manager, scouting for talent; Fred A. Chapman, Ionia Fair sec. in for furniture show; Mrs. Anna Gruberg, Mr. and Mrs. Joe Rogers, Frank P. Duffield and J. Allen Darnaby. And at the luncheon club it was Cirkie Day, J. D. Newman and Floyd King in from the East; Don Hanna on his way to San Francisco; J. B. Austin, probably in San Antonio by this time; Jack Austin, Bob Hickey, Harry Bert, Whitey Merrill, H. A. Atwell and L. B. Greenhaw, for a two-hour session of putting it up and taking it down.

Wednesday: Watching the first section of the Barnes-Sells-Floto Circus, augmented with Ringling features, roll into the yards at Huron, S. D., at 10:30 a.m. after a long, hard run from Watertown. Workingmen emerging from the coaches with dukeys and hustling over to the runs. A little later on the lot everyone lending a hand—working on canvas, carrying seat planks and stringers and generally making themselves useful. Over in the cookhouse after matinee, performers acting as bus boys, girls peeling potatoes. The show must go on. The night show over, Art Concello, Terrell Jacobs and other star performers helping tear down and load. They've got the circus spirit!

Thursday: Up early and with Paul Miller, Ringling concession man, wheeled out of Huron for a 150-mile drive to Marshall, Minn., chauffeured by "Mutt," the blow-off worker (from Johnson City, Tenn.), in Art Concello's car. A pleasant trip, Mutt being a careful driver and colorful conversationalist. Lots of visiting on the lot. Pleasant chat with Mabel Stark, who autographed a copy of her interesting book, *Hold That Tiger!* with Capt. Terrell Jacobs, who gave me a black leopard's claw, and Frank Buck, who had some pertinent observations to make on the circus situation. Got a swell shot of Dolly Jacobs with young black leopard, and Dolly snapped me with the cat (I hope those claw marks don't show). Chat with the North boys, Herb Duval and friends in the backyard and dinner in the cookhouse with Sam Stratton, then off to Tracy to wait two hours for the pokiest train extant.

Friday: Rolling toward Chi. At Baraboo, saw first paper heralding Ringling show features. Back on Randolph street and an informal evening with some of the show boys. Saturday, off to La Crosse to catch the show once more and so ending a perfect week's busman's holiday.

BARNES-S-F REORGANIZED

All "Pitch In" To Get Started

Redfield, S. D., first stand for augmented show — Valdo directs program

CHICAGO, July 16.—That there are still hundreds of performers and workmen who are loyal to the circus and its traditions is being strikingly demonstrated in the new set-up on the Al G. Barnes - Sells - Floto Circus. Despite threats, rumors and a shortage of help, the show, augmented with many of the feature attractions of the Ringling Bros.-Barnum & Bailey Circus, is moving along with a minimum of difficulties and showing regularly.

Redfield, S. D., was the first stand of the augmented show and there was, naturally, some difficulty in getting the new order started. By the time the show reached Huron, S. D., it rapidly took shape. A representative of *The Billboard* visited the show at Huron. Show arrived late and the matinee was started at 4 o'clock. House was very light as hundreds who had been on the lot earlier left when it was apparent the show would be at least two hours late. Show was presented in full, with exception of a few minor cuts. Evening show got under way on time, with about 4,000 in attendance. Performance, in charge of Pat Valdo, ran with remarkable smoothness and was enthusiastically received.

Altho there had been rumors that the American Federation of Actors would (See BARNES-S-F on page 69)

Equipment of McCoy Show Under Hammer

WASHINGTON, July 16.—Receivers for the defunct Col. Tim McCoy Wild West show will put all of its magnificent equipment under the auctioneer's hammer here beginning August 1. Decision to sell followed an order from the Federal Court at Wilmington, Del.

Thus entering the last phase of oblivion a show which its backers thought would reawaken the American public to (See EQUIPMENT OF on page 68)



L. B. GREENHAW, who joined Russell Bros.' Circus at Chicago as legal adjuster. He was contracting agent of the Col. Tim McCoy Wild West this spring. Greenhaw has been connected with a number of shows.

Loyalty to the Circus

By ARTHUR HOPPER

HAS loyalty ceased with circuses? In spite of what has happened this year I do not believe it has. For quite a long time I have been with circuses, usually moving from smaller to larger shows. I was never in a rush to change positions, usually making a change when a show ceased operations for such reasons as illness, death or change of policy or because of general business and weather conditions.

So up from a mud or hay-burner show to the "Greatest Show on Earth" has been my record. This required a mighty long time, as traveling with such shows as Teets Bros.' wagon show, Sam Hopkins Joliffe's Bright Light Shows, Moyer Bros.' two-car circus, Mighty Haag wagon and railroad shows, Famous Robinson's railroad show, Howe's Great London, John Robinson's 10 Big Shows, Wild West and Circus Combined, Hagenbeck-Wallace, Hagenbeck-Wallace and 4-Paw-Sells Bros.' Combined Circus, Al G. Barnes Circus and then Ringling Bros. and Barnum & Bailey Combined Circus.

I did not believe I would ever live to see the Big Show forced to close in June, due to reasons mentioned in the press and on the air. Every ounce of our blood calls out, "the show must go on and on," which makes what happened to the Big One so strange. All I have been taught in circus business is loyalty to the show. Even if belly deep in mud and soaking wet we smiled and were cheerful, hoping for the best, as the circus had to go on and it was up to every living soul of the show to help.

Personally I have never learned to quit and the only reason for this article is to call attention to all circus folks to take a bulldog grip and help. I have not ceased to work this year and am now in action with the Al G. Barnes and Sells-Floto Circus. Proudly I can say that I have always been loyal to the circus, regardless of the low or high position I have held from laying out pin boy to canvasman, clown, candy-stand employee, ticket seller, announcer, adjuster, big show and side-show manager, general agent and traffic manager. I have always remembered my first "schooling" from an oldtimer: "Be square with the people you work for and with and be loyal to the circus. If you are you will get along all right."

If we must go down let's go down loyal to the circus.

Fans To Gather At Madison, Wis.

Dates of national convention July 31-August 2— to meet with Barnes show

WASHINGTON, July 16.—Melvin D. Hildreth, president of the Circus Fans' Association, announced today that the 1938 convention would be held at Madison, Wis., July 31-August 2. Members will meet with the Al G. Barnes-Sells-Floto Circus, greeting its arrival from Fond du Lac, Wis.

A warm invitation has been extended by the Chamber of Commerce of Madison, as well as by the newspapers. William T. Evjue, editor of *The Progressive*, formerly *LaFollette's Magazine*, (See FANS TO GATHER on page 68)

Beset With Many Troubles, Hagenbeck - Wallace Heads for Prosperous Wheat Belt Section

KANSAS CITY, Mo., July 16.—Beset with lawsuits, salary troubles and other difficulties acquired before and during its two-day stand here, Hagenbeck-Wallace Circus headed westward into Kansas Wednesday morning in an attempt to continue operating in the prosperous wheat belt area after playing to 15,500 persons at two matinee and two night performances on the Kaycee circus grounds.

The crowds, altho disappointing, received the show enthusiastically. The profit was small. Thousands of passes had been issued and Kaycee lived up to its infamous reputation as being a "town where everyone pays the tax to get in the gate" and see the show.

Following final show Tuesday night about \$6,000 was paid to employees. That day Mrs. Lucia Silberstein, a bare-back rider, and Louis Henry Puigalon, bicycle acrobat, filed suit in Jackson County Circuit Court asking for appointment of a receiver and a temporary injunction to prevent disposal of the show's assets. Defendants named were the H.-A. Circus Operating Corp., Hagenbeck-Wallace Circus Co. and Howard Y. Bary, general manager of show. Mrs. Silberstein charged that her salary was \$150 and that the circus

Rain Hinders Crew At Quarters of Ringling-Barnum

SARASOTA, Fla., July 16.—Daily tropical showers that have kept show equipment soaked ever since the return of the Ringling-Barnum Circus to quarters here July 1 have greatly hindered the quarters crew in storing the show into its winter barns.

Much of the smaller canvas was hung up to dry in the huge canvas loft before being baled and stored. All menagerie animals have been turned into the winter cages and runways. The cook-house has been kept open to feed the 75 men which Ed Kelly has working under him.

William Hobson, tent loft superintendent, said that he had his full crew still working, but that they were now on a 33-hour week. He said that he had (See RAIN HINDERS on page 68)

Tom Mix Show In Freak Storm

Big top goes down at Neenah, Wis.—Agee, Drummond and Rosselli injured

NEENAH, Wis., July 16.—A freak storm blew down the tent of the Tom Mix Circus at Laudon Park here July 10 while some 1,000 persons were viewing the evening performance. Fourteen persons required medical attention, the most seriously injured being Willard Drummond, of Celina, O., tent rigger, who suffered broken arms and head injuries.

Other members of the show who suffered injuries were John Agee, equestrian director, and Joseph de Rosselli, chief usher. The storm, accompanied by a heavy downpour of rain, lifted the canvas covering some 600 persons in the north section over the heads, while the south part of the tent remained upright for a few seconds and then collapsed.

Injuries in most cases were sustained by swinging or falling poles. Tom Mix, who directed the rescue work, estimated the damage would not exceed \$2,000 and the show presented two performances at Green Bay, Wis., July 11 as per schedule.

Freddie, a trick horse recently given by Mix to his daughter and valued at \$1,200, suffered a back injury when struck by a pole during the collapse of the tent from which he died. Thirteen other horses performing in the ring when the storm struck were covered by canvas, but suffered no injuries.

Side Show Notes

STURGEON BAY, Wis., July 16.—Side Show Manager Ted Metz, of the Tom Mix Circus, keeps his department in (See TOM MIX SHOW on page 68)

Kelley-Miller Gives Three Shows At Curtis, Neb.

ST. PAUL, Neb., July 16.—The Al G. Kelley and Miller Bros.' Circus had a big day July 4 at Curtis, Neb. Three performances were given, two of them straw. L. B. Sander, agent, was well pleased with his advance sale of tickets for the day. He had a tie-up. Show was sponsored by the firemen.

Organization will go south in several weeks. It has added some new equipment and did some painting. Show has been on road 14 weeks and only played to one week of bad business in Kansas.

Downie Opening Not Yet Announced

MACON, Ga., July 16.—Preparations are going forward rapidly for the reopening of Downie Bros.' Circus.

Thru his strategic location, show will probably be first in at many of the big cities in the far South.

Exact date of reopening has not been announced, but plans are being made for the show to go out not later than the middle of August, with the first stand probably in the South Georgia tobacco belt. Only the Southeastern States will be played, it is understood.

Most of the same personnel will return, Mr. Sparks stated.

Irene Ledgett, King Baile Join Russell Bros.' Show

CHICAGO, July 16.—Irene Ledgett has joined Russell Bros.' Circus, working elephants and riding menage. King Baile, who was Side Show manager of Sells-Sterling Circus, also has joined. Show had a big matinee and fair night house at La Grange, Ill.

C. W. Finney visited show at Sandwich, Ill. and was entertained by L. B. Greenhaw, legal adjuster of the Russell show.

Mickey King, aerialist, who left the (See BESET WITH on page 68)



With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
 Secretary W. M. BUCKINGHAM, Norwich, Conn.
 (Conducted by WALTER HOHENADEL, Editor "The White Top," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 16.—President M. D. Hildreth, of the CFA, plans to go to Geneva to attend a council meeting of the League of Nations early in September.

Fred Schlotzhauer and A. T. Sawyer saw night performance of Russell Bros. Circus at Princeton, Ill. They met John Tetlow on the lot. Business light at both performances. Sawyer and Schlotzhauer caught the show again at Mt. Pleasant, Ia. Schlotzhauer writes, "On July 3 I saw the Kay show in Gladstone, Ill., and had a visit with the Ketrovs, including Frank, who was back with show that day. The program is good. Business was good for a town of only 400. The Romig-Rooney troupe is a valuable part of the show. There is no managerie or side show. Thirty-five people are with it. Equipment is okeh."

Secretary W. M. Buckingham, of Norwich, Conn., writes: "Spent an afternoon with Pat Murphy, who was acting as agent for Robbins Bros. Circus, which has been booked here for July 20. Lot of the old Downie Bros. group on this show, some joining at beginning of season, others since Downie closing, also some who have played here in our indoor dates."

Lawrence C. Brown reports that the Fans enjoyed the day when Robbins Bros. Circus played Portland, Me. He adds: "I spent the day on the lot with Fan H. R. Peverly and party of Melrose, Mass. At night, the following Fans attended performance: H. R. Peverly, Melrose, Mass.; Frank D. Fenderson, Parsonsfield, Me.; Frank S. Allen, Philip I. Milliken, James B. Tomlinson, James S. McCloskey and the writer, all of Portland."

Burt L. Wilson, of Chicago, called on Col. C. G. Sturtevant at San Antonio, Tex., July 10.

Bill Owsley, of Aberdeen, S. D., was at Redfield when the Ringling train arrived with acts to join the Barnes show. Leonard Gross and wife, of Tacoma, Wash., spent week of July 4 with Mr. and Mrs. Harper Joy at their summer

home at Liberty Lake. Claude Elder and wife of Missoula, Mont., arrived on Saturday to spend the week-end.

Mr. and Mrs. W. H. Hohenadel and son, Walter, spent the day visiting Russell Bros. Circus at Sterling, Ill. On the lot met Mr. and Mrs. Sverre J. Braathen, of Madison; Edgar Wilson and Joe Taggart, of Rockford, and Fred A. Schmager, of Sterling. Fair house at matinee, but poor at night. A number of people who were with Sells-Sterling Circus were visitors.

Rainy-Week for Robbins in Maine

MANCHESTER, N. H., July 16.—The Robbins Bros. Circus family really felt the heat when the thermometer went up around 85 at Portland, Me. Coming out of the cool Maritimes this seemed like a "heat wave." The show experienced quite a bit of rain during the week in Maine, especially at Calais. The show has been on green, grassy lots.

At Ellsworth, Me., a high-class audience was in attendance for the afternoon show. The reason for this, nearby Bar Harbor, the famous society summer resort. The railroad does not run into Bar Harbor and Ellsworth is the nearest point of contact. At Portland, Me., the big top was filled at both performances and the folks were extremely generous with applause. First parade on Congress street in a long time.

Floyd King came from Boston to spend most of the day at Portland and talk things over with Jess Adkins. Visitors at Portland included Lawrence C. Brown, CFA of the Den. W. Stone top, and Frank D. Fenderson, CFA from Parsonsfield, Me.

Riggs Playing Plenty Of Nebraska Territory

HASTINGS, Neb., July 16.—The Riggs Circus and Wild Animal Show is still playing Nebraska. Has been in State the past 12 weeks with exception of two South Dakota stands. Show has traveled 1,412 miles in playing 74 towns. Business in the western part of Nebraska very poor. Considerable damage was done to side show by a storm at Eddyville. Show was in another storm at Amherst, but no damage was done. The entire show is being enlarged and another 30-foot middle will soon be added. New masking has been received and poles have been repainted.

Lillian Riggs, owner-manager, has recovered from a fall received in double trappe act. Mr. and Mrs. Riggs are entertaining celebration committees, as show will be presented at a number of fairs and celebrations in near future.

Harry Johnson is doing nicely with banners. Bob Holliday, superintendent, has the show up early. William Kemp-smith has introduced some new clown numbers. Buck Riggs has perfected a new act. His partner carries a free balanced shoulder perch which he mounts and does a routine of rope spinning.

Emily H. B. Ringling Files Suit for Court Expenses

SARASOTA, Fla., July 16.—After winning out in a minor Supreme Court duel in Tallahassee last week Mrs. Emily Haag Buck Ringling, divorced wife of the late John Ringling, filed suit in Circuit Court here to force the Ringling executors to pay the court expenses of the action. The suit was for \$3,000. The Supreme Court action was in the nature of an appeal by the estate.

Mrs. Ringling in a prior action sought to force foreclosure of a chattel mortgage Ringling gave her to safeguard an earlier note for \$50,000 which he had not paid.

Estate attorneys, while admitting the validity of the note, asked the high court to declare the mortgage invalid because it was a contract between husband and wife and hence void under the common law. The court dismissed the contention, however.

Linard Jones Fund \$155

ERIE, Pa., July 16.—The Dodson Post No. 784, American Legion, of the Dodson World's Fair Shows, and M. Olson, part owner of the Jolly Jailett Shows, have donated to the Linard Jones Monument Fund. The total amount is now \$155.20.

George H. Lux is general chairman of the committee. He takes care of all donations and then turns them over to Frank V. Baldwin Jr., treasurer. The address of Lux is 1231 West 10th street, Erie.

What I Do Not Know About Circus Business

By WILLIAM JUDKINS HEWITT

Now is the time for some circus man, emphasis on circus man, to put out a four-pole-top circus on 40 cars, give three performances daily at a general admission of 25 cents with 25 cents for reserves. It will not take \$1,000,000 to do it nor will it make \$1,000,000, but it will put a lot of people to work and should make a fair profit.

The title should be Works Progress Administration Circus. Or am I being affected by the heat!

If WPA wants to buck the circus business why not do it right with a four-pole-top show on 40 cars with a real seasoned showman at the helm? No first of Mays or Johnny Newcomers are needed.

The late Tim McCoy Wild West train and equipment are right under the federal government's nose in Washington. Let it consider this idea carefully if WPA wants to amount to something in the circus business.

Light Biz for WPA at Brooklyn

BROOKLYN, July 16.—The WPA Federal Theater Project's circus closed its engagement here July 9. Biz was light, but show left with the nut. This was the toughest lot the show has played this season. Towners (both adults and children) kept up a rain of rocks on canvas and an extra detail of police was assigned to the show for the date.

Feature writers from *The Daily News* and *The Brooklyn Eagle* were on hand and show got a nice break. *New York Times* also gave show a break in its Brooklyn section.

Sig Zeno, who trouped with the old Sig Sautelle show, was a recent visitor, spending an entire afternoon with Oscar Lowande and Johnny Correia. Zeno is now connected with the State hospital of Pennsylvania.

Brigades are in New Jersey, billing Payonne and Clifton, first towns on the New Jersey itinerary, reports Wendell J. Goodwin.

Admire & Eakin Show Doing Some Business

CAPE GIRARDEAU, Mo., July 16.—The Admire & Eakin Circus is going along and doing some business. At Osceola, Mo., July 4 light matinee but swell night house. Warsaw was the best day of the season—straw afternoon and night. At Versailles fair matinee and big night house; Cole Camp, flop; Clinton, matinee terrible, and night house, 600 adults; Buffalo, two big houses.

Show is booked for two weeks in the Ozarks.



JIM WHALEN, Ringling-Barnum veteran boss canvasman, who retired this spring because of ill health, left Sarasota, Fla., June 19 for Baraboo, Wis., where he intends to make his home permanently. He is now on the road to recovery. He was in show business 55 years, 35 of which he spent as boss canvasman with Ringling Bros. He was with the Forepaugh-Sells and the John Robinson shows before joining the Ringlings.

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Under the Marquee

By CIRCUS SOLLY

JIM CURRY clowned for Liberty Shoe Store, Pittsburgh, last week.

EDDIE JACKSON, of the Ringling-Barnum show, has returned to the Central Hotel, Macon, Ga.

WILKES-BARRE, Pa. will have its first circus this season when Cole Bros.' show plays there at Miner Park July 20.

THREE AERIAL SKY ROCKETS left the Greater Expo. Shows to play parks and fairs.

F. D. WHETTEN pens that Fred's Kid-die Circus is playing dates under Chamber of Commerce and getting by.

COLE BROS.' CIRCUS is booked for Williamsport, Pa., July 21, first big top there this season.

A. V. FULLER and **O. L. Casey** have contract to bill the Chattahoochee Valley Fair at Columbus, Ga.

SENSATIONAL DELZAROS have left Silver Bros.' Circus to play celebrations and fairs.

WILLIAM GOODMAN pens that Haag Bros.' Circus is having fair biz in Kentucky.

MINERT DeORLO, clown cop, will be at Coney Island, Cincinnati, for remainder of the season.

COACH "ECK" ERDLITZ and wife were at Redfield, S. D., when Ringling acts joined the Barnes show.

JIMMIE DeCOBB, who closed with Harris Bros.' Circus middle of June, joined Lewis Bros.' Circus.

A LOT of the Big Show paper is being stripped with the Al G. Barnes-Sells-Floto title.

MRS. JOHN F. DUSCH joined her husband on Lewis Bros.' Circus at Hastings, Mich., July 3.

MARIAN CLARKE is with the Buck Maughman Giant Horse Show, playing fairs.

GEORGE A. BAILEY, a son of the late Molly Bailey, is in Coshatta, La., operating a peanut and pop-corn stand.

F. M. O'FARRELL, ventriloquist, who presented his act in concert with Lewis Bros.' Circus, has returned to his home in Ithaca, N. Y.

CLARE ILLINGTON, aerialist, is vacationing with his mother, Mrs. Frank Monroe, at country home in Divernon, Ill.

RAY TODD, candy butcher, who was with several motorized shows, is now

cooking at the Congress Grille, La Porte, Ind.

CHARLES (KID) KOSTER will open at the Wilbur Theater, Boston, August 20 in advance of George Abbott's newest Broadway hit, *What a Life*.

JAMES McKENNA cards that Cole Bros.' Circus had good attendance at Providence, R. I. There was a thunderstorm just before the night performance.

KING BAILE, who was with the Seils-Sterling Circus eight seasons, says that he was paid in full when the show closed. He is now with the Russell show.

KID TALLEY and his band closed with Lewis Bros.' Circus and will be with the Blue Ribbon Shows for remainder of the season.

VERNELL AND EVERETT CORIELL, while visiting friends in Minot, N. D., took in the fair and visited with the Aerial Lorenzos and Larimer and Hudson.

PROF. PONCE DE LEON, magic, Punch and stunts man, after working at Luna Park, Coney Island, N. Y., joined Lewis Bros.' Circus at Big Rapids, Mich., for remainder of season.

HARRY R. DAVIS informs that Barnett Bros.' Circus at Revere, Mass., July 9-10, played almost a total bloomer. He adds: "Too bad, a nice circus, but the people were not in a spending mood."

BARNETT BROS.' CIRCUS, in its seventh week in New England, recently played many famous beach resorts. Show was in Hyannis, Mass., July 4 and following day jumped to the tip end of the cape, playing Provincetown.

F. ROBERT SAUL was the guest of Paul M. Lewis and wife when Lewis Bros.' Circus was in his home town, Adrian, Mich. Saul was entertained by Frank Braden at Toledo, O., when Ringling-Barnum was there.

J. F. STUTZMAN, of Reading, Pa., writes that he recently disposed of some animals and that he is playing an occasional date, also that he will play school engagements this fall and stores during the holiday season.

JOHN AGEE appreciates the sentiment expressed by his many friends and show-folk in the loss of his wife. He especially thanks his fellow troupers on the Tom Mix Circus for their floral offerings and kindness.

EDGAR H. (DOC) KELLEY and wife,



DAVE JARRETT, whom Rockford, Ill., knows as "the man who gets things done," is here seen with a catch of wall-eyed pike made at Lake of the Woods, Canada. Dave has had many years of circus trouping in this country and Europe. His first circus was the Greater Parisian Shows in 1892. It lasted only three weeks. As years rolled by he toured Europe with Barnum & Bailey, was seat and car man for Hagenbeck-Wallace, car manager for Buffalo Bill, special agent for Yankee Robinson Shows and also acted as general agent, press agent, billposter, advance man and animal trainer. In 1917 he placed himself in Rockford and in the following years made for himself a niche in the "Halls of Men Who Do Something." He was president of the Ad Club, president of the Chamber of Commerce, Potentate of the Shrine, president and owner of the Rockford Poster Advertising Co. He is eager and ready for all that will help outdoor amusements.

who attended Cole Bros.' Circus at New London, Conn., report a three-fourths house at matinee. They visited with a number of the folks. Also on the lot were Frank Wirth, Max Kassow, William Purtil and Sam Prentiss.

W. J. RODGERS writes from Albany, N. Y., July 9: "Just drove 100 miles to see Harris Bros.' Circus at Catskill, N. Y., and when I arrived there found no paper up and no show in town. Show had an advertisement in *The Billboard*, issue of (See UNDER THE MARQUEE on page 65)

Dressing Room Gossip

COLE BROS.—Business is very good today, July 12, at New London, Conn., and the show did pretty good business in Providence, R. I. Have had quite a few visitors from the Ringling show since it closed. They were Johnny Grady, Mr. and Mrs. Concello, Jimmy Mooney, Louis Rosen, Mr. and Mrs. Floyd Hill visited in Lynn, Mass. Also on the lot were Raymond and Buster Melzora, of the Flying Melzoras. They visited with Harold Voise and others.

Dolores Abbins, injured a few weeks ago, is again working. A new member in clown alley, Prince Paul, midget clown from the Ringling circus. Cole Bros. was playing near his home in Boston. He came over to visit the show and Zack Terrell signed him for remainder of the season. He is a featured clown, working with Otto Griebling and Gabby Dekoe.

Rex Allen Oakham, while showing in his home town, Newport, R. I., visited his folks. His mother spent most of the day around the lot. Dressing room team defeated the prop boys, 14 to 6. The ushers also defeated them, 11 to 8. **JACK VOISE.**

ROBBINS BROS.—The cool parts of Canada are left behind and the hot sun of Vermont is now beating down upon us, but everyone seems to be enjoying it after so many rains in Nova Scotia. Donald Fogg, the son of a Rockland, Me., doctor, spent the day on the lot and went in several clown numbers. He has a hobby of collecting clown photos from all the shows. Other visitors were Lawrence Carter Brown, CFA; Louis Reed, Mrs. Arley, Jerry Martin, Koo Koo Dolan, Mr. and Mrs. Rhoda Royal and Victor Watkins. Joe Lewis and Paul Jerome joined clown alley at Montpelier, Vt. Gov. George Aiken of Vermont and a party of 21 were guests of the show at Montpelier. Chairs with special white seat covers and the American flag were placed in the front reserves for the party.

Rodney Harris says his mail business is picking up. Cliff Downing, who has been working three months on a hair-cutting gag, says he will have it working soon. Ski-Bo, dog, which Hoot Gibson purchased, has made many friends on show. It is a French dog, very large and of the streamline type. While on a fishing trip Hoot Gibson and Herbert Hobson had motor boat trouble and had to return via the oar method. That got the best of Herb, who went to sleep on the bank. Happy Kellems says he has kept account of the days it has rained and states that it has not missed a Monday since the show has been out. **VAN WELLS.**

HAGENBECK-WALLACE — At Fort Dodge, Ia., Karl King and Bob Forbes gave a party in their home for Henry Kyes and other friends on show. Justus Edwards, press agent, and Mrs. Jackie Wilcox, of Russell Bros.' Circus, were on the lot. Incidentally, Jackie is the only woman contracting agent we know of. At Des Moines, Ia., July 4, J. A. Wagner and party of Circus Fans visited and had dinner in cookhouse served by steward George Davis. Vernon Reaver, contracting agent, spent the Fourth with us. Ray Floyd, Ringling drummer, was on hand at Mason City. Roy Barrett caught the matinee. Mr. and Mrs. Atterbury and the Whiteside troupe also visited. Boots Salee received notice from an attorney that she was remembered in a girl friend's will (\$7,000) to be divided among five people. Boots, no doubt, will make the long-wanted European trip.

Bessie Gardner is recovering from injuries received when she fell from a menage horse. Poodles, Grace, Gracie and Nana Hanneford went on a picnic. Invited guests were Marta Tonga, Jean Frechette, Lucille Justine, Jo and Bebe Siegest, Bob Stickney and son. Photographers were on hand and the papers published pictures of the Hanneford family. Mrs. Aurora Acevedo was welcomed back to show by son, Bobby, and daughter, Betty, as well as Mr. Acevedo. She has recovered from a broken jaw received opening day. The dressing-room team defeated the Buttery Fly Coffee Shop Softball Club of Des Moines, 9 to 8. On Monday, the circus All-Stars, composed of members from every department, beat the Over-turf Softball team, 10 to 5. The batting of Pete Escalante, dressing room, and McCoy, of the front door, was responsible for most of the runs. Phil Escalante pitched.

Personal nomination for one of the (See DRESSING ROOM on page 70)

One Denies, Others Confirm Story Re Seils-Sterling Closing

CINCINNATI, July 16.—Lothar F. Fritz, paymaster of Seils-Sterling Circus, explains the closing of the show, brief mention of which appeared in last week's issue, thus:

"The show closed at Iron Mountain, Mich., July 4, and the following day entire equipment was taken to Sheboygan, Wis. The personnel wanted to go to Sheboygan instead of being paid off at Iron Mountain. Upon arrival the writer started immediately to pay off. Performers and band members were paid off before 6 p.m.

"Show is stored on a farm about four and a half miles from Sheboygan. Quite a few performers had their own transportation. For those who did not we loaded their baggage on a pick-up truck and took it into town for them. Quite a few people decided to stay on the farm overnight.

"In regard to the 40 per cent cut, there was nothing of the kind. On June 11 all performers and band men were notified by me that a reorganization would take place and if they desired to continue it would be all right, but that we would have to ask them to work for 25 per cent less than their wages at that time so that we could continue with the show and keep them employed. Those not desiring to work for the lower scale were given their money in full. Several left and others wanted to leave, but reconsidered.

"This show has been on the road for 19 years and never missed a pay day. On the final pay day all performers and band men were given two weeks' pay and an I O U for the third week. Each one was told by me that as soon as possible all I O U's would be taken care of. Others were not affected by this, as all workmen received their money in full and there was no lowering of their wages at the time of reorganization.

"We are planning on going out again about August 1 if business conditions warrant."

Verify Hale's Statement

H. B. Knapp, carpenter and maintenance man, writes from Springfield, Mo.: "This is in regard to statement by Tige Hale, trombonist, published in last week's issue, concerning Seils-Sterling Circus closing and denial by A. C. Linde- (See ONE DENIES on page 69)

COLE BROS.—CLYDE BEATTY SIDE SHOW WANTS

Colored Performers to Enlarge Side Show Band and Minstrel; One Nice Looking Girl to Sing and Dance; One Alto Sax; One Tenor Sax; One Trumpet and Drummer. Must read, fake and swing. Must also be sober and reliable. Wire at once.

JOE BROWNE, Bandleader. Per Route.

WANT QUICK

Circus Acts doing three or more. Organized 5-piece White Band or Sound Car. Must have your own transportation, feed yourself. We pay gas-oil. Fit Show. Join Sunday, July 24, Norris City, Ill. State lowest. No fancy salaries. No money advanced. Tol Teeter wire route; important. Address GENERAL AGENT A. E. CIRCUS, Mt. Carmel, Ill.

WANTED CIRCUS ACTS

To open Johannesburg, South Africa, October 22. Six months with option of a year. Teeter Board Acrobats, Riding Troupe, Aerial Bar Act, Talking Clown, Midget, August Seal, Bear and Chimpanzee Act. Preference to acts doing two. Return fares to New York or New Orleans. Nationality, photos, description and duration of acts and lowest salary in first air mail. Address

PAGEL CIRCUS

Box 1522, Capetown, South Africa.

15 Years Ago

(From The Billboard Dated July 21, 1923)

Ringling-Barnum circus opened its annual engagement in Grant Park, Chicago, July 14. . . . J. H. Adkins, assistant manager of the Gentry Bros.' Patterson Circus, started a fund for a stone to mark the graves of Barney Multany and William L. Lee, showmen, who were killed in the Walter L. Main Circus wreck in Tyrone, Pa., May 30, 1893. Adkins turned over \$58 that he had collected to *The Billboard*, which subscribed \$25 to the fund and which agreed to handle the fund. . . . C. W. Finney, contracting agent for the Sells-Floto Circus, was in Quincy, Ill., week of July 14 trying to obtain a location for the circus there Labor Day. . . . John Ringling purchased 1,680 acres of land in the "Sugar Bowl" district near Salt Springs, Fla.

Frank A. Cassidy, contracting press agent for the Al G. Barnes Circus, was confined to the Seafuse Private Hospital, Elmira, N. Y., as result of ptomaine poisoning. . . . Pallbearers at funeral of Emma Stickney were John Robinson, Col. Sam Dawson, J. Donovan, Henry Huglow, M. Boland and J. Milton Traber. . . . John G. Robinson, Cincinnati, son of the former circus proprietor, filed suit against the other heirs of the Robinson estate in Terrace Park, O., in an effort to have the homestead sold. . . . Legislature of Portland, Me., passed a law requiring that no traveling circus shall advertise or exhibit any parade, show or entertainment in the State without first paying a State license of \$500 for each calendar year.

Dolly Castle was playing the part of Peter Pan in the spectacle on the John Robinson Circus. . . . Ed L. Brannan, no longer with Gentry-Patterson Circus, took over the advance of Chester Monahan's Minstrels. . . . Sam Freed was operating a gasoline station at Schenectady, N. Y., and reported he was thru with show business. . . . Eddie Conliss, clown, was working in pictures on the West Coast. . . . M. L. (Doc) Baker, side-show lecturer and talker, closed with Woltz Bros.' Show and joined the Dandy Dixie Shows. . . . Mrs. John Oyler joined Lew Backenstoe's pit show on the Sells-Floto Circus. . . . Jack Wilson was not with the white tops, but was working at the electrician trade in Birmingham, Ala.

Joe Rosselli "Very Much Alive"; Half Brother Killed

CINCINNATI, July 16.—In last week's issue it was stated that Joe de Rosselli, eldest son of Rex de Rosselli, of Cole Bros.' Circus, was killed in an auto accident July 2 between Dayton and Hamilton, O.

This was in error. It was not Joe, but his half-brother, Donald, formerly movie camera man with Hagenbeck-Wallace show. Joe, who wired that he is "very much alive," is with the Tom Mix Circus.



SOME OF THE GIRLS with the Barney Bros.' and Golden Bros.' Combined Circus ready for spec. Left to right: ZaZa Carriel, Maxine Henry, Catherine Dugan, Lillian Schultz, Esther Schaffer, Margaret Cobb, Mique Noble and Ollie Carriel.

Bedells Leave Lewis; Snider Troupe Joins

HART, Mich., July 16.—The Bedell Troupe, teeter-board performers, will leave Lewis Bros.' Circus next week to play fairs. Will be replaced by the Leo Snider Troupe, doing traps, cloud swings, comedy acrobatics, Roman rings and wire. Tod Fisher, clown, has joined, making a total of 12 joeys.

Ferris Phillips, of Grand Rapids, visited at Grand Haven, also Whitey Hawkins and Max Gruberg and his family. The Lewis folks went to Gruberg's home at Grand Haven Sunday for dinner. On show day, the 11th, the Grubergs were guests of the Lewis management and had dinner in the cookhouse.

The cherry crop in Michigan is only about 40 per cent and the resorts have few resorters, consequently there is no business.

Beal Taking Pictures

BOSTON, July 16.—George Brinton Beal has been with Cole Bros.' show for a spell during its New England tour, taking considerable clown alley motion pictures for augmenting his lecture work. From Cole Bros., Beal shifts to Robbins Bros.' shows next week with stands at Manchester, N. H., and Worcester, Mass. Motion pictures of the show will be taken.

Knecht Starts Movement Protesting R-B Closing

EVANSVILLE, Ind., July 13.—A national movement "deploring" the incident which sent the Ringling-Barnum circus back to quarters was launched here July 9 when Karl K. Knecht, of the Circus Fans' Association, placed petitions in the Mesker Zoo main animal house and announced that similar action would be taken elsewhere thru the city and the entire country.

The Mesker Zoo petition, which had many signers, read:

"We, the undersigned boys and girls (age 8 to 80), protest the closing of the Ringling Bros. and Barnum & Bailey Circus. We do not take issue in an attempt to fix the blame for the closing. We just deplore the fact that we are to be deprived for the remainder of the season of the chance to see the many wonders, the great acts, the rare animals and people, the huge gorilla, the horses, the tented city and all the other attractions found only in the world's largest circus."

DETROIT, July 16.—A movement was started here this week by the Adcraft Club of Detroit to return to the road the Ringling Bros.-Barnum show.

The idea to "save the circus" was conceived by Fred L. Shaw, local advertising man, with Harold Hastings, secretary-manager of the club, who declared: "The circus is an American institution and tradition and we can't let the kids down."

Letters have been mailed to other advertising clubs thruout the country requesting them to join in the plea.

TINY WILLIAMS is not with Cole Bros.' Circus, but at a night spot in Cleveland.

ADAM A. WESCHLER & SON, Auctioneers, 815 E St., N. W., Washington, D. C.

BANKRUPTCY SALE

TIM McCOY WILD WEST CIRCUS EQUIPMENT

Rail & Truck Transportation

By virtue of an order of the District Court of the United States for the District of Delaware in re Colonel Tim McCoy and Associates, Inc., a corporation of the State of Delaware, Bankrupt No. 1299, the undersigned receivers will sell

BY PUBLIC AUCTION

COMMENCING

Monday, AUGUST 1, 1938

AT BALTIMORE AND OHIO FREIGHT DEPOT,

Florida Ave. & Eckington Place WASHINGTON, D. C.

Commencing at 10 O'clock A.M.

Immediately Thereafter

AT THE FIDELITY STORAGE CO., 1420 YOU ST., N. W.

And continuing daily at the same hour until all is sold,

The practically new high-grade Wild West Circus Equipment. Rail transportation includes 12 72-ft. steel flat cars, 8 stock cars, 10 Pullman cars (equipped with Delco lighting plants and o'possum bellies), Springfield Wagon & Trailer Co.'s steel-body wagons with pneumatic tires; 4 Mack bulldog chain-drive trucks, dual wheels, 40x8 lug-type pneumatic tires; mounted equipment includes steel water tank with pump, Gardiner-Denver air compressor; water tank with pump, power hoist and overhead crane beam; steel van; Chevrolet 1938 1 1/2-ton grill-side body truck; Concord Stage Coach; 2 Conestogas; reproductions of "Juniper" and "Union Pacific" R. R. Co.'s No. 119; 4 Continental type L-33 R 50-k.w. 125-volt, 1750 r.p.m. lighting plants with 113-h.p. 6-cyl. gasoline engines; Continental type LF 140 10 k.w. 1450 r.p.m. 125-volt lighting plant with 4-cyl. gasoline engine, heavy lighting cable and electrical supplies; General Electric public address system with 3 microphones, 2 speakers and cable; grandstand chair platforms; plank seats with bible backs to accommodate about 9,000; 5,193 folding chairs; complete kitchen and dining equipment; wardrobe includes United States and foreign army uniforms, 10-Gal. hats, ushers' and ticket sales uniforms, monkey suits and hats, butchers' white duck pants and caps; men's shirts; 50 model 92-44 W. C. F. Winchester rifles; blank cartridges; Harness includes 68 McClelland U. S. Cavalry, English and Indian Saddles; 30 sets heavy draft harness, collars, horse shoes, mule harness; blacksmith equipment, tools, rope, chain, iron stakes; Concession equipment, National Cash Registers, elec. floss candy machine, main-entrance and ticket sales, ballyhoo platforms, scenery, steam boilers, 7 lengths 50-ft. 3/4-in. high-pressure steam hose, gas regulators, 256 blankets, 1,077 sheets, 863 pillowcases, Underwood-Sundstrand adding machines, typewriters, file case, desk, stationery, etc.

TERMS: The terms of sale are set forth in the aforesaid order of the United States District Court for the District of Delaware, bearing date (dated) the 13th day of July, A. D., 1938, which provides inter alia as follows:

Cash, or certified check drawn to the order of and acceptable to the receivers, at the time that the property is knocked down, except that, with respect to all sales for a sum in excess of \$100.00, the receivers may accept the sum of \$100.00 or 25% of the highest and best bid, whichever is the greater, the balance to be paid upon confirmation of said sale. In the event that any bidder fails to pay the balance due forthwith, upon confirmation of the sale to him, the property so sold may be resold and the receivers shall retain the amount of the deposit as liquidated damages.

Return of sale will be made by the receivers to the District Court of the United States for the District of Delaware on Friday, the 5th day of August, A. D., 1938, at one o'clock in the afternoon, Eastern Standard Time, at the Court Room of said District Court, Federal Building, Wilmington, Delaware, at which time and place any creditor or any party in interest may appear and show cause why the sales made by the receivers or any thereof should not be confirmed.

NOTE—For detailed description of specific items apply to the undersigned.

INSPECTION PERMITTED JULY 30, 1938.

July 13th, 1938.

SYBIL U. WARD,
EDMUND M. TOLAND,
WILLIAM H. COLLINS,
940 Investment Building, 15th and K
Sts., N. W., Washington, D. C. } Receivers,

MISS MARY DEL BOSQ

AT LIBERTY AT ONCE

The only lady to do this great combination Footjuggling Act.

AVAILABLE FOR PARKS, FAIRS, HOTELS, NIGHT CLUBS, CIRCUSES.

ADOLF DEL BOSQ

At Liberty to train and present High School Horses, Liberty Horses, Elephants and Zebras. 4th Season with Ringling Circus.

WRITE ROUTE 1 TAMAMI TRAIL SARASOTA, FLA.

SNAKES

6 To 18 Feet Long — \$15 To \$150 Apiece.
Any Size — Best Prices.

ALSO: GIBBONS — DWARF KANGAROOS

Ready for Immediate Shipment

PARAMOUNT AQUARIUM, INC.

61 WHITEHALL STREET,

NEW YORK, N. Y.

Barney-Golden Operating; Austin Lost Due to Snow

CINCINNATI, July 16.—Billy Dick, co-owner of Barney Bros.' and Golden Bros.' Combined Circus, states that de-

spite all reports the show is operating every day. Only one day has been lost this season, at Austin, Nev., due to snow-storm.

Dick adds that all performers and workmen who have left giving a legitimate notice have been paid in full

The Corral

By ROWDY WADDY

CHET AND JUANITA HOWELL, trick riders and ropers, are playing rodeos this year instead of being with a circus. Their opening date was at Nainaimo, B. C. Will play several Colorado shows.

EDNA ALEE and company will present their shooting act at the Cheyenne Frontier Days. Are contracted for the rodeo at the Chicago Stadium this fall. Will play fair dates this summer.

HOSEA STEELMAN, former owner of the H-S Ranch, Newball, Calif., en route from Philadelphia to his home at Glendale, Calif., via Cheyenne, Wyo., and Craig, Colo., stopped over in Cincinnati last week and called at *The Billboard*.

FINAL RESULTS of the recent two-day stampede at Raymond, Alta., were: Bronk Riding With Saddle, Clark Lund, Herman Linder, Bud Williams. Calf Roping, Warner Linder, Frank Manyfingers, Gordon Dubray. Steer Decorating, Art Lund, Frank Manyfingers.

RESULTS of Harderman Country Jubilee held July 4 at Lake Pauline, Quana, Tex.: Calf Roping, tie down, H. H. Hillburn, A. S. McCullough, G. E. Davidson. Calf Roping, ribbon roping, Ralph Mason, A. S. McCullough, Bill Crowder. Bronk Riding, George Dickie, Grady Solomon, Wright Radford.

FINALS AT the Lethbridge, Alta., Stampede: Bucking With Saddle, Herman Linder; Cecil Bedford, A. K. Lund, tied second and third. Bareback, Herman Linder, Curly Podesky, Cecil Bedford, Melvin Jones. Calf Roping, Vic Andrews, Warner Linder, Eddie Ivins, Jack Coghlin. Steer Decorating, Andy Lund, Thorold Betts, Frank Manyfingers.

FOLLOWING are the results of the recent Stampede held at Ponoka, Alta.: Championship, Bucking With Saddle, Tom Cole, Steve Turner, Harry Bourke. Consolation, Bucking With Saddle, Red Pillsbury, James Thirsk, Clint Jackson. Bareback Bucking, Fred Tinsle, George Minde. Wild Horse Race, Bob Lauder, Clint Jackson. Steer Riding, Russ Swain, Wallace Graves, Manley Thomson.

FINALS at the recent MacLeod, Alta., Stampede were as follows: Calf Roping, "Toots" Burton; Mike Takes-a-Gun and Floyd Peters trying for second and third. Relay Race, Bill McLeod, Jack Crouceau, Will Eagle Plum. Wild Cow Milking, Dick Jackman, John Fox, Chief Moon. Democrat Race, Jack Crowshook, Philip Bigswain, Joe Crowshook. Bucking, Frank McDonald, Jack Sherman, Sykes Robinson. Bareback, Urban Doan, Roy Baird, A. Lund.

WINNERS at the recent Black Diamond (Alta.) Stampede were: Bronk Riding (with saddle)—Jack Sherman, Sykes Robinson, Lawrence Watrin, Lone Breeze. Bareback—Roy Thomson, Frank Sharp, Cecil Bedford, Harry Thomson. Calf Roping—Bill Monkes, Sandy Connell, Cecil Bedford. Steer Decorating—Jack Wade, Doug Kootenay, Ken Thomson. Steer Riding—Frank Sharp, Gordon Thomson, Roy Thomson. Chuck Wagon—Gene Goettler, Eben Bremmer, Ed Olds. Indian riders took all the first money in cow milking. Alan Mowbray suffered a dislocated shoulder and possible spine injuries in a chuck-wagon crash.

RESULTS of the Livingston (Mont.) Roundup—Bronk Riding: July 2, Ray Mavity, Vic Schwartz, Alvin Gordon, Eddie Curtis. The 3d, Ray Mavity and Alvin Gordon split first and second; Bill McMacken, Vic Schwartz. The 4th, Eddie Curtis, Ray Mavity, Alvin Gordon; Harry Knight and Vic Schwartz split fourth. Finals, Ray Mavity, Alvin Gordon, Eddie Curtis, Bill McMacken. Calf Roping: July 2, Dave Campbell, Cecil Owsley; Dee Burk and King Merritt split third and fourth. The 3d, Cecil Owsley, Ike Rude; R. Ingersoll and Lonnie Allen split third and fourth. The 4th, Rufus Ingersoll and Buddy May split first and second; Dave Campbell, Lonnie Allen. Finals, Cecil Owsley, Rufus Ingersoll, Dave Campbell, Oral Zumwalt. Bulldogging: July 2, Oral Zumwalt, Lonnie Allen, Ray Mavity, Steve Heacock. The 3d, Steve Heacock, Dave Campbell; Oral Zumwalt and Ted McCrorey split third

and fourth. The 4th, Ray Mavity, Dave Campbell, Oral Zumwalt, Steve Heacock. Finals: Oral Zumwalt, Steve Heacock, Dave Campbell, Ralph Stanton. Bull Riding: July 2, Andy Gibson, Eddie Curtis, Ralph Stanton, Donald Kirkwood. The 3d, Andy Gibson and Eddie Curtis split first and second; Bill Cochran, Donald Kirkwood. The 4th, Andy Gibson, Alvin Gordon, Ralph Stanton. Finals, Andy Gibson, Ralph Stanton, Eddie Curtis, Don Kirkwood.

SWIFT CURRENT, Sask., a town of 8,000, played host to nearly 15,000 on July 1, a Dominion holiday and second day of the Frontier Celebration. Males sported beards grown during the past weeks; women wore old-fashioned attire. Advance publicity ballyhooed the affair thruout Canada and United States. Publicity program was very good. Finals of the rodeo held in connection with the two-day event follow: Bronk Riding—Chuck Kemp, Joe Wells, Cecil Bedford. Calf Roping—Eddie Ivins, Pete Yhanke, Slim Gates. Bareback Riding—Jack Wade. Wild Cow Riding—Ben Yhanke. Wild Cow Milking—Charlie Ivins and Eddie Ivins. Wild Horse Race—Lorne Thomson's team. Chuck Kemp, Calgary, was winner of the Booker trophy and Saskatchewan championship for bronk riding. Gib Potter, three times Canadian champion trick roper, gave exhibitions. California Bobby Hill and Pete Perrin provided comedy.

RESULTS at seventh annual Rodeo at Electra, Tex., held June 24-26: Bronk Riding, first-go-round, the 24th—George Yardley, first; Cliff Helms, second; Bill Hancock, third. On the 26th—Dude Colbert, first; John Jordan, Whitey Stewart, Johnny Williams, tie. Steer Riding, the 24th—Charlie Colbert, first; Buck Jones, Jimmy Olsen, Johnny Williams, tie. On the 26th—Zack McGwiggins, first; Buck Jones, Jimmy Olsen, Johnny Williams, tie. Bulldogging, June 24th—Earl Moore, first; Bill Vanvacter, second; Hobert Flowers, third; Buck Jones, fourth. On the 26th—Gene Hamilton, first; Earl Moore, second; Jimmy Olsen, third; Jonas DeArman, fourth. Calf Roping, the 24th—Roy Sewalt, first; Buck Keck, second; Clyde Burk, third; Slim Whaley, fourth. On the 26th—Amye Gamblin, first; Clyde Burk and Earl Moore, second (tie); Roy Sewalt, third; Houston Burns, fourth. Wild Cow Milking, the 24th—Bill Vanvacter, first; Slim Whaley, second; Emil Kester and C. B. Barrett, third (tie). On the 26th—Bill Vanvacter, first; Earl Moore, second; Slim Whaley, third.

DEWEY (OKLA.) ROUND-UP, held afternoons of July 3 and 4, had capacity houses both days, according to report of Ray Pete Adams, announcer. Officials included T. W. Kelley and H. D. Binns, producers, owners and managers; Joe A. Bartles, honorary arena director; Floyd Gale, associate partner; H. D. Binns, arena director; Fred Alvord, arena secretary; Adams, announcer; Mert Keifer, Joe Crow, Una Mae Deloach, timers; Claude Wallace, Hub Whiteman, judges. Results: Calf Roping—First day, Buck Goodspeed, Johnny McIntyre, Clyde Burk, Barton Carter. Second day, Clyde Burk, Bob Crosby, Herbert Meyers, John Whitehorn. Finals, Clyde Burk, Buck Goodspeed, Johnny McIntyre, Bob Crosby. Steer Roping—First day, Johnny McIntyre, Foreman Fulkner, Snooks Jones, Everett Shaw. Second day, Bob Crosby, Everett Shaw, Clyde Burk, Herbert Meyers. Finals, Everett Shaw, Snooks Jones, Fred Lowery, Alfred Hayhurst. Bronk Riding—First day, Cliff Helm, Milt Moe, Norman Person, Rose Davis. Second day, Cliff Helm, Milt Moe, Norman Person, Rose Davis. Steer Wrestling—First day, Shorty McCrory, Dick Anderton, Mike Hastings, Norman Person. Second day, Milt Moe, Dick Truitt, Shorty McCrory, Norman Person. Finals, Shorty McCrory, Norman Person, Dick Truitt, Milt Moe. Steer Riding—First day, Jim Whiteman, Dale Adams, Frank Marion, Vernon Harding. Second day, Hoytt Hefner and Frank Marion (split for first and second), Elmer Martin. Finals, Frank Marion, Jim Whiteman and Hoytt Hefner (split for second and third), Elmer Martin.

THIRTEENTH ANNUAL American Legion Rodeo at Nowata, Okla., July 2-4 was favored with ideal weather and was a big success. Ray Pete Adams, manager, reports. Show was held at night. Stock and equipment were furnished by Kelly-Binns K-Ranch Rodeos, Inc. Officials: Adams, announcer and manager; Una Mae Deloach, arena clerk; H. D. Binns, assistant arena director; Fred Alvord, arena secretary and

assistant manager; Bob Crosby, arena director; Claude Wallace, Hub Whiteman, judges; Clark Moore, Monsieur Moore, Ronald Mason, timers. Results: Steer Roping—First day, Snooks Jones, Bob Crosby, Dick Truitt, Foreman Fulkner. Second day, Arch Willis, Barton Carter, Bob Crosby, Clyde Burk. Third day, Clyde Burk, Dick Truitt, Buck Goodspeed, Everett Shaw. Finals, Dick Truitt, Bob Crosby, Everett Shaw, Alfred Hayhurst. Bronk Riding—First day, Cliff Helm, Milt Joe, Norman Person, Frank Marion and Elmer Martin (split). Second day, Milt Moe, Norman Person, Cliff Helm, Frank Marion. Third day, Cliff Helm, Elmer Martin, Milt Moe, Frank Marion. Steer Wrestling—First day, Milt Moe, Hub Whiteman, Jim Whiteman, Johnny McIntyre. Second day, Tom Breedon, Dick Truitt, Dick Anderton, Mike Hastings. Third day, Hub Whiteman, Norman Person, Jim Whiteman, Johnny McIntyre. Finals, Jim Whiteman, Johnny McIntyre, Dick Anderton, Tex Slocum. Wild Cow Milking—First day, Snooks Jones, H. D. Binns. Second day, Barton Carter, H. D. Binns. Third day, Barton Carter, H. D. Binns, Dean Whaling. Finals, Snooks Jones, H. D. Binns, Barton Carter. Steer Riding—First day, Jim Whiteman, Hoytt Hefner, Elmer Martin, Frank Marion. Second day, Hoytt Hefner, Jim Whiteman, Dale Adams, Elmer Martin. Third day, Dale Adams, Elmer Martin, Jim Whiteman and Hoytt Hefner (split). Finals, Jim Whiteman, Hoytt Hefner, Elmer Martin.

LIVERMORE (Calif.) Rodeo final results: Bronk Riding—Fritz Truan, first; Burel Mulkey, second; Nick Knight, third; Paul Carney, fourth. Steer Riding—John Schneider, first; Paul Carney, second; Buck Wyatt, third; Mitch Owens, fourth. Single Roping—Burel Mulkey, first; Clay Carr, second; Bill Eaton, third; Girard Davis, fourth. Team Roping—Willie Clay, M. W. Del Re, first; Clay Carr, John Bowman, second; D. R. Wilder, Led Engelsman, third; Asbury Schell, Lawrence Conley, fourth. Calf Roping, Asbury Schell, first; Buck Sorrells, second; John Schneider, third; Vic Rogers, fourth. Steer Decorating—Homer Pettigrew, first; John Mendes, second; Perry Ivory, third; Clarence Budnick, fourth. Amateur Bronk Riding—Merrill Hansen, first; Tony Basso, second; Gregory Lougher, Jim Heal, third. Riata Roping—Phil Winegar, first; Jack Cronin, second; John Martin, third; Vernon Castro, fourth. Stock-Horse Contest—Lola Galli, first; Arch Meyer, second; Barbara Worth, third; George Devaney, fourth. Junior Stock-Horse Contest—Vernon Castro, first; Richard Deller, second; Sonny Cronin, third. Hackamore Contest—Lola Galli, first; Cutter Laboratory, second; Butch Boroni, third. Trick Roping—Verne Goodrich, first; Paul St. Croix, second; Lloyd McBee, third. Men's Trick Riding—Dick Griffith, first; Paul St. Croix, second; Verne Goodrich, third. Girls' Trick Riding—Pauline Nesbitt, first; Blanche McBee, second; Marie St. Croix, third.

RED LODGE RODEO, eighth annual celebration of Carbon County, Mont., got under way July 2 with a mile-long parade thru business district, led by Red Lodge Municipal Band. Attendance first day was estimated at 1,500; 5,000 second day and 7,000 afternoon of the Fourth. Fireworks display climaxed the rodeo Monday night. Results: Bronk Busting—First day, Turk Greenough and Dave Shipp (split), Mert Osness, Rube Hubbell. Calf Roping—First day, Jimmy Wilkerson, Jimmy Laycock, James Snively, Maurice Laycock. Second day, James Snively, Maurice Laycock, Jim Laycock, Dave Abel. Third day, James Snively, Bill Greenough, Snyder McDowell, Ralph Whitlock. Finals, James Snively, Dave Abel, Bill Greenough, Cal Kennedy. Bulldogging—First day, James Snively, Lance Skuthrope, Eddie Schultz, Bill Greenough. Second day, Buck Thrapp, Eddie Schultz, Heavy Hansen, Jack Tracy. Third day, Ryan, Snively, Greenough, Ed Schultz. Finals, James Snively, Ed Schultz, Bill Greenough, Ryan. Brahma Steer Riding—First day, Goldie Butner, Joe Orr, Pat Ryan, Lance Skuthrope. Second day, Pat Ryan, Joe Orr, Homer Cook, Lance Skuthrope. Third day, Joe Orr, Pat Ryan, Homer Cook, Lance Skuthrope. Finals, Joe Orr, Pat Ryan, Lance Skuthrope, Homer Cook. Bronk Riding—First day, Joe Orr, Lance Skuthrope, Pat Ryan, Lupe Linderman. Second day, Mel Stonehouse, Joe Orr, Lance Skuthrope, Lupe Linderman. Third day, Ed Schultz, Dave Shipp, Jack

Dexter Fellows

(CSCCA)

Tent Tattles

By FRED PITZER

NEW YORK, July 16.—Bim Pond sends us his latest circular and the picture on the first page shows Bim at his best. As a lecturer he is ace high.

The Dexter Fellows luncheons are going places insofar as filmed news is concerned. Universal Newsreel caught Winthrop Rockefeller luncheon and released the film on June 19.

Recently a constitution and by-laws committee met at the Hotel Bedford to co-ordinate certain sections on which the W. W. Workman Tent of Richmond and the New York Tent still differ. We think these differences have now been ironed out and the next step must be taken by the Virginians.

Out of the record: At a meeting of the executive committee, Dexter Fellows Tent, the matter of a monument to the late Dexter Fellows in Fairlawn Cemetery, New Britain, Conn., was discussed. A committee is being selected and some of the big names of the country will be on the list. . . . Arrangements were completed with the Hotel Commodore for the season 1938-'39 beginning in September. . . . The new uniforms of the Soft Ballers of the CSCCA will look more gaudy than a rainbow. . . . Official photographs are to be taken of each luncheon beginning with September, these shots to be filed in the archives of the club for historic purposes. . . . The Fox Movietone and the Universal Newsreel will soon donate to the club all of the reels taken of the initiations. . . . The executive committee will meet unofficially each Tuesday for luncheon at the Hotel Bedford.

For circusiiana hounds: We picked up a 4-page leaflet showing on the front cover Mr. Nellis, born without arms. Published 1849. Measures 9½" x 6". Depictures on front cover all footwork done by this Kid Show freak. Also picked up *The Progress of Civilization; Thrilling Incidents in Actual Border Life in the Wild West*, with a picture of General George A. Custer on front cover. Published 1888. Measures 6½" x 10". This was a Wild West show under Adam Forepaugh's management. Twenty-two pages, 26 illustrations. On back page picture of Adam Forepaugh Jr., who is called "The Crown Prince of the Zoological World."

Possible Deportation For Shinge Matsumato

JOPLIN, Mo., July 16.—Shinge Matsumato, 59, a Japanese, was arrested last week at his home here by Henry S. Vreeland, an inspector of the immigration department, and was placed in jail for possible deportation. Matsumato, who has been with various circuses, has been in this country since 1931. He has lived here with his wife, son and a daughter.

Police quoted Vreeland as having said that Matsumato's permit to remain in this country had expired and that he had not been granted a renewal. Other members of the family were not detained.

Tracy, Bill Greenough. Finals, Dave Shipp, Bill Greenough, Ed Schultz, John Linderman. Cowboy Free-for-All Race—First day, Cal Kennedy, Earl Bird, Dave Abel. Third day, Bill Stovall, James Snively, Marion McDowell. Wild Cow Milking—First day, Ralph Whitlock, Lupe Linderman, Earl Bird. Second day, Ralph Whitlock, Bill Stovall, E. N. McDowell. Third day, Bill Stovall, E. N. McDowell, Ralph Whitlock. Chariot Race—First day, Lupe Linderman, Howard Grant. Indian Free-for-All—First day, Henry Big Day, Louis Lion Shows, Herman Lion Shows. Second day, Herman Lion Shows, Gussie Custer, Lewis Lion Shows. Third day, Herman Lion Shows, Gussie Custer, Archie White Cliff. Indian Relay—First day, Herman Lion Shows, Gussie Custer. Third day, Herman Lion Shows, Lewis Lion Shows. Bronk Twisting—Second day, Dave Shipp, Turk Greenough, Ed Rosenberg, Bill Greenough, William S. Dodson, candidate for sheriff of Carbon County, met Hank Durnell, who was with him on the 101 Ranch Wild West in 1914.

Act Biz Is Strong

NEW YORK, July 16.—On eve of the 1938 Eastern fair season George A. Hamid, New York attractionist and fair operator, predicted a much better year than most people are expecting. Head of the largest booking firm in the East is confident that, despite general economic conditions, farmers in the East are ready and anxious to spend money on amusement of the clean, wholesome type offered at near-by fairgrounds. Mr. Hamid said his own business has shown tremendous strength this year, that most fairs have increased free-attraction and grand-stand budgets and that he almost is sold out of first-class acts. Only closing of the Ringling-Barnum circus and subsequent release of many good circus turns saved the Hamid office from a complete sellout of first-line thrillers.

N. Y. LINE-UP GROWS**Concession List Makes Progress**

Action at World's Fair is apparently slowed up by a dearth of money backing

NEW YORK, July 16.—Progress in development of the World's Fair amusement zone is still moving despite a recent slow-up in signing of concession contracts. On its first spurt during June, the concession parade hit another snag two weeks ago that apparently hinges on many concessioners' inability to obtain the proper financial backing at the right moment.

Most attraction applicants had their backers lined up months ago, but it appears that many of the angels cooled on fair propositions when it became evident the fair itself didn't think so much of the entertainment division. Contracts were called unfair, competition was severe and general economic conditions sliding backwards. Since then the fair has had a sudden turn to action and attractionists have been meeting with all sorts of success, except that money men still played hard to get. The stock market has been flying high lately—a much more lucrative plaything right now than show business propositions still a year in advance.

May Have Wonderland

Altho the fair will not release a complete list of concessions already signed, the following pretty nearly fill the fair picture as of July 14: Billy Rose, with his spectacle in the amphitheater; Cliff Wilson's Live Monsters; Greyhound busses for intra-park transportation; coin scales, International Mutoscope Reel Co.; Ray E. (Pop) Dunlap, guess-your-weight scales; Harry G. Traver, fun-house; Dufour & Rogers, Strange as It Seems; Sam Grisman, Cuban Village; Morris Gest and Irving Friedman, Midget Village; Frank W. Darling, Children's World; Dr. Cooney, incubator show; Quality Art Novelty Co., Long Island City, souvenirs and novelties.

International Parachute Co. will present (See N. Y. LINE-UP on page 37)

Wis. Has Building Record

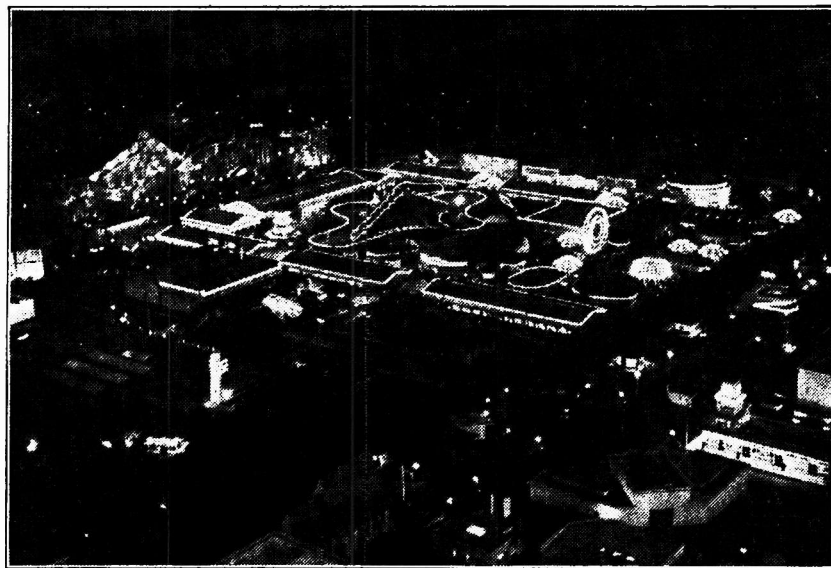
MILWAUKEE, July 16.—Improvements being completed on the State Fairgrounds, here at a cost of \$250,000 are the greatest in one year in history of the fair, said Manager Ralph E. Ammon. They include grand-stand enlarging by an additional 1,500 seats, bringing seating capacity to 17,000; roofing over the entire stand, new ramps, improvements to exhibit space beneath stands and addition of toilet facilities, new cattle and horse barn, new poultry and dog show barn, installation of permanent refrigeration equipment in the dairy building, improvements to industrial building and erection of additional comfort stations.

NEW ORLEANS—Charter has been filed with the Secretary of State for incorporation of Louisiana Colored State Fair Association, a group planning an annual Negro fair here. Incorporators are given as W. Scott Chinn, president; C. C. DeJole, vice-president and treasurer; W. H. Mitchell, secretary.

LEESVILLE, La.—Lovett Word was elected president of Vernon Parish Fair Association; A. A. Parker, secretary-manager, to succeed J. M. Oakes, resigned; J. Mansinger, vice-president.

New Series of**Legal Opinions**

In the next issue, in the Park Department, will appear the fifth of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



NIGHT VIEW OF AMUSEMENT SECTION of the current Empire Exhibition in Glasgow, Scotland. Area, known as the Amusement Park, includes all of the entertainment devices and shows usually found at the typical first-class American park or exposition.

Brandon Exhibition, Leading Off Canadian Class A Season, Ahead Of Its High Marks Scored in 1937

BRANDON, Man., July 16.—Favored by near-perfect weather, the 57th annual Manitoba Provincial Exhibition closed early on the morning of July 9 after the most successful event in its history. Financially and in every other way the first-held Canadian Class A fair established itself as well ahead of the previous record high, set in 1937, and that despite the fact that this year's exhibition missed the July 1 Dominion Day holiday. Attendance was estimated at more than 100,000 for five days by Manager James E. Rettle.

Friday had the largest last-day attendance in many years, with an afternoon Thrill Day show provided by Flash Williams' thrill drivers and spectacular night fireworks that brought out tremendous crowds. The Thrill Day per-

formance was the first attempted here and its success probably will result in a similar show in 1939.

Ernie Young's revue, *Follies Internationales*, was acclaimed on all sides as the best grand-stand show ever to play the Western Canadian circuit. Total receipts for five performances revealed a \$2,500 increase over the 1937 high. Two complete performances were staged on Wednesday and Thursday nights to take care of thousands who sought to purchase tickets and is said to be the first time in the history of Canadian exhibitions that such action was required by a fair board on consecutive nights.

Royal American Shows, on the midway for the fifth consecutive year, hit an all-time high for receipts, doing better than (See BRANDON EXHIBITION page 37)

Mifflin Frees Autos Again

LEWISTOWN, Pa., July 16.—Officials of Mifflin County Fair announced that free admission of automobiles will be continued at the 1938 fair. No changes in admission prices will be made except for a slightly higher gate admission for Saturday afternoon auto races. Grand-stand admissions remain the same, with a 25-cent extra charge for reserved seats, installed this year. Children get a free gate on Tuesday and Thursday, with school tickets and free grand stand Tuesday afternoon, and a 10-cent grand stand with school tickets Tuesday night.

Air Boost Given by Hamid

NEW YORK, July 16.—A good boost for agricultural fairs went over the airways this week when George A. Hamid, head of the outdoor booking firm bearing his name, was interviewed on WINS, New York City. Mr. Hamid, who probably has more contacts in Eastern fair business than any other single personality, described the present-day fair set-up in general and compared current attractions with those of yesterday. He was interviewed afternoon of July 14 by Rosalind Sherman.

Isbey, Serving Gratis, Is Added To Board of Managers in Mich.

DETROIT, July 16.—Governor Frank Murphy has appointed three new members to the board of managers of Michigan State Fair here, Frank N. Isbey, who has been managing director for the past year; Claude A. Dock, owner of the Fox Theater, Detroit, and Rev. Father Frank A. Pokriefka, editor of *The Michigan Catholic*. They succeed Emmet J. Windle, Brooklyn; Thomas B. McDoragh, Saginaw, and James B. Jones, Detroit, giving the board two more members from Detroit. Governor Murphy appointed two members, William A. Fisher, Detroit, and Edward R. Marshall, Grand Rapids.

This is the first time in history of Michigan State Fair that the active manager of the fair has been a member

of the fair board as well. This is possible only because Manager Isbey, who has a substantial independent income as manager of Detroit Union Produce Terminal, is donating his services to the fair. To clear up any reports to the contrary, a correspondent of *The Billboard* was authoritatively informed that Mr. Isbey is receiving no income in the form of percentage contract or in any other way from the fair and that he has spent some \$13,000 out of his own pocket in traveling and other fair expenses without presenting any claim for reimbursement.

The board in annual meeting on the fairgrounds this week approved establishment of a new women's department. (See ISBEY, SERVING on page 37)

Early Gain For Calgary

Gate at opener registers increase over 1937—RAS adds to Stampede color

CALGARY, Alta., July 16.—Calgary Exhibition and Stampede, July 11-16, and Royal American Shows played host to the largest number of early visitors since 1929. An increase of 2,281 in attendance over 1937 came on Monday, opening day, with 38,541. Royal American's attendance was in proportion to general figures. More visitors from the States were noted this year by exhibition officials. E. L. Richardson, general manager, said there were more Stampede entries than in any year since the record of 1912. He estimated about 700 entries.

Calgary put on its gayest dress for this most festive of occasions. Downtown streets were decked in flags, bunting and banners. Exhibition grounds presented a beautiful and polyglot appearance. Lighting up the fantastic scene, a breath of a forgotten decade brought down to (See EARLY GAIN on page 37)

St. Louis County Revival Scheduled

ST. LOUIS, July 16.—St. Louis County Fair will be revived this year, with St. Louis County Farm Bureau co-operating with the sponsors. This will be the first time in 12 years that a fair will be held close to St. Louis, as Lakeside Park, site of the event in Robertson, Mo., is in St. Louis County, about 20 miles from the heart of St. Louis.

E. O. Rosenkoetter and Russell H. Lander, county extension agent, are representing the Farm Bureau, and Joe and Donald Reeves, president and secretary of Reeves Amusement Co., operator of Lakeside Park, and Carl F. Trippe, of Ideal Novelty Co., St. Louis, are in charge of the fair. The spacious park is at St. Charles and Natural Bridge roads.

Farm Bureau will give \$1,000 in premiums for exhibits of poultry, live stock, farm products, home economics displays, farm machinery, 4-H Club displays and Boy Scout maneuvers, the bureau to be in charge of these displays. An auto show, food show and household appliance show will be featured. Bands and free acts will be used day and night, with balloon ascension scheduled on each of the four days.

Jackson Outlook Is Good

JACKSON, Miss., July 16.—Prospects for the 1938 Mississippi Free State Fair here are best in years, is the consensus of exposition officials. "Know Your State" will be its theme and indications are that exhibits will outnumber those of any previous year. Miss Mabel L. Stire, secretary-manager, reports brisk demand for space. Royal American Shows will again be on the midway and Ernie Young's *Follies Internationales* will be night-show feature. There will be auto racing under John A. Sloan, and Flash Williams, thrill events. City engineers and WPA crews are making numerous improvements on grounds.

NOW WEST'S WORLD'S WONDER SHOWS—SEE IT FIRST—NUFF SED

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SCINTILLATING STARS OF CIRCUSDOM
SOME AVAILABLE TIME AFTER AUGUST 13.

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"'AYE LAD—A THRILL ACT THAT GIVES YOUR PAY GATE THAT 'MIDAS TOUCH.'"—
CRASH DUNIGAN.

CHATTANOOGA INTER-STATE FAIR

September 19 Thru 24
6 BIG DAYS — 6 BIG NIGHTS

National Chickamauga Celebration

PROGRAM to be held on the Fair Grounds each day of the week.

Concessions still open.

Write W. M. BROXTON, Gen. Mgr., Chattanooga, Tenn.

NOTICE

FAIR SECRETARIES AND CELEBRATION COMMITTEES IN IOWA, ILLINOIS, WISCONSIN.
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MILLS and MILLS HIGH WIRE ACT

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We have the Week of August 8 open, also the Weeks of September 13, 20 and 27, and all dates in October.

Secretaries and Committees are cordially invited to see this Act playing the following Fairs:

August 1-6—CHARLESTON, ILL.	August 27-28—STURGEON BAY, WIS.
August 14-19—MASON CITY, IA.	August 30-Sept. 2—CHARLOTTE, MICH.
August 20-21—WAVERLY, IA.	Sept. 3 and 4—FRIENDSHIP, WIS.
August 23-25—WAUTOMA, WIS.	Week Sept. 5—MELVIN, ILL.
August 26—WEYAUWEGA, WIS.	

We furnish everything complete for the sending of this Act, also will furnish and put up an appearance bond if necessary. Late Southern Fairs get in touch with us and book direct.

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FAYETTE COUNTY FAIR

August 22-26, West Union, Ia.

Wants Rides, Shows and Concessions. Fourth largest County Fair in Iowa.

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ATTENTION FAIRERS!!

★Blonde Sensations★

Two beautiful girls in 100-ft. high Aerial Act.
A few open dates. Wire or write.

AL MARTIN,
98 Broadway, Boston, Mass.

Somerset Street Fair

August 3, 4, 5, 6.

Want Legitimate Concessions, Shows, Rides and Free Acts. Cash before setting up. Nothing contracted to date.

RAY BUMPTER, Somerset, Ind.

New York State To Have Experimental Running Races

SYRACUSE, July 16.—New York State Fair's four-day experimental running races, starting Labor Day, will be operated by horsemen from the Agawam (Mass.) track, Director Paul Smith announced this week. Edward Brennan, managing director at Agawam, will be in charge here. Director Smith also announced two additions to the notables for the fair speaking list in Homer Rodeheaver, of Billy Sunday revival fame, and Harry Woodring, Secretary of War.

Efforts are being made to heal a breach between organized labor and the fair, which has led to a boycott of the fair by the Syracuse Federation of Labor and a consequent menace to the plans for Labor Day, always one of the biggest days of the fair. The Syracuse federation voted the fair unfair because of the use of non-union labor and announced it would ask the State federation to follow suit.

Director Smith declared that he would close the fair before he would recede from his stand, but Governor Lehman contacted Agriculture Commissioner Noyes, who oversees the fair, and Noyes called Smith to Albany for a conference. Result is said to be a quiet move to settle things.

Sixteen States For G. G. Expo

SAN FRANCISCO, July 16.—Business conditions were reflected this week in the report of F. M. Sandusky, director of division of exhibits of the 1939 Golden Gate International Exposition here. Six major commercial exhibitors have added a total of more than \$35,000 in floor space to their exhibits. Louisiana is the latest State to line up an exhibit, \$25,000 being appropriated for participation. Sixteen States to date have contracted for space.

During President Roosevelt's visit to Treasure Island, high point of this week's activities on the site of the expo, he was welcomed in the Administration Building by expo officials, governors of several Western States, representatives of the army, navy and marine corps and prominent business men. He was also guest at luncheon on the Island when he delivered a nation-wide radio address. His review of the Pacific fleet followed the ceremonies.

Threatened boycott of the expo by inland counties, because of labor trouble, has virtually collapsed. Yolo County, one of the last holdouts, has announced it will place an exhibit. First party on Treasure Island will have the San Francisco Press Club host to more than 1,500 revelers tonight in the Administration Building, with Sally Rand as dancing headliner.

To San Francisco from Glasgow has come Miss British Empire Exposition in the person of Marie Kane. On the Island on Tuesday she met Zoe Dell Lantis, traveling ambassador for the local fair. French Indo-China's exhibit is en route here, expo officials have been informed.

Fair Grounds

MANSFIELD, O.—Indications are that the 1938 Richland County Fair here will be unusually successful despite the early dates. For a three-day harness-race meeting more than 250 horses from Grand and Ohio Short Ship Circuit are expected. Premiums for farm exhibits will total in excess of \$3,500.

JACKSON, Miss.—A dairy festival will be featured at the 1938 Central Mississippi Fair, Kosciusko, according to plans of a committee of Kosciusko Junior Chamber of Commerce. H. E. Smith Jr. is chairman. There will be a band tournament on School Day. J. C. Ricketts is in charge of the horse show.

YOUNGSTOWN, O.—Mahoning County's 92d annual fair in Canfield is expected to top last year's attendance of 50,000, said President Fay Heintzelman. More than \$12,000 will be awarded in premiums. Events will include a horse-pulling contest, horse show, pony and mule races, grand-stand acts, harness races, fireworks and thrills by auto and motorcycle stunts.

GALESVILLE, Wis.—Trempealeau County Agricultural Association voted to transfer title of the fairgrounds to the village of Galesville so as to be eligible for a WPA grant for improvement of the plant, if possible, before the 1938 fair.

FARMER CITY, Ill.—For the 1938 Farmer City Fair and Society Night Horse Show about \$1,000 more will be offered in premiums, said Vice-President E. S. Wightman. Byers & Beach Shows will be on the midway. Bob Lewis will direct the p.-a. system. Entries in departments have begun to arrive, according to Sim Wilson, secretary. The fair is being widely advertised.

CHARLOTTETOWN, P. E. I.—Four days of harness racing have been set for Charlottetown Fair, official Prince Edward Island exhibition, first of the maritime provinces' fairs of 1938 and usually one of the most successful. There also will be 12 acts, including a flash girl act, and fireworks nightly. D. A. MacKinnon is president and J. W. Boulter secretary.

PAINESVILLE, O.—At the 1938 Lake County Fair here there will be increased accommodations for race horses in a new barn of 30 box stall capacity. A new lighting system along rear of the track is to be installed. Concession Manager John Salkeld reports space at a premium. Department heads anticipate (See FAIR GROUNDS on page 59)

Trenton No Tyro In "Oldest Fairs"

(Continued from last week)

Birth of Interstate Fair

William T. Taylor, a son of John Taylor, first president of Interstate Fair Association, and who for a long time was associated with the fair in charge of the entertainment features, tells the story of how the Interstate Fair started. "My father, brother and I came home from Mercer County Fair in 1887 and dad decided that Trenton should have a real fair and that he was going to promote it. The next day he stood at what is now State and Broad streets and, book in hand, buttonholed all his friends and induced them to buy stock in the new enterprise."

In July, 1888, Interstate Fair Association was incorporated and a tract of 110 acres was purchased along right-of-way of the Pennsylvania Railroad and alongside of the old Fashion stud farm. A half-mile track was built and some exhibition buildings erected. John Taylor was first president of the association; Harry Taylor, first secretary, and John Guild Muirheid, first manager. Later the offices of secretary and manager were combined and Muirheid continued in the post of secretary-manager.

At the death of Mr. Muirheid in 1899 Brig. Gen. Mahlon R. Margerum was chosen secretary-manager. The first fair proved very pleasing to the promoters and the horse racing was successful. The fair was held the first week in October and the following year on October 2-6. Fully 30,000 people visited the grounds on "Big Thursday" and the day which was afterwards to be the featured day at the fair had its beginning. The newspapers of the day had nothing but praise for the exhibit, but stated that "altho the fair proved to be a tremendous success this year, the association is far from being satisfied and will next year make extensive improvements. They are keeping their eyes open to the wants of the people and studying everything with a view to their accommodations." Governor's Days on Thursday of fair week found thousands milling around the grounds, and seats in the grand stand for a number of years sold at a premium.

First Thrillers Booked

Sensational acts galore were produced at the fair; Billy Taylor probably paid out the first dollar for a man to leave the ground in a plane. The Wright brothers were paid \$10,000 in 1909 for five flights—a flight to consist of remaining in the air for not less than three minutes. Ralph Johnson, who was afterwards killed, was the man who made the flights. The fair board backed Taylor in his efforts to get thrillers. Money was no object and response on the part of the fair visitors more than repaid the association for their expenditures.

(Continued next week)

WACO, Tex.—Brazos Valley Free Fair elected Harrison B. Walte, president; Ralph Buchanan, vice-president; A. M. Goldstein, treasurer, re-elected; new directors, L. B. Gardner, E. E. Waters, Cliff Day. The 1938 fair will be on Cotton Palace grounds.

RIDES

Medium-sized Carnival wanted for county fair, August 24-26, Kimball, Neb. Rides wanted for neighboring fair following week.

V. B. CARGILL, Kimball, Neb.

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"BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

Michigan Board Seeks To Break Lease on Track

DETROIT, July 16.—Action for return of the grand stand and track property on Michigan State Fairgrounds here to the fair management was voted this week by the board of managers in annual meeting. Under a lease made several years ago, Detroit Racing Association has the rights to this property, which Frank N. Isbey, managing director of the fair, launched a campaign to recover at the annual convention of the Michigan Association of Fairs here last January.

Rental price is \$12,000 a year, plus \$2,500 a day for a racing permit during meets, and Manager Isbey commented this week that "It is certainly not in the public interest to charge only \$1,000 a month for 100 acres of improved property on Woodward avenue."

Legal tactics to secure breaking of the lease remained vague, as Attorney-General Raymond M. Starr ruled recently that, while the original enabling law was invalid, a court would uphold the lease on the ground that the State had condoned any illegality by performing its part thereof several years.

Edward J. Fry, State racing commissioner, expressing objection to the idea of breaking the lease, proposed a round-table discussion instead of a lawsuit to arrive at a compromise.

Grand-Stand Shows

LAKE County Fair, Painesville, O., will have A. E. Selden, "The Stratosphere Man"; Uncle Ezra and the Hoosier Hot Shots, Uncle Billy and His Search for Talent and a cellophane wedding, reports G. Benzies, fair publicity director.

PLAYING fairs, celebrations and parks in Montana, the Crawfords report a good season to date, with conditions apparently better than in the East. They are driving a new Buick car and carrying rigging and other equipment in trailer.

SMITH'S SUPERBA BAND, which completed its contract from April into July with Johnny J. Jones Exposition, will play 12 weeks of fairs under the Hamid banner, reports Hugh M. Smith.

C. A. KLEIN has again been given a contract for the grand-stand show at annual Jackstown (Pa.) Fair, bill to consist of a musical revue, acts and 10-piece band.

FARMER CITY (Ill.) Fair has contracted Edna Deal and Ray Shute with their musical revue on Sunday and Monday of fair week. Ernie Young will furnish acts, including Tarzan, human ape, presented by Felix Patty; Six Jordans and Skip Dean and his Nebraska Sand Hillbillies. Thrill program will be by Ray Hensel and company of dare-devils on the track, reports Vice-President E. S. Wightman.

RCA Men Meet in Chicago To Confer on Fair Season

CHICAGO, July 16.—Awaiting inaugural of the fair season, officials of the Racing Corp. of America converged here to map final plans for a racing schedule covering 27 States. From Syracuse, where he directed a July 3 auto-race promotion on New York State Fairgrounds, President John A. Sloan returned to the Chicago offices with contracts signed by prominent Eastern drivers who will compete under the RCA banner this year. His arrival was preceded by that of Harry Burton, Andrew Sallade, Bus Clevenger, Harry Fink and Gaylord White, all of whom participated at Syracuse.

With close of early fairs in North Dakota and Minnesota, Huff Dorward and Al Sweeney, promotional managers, returned to Chicago, and Aut Swenson, who has launched a campaign for Mississippi Valley Fair auto races in Davenport, Ia., will come to sit in on conferences.

Opening in Davenport, the RCA

WANTED

Rides, Concessions, Shows and Free Acts for our 18th Annual Event, August 10, 11, 12, 13, 1938.

Kingman Community Fair and Festival

E. P. MOORE, Secy., Kingman, Indiana.

schedule will keep its promotional men and dirt-track drivers busy until the season is climaxed with Louisiana State Fair program, Shreveport. The Syracuse still date will be followed by speed cards at Brockton (Mass.) Fair and Eastern States Exposition, Springfield, Mass.

Swenson Heads Race Circuit

CHICAGO, July 16.—Offices of the Racing Corp. of America here announced that the corporation had signed Aut Swenson, veteran auto race promoter, to its roster of circuit managers. He was "right-hand man" to the late J. Alex Sloan, continued with John A. Sloan last year and is slated to supervise R. C. A.-sponsored gasoline classics at fairs in Davenport, Ia.; Sedalia, Mo.; Cedar Rapids, Ia.; Oskaloosa, Ia.; Springfield, Mo.; Memphis; Laurel, Miss.; Nashville; Meridian, Miss., and Birmingham. Deal, negotiated between Sloan and Swenson in New York, covers a two-year period, Swenson to swing into action in Davenport, where he will establish headquarters for the circuit he will direct.

BRANDON EXHIBITION

(Continued from page 35)

10 per cent over last year. Concessions had an excellent week, being supplied by RAS, and officials of that organization reported Brandon to be the first date this season where at least one night was not lost to rain.

Added entertainment included Manitoba band festival, captured by Virdeon citizens' band; special events for children on Kids' Day, three days of harness racing with pari-mutuels and unusual displays sponsored by Dominion and provincial governments.

Traditionally a farmer's fair, Brandon this summer had one of the largest livestock entries of all time, with every department showing record gains. Space in display and agricultural buildings was to capacity more than a month before the exhibition opened, while exhibit of farm machinery was said by experts to be the largest ever assembled in the Dominion.

Newspapers and radio stations lent great support during the advance publicity campaign and fair week. Publicity methods of Mr. and Mrs. Francis F. Healy for the Royal American Shows brought much favorable comment from newsmen and radio men. Reported by H. Lyl McGill, publicity director for the Provincial Exhibition of Manitoba.

EARLY GAIN

(Continued from page 35)

the present, were the Royal American brilliant illumination towers on the long midway, thousands of feet of neon casting a glow of contrast on costumes of the crowds. The finest weather ever to greet the histrionic Stampede was in evidence the early part of the week. At 10 a.m. on Monday the huge street parade started, led by Royal Canadian Mounted Police in a cavalcade in which the old marched with the new. The parade lasted more than an hour and 20 minutes. Radio stations CFON, CJCY and CFAC picked up the line of march at intervals and during the week broadcast programs from the grounds.

Royal American Shows were an integral part of this fiesta of horserland, all male members breaking out in 10-gallon hats. Everyone was "pardner" and that included the Indian chief who wouldn't remove his war-feathered bonnet in Raynell's new Bowery and Gay Nineties show, insisting it was a quaint old Indian custom not to take off the headgear. Late Sunday afternoon the show owners were guests at a lawn party at the Burns ranch, attended by directors and associate directors of the exhibition, their wives and families. Entertainment was provided from the midway by Raynell's all-electric organ from The Bowery with Lloyd Sullivan as organist. Imperial Hawaiian Quartet with electrical instruments played from the porch of the ranch. Ernie Young's Follies Internationale provided the California Octet, male singers, and members of the grand-stand show later gave an exhibition ball game. Among guests at the ranch were Mayor Davison, Mr. Richardson; J. Charles Yule, exhibition president; Johnny Jordan, Stampede announcer; past presidents and officials of Stampedes in other sections of North America.

At the race track a first-day turnout of 9,000 spoke well of what might be expected. A dust storm late Monday night slightly curtailed expected attendance.

Slight damage was caused by wind. A feeling of general optimism pervades all of Western Canada.

Early visitors included Percy W. Abbott, managing director of Edmonton Exhibition, and Mrs. Abbott; Fred Kemp, president of Edmonton Exhibition, and Mrs. Kemp; President Anderson, and Lou Richards, arena director of Ellensburg Rodeo; Harold F. Depue, manager of Great Falls (Mont.) Fair; Charles W. Green, manager of Missouri State Fair, Sedalia, and Mrs. Green; Harry L. Fitton, manager of Billings (Mont.) Fair, and Mrs. Fitton; Ralph T. Hemphill, secretary of the International Association of Fairs and Expositions, with Mrs. Hemphill, Oklahoma City; Lieut.-Gen. Sir Richard Turner, V. C., head of the Pensions Board of Canada, Ottawa; General H. F. McDonald, Ottawa; S. E. Olson, president of Minnesota State Fair, and Mrs. Olson, Ada, Minn.; Mr. Bantick, Toronto; Mayor D. K. Elton, Lethbridge, Alta., and Mayor Fry, Edmonton.

ISBEY, SERVING

(Continued from page 35)

reconditioning of two wings of the Electrical Building and construction of a new mirror pool on the mall at the front of the grounds. Pool will be 400 by 36 feet, with five varicolored lighted fountains to be erected at a cost of \$27,000.

Manager Isbey presented an audit prepared by William L. Stewart, C. P. A., in two periods, July 1 to November 30, 1937, and December 1 to June 30, 1938. This places the fair upon the fiscal year ending on June 30, the same as all State departments, and, incidentally, gives a truer financial picture, as the year ending on June 30 must necessarily include the expense of carrying over to that date rather than balancing books just shortly after the fair closes.

Gate Shows Increase

Net operating profit as of November 30 was \$48,388.81, exclusive of an allotment of \$125,000 from the State racing fund, which brought net total operating revenue to \$173,788.31. As of June 30, at end of the fiscal year, the fair earned \$31,108.22, or \$172,350.82 with inclusion of the racing fund and \$15,842 from ticket tax revenue from the race track.

The year was closed with the fair owing the State nothing, altho the inherited deficit from preceding managements still exists, Manager Isbey said. In addition, the fair paid back the \$50,000 advance for operating funds to the State. Total receipts were \$605,622 and total disbursements \$588,042. Total operating revenue was \$248,013, an increase of \$76,083 over the preceding year, despite reduction in the gate from 35 to 25 cents for adults and from 15 to 10 cents for children. Total 1937 attendance was 421,393, an increase of 201,146.

N. Y. LINE-UP

(Continued from page 35)

sent the Parachute Drop ride, and Tony Sarg, marionettes. Frank Buck, altho not definitely set, will no doubt have a Jungle show; Moe Gale, Savoy Ballroom; Daniel Burnham, Llama Temple; Dodgem Corp., two Auto Dodgemes, and Robert J. Sipchen heads a Chicago syndicate practically certain to produce a Winter Wonderland show.

Dunlap Is Veteran

With signing of a contract for guess-your-weight scales, the veteran concessioner "Pop" Dunlap will enter another new business venture. He has devoted almost all of his time in recent years to promotion of large walkathon contests and has played nearly every available city in the United States with his European Battle of the Champions endurance contests and recently opened another contest in the East. The venture at the fair will be first in this line for the Dunlap Enterprises in some time, but it is said one of the most complete organizations ever assembled for this business will be all set to go when gates are opened. Equipment will be the last word, it is declared, and every operator will be uniformed.

FORT WORTH, Tex.—E. W. Harrison, Graham, has been elected president of the North Central Texas Fair Association, which serves 10 North Texas counties. Glenn Burgess, manager of the Graham Chamber of Commerce, is new secretary-manager.

SUMMERVILLE, Ga., July 11.—Chattooga County Fair Association elected O. P. Dawson, president; J. L. McGinnis, vice-president; W. F. Aldred, secretary; Homer Woods, treasurer; Homer Woods, manager of amusements.



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America's Largest Independent Midway
Want Rides, Shows and Concessions. No ticket. All exhibition buildings open at night. Two Children's Days. Must open Sunday. September 4. Plenty Free Acts. Fireworks. Address
JOHN T. McCASLIN
125 E. Baltimore St., Baltimore, Md.
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Concessions, all kinds: Mouse Game, High Striker, Scales, Custard, Snowball, Penrants. Eddie Roth's Rides booked. Write "LOP" WALSH, Ladoga, Ind.

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CALIF. PIER BIZ UP

Big in Belmont

By EARLE REYNOLDS

Season Better At Ocean Park

Ward and Hargraves interests extensive—early bad weather curbed crowds

OCEAN PARK, Calif., July 16.—Ocean Park Amusement Pier, with many improvements since last year, is registering a very satisfactory season, according to Harry Hargraves, John R. Ward and others. Adverse weather at beginning of the season kept attendance down, especially at night with low temperatures. Harry Hargraves reports good business on his rides and he expects the American Amusement Enterprises, of which he is president and which operates at Ocean Park and Venice-by-the-Sea piers, to have a successful season.

The shows are operated by the John R. Ward Amusement Co., of which Mr. Ward is president, which also operates at Venice and Long Beach amusement zones. Emily Ward is secretary and treasurer of the operating company; J. E. Bardwell, director of public relations, and J. E. Somers, artist.

All shows have handsome new fronts, *The Folies*, girl revue; *Hell 'n' Back*, Funhouse and *Monsters Alive* being unique in design and most attractive. Al (Moxie) Miller has a large number of the concessions, with F. J. Morgan and James Dunn as assistants.

Concessions: Frank Czerwonka, quick

(See CALIF. PIER on page 40)

Ohio Spot Has Increase In June for Fifth Season

BASCOM, O., July 16.—Meadowbrook Park has again shown an increase over the previous year of June business. This is the fifth consecutive year for such a gain in spite of bad weather in June and only one real swim week in the month, said Manager H. L. Walter. Ralph A. Jolly's Merry-Go-Round and Ferris Wheel from Bucyrus, O., have augmented the attractions.

The ballroom, with Guy Workman and Tommy Campbell's bands, and several name bands such as Johnny Hamp, Rita Rio, Emerson Gill and Ray Pearl, has been doing even better than last season.

Twenty-five industrial outings and over 150 reunions are booked for remaining weeks in July and August. Buildings were all repainted this season.

Labor Policy Aids Gibson

DETROIT, July 16.—Friendly relations with organized labor are paying at Jefferson Beach, and J. F. Gibson, managing director, making this an important policy, has secured general indorsement of local divisions of the labor movement. Numerous union picnics and events, some so large that more than one day is required to handle them, have become an important part of the park program.

Midway at Beach Opening

OCEAN PARK, Calif., July 16.—At summer opening of Ocean Park beach on July 3 there was a big celebration and parade in which officers and men of the U. S. S. Chandler participated. Good business was done over the week-end by Steffen's Superior Shows, which had the midway contract, and thousands were attracted to the beach.

New Series of

Legal Opinions

In the next issue, in the Park Department, will appear the fifth of a new series of legal opinions of special interest and benefit to amusement enterprise owners. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



NEW MARQUEE AT MILLION-DOLLAR PIER, Atlantic City, which was opened under the George A. Hamid banner for the first time on June 25. S. W. Gumpertz, former general manager of the Ringling-Barnum & Bailey Circus and big land-owner at Coney Island, N. Y., is the new general manager of the pier.

Detroit Edgewater Is Hit by Weather

DETROIT, July 16. — Business last week-end was reported fair for this season in Edgewater Park until about 8:30 Sunday night, when a cloud-burst practically killed outdoor attractions. Weather has been the one bad condition in the park's business this season, it is reported. Expectation of the park management was that this season's business

(See DETROIT EDGEWATER page 41)

Cincy Coney To Entertain During State Legion Meet

CINCINNATI, July 16.—Coney Island has been chosen an official entertainment center for the American Legion, American Legion Auxiliary, American Legion Nurses, Forty and Eight and Eight and Forty, during their concurrent State conventions here on July 24-26, announced Justin A. Rollman, general chairman, convention committee. Legionnaires and families will travel to

(See CINCY CONEY on page 41)

Clair Foresees Good Norumbega Season Despite an Adverse Bow

AUBURNDALE, Mass., July 16.—In Norumbega Park here, Manager Arch E. Clair said that since opening of its 42d season on May 28 indications have been that business this season will surpass some others despite the beating inclement weather has dealt spots in this territory. Unlike the opening on May 29, 1937, with ideal weather that brought record attendance, the 1938 bow had rain on Saturday and Sunday, Decoration Day being okeh. Since then, and this goes for other parks hereabouts, there has been rain on June 4 and 5, 11 and 12, 18 and 19, 25 and 26 and over the July 4th holiday, July 2 being overcast, showers on July 3 and a downpour on July 4.

Buildings and rides in Norumbega have been repainted and extensive landscaping has been in progress. A new sound system has been installed with a

mechanical record-changer to provide continuous music. Free attraction is the George Tramer Dog and Pony Show, booked thru Paul N. Denish, Boston, representative of George A. Hamid, and it is a drawing card. J. G. Edwards, of Interstate Orchestras, Inc., is furnishing bands in Totem Pole Ballroom, which opened on April 16. Policy was dancing Friday and Saturday nights till the May 28 park opening.

In co-operation with *The Boston Evening American-Daily Record*, a series of Nickel Days has been planned. Waldorf chain of restaurants has a concession under management of Albert S. David, who reports a number of banquets scheduled.

Roster includes Arch E. Clair, manager; secretary, Peg Danforth; office assistants, Helen Murdock, Ray Finnegan, Olive

(See CLAIR FORESEES on page 41)

Winnepesaukah in Lively Season Following Years of Development

CHATTANOOGA, Tenn., July 16.—Despite weather handicaps, Lake Winnepesaukah is having a good season, it having opened on May 8 under direction of Mrs. Minette Dixon (in private life, Mrs. Wade Farrar). Many improvements were made and a few new attractions were installed, water bikes and electric motor boats on the lake and a bingo game with high-class merchandise. When Lake Winnepesaukah was founded by the late Carl Dixon 15 years ago it was only a large grove on the lake. Mr. Dixon, assisted by his wife, developed the property, first building a swimming pool. For the past five years Mrs. Dixon has operated the park successfully.

Paul Jones, new assistant manager, has had several years' experience in amusement business, a graduate of Loyola University and head coach of Notre Dame High School, Chattanooga, and has been handling promotions for the park, having booked many outstanding outings. Pool is one of the largest in the South and modern brick bathhouses at one end of the pool also serve as park general offices. On the second floor is an attractive clubroom for social affairs. A large sand beach and hand-ball courts are popular. Pool will have ladies' day every Monday, starting on July 11 and continuing thru the season. Any girl

(See WINNEPESAUKAH on page 41)

MONTREAL—Belmont Park, Cartier-ville, had what was considered the best period in its existence on July 2-10. General Manager Rex D. Billings had a talk with General Rain and the general laid off with his usual down-pour each week-end. Rex sent a rocket above with a telegram of thanks to his majesty, General Rain.

On July 2 and 3 more than 35,000 entered the beautiful park. Concessions did their biggest business. The Magic Carpet slayed them, pushing them thru on to the carpet as fast as ticket sellers could send them thru the turnstile. Harry A. Illions declared he had pretty close to 30 per cent of the huge crowds, while Uzzell's rides worked without a minute's let-up from 9 a.m. until midnight. Al Plunkett, with his show of amateurs, a la Major Bowes, and Stan Wood, with his great swing orchestra, took 15 minutes off for lunch and the same for a snack about 6 p.m.

On the stage were Helen Reynolds and her World's Champion Skaters. This lady crashed the radio twice during the week with Cliff Butler, of CFCF, besides amusement and sports columns with great publicity space, which Allen Spencer, press agent, sent out after having had all the local critics of show business as well as all the sports editors view the performance. Canadians all skate.

Boardwalk Features Seen at Show Boat Bow at Fort Worth

FORT WORTH, Tex., July 16.—R. H. (Bob) Carnahan, one of the original builders of Casino Park on Lake Worth and associated there until last year, has built a \$50,000 "Show Boat" across the lake from Casino Park.

Show Boat, which opened on July 1, is 250 by 80 feet and has a floor given over to boardwalk attractions, shooting gallery, Skee-Ball, photo machine, etc., and the largest open-air dance floor in this section, the inclosed dining room with dance floor to be used in rainy weather.

Sully Montgomery, who had charge of the dance floor and free boxing in Casino Park, is assistant to Manager Carnahan at Show Boat, which is built on land and is not made for navigation.

Ontario Lakeside in Stride

PORT DALHOUSIE, Ont., July 16.—After bad weather from May 24 to July 1, Lakeside Park here got into its stride, reports H. McGeachie, a concessioner here since 1923. Brisk business came last Sunday, when the park was packed. It was cold and rainy on every week-end in June. Norm Harris and his band are drawing good crowds nightly to the Casino; it is a real sweet band. With plenty of picnics daily, concession row is getting a good play and the rides are turning their share.

Spots Active at Salt Lake

SALT LAKE CITY, July 16.—Beck's Hot Springs resort has been remodeled, old steel roof having been taken off to give greater light. Manager O'Farrell and Mrs. Breen, owner, look for a good summer. Lagoon, reported Manager Julian Bamberger, was scene recently of an A. A. U. tournament for Utah. Sunset Beach featured bicycle races on July 10-11 with Managers Hal Browning and Ira Dern in charge. Black Rock, on Great Salt Lake, is catering to free dancing and has improved free picnic grounds. Crystal Beach is getting back business by allowing cars to drive to the water's edge and with free bathhouses.

Rolling Green Has Record

SUNBURY, Pa., July 16. — Biggest crowds in history of the spot, about 42,000, were in Rolling Green Park, between Sunbury and Selinsgrove, over the Fourth of July week-end during Snyder County's celebration. Park Manager R. M. Spangler estimated that 34,000 saw fireworks on the night of the Fourth. He said that spending was about 70 per cent of normal conditions there. Picnic bookings are far ahead of last year's during July and August.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Water-Winging It

To continue discussion started here a few weeks ago concerning advantages or disadvantages of employing water wings, it seems as tho everyone has an opinion on the subject. But the letter which, to my mind, presented the most logical argument came from Paul H. Huedepohl, of Jantzen swimming association, Portland, Ore. Paul, after sparring around, throwing love taps at the writer, gets across a series of literary rights and lefts by writing: "You mention that many swimming instructors are in belief that the use of water wings may retard the swimmer's confidence when the wings are taken away. That is positively correct—according to my observations made over a period of 28 years of teaching—with and without water wings and roped belts. True, at one time I did use water wings in teaching class swimming, because I was an admirer of old George Corsan, one of the first in the game of teaching mass swimming. And well do I remember when he came to our Seattle Y. M. C. A. in 1911 with his truckload of water wings!

"Now, Nat A. Tor, just let me explain my reasons. First of all, results are what count. When I used water wings, belts, tubes, etc., in my classes, I never thought I would teach without them, but in 1913 I changed—not because I really wanted to, but because the Y could not afford to buy new water wings. I taught that spring vacation without wings and I'll admit I worked harder for results but the pupils did learn; had more confidence in their own ability and were better swimmers. And the time devoted to that class was no longer than in previous campaigns.

"Yes, the teachers 30 or 40 years ago did achieve marvelous results, but don't forget that no business can afford to remain stationary and not make changes. I wouldn't want to drive an old-fashioned 1915 Ford today, and old Henry found that out—almost too late. He finally made radical changes, not only in the mechanical features, but in the body as well. This goes for the teaching game as well as the business game. Teaching a child the A B C's is entirely different today than it was when you and I went to school. This goes all the way thru our educational set-up.

"The use of water wings or other apurtenances is detrimental because it really makes the non-swimmer depend upon them with the result that the final results of actually learning to swim is much slower. Then, too, the use of the apparatus does not allow the pupil to actually attain the correct position. The natural buoyancy varies in everyone's physical make-up. Teach the beginner the very lowest fundamentals, such as wading, ducking head under water, opening eyes under water, etc.

"It is interesting to note that swimming thruout the world has had its greatest development within the past 10 or 15 years. It is because of the fact that the modern instructor endeavors to make the classes realize that swimming is a game and not a serious business. We know it is fun to get into the water—let's have fun in learning."

A Southern Note

Word has been received that Cascades Plunge, Birmingham, Ala., climaxed National Swim-for-Health Week on June 26 with a gala water carnival and beauty pageant. Over 200 people were taught to swim during the week by A. T. Smith and Leslie Killgave, who were the instructors. John Simpson, middle-Atlantic diving champion, was a feature of the carnival on Sunday of the campaign. The letter, forwarding this info, further reveals that A. T. Smith, a favorite Southern emcee, handled the show and beauty contest nicely. A crowd of some 1,800 chose Miss Ann Nankville as Miss Health of 1938.

Dots and Dashes

Harry Barrett, praise agent for St. George tank, Brooklyn, N. Y., calls attention to fact that Jeanne Laupheimer, star of St. George Dragon Club, is leaving for the Coast to compete in the nationals, which reminds me to remind you that the women's national outdoor aquatic champs will be staged this weekend at Santa Barbara (Calif.) open-air tank. . . . Helen Wainwright, former

Olympic titleholder, and her diving girls from the Leon and Eddie's night club, made a personal appearance last week at Riverside Cascades tank, Manhattan.—President pool, Swan Lake, N. Y., garnered a nice flock of publicity last week with its so-called pre-Nationals.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Weather over the holiday week-end was fine and business great. Parking space turned away an estimated 1,000 cars Monday night and cars were parked everywhere but inside the Music Tower. Fireworks went over big and free acts bigger.

Current attractions are Five Juggling Jewels and those acrobatic dancers, Five Ames Sisters. Both going good.

Jack (Dart) Fraser did not, as previously stated, undergo an appendectomy but rather a dentectomy. In other words, he had all his molars and grinders extracted. Dorothy Dwin, lightning-sketch artist, doing very well.

Roster of Tom LaRussel's Kiddieland crew includes, besides Tom, Aerowing, James Murphy; Kiddie Coaster, Red Labella; Miniature Railroad, Leonard Sarchino; Custer Cars, Bill Warnock and Woody Baker; Carousel, Carl Munter; Whip, Al Fingerle; Kiddie boats, Russell Swift; Ferris Wheel, John Sury; Auto Ride, Harold Balls; Kiddie-Go-Round, George Schroepel, and playground matron, Miss Kraft.

Funny things seen and heard at Playland. A. Abbott's jitter bugs, headed by Lillian Duffy, swinging every evening on top deck of the boathouse. Little Half Pint pinning tags on bathers at the pool. Min Bossert replying to the eternal question: "Thru the gate, madam; first turn to the right."

Biz on the lake continues to be good, especially the electric boats. Mal Hallett still going strong in the Casino. Derby Racer doing very well under management of Carmel Guglielmo. Messrs. Sibley and Verlan are the night force in the cashier's office, and Barney Price is again doing relief duty. Tony Capaci is already looking forward to another winter in Miami. Same goes to Charley Walters and Walter Gildersleeve. Voice of Playland also has Florida aspirations. And Colonel and Mrs. I. Austin Kelly are at their summer home in Rye. They spend most of their time in Miami.

Mrs. O. O. Lindborgh and her daughter visited son, Buddy, at Revere Beach, Mass., last week. Peggy and Muriel Brown, daughters of Assistant Director Lee Brown, are seen nightly in the park with their mother. Bill Hitchcock is managing E. White's Flying Scooter and Bill McDonald is on the Loop-o-Plane. John De Captell, penny game, is sighing for that dear Mentone on the Riviera. Walter Nichols takes in the Juggling Jewels every chance he gets. Walter used to be one of the Juggling Nelsons. Hasta Luego.

Old Orchard Beach

By HOWARD STANLEY

Aided by finest weather of the season so far, the week-end of July 9 gave concessioners some assurance that the season will be a fair success. With the races of John Gilbody moving in shortly, still better business is looked for, boosted by many excursions via train and bus. Jerry Gardner's Keano reports increased business, which may be attributed to management by Mr. Gardner and Thomas E. Morrissey, who are adopting novel policies to attract and hold patrons. Take at Freddie Dittmer's Tango, popular because of active audience participation, is still capacity, while money recently has flowed less freely at his Beano across the street.

C. W. Usen is booking a new floor show, featuring Bob Percival and orchestra; Rosita and Perez, adagio duo, and a bubble dancer, Drcis Hudson. Joseph and Bill Rankine, who formerly managed Dittmer Enterprises, dropped in for two weeks' vacation. Barnett Circus, playing Old Orchard, did only fair biz, we hear, due to too much competition of local attractions. Howard Duffy's Skooter should have a better play since he tore out part of the back, making the ride more noticeable and attractive. Crowds at Sears & Hinchliffe's still being pleased by genial Billy Earle, while Eob Thomas, youthful and talented emcee, reigns amid the hails of patrons at the Silver Dollar. Harry A. Belyea doing a masterful job on Portland's WCSH. Jerome Comferto doubling be-

tween Jerry's Keano and pugilistic endeavors in Portland. Ben Franklin, stealeman, encouraged by a better outlook, has added stock and reports good pickings. Bernie (Mr. O'Brien) Goldberg is fast threatening to annex the title of Old Orchard's best mike man, now held by Jim Drew.

Fred Nichols, best dressed executive of this resort, needs only one more grand to set up a beano game in a near-by virgin playground. Joe Ferullo and Wallace Feenan are signed up for next Miami season with "Frenchy" Delmonte. Boston & Maine Railroad and other transportation companies are giving Old Orchard plenty of free publicity. Marty Bressler and his Old Orchard House reported doing better than last year, due to increased advertising and improved surroundings, including a modernistic cocktail lounge and dining salon.

Revere Beach, Mass.

By BEACHCOMBER

Business held up well over the Fourth and weather was perfect.

William Wilkes, manager of McGinnis' Custer rides, was rushed to Boston City Hospital in a serious condition. Hurley's Whip seemed to be enjoying a little business. It was estimated that 250,000 were at the beach on Sunday, July 10. George Vokal, the boy with two mouths, was married to Rita (Sunshine) McGinnis on July 8 and the Boston papers gave them plenty of publicity.

Harry Davis, magician and emcee at Streets of All Nations, was given a pleasant surprise when he was joined by his mother and father and family, whom he had not seen in many years. Arizona Kids' Pony Circus at the beach is a drawing attraction, especially for kiddies, and they appear to have fair business when weather permits.

Business reports over the Fourth were from fine to 50 per cent less than last year. W. J. O'Brien is still busy day and night with his rides and shows. Howard Johnson's ice-cream stands get a good play. Doc Walters has joined Streets of All Nations with an unborn show and will handle it for W. J. O'Brien. Four more days of rain this season and it will break all records for all time at the beach.

Atlantic Beach, N. J.

More than 8,000 Jerseyites attended formal opening of this spot on night of June 24. With President and General Manager Fred H. Ponty hosting, political, social and show-business leaders from this part of the State joined representatives of the press and park officials at an elaborate dinner in honor of the park's new management.

Following the repeat guests enjoyed a floor show, free-act bill and fireworks, the floor bill especially arranged for the occasion. With Billy Clark as emcee, Eight Sweethearts of Rhythm, dancers, and Bassett and Bailey, novelty dance duo, entertainment hit the high spot. Later LaGeorgette, aerial sensation that had just closed two weeks in Luna Park, Coney Island, N. Y., offered the featured attraction of the evening. Fireworks followed and afterwards dancing to the tunes of Hal Nearing and his band.

Transportation to the park is up to par, they say, with Newark and Elizabeth public bus services offering unique service and the steamer Yankee making three trips daily from New York.

July Fourth week-end is being estimated as one of the best that this park has ever experienced. With good weather and adequate publicity, people literally came in droves. Old-time concessioners along the midway were busy from morn till night and almost without exception they reported excellent biz. What Manager Ponty called "one of the most elaborate fireworks displays ever seen along the Jersey Coast" thrilled the public at night and exacted commendable comment from local and near-by press.

Set for the future are a beauty contest and baby parade, plans already under way to tie up the beauty event with

the national contest at Atlantic City in September.

Paragon, Nantasket

By ARTHUR L. GAULIN

Weather held up long enough to permit celebration of the Fourth in a real manner. Charles Risio in his spare time has opened a massage parlor on the Caterpillar for unfortunates bitten by the sun. Lillian Ring celebrated her 26th birthday on July 9, and Mike Sullivan his 32d on July 12. Fred Fuller regained his title as a ping-pong champion by defeating Joe Mastro in a hectic game. Les Kimris are performing to capacity crowds at every performance. Ben Elfman is now rated as a first-class electrician.

Thomas Hogan, singing bartender, formerly of the Savoy Hotel, London, renders a few favorite selections for his ardent fans. California Steve Masalle, of the Whip, who lost part of a finger, will be on the sick list a few days. Big-Hearted Mikie Sullivan takes care of many poor children; he sees that they get home all right with plenty of ice cream and pop corn.

Front All-Star baseball team and Back-End Wild Cats are to meet in their annual battle at Bayside Field. All-Stars: Frank Emanuella, catcher; Leon Barton, pitcher; W. Smith, first base; Johnnie Infusino, second; Al Branca, shortstop; Frankie Infusino, third; Fred Lively, right field; Jimmy Connelly, center field; Philip Lahage, left field. Wild Cats: Tommy Emanuella first base; Joe Mastro, second; Archie Simmons, third; Sammy Simmons, shortstop; Mike Sullivan, catcher; William Letora, left field; Arkie Shanker, center field; Joe McDevitt, right field; Charles McCarthy, Buddy Glennon and Fred Fuller, pitchers.

Pete Murphy, who has returned to the Palm Garden after a sojourn thru Bermuda, now manipulates the jew's-harp in real style. Johnson sisters, Ruth and Emille, are back with the floor show in Palm Garden after a tour thru New England.

Park Free Acts

STEINER TRIO, comedy bars offered a week's engagement in Lakeside Park, Port Dalhousie, Ont., following a date at Chelsea (Mich.) American Legion Post Celebration on July 7-9.

BILLETTI Troupe, high wire, played at the Metal Trade Unions' Exposition in Freebody Park, Newport, R. I., on July 4-9, members being Joe Sherlock, front cycle; Eddie Billetti, rear cycle; Johnnie Yancher, next up; Helen Billetti, top-mounter, reports Ray Taylor, known as Remi, the Educated Clown.

HENDERSON Family furnished free attraction on July 2-4 in Riverside Park, Findlay, O.

BEFORE a crowd of 8,000, John H. Dillinger, parachute jumper, fell 200 feet at Lake Winnepesaukee, Chittanooga, Tenn., on July 4. When his balloon failed to go higher he cut himself loose (See PARK FREE ACTS on page 41)

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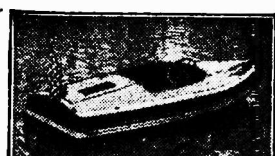


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WATER SKOOTER

American Recreational Equipment Association

By R. S. UZZELL

The old weather man had a heart and gave us another good Saturday and Sunday and postponed rain until Monday. Now if we can just keep up that precedent we can hardly hope to catch up with the corresponding time last year, but surely we can still make a favorable showing. Good weather was quite general in the East. We talk about weather more this year than usual because it is the big factor in our success or failure to come up to last year's business.

There is discussion in several quarters in this new day of keen competition as to whether merchandisers and others who cater to the general public can afford to back the slogan. "The customer is always right," because it is adding a lot of expense under the new order of things that once were not thought of. If a sale is made sales tax must be paid, and if it is returned there is another item to carry in making the adjustment on sales tax returns. It could be followed thru to show the many expensive processes in putting over a pretty well-worn slogan.

Customer Always Right?

It is well illustrated by the railroads, where the strictest economy is daily becoming more imperative. Many people complain of the railroads, but should not the railroads complain of the people? There are a lot of things that railroad managements and especially their faithful employees wish the people would not do. First of all, many insist upon jumping on and off trains, a habit which has caused many accidents and helps to turn railroad employees' hair gray. Then almost everyone insists upon smoking in a car where it is not allowed and the railroads can hardly afford these days to carry a smoking car for women so that they will not annoy the men with their smoke and, still further, many women smokers have contracted the habit of going into the washroom and occupying it while they consume a surreptitious cigaret, all to the exclusion of some of their fellow passengers who do not want to smoke.

Many hog entire seats and spread coats and luggage over them as a blunt notice to anyone so presumptuous as to request one of the seats for which said assertive passenger has not paid. Then there is the "Scotch traveler," who buys a coach ticket and insists upon using the facilities of the Pullman car next door and of the library car with the observation facilities. It is the conductor who has to stand the responsibility of enforcing railroad regulations and he can't complain, but only listen, reassure and placate. What a job! There are just a lot of things we wish they would not do in an amusement park, but this is a hot day; let's not complain.

Problems of Appraiser

Concessioners and operators at Rockaway Beach got all of the bad weather and adverse conditions that everybody else has had, but in addition thereto they are all blocked off 200 feet from the Boardwalk, and all of the wrecking of concessions, buildings, devices, rides, etc., is going along on the 200-foot strip, which makes dust, dirt, noise and congestion, and, of course, many Boardwalk patrons hardly realize that activity and operation is going on as usual beyond the 200-foot strip.

Imagine the whole entrance cut off of a park and people compelled to find their way to a side entrance 200 feet back of the main entrance and on a side street. It does make a difference in earnings and inconveniences, which are things difficult for the appraiser to sustain in behalf of his friends in getting compensation for devices taken, business destroyed and the additional handicap under which the concessioner is compelled to operate because of the proceeding of ousting him from his business and just at the beginning of the season. It does not keenly appear to anyone unless one can actually get down to Rockaway and see how it works.

New England park men scheduled their summer meeting for Thursday, July 21, in Highland Park, Avon, Mass., near Brockton, the great shoe town. These meetings are always a source of inspiration, of friends made and old acquaintances and friendships revived, and at the same time a very good analysis is obtained of the situation of the New

England outdoor park business for the current year.

Their programs are arranged well in advance and are carried right along to schedule, and everybody who attends will testify that these meetings are worth while. Their efficient secretary, Fred L. Markey, does not neglect any detail to make the meeting a go, and President W. St. C. Jones always comes to bat with a good swing. You can go by train or boat to Boston and Jones will see that you get out to the grounds if you will let him know a little in advance. His address is 100 North street, Boston.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Good biz has stirred spirits of this strip surprisingly. If weather continues to favor, what looked like a poor season may out-face itself. Nick Bates' Merry-Go-Round is in operation at Atlantic Beach. The Surfside Club, Atlantic Beach, prime Island night spot, is not doing the voluminous trade it did earlier in the season, it is managing to get along with good results. Harbor Inn, Rockaway Park, is being converted into a hot-dog stop-off by the same interests that developed Roadside Rest, near Long Beach.

LONG BEACH: The Graysons, astrologists, back on the Walk doing first-grade trade. Recreational Amusement Center, featuring ping pong, is the only amusement concession on the ocean side of the Walk. Hotel Nassau is local headquarters for music profesh folk. Unoccupied concession stands on the west end of the Walk are eye sores.

ROCKAWAY BEACH: Excursion boats come in from the city at Seaside. Ralph Sullivan is new supervisor of beaches, replacing Jimmy Mangan. "Banjo Eddie" Noto's presence around town peps up the community. Beach attendants look swanky in their marine garb which Commissioner Moses brought over from Jones Beach. Music is supplied on beaches by amplifying system to bathers at the Colony Club and Roaches' Baths, Far Rockaway. Park Inn Baths and Beach 70th Street Athletic Club are advertising extensively, taking advantage of the fact that they are among the few remaining big bathing spots, as result of present demolition work at the beach front. Towers Club, Far Rockaway, getting much of the cafe play there. Rockaway Point priming itself for its annual pageant. Riis Park had more than 12,000 autos parked and 100,000 patrons on a recent Sunday. Playland Park's biz is holding up remarkably well, altho the southerly end of the park to the extent of 200 feet has been acquired by the city, thereby leaving no approach to the big spot from the Boardwalk.

CALIF. PIER

(Continued from page 38)

lunch; Clara Ephrom, William M. Quarles, assistants. Novelities, A. Schwartz, owner; B. Sumrall, E. Gillis, agents.

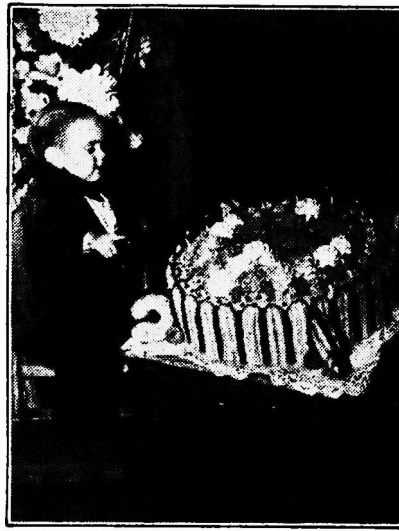
Gleanings From the Field

DENVER.—Elitch's Gardens is doing excellent business with concessions, rides and name dance bands. Park is beautiful with flowers and has been redecorated and painted in bright colors. The theater is doing capacity business again. Lakeside Park is meeting marked success, concessions, rides and pool attracting crowds. Tourist business is good since hot weather set in. Lakeside has been made very attractive with beautiful flowers and grounds.

AKRON—Keno activity in this area continues to expand with the opening of several new spots in the past two weeks, including a new set-up at near-by Springfield Lake Park, where all new equipment has been installed. Spot operates nightly except Sundays.

YOUNGSTOWN, O.—Rose Lake, popular bathing spot here, launched its new summer season this week under management of Earl W. Bailey. Bath-houses have been renovated and painted, locker facilities enlarged and several new concessions added. Spot will accommodate some 3,000 persons.

DETROIT.—P. J. and Mrs. Martin, who operated the miniature railway at Jefferson Beach Park here last summer,



PAUL (PETER THE GREAT) DEL RIO, 19-inch midget, one of the featured acts at Hamid's Million-Dollar Pier, Atlantic City, cuts himself a piece of cake, the occasion being his 17th birthday anniversary, celebrated on the pier on July 10. The cake weighing twice as much as he and 19 inches in diameter, was gift of an admirer, Sidney Hardfeld, of the Stanley Restaurant.

Snowballs, A. Gulich, M. Thomas. Candy and soft drinks, P. Ellenhorst, H. F. Tenney. Novelties, W. J. Johnson. Pop corn and bar ice, Harry Cohen, Harry Bastasky. Albers Sidewalk Cafe, C. S. Stevens, manager; Ed Demaree, Mollie Fisher, Edna Warneck, Mrs. M. Kerry, agents. Long-range lead gallery, George Sturm, Jo Dennis. Sea Food Specials, H. G. Miller, Mrs. M. Durning, Charlotte Pavey, agents. Frozen fruit juices and lunch, Joseph Jordan, owner; Mildred Fernaut, Jack Stehle, M. Forbush, agents. Leininger salt-water taffy, M. E. Leininger, owner; Bertha Bergman, Gladys Harker, agents. Long-range lead gallery, Josephine Clark, Ruth Fultz. French-fried Murphys, N. F. Nahama, owner; George Stoll, Mrs. Gaskill, agents. Candy and cigars, No. 1, Albert Benasligno, M. Accorsini; No. 2, Mrs. Sarah Benasligno, Mrs. Laura Millio. Lunch, soft drinks, Ben Goeller, Mina Grescher. Clairvoyant, Madame Ray. Balloon game, Joe Conci, B. Tomasso. Excello, Mrs. Jenny Nelson, Jenny Penncoft, J. J. Hadley, Penn and George Penncoft.

Concessions Are Numerous

Frozen dainties, B. Nahama, E. Amaharanian, L. Minassara. Five-spot gallery, Walter Leonard, Bill Smith, Derby Races, B. I. Miller, owner; Robert Mann, Eda Farnsworth. Radio store, Dave Gross, owner; B. Weber, Cyclone Morgan, Joe Sappington, Bill Schlesinger. Neptune store, Leona Lush, Thelma McCall, Marge Cannon, Bette Cormany, Candy apples, Sol Golden, owner; Dorothy Mack, Aletha Martin,

May Golden. Plaster wheel, Peggy Schlessinger, Merrill Morgan. Bird store, Frank Mason, Ed Cruise. Radio store, Al Miller, Babe Miller, Mr. and Mrs. Ray Marshall, Harry B. White. Tip-'em-over, Herman Gushman, Lorraine Davis, Robert Morse, Robert Fraser. Name on pennant, B. Birdsall. Blood pressure, Dr. W. H. Meeks. Blower, Art Anderson, owner; Paul Rizzini, Paul Hoffman, Milt Nichols, agents. Pitch-till-win, M. Yamamoto, T. Sorakichi. Candy apples and caramel corn, Judith Reed, Helen Mack, Betty Bergamy, Charles Copeland, Art Mendenhall. Ball game, Dave Bonner, Joe Arland. Penny pitch, Mr. and Mrs. Charles Dragomer. Tip-'em-over, R. H. Labossiere, Sebastian Mangiagli, Frank Palmer, Charles Keezy. Novelties in magic, Harry Faber, Jim Stacey. Cigaret shooting gallery, William Takal, G. Takanashi, R. Tagagaki, Ned Singleton, Bud Bistram. Penny pitch, Jack Kitahara, Eldon Seal, Harry Borden. Long-range lead gallery, W. H. King, Gardner Hull. Radio store, M. Kleegy, Noah Nash, B. Silverman. Novelties, T. Kitabashi, M. Katamura. Penny arcade Nos. 1 and 2, J. Pierson, manager; G. E. Miller, George Mellus, Mada Forsyth. Movie strips, James O'Connell, Frank Weir, Walter Namy. Clotheshpins, Harry C. Baron, Jack Nadine, T. Hurley. Coon Dodger, Earl Williams, Lew Stutz, Ed Baldwin, O. C. Jones. Goldfish, W. Takal, M. Yamamoto, H. Natara. Radio store, Mrs. Herb Usher, Harry Denton, Ham and bacon, Nate Picus, Benny Goodman. Scales, A. Glassman, Jack De Matti. Baska Ball, A. W. and Marion Hoover. Gold-wire novelties, Mr. and Mrs. Saul Breetwart. Dog race, Mr. and Mrs. Herbert Howard, M. A. Driskill. Pig slide, Joe De Reutty, T. B. Tarver, Joe Gaynor. Grunt derby, H. Wallace, Henry Fayle, Jack Kirk, B. H. Horvath. Photo strips, G. Sheldon, Morris Trainoff, Ralph Ackerman. String game, H. E. Bidwell, E. D. Conlon. Play Ball, Joe Kinsey, Tommy Tierney. Plaster novelties, Harry De Marco, M. Parellio. Graphologist, Mrs. A. M. Deutsch. Astrology, D. E. Howard, Miss Ramona. Chowder house, F. J. Oefinger, manager; Slim Thompson, cashier. Frozen citrus fruits, Ed and May Hervey. Al (Moxie) and Babe Miller staff, F. J. Morgan, Grant Marshall, Edna Morgan, Al Marcy, Red Cole, Ray Marshall, Jimmie Dunn.

Diving Bell New Device

Rides: Fun-in-the-Dark, Pretzel Amusement Co., owner; Charles M. O'Laughlin, manager; Al Wolf, operator; B. Penny, assistant; Ada Holmsworthy, cashier. Skooter, Lee Goldsworthy, foreman; Robert Griffin, Eddie Treige, assistants; Jeanne M. Boucher, cashier. Giant Merry-Go-Round, American Amusement Enterprises; Harry Hargraves, president; Stephen Johnson, foreman; Lewis Fredericksen, Walter Nath, Joe Barton, assistants; Eldon Fredericksen, tickets. Toonerville Trolley, Harry Hiner, foreman; H. M. Nix, B. Garvey, assistants; Ella Weir, cashier. Golden State Limited, Sol Golden, owner; Eugene Kazakis, John Bull, assistants; Mrs. M. R. Rainier, cashier. Chutes, C. L. Langley, owner; Joe Dolan, manager; Leroy Walker, chief mechanic; boatmen, Larry Jacobs, Jimmie Robertson, Lyle Lush, George Alden, Don Brady, Don Adams, Frank Otto, F. Barthlemas, Forest Utter, Bud Melton, Sam Thompson, Giles Morgan, Tom Phebus, Lorin Ashwell, Henry Toles, Art Wynderle. Acroplane, William Johanssen, foreman; Jack Case, assistant; Martha Goings, cashier. Diving Bell, a new device, taking passengers to bottom of the sea; Crawford Oil Co., owner; Ed Martini, skipper; Earl Conners, radio man; Dan Vincent, chief mechanic; Earl Young, assistant; Jane Russell, cashier. Octopus, William Takal, owner; Helen Howell, George Tsuchiija, Norman Bishop, Marion Howell, Waltzer, Harry Montgomery, foreman, Frank Lush, assistant; Mary Weir, cashier. Highboy, J. H. Hendricks, owner; Roy Overly, Tom Pettus, Harry Garst, Carl Ennis; Ellen Owsley, cashier.

Shows, John R. Ward Amusement Enterprises. Monsters Alive, George Peters, Jimmy Doyle, front; Dan Meggs, inside lecturer; Anna Yardley, cashier. Life Models, Gladys Pickett, Madge Breen, inside; Peggy Johnson, tickets. Mickey Mouse, Eddie Meservey, front; Jay Warden, inside lecturer; Myrtle Severns, cashier. Follies, Ed Sweeney, emcee; Eva Davis, cashier; Harry Johnson, doorman; G. Gregovich, Peter Mazana, musicians; dancers, Eva Alexander, Grace Leonard, Dolly Tyler, Helen Sweeney, Gayle Ormont, Lou Delmont, Peggy Faris, Chiquita Trio. Hell 'n' Back, Sally Grier, cashier; Leah Myers, Sada Hertel, inside. Wild Rose and Baby, Louis Merino, front; Lyle Kenny, inside lecturer; Sam Bray, Wild Rose.

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

HE HAS been given a permit to remodel a large building in Washington, D. C., in which he will open a roller rink about September 15, reports B. L. Williams. It will be called the Rink and will have skating surface of maple flooring, 90 by 120 feet. Electric organ and records will be used. Lobby will be 50 by 90 feet. Rink, to be operated nightly and with matinees, will be air-conditioned for next summer.

A ROLLER-skating rink has been installed on top floor of Douglas Block in downtown Moose Jaw, Sask.

"PRESIDENT VICTOR J. BROWN, Dreamland Park Rink, Newark, N. J., and I deeply regret the loss of one of our Pacific Coast members, William Wood, whose death occurred on June 18 of heart trouble," writes Secretary-Treasurer Fred A. Martin, Roller Skating Rink Operators' Association of the United States, Detroit. "Owner of Silver Spray Rink, Long Beach, Calif., and former operator of Shrine Rink, Los Angeles, he joined the RSROA last September and was a man of a great deal of initiative. His passing is mourned by those in the association as well as by his many friends in the skating world."

REPORTING that they were held over for a third week in Bal Tabarin, New York City, Woodie and Betty, Duo Spinners, also write that the team has been booked for a night show opening in August at Leon and Eddie's, New York City.

ART MALLORY, who for several years has operated Trianon ballroom and roller rink in Alliance, O., hopes to have another location in time to resume skating early in the fall. Building housing the ballroom-rink was gutted by fire recently and so far there has been no move to restore it.

VERN SKELTON opened Cosgrove Pavilion, Solon Springs, Wis., for roller skating Tuesday and Friday nights. Grand opening was on night of July 12.

MELVIN W. CRAWFORD, former president of Michigan Skating Association and vice-president of the Amateur Skating Union of the United States, reports himself completely out of the skating world at present. "I'm working for a living nowadays," he remarked.

"AN EVENING'S roller skating recently in Al Kish's Sandy Beach Park Rink, Indian Lake, O., was the eighth time that I had skated in one week," remarks Francis J. Baldwin, Ravenna, O. "I will be getting out of practice if I do not do better soon. Last night I skated a full session at Brady Lake, O., and tonight I am going to skate in Skateland in Cleveland. I cannot remain away from Skateland very long because the place attracts me. It will be Waltz Night and they have glorious waltzing there. But they do not have the comedy waltz; by that I mean the comic leg stretching or low dipping inserted in standard waltzing. Clown costumes should be provided, I would say, for waltzing where the dipping is done. Maybe I have got something there—suggesting clown costumes for the dip waltz. I mean no offense by the name or

suggestion; I think they would look swell on Halloween. We who are almost continually on the go from rink to rink seldom see anything new and, from my viewpoint, there is nothing more attractive in standard numbers than waltzing. I derive much pleasure from taking a skater who has just learned skate backwards and teaching the eagle turns, as in waltzing, and then watching them done solo."

ROLLER rink in the former dance hall in Edgewater Amusement Park, Detroit, is one of the outstanding attractions there this season. Management reports increased interest in roller skating and is said to be more than satisfied with its decision to establish the only large rink in the Northwestern area. So great has been interest that on two occasions on one night the rink ran out of skates and more had to be shipped in from a rink in Flint. Orville Godfrey, veteran rink operator, reported this as the first time in his career that such a thing had happened.

KEITH WHEELER, young printer's apprentice, created something of a roller-skating record recently when he skated from Sydney to Newcastle, Australia, and back, a distance of 220 miles, in 47 hours 23 minutes skating time. J. C. Bendrodt, of dance-hall fame, is once more to the fore, this time with the recently opened Ice Palais in Sydney. This building was recently the Palais Royal, dance rendezvous at which Bendrodt made his name. Ice Palais opening was one of the big social events of the season and big business is the order of the day and night.

FRED (BRIGHT STAR) MURREE, 77-year-old Indian fancy skater, writes that he has disposed of his roller rink in Red Lion, Pa., to York (Pa.) interests. He will enter a hospital for optical treatment, as his eyes demand immediate attention. He has been booking rinks for another tour to the Pacific Coast in the fall and believes that his next exhibition trip there will extend over a period of about six months.

AN EFFICIENTLY managed and operated roller rink is that of Bill Wilson, owner and operator, in Lodi Park, three miles east of Cayuga, Ind., reports a reader.

WINNEPESAUKAH

(Continued from page 38)

or woman over 14 years of age will be allowed to swim free of charge between 1 and 7 p.m. Capt. J. N. Seymour Jr., nationally known swimming director, who joined the organization on June 15, will conduct special classes and handle publicity and promotions.

Courtesy, insisted upon by Mrs. Dixon, distinguishes most of the employees here. Free attractions have always proven good drawing cards. On July 3 Hardy Dillinger, balloonist, made ascensions and parachute drops. Fireworks were presented at night and there was an all-day barbecue on the Fourth. Park has pool, roller-skating rink, dining room and lunch stands, boat chute, water bikes, electric motorboats and rowboats, Merry-Go-Round, Kiddie Auto Ride, arcade, skee-ball, shooting gallery, African dip, automatic ball game, candy floss, snowballs, cigaret shooting gallery, string game, bingo and photo studio. A large parking ground and picnic grove with tables, barbecue pits and ovens and baseball and softball diamond are included in the 70 acres.

Dining room and refreshment stand are operated by Mrs. Evelyn Dixon White and husband, Charles. Mrs. White, a daughter of Mrs. Dixon, has operated the refreshments and dining room for seven years and also operates the refreshment stand at the skating casino, snowball and candy floss and water bikes on the lake. Miss Polly Orr, secretary of the park and head cashier, has been with the park nine years. Park roster: Earl Gryder, Bill Collins, life-guard; Roy Newell, bathhouse clerk; Allan Newell, Charles Newell, James Johnson, men's lockers; Miss Catherine Nunnally, ladies' lockers; Miss Sarah Miller, cashier, skating rink; Dana Adams, floor manager, skating rink; Jack Owens, skateroom; Leland Cowan, chief of skate boys; Miss Ida Massey, cashier, Boat Chute; Dub Acuff, ticket taker, Boat Chute; Ab Riddley, superintendent of Boat Chute, also in charge of park maintenance; William O'Neal, shooting gallery; Harry E. Thompson, African dip; Mrs. Evelyn Dixon White, Charlie White, Miss Margaret Dietz, Miss June Williams, Leonard Guinn, dining room and refreshments; Conger Fuson, chef at din-

ing room; David Barry, skating casino refreshments; Marvin Orr, candy floss and snowballs; Fred Moudy, water bikes; Bob Williams, rowboats; W. C. Robinson operates Merry-Go-Round and following concessions: Automatic baseball game, string game, cigaret shooting gallery. Employees, C. H. Lane, manager of Merry-Go-Round; Miss Nellie Brogden, cashier of Merry-Go-Round; Miss Lilly Jones, string game; Miss Blanche Mulkey, cigaret shooting gallery; Miss Thelma Carter, automatic baseball game; George B. Brown, operator of Kiddie Auto Ride; Mrs. B. M. Alexander, operator of skee-ball alleys and arcade; Loy Forrest, operator of photo studio; O. M. Gladish and George Burke, operators of electric motor boats on the lake. Bingo has Roy Crow, Charlie White and Captain Seymour handling the game nights and Sundays.

DETROIT EDGEWATER

(Continued from page 38)

would nearly equal last year's if weather had been better from the start. A warm Saturday helped somewhat, as did similar weather Sunday afternoon. July 4 week-end brought out capacity crowds that appeared to be in a spending mood.

Outstanding attraction this season is the new roller rink in the former dance hall. The park has, of course, lost the patronage of dancers, but it was found in the past couple of seasons that prevalence of a large number of beer gardens where dancing for an evening is possible for the price of a glass of beer was drawing trade from regular ballrooms. With the great revival of interest in roller skating, the park management is considered to have made a smart move in establishing the only large rink in the Northwestern area.

Monday nights have been built up to a high average attendance level thru a tie-up with a national grocery company. This has more than tripled Monday night business, said Manager Paul Heinze. The same tie-up is being worked out by Eastwood Park on the other side of the city. Large industrial picnics are also helping the park extensively. A Loop-o-Plane, just installed, is drawing much interest from younger ride patrons and is the special interest of Mrs. Ella Bosworth, head park cashier for many years.

CLAIR FORESEES

(Continued from page 38)

Murdock, Ferris Wheel, Paul Jones; Ernest Collarulo, assistant. Merry-Go-Round, Billy Condon, Billy Coen, Clifford Cormier, Dodgem, Ernest Beavers; Raymond Hurley, assistant. Tumblebug, Jack Hoxie. Seaplane, Fred Cookson, Caterpillar, Richard West. Lindy Loop, David Sampson.

Games: Mary Gannon, superintendent; Doug Ober, Eddy Maguire, Robert Power, Patsy Murdock, Louise Leach, Helen Gugarty.

Foreman of rides, Al Busch. Photomaton, Mr. and Mrs. Poluski. Skee ball, Bill and Tommy McGuire; cashiers, Tommy Hayden, Ada Jones, Margaret McLaughlin. Penny arcade, Joe Gannon, foreman; Joe Martin, Jimmy Mahoney. Crystal Maze, Robert Brooks. Gate boys, John Flood, Walter Cotton. Police, Fred Oberacker, Arthur Ferguson, Tom Howley. Ground crew, John Hession, foreman; John Kaveleski, William Manning, Louis Gordon. Carpenter, Vincent Young. Golf and archery, Eben Baker, Ernest Lyford.

Circus, George Tramer; Constance Tramer, assistant; George Jelly, clown; James Conway. Sign work, Walter Harmon. Painter, Arthur Sadler. Electrician, Frank Davis.

Ballroom, William Johnston, publicity; Jack Miller, doorman; Walter Fahey, floorman; Bea Johnston, checkroom cashier; Melvin Woodbury, Francis O'Brien, Paul McGrath, checkers; Ko Healy, matron; Peg Needham, reserved section. Boathouse, Harold Young, proprietor; Ollie Kingsbury, superintendent.

Mrs. Peg Danforth, Manager Clair's secretary, and Bill Johnston, publicity

director, have been in the park nine years, ever since Mr. Clair took over management.

CINCY CONEY

(Continued from page 38)

Coney by the steamer Island Queen, placed at their disposal.

Ray Pearl and his Sunset Orchestra opened in Moonlite Gardens on July 14. Art Kassel and his Kassels in the Air will follow, starting on July 23. Tony Salamack and his orchestra play for free dancing on the Island Queen to and from Coney. Smittle and his Gang continue their novel entertainment in Coney Clubhouse. Tom Thumt golf, introduced at Coney, is proving popular.

Tomorrow is Barbers' Day, sponsored by the barbers' union, July 19. Covington (Ky.) Day, when rides and many refreshments will be priced at 5 cents, and July 21 is Building Association Day.

PARK FREE ACTS

(Continued from page 39)

but struck the ground before his parachute opened. Erlanger Hospital reported he had a compound fracture of the right leg and was expected to remain there for some time.

FEATURED with the Congress of Dare-Devils in Playland, Rye, N. Y., Los Aeros, reports their manager, Al G. Marriott, opened their park season there and were held over a second week.

LOOPING NIXES and their Globe of Death were in Summit Beach Park, Akron, O., over July 4, Frank Rafal, park manager, reporting that the act attracted large crowds on the three days it was there.

A SPECTACULAR fireworks pageant, Formation of the World, and Fred Deline, high pole and slide for life, drew large crowds in Playland Park, Seattle, over the Fourth of July holiday week-end.

WEEK-DAY CROWDS are increasing at Pontchartrain Beach, New Orleans, and July 7 and 8 set new night highs in its 11-year history. Senora Carver and her Diving Horses have proved one of biggest draws. Act runs two more weeks and is to be followed by A. E. Selden, "The Stratosphere Man."

LORRAINE WALLACE and her Fighting Lions are in Buckeye Lake (O.) Park. The act is attracting large crowds, it is reported.

HARRY FROBOESS' high swaying pole act is in Art Mallory's Craig Beach Park, Diamond, O., having been set in by C. A. Klein, Klein's Attractions. Other free acts will be presented in the park during the season.

LILLIAN STROCK, juvenile aerialist, presenting a traps routine, headlined at the weekly Sunday matinee free show in the open-air theater in Chippewa Lake Park, O., on July 10. Manager Parker Beach booked her for a return engagement, reported C. A. Klein, Klein's Attractions.

Muny Concessions Coming

ROCKAWAY BEACH, N. Y., July 16.—Independent concession places having been removed from the Boardwalk in the neighborhood of Beach 73d to 108th streets here, the park department of New York City has installed its own portable refreshment stands. Ocean-front property in the area was taken over recently by the city to make room for a park and roadway and at that time Park Commissioner Robert Moses indicated that concessions in the zone would be municipally operated.

MANITOWOC, Wis.—Lincoln Park Zoo has received a white deer, formerly in Vollrath Zoo, Sheboygan, Wis. A pair of Canadian geese have been donated by Sterling Rand.



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Established 1884.
3312-3318 Ravenswood Ave., Chicago, Ill.
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DON'T WAIT FOR BUSINESS TO COME

Go where it is with a Trami Portable Skating Rink. They are getting the money. Enclose 10c for information on our Self-Locking Floors and Special Rink Tents. Building Portable Floors over 25 years. **TRAMI PORTABLE SKATING RINK CO.**, 8900 E. 15th Street, Kansas City, Mo.

Rink Men Who Use "CHICAGO" Skates
ARE SUCCESSFUL
There's a Reason!!
CHICAGO ROLLER SKATE CO.
4427 W. Lake St. CHICAGO, ILL.

Dodson First in Akron in 5 Years

Downtown location—Firestone Post auspices—press and weather favorable

AKRON, O., July 16.—Dodson's World's Fair Shows opened here Monday night on Pennsylvania Railroad Co.'s downtown lot, regular circus location. This is the first carnival to appear here in five years. Fair and warm weather prevailed, and everything was in readiness for the scheduled 7 o'clock opening. Show is under the auspices of Firestone Park Post, Veterans of Foreign Wars. Attendance opening night estimated about 5,000. Concessions, shows and rides reported fair business.

Roy B. Jones, press representative with the show, landed a two-column-head story with art day of the opening in *The Akron Times-Press*. Following night *The Akron Beacon-Journal*, regarded by press agents as a very conservative sheet, gave the show more than a half column on its opening with two-column head and a double-column cut of Vitorio Zacchini. *The Beacon* dwelt at some length on Zacchini and his career as a stunt man the past 10 years. Four Appolos, aerialists, and Eagle Sisters, wire novelty, also were offered as free attractions.

It was with difficulty that Dodson's show was set up on the close-in downtown lot, which for the past four years has been used by the Cole Bros. and Robbins Bros. circuses. Dodson's show is a beautiful flash with its many rides and attractive show fronts. There had been no rain up until Wednesday night.

Art B. Thomas Show In Wake of Tornado

VALHALLA, Minn., July 16.—The Art B. Thomas No. 2 unit suffered heavy losses here July 9 when a tornado blew down every top on the lot. Nobody was injured.

The corn game was blown into the lake, a total loss; Merry-Go-Round top was torn to ribbons and the 100-foot Ten-in-One top was demolished.

Digging out activities were immediately begun under supervision of Art B. Thomas and John Dorland. A new corn game was rushed in from quarters at Lennox, S. D., and new canvas was ordered. Show played the following night and no bookings were canceled. Cool-headedness of Manager Verne Thomas and Secretary Oliver Larson in handling the situation deserves praise. Reported by Sammy Lillibridge.

Parade of Shows Gives McDonald Birthday Party

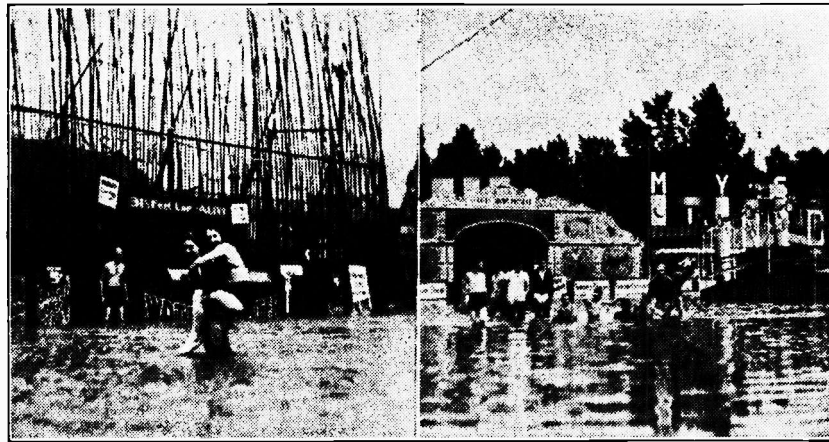
WHITEWRIGHT, Tex., July 16.—Reaching his 46th milestone at Mexia, Tex., Sunday, B. C. McDonald, secretary Parade of Shows, was pleasantly surprised with a birthday party and banquet served by A. A. Lane, proprietor of the shows, and Mr. and Mrs. J. W. Elliott, heading the committee. Barbecued chicken and lamb with plenty of side trimmings, with appropriate beverages, were the order of the day; incidentally there was no shortage of presents. Beside staff and personnel of the shows and the committee visitors were Tobe McFarland, Charley and Mrs. Bowen, Jesse and Wanda Wrigley, Tom and Ella Nixon and Mrs. E. M. Moore.

Canadian "Mountie" Nearly Had Fat Lady on His Hands

REGINA, Sask., July 16.—A member of the Royal Canadian Mounted Police had a heavy date when a Royal American Shows train stopped off in Moose Jaw, Sask., en route to Calgary, the other night.

Like many another member of the fair sex, one of the shows' fat ladies succumbed to the attraction of the "mountie's" scarlet uniform. A lively tete-a-tete ensued.

When the conversation ended the show train was already on its way. She caught it. The "mountie" and two husky spectators assisted.



JAMES E. STRATES SHOWS were visited by a cloud-burst July 2 during the engagement in Portsmouth, O. The above photos were taken Sunday, along with 16 other midway flood scenes, after the water had subsided somewhat. Even with all this setback the Strates Shows moved out and arrived in time to open its Fourth of July stand in Washington C. H., O. Photo, left, shows front of Water Monsters show, and right, Hot Harlem and Mystic India show fronts, with water up to the entrance platform of the Tilt-a-Whirl. People in the water are members of the show. No lives were lost but damage to property, mostly water-soaked, was heavy. However, all is well now with James E. Strates.

Line o' Two of News

CANTON, O., July 16.—Betty Boop, who had been with Lewis Bros.' Circus side show recently, is now featured in Night in Paris attraction with West's World's Wonder Shows. Her Indian novelty dance is rated as an outstanding feature.

CINCINNATI, July 16.—Reynolds & Wells United Shows reported this week that a big Fourth of July was had at Rice Lake, Wis. In commenting on the day the management stated that at 8 o'clock in the morning the streets were packed and by noon that the shows, rides and concessions had scored big receipts.

ALLIANCE, O.—First carnival of year, West's Wonder Shows, has been contracted to play here this month. Show will use regular Patterson street lot,

which is just over city line in Mahoning County. It will be season's first outdoor attraction, there having been no circuses here since last May when Hagenbeck-Wallace exhibited. The stand normally is good for carnivals but in recent months industrial operations have been at a minimum.

PITTSBURGH, July 16.—Ginger Vess, member of Four Queens, an aerial act, was injured Monday at the opening of the Volunteer Firemen's carnival at Homewood, Pa., when she attempted to grasp the trolley with her hands as she was completing a slide for life from an 80-foot tower. Her grasp failed to hold and she fell about 12 feet into the arms of spectators. She suffered cuts on her legs and arms which were not serious, it is reported.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Free Soil, Ida.

Week ended July 9, 1938.

Dear Red Onion:

Independence Day spirit reigned supreme on the show's opening here July 4. The midway was laid out in a beautiful park in the heart of the city. Hundreds of giant trees surrounded the shows and rides, which gave the midway shade thruout the day, making it an ideal location for an all-day play. Flags, flags and more flags fluttered from the tops of banner lines, rides and tents; red, white and blue bunting was everywhere. The cookhouse used special red, white and blue napkins, and even the girl show chorus of youth and beauty, that featured seven gold star mothers, wore wardrobe of these colors.

Promptly at 9 p.m. Ballyhoo Bros.' All-American Band, under the direction of Professor Wladyslaw Volohonvitz, played the national anthem at the main gate and followed with the show's pep song, "Whoa, Red!" To insure a real celebration, 20 truckloads of fireworks were parked at the entrance and as the thousands of patrons filed thru the turnstiles, each was handed 40 bunches of firecrackers, 90 cannon crackers, 50 roman candles and 60 skyrockettes, also a box of matches and a bundle of punk. By noon over 20,000 patrons were on the lot shooting, bombing and blasting. The patrons threw lighted firecrackers at the showmen and the troupers returned the fire and a great time was had by all.

Not only did the show celebrate the Fourth but the 85th birthday of the show's aggressive General Agent Lem Trucklow. At 7 p.m. the midway firing ceased, and amid cheers from all sides Pete Ballyhoo presented him with a

beautiful overstuffed hotel lobby chair that was equipped with a plug-in telephone, a pad of expense sheets and telegraph blanks. The solid high back of the chair was lettered with bright colors reading, "Ballyhoo Bros.' Advance Booking Department. Not a sitdown strike. Lew Trucklow, general agent on duty. Now contracting fairs and celebrations. Permanent address, Billboard Publishing Company." When properly located, with its back facing a window, this chair will also act as a three-sheet for the show. The chair packs neatly in a crate and can be checked on mileage.

At 9 p.m., Jake Ballyhoo mounted the free-act platform to deliver his patriotic speech. He started by asking everyone present to bear with him and not to leave until he finished. Those that did not stay would be fined \$2. Some paid off and disappeared. The mayor, who was to sit alongside of the boss, couldn't be located in any of the girl shows, so it was decided to start without him. To print the entire speech would take up too much space but it was the same one that Jake Ballyhoo delivered 10 years ago on Dominion Day in Canada when that country was wet and U. S. A. was dry.

From a financial standpoint the day was a flop. From a patriotic standpoint it was a WOW. Our people do not have to gross as much as other showmen do. Every concessioner, ride and show operator own living tops or trailers. If they gross \$4 they can still give up half and have rattling money for the next day. As usual, after a holiday, business for the remainder of the week was bad. Our committee furnished the lot, light and license. But the spot was

Paintsville Very Good for Page

Fourth of July gate exceptionally heavy—rides top midway—shows fair

LEXINGTON, Ky., July 16.—The eight-day engagement of the J. J. Page Shows at Paintsville, Ky., June 27 to July 4, inclusive, under the sponsorship of the American Legion, was all that could be expected. Good location, heavy patronage and favorable weather. Everybody concerned seemed well satisfied as smiling faces gave evidence to that effect. Business for the first week grew by leaps and bounds until Saturday when three gates were necessary to take care of patrons. When 3,000 folks were on the grounds one of biggest rains the show encountered this season sent them scurrying home. However, they came back Sunday and Monday. Rides operated Sunday and a large orderly crowd came early and stayed late.

Ted Lee, of Erlanger, Ky., and State commander of American Legion, was the principal speaker on July 4, as previous engagements of Governor A. B. Chandler caused him to cancel his talk here. Withal Mr. Lee made a dandy talk, using the sound system of the show and (See PAINTSVILLE VERY on page 47)

Syracuse Stands For Buck Switched

SYRACUSE, July 16.—While city solons wrangled over a carnival licensing ordinance this week, the O. C. Buck Shows were shunted about on three different lots in their engagement under auspices of the Veterans of Foreign Wars.

The show started engagement on the old Public Market, which has been used several times this year, but St. Joseph's Hospital, near by, asked a switch, so the carnival moved to regular circus grounds on McCarthy's Island. Residents there protested against carnival's plan for a week's run, and city asked the show to move to abandoned baseball park site on West Genesee street, where it finally got under way without interference Tuesday night.

City fathers are preparing ordinance to exact license fee of \$10 per week to exhibit from carnivals, as the city seeks to fatten its revenue by socking the amusement business.

Hennies Bros. Turn Over Two Shows to Collins

EAU CLAIRE, Wis., July 16.—Orville W. and Harry W. Hennies announced this week the turning over of the management of the Red Hot and Blue girl show revue and the Chez la Femme posing show to W. L. (Doc) Collins, who also has the Facts exhibit with the Hennies organization.

Hugie Mack has been engaged by Collins to take the front of the Chez la Femme production, he handling the front of the girl show revue himself.

A brand-new show was rehearsed and produced this week in Eau Claire, Collins re-engaging the Robinson Swing Band that has come in for so much favorable comment by both press and public this season in the Red Hot and Blue attraction. It is rated as a real stage swing band of merit and is composed of nine young, capable and peppy musicians. Reported by Joe S. Scholibo.

General Agent McLeod Hurt in Auto Accident

CINCINNATI, July 16.—The Billboard received the following wire from P. W. Siebrand, general manager of Siebrand Bros.' Piccadilly Circus-Carnival, from Great Falls, Mont., Tuesday: "C. A. McLeod, general agent Siebrand Bros.' Shows, was seriously injured in an automobile accident near here Monday. He is in Deaconess Hospital here and has a chance to recover."

booked so long ago the office forgot who they were and they forgot about booking us and did not show up. "Long Live America!" MAJOR PRIVILEGE.

Buckeye State Has Great 4th

Pensacola Beach, Fla., a two-day stand, breaks records—day and night play

BILOXI, Miss., July 16.—The Buckeye State Shows moved into Pensacola Beach, Fla., for a smashing two-day engagement July 3 and 4, which piled up highest attendance record in the five years' history of this American Walkiki.

Playing under sponsorship of Pensacola Bridge Corp., which developed this beach and built its fine casino as part of the development campaign of Pensacola Bay Bridge, Joe Galler's attractions presented practically continuous performance.

Barely had midway cleared from Sunday's crowds when ladies in evening dress, officers in full uniform from the naval air station and mess-jacketed gentlemen from Pensacola, Tallahassee and New Orleans began to arrive for Fourth of July sunrise dance, starting at one minute past midnight. This crowd stayed all night, dancing and playing concessions, riding Tilt-a-Whirl and Big Eli Wheel.

The crowd on Fourth topped 25,000. In evening additional thousands came to see fireworks display provided by Russell Gill, manager of Pensacola Bridge Corp. The variety of fireworks display was varied and display dazzling. The entire beach was packed for miles and cars were tangled in the worst traffic jam in Northwest Florida's history.

This huge crowd was result of splendid attractions, wonderful beach and unusually fine publicity co-operation between all local newspapers, papers in surrounding counties; Henry Wells, general manager of WCOA radio station; Russell Gill and Joe Galler's staff. It was a striking demonstration of what can be done by united effort encouraged by community spirit which Buckeye State Shows bring to every engagement.

Hutton & Anfenger Show in Salt Lake

SALT LAKE CITY, Utah, July 16.—The Hutton & Anfenger Hippodrome opened here yesterday for a four-day stand adjacent to the Union Pacific Railway station. Housed on its own car, the hippodrome features Serpentina; Lone Star, a cow, claimed to weigh 3,605 pounds, and Little Star, "world's smallest" cow; Belgian Bob, large horse; Sandy MacTavish, Scottish Highland steer; a pink-skinned hairless bull from Argentina, Namias from Tibet, baby elephant from Africa, zebus from India, buffalo from Western plains, longhorns from Texas, monkeys from South America and a black and white spotted mule from Arabia and an old man from the Valley of the Nile.

In the fun department is found Professor Alexander's London Flea Circus.

The show had difficulty in booking in town due to Covered Wagon Days, July 21 to 25, as this event is being indirectly protected. A. E. Waltrip, general representative, appeared before the city commission and explained the educational advantages of this show and that it would cost them considerable to not stop over. Harold Anfenger is co-owner and car manager.

Minot Fair Good For Goodman Show

MINOT, N. D., July 16.—With the menace of the dust bowl gone and the prospects of the first banner crop in eight years, North Dakota is turning out in old-time form to patronize the Goodman Wonder Show at the respective fairs. Grand Forks held its own and did some better.

Then came Minot, last year the center of duststorms that measured up to the highest standard of such disheartening blows. These were augmented by the pest, the grasshopper. This year, however, both those pestilential things were in the minority and the fair enjoyed the reaction of the farmers who see a good grain crop in the making. The director of the elements has worn out his wrath on the Northwest.

Minot opened with fine weather, a bit hot, but none the less of the kind that

lets folk go places in comparative comfort. Monday gave the shows a good play until 9 o'clock in the evening, when a passing storm put an end to midway festivities. Tuesday, Children's Day, broke clear and hot. The youngsters charged the midway and snowballed the layout, especially the riding devices.

Late in the afternoon a storm threatened, but it veered to the east and left the midway without a drop of rain. Neither did the threat clear the grounds. So chalk up good day No. 2 for Minot. Wednesday held its own and went a little better than expected. The same was true of Thursday and the week rounded out to everyone's satisfaction. On whole the Minot engagement was of the class that brings joy to the joy makers of showdom. Reported by Beverly White.

July 4 Big for Western States

In closed town and comes out winner—personnel of show well pleased

ROCK SPRINGS, Wyo., July 16.—The Western States Shows exhibited in Rawlins, Wyo., July 6 to 9 and scored the best gross business in the history of the show July 4, according to Larry Mullins, of the show. In reviewing the season to date, Mullins reports:

"The opening in Crystal City, Tex., the 22d day of March was enthusiastically welcomed by a jubilant and anxious to get started throng of showfolks. Some veterans, others newcomers—all confident that the 1938 season would be a banner year.

"It was rough sailing during the months of April and May caused by week after week of rain. They were trying weeks that were enough to discourage the stoutest-hearted of men. Still the show went on, hoping that the next date would be the much-needed "red one."

"The confident ones stuck to their post and, splendid trouper that they are, proved that they had the necessary qualities required of a real trouper. Their confidences were rewarded when General Agent J. A. Schenck and Owner Jack Ruback played a long shot by bringing the show into a town that had been closed for a number of years to organized carnivals. The result being a big week for all members of the show.

"With the much-sought red one came clear skies and smooth sailing. Every member realized that the rough going was over. Smiles replaced a worried look and an everything-is-fine attitude was very much in evidence. After having the best Fourth of July week in the history of the show, all members are now saying, "This is a grand business."

"Rounding the halfway mark with smooth sailing ahead, members have now settled down to the business of making every week a winning one. Reported by Larry Mullins.

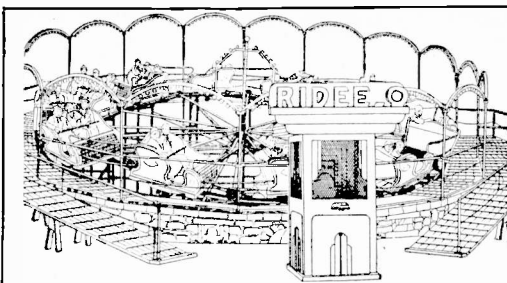
Names in Free Street Shows

PARIS, July 9.—French Bastille Day, Independence Day, July 14, will be celebrated this year in grand style. Some of the best known artists in France have volunteered their services for the day and night. Maurice Chevalier, wearing the straw hat that brought him fame, with Ray Ventura's Jazz Band, will go to Menilmontant, an extremely poor section of Paris, where he was born and which he left to become the partner of Mistinguette in the French Music Hall. Among the scores of others will be Line Viala, Nadia Dauty, Charles Tienet and Dania. There will be dancing on all the streets as in past years.

New Ride To Make Debut With Max Gruberg's Show

ROCHESTER, N. Y., July 16.—A new ride will shortly appear on the market manufactured by the Barkoot Co. It is named Dipsey Doodle. It is an aerial ride with cars of the semi-airplane type and thru its flights makes evolutions similar to an airplane in flight.

The small units have six cars, the larger size eight. Each car seats four persons. It has been thoroly tested and tried out on Gruberg's World's Exposition Shows. Experiments have been



Spillman Engineering Corp.

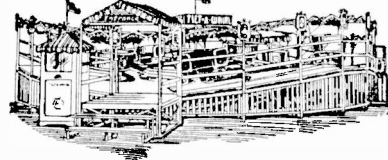
RIDEE-O RIDE

12 Cars 18 Cars
"OWNERS SAY"—Far exceeds our expectations — Trouble Free — The Big Money Ride — Tops the Midway Every Night.

Pays Consistent Dividends
N. Tonawanda, N. Y.

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TILT-A-WHIRL

Flashy - Reliable - Money Getter

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UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

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RO-LO — FUNHOUSE AND RIDE COMBINED. A big money earner—a gorgeous flash—loads on one wagon—quick to erect—now operating on Royal American, Coleman Bros., Gooding Greater, Happiland, Sol's Liberty, Joyland, others.
KIDDIE AUTO RIDES—Over 150 sold—showmen everywhere say "The Biggest profit from the smallest investment." Now modernistic design more attractive than ever.
STREAMLINE PORTABLE CARROUSELS, All Sizes. Complete Information on Request.

ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

BOOMERANG

Providing Thrills on Many Midways
ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA
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TRUCKS—AUTOMOBILES

MOTORIZE YOUR SHOW

CHARLIE T. GOSS

WITH STANDARD CHEVROLET CO., EAST ST. LOUIS, ILL.

made for utility, stability and safety and it is expected to prove a popular addition to the many riding devices on the market. Patents protecting the device in all countries have been applied for and its first appearance will be on the Gruberg organization in about three weeks. Reported by Dick Collins.

USED TENTS

For CONCESSIONS AND SHOWS
Good Condition.
Priced Right for Quick Sales.
CAMPBELL TENT & AWNING CO.
MONROE AT THIRD, SPRINGFIELD, ILL.

New Spillman Light Tower

NORTH TONAWANDA, N. Y., July 16.—George H. Cramer, president of Spillman Engineering Corp. here, announced addition of a new light tower for midways and parks to the line of Spillman amusement devices. The towers are in 40, 50 and 60-foot heights, with powerful light circles that will flood showgrounds with equalized non-glare light. Mr. Cramer said that with their ability to give glamour and brilliance to attractions, they also have a wide, spectacular advertising range. Designed with patented sectional-lock construction features, erecting time is said to be literally a matter of moments. They pack in small space and one wagon will readily carry four.

Detroit

DETROIT, July 16.—Jomas Rosenthal, former concessioner locally, is a visitor in Detroit this week from Chicago, where he now resides.

A very successful holiday turnout was enjoyed by the carnival operated by Ralph Barr at the Fourth of July celebration at Warren, Mich. A very big attendance is reported over the entire holiday period, with money being spent

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TENTS
Fulton Bag & Cotton Mills
Manufacturers Since 1870
MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY, MO.

freely for rides and all attractions. "No depression is noticeable at Warren," said Barr. Kiddie Ride alone grossed \$200.

Two Michigan carnival queens were married at Lansing Friday to two brothers, Richard and Ralph Lawson. Phyllis Nutt, of Lansing, Cheboygan's 1937 winter carnival queen, was married to Richard Lawson, district WPA director. In the same ceremony Kathleen Kessler, of Detroit, who was Miss Eastern Michigan in the Bay City Water Carnival a few years ago, was married to Ralph Lawson.

Frank Condon, former manager of United Novelty and Candy Co. and well known to carnival men, is operating concessions at Crystal Lake (Mich.) summer resort.

H. O. Walter, proprietor of United Novelty and Candy Co., is confined to his home and under his physician's care.

"GOING STRONG"

Writes L. C. McHenry of the Crescent Amusement Company: "My Old-Kellogg No. 12 BIG ELLI is past twenty-one years of age and is going strong as ever. It grosses more each week, on the average, than my other three rides." When you invest in ride equipment there is no better buy than a No. 12 BIG ELLI Wheel. Let us give you additional information.



ELI BRIDGE COMPANY
Builders of Dependable Products,
800 Case Avenue, JACKSONVILLE, ILL.



The racket shows seem to be folding up as fast as the law will allow them.—Unkle Jerk.

FRED CHRIST—What became of Christ United Shows?

PRESS AGENTS WANTED! What is the matter with Walter Davis and Frank Winchell?

ONE PRESS agent sent in a show letter last week and he did not even know what State he was in.

RAMON METTLER is still doing press agent work for Royal Exposition Shows. He recently reported from Altoona, Pa.

A contract is a contract and should be respected as such.—Wadley Tif.

NO LONGER is Williamsport, Pa., on the carnival map. Ordinance says \$100 fine for violation, or in default of payment imprisonment of 30 days.

JACK E. DADSWELL has a compass in his automobile. Jack says it tells

Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

to the Showmen's Home fund from Covington, Ky., last week.

MICKEY CARROLL visited *The Billboard* office last week to state that he has temporarily retired from the carnival business and is now employed at a dog-racing track in Harrison, Ind.

BECAUSE of a domestic matter, Lou Keller, 1132 South Wabash avenue, Chicago, would like to hear from Francis Stanley Stirk, who is believed to be a concessioner.

Have noticed that some shows advertise "Funny Clowns." If clowns are not funny it is my personal opinion that they are not clowns. What do you think, my dear readers?—Tillie Few Clothes.

WALTER D. NEALAND lettered from Cumberland, Md., that Marks Shows opened the engagement there July 11 to good business. Best opening night in three weeks, he also stated.

World of Fun Shows, is now operating Lou Riley's new No. 12 Big Ell Wheel, now playing celebrations in New Jersey. Business was good July 4."

SHOW LETTER WRITERS! When the full names of people are not given in news and show letters they are eliminated. Mr. and Mrs. So and So, mean nothing to *The Billboard* readers as no one knows all the people in show business.

MRS. COLEMAN LEE cards from Jacksonville, Ill.: "Mr. and Mrs. Coleman Lee have operated concessions for many years with various carnivals. Business was very good July 4. On July 9 we purchased a Big Ell Wheel and will play celebrations and fairs."

W. E. WEST, owner W. E. West Motorized Carnival, letters from Red Oak, Ia.: "Ricardo, high-swaying pole act, left our show in Princeton and without another act to take his place. He is not returning to our show, as we have booked the Fredericks Troupe, of Kansas City."

Quite a number of carnival managers put out an extra unit July 4 and gave that unit a new title. Seems that this kind of going-on is bad business judgment. If a man can keep one title going this season he is doing pretty well by himself.—Unkle Jerk.

Cheerful Letter From Bill Rice; He Boosts Showmen's League

AMERICAN HOSPITAL, CHICAGO, July 9.—My roommate is now the jovial Louis Leonard, known from Coast to Coast as Tarazan Louie. He is doubtless the most popular man ever in this famous hospital. The room is crowded with visitors day and night, making it impossible for me to get my usual sleep of 20 hours per day. When the visitors go in come the nurses to have this famous man tell their fortunes and talk about sweet nothings. I should be in circulation by fair time. . . . Benny Landis, from the Dodson's Shows, improving slowly. . . . Tacwell Brent, from the Tilley Shows, should be back to work next month. . . . Dummy Mallitz discharged today and back home. . . . Henry Mazy left for U. S. Government Home in Wisconsin. . . . Eddie L. Karns, the world-famous fat man from the Beckmann & Gerety Shows, in for a general check-up. He is getting a much-needed rest and will be back entertaining at the Illinois State Fair. All above are Showmen's League men and thru that splendid organization have the services of one of America's leading physicians and surgeons, Dr. Max Thorek, whose leading clients are men and women with plenty of what it takes. . . . Every showman should be a member as it gives more protection in time of need than any insurance you could buy that costs \$100 per year. . . . Those who know these men should take time and write them if they are unable to visit the hospital. Letters and visits will help them to pass the hours away. A letter from a friend is always welcome, but 100 per cent more when ill. . . . This makes my 11th week indoors and I expect to be allowed to go home by the time this is in print. However, it will be some time before I am able to work again.—BILL RICE.

MR. AND MRS. BILL WILLIAMS card from Rawlins, Wyo.: "We buy a copy of *The Billboard* every week and enjoy reading it. Have monkey show with Western States Shows and been with it six years. Been having good business in recent weeks."

C. E. BARFIELD, manager Barfield's Cosmopolitan Shows, letters from McRoberts, Ky.: "Show had splendid business in Paintsville, Ky. In fact, it was the biggest week of the season to that date. We make our news reports factual and do not exaggerate."

There was a lawsuit on in a Texas city recently between a fair association and the owners of a carnival. The fair association won. However, it seems that a better defense could have been put up for the carnival business in general than was in this case. All carnival owners are not gypers nor contract breakers.—Red Onion.

IT IS bruited about that Hennies Bros.' Shows are planning many big surprises in shows, illumination and other details in connection with their carnival enterprise. Well, why does not Joe S. Scholibo, press agent for that organization, come out with the news?

J. M. KINSEL cards from his home, Washington, D. C., that he has been

PENNY PITCH GAMES
Size 48x48", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS
30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number Wheels. Price \$12.00

BINGO GAMES
75-Player Complete \$5.00
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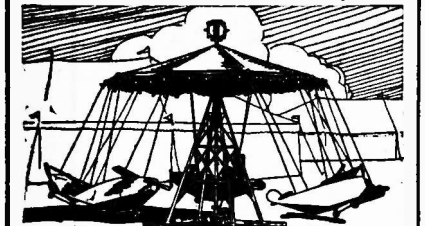
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All Questions, Lucky Numbers, etc., 35c.
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Our name or ads do not appear in any merchandise.

SIMMONS & CO.
19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

The NEW KIDDIE AIRPLANE SWING
Attention Carnival Owners and Park Managers



Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Air-planes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

SMITH & SMITH, Springville, Erie Co., N. Y.

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Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
148 Page Illustrated Catalog Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalog 30c. None free.

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188 S. Third St., Columbus, O.

SECOND-HAND SHOW PROPERTY FOR SALE
\$20.00 Cabinet Spike Illusion, money getter.
\$25.00 Genuine Eight-Legged Pig, one bear
\$35.00 Large Ferris Wheel, 12 seats, no engine.
\$15.00 New Umbrella Tent, 9x9 feet, sewed floors
others.
15c each Pennant Flags on streamers, send list.
Highest Cash Prices Paid for All Kinds of Rink
States. **WEIL'S CURIOSITY SHOP, 20 S. 2d
St., Philadelphia, Pa.**

WANTED FOREMAN

For Ferris Wheel and Tilt-a-Whirl. Must be thoroughly experienced, sober and reliable. Also want Funhouse Operator to take charge of Funhouse. All replies to J. F. SPARKS SHOWS, Somerset, Kentucky.
Send your correspondence to advertisers by mentioning *The Billboard*.



FIVE FAMOUS CARNIVAL AND CIRCUS FAT-GIRL STARS whose activities are carrying them, with various organizations, to virtually every corner of the United States and Canada this season. From left to right: Baby Irene Harris, Detroit; Big Bertha Curtis, Lyndonville, Vt.; Bonnie Jean Murdock, Syracuse, N. Y.; Baby Ruth Pontico (standing), Tampa, Fla., and Merry Rose Perry, Toledo. This is one of a series of photographs made for "Life's" circus special and a novelty series in "Look" by Jack E. Dadswell, former publicity director of Royal American Shows and president of the Outdoor Press Club, who has contributed considerable pictorial work in national magazines as a free lance writer-cameraman this season.

him what direction he is traveling but does not tell him what State he is in.

C. SCHREEDER letters from Cle Elum, Wash.: "Note that many fairs and celebrations are looking for carnival owners with wide-open wallets."

Tune up the Merry-Go-Round organs and condition all the ride motors, the season is on in earnest.—Soapy Glue.

JOE JENKINS cards from Kiowa, Kan., that he is off the road for a while and is now in the eats and drinks business. Okeh by us.—Soapy Glue.

WHAT NEXT? Wanted! Press agent to solicit banner advertising. Must furnish own car! Just as well have the general agent come back to the show and double in the band.

JUST WHY so many carnival owners are grieving over the folding of the Ringling Bros. and Barnum & Bailey Circus is not quite understandable.—Wadley Tif.

A LEADING QUESTION: Should all the shows be girl shows? If so, then I am in favor of all-women Ten-in-Ones and side shows.—Tillie Few Clothes.

E. W. WEAVER, general manager of Gooding's American Exposition Shows, sent in his first payment on his pledge

MERLE EVANS, the famous circus band director, was once with a carnival. It was the S. W. Brundage Shows. First time Red Onion met him was in the late C. W. Parker's home town, Leavenworth, Kan., and he had a good band then.

A NUMBER of carnivals went out of business after the fireworks July 4. Too much "heat" around the concessions, and other kinds of fireworks other than art displays are not required to properly operate a carnival.

When a girl-show manager jumps from one carnival to another the least he could do is to pay the help off or give them a satisfactory reason for not doing so. Been too much of this thing going on lately.—Red Onion.

R. L. WYATT, manager of Marguritte, midget mother and babies, early part of season with Mighty Sheesley Midway and now with American Exposition Shows, visited *The Billboard* office last week from Covington, Ky.

J. LEE BUCK letters from Wilmington, N. C.: "Was manager of the Side Show in Jimmy Raftery's Premier Shows early in the season. May go back on the road this fall if conditions get better. Resting here for a while."

WHITEY DAVIS cards from Morris-town, N. J.: "Writer, formerly with

thinking about Eddie Hays and John Moore of late. J. M. will be recalled as having been very prominent in the days of late Johnny J. Jones and World at Home Shows when Harry R. Polack was alive.

Laying out a carnival lot seems to have become a lost art with a number that profess to know how it should be done. Some seen recently by Red Onion were all out of balance. It is an art. Chris M. Smith was one time one of the best in the business when it came to laying out a lot. Ballyhoo shows side by side and unbalanced illumination makes some lots look blah.—Soapy Glue.

Departed Showfolk Remembered

ANDERSON, Ind.—Memorial services were held here Thursday, July 7, in memory of D. C. McDaniel; Madge Williams and the Williams brothers, latter sister-in-law and brothers respectively of Charles Williams, manager of the Anderson Free Fair.

Rev. James Welch officiated at the services. He also conducted the funeral of the late D. C. McDaniel. E. Lawrence Phillips made a brief talk in memory of the departed, and Smith's Superba Band, of the Johnny J. Jones Exposition, rendered the music. Floral tributes that were placed on the graves of each of the departed came from members of the Jones organization and officials of the Anderson Free Fair.—RALPH LOCKETT.

JOE AND BABE MILLER, concessioners, were with Gooding's American Exposition Shows when the show played Covington, Ky., last week. They are still operating the Miller Amusing Company and feature their dog. Joe and Babe said they were recently thinking of Ed and Glerna King, of Savannah, Ga.

CARNIVALS MUST be getting better, as the carnival department has received letters from various parts of the country recently indorsing several of them. The carnival editor is happy to state that more boosts than knocks from committees and celebration managers have been the rule in recent weeks.

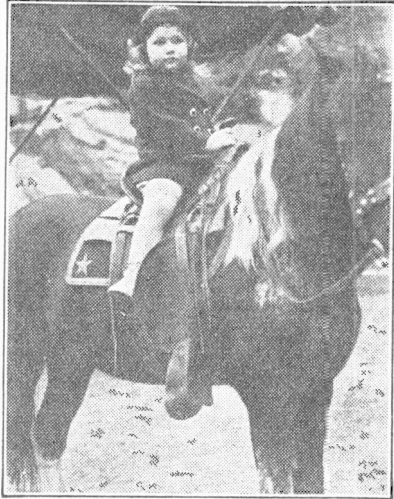
SLIM CHARAK letters from Chicago: "Picture of women on Dodson's World's Fair Shows in issue July 16 was okeh. How about a show letter once in a while from Roy B. Jones. Have not seen any from that show since he became the press agent. Been thinking of Buttsy McGuire. Guess Bo-Weevil is still working his wonders."

It is getting tough on the white collar "sticks." Saw plenty of them up against a skill-o and G-wheel recently and they were not getting a laydown other than their own, from a short bank roll. Matter of fact, the customers were walking down the "middle aisle" and not even looking toward the stands, let alone playing them.—Soapy Glue.

RITA AND DUNN, high-wire artists, letter from Omaha, Neb.: "Liked the article in Our Midway that said a carnival may carry all the big free acts in show business but it will do it no good unless it lets the public know it has them. Been with J. L. Landes Shows past 12 weeks but close with them July 24 to take up our fair bookings."



PATRICIA MEZA, daughter of Great Meza and Madam Meza, who present the free attractions with Funland Shows. Patricia is a professional hula-hula dancer and said by Edward S. Merica, who furnished the picture, to be the youngest in the carnival business. Photo taken recently in Springfield, Ky.



LITTLE ARLENE TYSKI, daughter of Walter Tyski and mascot of Max Gruber's World's Exposition Shows. She is seen here taking one of her daily rides on the midway astride a pony from the show's pony track. Photo furnished by Dick Collins, show's press agent.

MR. AND MRS. EDDIE MADIGAN, cookhouse operators, closed their engagement with the American Exposition Shows at Vandergrift, Pa., July 5, and are said to have gone west to take up some previous fair bookings. S. H. Dowdy opened his cookhouse with the American Exposition Shows at Covington, Ky., July 7.

JOE V. PALMER wired from Winnipeg, Man., Can., July 11: "Margie Palmer, of Conklin Shows, changed hospitals in this city. She is now in Misericordia. I made a special trip here from Portage la Prairie, Man., and stayed over one night. Doctors claim now that it will be about four weeks before Mrs. Palmer can return to the show."

CHINESE THEATERS: Some time back a young man asked why Royal American, Hennies Bros., Beckmann & Gerety, Rubin & Cherry, World of Mirth, Johnny J. Jones, Goodman Wonder, Mighty Sheesley, James E. Strates and West's World's Wonder shows did not put on a Chinese show of some kind. This young man is a live-wire thinker, as he called attention to the fact that the Chinese race is in the public eye and have some of the greatest acrobats, jugglers, magicians and actors in the world. Hope the young man with this idea writes in to Our Midway and gives his name as his is a great idea, especially at this time.—Red Onion.

Merrick R. Nutting Writes About Show Business in Canada

BELLEVILLE, Ont. — Am handling London Old Boys' Reunion for Patty Conklin, but his show will be in Western Canada on these dates. Both Conklin and Art Lewis are interested in the province of Quebec exhibitions to follow the London event. Lewis will play the dates and I am handling the advance and independent concessions. Am putting Jimmie Sullivan's show into London for the reunion in addition to independent shows, rides and concessions.

Business in Canada for all carnivals and circuses has been off this year due to bad weather early part of season and the crowding of too many shows into the province of Ontario.

Garden brothers and myself did not put out the Garden Bros.' Circus under canvas due to the influx of so many railroad circuses from the United States. We stored the equipment we had bought and will wait until 1939 to put it out. Have three indoor circus dates booked for late October and November and the spring date in Toronto, set for April.

Crop conditions thruout Canada are better than in several years and no doubt the fall exhibitions will benefit accordingly.

I will remain in London until the reunion is over and then go direct to the exhibitions in Quebec.

SLIM AUSTIN cards from Wolf Point, Mont.: "Siebrand Bros.' Piccadilly Circus-Carnival day and dated with Al G. Barnes-Sells-Floto Circus at Williston, N. D. Had pleasant visits with circus folks. Played stampede in Wolf Point to good returns and had good weather.

Fair business and bad weather in Williston."

JACK (TEX) HAMILTON cards from Weaubleau, Mo.: "Now in a section where carnivals are plentiful. Just finished playing a picnic and old home week here on the front of the G-Man show for Dug Thomas. People seemed very intelligent here and therefore the week was a flop. En route to Illinois now."

Radio Station Sales Manager Boosts Carnival Program

WATERTOWN, S. D., June 28.—In regard to a novel program put on the air last week over Radio Station KWTN:

West Bros.' Carnival Shows had a series of 15-minute programs over this station conducted by Bruce Barham, their advertising manager. These programs dealt with information on carnival life and how a carnival is operated. Our announcer asked questions and Mr. Barham answered them in a very interesting manner. He did a fine job and our station received letters and many nice comments from business people and our listening audience in general.

We were surprised as well as pleased to receive so many comments and letters on this novel program concerning carnival life.—KWTN, by Morris Wisott, sales manager.

ANTHONY VAZZAM, secretary Anchorian Lodge No. 1168, Sons of Italy, of Lorain, O., played the Dodson World's Fair Shows recently and rate them as the best carnival that this organization has ever had in Lorain. Vittorio Zaccini's cannon act was the talk of the city after the Monday night showing. Vazzam further stated.

Wonder if some carnival owners ever give attention to the electric current that trailer owners burn up for them without paying for it. It is obvious that they are not giving any attention to how cooking in trailers is putting their cookhouses out of business. There are a number of very fine points in the management of a carnival that are not receiving the proper office attention. Now for the squawks! Well, let them come. There are some things in the carnival business that need to be thrashed out and brought to a head if some of the carnivals are to continue on the road. Better cut out the gyp concessions before it is too late, too.—Red Onion.

MARION LEWIS letters from Shelby, Mont.: "Wish to thank Our Midway for write-up about my husband, Frank T. (Monty) Lewis, as it brought letters from friends in various parts of the country. He certainly appreciated them. He is back home now but will have to remain in the cast for two or three months more as he will just have to wait now until his neck knits. Just wanted to let his friends know that he is out of the hospital."

BECKMANN & GERETY'S circus-style cookhouse is receiving the admiration of many in outdoor show business in general. They feed their help well and plenty and the rides and shows go up and the train is loaded and unloaded on schedule. Fred Beckmann and Barney S. Gerety know how to handle their workmen from every known angle both to the show's advantage and that of the workers. Some carnivals would do well to get the B. & G. circus-style cookhouse.

LABOR AND WAGES: Starr DeBelle and several others of the Johnny J. Jones staff were discussing labor and wages in the office in Springfield, O. Each had his say. When it came DeBelle's turn to speak he said, "When I had my three-banner show out some years ago we were not on the road eight weeks before the artist and workmen began to ask for money. As business was off this request made the situation

very embarrassing to me, the owner-manager."

ERNESTINE DOVE, armless artist, with Hal Compton's Ten-in-One show, cards from Kalispell, Mont.: "Business Fourth of July was profitable for American United Shows. At each time I presented my act during the day I celebrated in a different way by lighting firecrackers with my toes. Hal has a strong and flashy side show. Louise Louise Logsdon has a fancy annex with life-size photos plus her new banners by Manuel. Good wishes to The Billboard.

FROM THE OLD WORLD: Late W. S. Layton had a carnival and fireworks spectacle on the road in 1902 and other years as well.

EVANS
MONEY MAKERS
Rely on Evans 46 Years' Experience for Latest and Best Amusement Equipment.

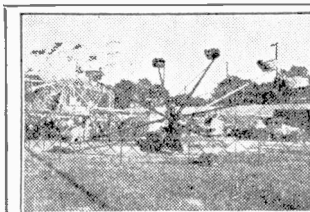
SHOOTING GALLERIES
IMMEDIATE DELIVERY.
Complete Line of Shooting Galleries. Supplies for All Makes.

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
of All Kinds

EVANS ALUMINUM MILK BOTTLES
Far superior to old wood bottles. Sound like falling glass when knocked over.
\$10.50 PER SET

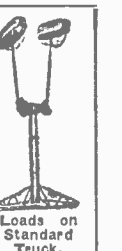
FREE CATALOG
H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.



Loads on One Semi Trailer.
EYERLY AIRCRAFT CO., Salem, Oregon
ABNER K. KLINE, Sales Manager.

OCTOPUS LOOP-O-PLANE
TWO BIG WINNERS
PERMANENT OR PORTABLE.

EVERLY RIDES GUARANTEE BIG PROFITS
EYERLY AIRCRAFT CO., Salem, Oregon
Luske Bros., Ltd., Blackpool, England, European Suppliers.



However, that year the show was playing Bluefield, W. Va. One night there, a man came on the lot and said to Layton that he was Kelly, the Lightning Ticket Seller, and asked for a ticket box. Layton asked him how he worked and Kelly said, "I handle three lines of people and square them all. I have one line coming on to buy tickets, another going to the main entrance and the third line is the one that comes back with the squawks. Layton put Kelly on the main ticket box for the night and he soon found out that this man Kelly was not lying as to how he handled ticket sales.—Red Onion.

DON FOLTZ, of Elite Exposition Shows, letters from Manhattan, Kan.: "Ruth McFarland still claims the title as 'Miss America' of showdom and rightfully so. As artists' model and in poses plastique of the D. E. Pence Attractions, she continues to draw the dear art-loving public to the carnival grounds as Miss America No. 1. Phillip Darling took her picture while they were enjoying a swim at the new swimming pool at Abilene, Kan., recently."

Mr. and Mrs. Joe Galler Give Party to Buckeye Shows Staff

During the stay in Biloxi, Miss., Mr. and Mrs. Joe Galler, owners of Buckeye State Shows, entertained members of staff with a trip to historic Ship Island. Here is located old Fort Massachusetts, designed by Jefferson Davis while he was secretary of war and erected by Abraham Lincoln during his first term as President. The old fort was later abandoned, and is now being restored by American Legion, which bought it from the United States. Members of the military police, assigned to the carnival for its Biloxi and Gulfport engagements, accompanied the party to the fort. Their comparisons of ancient and modern military methods were most enjoyable.

After inspecting the fort the party divided, part going fishing and the remainder enjoying the surf bathing in the Gulf of Mexico. The beach was ideal and the waves just right for the maximum of enjoyment.

Owner Galler offered a prize for the biggest fish caught. It did nobody any good as he caught one fish easily double the size of any others taken. The sport was good, for the fish were hungry and real fighters. Lon Morton outsmarted some by pulling in the fish two at a time. Fred Rainey was hauling them in faster than he calls the bingo numbers.

Party included Mr. and Mrs. Joe Galler, owners; Secretary Starbuck and Mrs. Starbuck; Al Thomason, special agent; Ted Johnson, press agent; James Arthur; Gentsch Jr., son of the general agent; Mr. and Mrs. Fred Rainey, bingo; Fred Rainey Jr., Emma Jean Rainey, Mr. and Mrs. L. W. Coe, Rosa Lee Harrison, English Harvey, Harles Savage, Lon Morton, Sergeant W. S. Frabisco and Private William H. McMahon.—TED JOHNSON.

CHICK FRANKLIN, press agent Miller Bros.' Shows, wired from Sioux City, Ia.: "Weather clear and business good. Show set up on new showgrounds and played day and date with Hagenbeck-Wallace Circus Tuesday. Both shows got good play and co-operated. Howard Y. Bary, manager of the circus, set aside a section for the carnival folks at matinee, and at night circus folks visited the carnival. Jimmie Lynch and his Death Dodgers troupe visited the show and the writer. Rain Saturday night, but show moved and was up Sunday afternoon for the centennial celebration in LeMars, Ia."

JACK BRADLEY letters from Bluffton, Ind.: "This is my first writing to the carnival department of *The Billboard*. Inclosing snapshot of the F. E. Gooding Side Show last season taken at Circleville, O. I built the Headless Woman illusion in 1937 and since have built several for magicians and side show people. Mrs. Jack Bradley worked this illusion with Gooding for five weeks last season. We were with the Majestic Exposition Shows for six weeks this season, but are now home. Am building a new fire act that will be different from others. Will make it strong enough for a free act. The headless woman is a good suitcase attraction."

E. E. BRANAN, who was with Fred Stewart, chief electrician on Hilderbrand's United Shows, visited *The Billboard* office last week. He reported that he closed with that show in Kelso, Wash., June 25, as the 93,000,000 candle-power lights which he had charge of gave him Kleig eyes and that while in



MR. AND MRS. FRED STUMBO, general and business managers of the Stumbo-Lambeth Shows, and their Pekingese mascot, Tip. Fred is a veteran of 20 years in carnival business. Mrs. Stumbo, familiarly known to hundreds of showmen as Sue, of Stillwell, Okla., entered the business two years ago when she and Fred were married. Both are popular in their truck-travel territory of Arkansas, Missouri, Oklahoma and Kansas. (Photo by Jack E. Dadsell.)

Cincinnati he will consult an eye specialist. E. E., on his way east, stopped for a visit with American United Shows at Havre, Mont., where they had the big flood. Then he visited Slebrand Bros.' Piccadilly Circus-Carnival at Williston, N. D., and they seemed to be doing all right, he said. Branan said his visit to Goodman Wonder Show at Minot, N. D., was spoiled by rain, as they set up in a rainstorm.

NEAL CREAMER, owner Octopus ride with Coleman Bros.' Shows, letters from Wallingford, Conn.: "I took some photos of the show when playing the Armory

lot between the State Armory and State Capitol, Hartford, Conn., week June 27-July 2. Lot was as level as a ballroom floor and carpeted with thick, closely cropped grass and was just about the best lot any carnival ever set up on. Quite a contrast to the bumpy vacant lots and city dumps most everyone in the business is familiar with. Just before the show left the lot Saturday, July 2, Dick Coleman was badly burned by blazing gasoline ignited by a careless employee. At this writing, July 8, Coleman was still in the Hartford Hospital, out of danger and slowly recovering."

Klines Are Traveling Again

By VIRGINIA KLINE

GREELEY, Colo.—Abner K., my husband; Chatto, my dog, and I left Salem, Ore., Friday morning, July 1. Our first stop was at White City Park, Boise, Ida. They had had plenty of rain but were preparing for double holiday.

Next stop was Saturday afternoon at Rupert, Ida., with White City Shows. They also had had too much rain all week, but it was clearing off in late afternoon and crowds were coming from all directions.

The owners, Mr. and Mrs. C. F. Corey, entertained us in office wagon. While Abner and Corey were talking business, Walton de Pellaton, Lucile King and Marlo LeFors took me to a private club where we had a general round-up of news, scandal and stories over many cooling Tom Collins. From what I could learn Walton is champion pinochle player and has a pair of new white shoes to prove it.

Lucile King had just sent some of local luscious cherries to friends in Los Angeles and was receiving many thank-you letters. Marlo had an intricate new hairdress that was too deep for me but strikingly becoming to her. I was not there for a meeting of R. A. T. Club, but its members say it is going strong.

The dog made friends at once with the Slover's dachshund. Pop Slover always has an excellent cookhouse, as that is his hobby. But I think now it takes second place with his interest in his grandchildren. They are with him and Mrs. Slover and seem to thrive on show life.

Next was with Monte Young Shows at Logan, Utah, late Saturday night. They had a fine crowd after a rainy day. Rides, shows and concessions were all doing well. Mrs. Young was selling tickets on girl show, which is called Uncle Abner's Barn Dance. The front of this show was a panel front that was built on Abner K. Kline Shows for Harry Mason's Devil's Daughter, snake show. It has an arrangement for banners at back to make them look like framed pictures. It was so well painted and kept up that this front looked as good as when it was built some seven years ago. In view of its past history, the name Uncle Abner's Barn Dance was very appropriate.

Mr. and Mrs. Cannon Ball Bell are on show and their concessions are all newly painted and look fine. Nina Rodgers has her bingo on show and a fine new Covered Wagon house trailer.

Met Mr. and Mrs. Ralph McCollin on show, too, and saw some fine pictures of them, as well as their small son, taken with wild animals they train and work with. McCollin is proud owner of one of Mabel Stark's new animal books with author's autograph.

We stayed over Sunday with show and had dinner in cook-trailer with Mr. and Mrs. Monte Young, where they feed all their help. It was first good meal we had since we left Salem, and it is not hard to believe that some of their boys have been with them six and seven years. The Youngs have an 8-year-old son with them and a 13-year-old daughter, who will soon come to spend her vacation with them. As they did not show on Sunday, they were going on a trip to mountains with Secretary Mrs. Fern Furguson and her husband, so we drove on after a pleasant visit.

We drove into Greeley, Colo., just after noon July 4. Patriotic parade was over. Two city blocks in center of town, where Forsythe's rides and amusements were located, were literally packed with people. Rides, shows and concessions were all doing capacity business. It was a real old-time Fourth of July celebration.

I walked thru park, and over in shade under a big tree stood about eight or nine special deputies wearing temporary ribbon badges. As I came close to them I heard one of them say, "We can really enjoy the Fourth this year. I can remember, and so can you, Ed, and you, Art, when on some of past Fourth's we were kept busy all day with trouble with the show people in those booths. There has been two lost kids today and that's all. It sure is fine, and I hope this outfit comes here next year." I walked on and my face was red, as I remembered that we showed Greeley one year and what the man had said was true. Of course, we have changed our opinions of those concessions now, but people in towns remember them and not with pleasure. He also told truth about concessions here now, as

15 Years Ago

(From The Billboard Dated July 21, 1923)

J. George Loos Shows were awarded contracts to furnish all amusements at annual Turkey Trot, Cuero, Tex., it being second year that organization was favored by Chamber of Commerce of that city with carnival contract. . . . T. A. Wolfe Shows were presenting a brilliant and meritorious array of attractions on Cumminsville circus lot, Cincinnati, to steadily increasing attendance. . . . Theodore Lane, 25-year-old employee of Con T. Kennedy Shows, was drowned July 6 while swimming in rear of carnival grounds when organization played Rochester, Minn.

Duke, one of lions of Smith Greater Shows being featured with American Legion Circus, was executed in Youngstown, O., by Humane Officer Richard Mansell after all medical efforts had failed in an effort to save its life. . . . John T. Wortham Shows concluded a successful engagement at King Koal Carnival, Miami, Okla., and headed for Springfield, Mo. . . . Donald Elder was engaged as press representative by Snapp Bros.' Shows. . . . Huge crowds and ideal weather greeted Greater Sheesley Shows when they opened a week's engagement in Ishpeming, Mich. . . . Brown & Dyer Shows were playing Buffalo, N. Y., under Wilden Club auspices to lucrative business. . . . William Judkins Hewitt landed back on Broadway July 9 looking like a physical culture advertisement.

Jimmie Rossiter rejoined his old boss, Con T. Kennedy, on front of Seminole Indian Village attraction. . . . Lester Harvey, special agent for Hanser Bros.' Shows, while visiting in Elgin, Ill., called on William Atkins, *The Billboard* representative there. . . . Bob Burke, beau brummell concessioner, was spending a few weeks in Cincinnati taking things easy. . . . Gus Hansen, wrestler with Billy Luck's Athletic Show on DeKreko Bros.' Shows, found one that he couldn't throw. While fishing in Havana, Ill., he almost landed a big carp—that finally got away. Gus let his line loose and grabbed the "big un" in his hands, but was unable to pin it down. . . . H. R. Norris, in outdoor amusement game for a number of years and well known in carnival circles, was visiting friends in Cincinnati.

they were all clean, quiet, legitimate and, best of all, very busy. Mrs. Ralph Forsythe had left her small son in Fort Collins and was over to help her husband in true spirit of showman's wife. Bill Smith, secretary, was talking of getting a Skooter to use when keeping rides supplied with tickets and change. Old Faithful Keetchie had Merry-Go-Round ticket box and was doing a good job keeping children from getting hurt in crush.

Sammy Goodman had a large bingo well flashed and at noon had played 100 games with full capacity.

Mrs. Merle Sharp had downtown cookhouse and was giving crowds plenty to eat and drink. Merle Sharp had grand stand out at Spud Rodeo, and as day was very hot the favorite was cold drinks.

Dolly and Billy Geyer had their high-pole rigging set up near thickest of crowds and gave a faultless performance night and morning. I had a long visit with them in their housecar, where they served icy lemonade to all visitors. They celebrated their 21st wedding anniversary by buying a new Packard car. They also had some interesting new pictures of their new home in San Antonio, Tex., where they raise greats and all kinds of fruit. Their greatest pride, however, even over the new home and car, is their 9-year-old dog, Indigo.

All of Forsythe's rides were newly painted and well lighted. After night of Fourth was over Ralph Forsythe said he was well satisfied with day.

All the show equipment had to be off streets at daylight, and next morning not even a scrap of paper could be seen. Considering this and way the show was conducted, city of Greeley is to be congratulated on fine Fourth of July celebration it gave people of Colorado.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, July 16.—The Showmen's Home seems to be the topic uppermost in the mind of everyone whom we contact. Chairman Carl J. Sedlmayr and his committee to raise funds have been actively engaged in sending out pledge cards and are making extensive plans to give this an added impetus during the late summer and fall. Copy of the pledge card will be published in *The Billboard* for the convenience of anyone who has not received a card in the mail.

Pledges and cash received of late are from Ben Pardo, Hyla F. Maynes, Ollie E. Bradley, J. Ed Brown, James Cunliffe and Elmer W. Weaver.

Vice-President Frank Conklin still showing results and this week sent in an application from Bennie Fields.

J. D. Newman advises that he has been indisposed recently. Tom Vollmer is at the American Hospital for treatment. Eddie Karns, Ben Landes and T. Brent still confined to the hospital. Bob Miller has suffered a setback and is again under care of the doctor. Colonel Owens and Tom Rankine both still confined to their homes. Lou Leonard and Bill Rice have left the hospital. No late news from Sid Rothman, who is ill in St. Paul.

J. Wilson and Earl Bunting, of the Tilley Shows, in town on business, dropped in at the rooms. Eddie Tate, of Manila, was a caller at the rooms on several occasions. Denny Pugh, just going thru, took time to phone. Lefty Ben Block, spending a few days in Chicago, was a caller at the rooms. Welcome message from Tom Mix advises that there were no serious results from their blow-down at Neenah, Wis.

Other callers at the rooms were President J. C. McCaffery, Vice-President Joe Rogers, Vice-President Frank P. Duffield, Treasurer A. L. Rossman, Lou Leonard, Dave Tennyson, Charles H. Hall, Max Brantman, Julius Wagner, Fred Donnelly, Whitey Lehrter, Larry O'Keefe, William Young, Jack Pritchard, H. H. Hancock, Issy Steier, Jack Auslet, H. Neitlich, Sam Bloom, Ben Rosensweig, Ralph Woody.

Past Vice-President Jack Nelson still keeps in touch with affairs of the League and calls to get the lowdown on things of interest.

Pete Pivor still in town and uncertain whether to hit the road again or not. Holding mail for Sam Arenz. Al Latto now playing Chicago lots with his rides. Dave Tennyson now has a new contact and is going along nicely. John O'Shea has the Huckle-Buck playing on Chicago locations; agent, Clay Bunyan.

And again we call attention to your dues. Perhaps things are picking up a bit and you can attend to this important duty. Better give it your attention.

Ladies' Auxiliary

Hostess at the meeting of Ladies' Auxiliary of Showmen's League of America July 7 was Ida Chase. A royal blue silk pillow was awarded to Blanche Latto. Mildred Frank got a table lamp. Among out-of-town guests who participated were Elsa Graves, of Peoria, Ill., and Mildred Frank, of Wenona, Ill.

Hostess for July 14 social was President Leah M. Brumleve. Mrs. Brumleve

won but she turned the prize back to the Ladies' Auxiliary to be used again. Mrs. Keeler, a guest, got a white cellophane umbrella, and Mattie Singleton went home with six gold-edged lemonade glasses. Mrs. Bert Clinton received a hand-made luncheon cloth. Clara Hollie Harker got a beverage set. Mrs. Charles Driver and Bobbie Ward are confined to their homes.

Elizabeth Ernst is scheduled for hostess at the July 21 meeting. Reported by Elsie Miller.

Philadelphia

PHILADELPHIA, July 16.—Weather past week very favorable for outdoor amusements. No carnivals are operating in the immediate vicinity at present. Local auspices are holding home carnivals and block parties.

World's Wonder Car, owned by Louis Engle, made a visit to city during week showing at various locations under merchants' auspices. The car is fitted up with many displays of various kinds from different countries of the world. Al Porter, in carnival business for many years, was in charge of the car.

George E. Roberts has been filling several engagements in Wildwood over the Fourth and week-ends with his various animal acts.

Jere Shaw is active again booking local events under auspices of churches and various lodges. Reports fair business. Just operates rides and concessions.

Penn Bleacher Seat Co. is very active, having furnished seats for Hamid's Million-Dollar Pier, Atlantic City, also 10,000 seats for the Boardwalk.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, July 16.—Summer attendance at meetings of the PCSA is holding up, there being 30 members present at the Monday night meeting. First Vice-President Harry Hargraves presided. H. C. Rawlings was the only other exec present.

Communications: From Al Onken, of the Conklin Shows. Says doing very nicely with the World's Fair Dancers, of which Harry Seber is manager; M. Lee Earnes, of Foley & Burk Shows; C. F. Zeiger, of Zeiger's United Shows, finding some very good spots in Wyoming, and reports business showing pick-up; Jo Clacy, extending thanks for the service done the family of the late Jack Lee at time of death and burial of our brother; Spike Huggins, stating that business was very good; C. S. Wrightsman Shows, reporting a very successful season; Phil Williams and Max Harry Bernard, the latter manager of World's Fair Shows; William Hobday, manager of Golden State Shows, acknowledging receipt of his commission as steward of PCSA and pledge to make a fine showing as he did last year.

New members: Harry B. Diamond, credit Phil Williams and Max Harry Bernard; reinstatement, Jimmie K. Cotton, credit Ben Dobbert and Steve Henry. Financial statement read, showing satisfactory condition. Recess for Lions Head and weekly award, the award going to Glenn Whittekind.

Reports made by members who had letters from friends on the several Western carnivals and resorts indicate that a very much better business condition is at hand and from now on there should be more folding money.

The membership drive is now on. A sure-fire investment is a membership in the PCSA.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 16.—Some sort of a record was established by Gruber's World's Exposition Shows, in pioneering another new lot in this community in its third week's engagement here. This lot is located at Scottsville road opposite Municipal Airport where the shows are exhibiting under auspices of Kirk-Otis Post of Veterans of Foreign Wars.

Visitors at the A. C. A. office: Walter Schaffer, who is a talker in carnival field and resides here in winter. Also present was Louis Rosenberg, formerly

LAST CALL

SIX DAYS LOWELL FIRE FROLICS AND CARNIVAL SIX NIGHTS

South Common, Home of the 4th of July Celebrations. Sponsored by Lowell Firemen's Relief Fund.

LOWELL, MASSACHUSETTS

August 1, 2, 3, 4, 5 and 6

Daily Till 11:30 P.M.

MAMMOTH MIDWAY.

WANT IMMEDIATELY—Shows and Legitimate Concessions, Legitimate Stock Wheels, Ball Games, Shooting Galleries, all Commissary Refreshments, Ice Cream (no Frozen Pudding), Apples, Pop Corn, etc.

No Girl Shows. No Gs. Flat rates from Concessions. Flat rate or percentage from Shows.

Parade, Sensational Acts Free Nightly. Prizes awarded every night to lucky Winners. Grand Drawing for Plymouth Car, Orphans' Day, Firemen's Muster.

Billings cover 30-mile radius, with pulling power over 500,000. Utilizing radio, press, posters, sheets, tire cards, stickers. Fifteen Fire Brigades from surrounding communities entered in all events.

Fireworks, Contests, Exhibitions, Fire Drills, Soap Box Derby Races for Children, Special Attractions. Enough events of varied nature to satisfy the large populace of the fertile Merrimac Valley. Pull from Massachusetts, New Hampshire and Maine. FREE GATE.

HURRY! HURRY! HURRY!

Wire, Write or Phone Pronto.

JOHN F. CARNEY

21 Blossom Street, Lowell, Massachusetts. TEL.: LOWELL 5109.

EVANGELINE SHOWS WANT

Merry-Go-Round, Loop-o-Plane, Octopus, Drive-Own Cars, Pony Track with own transportation; will book liberal percentage for following Celebrations.

SHOWS—Fun House, Illusion Show, Big Snake, Crime Show, Ten-in-One, Posing Show, Midgets, Grinnell answer. Will furnish canvas. Those with own equipment given preference. Good Minstrel Performers at all times.

CONCESSIONS—Floss Candy, Knife Rack, Palmist, Scales, Novelties, Fish Pond, Duck Pond. No exclusive except Corn Game and Cook House.

Route—Russellville, Ark., week July 18; De Witt, Ark., Doughboys Reunion, week July 25; Pryor, Okla., Rodeo, week August 1; Cassville, Mo., Reunion, week August 8.

W. C. KAUS SHOWS, INC.

Want Ride-o, Organized Minstrel Show, or any Show with own outfit. Arcade, Cigarette Shooting Gallery, American Palmistry, Hoop-la, Pitch-Till-U-Win, Fish Pond. Good opening for Stock Wheels and all types of Legitimate Concessions; also Novelties.

Will be in Burlington, Vt. Write there. Then week after at Amsterdam, N. Y. This is the turning point of this Show, with a very few weeks left before our Fairs, starting the latter part of August thru until November 12th.

Address, W. C. KAUS, Mgr., Burlington, Vt.

advance publicity man for Bantly's All-American Shows and now affiliated with William Glick's Ideal Exposition Shows. Latter organization opens here July 18 on new lot on city side of Buffalo road.

Developments in R. R. Situation

Since adjournment of Congress there have been numerous developments in railroad transportation field, many of which are of interest to carnival industry. Shall briefly review some of them:

About middle of June Eastern carriers were given another opportunity to present evidence in support of their request for an increase in passenger fares, I. C. C. reaching its decision by a 6 to 5 vote which was same result which previously denied carriers' application for an increase from 2 cents a mile to 2½ cents a mile. The result of reopening of case afforded hearings which were held latter part of June and some of opposition in passenger rates came from various public service commissions who were interested in retaining rates at lower base.

The territory affected by this move is bounded on west by Lake Michigan, Chicago, St. Louis; Cairo, Ill.; following the Ohio River to Huntington, W. Va., and then in a straight line to Norfolk, Va.

During pendency of hearings, I. C. C. authorized merger of 15 railroads into two companies affiliated with New York Central System.

About same time Pennsylvania Railroad Co. asked I. C. C. for permission to issue upwards of \$6,000,000 worth of trust certificates to pay for purchase of new equipment in both its freight and passenger departments.

After hearings were had on petitions of Eastern carriers, in which it was claimed that present losses are due to competition by bus lines, commission granted an increase to 2½ cents, which will become effective within next few days. At same time commission granted Pullman company a 5 per cent increase in its rates.

In event any of our membership is interested in more detailed information on this subject, we shall be pleased to supply in upon request.

PAINTSVILLE VERY

(Continued from page 42)

was cheered by thousands. Arrangements for Mr. Lee's appearance were taken care

of by Cy Cooper, post adjutant of the local post. Joe Radcliff, of the Kentucky Live Stock Co., was Mr. Cooper's assistant. They both did an admirable job in promoting the celebration and were well rewarded. Drum and Bugle Corps of the American Legion were on the grounds each night, usually parading from the Courthouse. They made quite a hit with all the folks. Their ages ranged from 10 years down to 6.

Ride Business Heavy

Top money rides were the Twin Big Eli Wheels, Tilt-a-Whirl and Merry-Go-Round, and Chairplane was fourth high. Among the shows the Hollywood Revue was first; Ten-in-One, second, and Minstrel, third. However, there was not much difference in the receipts of the balance of the shows, as they all had a big day on the Fourth. Spot Bassinger, with bingo, had a big day, and nearly all the concessions did well. Dot Earl, with her cigaret gallery, had the best week of the season. In fact, all did as well, as there were over 12,000 people milling around on the grounds on Monday, the big day.

Al Rusher joined here with three concessions, as did Buck Denby, with a set of diggers.

Midway notes: Pansy Barnes knows how to get the shekels with the lead gallery. C. F. Tidball added another assistant to his electric crew, making three men on that end. Chris Jernigan played many a record on the loudspeaker on the Fourth, and aided materially in bringing patrons thru the front gate. Many of the showfolks availed themselves of the cold plunges at the swimming pool adjacent to the fairgrounds where the celebration was held. Billie Clark getting along swell. Frank Earl leaves shortly to make fairs for one of the farm papers. Dot and Jupe will accompany him. Mrs. Clementine Corley, who talks on the front of their show, the Hollywood Revue, does very well and knows how to bring patrons in. Reported by R. E. Savage.

DETROIT, July 16.—Joseph Wood, an Eli Wheel worker with Zimdars' Greater Shows at Jackson, Mich., this week, was removed to an isolation hospital on Monday, believed to be suffering from smallpox.

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND

Previously Acknowledged \$13,535.00
Received This Week 280.00
CARL J. SEDLMAYR, General Chairman Drive for Funds.

WRITE FOR PLEDGE CARD.

A Home for Aged and Infirm Showmen

Showmen's Home Trustees

FRED BECKMANN — Chairman
M. H. BARNES — Treasurer
E. W. EVANS — Secretary
J. W. Conklin
M. J. Doolan
Max Goodman
Rubin Gruberg
Harry W. Hennies
W. R. Hirsch
Max Linderman
E. Lawrence Phillips
Carl Sedlmayr
Elmer C. Velare

Worthy of Your Co-Operation

Burdick's

Taylor, Tex. Week ended June 25. Location, city park. Auspices, Firemen. Weather, ideal. Business, good.

Show moved from Seguin to Taylor under contract to set up on lot in business district, only to meet protest of one of Taylor's tycoons, who objected because it was too close to his residence. Committee worked hard in show's behalf but to no avail, so set-up was made in city park. Band concerts on lot every night.

Schwertner, Tex. June 28-29. Location, one mile from town. Annual picnic. Business, good.

Majority of show was sent from Taylor to Belton to get ready for Fourth. Only Big Eli Wheel, shows and concessions were taken to Schwertner. There was a political rally here and plenty of big shots were present, also big orchestras. There was a ball game each night and plenty of barbecue and beer.

Belton, Tex. June 30-July 4. Location, city park. Auspices, Chamber of Commerce. Business, excellent.

Two ticket sellers on gate. Grounds were packed from 10 a.m. until midnight. Shows, rides and concessions did capacity business until past midnight. Eaton Sisters were well publicized by both papers. Great Knoll, second free act, was well received. Jack Stanley arrived with new show, panel front. Jack Hamilton has three shows under his supervision, Alura, Zubulla and Hall of Oddities. Mr. and Mrs. Hess joined with kiddie ride. Eaton Sisters' act now consists of three, Cleo having joined after graduation from private school.

LAVERNE LUTHER.

Ellman

Oconto, Wis. July 6-10. Auspices, Veterans of Foreign Wars. Weather and business, good.

Attendance and weather was best this season. New arrivals are Mr. and Mrs. Oscar Johnston, candy floss; Doc and Mrs. Rogers, penny arcade and pitch-till-you-win; Dolores Van Abel, photo gallery; Curly Orr, operator; Gus Bodart, cookhouse; Eddy Bodart and Jack O'Day, Athletic Show. Show played Fourth of July celebration at Oshkosh under auspices of Veterans of Foreign Wars to a record attendance. Visitors were Mrs. J. P. Phillips, Mary Bowen, formerly of Gold Medal Shows; Hugh Riley; June

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 25 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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. Automatic Bingo Shaker, real class, \$12.50. Lapboards, white cards, 8 1/4 x 14. Per C. . . . 1.50. Stapling Bingo Cards on same, Extra, per C. . . . 1.50. Bingo Card Markers, in strips, 25,000 for 1.50. Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

J. M. SIMMONS & CO.
19 W. Jackson Blvd. Chicago

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

Ellman, Jack Vomberg, of Badger State Show. While showing in Milwaukee all mourned death of Joe Ellman, father of Charles and Frances Ellman. Personnel of show gave a floral offering of a broken wheel and a large cross. Mr. and Mrs. Jimmy Franklin recently purchased a house trailer and a Studebaker coupe. New Monkey Speedway was purchased by the Ellmans, with Walter Kluge as manager and operator, and Ray Swanner, animal trainer. Henry Bennett is mechanic on show. Frances Ellman has a new Packard. Charles Ellman has several dates booked. Another Ford truck was purchased by Charles Ellman.

FLORENCE FRANKLIN.

Art B. Thomas

ABERDEEN, S. D., July 16.—Both units of Art B. Thomas Shows play one and two-day stands and carry a number of free acts. Roster and No. 1 unit follows: Frank Norris, Hammond electric organ; Flying Willards, horizontal bar act; Uncle Harvey and Aunt Lou, songbirds of gay '90s; Gordon's Educated Pets; Flying Buddies, roller skaters; Julien Sisters, song and dance team; Yo Yo (Bill Alcott), clowning; Woods and Woods, slack wire act, and Gordon Smith, emcee. SAMMY LILLIBRIDGE.

bingo did best of season. Tiny Tribe's novelties came in for good play. Baldwin's mirror wheel also had good day. Public nearly ate Chef Werner out of cookhouse. Big Eli Wheel got big play, but other rides did not do so well.

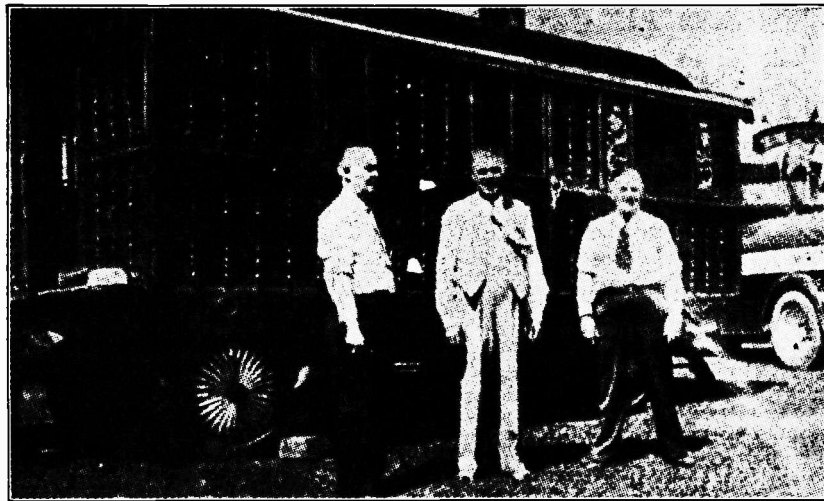
Rivers, Man., Can. June 22. Location, baseball grounds. Auspices, Rivers Sports Day Committee. Weather, warm. Business, good.

Arrived here at 10 a.m. and was all set up by noon. Play began about 2 o'clock. Hoopla and bingo did well. Benny Helb ran out of corks for his popguns, and Sid Whitechurch had to resharpen his darts, as big play dulled them.

Deloraine, Man., Can. June 23. Location, near race track. Auspices, Deloraine Race Meet. Weather, ideal. Business, good.

This was driest spot played this year. Pay gate to race track was good. Many visitors from south of border to both races and midway. Rides were not as well patronized as shows and concessions, concessions doing better than in any other spot. Mr. and Mrs. Craven Bailey gave up show life and left for Winnipeg. Mrs. Bailey, former Madeline Casey, will be missed by all. Jim Roche joined with pop-corn machine. Ted Casey, just out of college, came on show.

FRED L. PRESCOTT.



THREE OUTSTANDING CARNIVAL EXECUTIVES: Left to right, Ralph W. Smith, treasurer; Max Linderman, general manager, and Frank Bergen, assistant manager, of the World of Mirth Shows. In the immediate background is seen one of the shows' most prized possessions, a colorful antique English gypsy van which serves as the traveling office. The van was brought over from England many years ago by the late Col. Francis Ferrari. World of Mirth is now in Maine, the furthest east it has toured in years, and will later enter Canada for its exhibition dates. (Photo by Gaylord White.)

E. J. Casey

Treherne, Man., Can. June 20. Location, fairgrounds. Auspices, Treherne Hockey Club. Weather, threatening. Business, satisfactory.

After being rained out previous week at this spot, return engagement proved worth going back for. Manager Casey made a business trip to Brandon regarding details of contract for showing at International Air Meet to be held there in August. Wilfred Boitton resigned.

Low Farm, Man., Can. June 21. Location, baseball grounds. Auspices, Canadian Legion. Weather, hot, with thundershowers. Business, fair.

Good crowd turned out early to see show set up. Bill Carter reported that

Funland

Springfield, Ky. Week ended July 9. Location, fairgrounds. Auspices, Volunteer Fire Department. Five-cent gate. Weather, very hot. Business, okeh.

Two big birthday parties this week at Ma Merica's midway cafe, one for Patricia Meza, three years old, and other for Edward Merica, 18. Ben F. Tosh, lot superintendent, is rebuilding and painting all fronts. Visitors were from Model and J. F. Sparks shows.

TED C. TAYLOR.

Kaus

(Baggage cars)

Carlstadt, N. J. Week ended July 3. Auspices, Democratic Club. Weather, three days rain. Business, fair.

Weather man back with show again. Opening scheduled for Sunday night prevented on account of rain, which continued thru Monday and Tuesday, so that it was Wednesday before show finally got opened. Everybody pretty much disgusted, even animals, for dogs on Monkey Circus got loose and strolled away. They could not be located, but Wednesday, which was fair, they came strolling back in time for first performance. Good crowd Wednesday night, but spending just average. Friday, usually best night in these stands, hampered by overcast skies and intermittent showers. Weather succeeded in producing a rather unsatisfactory week. A few concessioners are expanding. Louis Miller added penny pitch, Reno Aiken a ball game for which Betty Waters will act as agent.

Bessie Traylor took over Cairo Show. H. S. Kirby is now talker on Cotton Club. Mr. and Mrs. Kadell visited relatives in Brooklyn, N. Y.; Joe Buffington was also a Brooklyn visitor at his sister's home. Mr. and Mrs. James Burns and daughter, Marjorie, motored to Brooklyn and spent day with relatives. Mrs. James Burns had birthday last week and received many remembrances. Manager A. J. Kaus and George Whitehead spent a day in New York on business. Glen Walrath, of North Tonawanda, N. Y., joined Carl Davis' cookhouse staff. Mr. and Mrs. Zimbad, mentalists, playing in a theater in Karney, N. J., visited Betty Waters. They were guests at weekly midnight benefit show and Zimbad gave a very interesting talk. Freddy Garrett and his custard booth are attracting added business by new decorations, chief of which are some blinker lights. Texas Christian is new show artist and has pepped up decorating work.

LESTER KERN.

Great Southern

Ravenna, Ky. Week ended July 2. Weather, ideal. Business, good.

Beattyville, Ky. Week ended July 9. Free gate. Business, good.

Free act by Rossi Family attracted people from near-by towns. Mrs. Marry and her 13-year-old daughter, aerial act, hold crowd each night. Bill Hartman, wife and son, came on with new cookhouse. Thomas Collins joined last week with his corn game. Princess Olga Wadsworth did good business with her Big Eli Wheel. R. H. Wade has Glider ride and 10 concessions. Mrs. Wade has domino wheel; Capt. Richard Reves, smoking machine; Texas Curley and wife, shooting gallery; George Swain, black and red; White Langford, pitch-till-you-close, ball game.

win; Ed Reynolds, pop corn, and Cordie

WHITIE LANGFORD.

Wm. Bazinet & Sons

Chippewa Falls. July 2-4. Location, streets heart of town. Auspices, American Legion. Weather, ideal. Business, good.

Show had an excellent Fourth. Robert Heth joined navy. William Bazinet and son, Lowell, who is general agent, made trip to show's headquarters in Minneapolis on business. Frankie Kilborne has taken over Athletic Show. Robert M. Smith joined with three concessions. Bob Hill, formerly shows' ride foreman, has gone back into undertaking business. Birthday party for Mrs. Edward Ferrerri was given by her husband, who is manager of girl show.

J. C. VINCENT JR.

W. S. Curl

London, O. Week ended July 9. Location, Court House Square. Auspices, American Legion. Weather, fair. Business, good.

On whole this was one of best weeks of season. Writer and wife joined; also Frank Colburn with ice cream candy. Casa Loma Polies topped shows, and Big Eli Wheel, rides. Many of this show's people live in London and were glad to spend a week with homefolks. Storm hit midway early Friday night and blew down two shows, but no serious damage done. Legion co-operated. Jimmy Sepher, employed by Ike Chapman, of corn game, was struck by a car on streets here but is getting along okeh.

LOUIS E. COLLINS.

L. J. Heth

(Motorized and baggage cars)

Crawfordsville, Ind. Week ended July 1. No auspices. Location, Lyons' circus lot. Weather, clear. Business, nil.

After 100-mile move from Wabash, Ind., show was ready to go Monday night. Only few people came out and same all week. Show closed here Friday on account of long haul to McLeansboro, Ill., for first fair this season. Rain all day Friday in Crawfordsville and some at night. Show was ready and loaded on train early Saturday morning, and trucks on way, some as early as midnight Friday. Crawfordsville was very disappointing to all showfolks. Plenty of merchants' tickets were out and also newspaper advertising and paper up in town and near by. K. E. Simmons, local correspondent of The Billboard, nightly visitor and helped show in many ways, also talking over old times with General Representative J. J. Fontana. Leon Elliott, ride superintendent, putting in new motor for Manager Heth's pop-corn wagon. J. J. Fontana has his con-

GRAY'S CANADIAN SHOWS WANT

FOR KINGSTON, ONTARIO, CENTENNIAL CELEBRATION, WEEK AUGUST 1.
Biggest Week in Eastern Canada. Held on the Market Square, in Heart of City.

All types Concessions and Shows. Useful Sideshow People write. CAN USE Sensational High Act at once. Can furnish complete Sideshow equipment. Week July 18, Parry Sound, Ontario; week July 25, Kingston, Ontario.

CONCESSIONS WANTED FOR DETROIT

CAN PLACE, JULY 25-30, GRAND RIVER AND SCHOOLCRAFT AVES. SHOW GROUNDS. Legitimate Concessions of all kinds. Very low rates. Brighton Annual Street Fair follows (August 1-6); then Oakland County Free Fair (Milford, August 10-13). We control the Midways at all these spots.

NORTHWESTERN SHOWS

This week, Vicksburg, Mich.

cession manager. Toby Renfro, busy framing new concessions. Mrs. Thomas Parker has Charley Baker helping her with her apple stand. Mrs. L. J. Heth has all her concessions newly painted for fairs. *The Billboard* sales agent, Lester Parrish, busy trying to find new customers and he seems to buy more copies every week. Hooper Dent, manager Minstrel Show, booking new acts for his Blossoms of Dixie.

McLeansboro, Ill. Week ended July 9. McLeansboro Fair. Weather, good. Business, light.

Long move from Crawfordsville, Ind. Show ready to go July 4th. Plenty of people came out but not much money spent. Weather very hot in this State. J. J. Fontana bought two fans for his custard stand and takes them to hotel at night. New shipment of snakes arrived for snake show from Texas. Swooper ride has a new design in lighting, with lights showing a great distance from lot. Charlie Wren has two new motorcycles, and a new drome rider arrived. Jimmy Giffin has new lemon shake-up stand and doing a good business. He also has snowball concession. *The Billboard* sales agent, Lester Parrish, trying real hard and sales are ahead from last year. Writer almost started a beehive due to bees' visiting Mrs. Parker's apple concession. THOMAS PARKER.

O. J. Bach

Carthage, N. Y. Week ended July 2. Auspices, American Legion. Weather, rain Thursday and Friday. Business, very good.

Backed by an alert and energetic committee which knew what to do and did it, the show played a week reminiscent of the "good old days." Even with two nights of rain this stand was satisfactory. Weekly social party, jointly emceed by Doc Murray and Jack Woelfie, very entertaining and enjoyable. Doc kept crowd in an uproar with his "Kangaroo Court," while Jack saw to it that everyone danced and liked it. Lee Taylor and T. Hogan joined in Canton, N. Y., with short-range lead gallery. Mr. and Mrs. Ben Garlock joined week before with balloon penny pitch and high striker. Ma and Pa Chevrier still operating cookhouse and attracting favorable comment for cleanliness and general attractiveness. Mrs. A. C. Boyd, formerly Mary Hovey, visited several days at Carthage, N. Y., with her parents, Mr. and Mrs. J. Maurice Hovey. She was accompanied by her daughter, Kay Boyd, both enjoying themselves renewing acquaintances with their former showfolk friends. Both seemed to hate to return to business life at end of their vacation. LEO GRANDY.

Happyland

Ypsilanti, Mich. June 30-July 4. Auspices, American Legion. Location, City Park. Weather, fair. Business, good.

This was sixth annual July 4 celebration for Happyland Shows at this location and under same auspices and while it was not best of the six it was very good. Thursday night almost total loss because of rain. However, almost ideal weather for balance of engagement. Rain Friday morning caused postponement of children's parade; did not hurt business. Saturday, Sunday and Monday clear and warm, and plenty of people came out. Races, parades, ball games, boxing matches, contests and fireworks all helped to bring people out and to hold them. All attractions had a wonderful day Monday. Rides in particular, all of which ran to capacity for several hours during afternoon and evening. This spot did not make up for all bad ones, but it helped. Only two more still spots and then fair season starts. Everything is being given its midsummer painting and repairing. Mr. and Mrs. Eddie LeMay joined with their grab stand for balance of season. Frank Myers, of Amarillo, Tex., and formerly of 101 Ranch, joined with Wild West for balance of season. He has a nice frame-up with plenty of riders and stock. His riders include Colonel Myers, trick and fancy rider; Montana Curley, bronk rider and rper; Oklahoma Slim, singing cowboy, and Claude Conder, formerly with federal army in Mexico and well known for his transcontinental horseback rides, latest of which was from Montana to Detroit during winter of 1936-'37. Joseph Alexander, penny arcade owner, placed a bird wheel for balance of season. Robert Wood had misfortune to sprain his knee and had to use a cane for a few days. Bernard Mattson put new armor plate sidewall on his long-range gallery, made special by Smart

Engineering Co. Bernie has always believed in safety and is ever ready to try new ideas. Writer believes this is only gallery to be equipped with armor plate. V. L. DICKEY.

Keystone

(Motorized and Baggage Cars)

Canonsburg, Pa. Week ended July 2. Auspices, American Legion. Business, good. Weather, clear.

Show moved in from McKeesport, Pa., after a hectic week remembered by all on show. Committee here gave splendid co-operation. Plenty of newspaper publicity from local editor. Second year in succession show had contract with Legion committee. Considering past weeks of rain and mud that show has encountered moving on and off lots show's equipment is in good shape. Manager C. A. Hartzberg has his workmen constantly busy with paint and brushes keeping rides and show fronts spick and span. Jim Fowler Jr., young son of J. T. Fowler, show's special agent, left recently to join marines. Last letter received from Jimmy stated he is stationed at Paris Island, S. C. He is missed, as he was with this show on and off for three years. Visitors: Tom Kirk, of Fair Publishing Co., and Frank Graves, agent of Weyl's Production Co. William Cooke, show's director of contests and promotions, putting over merchants' coupon tickets with big results on children's matinees and adding greatly to midway receipts. Banquet held here under big top benefit of show's

a few days with the Porters. This is home town of Ray Campbell, concessioner, and he spent some time with his parents. Joe Ricco left with his Athletic Arena to join Malarkey's Shows thru his old territory. HOWARD POTTER.

Wallace Bros.

(Baggage Cars and Trucks)

Algona, Ia. Population 4,500. Five days ended July 7. Fifteenth annual celebration. Auspices, Kossuth County Fair Association. Location, fairgrounds. Weather, ideal. Business, good. Paid gate July 4.

A historical pageant, elaborate fireworks, free acts and races of all kinds drew over 8,000 people to Kossuth County Fairgrounds in this little city of less than 5,000 on July 4 and all shows and rides and practically all concessions were well patronized. It was best engagement since show entered this State. Secretary Earl Vincent of fair association informed writer that they received no complaints of any kind and invited show back next year. Opened Sunday night and tore down Thursday night in order to get two Saturdays in next town. Was second Sunday engagement this season. New Tilt-a-Whirl topped rides, with Walsh's Caterpillar running close second. Minstrel show had big day, too. C. J. Bains, president of State Association of County Fairs, and Mrs. Bains drove over from Alta, Ia., for celebration, as did Secretary Molesworth and wife, of Mason City Fair. Fearless Falcons, free attraction, returned Thurs-

crowds which attended daily. However, all concerned were well pleased with results of engagement. Writer, who served in same capacity last season, returned here, assuming duties of electrician, replacing Thomas Carnahan.

Litchfield, Minn. June 27-July 1. Business, fair, when weather permitted.

Third consecutive season for stcw here. It was necessary to break in a new lot this time. Owing to launching of No. 2 unit show closed Friday night. A number of crew went to quarters to pick up rides which had been left there this spring. Manager Mrs. B. C. Frisk and writer made trip to Minneapolis, returning with a new Webster amplifier which has been installed in No. 1 sound truck. Visitors: Gus Kallio, former well-known athletic showman; Mr. and Mrs. Jack McCarthy, girl show operators; Mr. and Mrs. Ollie Bryer, who last season had diggers on show; George L. Barton, general agent Atterbury Bros.' Circus, and L. W. Massey, who in years past trouped with writer on Wolf Greaser Shows.

Bemidji, Minn. July 4-9. Auspices, American Legion. Location, fairgrounds.

Fourth was very good and a nice week followed except losing one night on account of rain. No. 2 show at Hutchinson lost afternoon of July Fourth, but rest of engagement there was exceptionally good. Big Ole and company, of Big Ole Shows, a visitor. A number of improvements are under way making ready for fairs and celebrations. Mrs. B. C. Frisk closed contracts for last open week. John Mathies, from Dee Lang Shows, is new Big Eli Wheel foreman. Emmett Blewette, now in charge of Kiddie Autos, and Joe Gavick, Airplane Swing. Joseph Egan is now griddle man in Warren's Midway Cafe. Harold Nord is a new addition in corn game. J. NEAL LANGAN.

Barkoot Bros.

(Motorized)

Grayling, Mich. July 7-16.

Long move here in good time. Show split for Fourth of July. Rides in Sand

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CARNIVAL BOOTHS

RIDES FOR RENT TO ORGANIZATIONS. Ferris Wheel, M-G-R, Kiddie Ride, Chairplanes, Electrical Equipment, Decorations. Set up, take down and haul. Wheels. Open dates August-September. SCHAGRIN RIDE CO., INC., Middletown, Dela.

WANTED

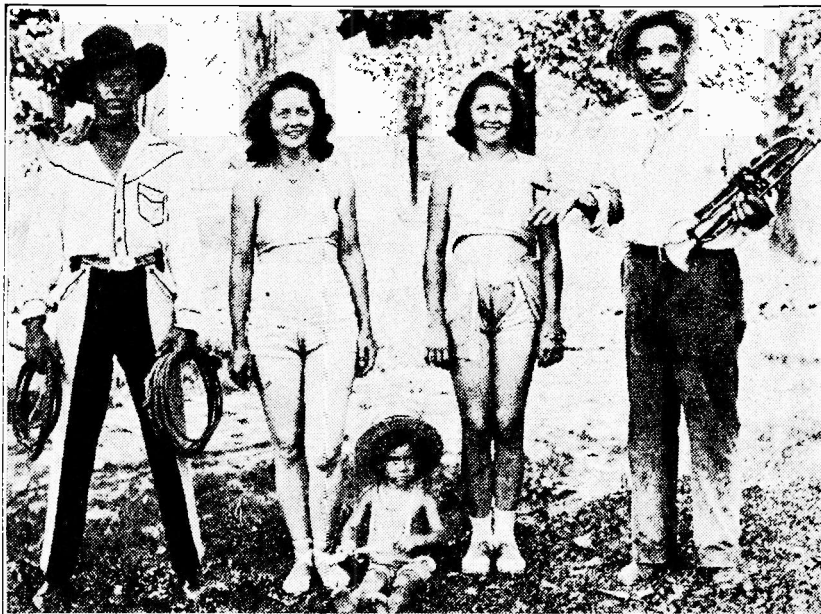
Grind Shows, low percentage. Can use a few Stock Concessions. Man and wife for Custard, Ferris Wheel Foreman also Concession Agents. GENERAL AMUSEMENT ENTERPRISES, Mineral Wells, Tex., this week; Weatherford next week.

FOR SALE

National Calliope, 53 whistle with blower and engine in excellent condition, mounted on Hudson chassis, \$250.00; small Cookhouse complete \$80.00; 20x30 top in good condition with poles and stakes, \$40.00; Buell's Crime Show with banners, \$25.00; Hoopla, Dart Store, Pop Corn Machine at bargain prices. AL C. BECK, 304 W. McDaniel St., Springfield, Mo.

HOFFNER AMUSE. CO.

WANTS Shows and Concessions for Celebration on Streets Matherville, Ill., week of July 20, and Kingswood Band Fair and Homecoming, week of July 23. Concessions must work for stock and 10c. No Gift.



MEMBERS OF ROSSI FAMILY VARIETY CIRCUS, formerly of Haag Bros.' Circus, who recently joined the Great Southern Shows at Ravenna, Ky., as a free attraction. A. H. Murphy, show's general manager, states that he has booked the act for the remainder of this season. Left to right are Mart Rossi, Evelina Rossi, Jimmie Rossi, Mary Rossi and Joe Rossi.

baseball team went over big, everybody with talent chipping in to make it a success. Zinda Zan and his side-show annex continue to do business. Kid Drifty reorganized his minstrel show, has plenty of brass for front ballyhoos and getting a fair share of receipts. Kirk Bauer with well-framed Auto Midget Speedway going over big. Midway packed Saturday night and gross picked up considerably. BOB CRUVER.

Buffalo

(Motorized)

Avoca, N. Y. June 28-July 4. Location, streets. Auspices, Avoca Hose Co. No. 1. Weather, good. Business, only fair.

This spot played last year, ending with Labor Day celebration, moved up for July 4 this year and was a disappointment to everyone. Location was superb, weather good and crowds excellent, but business was down. Members of hose company co-operated in every way. Mayor Warren proved himself a great friend of showfolks. He and Lynn Porter, representing show, were in frequent consultation smoothing out rough spots. Roland Kennedy, secretary of New York-Fenn Firemen's Association, and John Kennedy, president, used their invaluable acquaintance in getting support of fire departments throughout a wide area. Clark Stryker handled publicity for committee and got results. Doc Fonda, side-show talker from Syracuse, N. Y., was a visitor. Mr. and Mrs. Johnny Moran, from Ogdensburg, spent

day from Cherokee, Ia., where they were featured at celebration there. Mr. and Mrs. Frank Sparks made flying trip to Sallsbury, Mo., and returned with new car. WALTER B. FOX.

Frisk

Alexandria, Minn. June 20-25. Auspices, Civic and Commerce Association.

A State-wide advertised celebration which would have produced still better business but for a last-minute switch in locations. Show unable to use streets. Ball park was used, which split large

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.

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GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

TILLEY SHOWS WANT

Merchandise Concessions, Candy Floss, experienced Cookhouse Help, Manager for Snake Show to handle Big Snake. Have complete outfit for same. CAN PLACE one more Show to feature, with or without own outfit. Acts for Side Show, A-1 Talkers and Grinders for Shows. Bob Young get in touch with me. Address Streator, Ill., this week.

Lake, and Oscoda, Mich. Sand Lake a red one for every one. Oscoda very good for concessions. After bucking rain all spring it was good to get a break in weather for big day. Show that played Oscoda had same experience as when show played it last time. Not many people at a time on midway but every few minutes a new crowd, making new faces to play to all day. Sand Lake had biggest crowd they have ever had in 37 years they have held a celebration. Bill Dewey a visitor, or supposed to be, but when he arrived Mrs. Dewey put him to work in photo booth. Lindy Gardner left to join his brother in Battle Creek, Mich. Grayling opened best spot of season so far. Real cooperation from committee.

H. G. HOCKETT.

Blue Ribbon (Motorized)

Martinsville, Ind. June 27-July 2. Location, Eslinger Park. Auspices, VFW. Weather, clear except Friday and Saturday, rain. Business, only fair.

Looks like rain is bound to make its weekly visit on Saturday nights. With steady downpour in Bloomington, Ind., Manager L. E. Roth ordered all workmen to bed and a Sunday morning tear-down. Jump here was 22 miles. Sunday night most of show was set up. Monday evening weather was ideal and a good crowd came on midway. Page's Kiddie Band went over big with patrons, both young and old. Dinty Moore, of Scooter and Digger fame, stopped over and spent Monday evening chatting with writer and Manager Roth. Pope Hudgins, with digger concessions, is back on show. He is getting another set of diggers ready for fairs. Writer, who is manager of midway restaurant, celebrated his 30th birthday anniversary June 30, with everyone enjoying a piece of birthday cake. This is his 17th year in show business, having started in Coney Island, N. Y., in 1921 working as ballyhoo boy for Jack Greenspoon's Temple of Wonders. Weather held up excellent during week and everyone had good business. Roy Wood's Hell Riders topped shows and Ridee-O led ride receipts. Jack Perry's Merry Rose show doing well, receipts increasing nightly at every stand. New neon signs give front impressive effect. Mrs. L. E. Roth has returned from hospital in Indianapolis and spent week with friends here. She hopes to resume her duties in office soon. Art and Mary Ann Alexander despite so much rain since opening still keeping their chins up and doing their share of business when weather permits. They purchased another small trailer to help haul their concessions. Most of rides have been repainted. Manager L. E. Roth is kept busy around office distributing plenty of light bulbs, making sure there is never a dark corner on midway at night. Friday night showers kept large part of crowd away. Saturday night rain killed evening, altho

good crowd turned out and fair night's business was had by all.

JACK GALLUPPO.

Patrick (Motorized)

Grangeville, Ida. July 2-5. Location, Main street. Business, very good. Weather, very bad.

Due to heavy downpour on July 3 rodeo was held over until fifth. Fifth proved a good day and very profitable for show. Altho it had not been advertised several thousand people went thru 10-cent pay gate in four days show was open. All concessions did a big business, which made up for some poor ones that they had played during early part of season. Eddie Lane had an exceptionally good week with his two concessions. Bull Montana showed a much larger gross than year previous. Morning of July Fourth was very warm and sun shining brightly, but by 1 o'clock rain came down in torrents. Several people rushed to their cars and went home. However, at 6 p.m. rain had subsided and midway was crowded. Enos Trio left to join Art Thomas Shows in North Dakota. Everyone was very sorry to see them leave, as they were well liked on show. Their act was a great success in this part of country and management received many compliments on it. Bull Martin wired from Weed, Calif. He is bringing an Athletic Show and Mrs. Martin is bringing her mentalist camp. After heavy rain July Fourth

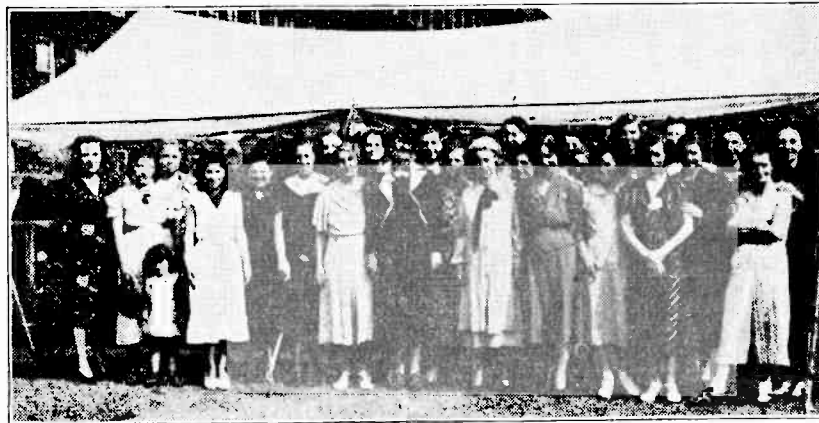
spending. Manager Rogers and several others of Rogers Greater Shows stopped to visit while en route to Martin, Tenn. Manager C. D. Scott nearly recovered from recent illness. Leona Little, daughter of Dave and Virginia Little, of Collins' Rodeo and Wild West, joined for summer. Bobbie Fleming, son of Teasley Fleming, ride foreman, joined for his vacation. Jack Berger, manager of the crazy house, was joined by his wife and two sons. Kellie Grady received news that his brother, John, in Miami had broken his back but is getting along as nicely as possible under circumstances. Red Daugherty keeps his paraphernalia in fine shape and has a fine picture machine with 1938 model large pictures. Diggers are a feature of his stores and no one ever sees a sign out of place and his concessions are well flashed. Both Mr. and Mrs. Daugherty are hard workers. Gus Litts is beautifying this show and working from morning until night. Has nearly completed new Wild West front. Litts' steers are snappy in appearance. Kellie Grady received three new flies for his penny pitches. He has many times been complimented on his Big Ell Wheel and its lighting system. Office is building a line of nicely flashed concessions. Mrs. Mabel Hayes has a stock ball game. E. Rucker is manager of Minstrel Show. Bob Holder-ness is front and ticket man. Arend Trio still packing them in. Achmed Abdullah has Side Show. Dannie Ryan is concession manager for Mrs. C. D. Scott. Mrs. Ben Mottie, wife of Ben Mottie, of cookhouse, has recovered from blood poison. B. M. SCOTT.

those scoring high. Harold King, popular committeeman, was released from his hospital bed in time to help officiate on grounds. Visitors from near-by Douglas Greater Shows were Ed Smithson; Ray Smith, second agent; Stella and John Czudek, side-show operators; Bessie Buzzette, and Jimmy and Maxine Ross, of girl show. Sunday Harry Gordon, general agent; Joe de Mouchelle, special agent; Joe Glacy and writer returned visit at Sedro-Wooley and spent several hours on midway.

Renton, Wash. July 9-17. Location, circus grounds. Auspices, W. B. N. Association. Weather, warm. Business, good.

Show moved here July 5 from Everett for a three-day layoff and nine-day run. For three days previous to opening all those not busy renovating and painting equipment for forthcoming Potlatch celebration in Seattle enjoyed a needed vacation. Shows' personnel took to tourist cabins and enthusiastically took part in hunting, fishing and swimming, major sports in this vicinity. Business was fair Friday but was greatly increased Saturday night and all day Sunday. Weather continued fair and warm for week. General Agent Harry Gordon now has route booked all way into Vancouver. Show people visited Martin Shows and Douglas Shows, playing near by. Thursday Harry Gordon; Joe de Mouchelle, special agent; Slim Tremaine, secretary; Joe Glacy, Carl Foreman and John Foreman visited Douglas Greater Shows in Seattle and were the guests of honor of Earl O. Douglas, owner and manager, at a banquet in cookhouse. After a complete and hearty meal impromptu entertainment was presented by showfolks of both shows and a jolly time was had by all. Owner W. C. Huggins was away from show all week making final arrangements in Seattle for Potlatch.

CARL FOREMAN.



WHEN THE ART LEWIS SHOWS played Syracuse, N. Y., recently, Mrs. Eddie Viero and Peggy Nungesser, of the Four Stars, free act, gave a "stork" shower for Mrs. Lou Hill, also of the act. Lunch and refreshments were served and the guest of honor received numerous and befitting gifts. Those in the picture, taken on the midway and furnished by Alysne Potter Morency, are left to right, front row: Mrs. Gene O'Donnell, Mrs. Chet Watts, Mrs. Lillian Marshall, Rose Demms, Mrs. Jimmie Robichand, Mrs. Walters, Alysne Potter Morency, Mrs. Victor Lee, Mrs. Lou Hill, Mrs. Sid Smith, Dot Sweeney, Lilly Perry, Shirley Matisouf, Pearl Riley, Mary Viero and Peggy Sleeman. Second row, left to right: Daisy Litschiff, Bernice Lamb, Peggy Nungesser, Coleen Humfries, Mrs. Frank Bydairk, Jane Reynolds, Mrs. Dial, Thelma Daim, Pauline Severs, Mrs. Barney L. Lamb and Mrs. Carlyon Ellis. Those in on party but not in picture were Mrs. Howard Belverue, Mrs. Rose Lang, Mrs. Lew Sage, Claudia Dunnen, Mrs. H. Russell, Rose Marie Bydairk and Mrs. Speedy Palmer.

Royal Exposition

Altoona, Pa. Week ended July 9. Auspices, V. F. W. Band. Location, Gamble Hill circus lot. Weather, clear and warm. Business, fair.

This date was pleasant under one of finest and most interested auspices of season. Ten local bandsmen were on lot each evening playing from front gate concert to closing free act. Frank Cook's Side Show entertained all with satisfaction. Bob White's Oriental show brought patrons back. James E. Coleman joined with illusion show. Girl in Goldfish Bowl. Good Fellow Club show was a treat to all under guidance of Bob White and Joe and Gene Mettler. John O'Reilly and Bob White appointed on relief committee for club. Mrs. Mae Patten was elected secretary in vacancy left by John Rhodes. Manager Bert Rosenberger in a few well-chosen words addressed club. Several members of Altoona Band plan to spend week-end with show at Portage, Pa., as guests of Mettler's Band and have promised to bring their instruments with them. Little Gene Mettler is back again in Wild Animal Show working his act. James-Jeanette will be a new pit attraction in Side Show. Fat Lorriene joined as talker. Chief Wanapony provides a strong bally at Side Show as well as a good entertainer inside. Mrs. J. T. Newton, of frozen custard, indisposed past few days. Mr. and Mrs. Bud Foreman are entertaining relatives. George Smith, of Clyde's Shows, a visitor. William Storey purchased foundation stock for a large swine ranch he contemplates operating this fall, featuring pure-bred Chester White lines. Sam McMasters joined as lot superintendent. George Mettler has been assisting Electrician Bud Foreman.

RAMON METTLER.

Barfield's Cosmopolitan

Bluefield, Va. Ended July 4 (eight days). Auspices, Park and Playground Board. Weather, two days rain, balance good. Business, fair.

Altho show had rain, it did not interfere with night business until Saturday. On that day a very heavy rainfall caused a near-by creek to overflow midway and water was knee-deep in places. Water receded by 6 o'clock and a good crowd came out, but rain again at 10 p.m. broke up business. Due to too many celebrations all around day play for July 4th was disappointing, but night play was very good. Show had wonderful publicity in Bluefield thru both press and radio station. Earl Warner and Warner Sisters created much favorable comment in their daily broadcast, as did P. V. Lewis' minstrel band and entertainers. Hogan Edgar, who had been

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WANTED Small Carnival

For
MONROE COUNTY FAIR
AUGUST 22-25.
MRS. HUGO SWARTZ, Secy., Albia, Ia.

PINE TREE STATE SHOWS

WANT one more Free Act to join at once. High Act with own transportation preferred. Must join on or before July 25. Wire particulars and lowest salary. Lisbon, N. H., week of July 18.
A. S. PERHAM, Manager.

Manager W. R. Patrick ordered sawdust by truck loads to cover entire midway. It was necessary to put three loads of sawdust on midway, as each coat became soaked in very short time. Several concessions and Glider ride were sent over to Riverside Park, Ida., for July 4 and 5. Concessions were sent to McCall, Ida. Mr. Wright took charge of concessions there and Mrs. Mary Fielding had charge of concessions and Glider at Riverside. Jim Greear had cookhouse at Riverside as well as at Grangeville. Sye Smith and Jimmy Jr. were in charge. Bill Adler left show with his shooting gallery to attend school in Moscow, Ida. Mr. and Mrs. Monroe Eisenman adopted a little white pooch. They celebrated another anniversary while in Grangeville by giving a dinner at a large hotel. Eddie Lane, Dick Collier, Bill Bloom, Mr. and Mrs. W. R. Patrick, Mr. and Mrs. Al Wagner and Grover Wright were guests. Mrs. Patrick was presented with a bouquet of roses from mayor and his wife. MONROE EISENMAN.

Scott Bros.

Bruceton, Tenn. Week ended July 2. Location, regular carnival grounds. Auspices, Lions Club. Ten-cent pay gate. Weather, clear. Business, fair.

Small town for this size show but many good surrounding towns. Business bad first part of week, last two days an amazing pick-up in attendance and

Huggins' West Coast

Everett, Wash. Week of June 28-July 4. Auspices, American Legion. Location, uptown depot lot. Weather, good. Business, excellent.

For first time this season a week's business exceeded day and date of last year. Coming into Everett under same auspices, American Legion July 4th celebration committee, the show as a whole grossed 20 per cent more than last year. All shows and rides surpassed expectations. Weather was excellent, altho there was a slight drizzle Saturday afternoon. Rain stopped at 7 o'clock in evening and then returned at 11:30, driving home stragglers after harvest was reaped. Only fly in the ointment was that show was closed all day Sunday, but Fourth was big from 11 in the morning until midnight. Heyday topped midway, with Joe Glacy's Ten-in-One a close second. Clark Willey's motor-drome, after being closed all week for reconstruction, was open in time for Fourth. Clark made very few openings, as customers came in on grind all day. Mrs. Jack Lee and Julia Boulting, returning from funeral services for Jack Lee in Los Angeles, rejoined Chandu show, which played to capacity houses Saturday and Monday. Eddie Flynn's cookhouse did a turnaway business as Terrence O'Reilly's dulcet voice lured patrons to his griddle. Harry Goodman, Jack Schaeffer, Jimmy Smith and Jack Connors, concessioners, were among

convalescing at his home in Pennsylvania, returned to show, apparently fully recovered. Everyone was delighted at his recovery and to see him back in his corn game. Mr. and Mrs. T. J. Apple had a new Shulte trailer delivered at Bluefield. Mr. and Mrs. Ray Shuemaker have ordered a Shulte trailer to be delivered in Tazewell, Va. Betty Apple, daughter of Mickey and T. J. Apple, just finished school in Nashville, Tenn., and is visiting with her parents. She was elated over their new luxurious Shulte trailer. Mrs. Charles Barrere was rushed to St. Luke's Hospital and had to undergo an operation. At this time she is doing nicely. Five of show's dogs won prizes and ribbons at Bluefield Pet Show. **MRS. PEARL BARFELD.**

Orange State

Pearlsburg, Va. Week ended July 9. Location, fairgrounds. Auspices, American Legion. Weather, fine. Business, good.

Fourth of July pleased all on show. From 9 a.m. until past midnight midway was jammed. Weather was ideal. Local committee said it was most successful Fourth in many years. Best of all, there were large crowds and good business every night. Edythe Seigrist was free attraction. At show's next stand, Christiansburg, Va., Manager Leo Bistany celebrated his birthday July 12 at Silver Lake Casino, just outside of town. Entire personnel attended. **B. N. NYE.**

Elite

(Motorized)

Junction City, Kan. June 28-July 2. Auspices, VFW. Weather, mixed. Business, good.

Third carnival to show here this season. Business all that could be expected. D. E. Pence's Miss America show topped midway, Orville Cox's athlete close second. Harold Freeman and Claude Bourne made trip to Jacksonville, Ill., for new Big Eli Wheel. Seen on midway, Hank Dowdy, showman, with his usual cigar, on way to Kansas City, where he intends launching a deep-sea show with some original ideas. Esteline Ball gave birthday party for son, Jimmie Ball.

Wamego, Kan. July 4. Business, daytime ntl.

Free act at 7 p.m. brought crowd and they thronged midway until 2 a.m. Evening business very satisfactory. Honors divided between athlete and Miss America shows, Larry Reid's Goofy Farm running close third. Tore down Tuesday and moved to Manhattan, Kan., on Sabers Grove lot for balance of week. Business unusually good for after-July 4th celebration. Visitors July 4th were Cliff Adams, former electrician for J. L. Landes Shows. Accompanying him were his wife, Frances, and year-old son, Jimmie Lee. D. E. Pence has unusual talent for silent openings. This type of opening caught by writer in Manhattan proved very satisfactory. Number turned was surprising. Mrs. D. E. Pence's very intelligent lecture is still being carried out. It is feature attraction of crime show. New Big Eli Wheel was in operation for first time in Wamego for July 4th celebration. Eldorado Slim is foreman. Squawkers' Club is growing in popularity and number. Two roller-skating parties were staged at Junction City, Kan. **DON FOLTZ.**

Bantly's

(Baggage Cars and Trucks)

Barnesboro, Pa. Week ended July 9. Auspices, Hope Fire Co. Location, Electric Park. Weather, ideal. Business, very good.

After a week of rain and muddy lot it was a blessing to come to this big little town and find real carnival weather, a beautiful lot, plenty of people and much money. July 4th celebration featured a pet and doll parade in afternoon which helped draw customers. Gate for day was 5,629. Business Tuesday fell off a bit, as did Wednesday, but both days showed a satisfactory gate and gross. Thursday, featuring a firemen's parade, was another big day when 4,183 came thru gate. Friday featured a public wedding sponsored by business men and conducted by writer and brought another large crowd. Saturday during kiddies' matinee it rained from about 3:15 p.m. until 4:30, then it cleared off and matinee continued. Started to rain at about 9:30 p.m. Saturday but stopped before it got bad and resulted in a good

Saturday night. This event was titled Old Home Week and Fourth of July Celebration and it was everything its name implied. Committee was on job every moment and did a wonderful job of ticket taking and policing. One Big Eli Wheel sent to Clarysburg, Pa., for week did largest one-day business of season for one ride. Bud Bantly and Ray Milron handled this ride in Clarysburg. Mike Fusco, Bess Edelblute, Sue and Harry Copping, all of Reynoldsville, were visitors, as were many from Glick Shows, exhibiting in Clearfield. Frank Graves, general agent of Wyles Production Co., also a visitor. Writer begs to apologize for overlooking Mrs. Charles Tashgy and son, Martin, who joined Charley several weeks ago. Charles Tashgy is taking over Eden show. Ella Carver recovered and now doing her act. Harry Agne, who has bingo here, also on several other organization, visited. Bill Whitmore, secretary, singing "She Left Me Blues" Ike Faust smiling as usual. Mr. and Mrs. Ben Chappell joined with Devil's Bowling Alley. Harry DeVore still trying to win at bingo. **HARRY E. WILSON.**

Golden State

Watsonville, Calif. June 28-July 4. Auspices, Chamber of Commerce Fourth of July Celebration Committee. Weather, clear. Business, good.

Once again flags and streamers flew, fire crackers and guns went off. There was gayety and laughter for all, but to show people it only meant another half of season. Just another Fourth of July to talk about and perhaps put away in a memory chest. Here show had to be put up in record time, as workmen had some touching up to do on big paint job started last week. Three days before Fourth people started pouring into town from all directions, some riding buggy wagons and others in cars. Writer even noticed a man bringing his large family to town in a manure spreader. Town was thrown wide open and crowds were much larger than the previous year but they seemed to lack much spending. Show was visited by Phil Williams and E. Pickard, general agents, now doing a little booking for Crafts' No. 3 unit. O. N. Crafts flew over from Crafts 20 Big Shows in his plane and stayed for last two days of week. He seemed pleased with way show looked and passed comment with that smile that is hard to understand. On sick list of show is William Hobday, suffering from whopping cough and congestion of lungs, and Pop Hannameyer, with a broken blood vessel in palm of his hand. At time of this writing both are on way to recovery.

Hayward, Calif. July 6-12. Auspices, American Legion Band. Weather, good. Business, fair.

This stand is well on beaten path, having been played four times by carnivals this year, so there was not much to look forward to. Everyone quite happy, it being a good chance to rest after big July 4th celebration and to prepare for fair dates. Shows and rides did a fair business. Side show, Athletic Arena and Jack Lindsey's bingo topping midway. **CHARLES SANKER.**

Johnny J. Jones

(Railroad)

Anderson, Ind. Anderson Free Fair. Week ended July 9. Business, below 1937. Weather, ideal.

Weather man was with and for Johnny J. Jones Exposition all during week. A bit hot in daytime but very pleasant in evening. To make week's weather report complete it did not rain Saturday night. Midway opened to an early Independence Day pleasure-seeking crowd that not only milled around grounds but opened up their pocketbooks and spent some money. Shows and riding devices grossed good thruout week. Concessions only did a fair business. Fair Manager Charles Williams, a veteran showman that knows what it is all about, was one of the busiest men on lot, but never too busy to say hello to hundreds of trouperers who arrived for week. Incidentally, Anderson is Eertha McDaniel's hometown and all of homefolks were out to give her a grand welcome. Mrs. Charles Williams visited midway often, being escorted around by Mrs. McDaniels. Show made a great flash here. For weeks show's painters and helpers have been busy repainting much of equipment. More new canvas arrived with more to come. Loading of wagons and their movement off and on lot has been speeded up by Superintendent Joe McKeenon. He plans on moving it faster. Visitors:

Harry G. Templeton, general manager of Indiana State Fair; Mrs. Templeton and their two sons, Tom and Dick; Robert Hedges and father, Indiana State Fair; J. A. Terry, secretary La Porte County Fair; F. J. Claypool, secretary Muncie Fair; Eugene Whitmore, of Dartnell Publications, Chicago; Nat S. Green, Chicago office of *The Billboard*. Al Humke, well-known agent and showman, was a daily visitor on lot and stayed with show until it was loaded on train. **STARR DeBELLE.**

Krekos' West Coast

Klamath Falls, Ore. June 25-July 4. Auspices, Rodeo Commission. Business, very good.

Once again this town turned out in great style for annual July 4th celebration. Some 30,000 folks passed thru pay gate during engagement. Shows, rides and concessions reported splendid business. Manager Krekos had No. 2 show, Joyland unit, in Weed, Ore., and reported a good business there. Marshall Cornette, of the local committee; Sam Miller and O. D. Mathews did their best to make engagement a success. Mr. and Mrs. A. H. Lea and Mr. and Mrs. Jackson visited midway while show was in Klamath Falls. Mr. Lea is secretary of Multnomah Fair. Eagle Beak Robosin left show here to join Western States Shows. He will be missed by his many friends. Mr. and Mrs. Hunter Farmer going fine with their concessions. M. E. Arthur busy with his many attractions. Patty Trainor had novelties and reported fine business both in Klamath and Weed. Jack Ossage joined with a new Rol-o-Plane and topped midway. Joe Zotter busy with his rides and concessions. W. T. Jessup greeted his many friends in city administration. **W. T. JESSUP.**

Art Lewis

Solvay, N. Y. Week ended July 9. Auspices, VFW. Weather, clear. Business, poor.

Ideal weather entire week, but business was poor due to Fourth of July coming on Monday. Folks who had money to spend for recreation and amusement hid themselves to lakes, beaches and mountains over the weekend. Consequently there was very little change left to spend around show balance of week. Bob Holmes arrived last week with troupe of midgets. An entire new outfit has been built to house this attraction, with a 70-foot front made by Nieman Studios. Weekly jamboree of the Art Lewis Social and Benevolent Club went over once more with a bang. Casino de Paree tent was jammed to doors with an eager and enthusiastic crowd. L. Barney Lamb, side-show impresario, had been elected emcee, and everyone knew that he would present many surprises. In addition to program already selected, at the last minute Lester Smith, accompanied by entire cast of *Tobacco Road*, including its star, John Barton, appearing at Strand Theater in Syracuse, N. Y., showed up. They were immediately taken in tow by Manager Lewis as his guests and entire assemblage was honored by John Barton presenting on stage his famous act, *The Drunk and the Mad Dog*, to edification of everyone present. Then as a gesture of real good fellowship Irving Becker, road manager of *Tobacco Road*, invited entire personnel of Lewis Shows to be John Barton's guest at Wednesday matinee at Strand Theater. After jamboree

Art Lewis played host to entire company in his suite at Yates Hotel. Past week Manager Lewis had pleasure of entertaining Mr. and Mrs. Edward Taft, of shows bearing their name, which operate thruout Orient. The Taits are touring United States on a vacation. Gene O'Donnell, manager of bingo, is known to all showfolks over here as Gentleman Gene, a very appropriate title for this popular young man. Jimmy Robichaud has practically completed his Mickey Mouse show. Everyone around show is putting finishing touches to equipment preparatory to invasion of Canada. **F. PERCY MORENCY.**

F. H. Bee

Greenup, Ky. Week ended July 9. Auspices, Masonic bodies. Weather, good. Business, fair.

Move from Morehead, Ky., was made in record time. Rides, shows and concessions ready by 6 o'clock Sunday afternoon. Real muddy lot. All trucks had extra power in order to get on lot. Committee was most energetic of season and did everything possible to put show over. They really did a good job on Fourth, as entire show was pleased with day's business. However, balance of week was just a resting spell, except Saturday night, when business picked up and all had very satisfactory business. F. H. Bee away for two days and brought back with him F. H. Bee Sr. and several other relations, including his sister, Mrs. Annabelle Waybright, and a niece, Maxine Bee. They all spent several days. Clarence H. Krug has been appointed secre-

CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Original Ball-Bearing Motor. 10 Patents. Latest April '37. 1-Piece Bands. Ribbons, \$3.50 Ea.; two, \$5.50; 6 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

For D. A. V. Celebration, Wilmington, O.; July 25-30; Firemen's Carnival Union City, O., August 1-6; American Legion Midsummer Festival, Auburn, Ind., August 8-13, and 10 other proven money spots to follow. Legitimate Concessions of all kinds. Good opening for Benny Arcade, Devil's Bowling Alley, Side Show Acts. Will buy good tame healthy Monkeys. Also have young brown cinnamon bear, tamed, for sale or trade.

W. S. CURL SHOWS
Camden, O., this week.

WANTED

Athletic Man, Grind Store Agents, Ferris Wheel Man, Man and Wife to take charge of Illusion Show. Ride Help of all kinds. Shows with own outfits. **BORTZ SHOWS**, Iberia, July 18 to 23; Waynesville, 25 to 30; all Missouri.

WILSON AMUSEMENT SHOWS

Want experienced Ride Help. Concessions that work for stock. Shows with own equipment. Address week July 18, Kansas, Ill.

READING'S SHOWS

Want Concessions that will work for stock. Grind Shows, Freak, Snake, Geek, Illusion. Minstrel Show. People wanted. Devil's Bowling Alley. Side people that want to make money. Glasgow, Ky. American Legion Festival next week; Bowling Green, Ky. American Legion Convention this week. **W. J. WILLIAMS, Mgr**

DEE LANG'S FAMOUS SHOWS

CAN PLACE FOR THE BALANCE OF THE SEASON, INCLUDING 17 FAIRS AND CELEBRATIONS, STARTING AT ROSEAU, MINN., July 25.

Mahnomen, Minn., Fair; Thief River Falls, Minn., Fair; Faribault, Minn., Fair; St. Charles, Minn., Fair; Kasson, Minn., Fair; Preston, Minn., Fair; Cresco, Ia., Fair; Flat River, Mo., Celebration; Jackson, Mo., Celebration; Leonard, Tex., Fair; Bonham, Tex., Fair; Corsicana, Tex., Fair; Lufkin, Tex., Fair; Huntsville, Tex., Fair; Crockett, Tex., Fair.

CONCESSIONS—Can place any legitimate Concessions not working for over 10 cents. No racket or grift wanted.

CAN PLACE several Girls for Girl Show who can sing and dance. Salaries out of office.

CAN PLACE several Grinders on Grind Shows.

RIDE MEN—Can place several good, sober, reliable Ride Men who can drive Big Eli Semi-Trailers.

CAN PLACE—Experienced Ball Game Workers, men or women. Julius Cummings wire. This Show will give you a long season up to Thanksgiving Week. All address **DEE LANG, Gen. Mgr., East Grand Forks, Minn., week of July 18; then as per route.**

Cambria County Firemen's Convention

SOUTH FORK, PA., AUGUST 1 TO 6.

WILL BOOK Arcade, Fish Pond, Bowling Alley, Ball Games, Novelties. All legitimate Concessions communicate.

WEYLS PRODUCTION CO., Ed Weyls, Owner and Manager
Showing Frostburg, Md., July 18 to 23.

WANT Ten-in-One, Geek or any Show not conflicting. Now booking Shows and Concessions for Labor Day Week, Somerset County Fair, at Meyersdale, Pa.

tary and is doing fine in office. Frank Meeker and his band still entertain natives every afternoon downtown and seem to be more popular than ever. Frank claims to be champion bass drummer. Main entrance front was stored here as show will play fairs for balance of season. Alfredo's Museum was top money show, followed by Minstrel Show. Big Eli Wheel took tops for rides. Harry Weiss ran with bingo game until early hours of morning. He reports his best day of season on Fourth.

WILLIAM R. HICKS.

Gold Medal

Iron River, Mich. July 6-12. Business, good.

Because show played July 4 in Marinette, Wis., it did not open here until Wednesday night, which was tops for season. Frank and Gladys Sager, of Posing Show, are show's champion fishers. Osa Ash, secretary and treasurer, and Pat Ford, special agent, blossomed out in new togs. Coming dog show is drawing much attention, and folks are acquiring fine dogs. Manager Oscar Bloom has decided that an entry fee will be charged and that dogs will be entered in three classes with three prizes to be awarded to each class. Decision was made here to turn show back east for more stands in Michigan.

H. B. SHIVE.

W. C. Kaus

Gloversville, N. Y. Week ended July 9. Weather, hot. Business, fair.

After 12 weeks of toughest spring ever experienced by Kaus Shows, Gloversville proved another disappointment, especially Fourth of July. This town always

proved a red one, but due to bad working conditions, two shows and a circus playing here, business for week was off. No auspices, new lot. Town heavily billed by Chuck Beckett. Kaus Social Club now holds meetings Thursday midnight. Proving more effective and attendance increasing. This week's entertainment, sponsored by Ruby Moore, proved best program arranged so far this season. Three contests staged. Cracker, candy and apple ducking by various midwayites picked from audience. Song by Marie Kaus, music by Pat Roundtree and Allen News, tap dancing by McIntyre Kiddies. Night in Hollywood had Jack Cortez as Clark Gable and Bobby Kork as Mae West. Hawaiian Nights by Princess Luana and Billy West. Writer has resigned as publicity and *The Billboard* correspondent due to important duties keeping him busy on midway. Show remains about same since opening of season. Reckless Freddie, swaying high perch free act, continues holding crowds during his performances.

BOBBY KORK.

Siebrand Bros.

Williston, N. D. Week ended July 9. Auspices, American Legion. Weather and business, good.

There is not a member of Piccadilly Circus that is not happy, for show's Fourth was a big success. Members of committee congratulated Siebrand Bros. on their amusements. Owners and managers and their wives were busy renewing old friendships and making new ones. They have shown this vicinity for years and are well known. Side Show, under direction of Tommie Arenz, was well received. Dutch Williams made a drive of 1,445 miles to be here on Fourth. One of features of day was mile-long parade, with American Legion drum corps leading, followed by the Williston Senior Band and Piccadilly Band. Williston bands are directed by Kristian Munston and co-sponsored by Harry Poke and Jerry Stengen. Poke is owner of *The Williston Daily Herald*. Staff includes P. W. and H. Siebrand, owners and managers; C. A. McLeod, general agent; Jerome Kelly, advance and billposting; Hank Carlisle, legal adjuster; Whitle Soady, lot superintendent; Sam Siebrand, utility man, and Jack Gibson, press.

White City

(Baggage cars and trucks)

Rupert, Ida. Seven days ended July 4. Location, streets. Auspices, Rupert Rodeo Association. Business, excellent. Weather, seven days rain. Pay gate, 10 cents.

Overcoming tremendous handicap of constant rain for seven days Fourth of July celebration here broke all records for everything on midway. During height of celebration rain poured down in torrents. Immense crowd that thronged streets waded around in slush with a nonchalance that was interesting for State of Idaho, where rain at this time of year is a novelty. According to local periodicals 38,000 visitors arrived from surrounding towns and country farms. Marquee brought forth a record for this show, tripling all past celebrations. The Octopus, operated by Johnnie Hertl, topped midway. Merry-Go-Round, Tilt-a-Whirl, Double Loop-Plane and Big Eli Wheel raked for second honors. Committee worked like Trojans to assist show in making event a success. Crowds waited until, small hours of morning each night to witness acts of Marlo and LeFors and May Collier. Members of R. A. T. Club greeted Abner K. and Virginia Kline on their arrival from Salem, Ore., and retired to local night club where refreshments were in order. Party was to celebrate the Klines' 25th wedding anniversary. Ten years to date the Klines celebrated their 15th anniversary with a grand ball in Rupert and were tendered silver service set by members of Pacific States-Kline Shows. Bill Huntington, of San Francisco, on vacation in Idaho, was guest of writer. Pa and Ma Slover's cookhouse sold out nightly. At a party Eddie Hershfeldt, of cookhouse crew, created a sensation among feminine gender by his extraordinary exhibition dancing and was tendered key as outstanding attraction of celebration. Keith Terwilliger Dinwoody Moprang Sutton was lion of evening. Lucille King was beset with gambling fever. Numerous amusement machines seemed to intrigue General Manager and Mrs. C. F. Corey. Ted and Marlo LeFors were constantly surrounded by autograph hunters. Johnnie Hertl went to town in a large way. This was first wide open city show struck since leaving Las Vegas,

Nev. Mr. and Mrs. Frank Forrest entertained at their bungalow at chicken dinner, Ted and Margie Corey, Ted and Marlo LeFors, Lucille King, Arthur Hockwald, Betty Corey, Amato and Mrs. Hayes and writer. Marie Forrest's cooking was voted best ever. May Collier Tydings entertained several showfolks at a trout dinner. One hilarious week was spent in office entertaining public officials, rodeo committee and visiting committees. Franklyn Powers and James Puckett, of Hilderbrand's Shows, arrived to join ride crews. Shirley Oleson ran out of film on big day at her photo gallery. Mr. and Mrs. William Sinclair departed to join Monte Young Shows in Utah. Mr. and Mrs. Grady Calvin Lanford left on a visit to relatives at Pocatello. All cafes in Rupert sold out by midnight and stores had to be open to resupply them on night of Fourth while merchants averred it was most profitable Fourth staged since the rodeo's inception, despite the constant downpour. Myles and Peggy Nelson were all smiles as nickels rolled into their digger concession. Virgie Miller Martin returned from her trip to Montana. Jelly Long, Swede Oleson and Max Kaplan's concessions did fair business. Lee Verne Raymond's attraction in annex of Frank Forrest's Ten-in-One drew heavily. Claude Renner, master of marquee, was busy all week greeting old acquaintances.

WALTON DE PELLATON.

Strates

(Railroad)

Washington Court House, O. Week ended July 9. Auspices, Fayette County Fair Association. Weather, good, except Friday, rain. Business, fair.

One of greatest crowds in history of Fourth of July celebration, which is staged annually on fairgrounds by fair association here, greeted Strates Shows. A real day's business was done by all shows, rides and concessions. Wally Smithly's Lion Autodrome topped shows and Skooter for rides. Nice gross was registered by all on show, and from Pete Christopher's smiles it was more than just a coffee day at cookhouse. Business continued fair all week with exception of Friday when rain spoiled the night. Saturday, kids' matinee, went over with a bang. Saturday more than 8,000 paid admissions came thru front gate and another nice day's gross was added, turning week on right side of ledger for show. Children from Orphans' Home were guests of show Wednesday and were treated to everything on show. One of slowest moves in history of show was that from Portsmouth to Washington Court House—however, it was not the fault of the train crew. Train was loaded in record time at Portsmouth but had to hunt sidings for time freights and passenger trains to slide by and did not arrive in Washington Court House until 6:30 a.m. Monday. Writer had extra trucks and help on grounds and Trainmaster Frank Walden and his crew had train unloaded and last wagon reached lot at 9:15 a.m., with a mile haul. All shows and rides were open and doing business at 2 p.m. A splendid program of horse racing in afternoon and a big display of fireworks at night held crowd on grounds all day. Splendid co-operation on part of the committee, headed by George W. Gossard, secretary of the Fayette County Fair Association, and his associates.

BEN H. VOORHEIS.

New England

(Motorized)

Livingston Manor, N. Y. July 1-5. Auspices, Chamber of Commerce. Weather, fine. Business, very good.

Nine thousand persons paid a 40-cent gate. Horse racing, ball game, wood-chopping contest and horseshoe pitching helped draw crowd. Mrs. Billy Giroud returned to her home in Long Island, where she and Billy Giroud call home. Ross Manning's wife joined and will remain rest of season. Charley Wulp's father returned to his home in Chicago. Charley's mother; her son, Frank, and Frank's wife spent week with show. Fred Harris joined as second man. Billy Giroud and friends had a clam and lobster bake on beach last Saturday night. Friends of Phil McLaughlin visited for two weeks. Among newcomers are Orton Brothers, mouse game and penny pitch; Steve Swika, ball game, short range shooting gallery and penny pitch; Ralph Lee, long range shooting gallery and penny pitch; Joe Harris, ham and bacon; Eugene Casari, pennant sewing machine; Cy Aurilio, penny pitch, and Miller's auditorium of oddities.

ALFRED P. YOUNG.

World of Mirth

(Railroad)

Augusta, Me. Week ended July 9. Location, Capitol Park. Auspices, American Legion. Business, fair.

In spite of rain on both night before, the Fourth and again on Tuesday, shows reported fair business. During last three days weather cleared and both shows and rides did good. Shows' powerful searchlights playing on dome of State Capitol, which was only 200 yards from location, attracted much attention. L. Harvey Cann, general agent for shows, returned after completing 1938 route. Jean Walker, of Nations on Parade Show, has kept the social club going well with picnics, dances and lunches. Plans are now under way to add a bridge club. A softball team, composed of a representative group of players from show's softball league, went down in defeat before a city league team on July 8. Frances Davis, who is with the Miss America Show, was operated on July 8 for an appendectomy at Augusta General Hospital. Dr. T. K. Bozeman, show physician, reports her out of danger. Two new shows joined in Augusta: T. W. Kelley, who has Oddities Show, added Jungle Monsters, and David Wyatt his Torture Show. Mrs. Maybelle Kidder is having a new front built for her Nations on Parade Show. Edward Chase, publicity director for Brockton (Mass.) Fair, was a visitor.

JIM McHUGH.

Crowley's

Quincy, Ill. July 6-9. Location, Baldwin Park. Auspices, Veterans of Foreign Wars. Weather, rain with two clear nights. Business, fair.

Show was rained out Wednesday and Thursday nights. Sponsors were led by Nofeo Pennucci, V. F. W. commander. Four thousand paid at main entrance Friday night. Saturday matinee was good and Saturday night 7,000 passed thru turnstiles. Georgeanna Crowley, two-year-old daughter of George C. and Frances Crowley, was given a birthday shower. The 33d birthday of Mrs. Cleo Hill was also remembered. Harley Bue and family were given a surprise dinner in Hubert Hall's dining tent. Honor remembrance was paid to Walter Howard, former clown; Steve Malone, Lahmy Bros.; Bill Sohm, Greenleaf Bros.; Tom Beckman family, trapeze performers. Doc Stringer and wife, from Pan-American Shows, are newcomers to concession row. Jackie Dawson and wife joined Athletic Arena; he meets all comers and she is on ticket box. Jerry Goheen is working ball game for Captain Webb. The Whiteheads, of frozen custard, have new LaSalle. Mr. and Mrs. Bud Gross are back from Chicago. Dad Nelson's educated baboon died of sunstroke July 5. Sam Thorn has rebuilt his Funola, funhouse.

GEORGE WEBB.

Marks

Gettysburg, Pa. Week ended Friday, July 8. Location, High and Franklin streets. Auspices, American Legion Blue and Gray Reunion. Second week.

Business very poor for holdover week and last days small crowds. John H. Marks gave order to tear down Friday night and show moved by Western Maryland Railroad and trucks early Saturday morning into Cumberland, Md., preparatory to Monday opening in that city. C. Jack Shafer, Monkey Speedway operator, left for Augusta, Me., his home town, where he will look after his farm holdings. Mrs. Herbert Tisdale and daughter, Jean, joined shows at Gettysburg. Chubby LeMon, Bear Boy, is new addition to Cash Miller's Odditorium. Entire show being repainted in preparation for fair season. Charlie Abbott, general agent, back on show for a conference with Marks. Tex Lynch, talker, late of Marine Exhibit, joined Cash Miller, who has taken over Illusion Show. *Gettysburg Times*, evening daily, kindly disposed to Marks Shows. Herbert L. Grimm, publisher, visited several times during engagement. Jimmy Hurd back from Chicago and New York on business. George P. Welch's dining cafeteria crowded with showfolks and town people most of time. Eddie Lewis doing well with his Cavalcade of Girls attraction. Tom Scully, veteran side-show manager, has Jungle Exhibit. Weather, extremely hot past two weeks, with little rain. Marksville trailer colony now has 43 trailers on its well laid-out streets. S. A. Kerr, business manager, has one of finest housecars on midway. Jimmy Hester, *The Billboard* sales agent, reports sales increasing every week. Jack Chisholm's bingo well framed.

WALTER D. NEALAND.

ROYAL EXPOSITION SHOWS

Will book Merry-Go-Round, Octopus and Kiddie Rides not conflicting with Kiddie Auto. Percentage reasonable. Can place Grind Shows and Concessions, including Diggers. Banner Man wanted and Billposter with car at once. Gene Andes wants Girls for his Posing Show. Salary sure. Fairs start early in August. This week Bellefonte, Pa.; week July 25, Huntingdon, Pa.

Address BILL STOREY, Asst. Mgr.

FAIRS-FAIRS-FAIRS

WANTED—Outstanding Freaks—Beatrice Griffin, Alzora, Turtle Girl; Hario-Mario, Jack Huber; Ella, Elephant Skin Girl; Novelty Acts; Shackles; Dick, the Strong Man Midget; Covered Tattooer, Magician who can sell strong show. Billie Williams answer. Ticket Sellers who can and will make Second Openings wire. Other useful Side Show People write.

BILLIE TIRKO

Care Sol's Liberty Shows, Watertown, Wis., this week.

R. W. FARRINGTON

Formerly of Bessemer, Ala., now connected with Carnival playing Middle West States, or anyone knowing his present whereabouts, please communicate BOX D-146, Care *The Billboard*, Cincinnati, Ohio.

FORT WASHINGTON, PA., FAIR

AUSPICES OF FIRE COMPANY,

JULY 25TH TO 30TH.

Large Parades, Free Acts; Something New Every Night. Will Book Large Side Show.

Will Add To Rides, a Merry-Go-Round.

D. J. VAN BILLIARD, North Wales, Pa.

WANT

SIDE SHOW ACTS — ALSO TALKER AND MANAGER.

This is Office Show. Or will furnish Top and Front to capable Showman. Write J. GEORGE LOOS, Greater United Shows, Week July 18th, Ponca City, Okla., Week July 25th, Bartlesville, Okla.

WANT MORE REVENUE

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YOUR ORGANIZATION?

Read

"BINGO BUSINESS"

A Column About Bingo in the

WHOLESALE MERCHANDISE

Department

THIS WEEK and EVERY WEEK

Endy Bros.

Kingston, N. Y. Week ended July 9. Location, Powell's lot. Auspices, Excelsior Volunteer Firemen. Weather, rain Saturday. Business, fair.

Long move from Summit, N. J., negotiated without mishap. Train unloaded Sunday night and quick set-up and everything ready for early Monday matinee. Fine support from sponsors thru-out week, with special credit to Bill Martin. Bobby Mansfield's new Casa Manana front christened. Large lot allowed good display of attractions. Mr. and Mrs. William Tucker commuted from a Catskill, N. Y., resort hotel. Order placed with Baker-Lockwood for new canvas before fair dates. General Agent Matthew J. Riley returned to show with contract for Newton (N. J.) Fire Department Celebration. Many from Beers-Earnes Circus visited. Edwin Yestedt given birthday party Saturday. Speedy Merrill's Wall of Death and Boomerang took top money, respectively.

GLENN IRETON.

Zimdars (Motorized)

Battle Creek, Mich. Week ended July 9. Location, opposite Emmett street lot. Weather and business, good. Auspices, American Legion Drum and Bugle Corps.

Show opened Sunday before Fourth and played to a small crowd, but spending was good. Afternoon of Fourth was disappointing, but night business was favorable altho not up to past standards. Rest of week was best of season to date. Rides and all shows, except the sit-down shows, did good business. Fact that sit-down shows were not patronized was explained by Tiger Mack. He said: "People are so tired of sitting during numerous sit-down strikes that they have to stand now to enjoy themselves." Show was booked to play Emmett street show lot, but committee found it necessary to procure another lot. This lot proved satisfactory in that it provided more parking space and was nearer to Legion Dugout. Committee had a large beer tavern on midway, which proved to be most popular attraction. Many visitors from Mighty Sheesley Midway in Lansing. Among these were Mr. and Mrs. John M. Sheesley and Floyd Newell.

BUDDY MUNN.

Cunningham

Belpe, O. Week ended July 2. Auspices, American Legion. Weather, unsettled. Business, fair.

Committee was very energetic and capable, and it was a pleasure to work with such auspices. Robert C. Young recently joined with his Southern Kitchen, which has had a number of compliments. A birthday party was given for Dorothy Cunningham by Mr. and Mrs. John Cunningham. Dorothy received many gifts. Four cakes were made by Stork Baking Co. for the occasion. Entertainment by members of show was held in Girl Show top and was emceed by S. White, girl show operator.

Marietta, O. Week ended July 16. Auspices, Northwest Territory Commission. Weather and business, good.

A new Ten-in-One came on Monday. Mr. and Mrs. Amos Miller added a new Kiddie Auto ride. New concessions are Jack Brown, general trailer store; Mr. and Mrs. Harry Banta, ball game; H. A. Hough, fishpond and ball game; John Colborn, shooting gallery and cat ball game; Russ Simmons, cane rack; C. D. Murray, shooting gallery. Mrs. Anna Danver, of New Matamoras, O., and Henry Danver, of Martins Ferry, O., visited John Cunningham.

DOROTHY CUNNINGHAM.

Crystal

Norton, Va. Week ended July 2. Location, baseball park. Auspices, fire department. Weather, clear. Business, good.

Much credit is due workingmen for their splendid work in getting everything ready for Monday night. Cars did not arrive until 9 a.m. Monday. Show

has lost only two Monday nights in last five years. Leonard Ross' Side Show did biggest business of season here, topping all shows. Minstrel Show did well. Many new faces from shows playing this territory were seen on midway.

Big Stone Gap, Va. Week ended July 9. Location, Bullit Field. Auspices, Kiwanis Club. Business, extra good.

Fourth of July here was biggest one this show ever played. Admission at front gate was 25 cents. Midway was packed from 9 a.m. Monday until midnight. Program arranged by Kiwanis included baseball games, foot races, boxing, wrestling, greasy pigs and a big display of fireworks. Twin Ell Wheel topped rides, and Side Show, featuring Leonard Ross, bag puncher, topped shows. Three acts joined Side Show. Bob Bovey, high pole act, is making big hit.

R. G. FELMET.

Rubin & Cherry (Railroad)

Calumet, Mich. Week ended July 9. Auspices, American Legion. Weather, good. Business, excellent.

Altho many of its sustaining copper mines have suspended operations, this traditional Fourth of July stand of "The Aristocrat" afforded booming holiday trade and came again for a fat week-end. Midway is a-bustle with preparations for fairs. Nat Worman's shop is turning out another wagon. Rides and fronts are receiving resplendent coats of paint. George Vogstad bringing on his new Expose. Peter Cortez, notable impresario of oddities, framing a No. 2 Side Show. Cleo Hoffman is busier than proverbial one-armed paper hanger, having taken over super-girl show, "Tcps," in addition to her "Venus." New numbers added to former, including interesting diversissements by Cleo Stafford, impersonator. Mr. and Mrs. Thomas Sanders welcomed back to fold. Mildred Petka adding charm to ballyhoo on "Happiness." Mrs. Tommy Fox called home by her mother's illness. Mrs. Max Kimmer doctoring in Rochester, Minn. Dissension in ranks of softballers. Star players on strike without saying for what. Games played—six. Games won—0. Fun had—plenty!

RALPH WILLIAMS.

Hennies Bros. (Railroad)

Kenosha, Wis. Week ended July 9. Auspices, Kenosha Post, No. 21, American Legion. Showgrounds, 52d street. Weather, good. Attendance and business, very poor.

Coming on to soft lot following a 48-hour rain caused show to lose opening matinee and night July 2. Due to cutting up of lot going on, 120 loads of cinders and two cars of baled wood shavings had to be spread before letting customers on. Opening late Sunday afternoon. Attendance Fourth of July was exactly one-half of previous year, same town, auspices and showgrounds. Gross business showed decrease of 66 per cent. Business and attendance rest of the engagement very poor, and the '38 date finished about 64 per cent off same date in '37. Most all factories and industries in Kenosha were closed or working only part time. Visitors: Mr. and Mrs. J. C. McCaffery; Ned and Louie Torri, of Wisconsin De Luxe Corp.; Billy Exton, manager of Kenosha Theater; Mrs. Vic Murphy, of Waukegan, Ill.; Army Beard

Truck and Trailer Legislation

WASHINGTON, July 16.—A model law which will require proper brakes for automobile trailers will be submitted to the 48 States following this week's action of the National Conference on Street and Highway Safety which is meeting here.

The proposed law follows the general recommendations of the Bureau of Public Roads suggesting regulation that every trailer weighing more than 3,000 pounds have adequate brakes which can be operated by the driver in his towing vehicle. The conference proposal suggests that trailer brakes be synchronized with those on the automobile for a greater measure of safety. According to their experts, such a law is urgently needed, in view of the increased number of trailers now on the road. When an auto is braking properly, they say, it should stop within 30 feet at 20 miles per hour. This standard is proposed for car and trailer.

Officials declare that due to varying dates of State Legislatures, it is impossible for the trailer brake require-

ment to be voted very soon. However, within the next two or three years it is expected that enough States will have adopted the conference plan to make it uniform to all intents and purposes.

Copies of the conference report will be mailed to all State highway commissions and to the legislative committees dealing with highway regulation. These groups can then write their bills and legislative proposals from the provisions of the conference report, with the knowledge that there will be some semblance of uniformity with similar laws to be passed in other States.

CINCINNATI, July 16.—Several carnival people who own trucks and trailers have, in the last week or two, run afoul of the law in Indiana that requires directional signals on all combinations of vehicles exceeding 14 feet in length. Standard signals consist of two lamps in front and two in the rear, each with an arrow indicating the direction when illuminated as turn is being made.

BLUE RIBBON SHOWS, Inc.

WILL PLACE Stock Concessions of all kinds. Must be stock. Shows that don't conflict with what we have, for the following bona-fide fairs, starting July 25, at Spencer County Fair, Rockport, Ind.; Warrick Co. Fair, Boonville, Ind.; Dubois Co. Fair, Huntingburg, Ind.; Floyd Co. Fair, New Albany, Ind.; Fountain Co. Merchants and Manufacturers Exposition, Attica, Ind.; Elkhart Co. Fair, Goshen, Ind.; Labor Day Week Street Celebration, Peru, Ind.; Lawrence Co. District Fair, Lawrenceburg, Tenn.; North Alabama State Fair, Florence, Ala.; Coffee County Fair, Enterprise, Ala.; Tallapoosa Co. Fair, Alexander City, Ala.; Montgomery Co. Fair, Montgomery, Ala. The above are all bona-fide and proven annual fairs. For space wire Washington, Ind., this week.

IMPERIAL SHOWS, INC.

WANT SHOWS OF MERIT, WITH OR WITHOUT EQUIPMENT.

Have complete Side Show. WANT Attractions and Manager for same. WANT Penny Arcade. WANT Octopus, or will buy or book Chairplane. CONCESSIONS—Popcorn, Palmistry, Lead Gallery, Custard, Grab, Merchandise Wheels and Grind Stores. Fairs start Mt. Sterling, Ill., August 1.

E. A. HOCK, Brunswick, Mo., week July 18; Fulton, Mo., July 25.

FAIRS--FAIRS--FAIRS

WANT organized Side Show. Will furnish complete outfit. Exclusive Cook House and Grab open. Talkers wanted. Free Act, must be high and sensational. Legitimate Concessions open. Must work for stock. Newton Fair this week; Harrisburg and Beardstown Fish Fry, on the streets, to follow; all Illinois.

L. J. HETH SHOWS

and Walter A. White, of Beckmann & Gerety Shows. Management of Red Hot and Blue attraction and Chez la Femme was turned over to W. L. Collins, who has had charge of Facts show all season. He will fully reorganize and produce these two attractions on different lines, only retaining Robinson Swing Band (See SHOW LETTERS on page 55)

Line o' Two of News

RED CLOUD, Neb., July 16.—Billy Winters joined the Fredericks Amusement Co. here and in speaking of business said that owing to the excellent grain crop that all on the show were getting money now. W. H. Kennedy has the side show and is doing well despite the heat, which reached 108 in the shade here this week, Winters further stated.

CINCINNATI, July 16.—Jack E. Dads-well, this season free-lance photographer, visited Cincinnati this week from his home in Dayton, O. He paid his first visit to The Billboard office and chatted with members of the editorial staff.

SIoux FALLS, S. D., July 16.—Chick Franklin announced here this week that he had severed his connection with Miller Bros.' Shows and joined Jimmy Lynch and his Death Dodgers as an addition to press staff.

CINCINNATI, July 16.—Macon E. Willis, general agent for the Mammoth Marine Hippodrome, visited here this week en route to Kentucky and Tennessee, thru which he is routing the show.

COVINGTON, Ky., July 16.—American Exposition Shows, playing here this week, were visited Wednesday by a heavy rainstorm. Three feet of water invaded the cookhouse and main entrance. Night was lost. Damage none other than some fronts blown over and water-soaked paraphernalia.

WANTED WANTED

J. R. EDWARDS SHOWS

FOR QUAKER CITY, O., HOMECOMING. High Striker, Hoop-la, Bowling Alley, Fish Pond, Custard Machine, Novelties, Legitimate Concessions of all kinds, \$15.00 per; Talkers, Grinders, Working Acts for Ten-in-One, 10 Girls for Hollywood Revue. No Gate. Reply immediately. Address all inquiries to J. R. EDWARDS, Mount Vernon, O., This Week.

ON ACCOUNT OF DISAPPOINTMENTS CAN USE

Two Dwarfs and two high-class Talkers for Snow White Show.

FRED LA REINE

Care World of Mirth Shows, this week Lewiston, Me.

OLIVER SHOWS

Want Rides, Shows, Concessions for Mansfield, Mo., Fair and Exposition; Mammoth Springs, Ark. Reunion; Willow Springs, Mo., Celebration; Ozark, Mo., Fair. Starting August 1. Plenty of Arkansas Fairs to follow. Jack Carroll answer. Address 1417 Gratian St., St. Louis, Mo.

MODERN MIDWAY SHOWS

St. Clair, Mo. (Festival), July 18-24. Can place any Flat Ride, Chairplane or Kiddie Rides. Concessions: Corn Game, Custard or any Legitimate except Cookhouse, Penny Pitch, Photo. Want organized Minstrel Show. Also other Shows with own outfits and transportation. Special Agent with car or sound truck. Eight Fairs and Celebrations already contracted. Show stays out all winter.

WANTED

Starting Hallowell, Me., July 28. Young Girls for Revue. Salary \$20.00 a week. Man who can handle Trained Monkeys. Write or wire CLYDE HOWEY, care Ben Williams Shows, 5025 71st St., Woodside, Long Island, N. Y.

WANTED

Legitimate Concessions and Shows for Annual Home-Coming, July 29-30, Otisville, Mich., on the Streets. Address CHARLES H. LEE, Mgr., Carlson Shows, Corunna, Mich., week July 18.

BURDICK'S ALL TEXAS SHOWS

Want now and balance of season, Ride Men, all departments, Merry-Go-Round and Tilt especially. No boozers or chasers. Want Merchandise Concessions. Long list Fairs and Celebrations. Rates very reasonable. Laverne Luther wants Help on Pans. Wants other Concession Agents.

IRA BURDICK, Marlin, Tex., Fair.

27 FT. WHITE TRAVEL CAR

Ideal for show business. The last word in a home on wheels. Lovely beds, drapes, rugs, desk, radio, refrigerator, running water, sanitary toilet, shower bath, copper screens, outside tent, extra large storage space. Motor body, tires, equipment in A-1 shape inside and out. Low overhead, 10 miles per gallon. Sacrifice for \$1,500. Don't delay. Write for picture and details. W. E. JONES, 174 S. Eureka Ave., Columbus, O.

WANT

Shows, Rides and Legitimate Concessions with own transportation for 8 weeks of South Georgia Tobacco Markets, opening July 30, followed by several Fall Fairs and 8 weeks Florida Fairs, including Homestead and Miami. People booking now will have preference in Florida. Write or wire

SOUTHLAND AMUSEMENTS

Moultrie, Ga.

Rolla Celebration Bill Draws Heavily

ROLLA, N. D., July 16.—With an unscheduled plane crash in front of the grand stand and daily rain so timed that it interfered but little, the Fifty Years of Progress Celebration here on July 2-4 pulled largest crowds ever to gather in this town of about 1,000 population. On the night of the Fourth attendance was almost 10,000. Chief attraction Saturday afternoon was a style show. Religious services drew thousands thru the free gate Sunday morning. Sunday afternoon a program for pioneers, some 600 of whom were honored guests, was carried out on the platform, followed by some professional acts.

Julie Miller's Revue and seven acts made up the Monday platform show: The Voleras, horizontal bar and trapeze; the Claries, balancing and juggling; Eddie Russell, comedian, hard-shoe dancer and emcee; Connie and Ben Smith, singing and comedy; Bee Ho Gray, banjo and singing coyote; Summerville, educated horse, and Gale Sisters and Hartman Sisters, dance specialists, with a chorus of eight girls.

All-American Exposition Shows played the celebration with six rides and eight shows. Show officials reported good business.

Wanted Shows, Rides

Legitimate Concessions, few more Standard Acts. Demonstrators for Exhibit Tent.

2-BIG DATES-2

Defiance, O., August 4, 5, 6
Lima, O., August 8 to 13

FREE Admission to grounds, Auto Show and Exposition. Big awards daily, including automobiles.

All address G. D. MUMA, V. F. W. Circus and Exposition, 506 3d St., Defiance, Ohio.

WANTED

Carnival, and will book Free Acts.

Annual Homecoming

Le Roy, Ill., in City Park,
September 1, 2, 3.
OSCAR M. PHARES, Chairman.

WANT

Rides, Shows, Stock Stores, and Legitimate Joins.

18th Annual Labor Day Celebration

No Cages or Strong Joins.
AMERICAN LEGION,
P. O. Box 282, Schuyler, Neb.

CARNIVAL WANTED

Seventh Annual Legion Races

Fair Ground, Hamilton, Mo.
August 23, 24, 25, 26
Best Stand in North Missouri.
Wire R. C. HENDREN, Secy.

WANTED RIDES

For a Three-Day Fall Festival
Thursday, Friday, Saturday, Sept. 15, 16, 17.
Write ZUDE JONES, Barron, Wis.

WANTED

A Carnival with not less than 10 Rides, in September, under the auspices of Teamsters and Chauffeurs Local, A. F. of L., 389. Write to BEN ACKER, Chairman of Committee, 1103 1/2 E. Main St., Muncie, Ind.

THE OLD YORK REUNION

Will Be Held August 4-5-6-7, 1938, at York, Ill.
E. J. MEHLER, Secretary.

40th HENRIETTA FARMERS REUNION

(Near Martinsburg, Pa.)
JULY 27-28.

WANT Ferris Wheel, Candy Floss, Scales, Novelties, High Striker, Palmistry, Jewelry. Another 2-day Picnic follows same week. Write or wire M. A. BEAM, Windber, Pa.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

East Moline Legion Post Clears Profit With First Fourth Doings

EAST MOLINE, Ill., July 16.—Finance committee report revealed that East Moline American Legion Post cleared about \$500 after paying bills amounting to nearly \$2,000 in connection with its first annual July Fourth Celebration on July 3 and 4. It was proclaimed by public and press the finest of its kind held in the quad-city community in 25 years. More than 10,000 attended a stage and fireworks show directed by Don Sweet, newspaper editor and entertainer. A two-mile street parade and three balloon ascensions aided in attracting crowds.

July 3 attendance was considerably off from what had been anticipated, but was made up on the Fourth. While nearly 5,000 watched the fireworks at least 2,100 more remained on the midway, giving concessioners and ride men a

good play. Hoffner's Merry-Go-Round and Al Bysinger's Ferris Wheel grossed more than \$500, with the Carousel running \$7 more than the wheel on the two-day event. Concessions, including Dutch Dillinger's bingo, reported good business.

Charles Carpentier, East Moline mayor and owner of the city's two movie houses, publicly commended the Legion post and Sweet on the excellent celebration. The post is already laying plans for a similar event next year. Frank Hiestand, balloonist and parachute jumper; Pat and Willa Levolo, tight wire; Smiley the clown, and Steiner Trio, horizontal bars, were among the acts. Great Eugene, contortionist and high-pole act, said to have been contracted as a part of the stadium show, failed to appear. Show ran more than an hour.

Crescent Contracted For Roanoke Rapids

ROANOKE RAPIDS, N. C., July 16.—For Roanoke Rapids Lions Club's second annual Midsummer Festival, said Ted Speight, chairman of the exposition committee, Crescent Amusement Co. has been contracted to furnish rides, shows and concessions.

The show this year will be handled entirely by the club. Another change is elimination of merchants' display booths. Advance ticket sales to gate will be conducted thru a Popularity Contest of girls. Prizes are being worked out for a queen and her ladies in addition to cash awards, which will be given each night on the grounds. Committee is working with the aim of stimulating attendance.

Proceeds will go to the Lions' blind committee work. Due to several changes in promotion, an even greater percentage of profits than usual is figured to go into the club coffers.

Rockland Beats Bad Weather

ROCKLAND, Me., July 16.—Old Home Week and State Firemen's Muster Celebration here on June 29-July 4 was a financial success in spite of bad weather. Showing thruout the week, and credited by the entertainment committee for much of their success was Dick's Paramount Shows, Concord, N. H., owned by Richard Gilsdorf. The carnival carried 6 rides, 5 shows and 27 concessions, a free high-pole act and balancing and juggling, reported Chairman Levi R. Flint, entertainment committee.

Firemen's Draw Is 20,000

ROCHESTER, N. Y., July 16.—Despite competition from Sea Breeze Park and Point Pleasant Firemen's Carnival, Barnard Volunteer Firemen's Association, operating 32 concessions, drew 20,000 for its three-day carnival, week of July 4. Holman's Merry-Go-Round, Ferris Wheel and Kiddie Ride were booked. Les Cattiers, aerialist, was free act. Radio, newspapers and auto bumper cards were used. John Fisher was chairman, aided by Herbert Schwind, Henry Miller, Arthur Pemberton, Andrew Schlaffer and Lloyd Williams. Proceeds, expected to be substantial, will go to the firemen's fund.

Sauerkraut Day Bill Varied

FORRESTON, Ill., July 16.—Hoffner Amusement Co. and independent shows and concessions have been booked by Paul Beebe, concessions chairman, for the 26th annual Sauerkraut Day here, reports Bill Moss, in charge of publicity. Mayor Joe Maas announced the usual program of free sauerkraut lunch, free acts, parade and street dances to be augmented by new features.

Thanks

EAST MOLINE, Ill., July 16.—"Thanks to advertising and publicity in *The Billboard*, there was a nice showing of concessions at the first annual Fourth of July Celebration of East Moline American Legion Post. All went away happy over the business they did and I believe most of them will be back next year. The post cleared about \$500 after paying expenses of nearly \$2,000 in connection with the celebration."—DON SWEET, director of stage show.

Ponca Group Is in Black Despite Much Bad Weather

PONCA, Neb., July 16.—Ponca's Days of '56 Celebration and 82d Anniversary on June 24-25, tho cut in attendance and receipts from unfavorable weather, was considered a success, with the finance committee reporting it is still in the black, reports Harry L. Peterson.

Rides and attractions were furnished by the Ewalt Amusement Co., Geneva, Neb., in addition to eat stands and bingo. A number of attractions which were booked independently included Delane Sisters and Black Brothers act, Royal Hawaiians and two side shows.

Main feature was a parade one mile long of beautiful and unusual floats and historical units which drew favorable comment. Gov. Roy E. Cochran delivered opening-day address. Interpersed thru each day's program, which ran from 10:30 a.m. to 10 p.m., were hand concerts, boxing bouts and four free acts. Celebration was climaxed nightly by fireworks.

Pittsburgh's Events Varied

PITTSBURGH, July 16.—At Allegheny County Sesqui-Centennial, to celebrate creation of the county in 1788, there will be a huge historical pageant, power-boat races, regatta, air show, water ballet, river pageant, parades, speaking programs and a four-day "jollification period" in the downtown section. Events will take place at the county's North and South Park, county airport and "Golden Triangle," as Pittsburgh's business district is known.

Midway, Acts at Ind. Fete

BOSWELL, Ind., July 16.—Groves Greater Shows with seven rides, four shows and concessions had midway contract for 8th Annual Fair and Celebration on Benton County Fairgrounds here on July 1-4. Five free acts, booked thru Metropolitan Booking Office, were Marvella, burned alive; Bobbie Jean Burnhardt and Co., adagio and shot from a cannon; Great Siror, clown; Hubert Dyer and Co., comedy, and Bill Talent, juggler and emcee. There were fireworks, an amateur contest and dancing.

Hillsdale Celebration Big

HILLSDALE, Mich., July 16.—American Legion Post sponsored its 12th annual celebration on the fairgrounds on July 4 with record attendance, an estimated 25,000. The new grand stand was filled; 4,000 paid admissions in the stand enjoyed the acts by United Booking Association, fireworks by Imperial Fireworks Co. and nine heats of harness racing. Ray Jenkins, Urbana, O., was starter. The old grand stand, moved to the ball diamond, was packed to capacity for a double-header in the afternoon. Weer's rides on the midway reported a larger gross than last year, said Secretary E. B. Kelley of Hillsdale County Fair.

Wis. Celebration Has Acts

SHEBOYGAN, Wis., July 16.—Municipally sponsored celebration in Vollrath Bowl here on July 4 drew the largest crowd in history, 20,000. Entertainers were Ervin Lange's performers, including Percy Rademacher, clown cop; Olga Udovich, acrobat; Leo Budan, Rudy Kaiser and Herb Jorsch, tumblers; John Fleck, acrobat; Randall Roth, contortionist; Betty and Erv Lange, physical culturists; Jeanette Zabel, acrobat; Helga Freund, trapeze; Dorothy Zum Buttel, human butterfly; Vernervleo Trio, aerialists; Maynard Veller, flag tosser, and George Moffatt, balloon ascension. There were fireworks and music by Adolph J. Wuerl's Band.

Home Show Has Vaude Acts

SHREVEPORT, La., July 16.—On the vaude program at the six-day National Home Show ending on July 3 in Municipal Auditorium here were Captain Noble Hameter, lion act; Hilton's Dogs; Jimmy O'Neil and Co., barrel jumpers; Rover Boys, comedy acrobats, and Three Rambling Rollers, skaters. Sponsored by the Real Estate Board, show was attended by 20,000 and directed by Edwin N. Williams. N. B. Stoer was general chairman.

Lueders Acts in Northville

NORTHVILLE, Mich., July 16.—Northville Fair grounds was scene of a big Fourth of July Celebration, sponsored by the fair association. High Hatters furnished music. Seven acts, including Terry and Hughes Cat and Dog Revue; Sam and Jenny, comedy; Friedland Trio, acrobats; King and Gary, novelty dance team; Lantz Sisters, and George, juggler, supplied entertainment, booking being by Henry H. Lueders, United Booking Association. There were also races and fireworks.

WANTED

Shows and Concessions for Tri-County Labor Day Celebration, Zeigler, Ill., Sept. 4 and 5. American Legion co-operating. Can open Sept. 3, immediately after Williamson County Fair.
CARL RUSH, Secy., Box 1134, Zeigler, Ill.

WANTED

FOR
Hoytville's 27th Annual Homecoming
AUGUST 22-27.
Shows, Rides and Concessions. Write or wire
CECIL DENNIS, Hoytville, O.

OLD SETTLERS' DAY

THURSDAY, AUGUST 18.
Midway Opens Wednesday Night. Acts, Shows, Concessions.
M. R. LORBER-A. R. LUCKENBILL,
Columbia City, Ind.

WANTED

Independent Shows, Rides, all kinds of legitimate Concessions.
ASSUMPTION HOME-COMING AND STREET FAIR, AUGUST 24-25-26-27, ASSUMPTION, ILL.
(No Clock in the Town Hall.)

WANTED

Good Rides, Concessions and Open Air Acts.
FIRST ANNUAL CHEROKEE STRIP CELEBRATION, ENID OKLA., SEPT. 14-15-16-17.
4-Big Days.
Air Show and Rodeo in Connection.
Write or Wire
O. E. ZINK, Mgr., Cherokee Strip Association, Inc.,
P. O. Box 887, Enid, Okla.

WANTED A CARNIVAL

For Dexter 2d Annual Rodeo
Concessions of all kinds. Peppy Shows, Bingo Games. Everything goes. At Dexter, Kan., August 1 to 7. W. W. CALVIN, Secy., Dexter, Kan.

Martin Reports Numerous Act Bookings From Boston

BOSTON, July 18.—Sponsored-event bookings from Boston territory extending thruout Eastern New England are booming, according to a survey by Al Martin, outdoor booker. A summer full of bookings fill the Martin lists. Co-operating with Martin on the promotional end is J. C. Harlacker, Providence, wholesale merchandiser.

Reports of the Boys' Club Circus on the high-school athletic field, Pawtucket, R. I., week of June 13 gave the engagement as a financial success, altho weather was bad. Admission was 25 cents, with attendance gross about \$11,000 for 45,000 persons on the week. Grandstand seats at 25 cents helped receipts. Harlacker placed about 35 concessions. Biggest business was reported by the Charlie McCarthy booth, with a 5-cent wheel.

Merry-Go-Round, Ferris Wheel and Chair-o-Plane were furnished by Star Amusement Co., Pawtucket.

Martin's bookings for twice-nightly shows included Three Milos, high wire; Welby Cook and his Wonder Horse, Sidney; Leo and May Jackson, bicyclists; Four Monarchs; Flying LaMarrs; Bob Eugene Troupe, trapeze, and Diving Gordons. Bernie King's Circus Band played the show. Boys' Club Circus was the third annual for Martin.

For Norwich (Conn.) Elks' Indoor Circus on Elks' Field Martin has spotted the International Congress of Dare-devils, Bob Eugene Troupe, Five Diving Gordons, Three Milos, Harry LaMarr Troupe; Blonde Sensations, looping the loop; Hazel Williams; Wolandi Troupe, high wire. Harlacker is to be in with concessions and beano features.

For the K. of C. Circus, Woonsocket, R. I., Martin has spotted the Three Milos; Flying Wonders, aerialists; Biletti Troupe, high wire; Leo and May Jackson; Welby Cook and his Wonder Horse, Sidney, and others. Shriner's Club annual circus, New Bedford, Mass., will have Bob Eugene Troupe, Diving Gordons, Flying LaMarrs, Three Milos and four other acts. American Legion Post, Cranston, R. I., is planning its first annual circus.

Talent Array Booked For Ill. Home-Coming Fete

TUSCOLA, Ill., July 18.—Committee in charge of four-day Home-Coming Celebration held with dedication of an outdoor amphitheater in Ervin Park here has booked an array of professional talent, reports Cal E. Razor, chairman.

John R. Ward Shows will be on the midway. Al Miller's girl band will give concerts and accompany the DeKohl Troupe, Gautier's Steeplechase, James Brothers, Great Fussner, Miss Lorraine, Flying Behrs, O'Neal Brothers, Four Monarchs of the Air and Seven Gauchos, free acts to be presented in the amphitheater. Dance music will be furnished by Ozzie Nelson, Little Jack Little and Shep Fields.

Shorts

SPONSORED by Mothers' Club, annual two-day Mantua (O.) Homecoming will feature free acts and concessions. There will be a parade and contests. F. L. Freeman is chairman.

ANNUAL Coshocton County (O.) Homecoming will have a dog show, mid-

way and concessions. Harry A. Caton is general chairman.

ANNUAL Homecoming, Byesville, O., will have Cunningham's Exposition Shows on the midway and parades, contests and free acts.

A. W. GOODING'S rides will be on the midway of the Firemen's Home-Coming Celebration, New Bethlehem, Pa., and Harry Froboess, swaying pole, will be free act. There will be shows, concessions, a parade, band concerts and drum corps.

CITY COUNCIL, Columbiana, O., granted the American Legion permission to hold a street fair. Rides, free acts and concessions will be featured.

MIDWAY, free acts and a parade will be features of the annual Northern Panhandle Firemen's conclave, McMechen, W. Va.

SPONSORED by Newell (W. Va.) Volunteer Firemen at a three-day Street Fair and Celebration to be held there, a street parade will have more than 100 visiting fire companies from the tri-State area on the final night. There will be a midway of concessions and shows and also free attractions at Fifth and Washington streets. Emmet Bailey is chairman of the committee.

FOR ANNUAL Stonecreek (O.) Homecoming and Street Fair, Walter Moomaugh is again chairman of the committee. There will be concessions, shows, rides, free attractions and merchants' and industrial displays.

A LOG CABIN erected near the Courthouse in New Martinsville, W. Va., will serve as headquarters for a centennial, plans for which are under way, said Robert Bruce, of the committee. There will be shows, concessions, rides, free acts and contests.

ANNUAL Street Fair and Homecoming, sponsored by the American Legion Post in London, O., on the streets, was one of the most successful in recent years. Ideal weather gave it a big week, with Saturday night crowds largest on record. W. S. Curl Shows provided midway attractions.

SOMERS Amusement Co. will provide a midway for the Fourth Annual Hi-Jinks Celebration by Hillyard, a suburb of Spokane, Wash. E. W. Landry is chairman.

NAT D. RODGERS, director of special events of Barnes-Carruthers Fair Booking Association, Inc., has signed Austin (Tex.) Shrine, Waco (Tex.) Korem Temple and Oklahoma City India Shrine for the B-C big musical show *Soaring High*. He is now traveling around 1,800 miles a week and says he has a lot of good prospects for fall.

BUSINESS men's Fourth of July Celebration in Cambridge Springs, Pa., was reported so successful that another celebration will be held in 1939. Charles La Croix in trapeze act was a free attraction.

WITH big attendance business was reported best in many years at Mineral Point (Wis.) American Legion Post Celebration. Free acts included Gully and Jeanny, hand balancing; Four Kirks, cyclists, and Wright and Vivian, contortionists and jugglers.

CHAMBER OF COMMERCE of Carthage (Mo.) July Fourth Celebration had rides, concessions, ball games, swimming pool and skating rink and record business and attendance were reported. Crowds were estimated at 50,000. Plans are already being made for next year's celebration. Attractions also included fireworks and free acts. Practically every eat and drink concession sold out.

FOR OLD HOME WEEK, Hiram, Me., Molloy York's Greater Shows and Alma Bean and Her Trained Steers have been booked and there will be special events during the six-day celebration, reports Albert F. Ward.

ACTS at Cedarburg (Wis.) Firemen's Celebration on the fairgrounds on July 9 and 10 included Royal Rollers, skaters; Leo Demers' acro novelty; Graft and Delton, hand to hand; George Bink, slack wire and juggling; Charlie Riley, hand balancer; Ball and Ball, comedy acro, and Hopp Green, clown, reports Leo Demers.

SHOW LETTERS

(Continued from page 53) and a few of darcers, performers and singers of Red Hot and Blue attraction. Hughie Mack has been engaged by Collins to make opening on front of Chez la Femme posing show. Collins will handle front of girl revue. Mrs. Joseph S. Scholibo has gone home to St. Louis for a visit while show makes the Montana dates. Mrs. Daisy Hennies and Mrs. Harry W. Hennies returned from Rochester, Minn., where Mrs. Daisy Hennies, mother of Harry W. and Orville W., underwent a most successful operation. Mrs. Tom Adams had to be returned to Deaconess Hospital, Milwaukee, where she underwent a most serious major operation. Is reported to be doing nicely. Two new wagons were turned out while in Kenosha and plans for a like number were to be finished while in Eau Claire, Wis., under direction of P. J. McClane. Sis Dyer made trip to Frank Buck's Wild Animal Farm, New York, by plane and returned with collection of rare birds, animals and another large python. She made news services and one newsreel. JOE S. SCHOLIBO.

Ideal

Clearfield, Pa. Week ended July 9. Weather, hot. Ten-cent gate. Business, fair.

Fourth was not so big, but rest of week large crowds. Rides did well. Merchants helped along with tickets. Roy Decker made a trip to New York and returned with several girls for his Fountain of Youth. Personnel of Side Show: Jim Hodges, owner and manager; Mrs. Hodges; Max Fadden, magician; Pearl Jackson, armless wonder; Darkest Africa, with big-lipped woman and witch doctors; Zippo, missing link; Engo, Australian snake-eating cannibal girl; M. Lasky, talker on front; Leo Pontier and Fletcher Hodges, ticket sellers. Henry Bird and Floyd Young are doing a good job in shooting gallery. M. LASKY.

RIDES AND CONCESSIONS WANTED
MASON COUNTY POTATO FESTIVAL
 POINT PLEASANT, W. VA.
 Biggest Three-Day Celebration in Five County Area.
 Thursday, Friday, Saturday, August 25-27. Also one Major Act for Each of Three Days.
 Communicate with
WADEAR THABET, Secy.,
 Mason County Potato Festival,
 Point Pleasant, W. Va.

WANTED
 For September 3, 4, 5
 Gilman & Western Taylor County Fall Festival
 Merry-Go-Round, Whip, Ferris Wheel and Kiddie
 Car Ride. Also Concessions. Write or wire W. M.
 GEORGE, Secy., Gilman Commercial Club, Gilman, Wis.

CARNIVAL WANTED
 Rides, Shows with Girl and Minstrel, Concessions, Free Act, week of 8 to 13 of August. Write to
FRANK J. OSBORNE, Comm., 287 Globe St., Jackson, O.

CROMWELL, IND.
 LABOR DAY, SEPTEMBER 5.
 Shows, Concessions, DON ROBBING.
 Free Acts, HARRY HUSSEY.

WANTED
 RIDES AND SHOWS FOR
Labor Day Celebration
 FLORENCE, KAN.
 Write HOMER MCCREADY, Chairman,
 Box 36, Florence, Kan.

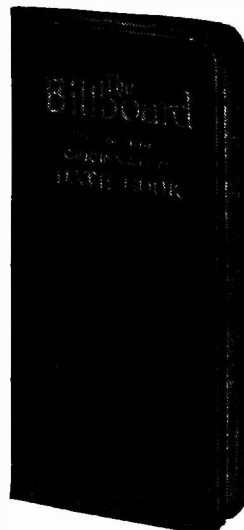
CONCESSIONS AND SHOWS WANTED
 for the 15th Annual
Days of '76--Deadwood, S. D.
 FOR 6 DAYS—AUGUST 2 TO 7, INCLUSIVE
 Show dates are August 4 to 7, but Shows, Concessions, Rides, etc., set up on midway in business district two days in advance.
 For reservation send \$1.00 front foot or for further information wire or write
WARD WYMAN, Deadwood, S. D.

WANTED
 Independent Rides, 20 per cent; Shows, 25 per cent. No gate. On streets. We are playing resort section of Wisconsin. Concessions, \$15 to \$20; Grab, \$20. Omro Street and Water Carnival, July 22 to 24; Woodruff, Wis., July 26 to 31; Lac du Flambeau Indian Reservation Festival August 1.
E. J. McARDELL ATTRACTIONS.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS" A Column About Bingo In the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK

MEREDOSIA, ILL., ANNUAL HOMECOMING
 AUGUST 8 TO AUGUST 13.
 Carnival Wanted.
C. A. KORSMEYER, Secy.

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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ACTS, SONGS AND PARODIES

MUSIC SET TO SONG LYRICS—SONGS ARRANGED. Publishing facilities. **NEW TEMPO-NOTE CO.**, 80 Chenango St., Binghamton, N. Y.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—300% PROFIT SELLING GOLD LEAF Letters for store windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago. tfn x

AGENTS—100% PROFIT. "WAN-A-TA Laxative." Indian Herbs for Constipation, Liver, Kidney disorders. Trial 10c; large 50c; dozen \$3.50; gross \$30.00. **LEONARD PRODUCTS**, 417 Utah, Toledo, O. x

AGENTS - SALESMEN - REPRESENTATIVES wanted throughout U. S. for Travelstamps, the most compelling plan yet devised to stimulate sales. Write or call **TRAVELSTAMPS, INC.**, 11 W. 42d St., New York, N. Y. x

ATTENTION, SUBSCRIPTION SALESPERSON— If you work east of Rockies and north of Mason-Dixon line, write for proposition. **AMERICAN POULTRY JOURNAL**, 538 S. Clark, Chicago. x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. Also, sideline salesmen for Name Plate and Tire Cover Transfers. **"RALCO"**, 1305 Washington, Boston, Mass. x

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EXPERIENCED SUBSCRIPTION MEN WANTED. Rural work exclusively: New England-North Central States. Attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. jy30x

LORD'S PRAYER, TEN COMMANDMENTS ON a Penny—Cards included, \$3.00 per 100. Samples 3, 25c. **PERKINS**, New Viceroy Hotel, Chicago.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York. jy30x

PERFUME BUDS—COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif. jy30x

RESURRECTION PLANT—UNIQUE NOVELTY, miracle of nature. Costs below 2c; sells for 25c. **C. E. LOCKE**, 7 Rio St., Mesilla, New Mexico. x

SELL BY MAIL—FORMULAS, BOOKS, PICTURES, NOVELTIES, SIGNS, BARGAINS! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfnx

SELL BEAUTIFUL FOUNTAIN PENS, 29c— (100% Profit). Look, write like \$5 Pens. Unbelievable seller. Lifetime guarantee certificate each Pen. Two samples 30c (refundable). **BEAUMONT**, 55B W. 42d St., New York. x

STOVER'S GOLDEN OIL—BEST SELLER OF the year. Store demonstrators and direct salespeople write for prices of our remedies. **PLANET PRODUCTS CO.**, Orlando, Fla.

"WELCOME, BUDDIES"—SPARKLING SIGN for American Legion and V. F. W. Conventions, 50c seller; costs 10c. 2 samples 25c. **BRADY**, 1298 E. 9th St., Cleveland, O.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York. au6x

WINDOW CLEANING FLUID—FAST SELLER to garages, stores, bakeries, etc. Permanent business. Sample 10c. **DELTA SALES**, Ranney St., Springfield, Mass.

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

400% PROFIT HOUSEHOLD ITEM—COST 2 cents. Distributors wanted. Sample 10 cents. **WATSON HAUGER**, 224 Ridge Ave., New Kensington, Pa.

ANIMALS, BIRDS AND PETS

ALLIGATORS—HARMLESS ASSORTED SNAKE Dens; 8 Large, \$10.00; 10 Mediums, \$3.00; 10 Large Water Snakes, \$5.00. Price List. **ROSS ALLEN**, Silver Springs, Fla.; wire via Ocala, Fla. au13x

ANIMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Gilas, Monkeys, Parrots, Macaws, Parakeets for Wheels. **SNAKE KING**, Brownsville, Tex. au20x

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, Inc.**, Box B, Oceanside, N. Y. Rockville Center 5006. Write for price list.

BABY TURTLES—SENSATIONAL 25c SELLERS. Waterproof decorations. Mickey Mouse, Donald Duck, Snow White, Seven Dwarfs, Flowers. Hand lettered with attraction, names, etc. Per hundred: Walt Disney Turtles, \$10.00; Flowers, \$9.00; Turtle Food (10c), \$2.50; Mailing Boxes, \$1.00. **FISHLOVE COMPANY**, 1430-A Orleans St., Chicago. tfnx

COLLIES, FOX TERRIERS, GREYHOUNDS, ALSO Bull Pups. Ship anywhere. Live delivery guaranteed. Guaranteed Mange Medicine. **BULLDOGS**, 501 Rockwood, Dallas, Tex. jy23x

DOUBLE-SEXED GOAT—CHARACTERISTIC OF both male and female. Four months old, healthy. Make offer. **BOX 26**, Lead Hill, Ark.

PARRAKEETS—HEALTHY BIRDS, DIRECT from our breeding cages, \$2.50 pair. Shipped same day order received. **MUSA ISLE INDIAN VILLAGE**, Miami, Fla. jy30

PLENTY SNAKES, ARMADILLOS, IGUANAS, Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Peccaries, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Ringtail Cats, Puma Cubs, Lion Cubs. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. au6x

RINGTAIL MONKEYS, SPIDER MONKEYS, Marmosettes, Colombian Parrots, BeeBee Parrots, Macaws. Complete list sent. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE**, Bell, Calif. jy30

SNOOKUM BEARS, \$15.00; JABALINES, \$12.00; Small Burros, \$15.00; Wild Cats, \$7.00; Coyotes Pops, \$6.00; Raccoons, \$7.00; Hairless Dogs, \$15.00; Black Bear Cubs, \$35.00; Armadillos, \$2.00 or \$3.00 pair; Prairie Dogs, \$3.00 pair; White Face Monkey, tame, \$25.00; Horn Toads, \$1.25 dozen; Gila Monsters, \$3.50 each; Black Iguana, \$2.00; Black and White Iguanas, \$3.00; Chanis Dragons Larger, \$7.00; Boas Snakes, five feet, \$10.00; Assorted Dens, \$10.00. **UNIVERSAL PRODUCTS CO.**, Laredo, Tex. x

TAME HONEY BEAR—AUSTRALIAN, YOUNG Ocelot, perfect fur; Ant Bear and Columbian Vultures. Sell cheap, ready for immediate shipment. **DYER**, 108 S. Lajolla Ave., Los Angeles. jy30x

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN TO PLAY PIANO OR ACCORDION AT home—Complete elementary course, \$5.00. Guaranteed. **TEMPO-NOTE CO.**, 80 Chenango St., Binghamton, N. Y.

BUSINESS OPPORTUNITIES

EASY—MAKE \$2.00 EVERY 45 MINUTES without doing a thing. Send 40c in coin for plan. Money refunded. **W. R. COWAN**, 1015 Thrasher St., Springfield, O.

MONKEY SPEEDWAY—THREE CARS TRAINED Monkeys, new 30x40 Top, Roll Sidewalls. Cost \$900. Sell account sickness, \$600. **GUNTHER**, Roosevelt, L. I.

PITCHMEN! SOLICITORS!—MAKE EXTRA money with new Stamping Outfit. Stamp Checks, Plates, Fobs. Catalog 69-B free. **C. H. HANSEN**, 303 W. Erie, Chicago.

POP CORN MACHINES—NEW MODELS. Geared Kettles, Griddle Stoves, Tanks, Burners and other Concession Supplies. Wholesale and retail. **IOWA LIGHT CO.**, 111 Locust, Des Moines, Ia. jy30x

SNOW KING—MOST PRACTICAL SNOW Machine made. Factory to you. Hand Power, \$41.00; Electric, \$83.00. 1/3 with order. Extracts all flavors, \$3.75 gallon. Cones and spoons. **WALKER LABORATORIES**, Box 1894, Wichita, Kan.

START A MANUFACTURING MAIL ORDER business. Make and sell your own products. Details free. **PEDERSON**, 1609 East 5th, Duluth, Minn.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A BARGAIN—10 ELECTRO HOIST DIGGERS, like new, \$29.50 each. Rush deposit. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y. jy30

AAA-1 BARGAINS—SKILL FIELDS, '38 MODEL, \$145.00; Pikes Peak, \$29.50; Sportsman Deluxe, \$25.00; Broadway Angels, Heavyweight, Hi-De-Ho, all three, \$39.50; Mills One-Two-Three, \$75.00; Turf Champs, \$12.95. Also all type Novelty Games at bargain prices. Want to buy, Used Fairgrounds, Sport Pages and Preakness. Write us what you have to sell. **MARKKEP CO.**, Cleveland, O.

ARCADE MACHINES—PIN GAMES, AIRWAYS, \$24.00; Bobs, \$23.00; Carnival, \$16.00; Silver Flash, \$21.00; Power Play, \$12.00; Genco Football, \$13.00; East-West, \$8.00; Scoreboard, \$6.00; Exhibit Basketball, \$12.50. Illustrated Penny Arcade Pin Game List Free. **MUNVES**, 555 W. 157th, New York.

BALLY RESERVE—USED LESS THAN THREE weeks, \$65.00; 1 Roll-Front Merchantman, \$40.00; Small Mutoscope, \$20.00; 1 World Series, \$135.00. Wanted, Dval Bowlettes. **OAKDALE SALES**, 2911 N. Clark St., Chicago.

BANG TAILS, EXHIBIT RACES, SILVER Bells, Kee-Bells, \$95.00; Dancemaster Phonographs, \$35.00; two Bumper Type Tables, \$12.50. **COLEMAN NOVELTY**, Rockford, Ill.

BARGAINS—1 5c, 1 25c BLUE FRONT SINGLE J. P.; no Gold Award, over 400,000, 5c, \$35.00; 25c, \$37.50. 1 10c Blue Front, no Gold Award, Double J. P., \$31.50; Jennings Chiefs, late type, 5c, 10c, 25c, \$29.00. Deposit. **WEST COAST AMUSEMENT CO.**, 820 S. Lisbon Ave., Tampa, Fla.

BARGAINS—DAILY RACES, CHALLENGER, Flicker and Red Sails, \$10.00 each; Daily Races (Mystery), \$12.00; Preakness, \$25.00; Latonia, \$18.00; Phantom, \$14.00; 1-2-3, (Latest), \$70.00; Derby Day Console, \$60.00. **LAKE CITY NOVELTY CO.**, 3104 St. Clair Ave., Cleveland, O.

DIGGERS—BUCKLEYS, ERIES, MERCHANT- men, Mutoscopes, Iron Claws, Candy Bar Machines, Arcade Machines; 200 Peanut Machines. Bargains. **NATIONAL**, 4242 Market, Philadelphia, Pa.

FOR SALE—MILLS PUNCH BAG, \$39.00, crated. Good condition, complete. 1/3 deposit with order. **ERNIE KISTLER**, New Tripoli, Pa.

FOR SALE—FIVE JENNINGS CIGA ROLOS, like new, \$125.00 each; \$500.00 for five; Jennings Derby Day Consoles and Tanforans. **AUTOMATIC VENDER CO.**, 152 Houston St., Mobile, Ala.

FOUR BALLY RACERS—LIKE NEW, \$75.00 each. **LOU FINN**, 915 Wilson Ave., Chicago, Ill.

GOODBODY'S BARGAIN LIST IS WAITING for you. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y. jy23

HUNDREDS OF BARGAINS IN USED VENDING Machines. Get on our mailing list. It will pay you. **RAKE COIN MACHINE CO.**, A4515 Woodland Ave., Philadelphia, Pa.

LIKE NEW—GALLOPING DOMINOS, 1938 Model, \$135.00; Bally Turf Special, \$65.00; Bally Reserve, \$45.00; 1-2-3, like new, \$35.00; Forward March, \$15.00; Line Up, \$15.00; Football, \$10.00. 1/3 deposit. **GEORGE BLOOM**, 593 49 Court, Miami Beach, Fla.

MONEY MAKERS READY TO GO—BALLY RE- serves, \$49.50; Dval Bumper Bowling, \$39.50; Forward Marches, \$16.50; Bally Saddle Clubs, \$59.50; two Mills Rio (floor samples), \$79.50; Evans Roll-ette, \$39.50; Mills Track King (floor sample), \$69.50; five Paces Races, black cabinet, twenty pay, \$99.50; one Dewey Junior (Electric Dewey), \$89.50; one Pacific Dominole, \$39.50; five Deuces Wild, \$14.50; two Skill Targets, \$14.50; three Dval Bell Slides, \$12.50; one Genco Magic Roll (floor sample), \$79.50; one Western Wind Jammer (floor sample), \$69.50; one Wurlitzer Skee Ball, \$49.50. Every one ready to operate at handsome profits. Write us for prices on other equipment. **SOUTHERN NOVELTY CO.**, 125 W. Central Ave., Valdosta, Ga. x

MUST SELL—ONE "STONERS SKILL DERBY," slightly used, \$150.00. **HOWARD SALES CO.**, 322 S. 13th St., Omaha, Neb.

MILLS BLUE FRONT—5c-10c-25c-50c, \$35.00; War Eagle, 5c-10c, \$25.00; Jennings Chief, 5c, \$25.00; Watlings, 10c Top, 5c-10c-25c, \$25.00; Pace, 5c, \$25.00; Callie Seven Slot, \$75.00; QT, 5c, \$20.00. 1/3 deposit. **DIXIE SALES CO.**, Boston Road, Thomasville, Ga.

ONE RCA VICTOR AUTOMATIC COIN OP- erated 10-Record Music Machine, like new, \$35.00. **G. KILMER**, 405 Alameda Ave., Muncie, Ind.

ONE-BALL CLOSEOUTS—MISS AMERICA, Derby Day, High Cards, all with clocks, \$25.00 each; Pamco Races (7 coin head), \$20.00; Kacing Form, \$25.00; Air Races, Foto Finish, Turf Champs, Golden Wheel, \$20.00 each; Prevue, Flicker, Phantom, Mazuma, \$15.00; Daily Races, Ten Strike, \$10.00; Bally Entry, \$55.00; Fairgrounds, \$69.50; Fleetwoods, \$72.50; Preakness, \$30.00; Caroms, Classics, \$12.95 each. Half deposit. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O. x

PEANUT MACHINES—12 ROBBINS 2-IN-1, good as new. Best offer takes the lot. **J. COOK**, 270 Doyde, Providence, R. I.

POPMATICS—A-1 BARGAIN FOR CASH, 16 Late 1937 Popcorn Machines, all in good condition, \$44.50 each, or 16 for \$700.00. First order with one-third deposit takes them. **TOM WILSON RINEHART**, 62 Mayfield Ave., Grand Rapids, Mich.

READY TO OPERATE—IN PERFECT CONDI- tion. Stoner Races, \$12.50; Genco 1937 Football, \$11.50; Silver Flash, \$20.00; Tops, \$20.00; Bally Reserve, latest model, \$50.00; Dux, \$15.00; Bally Booster, \$7.50; Bally Zephyr, \$25.00; Mercury, \$15.00; Bally Airways, \$27.50. One-Ball Machines: Bally Golden Wheels, \$19.00; Bally Racing Forms, \$19.00; Mills 1-2-3, \$50.00. Consoles: Evans Galloping Dominoes, red cabinet, newly painted and chromed, completely overhauled and equipped with U 700 packs, \$85.00; Jennings Derby Days, \$50.00; Rosemont, \$39.00. Prices F.O.B. Miami. One-third deposit with order, the balance C. O. D. **H. G. NOVELTY**, 849 S. W. Second St., Miami, Fla. x

ROCK-O-BALL ALLEYS—WITH VISIBLE Triple Scoring Device, Seniors and Juniors, \$60.00; Shoot-A-Lite Rifle, \$35.00; Stoner Races, \$17.50; Replay, Homestretch, Scoreboard, Ricochet, Romerun, Skooky, Daytona, Boohoo, Outboard, Sprint, Hotsprings, Twenty-one, \$9.50; Sequence, Swingtime, Matchem, \$7.50. Half deposit. **BULLION**, Station "O", Box 118, New York.

SEEBURG SELECTOPHONE—32 VOLTS, 1935, bargain, \$75.00; Mills 25c Snake Eyes (Dice), automatic payout, complete with special Mills floorstand, \$95.00; Shipman Stamp Venders, 1c-3c, \$11.50; 3-Way Penny Gridders, used one week, \$6.75 each; new Victor Bluebird Phonograph Records, \$8.00 hundred, no two alike. **E. O. LIKENS**, 924 Fifth, N. W., Washington, D. C.

SOUTH FLORIDA AMUSEMENT CO., INC.— The following equipment offered for immediate delivery. One-third deposit with order, balance C. O. D. Prices F. O. B. Miami. All equipment guaranteed to be in perfect mechanical condition and having the appearance of new merchandise. An additional 10% discount will be granted for any order of five or more games. 13 Airways, \$20.00 each; 3 Bally Boosters, \$7.50 each; 3 Beam Lites, \$17.50 each; 2 Bumpers, \$7.50 each; 10 Chico Derby, \$7.50 each; 1 Carom, \$17.50; 2 Cargos, \$20.00 each; 16 Dux, \$15.00 each; 1 Electric "21," \$5.00; 1 Florida Special, \$30.00; 1 Hare and Hound, \$22.50; 8 Long Beach, \$17.50 each; 1 Line Up, \$17.50; 1 Mercury, \$10.00; 3 Mars, \$15.00 each; 1 Outboard, \$5.00; 1 Power Play, \$19.50; 15 Bally Reserves, \$42.50 each; 2 Rockets, \$22.50 each; 5 Silver Flash, \$20.00 each; 1 Skipper, \$7.50; 2 Snappy, \$27.50 each; 23 Stoner Races, \$19.50 each; 3 Ski Hi, \$22.50 each; 2 Stormy, \$12.50 each; 5 Speed, \$12.50 each; 2 Trackmeets, \$17.50 each; 1 "21" Game, \$2.50; 1 Turf King, \$20.00; 39 Dominoes, with skill attachment, \$100.00 each; without skill attachment, \$90.00 each; 1 Fairgrounds, \$60.00; 1 Fleetwood, \$60.00; 3 Golden Wheels, \$20.00 each; 1 Lincoln Skill Field, \$120.00; 2 Mazumas, \$10.00 each; 29 Mills 1-2-3s, \$50.00 each; 13 Paces Races, with skill attachment, \$100.00 each; without skill attachment, \$90.00 each; 1 R; \$90.00; 5 Skill Times, 25c, \$14.00 each; 2 Alwings, \$3.50 each; 9 Bell Slides, \$12.50 each; 1 Clearing House, \$3.50; 1 Columbia Vender, \$37.50; 2 Dial Vendors, \$35.00 each; 5 Dixie Dominoes, \$9.50 each; 38 Deuces Wild, \$16.00 each; 10 Horse Shoes, \$2.50 each; 1 Lite-a-Pack, \$12.50; 4 Mill Wheels, \$10.00 each; 2 New Deals, \$2.50 each; 1 Poker Hand, \$2.50; 1 Puritan Vender, \$2.50; 19 Reel Spots, \$5.50 each; 2 Reel Dice, \$2.50 each; 1 Reel "21," \$2.50; 11 Skill Draw, \$12.50 each; 1 Turf Time, \$12.50; 23 Zephyrs, \$9.00 each; 195 A.B.T. Penny Targets, Late Silent Model, \$12.50 each. **SOUTH FLORIDA AMUSEMENT COMPANY, Inc.**, 329 West Flagler, Miami, Fla.

TWO NEARLY NEW POPCORN MACHINES, one Coin Automatic Phonograph, Sound Systems, Powers Projectors. Real bargains. **OHIO MUSIC COMPANY**, Lima, O.

USED PHONOGRAPHS—1935, '36 AND '37 Models, \$25.00 and up. Write for price list. **KANSAS NOVELTY**, 555 W. Douglas, Wichita, Kan. jy30x

WANT TO BUY—200 PENNY PACKS. Mention lowest price and make. Will also buy Track Times, Galloping Dominole, Liberty Bells and Dewey Juniors. **VAUGHN CANNON**, Tiger, Ga.

WANT TO BUY ROCK-OLA'S WORLD SERIES and Skill Derbys for cash. Write, wire particulars. **H. E. LOEBSACK**, 141 S. Elizabeth, Wichita, Kan.

WANTED—USED ARLINGTONS, PREAKNESS, Bally Reserves. Pay cash or trade late Mills Escalators. **FRANK WHITNEY**, 525 Minnesota, Kansas City, Kan.

WANTED—USED BUCKLEY DIGGERS. STATE serial numbers, model, condition. Write **BOX C-587**, Billboard, Cincinnati, O. au13

WANTED—HANDICAPPERS, SPORT PAGES, Blue Fronts, any quantity. Write or wire **ACME NOVELTY COMPANY**, Minneapolis, Minn. au6x

WANTED—MILLS CLUB CONSOLE, SLOTS, Caille Doughboys, 32 Volt Music, One-Ball Pay Tables. **WELLET AMUSEMENT**, 1403 N. Logan, Topeka, Kan.

WANTED TO BUY—A QUANTITY OF ROCK- Ola Lobby Scales. Must be in good condition. Give serial numbers, color and all facts in first letter. **LARRY DURKEE**, 1410 Chevrolet Ave., Flint, Mich. jy30

YOUR OPPORTUNITY TO GET A REAL MONEY- Making Legal Machine at Bargain Price. Three Bang-A-Deer Gun Machines, like new, only \$205.00 each. Write for literature. **MODERN AMUSEMENT COMPANY**, 2849 Quitman, Denver, Colo.

3/4" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. au13x

35 SUPERIOR CIGARET COUNTER MACHINES, with Gum Venders and Meters, very clean, \$6.00 each. Half deposit. **CLEVELAND COIN**, 2336-8 Prospect, Cleveland, O.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING SHOES, 45c PAIR; COSTUMES, \$1.50; Gowns, \$1.50 up; Hulas, Fans, Street Wear. **CONLEY**, 310 W. 47th, New York.

RED BAND COATS, \$2.50; RED CAPS, \$1.50; Tent Curtains; Cellophanes, Orientals, Chorus Costumes, Fans, Gowns, White Jackets. **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. tnx

FORMULAS—LATEST MONEY MAKERS. Write for free literature describing newest Formulas for Fast Sellers. **H-BELFORD**, 4042 N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

AIRPLANE BOMBER GAME—EXCELLENT condition. Newly painted this spring. Great concession game, 12 1/2 ft. diameter, portable, easy to handle. Only twelve games like it in the country. Cost \$750; sacrifice for \$150. **W. LUBY**, care Walking Charley Game, Salisbury Beach, Mass.

ATTRACTIVE BALL THROWING GAMES— Bottles, Cats, Dolls, Kids, Temples. Complete outfits, ready for business. **LAMANCE**, 782 Marion, S. E., Atlanta, Ga.

CHAIR SCALE—COMPLETE, FORSCHNER Make, good condition, very reasonable. Write **A. CRANE**, care General Delivery, Oswego, N. Y., at once.

CONCESSION TRAILER—EQUIPPED WITH Electric Snowcone Machine, Corn Popper. Used one season. Good tires. Bargain. **L. J. GRANGER**, Watson, Ill.

CORN POPPERS—FEARLESS, BURCH, LONG- Eakins, Champion, heavy 12-Quart Popping Kettles; Caramelcorn Equipment; Gasoline Burners, Tanks, Taping, Repairs. **NORTHSIDE CO.**, 1528 19th, Des Moines, Ia. se10x

COVERED WAGON—CUSTOM USED, \$795.00. Others, \$135.00 and up. Distributors for new Schult, Royal, Covered Wagon and Alma Silvermoon. 6% financing. Write or phone collect. **SELLHORN'S**, East Lansing, Mich. au13x

FOR SALE—POP CORN TRUCK. FULLY equipped. Overhauled motor, brand new tires, attractively designed. Forced to sell, reasonable price. **JOHN CHRIS**, 1788 W. 12th St., Brooklyn, N. Y.

NEW "VELVO" FROZEN CUSTARD AND ICE- cream Machines, complete freezing and storage unit, \$159.00. Write **FROZEN CUSTARD CO.**, Gastonia, N. C. jy30

ONE RECONDITIONED HENRY E. Z. FREEZE Frozen Custard Machine, complete, ready for use. **FROZEN CUSTARD MACHINERY CO.**, 869 Thomas St., Memphis, Tenn.

POPCORN MACHINES, CRISPETTE, CARMEL- Crisp, Potato Chip, Cheese Coated Corn Equipment. **LONG-EAKINS**, 1976 High St., Springfield, O. jy23x

THREE GASOLINE ELECTRIC GENERATING Plants—650 Watt, 5,000 Watt, 25 K.W. Bargain. **E. R. ADLINGTON**, 161 Merritts Ave., Atlanta, Ga.

Show Family Album



HERE are some of the children who about 12 years ago produced and presented their own revue in the girl show top on the Brown & Dyer Shows each Friday night. Left to right, standing: Roberta Sherwood, producer, daughter of Bob Sherwood and now with Cetlin & Wilson Shows; Marguerite Mack, daughter of O. F. Mack and now married and a member of Coleman Shows (Mack is a concessioner, last heard of with Zimdars Shows); Ann Sherwood, sister of Roberta; Laura Collum, daughter of Mrs. George E. King and now living a private life (her mother is with Broadway Shows of America and known professionally as Princess Thara); Juanita Carol, now married and operating a kiddie ride with Cetlin & Wilson (her father and mother, Mr. and Mrs. Leo Carol, operate a monkey circus and Caterpillar with same show; Alverna Durnberger, daughter of Al Durnberger, formerly owner of Brown & Dyer Shows. The two boys (seated) are Dick Mock and Johnnie Wilson. Johnnie died some years ago. He was the son of Curly and Dora Wilson, who are still in show business. Picture was taken in 1926 near Philadelphia.

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.

300 2-PEOPLE BENCHES—NEW, \$1.00 EACH. Will buy Portable Skating Rink and Skates. State price. **WILLIAMS AMUSEMENT CO.**, Attica, Ind.

14-SEAT DELUXE BLUE GOOSE RIDE—FIRST- class condition, almost as good as new. **BOX C-590**, care Billboard, Cincinnati.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 TWO-HEADED BABY AND JAR, \$13.75; Wax Crime Show, \$95.00; Girl in Fishbowl Illusion, \$75.00; Complete Unborn Show, \$150.00. **UNIVERSAL**, 3238 S. State, Chicago.

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CIRCUS BLEACHER SEATS—ALL SIZES, NEW and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 West Thompson, Philadelphia, Pa. au13x

COMPLETE DRAMATIC OUTFIT—FIFTY BY one hundred. Three Trucks, first class condition. All ready to set up. Fifteen hundred cash takes all. **JACK HART**, Foreman, Ark.

FOR SALE—TWO-ABREAST SPILLMAN Swing. Mechanically perfect. No canvas. Organ needs repairs. Freshly painted, \$850.00 cash. **DREIBELBEIS**, Corning, Ia.

FOUR EVANS 7-11 ELECTRIC BASEBALL Games, \$25.00 each, or four for \$90.00; six Evans Electric Poker Roll Downs, \$17.50 each, or six for \$100.00; four Evans Automatic Roll Downs, \$25.00 each, or four for \$90.00; four Evans Electric Penny Pitch, \$35.00 each, or four for \$140.00; one Evans Portable Candy Race Track, six feet in diameter, sixteen horses, also 50,000 16-number series tickets, Color Wheel in center, \$85.00 complete. One half cash and balance C. O. D. 5% discount for all cash. Reference, Barnett National Bank, Cocoa. **WARD S. IRELAND**, Cocoa, Fla.

OUT OF BUSINESS—KETTLE AND ROTARY Poppers, Tents, Tanks, Wheels, cheap. Send for list. **DAVIDSON**, 2725 First Ave., Huntington, W. Va.

10 LITTLE WONDER LIGHTS—5 GALLON Tank, Pump, Wire for 10 Concessions, lot of New Extras. All built in a trunk. Cheap. **A. E. BURRELL**, 1715 Euclid St., N. W., Washington, D. C.

9 CONCESSION TENTS—BEANO TENT, EVANS Big Six Wheels, Portable Dance Floor and Tent, 5 Kilowatt Gasoline Lighting Plants, Gasoline Frankfurt Griddle, 6 New Concession Tents. Used Fourth of July Day only. **HARRY INGALLS**, 142 Burrill, Swampscott, Mass.

HELP WANTED

PIANIST WANTED—YOUNG LADY OR MAN. Sing and accompany themselves. Must be good, with appearance. **GUY'S INN**, Knife River, Minn.

THREE MEN—DOUBLING SAXOPHONE AND Trumpet for established musical act playing fairs. Twenty minutes' work daily, mostly week stands. Union. **JOE THOMAS**, General Delivery, Sheepshead Bay, Brooklyn, N. Y.

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WANTED—FERRIS WHEEL FOREMAN, Arcade Mechanic, sober Ride Help. **R. A. JOLLY**, Bucyrus, O.

WANTED—WARM TONE TENOR, STRONG Sweet Trumpet, All-round Pianist and Versatile Drummer for strictly stylized dance band. Accuracy, floor show experience, appearance and dependability, all essential. Give qualifications in detail. Experience, references, doubles, etc. Send photograph. **BOX C-588**, Billboard, Cincinnati.

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WISE SHOWMEN PLAY ONLY MONEY. Makers—This year it's "Her Unborn Child." 8 reels, complete lobby display free, trailers and one large photo 3x6 ft. for tops in box office hits this No Children Allowed Feature will pack your theaters. Also have the six-reeler, "Should a Doctor Tell," price \$90.00 each. Send \$15.00 down, balance C. O. D. Also have Bill Cody Western Katerer, \$35.00. Prints like new. **OPERA HOUSE**, Millbridge, Me.

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ACT NOW, 4-FOR-DIME OPERATORS—AMAZ- ing offer. New Portable Foto-Flash Outfit, only \$140. Send for free catalog of complete line of money-makers. Largest stock direct positive supplies in country assures quickest delivery. **MARKS & FULLER, INC.**, Dept. BC-11, Rochester, N. Y. jy30x

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REGULAR \$275.00 STRIP PHOTO OUTFIT— Makes 4 for dime, also 3 for quarter size photos, \$125.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va. jy30

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A-1 AMERICA'S LEADING CIRCUS-CARNI- val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 2544 North Halsted, Chicago. jy23

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BOOK OR BUY—KIDDIE AUTO RIDE. In good condition. Wanted by July 21. **WILLARD EMSHOFF**, McFarland, Wis.

WANTED—ROLLER RINK FOR BALANCE OF summer; also locations for the winter. **R. C. ROBBINS**, P. O. Box 344, Vineland, N. J.

At Liberty

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CIRCUS CONTRACTOR—Publicity Director. Twenty-two years' circus, theatrical and vaudeville experience; 8 seasons Buchanan's, Robbins Bros. R.R. Circus. Close contractor, high-powered press agent. Can fill any official staff position. State salary. **CIRCUS AGENT**, 149 N. Winter St., Adrian, Mich. jy23

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ALFRED IRVING AND HIS DEBUTANTES—10- Piece Girl Band. Union, own bus. Go anywhere. Prefer resort or nite club in Middle West. Write **LEADER**, 961 Arnett Blvd., Rochester, N. Y.

FOUR-PIECE GIRL'S NOVELTY BAND—AVAIL-able for resorts, hotels, night clubs, etc. Sax, Clarinet, Electric Sing Guitar, Spanish Guitar, Piano, Drums, two good Vocalists, Novelties, Tap Dancer. Uniforms and sound system. State all details. **NAN GLASS**, 2915 Stevens Ave., Minneapolis, Minn. jy30

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YOUNG MAN—Twenty, wants position as Dark Room Man in Photo Gallery or Agent in Legitimate Joint. State all details in first letter. Will go any place. **VERNON AKEY**, Potsdam, N. Y.

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TRUMPET—EXPERI-enced in all lines. Will go any place. Disappointment cause of this ad. Address **BOX CH150**, Billboard, Chicago, Ill.

A-1 DRUMMER—FEATURE VIBRAPHONE Soloist. Appearance, sober, dependable, or supply small orchestra for hotel, club, tavern. **MUSICIAN**, 307 Glenlake Ave., Toronto, Ont., Can. jy30

A-1 TRUMPET MAN—ALL ESSENTIALS. **CZYLMAN**, 298 Irwin Ave., Muskegon, Mich.

A-1 TROMBONIST DESIRES CHANGE—YOUNG, sober, reliable. Play hot, sweet. Read, fake, transpose on sight. Must have 2 weeks' notice. State all first letter. Union. Prefer East. Panics please don't bother. **BOX C-589**, Billboard, Cincinnati.

ALTO SAXOPHONE OR TENOR—SWING Clarinet, Baritone and Bass Clarinet. Read and transpose. Single. **JACK WEBER**, 118 Nursery Ave., Metairie, New Orleans, La. jy23

ALTO SAXOPHONE AND CLARINET—YOUNG, reliable and experienced. **BOX C-592**, Billboard, Cincinnati.

AT LIBERTY—A-1 TRAP DRUMMER, CIR-cus or what have you. Can join on wire. Need ticket. State all. **FRED FRANKLIN**, care Peerless Shows, as per route. jy23

AT LIBERTY—THREE SAX MEN, WORKING together two years. Doubling Altos, Tenors, Clarinets, one Violin. One Arranger. Sweet section with Go men. Write **BOX C-586**, care Billboard, Cincinnati, O.

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BANDMASTER—ACCOUNTANT WANTS permanent location. Well schooled and experienced. **HAROLD F. KELLOGG**, Ethridge, Tenn. jy30

DRUMMER—UNION. MODERN PEARL DU-plex Drums. Cut shows, modern dance rhythm. Reliable, sober. Location, Far West preferred. **OTIS SMITH**, 214 Wabash, Kansas City, Mo. jy23

DRUMMER—STEADY, CONSISTENT, SOBER. Read. Any combination. Free to travel. Write or wire. **TOMMY ATCHISON**, Lovington, Ill. au6

ELECTRIC GUITARIST AT LIBERTY—VOCALS, Yodeling. Wants job with a good swing Hawaiian or Hillbilly orchestra. Have my own car. Will go anywhere. Young and reliable. **Cecil R. Miller**, Oxford, Pa.

FIRST TRUMPET—AGE 27, SINGLE, COLLEGE graduate. Good tone, high range, cut any show. **JULIAN BABB**, General Delivery, Cincinnati, O.

SAX MAN—FOUR HORNS. FIFTEEN YEARS' experience. Read, fake, take-off. Arrange some. Prefer small jam band, but take anything for sure salary. **BILL CURTIS**, Cliff, N. M. jy30

TENOR SAX—DOUBLING ON CLARINET AND Flute. "Dixie Swing." Transpose, sing and arrange. Single, 23, handsome. Go anywhere. Have car, union. Send particulars. **CLIFF CURRY**, 2235 Clio St., New Orleans, La.

TENOR SAX—CLARINET—TONE, READ, fake, modern ride. Experience. Go anywhere. **LEE ULBRICH**, 148 Mill, Memphis, Tenn.

TRUMPET—EXPERIENCED DANCE MAN. Consider anything reasonable. Featured sweet and take-off man. **MUSICIAN**, General Delivery, Denver, Colo.

VIOLIN PLAYER—DOUBLES DRUM AND Saxophone. **JESCHKE**, 130 W. 104th St., New York. jy23

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AT LIBERTY—Guitarist, Electric Steel, Trumpet, Violin and Sax. Doubles, all strong, read and fake. Union, all essentials. **MUSICIAN**, 118 W. Lafayette St., Fayetteville, Ark.

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DRUMMER—Age 27, experienced, union. Cut floor and stage shows. Consider small combo or anything anywhere. Join on wire. **DICK DIXON**, 310 E. Magnolia, Knoxville, Tenn.

DRUMMER—Young, reliable, no habits. Desires change. Location preferred. Read, cut shows. Good education. State all first letter. At liberty July 25. Panics lay off. **BOX C-591**, Billboard, Cincinnati. jy30

DRUMMER—Dance, Show or Concert. Thorough-ly experienced, age 25, married and union. New Slingerland outfit. Reliable connections only. **JIMMY FISHER**, 511 Jennings, Bartlesville, Okla.

FIRST ALTO SAX—Style, all essentials. Double clarinet, legit and fast Chicago style take-off. Consider small band. **BOX NY-84**, Billboard, 1564 Broadway, New York.

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SWING GUITARIST—With plenty of lift, also take-off. Cut anything. Have \$400 guitar. Young, union. Send ticket. **FREDDIE STIVERS**, 858 W. Sawyer, Decatur, Ill. jy30

TENOR-CLARINET-FLUTE—Arranging. Baritone voice. Sight transposition. Age thirty. Congenial. Wide experience all lines. College graduate. Location only. **BOX 192**, Macomb, Ill. au13

TENOR SAX - CLARINET—Doubling Flute and Trumpet. Read, ride, fake anything; sing. Union, sober, reliable, congenial, young and neat. Broadcasting, recording, vaudeville experience. Good 5-passenger sedan. Go anywhere if job pays. State all in first. Wire or write **DORREN DAVIDSON**, 6317 Woodlawn, Chicago, Ill.

TRUMPET, TENOR SAX, PIANO—Three brothers. Sight read and take-off. Latest style. State pay. Join immediately. Write or wire. **CHARLEY CATANZARO**, 402 W. 3d, Pittsburg, Kan. jy30

TRUMPET—For Concert or small Combo. Ex-perienced in all angles. Will troupe or locate. No distance too great if salary sure. Age 32. Clean cut. Have tone, range. Can do the business for floor show, revue, etc. Address **MUSICIAN**, 2119 N. 15th St., Omaha, Neb.

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AT LIBERTY PARKS AND FAIRS

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BALLOON ASCENSIONS—Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER**, 4704 W. Washington St., Indianapolis, Ind. jy23

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TRAINED HORSES AND Musical Act. Address **H. R. MILLER**, Wiltont, Wis. jy30

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SI, FANNY AND TRICK MULE EBNER—AVAIL-able for parks, fairs, night clubs, theaters. **SI OTIS**, Billboard, Cincinnati. jy30

AERIAL CLOWNS—Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swing Ladder. Literature and price on request. Address **The Billboard**, Cincinnati, O. au13

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. jy23

AT LIBERTY—Free Act for fairs, homecomings, parks and celebrations. Henderson's Family Show of Dogs, Monkeys and Pony, featuring "Freddy" the 30-ft. high diving dog. Also five-piece brass band. **HENDERSON FAMILY**, New Paris, O. jy23

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CHARLES LA CROIX—Original, Outstanding Novelty Trapeze Act. A high-class Platform Free Attraction. Available for Street Fairs, Celebrations, Fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. Act priced reasonable. **CHARLES LA CROIX**, 1304 S. Anthony Blvd., Fort Wayne, Ind.

CHAS. AUGUSTUS—High-Class Trapeze Artist. Committees wanting a real feature Novelty Act as a free attraction for your celebration and other outdoor 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., Fort Wayne, Ind.

CLOWNING AND ACTS—Clown Motorcycle Cop, General Clowning, Wire and Juggling Act, Clown Dog, Comedy Horse Act, Comedy Cow Act, Hollywood experience. Aerial Grandstand Act. **ART ATTILA**, Billboard, Chicago, Ill.

FAIRS AND OUTDOOR CELEBRATIONS—Quar-terette, String music and sing. Platform or grand stand, and for dances. Write **WEBER'S TROUPE**, Broadway and Chestnut, St. Louis, Mo. au13

FLO IRWIN'S UNIT—Open time August and September. Dogs, Ponies, Goats, Mule, Monkey, Bird Act, 7 separate acts. Salary reasonable. **BOX 1109**, Harrisburg, Pa.

FOR INFORMATION regarding the World's Greatest Trained Animal Act for every event write **RICE'S ANIMALS**, 1200 Linwood Ave., Jackson, Mich.

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. au6

HIGH SWAYING POLE and Highest Aerial Con-tortion Act with original contortion thrilling features. Two different acts. **BOX C-530**, Billboard, Cincinnati, O. jy23

HIGH FIRE DIVE and High Pole Acrobatics—Two Act Thriller. Other outstanding thrill acts. Write for information. **CHARLEY BOY DELPS**, 841 Selby Ave., St. Paul, Minn.

SENSATIONAL HIGH FIRE DIVE—Has some open time. Address **CAPT. EARL McDONALD**, care The Billboard, Cincinnati, O. jy23

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. au6

SUM SUM—The Hollywood Clown, puts real life into any program. Two separate acts. Also, the Smallest Performing Dogs. In a carnival of fun for youngsters from six to sixty. Write for details. **Billboard Office**, Chicago.

THE LERCHES—Lady and Gent. Comedy Table Act; also Aerial Act. 1801 W. Main St., Belleville, Ill. jy23

THREE ACTS—Tight Wire, Slack Wire and Roll-ing Globe. All acts first-class every way. Write for prices and literature. **RALPH AND SYLVIA CHRISTY**, Keokuk, Ia. au6

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

TWO FREE ATTRACTIONS—Sensational Acro-batic Act and Comedy Boxing Act. Also first-class Athletic Pay Show. Write **GLENNY AND FORD**, Billboard, Cincinnati, O.

UNSIKABLE LADY—Can eat, read, smoke and sleep floating any depth water; any length time. **LILLIAN BIRMINGHAM**, Route 3, Box 50, Lakeland, Fla.

AT LIBERTY PIANO PLAYERS

CAPABLE PIANIST—DEPENDABLE, RELIABLE. Prefer reliable tent show. **TOMMY BURNS**, Harlan, Ky. jy23

EXPERIENCED PIANIST—READ, FAKE, ETC. Sober, reliable. All essentials. **BOX C-505**, care Billboard, Cincinnati, O.

PIANIST—YOUNG, RELIABLE, PERSONABLE. Experienced all lines. Union. Details. **FLOYD ZARN**, Pipestone, Minn. jy23

PIANO PLAYER — EXPERIENCED MUSICIAN. Sight read, transpose, cut shows. Sober, young and reliable. Travel or locate. Wire, write details. **JIMMIE EDWARDS**, 3962 Wallace, Philadelphia, Pa.

PIANO-UNION, 23. READ, FAKE, TRANSPOSE. Reliable, competent. Seven years' experience. Any size unit. Write or wire. **JIMMY SHIELDS**, 360 E. Wood, Decatur, Ill.

RHYTHM PIANIST—ALL ESSENTIALS. ONLY reliable of-ers considered. **BOX 94**, Grantville, Ga. jy30

UNION PIANIST — DESIRES ORCHESTRA Work. No wires. **RAYMOND DEMPSEY**, Franklinville, N. Y.

LADY PIANIST — Doubling Saxophone. Also Crayon Pictures. Experienced vaudeville, concert, dance orchestra or piano alone. Address **PIANIST**, 1662 Exchange St., Keokuk, Ia.

PIANIST—Experienced in all types of work. Prefer camp, hotel or boat. **JOHN SLAHETT**, Hotel Madison, Perth Amboy, N. J.

PIANIST—Experienced, cut shows, jam, read, arrange. Age 23, sober, reliable, union. Just finished three months at South Bend Country Club, La. Salle, Ill. State full particulars. **CLARK WINTERS**, Leon, Ill. jy23

AT LIBERTY
VAUDEVILLE ARTISTS

TENOR SINGER, FEMALE
Impersonator, Harmonica Player, Comedian.
R. F. DOOLAN, General Delivery, Shanandoah, Pa.

A-1 COMEDienne—Recent sensation at Loew's Theaters. Have comedy act. Also sing. Free to travel. **E. SARGENT**, 254 W. 98th St., New York City.

BLACKFACE PRODUCING COMEDIAN—For reliable medicine show. Play own songs. Long-haired croaker, lay off. Address **TOT YOUNG**, 1824 E. 81st Terrace, Kansas City, Mo.

FAIR GROUNDS

(Continued from page 36)
greater displays, as dates do not conflict with any fair near by. Entertainment platform in front of the grand stand is being raised to assure a better view with harness race judges' cupola being removed.

MEMPHIS—President Raymond Skinner, MidSouth Fair, said 6,000 premium lists have been mailed for the 1938 annual, with awards totaling \$25,000. Goodman Wonder Show and seventh annual rodeo, under direction of Homer Todd and George Adams, latter in charge of special features, will be presented.

FLOURTCWN, Pa.—At the annual fair under auspices of Flourtown Fire Co., on the company's own grounds on Bethlehem pike, some unusual features will be presented. On the last night there will be awarded a Taylor two-passenger sport cabin airplane, capable of top speed of 91 miles per hour. A free attraction will be Capt. Roman Proske's Royal Bengal Tigers, presented nightly.

SEATTLE—Electing Chapin Foster, Chehalis, as new head, the State Progress Commission plans to contract for a \$36,000 exhibit building at the New York World's Fair in 1939. The commission also has contracted for 6,000 square feet in the hall of Western States of the San Francisco Golden Gate Exposition in 1939.

WIND RIDGE, Pa.—The directors of the Richhill Agricultural Society are placing new pine poles on the fair-ground here after which the West Penn Power Co. will extend its lines to the fair plant. The association will now be in a position to guarantee all midway attractions and concessions lighting facilities.

JACKSON, Miss.—West Bros. Amusement Co. will furnish midway attractions for the Yazoo County Fair at Yazoo City. Secretary W. A. Steinriede announced that a pulchritude parade will be held with scores of entrants vying for the titles of "Miss Yazoo City," "Miss Yazoo County" and "Miss American Legion."

PLAIN DEALING, La.—An increase of \$500 in premium awards is in store for annual Bossier Parish Fair and Live Stock Exposition. More than half of the increase will be given as awards in livestock department. The Ralph R. Miller Shows have been contracted for midway.

SYRACUSE—State fair horse show will have \$13,000 prize list, fair officials announced. Shows will be all evening events in the coliseum, eliminating customary afternoon shows.

REGINA, Sask.—Exhibition board of Regina has announced give-away of four bicycles and five cars during the fair. Grand-stand seat tickets will be used for

all draws but one. One car will be drawn for from tickets given to concession players. Royal American Shows have concession contract.

McCOMB, Miss.—Officials of the Pike County Fair announced signing contract with Miller Shows. Secretary Junior O'Mara stated that the center point of the fair plant would be the new armory and field house where farm produce and other exhibits will be housed with livestock pens, the carnival and other outdoor attractions ranged about the building. The fair is being sponsored by the Chamber of Commerce.

LITTLE ROCK, Ark.—Roy W. Spence, Little Rock, has been chosen managing director for Arkansas Live-Stock Show Association with fund of \$50,000 practically raised, assuring holding of a fall event. Association has filed a petition with PWA for money to erect a permanent plant on a 20-acre tract in North Little Rock. Col. T. H. Barton, president, said a rodeo will be held at the show.

REGINA, Sask.—Regina Exhibition board will be asked this year to pay an amusement tax of \$2,000, an increase of \$250 over last year. The board had asked that the same amount as paid last year be fixed.

HIGH POINT, N. C.—R. D. Penny has booked his Bob Penny Amusements on the midway at the 1938 Abingdon (Va.) Fair, the new consolidated event sponsored by Southwest Virginia Fair Association. The shows have been enlarged and will play Southern fairs this year, reports J. W. McLeod.

19,000 PACK

(Continued from page 4)
Gershwin's poorest efforts, let alone heard on a program devoted exclusively to his best work.

Why Miss Sullivan, unprepared for an encore, could not have repeated one of her solos, *Summertime* or *Nice Work If You Can Get It*, instead of insulting Gershwin's memory by intoning a trashy pop tune, with an impromptu piano accompaniment, is a mystery. Why Whiteman, with whom the septa songstress held a whispered conference before the number, permitted it, is beyond understanding. In any event, it committed the unpardonable sin of displacing Gershwin in favor of Maxine Sullivan, swing singer, on an evening that was meant to be his, and his alone.

It offered also a sad commentary on the critical appreciation of the majority of the audience, and it proved that they were there not so much to pay homage to a fine talent as to hear the various personalities with whom they were familiar thru radio and records. Roy Bary's excellent arrangements of the little-known *Second Rhapsody in Blue* (called *Rhapsody in Rivets* when it was written in 1931) and *Three Preludes for Piano*, his virtuoso piano solos in the first and second *Rhapsodies*, and his unscheduled but nonetheless effective two-piano work with Walter Gross in three of Gershwin's musical comedy songs, were not received with half the thunderous acclaim that greeted Miss Sullivan after her particularly poor rendition of *Summertime* and *Nice Work If You Can Get It*. The *Porgy and Bess* lullaby was delivered with absolutely no conception of its warm, tender feeling, and the picture song contained all the animation of a wet washrag, in addition to being almost eclipsed by a too heavily orchestrated accompaniment. But then Miss Sullivan is of the swing school, while Mr. Bary is only an accomplished musician.

Jane Froman was the show-stopper during the first half, but at least this was merited. Her tender, full-throated singing of *The Man I Love* gave the song a depth and meaning it doesn't possess in the hands of inferior vocalists, and her wise, witty handling of *It Ain't Necessarily So*, delivered with perfect diction that carried every word clearly to the farthest reaches of the stadium, was a delight. As unprepared as Miss Sullivan for an encore, she did the only sensible thing and repeated the latter number.

In spite of Bary's yeoman service in behalf of the *Second Rhapsody in Blue*, the work is a rather pretentious, labored affair, lacking the spontaneity and vitality of its predecessor, and *Damn of a New Day*, discovered after Gershwin's death and adopted as the official theme of the World's Fair, is not up to the composer's standard, either. But these faults were forgotten in the pleasure of

hearing once again, played as only Paul Whiteman can play them, many of Gershwin's best musical comedy songs, the colorful *American in Paris* and the fascinating *Rhapsody in Blue*, as thrilling now as when it was first presented 14 years ago.

Soloists also included the Lyn Murray chorus and the Four Modernaires of the Whiteman aggregation.

Daniel Richman.

BROADWAY BEAT

(Continued from page 5)
understand, memorize scores which have taken hours to play. These modern expressions interest me much. I shall inquire further about the meaning of jitterbugs and swing, and believe I shall attend the festival because I like to keep abreast with my day.

SHOWS MOVE

(Continued from page 3)
virtually all the crop was shipped. Competition among traveling shows is not considered acute as yet, inasmuch as many still are in the East. Virtually all showmen queried reported business to be good, but each wanted it made known a change to cooler weather would be a boon to gate receipts.

EQUITY, SHUBERTS

(Continued from page 3)
\$45,000 had been sunk in the venture. "If they were sincere about the whole thing," stated Dullzell, "and could have proven to Equity that we were responsible for the loss we would have given them the necessary relief. But they didn't even ask for it. They just went ahead and closed down and are now trying to pin the fault on us."

Fortune Gallo, co-producer of the stadium shows, admitted that the management didn't ask Equity for any relief because they felt that, as the council meets every two weeks, they would be losing too much money in the interim. J. J. Shubert then stated that Equity has given a great deal of trouble with rehearsal time and its unwillingness to give Sunday shows at straight wages. "Equity doesn't care about the actors," said Shubert, "it only wants to save its face and whitewash the affair."

Equity, however, claims that the losses were so great that any concessions would only have been a drop in the bucket. Shubert, too, said that concessions would have to have been made all around if the shows were to stay open. Dullzell denied the statement issued by the producers that Equity curtailed the rehearsal period to 30 hours a week. Milton Weinberger, at the special council meeting last Thursday, told Equity that it had not been "singled out" as the sole factor responsible for the closing of the shows "but that such interpretations had been gratuitously placed upon our press release by the newspapers themselves." That steamed Equity up a little more because the release stated: "The union officials were adamant and after the loss of many performances by rain, all of which had to be paid for in full salary, the Actors' Equity Association Tuesday morning served notice on the management that players could not be rehearsed over 30 hours a week."

Approximately 150 actors, 65 musicians, 50 stagehands and a number of wardrobe workers, treasurers and ticket collectors have suffered loss of jobs in this move. At the same time, it was also understood that the Shubert-Gallo Aquastage in Cleveland would also close in the next two weeks, thus leaving them with only one open-air opera, at Iroquois Park, Louisville, Ky.

Three Waltzes and Sally, Irene and Mary grossed but \$23,593 in their two weeks at Jones Beach, and *Showboat* at Randall's Island grossed \$21,653 in the two-week period.

SUGAR'S DOMINO

(Continued from page 4)
might even be working under the minimum who encourages the apprentices. This self same gent would try to get along without a vocalist if he had to pay a salary. Of course, these are the two extremes. The real harm to professional vocalists is being done by the better-than-average bands that cannot resist the temptation to give jobs to youngsters who do not depend on their singing for their livelihood; who combine this with office and factory jobs or even relief sinecures. There seems, as we have already stated, to be very little that can be done about the situation. Perhaps some day a formal method of apprenticeship will be worked out by a

performers' organization in conjunction with employers. At this stage the possibility is as remote as the abolition of European dictatorships.

MUSICIANS REFUSE

(Continued from page 3)
represented by Bill Parent, Chicago agent, and which hopes to present its shows in the Midwest.

The AFA now has a national working agreement pending with the AFM by which neither union will permit members to work with non-unionists in each other's field. Because of this, the AFA may not want to support groups that are on the AFM's unfair list, as such action might endanger the current cordial relations between the two unions.

REP RIPPLES

(Continued from page 23)
Ga., July 12. . . . **OLIVE DE VERE**, of the *You Tell 'Em, Ole* tent show, infers that that's one attraction that doesn't blame the advance for any bad breaks encountered during the season. . . . **JULIAN BABE**, trumpeter, after a brief stretch under canvas with Kay's Comedians, has rejoined the Owen Bennett unit show. . . . **COY NELSON**, former fair manager, is presenting the Toby Players under canvas in Nebraska. Jimmie O'Hearn is featured comedian and producer with the troupe. Mrs. O'Hearn is still a feature with the Justis-Romaine Co., now touring Northwestern Nebraska.

CHARLES AND ELIZABETH MORRIL, former managers of a J. Doug Morgan unit, are now operating a Fox-Midwest movie theater in Kansas City, Mo.

. . . **HAL STONE'S COMEDIANS** are now playing three-night stands in Midwest territory. . . . **JOE HAGGERTY** recently joined Bisbee's Comedians, replacing Harry Weatherby. . . . **MR. AND MRS. MICKEY ARTER** have terminated the contract with the Princess Stock Co. in Central Missouri. . . . **JACK AND GRACE BELL** have closed with Silver's Fun Show in Iowa, and are now sojourning in Kansas City, Mo. . . . **TOBY'S COMEDIANS**, after reorganizing, are playing Southern Missouri to fair business. . . . **THE MANSFIELD PLAYERS**, after showing Oklahoma theaters to reported good business, are moving into Texas. . . . **THE PERSONNEL** of Walters' Comedians were Kansas City visitors recently while showing Perry, Kan. . . . **HARRY BAL-LARD** is a recent addition to the McOwen Sisters' Stock Co. playing Nebraska. . . . **AL MARTIN** has closed with the Hila Morgan Players in Iowa. . . . **ACKINS FUN SHOW**, which opened in the Missouri Ozarks recently, is reported to have had a good start. . . . **WILLIAM KNAPP** is now operating a camp in Oklahoma. . . . **HARRY AND SUE DIXON** are winding up with the Roe Nero Players in the South. . . . **CHOATE'S COMEDIANS**, after several weeks in Indiana, have returned to Illinois territory. . . . **BILL TAYLOR** is trouping this season with a carnival.

BEVERLY SUTHERLAND, who recently closed with Allen Bros. Comedians, rejoined the troupe last week. . . . **CHARLES WHITCHURCH PLAYERS**, after circling all winter in Northern Missouri, are playing three-night stands under canvas in that area. . . . **CHARLOTTE AND DANNY HENDRICKS** were spotted in Kansas City, Mo., recently after closing with Nig Allen's circle in Western Kansas. . . . **TILLIE AND EDDIE PAOLI** have terminated their contract with the Madden-Stillian Players in Iowa. . . . **MORGAN-HELVEY PLAYERS**, after an absence of many years, have invaded Iowa and will show the spots formerly played by the troupe. . . . **BUDDY PLAYERS**, management of Phil Miller, recently opened under canvas at Edinboro, Pa. . . . **CARLOS AND JEAN HARVEY** have closed with the Princess Stock Co. in Missouri. . . . **THE WOLFE TWINS**, who recently joined the Hila Morgan Players in Iowa, have terminated their contract and are now playing a night spot in Peoria, Ill. . . . **BILLY AND HELEN VANSANDT**, who recently closed with Toby Shelton's Comedians, are visiting home-folks at Springfield, Mo. . . . **KELLY BROS.' CIRCLE**, which has been playing a loop of towns in Southern Louisiana, with headquarters at Hammond, has moved intact to Brookhaven, Miss. . . . **E. V. DARR**, formerly associated with the Darr-Gray Co., was in Kansas City, Mo., last week after the closing of the Chase Bros. Circus, which he had piloted thru six weeks of rain. . . . **TOBY NEVIUS**, rep comic, who quit the field to enter radio, continues to make good with Station KVOO, Tulsa, Okla.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Demonstrators To Pay N. Y. Tax

Independent demonstrators to come under provisions of N. Y. C. occupancy tax

NEW YORK, July 16.—Demonstrators subsiding space in department stores, 5 and 10s, etc., or occupying separate stores for the promotion and sale of their items will have to pay a tax of \$1 to \$6 a year depending on the amount of yearly rent under the terms of the new occupancy tax that goes into effect here July 30.

Originally the tax deadline was set for yesterday, but Mayor La Guardia granted a ninth-hour extension until July 30. Tax is payable each year on July 15 and must be paid by all persons occupying rented premises for a gainful purpose. Premises must be occupied for longer than one month to be taxable.

Purpose of the tax is to raise fund for payment of interest on new housing authority bonds issued by the city for non-federal projects. Life of the bonds is set at 35 years, so tax is expected to be in effect for the same length of time.

Acme Novelty Co. Gets Legion Biz

LOS ANGELES, July 16.—Acme Novelty Co. has signed with Drew Bernard, executive chairman of the American Legion Convention committee, for the use of the official Legion emblem on all novelties, canes, badges and souvenirs to be used during the coming Los Angeles convention, it is reported.

Syd Goldfarb, of the firm, reports that under terms of the contract Acme will be the only one allowed to wholesale American Legion merchandise for the convention, which will be held September 19-23. Company is said to be coming out with a complete line for the event.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Operators who have had any experience with coupon deals should be able to start the travelstamp service in their locality without too much difficulty. To obtain the service the storekeeper pays slightly higher than the basic rate for the initial order of stamps. This first order includes 150 miles of travelstamps to cover \$150 sales; name and address on 2,000 albums, 1,000 to be delivered to housewives and 1,000 to be distributed thru merchants; posters and decalomania signs for window display. On all repeat orders the storekeeper pays at the basic rate of 3 cents per mile—500 miles for \$15.

Every collector of travelstamps receives an album, mentioned above, which, in addition to providing a convenient holder for the stamps, gives complete information as to how and where to redeem or exchange them for free travel or gasoline. The album has an attractive front cover, and the back cover lists all the travelstamps stores in the neighborhood.

Says D. George Dumaresq, "Wherever we open a locality for travelstamps we intend sending out a demonstrator to acquaint every housewife with the plan

More Than 216 Firms Making World's Fair Merchandise; New Licensed Items Listed

NEW YORK, July 16.—With the licensing of 73 more manufacturers by the World's Fair Merchandise Licensing Bureau to turn out products bearing the design and motif of the World's Fair, the total number of firms now manufacturing licensed merchandise totals 216, with many more waiting for their licenses to be granted. Over two-thirds of the licensed firms are located in New York State, with the vast majority in New York City. Firms in 13 other States are busy on fair merchandise, including some in Colorado, Kentucky, Michigan, Wisconsin, Illinois and others on the Eastern Seaboard.

Demand for fair souvenirs is already being felt in many places. A number of New York souvenir shops, drug stores and souve workers are doing a big biz on the numbers now on the market especially on week-ends when out-of-towners pay the Big Town a visit. Some firms feel that the record-breaking Hughes round-the-world flight will not only quicken interest in the fair but also will give birth to a line of items in which his New York World's Fair plane will figure prominently.

The trylon and perisphere motif is expected to influence much of the fashionable wearing apparel of next year since many manufacturers of cotton, rayon and silk textiles have applied for licenses. The wide variance of the items licensed so far insures the prize and premium markets of a wealth of attractive items from which to select their wares. Souve workers and others who have been looking forward to the New York World's Fair items to stimulate business feel that they will not be let down. From every indication there will be a world of items available to catch the fancy of both New Yorkers and out-of-town visitors.

In a recent statement, Grover A. Whalen, president of the fair corporation, pointed out that merchandise bearing designs and motifs of the fair is fully protected under a special law passed by the New York State Legislature. All licensed merchants will be given a seal or tag which will enable the public to identify officially approved items.

Among the recent additions to the ranks of approved items for the fair are:

COTTON TEXTILES
BROOCHES
DESK NOVELTIES
TABLE MATS, DRESSER SETS
EMBROIDERED BANNERS
BOOK MATCHES
MANICURE SETS
SEWING KITS
HAIR AND CLOTHES BRUSHES
PAPER BOXES
TAGS, LABELS, FOIL PAPERS, SEALS, ETC.
MEN'S AND BOYS' NECKWEAR
COMPACTS
CIGARET CASES
RINGS, BRACELETS
TIE CLASPS, CUFF LINKS, MEN'S JEWELRY
SOUVENIR NOVELTIES INCLUDING
CHINA, GLASS, ANTIMONY AND
EARTHENWARE ASHTRAYS, BOOK-
ENDS, VASES, TRAYS, ETC.
NOVELTY LAMPS
SILVER PLATE, PEWTER AND STERLING
SILVER FOR TABLE AND GIFT WARE.
FOUNTAIN PEN AND PENCIL SETS
CLOCK
POSTCARDS, FOLDERS, BOOKS
SHOES
TIP BALL RADIO GAME
LEATHER GOODS, INCLUDING KEY
CASES, BILLFOLDS, TOBACCO
POUCHES, ETC.
FLASHLIGHTS
MIRROR BOXES, CRYSTAL SOUVENIR
NOVELTIES
HAND BAGS
LINEN AND COTTON TABLECLOTHS
AND NAPKINS
ARTIFICIAL FLOWERS AND ORNAMENTS
MIRRORS
NICKEL-PLATED TRAYS
CARDBOARD CUT-OUTS FOR CHILDREN

and have it thoroly explained to her. She will be asked to answer yes or no to the following questions—"Does all buying in the community"—"Buys partly in community"—"Likes the plan"—"Will collect travelstamps." If she answers yes to the last question an album will be left with her together with her first stamp to start her collection. A complete list of names and addresses of housewives who say they will start a collection will be turned over to the storekeepers. And this is not all. We expect to start a vigorous continuous publicity campaign for travelstamps which will include theater tie-ups, radio and newspaper advertising and street demonstrations. This will bring travelstamps and the travelstamp store to the attention of the entire community."

EVENING GOWNS
METAL AND GLASS NOVELTIES
CAPS FOR MEN, WOMEN AND CHILDREN
PENNANTS, BANNERS, ETC.
DECALCOMANIAS
WOODEN SOUVENIRS AND NOVELTIES
ALUMINUM NOVELTIES
FANS, PARASOLS, CANES, ETC.
WORLD'S FAIR VIEW IN A NUTSHELL
LEATHER SKINS
PROMOTIONAL MAPS
ARM BANDS AND EMBLEMS
ARCHERY SETS, BADMINTON SETS AND
SPINNING TOYS
DOLLS
CALENDARS, MEMO BOOKS, DIARIES,
ETC.
BELTS, BRACES, MEN'S WEAR
BRASS ASH TRAYS
KNITTED UNDERWEAR AND OUTER-
WEAR
WOODEN HAND BAGS
HAIR RIBBONS AND HAIR ORNAMENTS
TIN CAN CONTAINERS FOR COOKIES,
CAKES, CANDIES, ETC.
STICKERS FOR AUTOMOBILES, BAG-
GAGE, ETC.
JEWELRY NOVELTIES
GARMENT HANGERS
WOODEN JIG-SAW PUZZLES
PLAQUES, BOXES, TRAYS, COASTERS,
MATCH HOLDERS, ETC.
STATIONERY
PICTURE BOOK AND PLAY ITEMS FOR
CHILDREN
VIEW BOOKS, ALBUMS AND ART PIC-
TURES
IMPRINTED GUM SEALING TAPE
HAT BANDS
STUFFED TOYS

According to Dumaresq, travelstamps as they come from the press are assigned to the vault of the Title Guarantee and Trust Co., in care of a trustee, and can be taken from this vault only by the trustee after he has deposited 2 cents per mile into the Travelstamps Redemption Guarantee Trust Fund account. This fund must exceed the redeemable value of all outstanding travelstamps and can be drawn upon only by the trustee for the sole and exclusive purpose of redeeming the stamps. The trustee is under bond for the application of this fund to the actual redemption of travelstamps and for no other purpose whatever.

Happy Landing.

Outdoor Numbers Boost Board Play

CHICAGO, July 16.—There are quite a number of salesboard operators who are still unscathed by the so-called recession, largely because of their own alertness in keeping the element of seasonableness uppermost in their offerings.

One of the fastest moving board deals to be reported in the past several weeks is the rod and reel combination for fishermen. Success of this offering evidently inspired interest in the vacationer, as quite a broad range of fishing and vacation paraphernalia boards are now appearing on the market. Besides casting and fly rods, reels and artificial baits and similar goods to attract finny-tribe followers, such outing and camping items as hunting knives, flashlights, boat cushions and thermo jugs are being featured.

Concessioners, too, recognizing the increased possibilities in goods appealing to vacationists and tourists, are devoting plenty of their shelf space to such items as sun glasses, binoculars, picnic baskets, candid-type cameras and low-cost luggage.

Also a large percentage of goods in this category may properly be classed as year-round merchandise, the quick action of ops and concessioners in heavily featuring these items during the summer vacation season and their cleverness in grouping deals are expected to continue producing good profits for at least several more months.

BINGO BUSINESS

By JOHN CARY

INTERESTING NOTE about concessions on the carnival midways is that in many cases the bingo stands are topping all the concessions. Of course, there is a good reason for this. The bingo boys have the advantage of a year round build-up for their games. The folks strolling the midways who have spent the fall and winter playing bingo in their local churches and clubs have been developed into real bingo fans and the idea of playing the game out in the open in the colorful surroundings of a carnival midway appeals to them.

WE HAVE A HUNCH, however, that there is another good reason for the public's preference for the bingo stands. We feel that the bingo concessioners are featuring a wider and more diversified line of attractive merchandise prizes than any other concessions on the midway. And that these merchandise prizes have a great deal to do with pulling players up to the bingo benches.

AMONG THE CONCESSIONERS operating bingo on the shows are the Gallagher Bros., on the Sims Shows; Benny Weiss, on Endy Bros.; Ted LeFors, on the White City Show; Ray McWethy, on the Kaus Show; Mr. and Mrs. Bill Fielding, on the Patrick Show; Frank Stone, on Crafts Greater Shows, and Mrs. Olsen, on the Jolly Jallet Show (and doubling between celebrations and the shows).

QUOTES FROM A FEW of the carnival show reports indicate just how well these bingo ops are doing. For instance, Bill Davis, of the Sims Shows, writes that Gallagher Bros.' bingo is nicely flashed and well patronized. Glenn Iretton tells us that Benny Weiss' staff is being pressed to handle their bingo crowds. Walton de Pellaton says that Ted LeFors' bingo tops all concessions. And Monroe Eisenman infos that Bill and Mrs. Fielding had the best week of the season (last week) with their game.

FROM GOOD NEWS TO BAD: Ed (See BINGO BUSINESS on page 62)

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!

Combination Glass Cutter Knife

2 Blades, Glass Cutter and Corkscrew, Nickel finish, metal handle, center has colored celluloid inlay. Shackle for chain. Size closed, 3 1/2 in. 1 dozen in package.

B10C 178
Per Gross \$12.00 | Per Dozen \$1.05

Get Going with this Hot Number!

Good Luck Key Chain

Cast Metal Horse Shoe with Nickel Finish Flexible Key-chain. Each carded, in cellophane envelope.

B26 C22
Per Gross \$4.20



TRIXO Hand Monkey

Composition head shaped exactly like a monkey's. Cloth body. Each in lithographed display box.

B 38N11
Per Gross \$16.50
Per Dozen \$1.50

N. SHURE CO.
200 W. ADAMS ST. CHICAGO

Hand-Polished on all sides, 14 Kt. Gold Finished acid-proofed chains. Cleverly designed with places for engraving. Send \$1 for sample line Crosses, Novelties and Engraving items.

LA MODE BEAD & NOVELTY CO., 42 West 33rd Street, New York City.

CONCESSIONS!

WANTED—Orders for Plaster Novelties of all kinds. Write us for prices, or visit our shop. Our line is attractive, yet cheap.

PELLEGRINI STATUARY CO.
131 So. William St., Louisville, Ky.

ELGIN-WALTHAM
Renewed Watches \$1.65
18-size O. F. cases.
LOU MALTZ
139 S. 8th St., Phila., Pa.
Our prices always the lowest. Send for Catalog.

Send your correspondence to advertisers by mentioning The Billboard.

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.

Slickette Raincapes

Rainy weather can be profitable weather when concessioners and pitchmen have a stock of Slickette Raincapes on hand, according to Slickette officials. When a sudden shower drenches the midway a supply of these capes will sell like hot cakes, it is said. Slickette is a rainy-weather garment made from oiled waxed paper specially treated for strength and durability. Comes in oil-skin and blue transparent colors. Comes packed in individual cellophane package that will fit both pocket and purse. Put up one dozen packages to the box. Firm points out that a great quantity of these capes can be stored in a very small space and that the low price insures a worth-while profit.

"Whiz-O"

Another sensational game by the makers of Zoop-Ball is "Whiz-O," a new intriguing stunt that has children and adults clamoring to play it. Promoters are showing a lot of interest in the new item, as are fair and carnival workers looking for that "hot" number. A ring or "whirler" is projected into the air by means of the "Whiz-O," the ring whirling as it soars upward and also as it returns to the player. The fascinating feature is to catch the "Whirler" on the "Whiz-O" upon its return. It offers mystery, thrill and healthful fun to boys and girls and is a sensation as an adult party game. The makers report that "Whiz-O" offers the same chance for big profits and rapid sales as "Zoop-Ball."

Emergency Reminder

A direct seller's item, with almost every car owner a potential buyer, is the little device which eliminates dangers and costs arising when emergency brakes are unintentionally left on. With this quickly attached device it is impossible

to put the transmission in gear without first releasing the emergency brake. It clamps onto the brake lever and when the lever is pulled to set the brake the projecting bar of the brake protector holds the gearshift down. Big selling possibilities are seen, especially to motorists who have failed to use the emergency brake when caution dictated that they should, simply because they're afraid they'll forget to release it.

Toy Tennis Outfit

A new top tennis outfit is well on the way to great heights as a prize item. Using round colored six-inch balloons, instead of the familiar celluloid balls, game is said to be extremely fascinating for young and old. Set consists of highly colored box containing 12 round assorted balloons, four heavy cardboard paddles, glassine bag with eight-foot string and instruction sheet. Instructions as to five other games are also given on the reverse side of the instruction sheet. Its low price should appeal to concessioners and carnival workers.

Window Lock

A window lock known as "Danzis Ventilock" is being sold with success by house-to-house agents in various parts of the country. Plan is to look up a locality where a burglary has been committed. Agents find that where a scare of this kind has occurred home owners become cautious and are inclined to buy safety specialties. The window lock has many features in addition to the safety device and the manufacturer, G. Danzis Co., reports it will be pleased to furnish descriptive literature upon request.

CONCESSIONAIRES!!

MERCHANDISE FOR EVERY GAME ON THE MIDWAY

LOWEST PRICES
SAME DAY SERVICE

CATALOG FREE FOR THE ASKING

HEX MFG. CO.
468-470 SENECA ST.
BUFFALO, N. Y.

GENUINE STEER-HIDE BILLFOLD

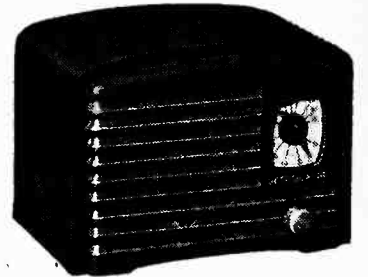
Hand-tooled, Embossed Design. Handsomely Finished and Expensive Looking.

\$18.00 GROSS \$1.75 DOZ.

Large Compartments for Bills, Identification Cards and Stamps. The classiest Billfold ever offered at this price. 25% Dep. — Bal. C. O. D.

ESQUIRE NOVELTY MFG. CO.
24 W. 23rd St., New York City.

This Year's Greatest Radio Value
DETROLA "Pee-Wee" Jr. IN A BAKELITE CASE



ONLY \$6.95 ea. IN LOTS OF SIX

Single Samples, Only \$7.45 Each. In a beautiful Walnut Bakelite Cabinet. Nationally Advertised! Easy to Sell! Incorporates all the amazing features that made the original "Pee-Wee" such a tremendous success. Wire or write for complete details.

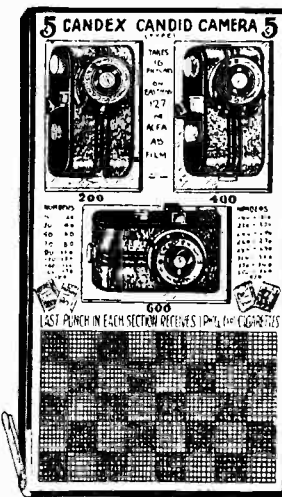
EVANS NOVELTY COMPANY
946 DIVERSEY • CHICAGO.

Extra Value! \$2.25 Each



No. BB 8583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

ROHDE-SPENCER CO.
223 W. Madison St. Chicago



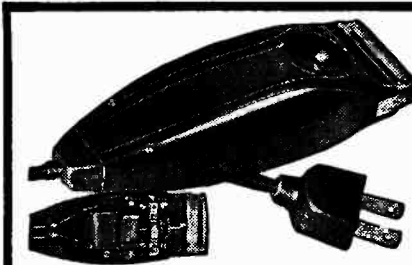
NEW CANDID CAMERA DEAL SENSATIONAL HIT

No. B30K93—Candex Candid Camera Deal. Awards 3 new Candex Camera Type Streamlined Miniature Cameras and 74 packages of cigarettes. The cameras make 16 clear, sharp pictures on vest-pocket size film; it is equipped with a fixed focus genuine Graf lens, optical view finder, General shutter, tripod socket and makes time and instantaneous exposures.

2,000 HOLE BOARD TAKES IN \$50.00
PRICE WITH 3 CAMERAS (No Cigarettes) **\$7.63**
IN LOTS OF 3, Per Deal **7.30**
Shoot in a trial order today on our recommendation.

This Deal is hot NOW!
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 COMPANY
DISTRIBUTORS
217-223 W. MADISON ST. CHICAGO



A VALUE SENSATION! The ELGIN DE LUXE Electric Dry Shaver

Reaches a new high in quality and performance—compares with any of the higher priced shavers on the market—yet is astoundingly low priced. Each Elgin DeLuxe is complete with a genuine leather carrying wallet.

OPERATORS—Write for Confidential Prices!

SEND FOR YOUR FREE COPY OF OUR NEW 1938 CATALOG
Hundreds of illustrated pages featuring thousands of clever, original novelty creations for Concessionaires, Pitchmen, Novelty Workers, Etc. Don't fail to send for your free copy of this big "Buyers Guide" today!

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

WHITE PEARL PEN & PENCIL COMBINATION AND MIDGET KNIFE DEAL With Push Card. Selling Like Wild Fire. Write for Details.

● Premiums, Sales Boards, Notions, Lotions, Perfumes, Garded Goods, Blades, Soap, White Shoe Polish, U. S. Rubber Swatters, Balloons, Electric Clocks and Lamps—Sideline Merchandise.
● Wagonmen, Pitchmen, Home and Office Canvasers, Get Free Catalog Listing Money-Making Items.

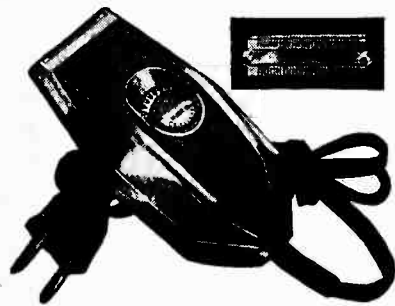
CHAMPION SPECIALTY CO., 814-O CENTRAL ST., KANSAS CITY, MO.

GOGGLES

Garded and Boxed. Special Dozen **75c**

SCOOP! MAKE \$25 TO \$100 A DAY!

Sensational Demonstration Plan!



AUBURN \$1.85
De Luxe
ELECTRIC
SHAVER
In Quantities

The fastest money-making idea in a generation. Precision AC-DC Electric Shaver. Promote 2 to 4-hour demonstration sales in drug or department stores at \$2.99. Run two sales a day and sell 50 to 200 razors each sale. Rush \$2.10 for sample razor and sales plan. Inquiries without sample orders not solicited.

In Last Week's Billboard Auburn Electric Razors were advertised at \$1.75 by mistake. Correct price is \$1.85.

PARIS BEAD & NOVELTY HOUSE
305 W. ADAMS ST. CHICAGO, ILL.

New York Ban Stays On

The New York State Constitutional Convention voted July 11, 1938, to retain the ban on gambling and lotteries in the constitution. Hence, the question will not be submitted to a popular vote.

The liberal *New York Daily News* said editorially on July 13: "About the anti-gambling vote—we believe the convention was ill-advised; that it should have followed the advice of Al Smith and numerous others and let the people's elected lawmakers regulate gambling in accord with the people's desires from year to year. But it didn't. So, unless the proposal is revived (there is a faint hope that it may be), the majority of New Yorkers will go on gambling for another 20 years or so in defiance of a foolish law, just as they went on drinking in defiance of prohibition—and the State will miss out on revenues from taxation of legalized gambling."

- S. D.—Madison. Yankee Doodle Days, 22-23.
- Redfield. Corn & Wheat Days, 21-23.
- Spearsfish. Black Hills Airfair, 22-24.
- Woonsocket. Harvest Celebration, 18-19.
- TEX.—Priddy. Picnic, 21-23.
- UTAH.—Ogden. Pioneer Days' Celebration, 21-25.
- Salt Lake City. Covered Wagon Days, 20-25.
- WASH.—Hoquiam. VFW Encampment, 20-23.
- WIS.—Brillion. Am. Legion Picnic, 24.
- Milwaukee. Midsummer Festival, 17-23.
- Omro. Water Carnival, 23-24.
- Two Rivers. Snow Festival & Ice Carnival, 17-23.
- WYO.—Sheridan. Sheridan-Wyo. Rodeo, 18-20.
- CAN.—Cardston, Alta. Stampede, 20-21.
- Morrisburg, Ont. Lions' Club Street Carnival, 20-23.
- OKLA.—Custer City. Rodeo, 27-28.
- Healdton. Rodeo, 29-30.
- Mangum. Greer Co. Pioneers' Reunion & Rodeo, 28-30.
- PA.—Henrietta. Farmers' Reunion, 27-28.
- Leechburg. Firemen's Jamboree, 25-30.
- Stroudsburg. Elks Charity Fair, 25-30.
- S. D.—Custer. Gold Discovery Days, 27-28.
- TEX.—Atlanta. Watermelon Festival, 27.
- VA.—Mauertown. Fun Festival, 28-30.
- WASH.—Seattle. Potlatch of Progress, 29-31.
- WIS.—St. Croix Falls. Centennial Celebration, 28-30.
- WYO.—Cheyenne. Frontier Days, 26-30.
- Dubois. Rodeo, 30-31.
- CAN.—Hand Hills, Alta. Stampede, 27.
- Peace River, Alta. Stampede, 27-29.

SPECIAL—CARNIVAL BULLETIN JUST RELEASED. HUNDREDS OF NEW PREMIUM ITEMS AT LOWEST POSSIBLE PRICES. WRITE FOR YOUR COPY TODAY. BE SURE TO MENTION YOUR LINE OF BUSINESS.
MIDWEST MERCHANDISE CO.
10TH & BROADWAY. KANSAS CITY, MO.

MID-YEAR INVENTORY SALE!
SUPER SPECIAL VALUES

DOUBLE EDGE BLUE STEEL BLADES, 5's, Cello, 1000	\$2.40
HOBBY SINGLE EDGE BLADES, 5's, Cello, 1000	4.50
SOLITE HAIR THIN WHITE STEEL BLADES, Double Edge, 5's, Cello, 1000	6.50
BIG BEN—DOUBLE EDGE BLADES, 5's, Cello, 1000	3.00
UNITED DOUBLE EDGE BLADES, 1000	3.40

SUNEX SUN SHIELD, 12 to Display Card, Dozen **\$1.75**

SUMMER TIES—Washable, Large Variety of Patterns and Colors. Gross, \$5.50; Doz. .50

STYPTIC PENCILS—Large Size. Gross, \$5.00; Doz. 2.50

FACE POWDER—Large Size Box, 10c Value. Gross, \$5.00; Doz. 1.49

ASPIRIN TABLETS—Certified, 12 to Lithographed Tin. Gross, \$1.40; Doz. 1.40

SAFETY PINS—U.S.A. Make, 12 to card, Ass. Sizes. Gross, \$1.40; Doz. .60

MINIATURE CHARMS—600 Ass. Kinds. Gross, \$2.75; Doz. 2.75

SKY ROCKET KNOBBY BALLOONS—Giant Size. Gross, \$2.50; Doz. .17

DEMONSTRATORS FOR ABOVE, Each 25c

ALKALINE TABLETS—30 to Display Card, Each Card

MEN'S HANKERCHIEFS—Each in Envr., 12 to Display Card. Ea. Card .23

PALM & OLIVE OIL SHAVING CREAM—35c Tube Iather. Doz. 1.25

BOBBY PINS—U.S.A. Make, 12 on Card, Black or Brown. Gr. 2.50

BOBBY PINS—U.S.A. Make, 36 on Card, Black or Brown. Gr. 2.90

25% Deposit, Balance C. O. D.
1938 CATALOGUE NOW READY!
Over 3,000 Numbers, 164 Pages.

BENGOR PRODUCTS CO.
878 BROADWAY, NEW YORK, N. Y.

NOTES from SUPPLY HOUSES

Sam Finkelstein, Plymouth Watch Exchange, is traveling in the South for his firm and informs that business seems to be picking up quite a bit. He has just sent a number of orders to his house for watches and jewelry.

Karl Guggenheim, head of the New York novelty firm bearing his name, announces that in the near future he will have an entirely new line of lucky charms. The assortment will consist of many new characters and designs heretofore not shown in this type of novelty. The new numbers will be on his sales floor in about two weeks, it is said.

BINGO BUSINESS
(Continued from page 60)

Lowe, popular head of the bingo supply house bearing his name, has been in the Knapp Memorial Hospital for the past 12 days with a badly inflamed right eye. And back to good news from bad: At this writing Ed is scheduled to leave the bed and board of the hospital and get back on the job.
SEE YOU ALL NEXT WEEK!

- (July 25-30)
- ARK.—Newark. Homecoming, 25-30.
 - IDAHO.—Idaho Falls. Rodeo, 28-30.
 - ILL.—Arcola. Homecoming, 25-30.
 - Cherry. Homecoming, 29-31.
 - East Dundee. Firemen Festival, 27-30.
 - Salem. Marion Co. Soldiers & Sailors' Reunion, 23-30.
 - Stockton. Street Carnival, 28-30.
 - Wyoming. Midsummer Festival, 27-30.
 - IND.—Cloverdale. Picnic & Homecoming, 28-30.
 - Hammond. Auto Races, 31.
 - North Salem. Homecoming, 28-30.
 - IA.—Coggan. American Legion Celebration, 29-30.
 - Dubuque. Street Railway Employees' Celebration, 25-29.
 - Earlville. Gala Days, 27-28.
 - Tabor. Farmers & Merchants' Picnic, 26-28.
 - KAN.—Downs. Anniversary Celebration, 27-30.
 - Waterville. Celebration, 28-30.
 - Winfield. Race Meet, 25-30.
 - KY.—Louisville. Auto Races, 31.
 - MASS.—Boston. Rodeo at Suffolk Downs, 25-Aug. 6.
 - MICH.—Fremont. Homecoming, 27-28.
 - Iron Mountain. Eagles' Celebration, 25-30.
 - Menominee. Dairy Show, 27-28.
 - Mt. Pleasant. Petroleum Expo., 26-31.
 - Roseville. Firemen's Field Day, 29-Aug. 7.
 - MINN.—Fountain. Fall Festival, 28-30.
 - MO.—Centralla. Horse Show, 26-28.
 - Charleston. Watermelon Festival, 25-30.
 - Craig. Reunion & Homecoming, 28-31.
 - Cuba. Homecoming, 29-30.
 - Macon. Celebration, 26-29.
 - Farnell. Picnic, 28-30.
 - NEB.—Jansen. Picnic, 28-29.
 - N. M.—Hobbs. Rodeo, 29-31.
 - N. Y.—Hilton. Firemen's Carnival, 28-30.
 - Rochester. Rodeo, 25-30.
 - O.—Akron. Legion Celebration, 25-31.
 - Byesville. Homecoming, 26-29.
 - Greenville. Auto Races, 31.
 - Malvern. Homecoming, 28-30.
 - Ohio City. Vol. Firemen Street Fair, 25-30.
 - Wayne. Homecoming, 27-30.
 - Zanesville. Putnam Pumpkin Show, 25-31.

Modern Sportlands At Riverview Park

CHICAGO, July 16.—Among the attractions this year at Riverview Park here, one of the country's largest amusement parks, are four modern sportlands or coin-operated game concessions. These sportlands are owned and managed by the distributing firm of Gerber & Glass, of Chicago.

Altho the coin machine trade is well aware of the many restrictions placed on the use of games in the Chicago area, Gerber & Glass thru their wide experience in the coin machine field have been able to bring together groups of modern and expensive coin machines that make a modern sportland attractive to the public. Automatic bowling games, rotary merchandisers and similar machines are the devices featured. Convenient change booths are a part of the set-up to accommodate the public.

Gerber & Glass have pioneered in the sportland movement, having installed some of the first coin-operated game rooms in the country. The game room in the Sherman Hotel is their development and has been in operation for years. It has played an important part in the history of the industry, both as an example of the use of games in hotels and also as a testing ground for many new machines.

At Riverview Park the sportland located at the main entrance is the principal one operated by Gerber & Glass and it is an impressive display of modern machines. Gerber & Glass have also attracted attention at the park by providing free picnics for the children in various orphanages.

50c VALUE FOR 4 1/2c
Sample Prepaid 10c
WORLD'S FAIR GIFT
Contains 10 useful needs. Sells fast.

NEEDLE HEADERS, with loop, on card, with illustrated directions. Gross	\$.35
SELF THREADING NEEDLES, 10 to pkg., 100 pks.	1.70
FLASH NEEDLE PACKAGES, Silver Eye, 20 to pkg stuck, 100 pks.	.63
TRANSPARENT HANDY NEEDLE PACKAGES, contains 15 ass. Needles, 100 pks.	1.45
ARMY and NAVY NEEDLE BOOK in a 25c envelope. Gross	1.15
SAFETY PINS, 12 to card, ass. sizes. Gross cards	1.44
RAZOR BLADES, 15 to a package, cello. wrapped. 100 Blades	.25

Deposit With All Orders.
1000's Other Bargains — Free Catalog.
MONARCH IMPORT CORP.
874 BROADWAY, NEW YORK, N. Y.

WALTHAM POCKET WATCHES
—18 Size, 15 Jewels, Reconditioned Movements, Yellow Keystone Cases, Each

\$2.75

—16 Size, 15 Jewels, reconditioned movements, Yellow Indian Head Cases, Each

\$3.50

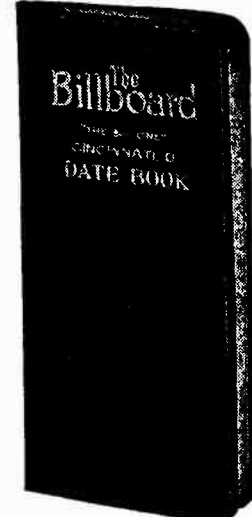
of S. Samples 50c Extra. Special Price for Large Quantity Users. Send for Watch and Diamond Catalog. 20% Deposit, Balance C. O. D.
PLYMOUTH JEWELRY EXCH., 163 Canal, N. Y.

Events for 2 Weeks

- July 18-23
- CALIF.—Coronado. Natl. Horse Show, 19-24.
 - Del Monte. Dog Show, 24.
 - Santa Cruz. Dog Show, 23.
 - Santa Monica. Pioneer Days Celebration, 24.
 - ILL.—Evanston. Legion Carnival, 20-29.
 - Matherville. Homecoming, 22-24.
 - Tuscola. Homecoming, 20-23.
 - IND.—Coatesville. Homecoming, 22-24.
 - English. Reunion & Homecoming, 18-23.
 - Gas City. Celebration, 20-23.
 - Hammond. Auto Races, 24.
 - Indianapolis. Mardi Gras, 19-23.
 - Paoli. Street Fair, 18-23.
 - IA.—Cedar Rapids. Kolack Festival, 20-23.
 - MICH.—Spring Lake. Dog Show, 23.
 - MO.—Eldorado Springs. Anniversary Celebration, 19-21.
 - N. J.—Piquanock. American Legion Celebration, 18-23.
 - N. Y.—Allegany. Old Home Week, 18-23.
 - Allegany. Cattaraugus Co. Vol. Firemen Assn. Celebration, 21-22.
 - Livonia. Firemen's Celebration, 21-23.
 - O.—Green Camp. Centennial Celebration, 20-23.
 - Huobard. Cricket Club Street Fair, 20-23.
 - PA.—Coatesville. Firemen's Fair, 14-23.
 - Everett. Firemen's Celebration, 18-23.
 - Hop Bottom. Firemen's Carnival, 18-23.
 - Kane. Old Home Week, 18-23.
 - New Bethlehem. Firemen's Carnival, 18-23.
 - North Wales. Firemen's Carnival, 16-23.
 - Oakdale. Firemen's Week, 16-23.
 - Petrolia. Firemen's Celebration, 18-23.
 - Saxonburg. Firemen's Celebration, 18-23.

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.

PLENTY OF SPACE FOR BOOKINGS, ROUTES AND SPECIAL NOTATIONS
For sale at all offices of The Billboard. Mailed to any part of the world for 25c each.

Cash With Order
ALL MAIL ORDERS SHOULD BE SENT TO CINCINNATI OFFICE

The Billboard Publishing Co.
25 Opera Place, Cincinnati, O.

Name in gold letters on covers, 15c extra for each line.

REMINGTON
THEY'RE NEW | **SPRING-O-MATIC PLUNGER VAC. TATTLE-TALE. INK GAUGE PENS.** | **THEY SELL**
 PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
 458 Broadway, NEW YORK CITY.



Every \$1.00 Gets you \$5.00
 Yes, sir, real profit. Goodrich Home W. P. K. F. 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,
 1600 West Madison, Chicago.
 Dept. BG-7.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
 (Cincinnati Office)

"CAME HERE . . .
 for my health and found conditions so good am going to stay a while," H. H. Dawson, sheet writer, infos from Hot Springs, Ark. "L. H. Wynivergas, how about a pipe? Roy Blake, former showman, now operates a hotel here."

HOW HAVE YOU fellows been finding conditions at expositions and special events this season?

MALCOLM LEWIS . . .
 and Pete Thomas were seen recently in Hot Springs, Ark.

"WE'RE TAKING . . .
 our first vacation in seven years." Seigel (Sunshine) Rogers and wife letter from Mountain Home, Ida. "Read that T. D. (Senator) Rockwall enjoyed seeing Old Faithful shoot the works. It rained all five days we were in Yellowstone Park and we didn't even catch a fish. Conditions look good in Idaho and should improve this fall."

LET'S HEAR from the hundreds of women demonstrators now on the road.

"HAD A NICE PASSOUT . . .
 of juicers in a store here last week, but biz has dropped off because of the holiday and heat," pencils Stanley Naldrett from Milwaukee. "Expect to leave for St. Paul soon to open a store. Have one more store date after that and then will work fairs. Took enough long green last week to buy a used Oldsmobile. Saw George Thurman while visiting in Chicago on the Fourth. Would like to read pipes from Pop Adams, Buster Robertson, Fido Kerr, Bill Goforth, Duke Doebber and Chief Ray Eder."

CHARLES E. BAILEY . . .
 who has just come out of the Michigan country, where he worked rug and upholstery cleaner in S. S. Kresge stores to what he describes as better-than-average returns, was a visitor at the desk last Friday (8). Charley is working his way toward the Windy City, where he will pick up more supplies before heading for the Dakotas and Minnesota, where he did okeh last season. He plans to return to Michigan in the fall. Bailey is anxious to know if his former partner, Harry Walker, is still kicking 'em.

HUSTLERS' TIPS: An item which should have little difficulty finding a ready market for pitchmen or demonstrators is the new kitchen tool which has just hit the advertising pages. Since the tool is a necessity in every kitchen, camp, trailer and restaurant, a wide-awake hustler should have little difficulty purveying it to some added green.

MRS. ROSS J. ELIJAH . . .
 wife of the well-known paperman, is ill in a Terre Haute (Ind.) hospital of pneumonia caused by broken ribs and would like to hear from friends. Mail will reach her at 25 S. 19th street.

JIM BARBEE . . .
 reports that he is taking in folding money in Los Angeles.

FRED MORLEY . . .
 rad and razor-hone worker, cards from Waynesboro, Miss., that he isn't making expenses and is heading for Memphis. "Saw my old friend 'English' Tommy Evans make a jam pitch at a sale in Meridian, Miss., and get a swell passout. Glad to see him get it. He's a clean worker," pipes Fred.

HOW CAN ANYONE expect to get money from a tip if he approaches it unshaven, minus collar, shirt open to his belt and his hair uncombed?

JIMMIE RYAN . . .
 is reported working cleaner crystals in Gimbel's, Milwaukee, to good volume.

"LEFT ALTOONA, PA. . . .
 after working Korn-X in a McCrory store for two weeks," blasts Dr. Eddie Diebold from Canton, O. "The town is surviving on relief funds, but shops are beginning to open and conditions should

be okeh in about three weeks. Have worked a Kresge store in Canton for the past two weeks to fair returns, but money is low and advise staying out unless your item is known. My repeats help, otherwise it would be a total bloomer. Expect to leave soon for Chicago. Would like to see pipes from Fred MacFadden, Eddie Gillespie and Al Klubbauer."

D. J. COLLINS . . .
 whitestone worker, plans to make Keansburg, N. J. "Have a new line that looks like a hot number," he reports. "Would like to see pipes from Frank Williams. Joe Hess, Harry Prall and Nat K. Morris."

MEMORIES: "Remember the winter of 1932 when the depression hit the boys in Pitchdom the hardest and Tom Kennedy and Lew Pestelman went out on the stem horse-backing the time pieces? Well, one of the watch-holders called at the hotel in Indianapolis looking for Tom Kennedy and all the time he was talking to Tom. For a while it looked as tho it was a deep mystery, but it was solved when it was learned that Lew posed as Tom and Tom as Lew. Those were the good old days."

M. L. (DAKOTA BILL) BAKER . . .
 pipes from Lincolnton, N. C.: "Our show is just getting by. Biz is worst I have seen in 24 years of show business. Farmers have no money and mills aren't running. We're going to fight it out until fall with free med show then try tent again. June Trinkle Baker has been sick but is up again."

"IN SPITE . . .
 of an average loss of three nights weekly due to rain since coming from Nashville the middle of May, biz has been fair and I have been able to pay salaries with some left on the right side of the ledger." Doc Harry F. Burton shoots from Gosport, Ind. "Had a red one July 3 and 4. Roster: Tom Connors; Jerry Jackson, singing and talking; Musical Seser, singing, talking, one-man band and dogs (sixth year with me), and, of course, I help out (?) with banjo and magic. I have a new loudspeaker, and Jim and May Clark with their jig show had better look out. Am now heading for Ohio. Will go to Texas in October."

SCATTER, FELLOWS. Don't overdo a privilege.

NEWT GRAMMER JR. . . .
 of sheet fame, pipes fom Reserve, La., that he worked the fair there for three days to a nice payoff, the natives being pretty generous in handing out the long green. Newt infos that this is his first pipe, but says he would like to read pipes from Hot-Shot Austin, Herb Johnson, Soapy Williams, Doc Lund and Toby Stafford.

TO THOSE . . .
 figuring on working Maxwell street, Chicago, there comes a tip from the Windy City that if you have out-of-State tags on your car don't be seen working, or you'll get it in the neck. Danville, Bloomington and Springfield, Ill., are reported to be closed to jam workers.

IT'S PERFECTLY okeh for a fellow to think over what territory to work and what item to handle, provided he doesn't spend all of his time thinking.

BIG AL ROSS . . .
 and Dick Riggs are still working on the monkey race track at Coney Island, Cincinnati. Al says Dick is working on a pitch idea that is really a dandy, and pens a few words of reproach to those guys who clutter the store fronts where they work. "Just one of those little things which make it harder on the rest," says Big Al.

TOM WATERS . . .
 veteran minstrel and med man of Shamokin, Pa., letters that it is four years since he packed away the old med opry and began operating Ye Olde Half Way House in that town. Tom says he was pleasantly surprised to read a pipe on Tommie Madden in a recent issue, it

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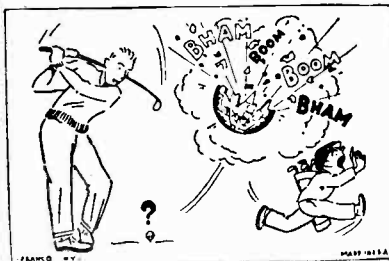
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 - IMITATION DIAMOND SWORDS, Doz., 50c; Gross **5.50**
 - COMIC BUTTONS, Asst. lively sayings. Per 100, \$1.00; Per 1,000 **9.00**
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 - RABBIT'S FOOT, Doz 35c; Gross **3.50**
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having been about 50 years since he last saw Tommie. To those who can recall it," says Tom, our troupe was the H & R No. 1, the largest med free show ever. We had 600 feet of side wall, two 100-foot grand stand canopies, 12 head of horses, 15 redskins, 12 cowboys; Dane Lee, knife thrower; Spotted Eagle, rifle shot and fire eater; Chief Little Bear, wire act; Eddie Reed's bull dogs; Billy Woods, comedian and dancer; Vic Richards, blackface; Madam Zoa, high-wire slide, and a six-piece band under direction of John Del Vecho. We only played the larger cities, and for weeks at a time, but we sure had some show."

WE HAVE RUMORS that a number of old heads who have been out of the game for a year or years are staging a comeback. Let's hear from them.

MORRIS DAVIDSON . . . who has been working live-stock sales since last spring thru Oklahoma, Kansas and Nebraska, reports the majority of his pitches profitable, with plenty of folding money in the latter two States. South Dakota was pretty tough sledding, he infos, with State, county and local license required. "Most of the towns in Kansas and Nebraska may be worked for a \$2 to \$5 reader," pipes Morrie, "and with the fair season getting into the swing business should improve. Am at present traveling with Chapman, who works the jam whenever possible. Visited King Lamar July 4 in Blue Earth, Minn. He is working med and horoscope with Art B. Thomas Shows. Must say the King is tops. He says it has been his best year so far."

W. D. COOPER . . . postals from Bucatunna, Miss., that after five weeks in the hospital he is out and moving again, the pretty slow. He is striking out for Bladon Springs, Ala., for a good long rest.

A WISE PERSON ONCE said: "Opportunity does not knock. Not even once."

RICTON . . . "Barnum of the sticks," pipes from Mt. Airy, Ga., that business is fine in the mountain country of Northern Georgia, with tourist trade holding up the heavy end. "Now in our 280th week of continuous operation under canvas," says Ricton. Visited recently by Doc Benson and wife in Lula, Ga.

MIKE HALPERIN . . . postals from the Windy City that he has never seen so many novelty men in that city, except during the World's Fair, with the majority working mechanical Scotty dogs. Among the boys there are Harry Jackson, George Berger, Jake Vinick, Frank Smith, Tony Fabian, Lou Givot, Alex Risoli, Moonshine Marks, Tom Hudson, Joe Green, Harry Rubin, Stern Connolly and Max Hodesman.

CHARLIE COX . . . letters from San Antonio that business is fair. Reports he hasn't seen anyone working chain stores, and that they are generally crowded the first of the month. "New ordinance here is \$2.50 a year for peddlers of foodstuff with okeh from board of health," scribbles Charles. "No reader for pitchmen, but must have okeh from chief of police. A sharp business upturn is expected soon with the allotment of a large sum of money for army post improvements in the city."

MEMORIES: Remember the time a man walked up to a certain med purveyor in an Eastern town and said he was in misery? The doc gave the man a dose of his herbs with the instruction that if he didn't feel better in a day to call on him again. The man returned the next day and stated that he felt no better. The doc gave him a double dose, but the following day the man appeared again and remarked that his condition was unchanged. This time he was given a full bottle of herbs. When the man returned a third time the old doc looked at him a moment and asked: "Say mister, what is your business?" "I'm a promoter," the man replied. Whereupon the doc laughed and said: "Well, my friend, that explains everything. Here's 50 cents. Go get something to eat."

DOC H. J. CLAYTON . . . letters from Christopher, Ill., that he has just returned from a visit with Chief Silver Fox at Nilwood, Ill. "While there the Chief and I decided to merge our oprys, effective August 1," pens the Doc. "Said merger will then consist of Ruth Swan, Biddy Swan, Bob Woodard, Francis Woodard, Miss Jimmie Duncan, Bob Duncan, Charley Cox and me, the old physicker himself."

Pitchdom Five Years Ago

Mary Scallon was selling batik and copper novelties in a booth in the Gadget Gallery in the Transportation Building at the Chicago World's Fair. . . . Doc Waddell was still pushing his tonic and liniment at Palmyra, Ind. . . . Bob Meyers and Dad Parker were picking up a little hard but no soft dough in Bismarck, N. D. . . . Roanoke, Va., didn't prove any too lucrative for Clyde Wilson. . . . Harry Corry was conducting an auction concession with Beckmann & Gerety Shows. . . . Al Wagner had his auction store with Castle-Ehrlich-Hirsch Shows. . . . Gene Gollin wasn't having any trouble corraling the long green in Minneapolis. . . . Silk-Hat Harry Downing found that Charleston, W. Va., was featuring a heat wave, short money and lovely people. . . . Bertha and Jack Current were gradually working their way northward from Los Angeles. . . . Chief Sweetwater was still in the South and perfectly content to swim every day and pitch a good Saturday spot. . . . Billy Parker was working around Central New York State to good results. . . . Johnny McLane was finding conditions to be on the uptrend around Brockton, Mass. . . . Ben Schwadron and Ray Chern were working the auction pitch in Atlantic City and taking it easy. . . . The Three Musketeers, including Harry F. Burdine, J. Meade and Jack Chafee, were pitching collar supporters in Portland, Ore., to something more than shekels. . . . Barney Weiner was working peelers in Atlantic City to fair results. . . . Doc Mack was playing his old-established route in Virginia. . . . Charley Williams, who was with the Gaskins Remedy Co., playing Kansas City lots, joined Dr. Tom Dean in Missouri. . . . Musical Evans and Paul Skipper joined the Mae Goodwin med unit in Amarillo, Tex. . . . J. C. Alexander had just opened his platform show in Tennessee. . . . Doc A. Anderson was still in the land of plenty. He was working Richmond, Va. . . . F. Smith, well-known sheetie of Tampa, Fla., sustained the fracture of three ribs in a bad fall in the Almo Hotel, which he and his wife were operating. . . . That's all.

TRIPOD OPININGS: "Believe that you are a success, never let anyone kid you out of it, and before long you will be a success."

BOB POSEY . . . inks from Rockford, O.: "This is supposed to be a celebration here, but so far it has been just another hamburger scuffle. Dr. J. Francis Hale is working Ohio, and it's a pleasure to watch Doc garner the green. Jim Osborne, Al West, Al Couer, Jack Currant and Billy Mauterstock, drop a pipe to the column."

CARL HERRON . . . pencils from New York that the present hot spell has cut down on the take around those parts. "Most of us are indulging in the gratifying pastime of suds sipping, trying to keep cool," writes Carl. "Jack Wagner and Mickey Lombarde report business good with horoscopes in Eastern Pennsylvania stores."

CAN YOU BACK up the statements you make for the item you are selling? Travel with the construction gang, not the wrecking crew.

JOE BAKER . . . postals from Olympia, Wash.: "T. J. Rockwell, enjoyed your pipe. I am promoting and performing. Pike street, Seattle, seems lost without you and your keister."

HARRY WORTHY . . . is back in Cincinnati after working rad in Alabama and Texas to a fair take.

PITCHMEN'S SAYINGS: "It's samples that I'm passing out, my good people."—Jake Holtzman.

AN ECHO . . . to Dr. Harry De Forrest's pipe in the July 9 issue comes thru from Toby Decker, vet med and pitch man, now of Toby's Comedians. Tony blasts thus: "I was born and reared in the business, and as for a pitchman getting his audience's attention to be fleeced by fingers (pickpockets to you), that's a lot of hooey. Nor have I ever seen a med show selling snake oil. The radio sponsor referred to in De Forrest's pipe was simply just a little off cue. At least give the pitchman credit for having the guts to work direct

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20 Million DREXELS Sold in 1937.
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to his customers, therefore by necessity having to prove his product is worth buying. And anyone who thinks that isn't a job, let him try it just once. From me the word is more power to you boys; keep pushing."

THINGS WE NEVER HEAR: "Who, me? I never got a bum steer in my life."

STANLEY NALDRETT . . . wigwags from St. Paul that he has a juice extractor layout in a chain store there, with business fair. "Ray (Shorty) Marks just closed a foot joint in another chain store here after seven weeks," pipes Stanley. "Business reported slow for him. Paul Murgas, who is around here after working some sort of a bird seed layout, stopped in the store recently and we cut up some jackpots. Am figuring on working Fargo after my stay here, then some good fairs in the Middle West."

Recalls Pitch Conditions During Old Klondike Boom

Toms River, N. J.
Editor *The Billboard*:
As a reader of the old *Clipper* and your valued paper since its first issue, I get much kick out of the Pipes Column anent the modern worker and often wonder if any of the oldtimers are still alive who

were "on the drive" during the Klondike boom in and around Seattle during 1897-'98. Texas Billy Shaw's note in the June 18 issue brought this to mind. In 1898 I worked as advance agent for Dr. J. Edward Fleming, head of the German-American staff of physicians with home offices in Seattle. We billed a town the same as the big show and worked in the local opera house only. We appeared in such towns as Port Townsend, Olympia, Tacoma, Centralia and all thru the Grays Harbor country.

The first night we gave a free show, using mental telepathy, slate writing, etc., and all things considered gave a creditable performance. On the second night we offered a private lecture for men only and by the time the doc finished with his set of charts in addition to his lecture the play derived therefrom was plenty. We followed this by presenting a private lecture for women only, which was a repetition of the first night's take. In Seattle we formed a partnership with Mayo, the "wonder worker," who had only to appear on the stage to impress the audience. Doc Fleming was the talker.

In addition to advance work my duties included the location of and the proper handling of a "terrible example" for use during the lectures, and in Seattle we set the town afire with an ex-police captain who had been forced to retire on account of rheumatism and who navigated only with the aid of crutches. We carried two professional rubbers whose duty it was to prepare the subject for the evening lecture. We showed at the Seattle Theater at a cost of \$300 for three nights and had the entire Cherry street side of the Occidental Hotel across from the theater. The usual crutch-breaking on the stage on the night of the last performance resulted in an additional week at the Armory. Private lectures and the pit money which they brought in was heavy. No cases were accepted for less than \$25 and many up to \$100 with a written guarantee to cure as long as the medicine was taken as prescribed or money refunded.

Those were the days of the Great Pizarro, whose advertising showed him standing beside a barrel heaped high with jewelry of all types. Another med worker of those times was Dr. Carver (White Beaver), who made St. Paul, Minn., his headquarters, and who was also associated with the Old Kickapoo Indian Sagwa business. I would like to read some pipes from some of the oldtimers who still recall conditions as they were in those days.

UNDER THE MARQUEE—

(Continued from page 32)

July 9, giving few days' route, including Catskill for the 9th."

HUGH S. MCGILL is with his parents at Hermosa Beach, Calif., for the summer. Says that Billy Hoffman, former trouper, is in charge of the billing section of the Los Angeles Department of Water and Power. Hoffman started with Lemen Bros.' Circus in 1905.

J. H. WINTERSTEEN, formerly in advance of Sel's-Floto, Al G. Barnes, John Robinson, 101 Ranch and recently with the Cole No. 1 car, is at Hines Memorial Hospital, Hines, Ill., having a serious case of stomach ulcers. Will appreciate letters from friends.

HERBERT A. DOUGLAS, of West Chester, Pa., cards: "Drove to Lambertville, N. J., July 7 to catch the Richard Bros.' show but failed to see the show or even a date sheet. I couldn't find anyone who even knew of the show's coming."

GOOD NEWS, the return of Charles Sparks' Downie Bros.' Circus to the road early in August. Here are Solly's wishes for a most successful tour.

VEO D. POWERS writes from Westfield, N. Y., that he closed with Russell Bros.' Circus some time ago and has been booking his dog act (Silver Flash) and "gang dog comedy" at movie theaters. Walter A. Sack is in advance of act.

COLUMN "Sunday's Scribblings," by 12518, in *The Prison Mirror*, of Stillwater, Minn., July 7, contained this paragraph: "John Ringling North overlooked his best bet by not sending Gargantua the Great to talk things over with Scranton's Ralph Whitehead."

TIP O'NEILL, who is a patient in the U. S. Veterans' Hospital, Ward 9-South, 130 W. Kingsbridge road, Bronx, New York, would like to hear from acquaintances: Hospital is located on the

old James A. Bailey estate, which overlooks the Harlem River.

OLD CY GREEN, the Famous Yankee Rube of South Boston, Mass., writes: "It has come to my attention that someone in the West is using the old-time name of Cy Green, the Way Down East Yankee Rube. I worked hard to make that name with many attractions throughout the States and Canada."

H. J. YOUNG'S Wonder Show is headed for Northern Michigan after a tour of several weeks thru Indiana and Illinois. Business was only fair. F. C. Fisher has joined to handle the advance, using merchants' tickets. Another truck has been added to show. Jim Carter has the side show and Marie Johnson girl-show annex.

BILLY STILES has left the Veterans' Hospital, Johnson City, Tenn., and is at home in Burns, Tenn. Saw Mighty Haag Show in Dickson, Tenn., and visited with his old friend Sig Bonhomme. Stiles is framing magic show (Warsaw the Magician) for fall and winter.

DAVE DURRETT, formerly of Mighty Haag and Haag Bros.' Shows, recently opened a night club, the Cinderella, a few miles from Macon, Ga., near Miller airport. Club is housed in a large building, constructed by Durrett on his own property. An orchestra plays four nights weekly for dances.

FOLLOWING the close of the McCoy show, Dan and Virginia Fast went to Benson's Wild Animal Farm at Nashua, N. H. She has charge of the chimp house. Visited Barnett Bros. and Cole Bros. circuses. Harry Thomas, who was announcer on the McCoy show, is with Radio Station WBAX at Wilkes-Barre, Pa.

FRANK B. HUBIN, of Atlantic City, advises that Mr. and Mrs. Van Ault, with Cetlin & Wilson Shows, recently visited him, also that George Grier, of Elks' Lodge No. 505, Alpena, Mich., an old circus trouper, made a big hit with his clown band in the Elks' parade at Atlantic City July 14. Bobby Hasson left Atlantic City July 13 to join the Barnes show at La Crosse, Wis.

WALTER B. LEONARD states that Newton Bros.' Circus played the Broad street lot at Glens Falls, N. Y., July 13, with only four days' billing. Light matinee, but good crowd at night. Weather hot. Kid and Pit shows did fine business. The Newtons showed Leonard every courtesy. Frank Cramen, juggler, and Billy O'Neil, old-time circus agent, were noticed around the lot.

MANY FRIENDS of Mr. and Mrs. Edward Silbon gathered at the pier at Los Angeles harbor to bid them bon voyage on their departure to the Orient. A farewell party was given in their cabin for two hours before sailing time. Those present were Charles Grapewin and wife, Lillian Boardman, Betty Keeler, Billy and Sara LaMont, Bill Berry, Sam Bennett and Everett Hart. First port of call will be Manila, P. I. The Silbons will visit six countries before returning to San Francisco October 24.

GRADUALLY IMPROVED industrial conditions in Eastern Ohio should make the territory attractive for circuses this month and next, reports Rex McConnell. Shows playing thru Eastern Ohio in May found few good stands, but indications are that this district will be near normal within the next 30 days. No circuses have been routed thru the territory in more than a month. Some of the major carnivals have been doing fair business in many of the larger cities.

RAY TAYLOR attended Cole Bros.' Circus at Newport, R. I., and visited with a number of the folks. It was the first railroad show there in a number of years and the towners made a holiday of the occasion. States that a near tragedy was averted when one of an eight-horse hitch driven Roman style tumbled, turned somersault and started the eight piling up in the press box. Fast work by Jorgen M. Christiansen and several clowns closed the incident with nothing more than a bad scare for most of the center reserved section.

EARLE C. STOOKS, of Stooks Stationery Shop, Rome, N. Y., writes: "Eleven or 12 years ago while living in Gloversville, N. Y., a young performer (do not recall his name), with either the John Robinson or Hagenbeck-Wallace circus, was injured during a performance and taken to the Nathan LaTour Hos-

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Mickey Mouse—the world's greatest salesman with a record of \$48,000,000 in merchandise sales last year—offers you a liberal share in big earnings from his newest sensation—MICKEY MOUSE AND HIS PALS Candy Dispenser, if you are qualified.

We want well-seasoned go-getters, with clean records—men able to sell Large Distributors. You must furnish bond, own your car, have liability insurance on same—be able to finance yourself for 30 days. This is a job for a big money maker and a chance to double your present earnings.

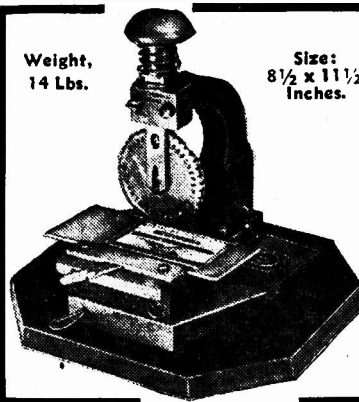
If you can't qualify don't answer. It's a real deal for a few outstanding capable salesmen. Liberal commission. No advances. Give complete record in first letter.

HAMILTON ENTERPRISES, Inc.

Licensed Manufacturers of Mickey Mouse and His Pals Vending Machines

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Kansas City, Mo.



Weight, 14 Lbs.

Size: 8 1/2 x 11 1/2 Inches.

Social Security Machines and Plates

A Practical Portable Machine for Numbering Social Security Plates. Can be operated by any boy and girl. No Skill Required.

Salesmen—Agents—Operators—Write or Wire Immediately for Special Introductory Combination Deal on Machines and Plates.

10c Brings Beautifully Etched Gold-Like Sample Brass Plate, Including Leather Cover and Circular Showing Picture of Machine.

Everybody Makes Money With Our Machines and Plates. 39,000,000 Customers in U. S.

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DEMONSTRATORS PEELER WORKERS

We also manufacture Garnishing Sets — Rotary Mincers — Orange Juicers — Spiral Silcers — Rosette Cutters — Kitchen Tongs — Can Openers — Sharpening Stones — Gas Stove Lighters, etc. Attractively packed — prices right — reliable service.

ACME METAL GOODS MFG. CO. 2-24 ORANGE ST. NEWARK, N. J.

The genuine Safety Grater with the triangular wire that really grates. Approved by Good House-keeping Institute.



pital for treatment, remaining there at least a couple of weeks. I called on him several times and when he was well enough to get around took him to a lake one night and had an enjoyable evening. Should this come to his attention would appreciate hearing from him."

CAREY C. EMRIE, now at Dixon, Mo., is having a fine time fishing and visiting. Caught the Walter W. Gentry Circus and found a fine bunch of people on show. He states: "Manager Eakin has three boys who handle dogs, ponies, Basil Eakin, 10, puts a high-school horse thru its paces like an oldtimer. Brownie Silverlake, producing clown with Joe Eakin, does some clever clowning. The Silverlakes, back from an 18 months' engagement with the Pagan Circus in South Africa, do a fast routine on the double traps. Brownie Silverlake is producing concert, featuring Al W. Ryals and his wonder horse. Brownie does roping, whip cracking and rope spinning. Mrs. Newton keeps books and is on front door. Charles Foot and wife have concessions."

RAYMOND L. BICKFORD says that New England is getting its share of shows, with Barnett Bros., Newton Bros., Eddy Bros., Cole Bros. and Robbins Bros. in at the same time. Newton Bros., at Brattleboro, Vt., July 4, found it rather quiet. Eddy Bros. had a good matinee at Amherst, Mass., July 1. Cole Bros. and Robbins Bros. play Worcester a week apart. Bickford had a visit with Eddie Hunt, William Newton and Joe Hawthorn. He writes: "Can anyone tell me what circus used the float the Golden Age of Chivalry, carved on the back with dragons at the top and on the sides. I recently saw this float minus wheels being carried along the highway on a truck. From its appearance should judge that it was an old-time parade wagon."

Coffin Leaves Sellhorn

LANSING, Mich., July 16.—Harry Coffin has severed all connections with Sellhorn Sales, for which he has been selling house trailers.

Engravers!

Another new illustrated bargain list out. Send for both. Pay only Factory Price.

MOORE'S ELECTROGRAVER CO.
651 SOUTH STATE ST., CHICAGO, ILL.
Mfrs. of Engraving Machines and Jewelry Novelties.



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Has 260 pages of world-wide bargaining 4,000 salesmen's specialties; selling plans; new operations; outstanding values — at rock-bottom wholesale prices. This catalog is Free. Send for a copy today.

SPECIAL INVENTORY SALE

No.	Item.	Gross.
C211	Wash Ties	\$4.58
T356	Wm. A. Woodbury Dental Cream	5.95
T534	Wm. A. Woodbury Shaving Cream	8.95
T336	Wm. A. Woodbury Lipstick	8.95
T336	Wm. A. Woodbury Cold Cream	8.40
7p 15'	Reproduction Pearl Necklaces	2.25
T66	Face Powder	2.75
N284	Clip Combs	2.95
N310	Men's Fine Quality Black Pocket Comb	2.25
K455	Zinc Pot. Cream	2.10
N145	Chinese 8" Sewing Basket, Doz.	5.95
K353	Royal brand, gallon-size Thermic Jug, Each	6.85
A101	Star brand, single-edge Razor Blades, 96 on a card, 1 free pkg. with each card.	1.17
SPORS CO., 7-38 Erie St., Le Center, Minn.		

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National Showmen's Association

Palace Theater Building, New York.



HOLLYWOOD CHOCOLATES

Double Layer Asst. Chocolates, Individually Cupped, Asst. Movie Star Boxes, Cello. Wrapped.

Doz. \$1.20
Per Carton of 4 Doz. \$4.80

20% Deposit with Order. Send for FREE Illustrated Catalog.

DELIGHT SWEETS, Inc., 50 East 11th St., New York City.



DIXIE MODEL SHOWS

GARY, W. VA., WEEK JULY 25 TO 30, MINES WORKING FIVE DAYS A WEEK, FOLLOWED BY FOUR WEEKS OF VERY BEST SPOTS IN SOUTHERN WEST VIRGINIA; THEN THE BIGGEST LABOR DAY WEEK IN THIS SECTION OF THE COUNTRY, AT POCAHONTAS, VA., JOINTLY SPONSORED BY AMERICAN LEGION AND UNITED MINE WORKERS OF AMERICA; THEN 10 WEEKS OF SOUTHERN FAIRS.


WANT Octopus, Loop-o-Plane, Kiddie Rides and Motordrome to join at Gary. Also Monkey Show, Ten-in-One and Fun House. Good proposition to people having their own transportation. Flying Falcons, Taylor and Moore and other Free Acts, get in touch quick. All address, this week, MANAGER, Dixie Model Shows, Princeton, W. Va.; then as per route.

ARE YOU A LIVE WIRE CONCESSIONER

PARK MAN — SPECIALTY MAN
NOVELTY WORKER — PITCHMAN

YOU WILL WANT OUR NEW CATALOG. Write Today for Our 150-Page Book. Please state your business.

ACME PREMIUM SUPPLY CORP.
3139 OLIVE ST., ST. LOUIS, MO.



BARNEY TASSELL CARNIVAL UNIT WANTS

Rides, Shows and Concessions that don't conflict. CAN USE Sensational Free Act for two weeks starting August 1. This week Mont Alto, Pa.; week July 25, Alexandria, Va., in heart of town; week August 1, Culpeper, Va., Fair Grounds; week August 8, Orange, Va., in heart of town. All Legion doings.

P. S.—This Show doesn't know of recession or depression. Will stand investigation.

CURTIS L. BOCKUS CIRCUS SHOWS WANT

FOR INMAN, S. C., MILLION-DOLLAR PEACH FESTIVAL, WEEK OF JULY 25, Cook House and Photo Gallery, Octopus, You-Drive-It and Kiddie Rides. Low percentage to Shows with own outfits. CAN PLACE any legitimate Grind Store except Corn Game, Ball Games, Pitch-Till-Win or Penny Pitch. Joseph T. Britt wants Ride Help. Bob Coleman wants Agents. Write or wire Erwin, Tenn., this week.

BROWN NOVELTY SHOWS

PLAYING CREAM OF TOBACCO MARKETS, TIFTON, VIDALIA, METTER, BLACKSHEAR, WAYCROSS, GA., THEN ROUTE OF FAIRS UNTIL NOVEMBER 15.

WANT Working Acts and strong Act to feature in Ten-in-One, capable Men to make Openings and Grinders. CAN PLACE good Geek. WILL BOOK Loop-o-Plane, Octopus and Tilt-a-Whirl. Have opening for Custard, Hop-La, Lead Gallery or Stock Concessions not conflicting. Frank Casey wants Reader for Camp, Grind Store Agents for Country Store, Stock, Blower, Hit-and-Miss, Ball Game, Snowball, Mug Joint Operator and Tinter, Cook House Waiter. CAN USE good Free Act.

F. Z. VASCHE, Mgr., Albany, Ga., July 18; Tifton, Ga., July 25.

ORANGE STATE SHOWS WANT

Octopus, Tilt-a-Whirl, Loop-o-Plane and Kiddie Rides. Concessions of all kinds write. PLACE Shows with own outfits, or will furnish Tops for good Shows. All wanted for long season of legitimate Fairs, including Florida Fairs. WILL BUY OR PLACE Loud Speaker System. WANT Promoter who can handle all details on Fairs, Baby Shows, etc. Have three open weeks. Fair Secretaries in Virginia, the Carolinas and Georgia, wire for Representative, or look us over.

LEO M. BISTANY, Mgr., Lynchburg, Va., this week; then Alta Vista, Va.

CONCESSIONS WANTED

AUGUST 11—ONE NIGHT ONLY.

BIG BAND & FIREMEN'S CARNIVAL

On Main Street. 10,000 Crowd.

Only Legitimate Concessions need apply. No Money Games allowed. No C Wheels.

For information apply
C. F. BUCHWALTER, Secy., First National Bank, Dalton, Wayne Co., O.

COTE WOLVERINE SHOWS No. 1

Wants for Fairs and Street Celebrations—Cook House, Concessions (no flats), Small Shows for Streets. Experienced Ride Help. State lowest in first letter. Albion, July 25 to 31; Constantine, Pontiac following. All Michigan.

NEW YORK, July 16.—Members are reminded that if their dues are not paid up by July 15 they are not in good standing and not entitled to the privileges and protection of this organization. Please look at your membership card. If it does not read "Dues paid until July 15, 1939," you should forward same to the executive secretary at once.

Frank Hallen, summering at Atlantic Highlands, is starting NSA activities at that resort. . . . Jack Owen writes from Russells Point, O., that he is contacting show people in that vicinity regarding the NSA and that he hopes to have several new members before the season wanes. . . . Bert Nevins, energetic public relations representative for Jack and Irving Rosenthal at Palsades Park, N. J., has been added to our publicity staff, which already consists of Roger Littleford, Leonard Traube and Johnny J. Kline.

Hoot Gibson, headliner of the Robbins Bros. Circus, states that the sun has emerged from the clouds and that everything looks bright, with the result that he is going after his share of members. . . . C. W. (Doc) Foster, who is talking at Sam Wagner's World Circus Side Show at Coney Island, has been added to the Coney Island Membership Drive Committee.

First drive to obtain members on the Island will begin July 18 under the direction of Sam Wagner, chairman of the committee. George A. Hamid and a number of members from the city will attend this meeting. On the next evening a similar affair will be held at Palsades Park by the Rosenthals.

Recent applications for membership received include one from A. C. Hartmann, Outdoor Editor, *The Billboard*, Cincinnati, and proposed by Roger Littleford. From the Art Lewis Shows come applications of Eddie Viera, H. G. Paul and Gene O'Donnell. . . . With business improving with the weather, Phil Isser expects to enroll about a half dozen new members shortly. . . . William J. Block, Hamilton Amusement Co., Jersey City, N. J., is starting a campaign for membership on his carnival and bingo games, results of which will be published in this column in the near future.

- ROUTES**
- (Continued from page 28)
- Lewis, H. Kay, & Hollywood Varieties: (Main St.) Salmon, Ida., 18-30.
 - Levant Show: Wyatt, Mo., 18-23
 - Long, Leon, Magician: Appalachia, Va., 20-28; Big Stone Gap 29-31.
 - Lucy, Thos. Elmore: Russellville, Ark., 25; Augsburg 26; Eureka Springs 29; Cassville, Mo., 31.
 - McNally's Variety Show: Ephratah, N. Y., 18-23.
 - MacGreen, Judy, Players: Cassville, Mo., 18-23.
 - Magrum, C. Thomas, Magician: N. Woodstock, N. H., 20; Bridgeton, Me., 21; Alfred 25; Danby, Vt., 26; Suncook, N. H., 27; Plymouth, Vt., 28; Rochester 29; Waterbury 30.
 - Marquis, Magician: Mt. Pleasant, Utah, 20; Manti 21; Richfield 22; Salina 23; Monroe 25; Pangutch 26; St. George 27; Cedar City 28.
 - Miller, Al H., Show: Rentz, Ga., 18-23.
 - Miller's, Ralph, Donkey Baseball: Berrien Springs, Mich., 20; Watervliet 21; Lawton 22; Marcellus 23; Three Rivers 24.
 - Princess Edna Show: Dickens, Tex., 18-23.
 - Ricton's Show: Tiger, Ga., 21-23; Mountain City 25-27; Clayton 28-30.
 - Seccalum Park Rides, No. 1: Rocky River, O., 18-24; No. 2, Green Camp, O., 19-24.
 - Alamo: Avondale, Ga.
 - All-American Expo.: Ft. Pierre, S. D., 21-23.
 - American Expo.: Columbus, Ind.
 - Anderson-Brader: Salina, Kan.; Downs 25-30.
 - Arena: Du Bois, Pa.
 - B. & H. Am. Co.: Bethune, S. C.
 - Bach, O. J.: Au Sable Forks, N. Y.
 - Bantly's All-American: Kane, Pa.; Elmira, N. Y., 25-30.
 - Barfield's Cosmopolitan: Hazard, Ky.
 - Barker: Shelbyville, Ill.
 - Barkoot Bros.: Houghton Lake Village, Mich.
 - Barnhart's Golden West: Bird Island, Minn.; Springfield 25-30.
 - Baysinger: Virden, Ill.
 - Beckmann & Gerety: Milwaukee, Wis.
 - Bee, F. H.: (Fair) Grayson, Ky.; (Fair) Harrodsburg 25-30.
 - Blue Ribbon: Washington, Ind.; (Fair) Rockport 25-30.
 - Bockus, Curtis L.: Erwin, Tenn.
 - Bortz: Iberia, Mo.; Waynesville 25-30.
 - Bremer: Red Wing, Minn.
 - Brown Family Rides: Douglas, Ga.
 - Brown Novelty: Albany, Ga.; Tifton 25-30.
 - Buck, O. C.: Oswego, N. Y.
 - Buckeye State: Gulfport, Miss.
 - Burdick's All-Texas: Marlin, Tex.
 - Eyers & Beach: (Fair) Carrollton, Ill.; (Fair) Arcola 25-30.
 - C. J. Midway Attrs.: Gonvick, Minn.
 - Campbell's United: Toombsboro, Ga.
 - Carlson: Corunna, Mich.
 - Casey, E. J.: Olds, Alta., Can., 22-23; Swan River, Man., 29-30.
 - Cetlin & Wilson: Camden, N. J.
 - Coleman Bros.: Hartford, Conn.
 - Conklin: Melfort, Sask., Can., 22-24.
 - Cote's Wolverine: Bangor, Mich.
 - Crafts 20 Big: Modesto, Calif., 19-24; Merced 26-31.
 - Crescent Am. Co.: Rich Square, N. C.
 - Crowley's United: Keokuk, Ia.
 - Crystal Expo.: Pulaski, Va.
 - Cumberland Valley: Crossville, Tenn.
 - Cunningham's Expo.: Woodfield, O.; Byesville 25-30.
 - Curl, W. S.: Camden, O.; Wilmington 25-30.
 - De Luxe Shows of Amer.: Newburgh, N. Y.
 - Dixie Belle: English, Ind.; (Fair) Campbellsville, Ky., 25-30.
 - Dixie Model: Princeton, W. Va.; Gary 25-30.
 - Dudley, D. S.: Dickens, Tex.
 - Dyer's Greater: Osseo, Wis.

Business Optimism Replacing Gloom, Publishers Report

Swift reversal from deep gloom to strong optimism in American business was reported this week to *Editor & Publisher* by newspaper publishers and executives in all sections of the United States. Asked whether the stock market's sensational rise, federal public works expenditures and other signs indicate to them that better business is ahead, they were nearly unanimous in declaring they have detected greater business optimism in the last few weeks. Specific instances of business recovery, particularly in the building industry, were cited by several publishers, and an upturn in trade by rail, possibly reaching boom proportions, is anticipated by several others.—EDITOR & PUBLISHER.

Edwards, J. R.: Mt. Vernon, O.
 Elite Expo.: Russell, Kan.; Hays 25-30.
 Ellman, Sturgeon Bay, Wis.
 Endy Bros.: Watervliet, N. Y.; Roseto, Pa., 25-31.
 Evangeline: Russellville, Ark.; De Witt 25-30.
 Fairly & Little (Fair) Langdon, N. D., 18-20; (Fair) Hamilton 21-23; Wahpeton 25-30.
 Fidler's United: Louisiana, Mo.
 Foley & Burk: Santa Maria, Calif., 19-24; Paso Robles 26-30.
 Frisk Greater: Grand Rapids, Minn.
 Funland: Horse Cave, Ky.; Elizabethtown 25-30.
 Galls, L., Am. Co.: Fifield, Wis.
 General Am.: Mineral Wells, Tex.; Weatherford 25-30.
 Gibbs, W. A.: Plattsmouth, Neb.
 Gold Medal: Sault Ste. Marie, Mich.
 Golden State: Boyes Springs, Calif., 19-24.
 Gooding: Columbus, O.
 Goodman Wonder: Duluth, Minn., 18-24.
 Gray's Canadian: Parry Sound, Ont., Can.
 Great Southern: Owenton, Ky.; Eminence 25-30.
 Greater American: Champaign, Ill.
 Greater Expo.: Troy, O.
 Greater U. S.: Elk City, Okla.; Custer City 25-30.
 Greater United: Ponca City, Okla.; Bartlesville 25-30.
 Happyland: Kalamazoo, Mich.; Mt. Pleasant 26-31.
 Harris: Loogootee, Ind., 18-21.
 Hartsock Bros.: Canton, Mo.
 Heller's Acme: Little Ferry, N. J.; (Fair) Freehold 25-30.
 Henke Bros.: (3d Ward Fiesta) Milwaukee, Wis.; (N. 21st & Capitol Drive) Milwaukee 25-31.
 Hennies Bros.: Butte, Mont., 21-30.
 Heth, L. J.: (Fair) Newton, Ill.
 Hilderbrand: Toppenish, Wash.
 Hines: Browerville, Minn.
 Hippodrome: Kankakee, Ill.
 Hoffer Am. Co.: Matherville, Ill.; Kirkwood 25-30.
 Howard Bros.: Elkins, W. Va.
 Huggins' West Coast: Olympia, Wash.; Seattle 24-31.
 Hughey Bros.: Windsor, Ill.; New Berlin 25-30.
 Hurst, Bob: Granbury, Tex.
 Hyde, Eric B.: Washington, D. C.
 Ideal Expo.: Rochester, N. Y.
 Imperial: Brunswick, Mo.; Fulton 25-30.
 Jolly Jailer: Bemus Point, N. Y.; Fredonia, Pa., 25-30.
 Jones, Johnny J., Expo.: Evansville, Ind., 18-21; (Fair) Salem, Ill., 23-30.
 Joyland: Gladwin, Mich.
 Joyland: Bandon, Ore.
 K. G. Am.: Ida Grove, Ia.
 Kaus Expo.: Dunmore, Pa.
 Kaus, W. C.: Burlington, Vt.
 Keystone: Franklin, Pa.
 Klime's Greater: (Fair) Cambridge City, Ind.; (Fair) Farmland 25-30.
 Krokos West Coast Am. Co.: Corvallis, Ore., 19-25; Medford 26-31.
 Landes, J. L.: South Omaha, Neb.; Omaha 25-30.
 Lang's Dev. Famous: East Grand Forks, Minn.; (Fair) Rosau 25-27.
 Lawrence, Sam: Wellsboro, Pa.
 Lewis, Art: Plattburg, N. Y.
 Liberty National: Brandenburg, Ky.
 McKee, John: Alex, Okla.
 Magic Empire: Scribner, Neb.
 Marcy: Susquehanna, Pa.
 Melvin's United: Sherwood, N. D., 18-20; Westhope 21-23; Dunseith 25-27; Rolla 28-30.
 Middleton, Karl, No. 1: Westfield, Pa.
 Middleton, Karl, No. 2: Allegany, N. Y.
 Miller Amusements: Orange, Tex.
 Miller Bros.: Perry, Ia.
 Miner Model: (Fair) Kimberton, Pa., 18-30.
 Model: Princeton, Ky.
 Modern Midway: St. Clair, Mo.
 Nall, C. W.: Benton, Ark.; Cabot 27-29.
 Northwestern: Wicksburg, Mich.; (Grand River & Schoolcraft aves.) Detroit 25-30.
 Oliver: Warsaw, Ill.
 Orange State: Lynchburg, Va.
 Page, J. J., Expo.: Nicholasville, Ky.; (Fair) Mt. Sterling 25-30.
 Pan-American: Olesby, Ill.
 Patrick: Baker, Ore.; La Grande 25-30.
 Pearson: Rushville, Ill.
 Peerless: Ford Cliff, Pa.
 Penn State: McAdoo, Pa.
 Reading's: Bowling Green, Ky.; Glasgow 25-30.
 Regal United: Grand River, Ia., 22-24.
 Rogers & Powell Am. Co.: Grubbs, Ark.
 Rogers Greater: Springfield, Tenn.; (Fair) Lafayette 25-30.
 Royal American: (Exhn.) Edmonton, Alta., Can.; (Exhn.) Saskatoon, Sask., 25-30.
 Royal Expo.: Bellefonte, Pa.; Huntington 25-30.
 Royal Midway: (Fair) Golconda, Ill.
 Rubin & Cherry Expo.: Menominee, Mich.
 Santa Fe Expo.: Alexander, Kan.

Savidge, Walter, Rides: Sloan, Ia., 22-23.
 Scott Bros.: Brownsville, Tenn.; Milan 25-30.
 Sheelsley Midway: Muskegon, Mich.
 Shugart, Dr.: Pittstown, Okla.
 Sims, Freddie: Timmins, Ont., Can., 18-26.
 Skerbeck Am. Co.: Baraga, Mich.
 Smith Bros.: Walters, Okla.
 Smith's Greater Atlantic: Somerset, Pa.
 Snapp Greater: Pontiac, Ill.
 Sol's Liberty: Watertown, Wis.; Wisconsin Rapids 25-30.
 Sparks, J. F.: Somerset, Ky.
 Speroni, P. J.: Pawpaw, Ill.; Cherry 26-30.
 Stephens: Pleasantville, Ia.; Decatur 27-30.
 Strates: Zanesville, O.
 Stumbo, Fred R., No. 1: Huntsville, Ark.
 Stumbo, Fred R., No. 2: Stillwell, Okla.
 Sunset Am. Co.: Dubuque, Ia.; Muscatine July 25-30.
 Tassel, Barney: Mont Alto, Pa.; Alexandria, Va., 25-30.
 Terrill & Moroh: Erlanger, Ky.
 Texas Kidd: Odum, Tex.; Christoval 25-30.
 Texas Longhorn: Burkburnett, Tex.
 Tidwell, T. J.: (Fair) Anthony, Kan.; (Fair) Winfield 25-30.
 Tillet: Streator, Ill.; Kewanee 25-30.
 Wade, W. G.: Munising, Mich.
 Wallace Bros.: (Fair) Tama, Ia.; Vinton 25-30.
 Wallace Bros. of Can.: Brantford, Ont., Can.
 Ward, John R.: (Fair) Tuscola, Ill.; (Fair) Sparta 25-30.
 Weer: (Fair) Montpelier, Ind.; Deshler, O., 25-30.
 West Bros.: Virginia, Minn.
 West Coast: Olympia, Wash.
 Western States: Salt Lake City, Utah; Cheyenne, Wyo., 25-30.
 West's World Wonder: Alliance, O.
 Weydt Am. Co.: Tigerton, Wis., 22-24.
 Weyls: Frostburg, Md.
 White City: Twin Falls, Ida.; McCall 25-31.
 Williams, Ben: Hallowell, Me., 28-30.
 Williams, S. B.: Hennessey, Okla.; Dover 27-30.
 Wilson Am.: Kansas, Ill.
 Wilson, Art: Plattburg, N. Y.
 Winters Attrs.: Minerva, O.
 Wolfe: Sanford, N. C.; Pittsboro 25-30.
 Woods & Knox Am. Co.: Burt, Ia., 22-23.
 World of Mirth: Lewistown, Mo.
 Yellowstone: (Fair) Lovell, Wyo.
 Young, Monty: Ogden, Utah.
 Zelger, C. F.: United, Sheridan, Wyo.
 Zimdars Greater: Goshen, Ind.; (Fair) Logansport 25-30.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Janesville, Wis., 19; Davenport, Ia., 20; Peoria, Ill., 21; Decatur 22; Springfield 23; Joliet 24.
 Beers-Barnes: Newfoundland, Pa., 20; Mountaintop 21; Mt. Pocono 22.
 Cole Bros.: Onconta, N. Y., 19; Wilkes-Barre, Pa., 20; Williamsport 21; Altoona 22; Uniontown 23; Charleston, W. Va., 25; Huntington 26; Ashland, Ky., 27; Lexington 28; Louisville 29; Owensboro 30; Evansville, Ind., 31.
 Eddy Bros.: Lake Placid, N. Y., 21.
 Gould's, Jay: Highmore, S. D., 20; Redfield 21-23; Hector, Minn., 25-26; Le Sueur 27-28; Glencoe 29-31.
 Hagenbeck-Wallace: Hastings, Neb., 19; York 20; Fremont 21; Norfolk 22; Columbus 23; Grand Island 25; Kearney 26; North Platte 27; Sterling, Colo., 28; Alliance, Neb., 29; Scottsbluff 30.
 Kelley, Al G., & Miller Bros.: St. Edwards, Neb., 19; Monroe 20; Platte Center 21; Shelby 22; Goehner 23; McCool 25; Beaver Crossing 26.
 Lewis Bros.: Frankfort, Mich., 19; Traverse City 20; Charlevoix 21; Boyne City 22; Petoskey 23; Gaylord 25.
 Mix, Tom: Waterloo, Ia., 20.
 Newton Bros.: Potsdam, N. Y., 20; Malone 21.
 Parker & Watts: Montrose, Colo., 19; Gunnison 20; Salida 21; Canon City 22; Rocky Ford 23.
 Polack Bros.: Pocatello, Ida., 18-23; Grand Junction, Colo., 25-30.
 Richard Bros.: Berlin, N. J., 19; Woodbury 20; Clayton 21; Elmer 22; Millville 23; Cedarville 25.
 Riggs: Carleton, Neb., 19; Alexandria 20; Jansen 21; Blue Springs 22; Burchard 23; Table Rock 24; Dawson 25; Rulo 26.
 Robbins Bros.: Worcester, Mass., 19; Norwich, Conn., 20; New Britain 21; Stamford 22; Bridgeport 23; Waterbury 25; Danbury 26; Poughkeepsie, N. Y., 27; Middletown 28; Newburgh 29; Morristown, N. J., 30.
 WPA: Bayonne, N. J., 21-23.

California Beach Crowds Show Absence of Depress

LOS ANGELES, July 16.—A survey of attendance and receipts at many events on the Fourth week-end indicate there is no depression here, as figures show increases. District from Malibu to Redondo Beach is reported to have had over 1,250,000 for the week-end. Hollywood Park, Inglewood, drew over 60,000. Aquatic Circus at the Stadium on July 4 drew over 35,000.

Ross R. Davis, operating rides in Griffith and Lincoln parks, said crowds were largest in history and that his business exceeded any previous year. Jo Diehl Jr., in Kiddie Park, reported biggest business in years. Venice Pier had large crowds, as did Ocean Park Pier, where Harry Hargraves said he had a banner period with rides. United Shows at Huntington Beach did big business.

Charlie Sodderberg made a record on July 4 with two dives in and near Los Angeles. Having a second rigging set at San Diego, he went by plane to that city for the third dive of the day. Calvin Wilson, who has had charge of the aviary in California Zoo Park, left to

MISS FAIRYLAND
 SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER —
 EACH No. 35 **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).
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THE BEAUX PACKAGE
 ANOTHER ONE OF MY EXCLUSIVE NUMBERS.
 This Gorgeous Package contains Assorted Fruit Jelloets and Experienced Candy Operators regard it as having class. Wrapped in Assorted Colored Cellophane. Packed 100 to Carton.
PER CARTON \$4.00
 25% Deposit with Order, Bal. C. O. D. Send for Illustrated Catalog.
MARVEL CANDY CO., Inc. 101-103 Wooster St., NEW YORK CITY.



assume a like position in Salt Lake City Zoo. J. Franklin Pierce, Caracas, Venezuela, who visited all beach resorts on the week-end, said the huge crowds were a revelation to him. Al Anderson, up from Balboa Park, declared week-end crowds by far the greatest in years at that spot. E. N. (Dad) Workman said his week-end business at concessions at Balboa was a record-breaker.

National Pony Racing Register Assn. Being Formed

COLUMBUS, O., July 16.—The National Pony Racing Register Association is in the making. Details are being worked out here by Frank D. Woodland, of Bloomingburg, O., racing official and promotion man. The new association is to function along the same lines as the New York Jockey Club governs thoroughbred racing at the leading tracks throughout the country.

To start the plan, a leading manufacturer has been secured to sponsor what will be known as the Ohio Pony Derby in conjunction with a leading Columbus daily newspaper. Eliminations will be promoted by newspapers and sponsors over the State, with winners participating in the championships and qualifying for the derby which will crown the champion running pony of Ohio. Cash prizes will total over \$2,000. The races will be staged at the Ohio State Fair or at Grove City's Beulah Park.

It is the first attempt in America to organize pony racing, which is a leading sport in many foreign countries, especially China. The ponies will be handicapped according to speed and height with a scale of weights coming later. There will be eight divisions as to height, scaling one class for each inch from 56 inches down.

The idea has wonderful family and future-customer appeal. The promotional angles are unlimited. Several of Ohio early fairs are giving pony events, including Mansfield, Hilliards, Eaton, Richmond, Urbana, Troy, Wellston, Zanesville, Owensburg, Wellington, London, Delaware, Dayton and Fremont.

Already work has started on a "Coast-to-Coast Pony Derby" for 1939, tied in with the New York World's Fair or Golden Gate Exposition at San Francisco.

No Picketing on Barnes Show at La Crosse, Wis.

LA CROSSE, Wis., July 17.—Reports that the Barnes show would be picketed here proved groundless. No trouble of any kind was encountered. Show in on time, but attendance at both matinee and night light.

Rochester, Minn., on Saturday gave show its first profitable day since Ringling features joined at Redfield, S. D. At Rochester Mrs. Franklin D. Roosevelt and son, Jimmy, were visitors. Tom Mix drove to La Crosse from Menominee, Mich., to catch show.

GONZALES, Tex. — The Gonzales County Fair Association re-elected Burgess Robertson as president for the third time; S. M. Ainsworth, vice-president; Harold Michelson treasurer; Tex Wilson, secretary; R. A. Reuschel, general manager.

POPCORN
 SOUTH AMERICAN, JAPANESE, BABY GOLDEN, ETC., ALSO ALL KINDS PAPER BAGS, CONES, PEANUTS. CARTONS, SEASONING, POPPING OIL, POPCORN MACHINES, ETC.
 A Penny Postal Card to us will bring you our 16-page Descriptive Booklet Price List of Popcorn Supplies.
PRUNTY SEED & GRAIN CO.
 16 S. FIRST STREET, ST. LOUIS, MO.
 "Over Sixty Years Distributing Popcorn."

INSURANCE
 CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Man.
CHARLES A. LENZ
 Permanent Address, Chicago, Ill.
 440 Insurance Exchange Bldg., Chicago, Ill.

FOR THE FAIRS
 Write for Free Description of Our New **Walk-Thru Shows**
 Here are the shows that give you plenty clear profit even when money is scarce on midways, because there is NO NIT. The footage is small, two people run a show. Whole show may be carried in any auto and banners and shows are so striking and educational that people big and little, rich and poor, flock in by the hundreds. Just the show you want, little expense, most all clear profit. G MEN, THE MIRACLE OF BIRTH, GETLAW WAR, SOCIAL DISEASES, NUDIST, etc. Doing \$50.00 a day and better now with the big season just ahead. Times are getting better. We have just what you want to get the money on the fairs. 16 years in building Walk-Thru Shows. Shows \$50.00 and up.
CHAS. T. BUELL & CO.
 Box 306, Newark, Ohio.

STEAM CALLIOPE WANTED
 Describe fully and state lowest cash price. Write or wire.
ROBBINS BROS. CIRCUS
 As per route in this issue.

BINGO CALLER WANTED
 Must be sober and reliable. State experience. Fitzsimmons get in touch with me.
CHAS. COHEN
 CETLIN & WILSON SHOWS, per route.

SILVER BROS. CIRCUS WANTS
 Musicians—Two Trumpets, Clarinet and Baritone; other useful people. Long season. All address **SILVER BROS.' CIRCUS**, Pottstown, Pa.

WANT
 Concessions, Photo Gallery, Funhouse, Mechanical Show. **TILLEY SHOWS**, Streator, Ill., this week.

McMAHON SHOWS.
 WANT Big Shows. Will furnish complete outfit, including Top, Banners and Pic. CAN PLACE Midget Show, also Opener and Grinder for Ring Bros. Circus. WANT a few more legitimate Concessions, Juice and Grab, American Palmistry, Candy Floss and others not conflicting, for Fall Festival on Streets of ANAWA, IA., week July 26 to 30; Remsen Festival, on the Streets, and Denison, Ia., 4-H Fair to follow.

WANTED
 3 or 4 First-Class Rides. Asuplex—F. O. E.—for Annual **BARNEVILLE, O., HOME-COMING** August 8 to 13, inclusive. Central location, Eagles Lawn. Wire or write **McDONALD, of F. O. E.**

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

SIDE SHOW ATTRACTIONS
 Half and Half for Annex. Working Acts for Our String of Fair Dates. A-1 Opener.
JAMES THOMPSON
COLEMAN BROS. SHOWS
 Hartford, Conn., July 18-23; Thompsonville, Conn., July 25-30.

Great Southern Shows
 WANTS FOR LONG LIST OF SOUTHERN FAIRS, STARTING AUGUST 1.
 Kiddie Rides and Octopus, Shows of all kinds. Legitimate Concessions, no racket. No Pay Gate. We have the best Free Acts. Foreman for Chairplane and Operator for Photo Gallery wire **RALPH WADE**. Truck Drivers. Fair Committees wire at once. Owenton, Ky., this week; Eminence, Ky., Firemen's Celebration, July 25 to 31. **A. H. MURPHY.**

WANT
 Shows and legitimate Concessions for fifteen Big Fairs. Can use good Free Acts.
FREDERICK AMUSEMENT CO.
 Superior, Neb.

COLORED FAIR
 Third Annual Fair. Grounds at W. 21st St. and Northwestern Ave., Indianapolis, Ind.
 First-Class Rides. No Gate. Admission free. NIGHTS JULY 26, 27, 28, 29, 30.
SHOWS WANTED—Ten-in-One Show and Other Shows.
 Concession Agent on Grounds during Week of Fair. Address **MANAGER OF CONCESSIONS, 4401 E. 10th St., Indianapolis, Ind.**

WANT
 Hawaiian, Geek, Freak and Mechanical Shows, Ride Help. Must join July 25. This week Elk City, Okla.; week July 25, Rodeo Celebration, Custer City, Okla. **GREATER U. S. SHOWS.**

CAN PLACE
 Monkey Drama or good Feature Show. **LEGION FAIR, FREEHOLD, N. J. July 25-30.**
 Location Heart of City. All streets decorated. School Days, Public Wedding, Free Acts and Events daily. Will place Legitimate Concessions. Wire or phone 991, **FAIR MANAGER, Mabel Mack** write.

CARNIVAL BOOTHS--RIDES
 FOR RENT. Complete Unit—12 Concession Booths, size 9x14, including Radio and Ball Games, Refreshment Stand, Electric Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. **JERE SHAW, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennypacker 2177.**

WANTED
 EXPERIENCED COOK HOUSE HELP
 Salary sure—no conversation.
 Come on if dependable and want to work.
HUBERT HALL
CROWLEY'S UNITED SHOWS, Keokuk, Iowa.

AMERICAN LEGION CELEBRATION
 AKRON, O., JULY 25-31.
 WANTED—RIDES, SHOWS, CONCESSIONS.
 Wire or Write **HAROLD HARD,**
 Firestone Post No. 449, 1002 1/2 Kenmore Blvd.

BRIGHT LIGHT EXPOSITION SHOWS
 Want Rides not conflicting with Chairplane, Concessions of all kinds. Good opening for Cook-house. No gift. Our fairs start in two weeks. Have five Shows. Want Grind Shows. Write or wire. **JOHN GECOMA, Orange, Va., this week.**

SUNSET AMUSEMENT CO.
 Have complete Girl Show open, 50 per cent. Also top, banners, etc., for Hulton, or what have you? Can use Legitimate Concessions. Dubuque, Ia., this week; Muscatine, next week.

Union Usher Gives Views
 Pittsburgh, Pa.
 Editor *The Billboard*:
 I was formerly steward of the usher department for the AFA on Ringling-Barnum circus. I have read the various articles published in *The Billboard*, but there are certain things that were not mentioned.
 When the show was organized the various departments received from 75 per cent to 300 per cent raise in salary. The ones who received 200 per cent to 300 per cent raise were the ones who refused to take a 25 per cent cut.
 I believe in organized labor, but I do not believe in a "dictatorial" union. Our union was evidently of that type. Our boss delegate was appointed by Mr. Whitehead and not voted to office. All votes taken at the various meetings were oral, not by ballot. I believe if there had been a written vote the show would have stayed on the road.
 I do not expect to go back to the circus. I am writing this hoping that all organized labor may see what the wrong kind of a helmsman may do.
LEONARD H. MACK.

Gets Copy of "Osceola" Thru The Billboard
 NEW YORK, July 16.—Earl Chapin May's letter in *The Billboard* of June 11 seeking a copy of the circus classic *Osceola* on behalf of Charles Douville Coburn has produced results. Coburn has received a copy from Guy H. Phillips, a post-office clerk of Hoosick Falls, N. Y., who also operates a small print shop as a hobby. Phillips, a circus fan, has been a reader of *The Billboard* for about 30 years.
 It is Coburn's intention to memorize the poem this summer and spring it on the Players' Club at its next Pipe Night.
 "Charles Coburn and I join in heartily thanking *The Billboard* for securing a copy of the circus classic," May writes, "This is another good score for old Billyboy."

Billposters' Biz Good
 DETROIT, July 16.—"Billposters' business has been pretty good all summer," said Gordon Neville, representative of the Billers' Alliance. He continued, "Business generally is picking up with every prospect of continuing to do so."

BESET WITH
 (Continued from page 30)
 show several weeks ago, was here during the engagement, but not performing.
Good Publicity Breaks
 Publicity breaks here were excellent. Cliff McDougall netted wide space and attracted wide attention when he arranged a benefit show at the Children's Mercy Hospital Monday, both *The Journal-Post* and *Star* giving the event nice news spreads with picture layouts.
 "We have had poor breaks all along the route since we opened," Bary said, "and certainly things right now are none too promising. Most of the performers are taking everything well and there has been only a few instances in which we have experienced real difficulty. We are optimistic over the Kansas tour and believe we may be able to keep going if business is the least bit good. At least, we anticipate no further trouble from our employees."
 Both days the show played here the

temperature exceeded 100 degrees, making for poor matinee grosses and damaging the nightly takes. Show came here from Beatrice, Neb., where the engagement was "sour as a lemon."
WICHITA, Kan., July 16.—Hagenbeck-Wallace Circus rolled out of Wichita last night back on schedule after a day beset with legal difficulties and delay. It was accompanied by two Topeka deputy sheriffs, guardians of several attached units of the show. They are to remain until bond is posted to satisfy a writ of attachment issued when the show was at Topeka July 13.
 The attachment writ resulted from a suit filed in Shawnee District Court by Olenthis Lindsey, Negro laborer with the circus, who complained he had been beaten by Dan Dix, show's 24-hour man, when he asked for seven weeks' back salary. Lindsey asked for \$5,084 damages, \$84 for back salary and \$5,000 for alleged injuries.
 This began a series of legal conferences that lasted until almost 4 a.m. July 14, and led to the settlement that enabled the show to roll at 4:10 a.m. The units attached were a combination water and fire truck and stake puller, a tractor and a power plant. Circus contended they were essential for operation; Lindsey's attorney said they were not.

Negotiating for Bond
 Sheriff Roy Boast, of Topeka, said H-W is negotiating for bond thru its home office at Peru, Ind., and that his men would remain with the show and "not let it leave Kansas until proper restitution is made."
 Harry W. Colmery, Topeka lawyer representing the circus, said Lindsey's claim for back salary had no merit and circus officials reported they had receipts showing he had been paid regularly. Colmery said efforts to talk settlement with Lindsey's attorney, Randal C. Harvey, failed and that he would not give permission to the circus moving on, with privilege of attachment in some other Kansas town if the matter was not decided in a short time.
 Arrival here was three and one-half hours late, with unloading not under way before 11 a.m. The afternoon performance did not start until 4 o'clock. House was only half capacity and well papered; night three-quarters filled and show on time.
 It was rumored some of the Ringling-Barnum acts would join July 18 at Concordia, Kan., but this was not confirmed.

TOM MIX SHOW
 (Continued from page 30)
 good condition and is to be congratulated on the courtesy of his employees. The personnel remains almost the same as first of the season. Clint Edwards is now doing magic and inside lecturing and Harry Holmes is on a ticket box.
 At the stands around Chicago little Ann Vaccaro entertained her brother and party, and Bill Lowney had many of his Chicago friends over. Ray and Emily Minton and George and Dody Surtees splurged in much new raiment at Evanston.
 The Blair family (seven), Scotch entertainers, make a hit with their bally features, also create a strong impression in the big show spec and furnish bagpipe music for the prolog of the Clarke bareback act. Schlitzle, the pinhead, continues to be the show's fun-maker and special drawing card. Alice, the fat girl, has new costumes.
 Red Rapp and canvas crew get the department up and down in good time.

Mrs. Grace Metz keeps an eye on the department's finances. Kid show has a public address system and a nice banner line.

EQUIPMENT OF
 (Continued from page 30)
 appreciation of fine riding, fast shooting and well-trained horses will become a memory.
 The rolling railroad stock, baggage wagons, tractor trucks, air compressor, mechanical canvas loaders, Concord stagecoach and other types of heavy equipment will go on sale at the Eckington freight yards, where the show foundered, and the sale will be moved to the Fidelity Storage Co. Warehouse for the lighter pieces. Equipment for a complete show, including costumes, kitchen equipment, lighting and scenery, may be inspected July 30.
 Showmen do not believe business conditions are such that many in the business will be able to take advantage of this sale. However, it is a known fact that there are several circuses and carnivals that desire to become railroad shows and this may result in a better sale than is anticipated. From the standpoint of the sale many items on the inventory are attracting the interest of those outside the show business. Trucks, tires, air-compressor, hoists, p.-a. system, lighting plants, electric cable, folding chairs, saddles and ticket wagon equipment are useful to various trade specialists and receivers see no difficulty in disposing of these. Terms of sale require 25 per cent of purchase price in cash or certified check, with the balance paid within 48 hours.

RAIN HINDERS
 (Continued from page 30)
 received no cancellations of orders for next season's tops for either Barnes or Ringling, and that supplies of rope and canvas were coming in under contract schedule.
 One hundred and twenty-five stock horses, brought here with the show, have been turned out to pasture on the lush Florida summer growth. All menagerie animals are in good shape, according to Franz Woska, altho there has been one fatality since the show came in. Oswald V, a penguin, died a day after arrival.
 Many performers have settled down for the summer here and are enjoying the beaches and tarpon fishing. One family of nine acrobats, the Matausch family, appeared before Federal Court in Tampa last week and took out citizenship papers. They are Ference, Luise, Ference (son), Else, Alfred, Antoinette, George, Constantin and Wilmos.

FANS TO GATHER
 (Continued from page 30)
 has also extended a warm invitation editorially.
 "The slogan of the CFA is 'We Fight Anything That Fights the circus,'" said President Hildreth. "In meeting at Madison on comparatively short notice we do so because we believe this is a critical period in circus history, and it is our duty to do all that we can to render a helping hand to an institution which must be saved for America."
 Hotel Loraine will be convention headquarters, and it is expected that Governor Philip LaFollette, Senator Robert M. LaFollette, and Mayor Robert R. Law will attend the association's banquet.

TRUSTEES SHOWMEN'S HOME FUND
 M. H. BARNES, Treasurer
 J. W. CONKLIN
 M. I. 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. Name _____
 One-third to be paid August 15, 1938. Name _____
 One-third to be paid August 15, 1939. Address _____
 One-third to be paid August 15, 1940. 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 used by The Showmen's League of America in its campaign to raise funds for the Showmen's Home. Members and friends of the league may use this form for pledge if they failed to receive cards or lost the ones sent to them.

JOYLAND SHOWS
 Will book and furnish transportation for Octopus. Frank Desnos can use Grind Store and Wheel Agents.
OUT TILL XMAS.
 Harry Warren wants for his Congress of Living Oddities, Working Acts. Will furnish outfit for Glass Blower and Tattoo Artist.

WANTED
 Grind Shows, with or without outfits. First-class, experienced Ferris Wheel Foreman, sober and reliable. Finest proposition for three experienced Concession Agents to operate and work for 10 cents. Week July 18, American Legion State Convention, Gulfport, Miss. Followed continuously by bona-fide Fairs and Celebrations thru November. Pay your wares.
BUCKEYE STATE SHOWS
JOE GALLER, Manager.

BARNES-S-F

(Continued from page 30)

picket and otherwise harass the show, there was no trouble at Huron. No representatives of the union were in evidence, and it was the general opinion that none would be encountered before the show reaches La Crosse, Wis.

Everybody Assists

Because of the acute shortage of help, it was necessary for everyone on the show to pitch in and assist in putting it up and taking it down. Performers and workmen alike lent the fullest co-operation and it was heartening to see the manner in which they worked. From highest to lowest, they worked to get the show going. John Ringling North, Henry (Buddy) North, George W. Smith, Pat Valdo and other executives worked side by side with the workmen. Star performers were busy getting the tops up, carrying stringers, seats, etc., and in the cookhouse bally girls peeled potatoes and other performers washed dishes and performed other menial tasks. After the night show everyone assisted in tearing down and loading.

Marshall, Minn., gave the show a very fair day—a good matinee and about a two-thirds house at night. Little delay in making the 180-mile jump from Huron and matinee was less than half an hour late. Show got away in good time for short run to New Ulm.

No Ringling Mention

Marshall was the first town on the newly laid out route and business was better than anticipated because of the necessarily short billing. No paper advertising Ringling features used up to Marshall. Nor was there any mention of the Ringling show or acts in the big show announcements. However, announcements of additional Ringling acts were made in the newspapers and on the radio. Frank Braden and Gardner Willson were ahead at Huron. Sam Stratton, back with the show at Huron and Marshall, expected to leave for the East Sunday.

Switching of the Barnes route put the show in the midst of the wheat harvest this week. As a result many workmen left for the harvest fields, as they always do in such circumstances. In spite of these defections the show has managed to move with a minimum of delay. Replacements are rapidly being made and with the show out of the harvest country in a few days it is expected conditions will rapidly improve.

New Personnel

George W. Smith, Ringling show manager and now pilot of the Al G. Barnes-Sells-Floto show, when asked for a list of the new personnel of the show told a representative of *The Billboard* that no roster could be given out at this time, as the staff is in process of change. Smith will continue to manage the show. Both John and Henry North are traveling with it. Clyde Ingalls has taken over management of the Side Show and will bring on a number of Ringling show features.

George Tipton and his cookhouse crew have left. So also have Ike Robinson and Paul Eagles and the entire advance crew. Theo Forstall remains and is working in the red wagon. Fred DeWolf has come over from the Ringling show. Blackie Williamson continues as boss property man; John Hanley is trainmaster, and Mike Tschudy, boss hostler.

Pat Valdo has charge of the entire show performance and is rapidly whipping the new line-up into first-class shape. Herb Duval is on the job as legal adjuster. Merle Evans is leading the band for the big show performance, while Eddie Woekener leads in preliminary concerts and the aftershow. Considerable equipment, including caterpillar tractors, etc., has been brought over from the Ringling show. More probably will be added. At Huron and Marshall the menagerie top was not used.

The Performance

With the addition of many Ringling attractions, the program as now presented is an exceptionally strong one. First night it ran over three hours, but it is rapidly being trimmed to a reasonable length. Ringling big top is being used, but two middle pieces have been omitted, necessitating omission of the two stages and leaving a three-ring show.

The show when caught at Huron, S. D., had not yet settled into a set routine, changes being made as required. They are still being made in order to give a better balanced show and cut running time, but the following brief outline gives substantially the routine that is

being followed. The animal act of Dolly Jacobs is not working, due to length of program.

Display 1.—Tournament, given added color by the addition of Ringling wardrobe, and making a real flash.

No. 2.—Mabel Stark's group of tigers and lions. Mabel, veteran of countless battles in the arena, is still Queen of the Jungles and handles her cats with skill and showmanship.

No. 3.—In Rings 1 and 3, ponies worked by Betty Miller and Ova Thornton. Center ring, tiger riding elephant, by Bertha Matlock.

No. 4.—Clowns on track.

No. 5.—Ring 1, dogs; Ring 3, seals, in pleasing routines.

No. 6.—Capt. Terrell M. Jacobs and lions. A fast-moving cat act, superbly handled by Jacobs, whose work is better than ever before. Features roll-over lion and tight-rope-walking lion.

No. 7.—On track, two elephants carrying ponies. Also parade of the hippo; Bobby, hind-leg dog, circling track, and man carried by head in elephant's mouth.

No. 8.—Ladder girls—some 20—over track and rings, and over center ring a single trapeze act and Anna Merkel in ceiling walk.

No. 9.—Gaited horses—magnificent animals put thru their paces by skilled and graceful riders.

No. 10.—Liberty horses in Rings 1 and 3, worked by Jack Joyce and John White; center, zebras, by Robert Thornton, concluding with free-running horses, zebras and camels circling an elephant in center ring, in a pleasing tableau.

No. 11.—Janet May presenting her spectacular one-arm swings.

No. 12.—Clowns on track.

No. 13.—The Naitto Troupe of Chinese wire-walkers, head and hand balancers.

No. 14.—Perch acts, Roman rings, trapeze, etc. Included the Walkmirs, the Olveras, the Cristianis, the Moratos and a couple of other acts from the Ringling show.

No. 15.—Gargantua the Great, presented by Frank Buck. An impressive sight.

No. 16.—Riding acts. In Ring 1, the Cristianis; Ring 3, the Reiffenachs. Superb riding and entertainment.

No. 17.—Elephants in all rings, under direction of Walter McLain and worked by Siva Phillips, Irene Servis and Olivia Desmond. Concluding with long mount on track, and Modoc, dancing elephant.

No. 18.—Flying acts. The Cancellas, three people, and the Flying Lorings, five people.

No. 19.—Ring 1, unsupported ladders; center ring, the Yom Kam Troupe; Ring 3, the Cristianis, teeterboard.

No. 20.—High-school horses. Beautiful stock, expertly ridden by attractive girls. Clever specialties by Jack Joyce and William Heyer.

No. 21.—Races conclude the show.

ONE DENIES

(Continued from page 32)

mann. Why anyone should deny the truth can only be guessed at.

"The show closed in Iron Mountain, Mich., July 4, and employees were taken to Sheboygan, Wis., against their will. Lots of us would like to have received our little bit, if not much, and gone our way somewhere close to home, but no, Seils-Sterling wanted to pay off on their home land. They did pay off and how! Forty per cent cut on the line. I O U's, yes, and these I O U's were not signed by any of the Lindemanns. We were held on the farm all day, nothing to eat, except a few hot dog sandwiches, but these were given to only a few work hands.

"I was next to last to be paid. I had my car ready at pay wagon to go to town and get something to eat as my wife and I had gone since 4:30 a.m. without food. I drove five miles and on entering restaurant in Sheboygan it was 10:15 p.m. So you see Tige was right; it ran well into the night to pay off. Not one of the Lindemanns put in an appearance after our arrival at the Sheboygan farm.

"I made up a party of five and we pooled our money and got to Springfield, Mo.

"What Tige Hale wrote you was the truth, and I am willing to make a sworn statement any time. Hope you see the working staff's side of the matter."

Alva L. Evans, midget clown, writes from Sheboygan, Wis., July 13: "I verify the statement of Tige Hale in issue of *The Billboard* dated July 16 in regard

LOOK, JUNIOR BOARD OF TRADE CELEBRATION

HULL, QUEBEC, AUGUST 1 TO 7, INCLUDING SUNDAY.

ART LEWIS SHOWS, INC.

CAN PLACE for this Big Celebration and the five outstanding Exhibitions of the Province of Quebec to follow. Octopus, Monkey Circus, any Show of merit not conflicting. Canadian Concessionaires welcome. Hazel Rocco and Freddie Phillips wire me. All must join week of July 25, as Show enters Canada July 31. All address ART LEWIS, Manager, week July 18, Plattsburg N. Y.; week July 25, Ogdensburg, N. Y.
P. S.—WANTED French Interpreters to join at Hull.

AL G. HODGE SHOWS, INC.

FOR IRON RIVER, MICH., WEEK OF JULY 25, FOLLOWED BY UPPER PENINSULA FIRE-MEN'S TOURNAMENT, LAKE LINCOLN, AUGUST 1 TO 8. HERE IS WHERE YOU CAN GET EVEN. OUR FIRST FAIR STARTS IRON RIVER, MICH. OUT UNTIL NOVEMBER 15.

WANT Shows with or without transportation, 25% of gross to office. CAN PLACE Penny Arcade. Concessions of all kinds; no exclusive except Corn Game, Cook House, Popcorn, Custard, Lead Gallery, Photo Gallery. Will book any strictly Stock Concessions \$15.00 weekly. Can place a limited number of Wheels and Grind Stores privileges, \$25.00 weekly (half when located, balance Wednesday at close of business). First Show in Iron River, Mich. Have good route ahead. Can place Diggers, \$25.00 (No Bartletts). We are billed for 50 mile radius. Fair Secretaries and Celebration Committees, we have two open weeks. Get in touch by wire with me. Can use sober and reliable Ride Help. Must drive tractors. Pay every Wednesday.
ANDY CARSON, Legal Adjuster; WILLIAM M. TUCKER, Manager, Gwinn, Mich., this week.

WANTED—GIRL SHOW MANAGER WITH PERFORMERS AND WARDROBE.

Have for capable Man, new Top with beautiful Panel Front.

WANT Monkey Animal Show and two good Grind Shows such as Mechanical City, Fat or Midget Show, Side Show Acts wanted that can entertain, and one good Act to feature. CAN PLACE all legitimate Concessions, such as Lead Gallery, American Palmistry, Candy Apples, Scales, etc. WILL BOOK OR BUY High Striker. WILL BOOK Kiddie Rides for long season in excellent territory. FOR SALE—Two large, healthy Himadryas Monkeys. Cost \$150. Will sell for \$80.00. Fair Secretaries, we own and operate 6 Major Rides and have a few fall open dates. Address all communications to
MORRIS VOLTAGGIO, General Manager,

LATLIP'S HOME STATE SHOWS

Keyser, W. Va., week July 18; Frostburg, Md., week July 25.
Eddie Lewis, Bryan Woods, Mabel Mack communicate.

DELAWARE STATE FAIR

HARRINGTON, WEEK JULY 25

AND MIFFLIN COUNTY FAIR, LEWISTOWN, PA., WEEK AUGUST 1

Will book Grind Shows with own outfits. All legitimate Concessions open. Eating and Drinking Stands. All address, this week, Camden, N. J.

CETLIN & WILSON SHOWS

SCOTT BROS. SHOWS WANT

Octopus or Ridee-O, Ten-in-One, Manager with People for Hula Show. Have outfit. Dave Little wants Bronco Riders, Trick Ropers, Trick Riders, Musicians and Performers for Colored Minstrel. Want Stock Concessions. Jack Duncan wants capable Agents. Have fourteen Fairs and Celebrations. Brownsville, Tenn., this week; Milan follows.

WANTED FOR SUFFOLK COUNTY

Day and Night Fair—August 22-27, Inclusive

RIVERHEAD, LONG ISLAND, N. Y.

Concessions of all kinds: Girl Show, Glass Blower, and Demonstrators for Main Building. WANT FREE ACT FOR FOUR WEEKS—Starting July 25—(Wire Me) CAN USE good Ferris Wheel and Merry-Go-Round Man. Whitley Harris get in touch with me. MIKE PRUDENT, 124 Cedar Avenue, Patchogue, L. I.

to payoff and closing of the Seils-Sterling Circus."

Hale's Sworn Statement

Tige Hale writes from Ludington, Mich., July 14: "As promised, I am giving you a sworn statement of Seils-Sterling Circus closing as a follow-up to my statement in last week's issue, and am inclosing copy of the contract of the circus signed by myself and Mac Heller, bandmaster, acting as agent for the show. Am also inclosing one of the I O U's issued.

"The first we knew of anything being wrong was three weeks before closing when we found a slip in our pay envelope, notifying us of a 25 per cent cut in wages and a cancellation of our bonus, already amounting to \$21 per man in hand, contrary to the contract. On the Saturday before closing, when going to the wagon to get our week's wages we were informed they would not pay off until show reached quarters in Sheboygan the following Tuesday. After waiting all afternoon some were paid off around 6 o'clock, others later in the evening and still others not until the next day. The final payoff was as follows: A complete cancellation of the bonus. This meant a loss of \$30 (10 weeks) to us band men which we supposed was in the bank, as contract signed by show's agent stated plainly bonus was to be paid at end of season. Next our two weeks' holdback from the

WANTED FREE ACTS

Send Description and Price. Dates: August 11, 12, 13.

CICERO FALL FESTIVAL

E. A. CARSON, Secy., Cicero, Ind.

CONCESSIONS WANTED

BLANDINSVILLE FARMERS' PICNIC

BLANDINSVILLE, ILL.
2 Big Days 2—August 11 and 12, 1938.
HOWARD GRIGSBY, Secy.

first of the season was cut 25 per cent and they gave I O U's for the last week, the 25 per cent and bonus missing. To, they did not pay for Sunday, July 3, and Monday, the 4th, when good crowds attended, also nothing was paid for several other Sundays worked. Instead of over \$65, I received \$18 and an I O U for \$6. We had to sign a release before being paid anything.

This statement was sworn and subscribed to before Elizabeth Carter, Notary Public, Mason County, Mich., July 14.

Hale adds: "If artists, musicians and workmen losing money on this payoff will write Industrial Commission of Wisconsin, Wage Collection Department, Madison, Wis., stating remainder due, it will help a lot towards an early settlement."

How To Keep SS Records

Treasury Department does not prescribe any form, but chart here suffices

CINCINNATI, July 16.—According to reports made by field officials of the Social Security unit of the Treasury Department entrusted with the check-up of Social Security records of outdoor shows and also inquiries received by *The Billboard*, there still seems to be some uncertainty in regard to the form in which Social Security records should be kept in the show offices. In many cases Treasury officials have to waste hours and embarrass show secretaries because it is impossible from the records kept to make a quick and accurate check-up.

Always interested in helping the show world to solve its problems, *The Billboard* had its Social Security expert draw up a form which in his opinion would suffice and give to the Treasury Department all the desired information as condensed and simple as possible. This form was submitted to George J. Schoeneman, deputy commissioner of internal revenue at Washington, for his opinion, but as no particular form is prescribed by the Social Security Act for the keeping of records, Mr. Schoeneman was not in position to give his official approval to any one special form.

"You are advised," he says in his answer to *The Billboard*, "that neither the act nor the regulations promulgated thereunder prescribe any particular form or system of accounting for the keeping of the records required with respect to the taxes imposed by Title VIII of the act. Each concern may adopt such records of accounting as may best meet the requirements of its own business provided that the records maintained will clearly and accurately show the information required under the provisions of Article 412 of Regulations 91, and will enable the commissioner of internal revenue to ascertain whether the taxes for which the employer is liable are correctly computed and paid. So long as the correct results are achieved and adequate records are maintained the bureau is not concerned with the method adopted by taxpayers in maintaining the records required by law or regulation."

The trouble is that very few showmen are familiar with the provisions of Article 412 of Regulations 91 or with the question of what constitutes adequate records in the eyes of the Treasury officials. Therefore a special representative of *The Billboard* on a recent visit to Washington submitted a form to a lawyer of the Social Security unit of the miscellaneous tax division in the Treasury Department and was informed, unofficially, that records kept on such a chart would be, in his opinion, fully adequate and come up to all requirements of the act. The chart showing how records can be kept to suffice under the law follows:

NAME OF SHOW	NAME OF EMPLOYEE
Working at	Social Sec. No
Quarter ending	Permanent
Started	Address
Left	Age
to work	Color *
Salary	Birthday
Value of	
per week... extras (board, etc.).....	
Week Ending Wages Extras Taxable Total SS Tax Wages Due When Paid	

There should be 13 lines, one for each week of the quarter.
*The "color" designation is not necessary but helps for identification.

With the Zoos

DETROIT—Construction program involving expenditure of about \$200,000 was announced by John W. Ireland, superintendent of Belle Isle Zoo. Funds have been secured thru the WPA for a series of projects, including bear den, mountain for Rocky Mountain goats and combined bird and reptile house. Attendance has been heavy all season.

WHEELING, W. Va.—Several new animals have arrived at the Municipal Zoo here, the donation of friends of the late Otto Schenk, according to Chris H. Hartman, manager. In the group were white peafowls, Mangolian pheasants, black-neck pheasants, two pair of Mandarin ducks, pintail ducks and four young Rhesus monkeys.

FORT WORTH, Tex.—Harry Rand, educational director for Forest Park Zoo here for past six years, has resigned to take a position with a local flour mill. During his association with the zoo Rand made numerous lectures at city schools and luncheon clubs and appeared on the weekly zoo program on Station KTAT for the past 18 months.

COLUMBUS, O.—Joe and Lil, African lion cubs, are the latest additions to the animal family at Municipal Zoo here. Cubs are three years old and weigh about 250 pounds each. Construction on new animal cages is being rushed and other improvements are being made. Ceremonies recently attending the christening of the 4,200-pound elephant presented to the zoo by *The Columbus Dispatch* attracted the largest crowd in the zoo's history.

SALT LAKE CITY—Calvin D. Wilson, Los Angeles, has been named superintendent of Liberty Park aviary and aquarium, new \$5,000 feature. Art Gardiner, moving his Merry-Go-Round to make more room, will give \$1,000 to help put the bird sanctuary over. Russell L. Tracy gave his collection of birds and \$5,000, providing the city spend an equal amount. P. S. Goggin is in charge as commissioner of parks. Supt. E. M. (Dutch) Shlider, Hogel Gardens Zoo, is happy over a new outdoor elephant run for Princess Alice.

LITTLE ROCK, Ark.—Population of the zoo here has been increased by 14 animals and several rare birds. Shipment was in charge of W. R. (Bill) Sprott, curator, and included a pair of African porcupines, pair of llamas, pair of rhea, pair of kangaroos, two woolly monkeys, three putty-nose monkeys, two lemurs, pair of African-crown cranes, pair of Mona monkeys and two toucans.

KANSAS CITY, Mo.—Attendants of bear pits in Swope Park Zoological Gardens will sport flashy white coats with green lettering as a result of a move by Ben Ryan, superintendent of park maintenance. N. T. (Tex) Clark is zoo superintendent.

NEW ORLEANS—A 200-pound Kodiak bear, gift of the governor of Louisiana, has been added to Audubon Park Zoo.

The Circus

(Editorial in The Fort Wayne, Ind., Journal-Gazette, June 13)

Circuses were made for children and for grown-ups who are still children at heart, and it may also be said that the fellow who lacks a liking for the big top lacks a quality essential to a well-rounded genuine personality.

Wild animals and acrobats, clowns and trained ponies, rough-and-ready men who pull and haul at ropes, performing wonders scarcely less amazing than the sight of the man from Borneo—all these are part and parcel of the circus heritage.

A good old-fashioned circus band blaring forth all manner of martial, popular and faddish tunes, bareback riders so elegant and graceful, masters of ceremony and the daring young men on the flying trapeze. You can't see enough of them at the circus.

Circuses are fine old school typically American institutions, associated more with the hinterland than with metropolitan New York, appealing to farm boys and lads from the streets of smaller cities, startling exhibitions of rollicking fun and derring-do.

Today is circus day in old Fort Wayne—the day toward which hundreds of boys and girls (and the grown-up boys and girls who are their fathers and mothers) have been looking forward for many a week.

Other forms of entertainment may have become too sophisticated to suit your taste. Not circuses. Never did they fill a more important need.

The cub, shipped from Alaska on June 16, probably will be named after Gov. Richard Leche, said Frank E. Neells, superintendent. The zoo also has 13 snowy egrets and two blue herons sent from a game preserve at Avery Island, La.

Newspaper Aids Fairyland In Big Annual 3-Cent Day

KANSAS CITY, Mo., July 16.—Annual 3-Cent Day in Fairyland Park held next week will be in co-operation with *The Kansas City Journal-Post*, said Omer J. Kenyon, park general manager. Last year's event attracted 27,000 cash customers, largest in history of the park. All rides and other attractions will be available for 3 cents except Giant Skyrocket, Loop-o-Plane and Octopus. Gate will be reduced from a dime to 3 cents.

Business in Fairyland increased with return of hot summer weather. Especially have Crystal pool, roller rink and the Skyrocket received good patronage. Ballroom is experiencing difficulties, especially on week nights, it is said, altho importation of name bands on week-ends usually helps meet the nut. Dick Wheeler, manager, has Noble Sissie, Shep Fields, Rita Rio and Chick Webb booked for late July dates.

Many picnics are being held, most of them by large department stores and factories. Weather the last two weeks has been good, altho temperatures on several occasions have topped the 100-degree mark.

DRESSING ROOM

(Continued from page 32)

most unassuming men on the lot and one of the best liked, Nelson Peck, Bobby McGaugh's father. Jack Wynn, Circus Fan of Corunna, Mich., informed us that he will take out an indoor circus unit at close of circus season. Mr. Rogers deserves credit for the wonderful condition of the ring stock. Omaha, Neb., home of Art Lind. He received three invitations to have chicken dinners. Art was heart-broken because he couldn't eat three meals in succession. General Contracting Agent W. E. Sugden was called home to Bancroft, Mich., due to the serious illness of his wife, who underwent a major operation. Is slowly improving. Sugden is again contracting. The clowns voted that Carl Traynor is the quietest man in clown alley and they insist the writer must have been vaccinated with a phonograph needle. CHESTER (BOBO) BARNETT.

TOM MIX.—Madison, Wis., gave show one of best day's business of the season. Circus Fans assisted. John Reeves arranged for the governor's party to attend afternoon show. Bob Clark entertained show personnel at the Elks' Clubhouse, and Dr. Tom Tormey had a party at his home. William Hommel, S. O. Braathen, Bill Jackman, Lew Wilson, L. Taggart, Walter Hohenadel and J. McFarland also had a finger in the activities. Madison is the home of Charley Clarke and the family was greeted by Charles Jr. and friends. Arnt Augustad visited relatives in Milwaukee and brought back some new props. Augy's wife spent several days on show while in vicinity of Chicago.

Mrs. James Bagwell is now with show, driving from town to town in a new car purchased by Jimmy in Madison. Danny Gordon and Roy Brown are practicing their new bar act between shows. Recently the plane in which Ray Goody was riding over the Great Lakes ran out of gas. When plane and Mother Earth met Ray stepped from the cockpit a little

shaken but able to do his routine in night performance. Sells-Sterling Circus was well settled in quarters when Mix show played Sheboygan, Wis., and the personnel spent day on our lot. Manager Dail Turney placed some of them. As show is carrying a full crew, lack of sleeping facilities made it possible to place only a few performers. Arrangements are being made to accommodate several more clowns and the Willis Sisters.

The Fourth of July celebration brought thrills and upsets. Our fight promoter Jack Knapp, arranged a program of pugilistic events. "Big Boy" Zaza (big top) vs. Evert Goodnight (backyard officer) fought a draw; Don Lamb (backdoor) and Mike Thomas (props) went the limit but judges gave the decision to Thomas; Bob Henderson (usher) vs. Ed Yockey (props) also went to a draw. "Big-Top" Polak took the semi-final bout in one round over "Props" Blackie. In the main event, Rex Rossi and the Masked Mysto came to a dead heat. At the ring-side Jack Burslem supplied all with liquid refreshments as his contribution to the day's festivities. Robert J. LaMour did a good job refereeing the bouts. Was assisted by Dail Turney and Tom Mix, judges. The writer acted as timekeeper and toastmaster.

Just saw Ruth Clark come out of spec on a bareback horse. She and husband, Bob, have been with us frequently the past week. Doctor Taylor, circus fan, and family were seen in the grand stand several times the past week. On doubling back thru Madison the advance stopped over and visited the show. Hal Brown is now handling mail on the show. Just received a new first-aid tent from the United States Tent and Awning Co.

DR. GEORGE W. T. BOYD.

Circus Solly Says

JOE M. LEONARD, general press representative of the Gainesville Community Circus, has been working under considerable physical handicaps, having suffered two fractured neck vertebrae in an auto accident in January. Since May 14 he has been making Cedar Falls, Ia., headquarters, recuperating at the home of his only sister. He expects to return to Texas soon much improved in health and ready to assist with the late summer and fall dates of the show. He has had several nice side trips, including a tour of Minnesota, parts of Canada, Wisconsin and much of Iowa, taking advantage of every opportunity to "talk shop." He addressed an intercity meeting of nine Rotary clubs at Iowa Falls on the Community Circus, had nice introductions at Cedar Falls and Waterloo Rotary luncheons, received good stories in *The Waterloo Courier* and *The Times-Journal* at Fort William, Ont. *The Cedar Falls Record* ran two columns, with art. While in Fort William he had a long chat with "Spike" Hennessy, brigade manager of Hagenbeck-Wallace advertising crew, and others. Caught the show at Waterloo June 30 under most trying circumstances. Rain poured nearly all the time the canvas was going up, ceased a while, then started again just as doors were opened for matinee, an hour late.

VISITING NOTES—Jack Brown caught Cole Bros.' evening performance at Lynn, Mass., and enjoyed every minute of his stay on the lot. A near-capacity crowd. Many remained for the concert.

TINY AND JULIA GEHRTZ, of Greater American Shows, recently visited Russell Bros.' Circus. Julia is doing one of the free acts and Tiny is mechanic.

EVERETT BLANSHAN and family motored to Saugerties, N. Y., July 4 and were guests of George R. Beers, of the Beers-Barnes Circus. Show had a good day. On account of Mrs. Sadie Beers' being in Kingston City Hospital show will play in and near Kingston for next 10 days. . . . MONTE YOUNG, wife and son, Bobby, and R. D. MacCollin, wife and children recently attended the Barnes show, visiting with Mabel Stark, Walter McClain and Eddie Trees. Miss Stark presented the MacCollins with a copy of her new book. They worked with her last season. . . . MEMBERS of George Bishop troupe and several fans recently visited Silver Bros.' Circus. . . . H. R. PEVERLY, fan of Melrose, Mass., attended Robbins Bros.' Circus at Portland, Me., and renewed friendships with Milt Robbins and wife and Thomas Kennedy and wife. . . . TIGE HALE visited friends on Lewis Bros.' Circus at Ludington, Mich. . . . JAY-DEE THE GREAT, free attraction with Pine Tree State Shows, visited Newton Bros.' and Robbins Bros.' circuses and renewed acquaintances. Reports good performances.

Calgary Exhibition and Stampede Has Greatest Attendance Since '29

CALGARY, Alta., July 18.—Calgary Exhibition and Stampede, July 11-18, had total attendance of 223,425, an increase of 2,876 over last year, and grandstand revenue was considerably larger than that of 1937, said General Manager E. L. Richardson.

"An exceptionally good program, including Ernie Young's revue and grandstand show, displays of Hand Fireworks Co. and the Stampede accounts for the large increase," he said. "Weather during the week was almost perfect. Friday's attendance was 50,768 and total attendance largest since 1929. There were 555 entries in the Stampede."

Final winners were: North American Bucking—Earl Thode, Guy Gash, Sykes Robinson, John Jordan. Canadian Buck-

ing—Herman Linder, Sykes Robinson, Jerry Ambler, Clark Lund. Bareback Bucking Horse Riding—Urban Doan, Arnold Montgomery, Harry Thompson, Cecil Bedford. Steer Decorating—Warner Linder, Frank McDonald, Andy Lund, Dick Andrews. Steer Riding—Herman Linder, Urban Doan, Jerry Ambler, Clark Lund. North American Calf Roping—Charlie Ivins, Albert Galarneau, Cecil Owsley, Irby Mundy. Canadian Calf Roping—Hugh Connell, Warner Linder, Pat Burton, Jack Morton.

Royal American Shows' midway came within a few dollars of equaling the gross of the record-breaking year in 1937. Saturday set a new record when attendance figures were about \$10,000 for the final day.

Silence on Billboard Regulation Criticized

ALBANY, N. Y., July 16.—Chairman Robert Moses of the highway, parkway and grade crossing committee of the Constitutional Convention in session here has sent a letter to William E. Beehan, counsel of the Outdoor Advertising Co. of New York City, severely criticizing the latter.

"It is apparent that you are unwilling to discuss certain important phases of billboard regulation with this committee and its representatives because you have avoided every effort at conferences," the letter reads, in part.

"Personally, I have never been a fanatic on billboards, but long experience in public work has convinced me that regulation by agreement, and if necessary by law, is necessary. I had hoped that some understanding could be reached by which the distinction between parkways, parks and scenic places and areas could be amplified and sharpened as a substitute for the more drastic regulation which is bound to follow if the large companies engaged in this business do not take a more sensible view of the problem."

"TELL 'EM OLE"

(Continued from page 23)
given from a special-built band wagon twice daily by an eight-piece uniformed band made up of the following: Shirley Pitts, trumpet and leader; Terrance Senter, trumpet; Olive De Vere, saxophone; Carl De Vere, alto; Elta Pitts, bass drum; Joe Firns, snare drums and traps; Ethel Atkinson, trumpet, and William Simons, trombone.

A three-act Swedish-dialect play is presented, featuring Carl DeVere as Ole. Remainder of the cast is as follows: Olive DeVere, leads; Ethel Atkinson, characters; Shirley Pitts, heavies; Elta Pitts, general business; Fred Cadeaux, characters; Bুদ্ধ DeVere, juveniles. Vaudeville acts are presented between the acts. Matt Laurisch presents his dog act as a feature of the concert given nightly. Laurisch is also in charge of the top, assisted by six workmen.

The show is carrying a cookhouse this season, with the veteran circus cook, Jim Gibbins at the helm. P. C. Franklin, veteran trail blazer, assisted by Nick Henenfernt, billposter and lithographer, is handling the advance and doing a good job of it.

The show encountered its greatest loss the first week out when one of the owners, Tom Atkinson, passed away at Clayton, N. M. His wife, Ethel Atkinson, has taken over his interests in the show. Fred Cadeaux is handling the candy and banners on the show.

GOVERNMENT IN—

(Continued from page 23)
never or seldom eat," we are forced to admit that the present depression has come nearer to making this old joke become a reality than anything else that has happened since the advent of American amusements.

These are tough times for both manager and performer, the toughest the business has ever known. No one can deny the right of the showman to the same assistance that his neighbor in other pursuits enjoys; the same form of emergency assistance that the rest of

the needy population receive. "No one should be allowed to starve." This is the theme of the argument put forth by those who have helped frame and outline the methods of the government projects. Other ideas such as benefits brought to audiences in a cultural way are advanced, as well as the plea of cheap or free entertainment to financial-stricken communities. Lesser arguments are included, all aiming to build up a case of government-sponsored shows.

Human Distress a Factor

The radical wing of the group has in the past urged the National Theater idea, and it has been said many times that all of this Federal Theater Project business is a build-up in the minds of the prime movers to add what has been termed a national art department to other government bureaus. We can safely drop the lesser arguments and confine ourselves to the case at hand—human distress—and the best method to relieve it as applying to the theater. If we engage one actor on a federal project we assist this particular person and those dependent upon him. But if by hiring this one actor we in turn place him and his talents in competition with those of the profession not included in such projects we undo the good we have done, for we favor one to the detriment of another. If government-sponsored shows move into a neighborhood and solicit patronage sound sense tells us that this patronage is solicited at the expense of privately owned entertainment enterprises. Show business, like every other business, can be carried only so far. Fill any city with theaters in the sense that it is overcrowded and the whole of the city's entertainment industry collapses.

Show business is and always has been more or less of a gamble, much more so than any other field of endeavor, and add to this gambler's chance a condition of overcompetition and you have a situation that is impossible to overcome. So we have an argument against the government-sponsored projects in this competitive element both individual and collective. In my experience in show business I have never known of lack of entertainment insofar as quantity is concerned. Quality has often been lacking, but quantity never, and no community is without shows, or ever has been to my knowledge, wherever proper support has been forthcoming from the populace.

Showmen Good Losers

No class of business men are better losers or will take more chances than showmen, and rarely is a city or town without the class and kind of entertainment that it would even in part support. If this is so then government shows only add more competition for those already in the field. In New York it was agreed that project shows should keep out of the so-called theater district and confine their performances to outside areas. This proves that the competitive angle is something to be feared, and theater managers and others in the so-called outside areas have found this to be evident.

Small-town theater owners, traveling showmen and semi-professional and amateur groups have not been so protected and have found the government-sponsored organizations real competition. Even religious institutions have complained that their amateur productions have slumped in attendance when WPA shows have competed in their neighborhoods. And every publisher of plays, with the possible exception of one, is of the opinion that such projects have cut deeply into the sale of plays and material for amateur and semi-



VIRGINIA SENIOR, "Sky High Girl," free attraction with Gooding's American Exposition Shows this season, has left the show and will start her fairs in the East. The picture was taken at Covington, Ky., where she attracted large crowds nightly with her long teeth slide, ending amidst the throngs on the midway.

professional use. So we find playwrights, printers, binders and others employed by publishers also suffering from government competition. If by assisting one class we in turn impoverish another we surely get nowhere with the human distress argument. Instead we may pull down a chain of established and tax-supporting industries in order that work be created for a limited group of idle actors.

Complaints of Favoritism

Favoritism, the engagement of those not entitled to be classed members of the profession, as well as choice of inferior material, have all been complained of, but knowing the difficult task that confronts anyone engaged in directing any kind of city, State or federal relief work and also being familiar somewhat with politics, I have more sympathy than censure for those heading federal-financed show projects. Show business is no bed of roses even when privately owned and prosperous, and show business anchored down with government red tape and at the mercy of political advisers is what might be termed a constant turbulence.

Robbing Peter to pay Paul may go on smoothly for a while, but when Peter has been relieved of his few dollars both Peter and Paul will be found on the dole. In the meantime show business will have been dragged so far along the road of adversity that the trip back will never be accomplished in time to do either Paul or Peter any good. It would seem that this federal-financed theater business has a good chance to become just another straw to break the already weak back of a sick industry.

Merry-Go-Round and Kiddie Automobile Ride WANTED

Can use same commencing July 25. Have good fair dates for balance of season. Percentage reasonable. Rides must be new and modern. Address inquiries.
THE F. E. GOODING AMUSEMENT CO.,
Box 386, Columbus, O.

WANTED

Shows and Concessions for
MANSFIELD, OHIO
DAY & NIGHT FAIR and RACE MEET
(Grand and Short Ship Race Horses)
July 27-28-29. First Fair in Ohio.

Will sell X on Novelties, Cotton Candy, Guess Weight Scales, Shooting Gallery, Strip Photo. Concessions \$10.00 per location. Send deposit to insure space.
RICHLAND COUNTY AGR. SOC.,
Walter W. Shafer, Lexington, Ohio.

KLINE'S GREATER SHOWS WANT

FOR FARMLAND, IND., FAIR,
On the Streets, for week of July 25 and long season of fairs to follow. Florida all winter. Legitimate Concessions of all kinds, Grind Shows, Side Show People, experienced Men for Monkeydrome. Also want Tilt-a-Whirl or Octopus and experienced Ride Help.
BOB KLINE, Cambridge City, Ind.

F. EUGENE SYKES

Can place Legitimate Shows and Concessions for Old Home Week and Firemen's Night Fair, Nicholson, Pa., July 25-30, inclusive. Also Free Acts. Write or wire me, Harford, Pa.

WANTED AMERICAN LEGION FAIR

Palmyra, N. J., Week July 25
Legitimate Concessions of all kinds: Snow Machines, Pop Corn, Pitch-Tilt-Win, Ball Games, Shooting Gallery, etc. SAM TASSELL, 207 Schubert Theater Bldg., Philadelphia, Pa.

OPPORTUNITY

A space for one or two Photomatum Machines, flat rental or percentage. Immediate action. No competition.

CROTON POINT PARK

Harmon-on-Hudson, N. Y.
MYRON ALPERT, Phone Croton 957.

CATERPILLAR FOR SALE

COMPLETE—A-1 RUNNING CONDITION
Ready to set up and operate. New Jack Stands, new Jacks, new Tunnel. Cheap for cash.
HUGH McPHILLIPS,
415 Main St., Cincinnati, Ohio.

HARRODSBURG, KY.

Fair and Horse Show, Week July 25

Kentucky's Biggest County Fair.

Followed by Russells Spring, Broadhead, Lawrenceburg and 10 other straight Fairs. Big Bluegrass Harvest. Highest prices in years. Not playing blanks. Get in money territory. The season is getting short. Will place Stock Concessions only and Shows with own outfits. 40 per cent to office. Address

F. H. BEE SHOWS

Grayson, Ky., Fair this week, or as per route.

J. J. PAGE SHOW

WANTS FOR MONTGOMERY COUNTY FAIR, MT. STERLING, KY., ALL NEXT WEEK,
Up-to-Date Cook House and all other legitimate Concessions except Corn Game and Frozen Custard. WANT Musicians for Colored Band. CAN PLACE one more Grind Show, with or without outfit.
Address J. J. PAGE SHOWS, Nicholasville, Ky., this week.

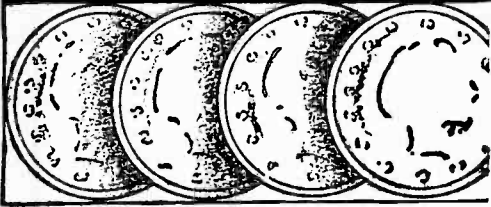
JACKSON SHOWS WANT

SHOWS, RIDES AND CONCESSIONS FOR FOLLOWING FAIRS IN ONTARIO, CANADA, STARTING AUGUST 29. KINGSTON, BELLEVILLE, RENFREW, ALMONT, RIDGECREEK, TOWN, AYLMER, STRATHROY AND MANY OTHERS.
WILL BOOK Tilt-a-Whirl and pay freight and bond from States. Have 7 Rides: Merry-Go-Round, Ferris Wheel, Loop-the-Loop, Chairplane, Auto Speedway, Octopus, Ride-O, for these big coming Fairs. Get in touch with me for space and footage. CAN USE Side Show. Show now on Gaspe Coast mopping up with day and night play. All this week, Gaspe, Que., Can.

WANTED

Grab Joint Man, also three first-class "Carney" Waiters. Ralph Bliss come on.
GEO. WELCH, MARKS SHOWS, Clarkburg, W. Va.

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.

MONOPOLIES

The rather hot debate that developed around the move to take the lottery ban out of the New York State constitution raised a deep question that was discussed only incidentally by the many people who had something to say, pro or con, about gambling and lotteries.

The movement in New York gained headway enough to get preferred attention at the constitutional convention because of the pressing need for relief funds these days. It was a chance for the growing number of advocates of government lotteries to come forward with their idea of a lottery to raise money.



WALTER W. HURD

The amusement games industry does not wish to oppose any movement which is for liberalizing old laws, or which has for its purpose the raising of money for relief or the needs of government. The amusement games industry itself seeks the liberalizing of old laws and also offers its money-raising power to help the needy.

When there is talk of government lotteries or of legalizing the bigger forms of gambling like racing bets, then the question of monopoly in gambling comes seriously to the front.

The tendency in legalizing any form of big-time gambling has always been to monopolize gambling as far as possible. So if the issue started in New York gains headway in other States the issue will be big-time gambling vs. petty gambling.

The certainty of this issue coming up can be seen in every State where pari-mutuels have been legalized. Powerful racing interests have inevitably opposed petty gambling, such as payout games and slots, presumably because of the greedy idea that every nickel which went into the machines was lost to the pari-mutuels. Greed works corruption among gamblers just as it does in legitimate business.

Advocates of big-time gambling, like lotteries, pari-mutuels, etc., argue that such forms of gambling are much easier to control than the petty forms which would call for licensing many individual operators. But at the same time the records show that once big-time gambling is given legal sanction, it automatically puts power into the hands of a very small group.

All the political and monopoly evils known to history are enthroned when any form of big-time gambling is given a monopoly by legal sanction. The worst part of it, so far as a democracy is concerned, is that when a small group is given a monopoly on gambling that group then has money and power to keep itself in control. It has money and power to also shut out all other petty forms of gambling that might take some money from its treasury.

In a democracy the whole question of monopoly should be carefully considered when any State or city considers licensing gambling. The history of pari-mutuels affords plenty of evidence of the effects of a monopoly.

Now the underlying principle of our American democracy is to avoid monopolies as far as possible. Monopoly is not in keeping with the very spirit of our country. It has brought

too many evils and abuses in business and monopoly would eventually lead to too many abuses of power in licensing gambling for revenue.

If a choice must be made, the American principle is to favor the many against the few, the small independent against the big interests. Perhaps such a policy has brought us many social and economic problems, but that is the American idea just the same. For a time we winked at the law and let big monopolies do as they pleased in business, but now the tendency is back to the American idea of limiting monopolies.

All of the independent, weakly organized forms of petty gambling should have a full hearing and consideration when it comes to licensing gambling. It would be much more in keeping with American principles to license the many forms of petty gambling than to license big-time gambling if a choice has to be made. It should be practical, of course, to work out a system whereby all forms of gaming, betting and lotteries could be made to contribute to the aid of the needy—without giving a monopoly to any. That would be the American way of doing things.

Such forms of petty gambling as salesboards, slot machines, payout games, etc., take small coins only, and there are many social and economic reasons in favor of the small coins. The common sense of confining popular gambling to small coins may be seen in the government lottery system in Italy. While that is a government monopoly in gambling, at the same time the amounts to be played are 25 cents or less. Thus the public is compelled to take plenty of time in its gambling and the public also gets a larger share of amusement in playing its money.

Unfortunately a lot of well-intentioned people never stop to consider the ramifications of monopolies in gambling. In the New York debate the author of the Hirschberg amendment made it clear that ministers, reform agencies and church people were supporting the monopoly of gambling by racketeers when they opposed legalized gambling. For the big-time gambling interests want gambling to be illegal. So do church people and reformers. Both are thus working together so the big-time gambling interests may have a monopoly. Many times the big-time interests finance church agencies in their drives to combat legalized gambling. All of these things come to the surface when legalized gambling is up for discussion.

When the fight was being waged against the Florida slot machine license law in 1937, the Legislature was besieged by the church lobbies and also the most powerful gambling combines in the State—both working to kill the legal slot license. That is a picture to be pondered over. It shows how strong will be the fight for monopoly when liberal State governments move to license gambling.

Modern conditions have made the eventual licensing of gambling a necessity for revenue, no matter what our political, social or moral views may be. That means an increasing fight for monopoly in gambling. The American way will be to work out a system which gives no monopoly and which will duly legalize the many forms of petty gambling which take in small coins and give out a greater share of amusement.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. *The Billboard's* sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis. Without inventions and new blood no industry can go forward.

Patent No. 2,121,946.
Pertaining to Coin-Controlled Apparatus.
Application July 11, 1936.
Issued June 28, 1938.
Number of Claims, 4.
Inventor's name, Walter A. Bockisch, Chicago, Ill.
Assigned to Western Electric Co., Inc., New York, N. Y.

Claim No. 1—In a coin-controlled apparatus, a coin chute, a trap therein adapted to be deflected from its normal position by the weight of a coin deposited thereon, and a common means for holding the trap in its normal position and initiating a signal when a coin is deposited, comprising a pair of tensioned contact springs, and a lug of insulating material projecting from the trap for normally separating the tensioned springs and permitting the springs to engage when the trap is deflected by deposit of the coin.

Patent No. 2,121,970.
Pertaining to Coin-Controlled Apparatus.
Application July 11, 1936.
Issued June 28, 1938.
Number of Claims, 9.
Inventor's name, Morton L. Landreth, Elmhurst, Ill.
Assigned to Western Electric Co., Inc., New York, N. Y.

Claim No. 1—A coin collector comprising a coin hopper, a pivoted coin directing vane in the hopper and a single coil electromagnet adjacent to the hopper having a permanently magnetized armature directly connected to the coin directing vane.

Patent No. 2,121,971.
Pertaining to Coin-Controlled Apparatus.
Application, Original Date July 11, 1936.
Divided and this application January 29, 1937.
Issued June 28, 1938.
Number of Claims, 2.
Inventor's name, Morton L. Landreth, Elmhurst, Ill.
Assigned to Western Electric Co., Inc., New York, N. Y.

Claim No. 2—In a coin-controlled apparatus, a coin chute, a hinged coin trap in the chute deflectable from its normal position by deposit of a coin, a

pivoted vane normally positioned to arrest the movement of the trap caused by deposit of a coin thereon, means for rotating the vane to release the arrested trap and subsequently restoring the vane, and a pivotally mounted member on the trap adapted to swing free of the vane as the vane is rotated from its normal position and to engage the vane during the restoration of the vane for returning the trap to normal.

Patent No. 2,121,991.
Pertaining to Coin-Controlled Apparatus.
Application July 11, 1936.
Issued June 28, 1938.
Number of Claims, 7.
Inventor's name, Emil Sirp, Downers Grove, Ill.
Assigned to Western Electric Co., Inc., New York, N. Y.

Claim No. 4—In a telephone coin collector, a hopper for receiving a deposited coin, a hinged coin trap in the hopper, a pivoted coin directing member within the hopper, means for actuating the member on its pivots, and co-operating cam elements on the trap and said actuating means for tripping the trap to release the deposited coin and restoring the trap to its normal position.

Patent No. 2,122,024.
Pertaining to Coin Divider.
Application January 19, 1937.
Issued June 28, 1938.
Number of Claims, 8.
Inventor's name, Alfred F. Chouinard, Chicago, Ill.
Assigned to Raymond T. Moloney, Chicago, Ill.

Claim No. 1—In a coin handling device having a substantially horizontal slide along which coins may be pushed to discharge from an end thereof, the combination with said slide of a switch pivotally carried on said slide at the discharge end thereof to cause successive coins engaging the switch to be alternately deflected and discharged at opposite sides of the slide, opposite sides of the slide adjacent and below the switch being cut away to provide coin drop notches.

Patent No. 2,122,351.
Pertaining to Parking Meter.
Application May 25, 1936.
Issued June 28, 1938.
Number of Claims, 9.
Inventor's name, Joseph E. Morris, Pasadena, Calif.

Claim No. 9—In a vehicle wheel, a large hub plate at the outer side of the wheel, said plate having a plurality of narrow, radially arranged windows equi-angularly spaced with respect to each other, a plurality of measuring members, each comprising a hollow measuring stem located behind a window of the plate, each of the measuring members having bulbs at the outer ends of the stems and communicating with the later.

Patent No. 2,123,095.
Pertaining to Game Apparatus.
Application March 18, 1937.
Issued July 5, 1938.
Number of Claims, 3.
Inventor's name, Dennis J. Burlo, Green Bay, Wis.

Claim No. 2—Game apparatus of the class described having a base, an attenuated panel of less width than the base superposed thereon, the side edges of said panel forming shoulders with the base spaced inwardly from the sides of the base over which a ball is adapted to travel, means extending from one end of said base on opposite sides of the panel in combination with the marginal edge of the panel dividing the device into passages over the base, said panel and said means terminating short of the other end of the apparatus.

Design Patent No. 110,376 and 110,377.
Pertaining to Design for a Shooting Range Cabinet.
Application January 24, 1938, and March 21, 1938.
Issued July 5, 1938.
Inventor's name, George Walker, Detroit, Mich.
Assigned to Trushot Corp., Detroit, Mich.

The ornamental design for a shooting range cabinet substantially as shown and described.

Design Patent No. 110,393.
Pertaining to Design for a Platform Scale.
Application April 7, 1938.
Issued July 5, 1938.

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15 BALLY RESERVE. Each . . . \$45.00	1 WILD CARGO . . . 27.50	1 BOO HOO . . . 10.00	1 SKIPPER . . . 10.00
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4 SKI-HI. Each . . . 22.50	2 DUX. Each . . . 14.50	1 PHOTO FINISH . . . \$22.50	1 RACING FORM . . . 23.50
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1 TOPS . . . 22.50	1 LONG BEACH . . . 16.50	5 CAROM. Each . . . 16.50	5 GOLDEN WHEEL. Each . . . 17.50
1 HOME STRETCH . . . 11.50	1 TOURNAMENT . . . 14.50	1 REEL SPOT . . . 9.50	1 BABY TRACK . . . 7.00
2 BUMPERS. Each . . . 10.00	1 ROUND THE WORLD . . . 8.50	COUNTER GAMES.	
1 RUNNING WILD . . . 8.50		14 DEUCES WILD. Each . . . \$13.50	2 HORSES. Each . . . 15.00

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UNITED MACHINE CO.

1124 Harmon Place

Minneapolis, Minn.

Inventor's name, Claude R. Kirk, River Forest, Ill.

The ornamental design for a platform scale, as shown and described.

Banner Season on For 3-Up Games

ST. PAUL, July 16.—"It's a banner season for operators," said A. J. La Beau, head of the La Beau Novelty Sales Co. "The other day half a dozen operators were in our offices on business and they certainly were in high spirits. They reported that their locations had been doing a splendid business. Ever since Decoration Day business—particularly in the summer resorts and tourist spots—has been one long boom. And how these operators praised Rock-Ola's one-shot payout—3-Up! It really sounded like a mutual admiration society to hear them

talk about their routes of 3-Ups. One of them said: 'I've never seen a game like 3-Up to keep the crowds in a spending mood. Over Saturdays and Sundays in my locations there are actually throngs of people around the machines from early morning until late at night.'" La Beau has kept a steady stream of 3-Ups coming from the Rock-Ola factory in Chicago ever since the game was introduced at the show in January, it is reported. Particularly during the heavy summer vacation season, 3-Up games have been shipped up north as fast as trucks and trains could carry them, La Beau said.

"I believe," opined La Beau, "that 3-Up and Across the Board is one pay-out combination that's here to stay for a long time. From my observation and from earnings operators are reporting it's a game for operators as well as customers. In my opinion it has every play-pulling feature that makes a popular game."

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Some of this equipment bought only a couple weeks ago. If in doubt as to quality of our merchandise ask your competitor.

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12 Bally's Saddle Clubs . . .	100.00
4 Mills Big Race . . .	75.00
26 Evans Galloping Dominoes . . .	50.00
8 Bally Turf Specials . . .	70.00
65 Mills One-Two-Three . . .	50.00
5 Ray's Tracks . . .	70.00
1 Bally Credit (payoff) . . .	150.00
2 Bally Golden Wheel . . .	20.00
2 Beamites . . .	20.00
3 Round the World . . .	15.00
9 Genco Footballs . . .	150.00
7 Chicago Coin Dux . . .	15.00
8 Chico Derby . . .	10.00
38 Mills Tournaments . . .	10.00
1 Night or Else . . .	55.00
67 Zephyrs (Groetchen) Cherry or Clarette Reels . . .	10.00
1 Exhibit Red Dog . . .	10.00
1 Silver Dollar Jennings Chief with Jackpot, used only 2 weeks . . .	135.00
Mills War Eagle, 10c play . . .	30.00
Mills War Eagle, 25c play . . .	30.00
1 Tom Mix Rifle (Rock-Ola) . . .	125.00
Mills Health Chart Scales . . .	20.00
5c Gum Venders, capacity 100 packs . . .	8.00
Rock-Ola World Series . . .	150.00
Evans Galloping Dominoes, like new, 1938 Model with separate merchants' box . . .	150.00
Evans Galloping Dominoes with remote control . . .	175.00
Exhibit Skill Draws, like new . . .	17.50

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Rock-Ola Phono in New York Hotel

NEW YORK, July 18.—One of the most difficult assignments in New York City is to place an automatic phonograph in a leading hotel, music men say. This feat has been accomplished by Rock-Ola's Eastern division manager, Fred Pray, who has succeeded in placing, thru an aggressive operator, one of the new 20-record Monarch models in the smart Royal Palm Cocktail Lounge of the Park Central Hotel at 56th and Seventh avenue in Manhattan.

Sam Lanzner, manager of this magnificent hostelry, enthusiastically indorses the Rock-Ola phonograph: "Not only has the new Rock-Ola Monarch-20 phonograph helped to increase our patronage in the Royal Palm Lounge but it has afforded a very fine additional source of revenue for us. Last week it was our pleasure to receive very satisfactory earnings from the phonograph for the seven-day period. We have received dozens of comments from our patrons complimenting us on our choice of the Rock-Ola. They like the tone quality, they say, better than any other instrument of its kind. Its streamline design and soft, blended lighting effects fit in perfectly with the decorative scheme of the lounge."

Several Rock-Ola officials who have been in New York recently said that excellent results have been accomplished by Fred Pray, Rock-Ola's Eastern division manager, in promoting the sale of Rock-Ola phonographs in the Eastern market. They were impressed with the number of Rock-Ola coin-operated phonographs in locations thruout the city.

Record-Buying Guide

Going Strong—Keep 'Em Around

Music, Maestro, Please
Says My Heart
I Let a Song Go Out of My Heart
I Hadn't Anyone Till You
Lovelight in the Starlight
You Leave Me Breathless

On Way Up—Better Stock Them

I Married an Angel
There's Honey on the Moon Tonight
Flat Foot Floogee
This Time It's Real
Will You Remember Tonight Tomorrow?
Day Dreaming

On Way Down—Not Worth Pushing

Love Walked In
Cry, Baby, Cry
Don't Be That Way
You Couldn't Be Cuter
Why'd Ya Make Me Fall in Love?



"Honey on Moon" Hits Top; Berlin Ditties Sure Things

By DANIEL RICHMAN

Except for four or five leaders, the scenery along the sheet-music landscape is changing so constantly these days that predictions as to what will be the big numbers in a few weeks can be made only skeptically. Unusual situation exists in that of the 39 titles on *The Billboard's* list of most played songs this week only one, *Toy Trumpet*, is a number that once was popular but is now a thing of the past. And that just happened to receive an unusual amount of plugging. Next week, no doubt, will find it back in obscurity again.

Normally, there are as many songs on the way up as there are on the way down, making it fairly easy to ascertain which of the new ones will reach the top. But when band leaders, who usually can make or break a song, have so many to choose from, anything can happen. Last week *There's Honey on the Moon Tonight* was in 14th place on the air waves; this week it's first, indicating it's a good bet for the machines. However, next week it can take a tumble and be supplanted at the top of the list by a song which at present doesn't amount to anything.

The only sure things on the horizon right now are the Irving Berlin songs from his picture, *Alexander's Ragtime Band*. So much publicity has been issued about the film and there'll be so much more when it opens next month that the two new tunes in it, as well as some of Berlin's old favorites, can't fail to be among the most played and best selling songs of the late summer and early fall. Records are already being released of the new ones, *Now It Can Be Told* and *My Walking Stick*, and it would be wise to get them. The first-named, one of Berlin's most beautiful ballads, is sure-fire.

My Walking Stick is a fast tune that swing bands will feature and swing fans

will go for. This very soon will be a "must" for operators. In addition, it wouldn't be a bad idea to have on hand *Alexander's Ragtime Band*. The picture probably may lift this oldtimer into the hit class once again after all these years.

Two novelty songs always popular with the cash customers are *Hi Yo Silver* and *Figaro*, both coming up nicely. Popularity of the *Lone Ranger* serial ought to do much to boost the *Silver* song up high, and *Figaro* is a free adaptation of *The Barber of Seville* aria, with all the swing and novelty of *Oh, Ma Ma*. Watch out for these two.

I'm Gonna Lock My Heart slipped a little this week, but this department believes it will become a front-runner shortly, since it's about the only one of its type current at the moment.

J & J Novelty Co. Opens New Office

DETROIT, July 16.—James A. Pasanante, general manager of the J. & J. Novelty Co., Wurlitzer operator in Detroit, reports that the music business in and around the Motor City is really booming. To back up his claim he announces the opening of the firm's new offices at 4840 Mt. Elliott avenue. The building is designed especially for efficient operation of the automatic music business and is completely modern and air conditioned thruout.

To celebrate the opening two parties were held. Seven hundred and fifty manufacturers, jobbers and distributors attended the first and more than 500 operators and their friends attended the second. Both, they report, were highly successful from every standpoint.

Ray Miller Takes Honolulu Vacation

OAKLAND, Calif., July 16.—There was quite a "bon voyage" party down at the pier in San Francisco to see R. W. Miller and his friends off on board the S. S. Lurline on their trip to Honolulu. Miller, a phonograph operator, decided he could leave his business long enough to enjoy a little vacation with his family.

After leaving San Francisco the party, consisting of Mr. and Mrs. Ralph Miller, son and daughter-in-law of the Millers; Mr. and Mrs. Clayton Ballard and Mr. and Mrs. Ray W. Miller, visited Bill Simmons in his Hollywood Wurlitzer office.

They then embarked for Honolulu for a trip to last 17 days.

Roy Collard Back From Europe

NEW YORK CITY, July 16.—Roy Collard, music machine operator of Washington, returned last week on the Normandie from a two-month vacation in Europe. Collard left on a steamer that took 12 days to get to Southampton, England, and on the way stopped off at Algiers, Africa and Gibraltar. When Col-

Sheet-Music Leaders

(For Week Ending July 16)

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

Position	Last Wk.	This Wk.
1	1	1. Music, Maestro, Please
2	2	2. Says My Heart
3	3	3. Cathedral in the Pines
5	4	4. I Let a Song Go Out of My Heart
4	5	5. Lovelight in the Starlight
9	6	6. I Hadn't Anyone Till You
6	7	7. You Leave Me Breathless
8	8	8. Oh, Ma, Ma
7	9	9. Little Lady Make Believe
12	10	10. I Married an Angel
10	11	11. The Girl in the Bonnet of Blue
—	12	12. Let Me Whisper
11	13	13. Flat Foot Floogee
—	14	14. This Time It's Real
—	15	15. There's Honey on the Moon Tonight



DETROIT MUSIC MERCHANTS GATHERED IN THE GRAND BALLROOM OF THE HOTEL STATLER, July 13, to greet the Wurlitzer Transcontinental Limited. Four hundred and twenty music ops, their wives and sweethearts were present to welcome the Wurlitzer special on its stopover in the Motor City.

lard landed in Naples, Italy, he hired a car and chauffeur and motored thru Italy, France, Switzerland and England. Collard was enthusiastic about the beautiful resorts and hotels all over the Continent but claimed he found only a few music machines in London and none in any of the other countries.

REVIEWS OF RECORDS—

(Continued from page 13)

orchestrated *Now It Can Be Told*, the mere mortals who roll back the parlor rug and go to town will be stumped by his subtle rhythm breaks. Reverse is more up the shaggers' alley, with the brass heard from in no uncertain terms, as well as clarinet, drums and piano. Pryor's talked vocal isn't much help, however.

BING CROSBY, backed by John Scott Trotter's Ork, comes to bat on behalf of *Now It Can Be Told* (Dec) with a peculiarly un-Crosby-like rendition. Sung absolutely straight, without any of the characteristics that have made Bing a national institution, this is going to be an awful disappointment to the Crosby addicts. *It's the Dreamer in Me*, on the reverse, is more like it, and as a result, it's crooning of the first water. The Trotter backing is unexciting in both instances. Crosby combines with CONNIE BOSWELL on *Alexander's Ragtime Band* (Dec), but gallantly lets the lady stand out to the point where his name on the label seems to be a misprint. Platter is billed as a vocal, but actually is more in the dance groove, with Victor Young having several choruses to himself to the Crosby-Boswell one. Vocal arrangement is tricky, and the whole side makes great listening. Companion piece is *Home on the Range* by Crosby and *True Confession* by Boswell, not worth the effort of turning the record over. Miss Boswell has a whole one to herself with *All Alone and Remember* (Dec), aided by Harry Sosnik's crew, which can be described in five words—swell Boswell and

Minneapolis

MINNEAPOLIS, July 16.—Murray M. Kirschbaum, local Minneapolis record distributor, reports that the following discs were popular with phono operators in his area for the week ending July 16:

Numbers moving steadily: 1, *Music, Maestro, Please*; 2, *Ol' Man Mose*; 3, *I Married an Angel*; 4, *There's Honey on the Moon Tonight*; 5, *Says My Heart*.

Numbers coming up: 1, *I'm Gonna Lock My Heart*; 2, *What Goes On Here in My Heart*; 3, *Hi Yo Silver*; 4, *The Same Sweet You*; 5, *There's Rain in My Eyes*.

swell songs.

LOUIS ARMSTRONG and THE MILLS BROTHERS have turned out a tulu in *My Walking Stick and The Song Is Ended* (Dec). Done slowly and quietly, but with plenty of heat just the same, the boys work beautifully together, especially in an effective chopped vocal by the Mills foursome back of Armstrong's straight moaning on the older Berlin number. And Louis' trumpet is all anybody could ask for.

CHICK WEBB dresses up the oldie, *Everybody Step* (Dec), in smart 1938 style, so much so that it sounds like a new tune. Ditto for the reverse, *Pack Up Your Sins and Go to the Devil*, with Ella Fitzgerald doing her usual good job on both vocals. But definitely on the corny side is BEN POLLACK'S cutting of a couple of ancient Berlin ditties, *Everybody's Doing It* and *This Is the Life plus International Rag* (Dec), with too much quantity and not enough quality in Paula Gayle's warbling. Concluding the week's Berlin cavalcade is HENRY KING with a grand combination of sweet and swing on *Say It With Music* (Dec). This one is plenty potent for either dancing or listening. Even better is its platter-mate, the old Gershwin hit *'Swonderful*

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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

RUBY NEWMAN *Now It Can Be Told* (a particularly smooth and appealing handling of one of Irving Berlin's tunes from *Alexander's Ragtime Band*. My *Walking Stick*, also from the movie, not so sweet, but just as listenable).
Decca 1893

AL DONAHUE *When Mother Nature Sings Her Lullaby* (receives nice treatment in Donahue's best Rainbow Room manner. Recording is deft and polished, and coupled to the up-and-coming *I'm Gonna Lock My Heart* on the reverse makes a natural for the machines).
Vocalion 4178

JAN GARBER *It's the Little Things That Count* and *Moonlight in Waikiki* (a pair of soft, sentimental ballads delivered in the typical Garber style, which means no tricks but plenty of sweet melody. *Moonlight* is like a hundred other Waikiki songs, but they always have and always will appeal).
Brunswick 8167

SWING MUSIC

WILL HUDSON *Flat Foot Floogee* (here's one of the best versions yet, with the boys floy floying right in the groove on the vocals. This is swing rhythm plus. Don't bother, however, about its mate, *There's Something About an Old Love*; nobody else will).
Brunswick 8164

FLETCHER HENDERSON *Moten Stomp* and *Don't Let the Rhythm Go to Your Head* (the stomperoo is the side the cats will go for, with a couple of ride-outs on clarinet and trumpet that are just what the doctor ordered. Its companion is a bad song and, altho Henderson does the best he can with it, it's still pretty dull stuff).
Vocalion 4180

BERNIE CUMMINS *Basin Street Blues* (old faithful comes up for another airing, and Cummins doesn't let it down. Nothing sensational, but good solid swing plus an effective vocal. *There'll Be Some Changes Made* is okeh, too, especially that bull fiddle smacking).
Vocalion 4181

VOCAL

CONNIE BOSWELL *All Alone and Remember* (these revered Berlin ballads are tops in their field, and so is Connie Boswell in hers. The combination is a natural. Backed by Harry Sosnik's crew, the lady gets everything out of these that Berlin put 'n, and that's plenty).
Decca 1889

BING CROSBY *It's the Dreamer in Me* (Bing as they want him, but the reverse, *Now It Can Be Told*, is much too straight to please his fans).
Decca 1888

from *Funny Face*, which brings back memories of the great waxings Ohman and Arden used to make of Gershwin show tunes. Higher praise than that isn't possible. Featuring piano passages in much the same way as those classics, King has turned out a side that rates a spot in anybody's album of cherished records. The disk contains another throwback to the old days with its "introduction" of another *Funny Face* hit, *My One and Only*, for a middle chorus.

A success usually means a sequel, and that's what DUKE ELLINGTON has attempted in *Pyramid* (Bru), hoping to achieve another *Caravan*. And like most sequels it isn't up to the original, altho in this case the Duke has effected an interesting tune and a drum-beat rhythm that has no trouble in conjuring up the weird mysteries of the Sahara for the listener. Backed up is the very American *When My Sugar Walks Down the Street*, which is uneventful Ellington. Ivy Anderson does all right with the vocal, but she and the Duke oughtn't to bother in the first place with junk like this.

For a real solid sander, the great Ellington must bow this week to WILL HUDSON and his crew for their shag-inducing *Flat Foot Floogee* (Bru). If those two vocal choruses by the boys don't lift them out of their chairs, then swing really is dead. Instrumental chorus between the lyric (?) passages is no mean example of beating it out, either. If they bother to try the reverse, *There's Something About an Old Love*, at all, they'll be back to *Floogee* before you can say Benny Goodman. This side is as bad as the other is good.

GENE KRUPA comes up with a tune from Paramount's *Give Me a Sailor*, *What Goes on Here?* and his own *Wire Brush Stomp* (Bru), and neither is anything to cause dancing in the streets, or anywhere else, for that matter. The pic number contains nothing distinctive, unless it's the fact that the brass has been toned down a bit, and the stomperoo is usual Krupa skin-beatings, with the effect minimized by sustaining the same rhythm too long.

EXPERIENCED MUSIC MEN Insist ON PERMO POINT

More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

It's All in the Patented Elliptical Point!



PERMO PRODUCTS CORP.
Metallurgists—Manufacturers
6415 RAVENSWOOD AVE. CHICAGO, ILLINOIS

WE NEED CASH—ALL MACHINES IN EXCELLENT SHAPE

WURLITZER

412s and 312s
\$67.00

MILLS 1937 SWING KINGS
\$45.00

LATE USED RECORDS—100 for \$3.00.

1/3 deposit with all orders.

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788 Broadway, Albany, N. Y.

**READY FOR
IMMEDIATE DELIVERY**

Chico CADET & PEPPY

Daval's GREEN LIGHTS

With RECORDED Intermediate Pay-Off
Registers and New Reserve Features.

**GENCO
GRAND SLAM & HOOPS**

Keeney's MULTI FREE RACES

**SPECIAL!! LATEST SELECTION
OF FINE, UP-TO-
DATE USED MACHINES! WRITE
FOR PRICES IMMEDIATELY!!**

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IT'S THE LEADER

**MAESTRO
POINT**

A
LONG
LIFE

**PHONOGRAPH
NEEDLE**

**CLEAR TONE
ROUND POINT
WON'T BEND**

*Jobbers and
Distributors Write*

**THE
ELDEEN CO.**

161 W. Wisconsin Av.
MILWAUKEE, WIS.

Convention Keeps Atlas Execs Busy

CHICAGO, July 16.—This past week has been a busy one for the Atlas Novelty Co. officials, according to reports from their offices. The highlight of the week for them was the Better Business Convention held by the J. P. Seeburg Corp. for music men at the Edgewater Beach Hotel on Friday, July 15, and Saturday, July 16. Among the many music men from different sections of the country who attended were Morrie Ginsburg, Atlas Novelty Co.; Phil Greenberg, manager of Atlas' Pittsburgh office, and Julian Kratze, manager of the Atlas Automatic Music Co., of Detroit.

Kratze, the Atlas company reports, is doing an excellent job in the distribution of Seeburg Symphonolas thruout the entire State of Michigan. Says Atlas, "He has made many friends among Michigan music men and is doing much to acquaint them with the friendly and personal service so characteristic of Atlas. Since the Atlas Automatic Music Co. distributes Seeburg Symphonolas exclusively, Julian is able to devote all his time to the music industry and to helping music men in all possible ways."

Aside from the convention in Chicago, Atlas officials reported that there was an increased amount of activity in their various offices, with operators making (See CONVENTION KEEPS on page 86)

Wurlitzer in Chicago at End of Second Big Week

**Over 700 operators and friends register for party—
new models hailed in coin machine capital—Homer E.
Capehart speaks to trade in astonishing frankness**

CHICAGO, July 16.—Wurlitzer Transcontinental Tour came to its ninth stop here at the end of the second busy week since the starting of the program at a big banquet in Baltimore July 6. In connection with the Wurlitzer staff "crew" Bob Bleekman, Wurlitzer district manager in the Chicago area, helped to plan entertainment in grand style at the Hotel Knickerbocker here. Bleekman's office reported at 3 o'clock this afternoon that the registrations had already passed the 700 mark, which included music merchants and their friends. Cocktails and a display of the new phonograph models began in the afternoon, and the big banquet and dinner program started at 7 p.m. in the grand ballroom of the hotel, with Bleekman as toastmaster.

The inspiring crowd of music merchants and their friends, singing under the leadership of Art Leard, and the hearty fellowship that prevailed was a picture to arouse confidence in the future of the phonograph business.

Astonishing Frankness

Following the dinner, Homer E. Capehart, vice-president of the Rudolph Wurlitzer Co., spoke with astonishing frankness of the purpose and business of his company and the needs of the music business as he sees it. His frankness is hardly equaled in the channels of modern business, and as he repeats his message at each district banquet it is sure to leave its mark on the industry. He quoted statistics from the records of the Wurlitzer firm to show that the automatic phonograph business is much more stable than rumors would have it. The credit records of music operators or merchants would be a credit to any industry, he said.

Capehart's message here, as it has been at preceding banquets, discussed the seven-point program which the firm has inaugurated. But underlying the message is an appeal to the music merchants to join with manufacturers and all concerned to "make a good business a better business." He appealed to the men on the firing line, men who service the machines, to give supreme consideration to the public and build good will, just as the manufacturer should give supreme consideration to the welfare of the operator.

Stand on Wages

As Capehart continued in his frank statements, he said the Wurlitzer firm was definitely operating on a policy of good wages to all its employees and appealed to music men to follow the same sound policy. Operators have grown to be employers and their help deserves good wages, he said. He also said that "outside influences" are now trying to creep into the industry and "tell music merchants what to do." This industry needs no dictators or orders from such influences, he said. His audience recognized this as a public reference to activities of organizations, apparently centering in Chicago, that have undertaken to control the supply of help for music operators.

Boldly appealing for co-operation of operators in carrying out the new Wurlitzer plan of trade-in allowances on old phonographs, Capehart went into details concerning the problem of old phonographs as it affects the entire phonograph business. His suggestions for meeting the situation touched some of

the most intricate problems of the industry. It would require the factories about four years, he said, to build new phonographs for the 300,000 to 325,000 locations there are in the United States.

In his closing appeal he said: "We are trying to improve the music business. Be good sports and co-operate."

The full-scheduled program of entertainment, hospitality and good fun, which is a distinctive mark of all the "stops" on the tour, continued thru the evening. The floor show and other details of the program will be reported in our next issue, due to the rush of going to press.

Detroit, Mich.

DETROIT, June 16.—The sixth stop of Wurlitzer's Transcontinental Limited was made July 13 in Detroit, with an enthusiastic crowd at the depot to greet the voyagers, give them a splendid reception in Detroit's well-known dynamic style and see them off.

Highlight of the stopover was the big banquet in the main ballroom of the Hotel Statler at 7:30 in the evening. Events opened earlier in the afternoon, however, with officials of the Wurlitzer organization busily engaged as hosts around the hotel. Displays of machines were set up in the lobby of the ballroom floor and well attended by visitors, who were interested in the varied features of the different models.

A count of noses at the banquet showed a total attendance of 420, including music operators and their guests. Generous refreshments were provided thru the courtesy of the sponsoring company.

A friendly atmosphere was engendered right at the start by plenty of music in the form of singing by the whole crowd—and there were few if any non-participants.

The program formally opened after the banquet, with W. F. Merchant, district manager, introducing Homer E. Capehart, vice-president of Wurlitzer. Mr. Capehart presented the Wurlitzer seven-point program to a highly enthusiastic audience. He was frequently interrupted by approving applause. Among the points receiving strongest support from the audience was the well-known policy of selling to operators only.

"There are too many music operators because there are too many chiselers, and we're going to eliminate them." And the full explanation of the trade-in policy not establishing a resale value for machines.

Guests in the audience were introduced, including Larry Cooper, Simplex Distributing Co., Chicago; Charles Ewing, Automatic Amusement Co.,

Evansville, Ind.; Paul Jock, Guarantee Distributing Co., Indianapolis; George McDuff, William Prentiss and Robert Maurer, of RCA-Victor; Sydney N. Goldberg, local Decca manager; Julius Kratze, Atlas Automatic Music Co., local Seeburg distributor.

John A. Marquette, founder of the Marquette Music Co., which he started in 1894, then spoke. This company is now Wurlitzer distributor here and has been commonly rated as the largest music operator in Michigan. Marquette's speech, his first, incidentally, in any gathering and made extemporaneously, was:

"I'm always glad to meet you young operators. I never knew there were so many operators in the business before—and to think that youth is carrying on the business.

"I started out first with a banjo that played for a penny. Then I bought a giant music box, with tubes that the player had to put in his ears to hear the music. Some of the old Edison phonograph machines were up in the old Wonderland, and I saw so many people gather around the corner where they were that I thought the outside public would do the same thing.

"I know I'm the oldest music operator in the United States operating a music machine with a coin.

"You young operators have easy sledding today by comparison. I stuck, which I advise you all to do today. We're in a tight pinch financially today, but you don't know what hard times are. The old machines wouldn't run over an hour and a half without requiring replacement of the rolls. Still I made money with all those handicaps and you can today.

"But there's one thing—you can't take \$35 or \$40 out of a spot and then go out and spend \$65."

Other guests were then introduced, including Art Leard, of Buffalo, who functioned as master of ceremonies thruout the evening; Mrs. Homer Capehart and her daughter, Patsy; Mrs. Harry F. King and her daughter, Ethel; Mrs. W. F. Merchant; Mrs. Harry DeSchryver, wife of the present head of the Marquette Music Co.; Mrs. John A. Marquette and Mrs. Bill Bolles.

Drawing for grand prizes offered. The men's prize, a Wurlitzer phonograph, was won by Morris G. Vince, of the Marquette Music Co. Ethel King then drew for the ladies' prize, a piano, won by Rose Scherer, of Detroit.

Professional entertainment was prominent on the bill thruout the evening, booked by Fred Zierer and Abe Schiller, with Zierer's Orchestra playing thruout. Acts included Maybelle Van Adorables, ballet; Barlow and Benter, *Humors of the Dance*; Lee Childs, songs; Meyers and Arthur, comedy acrobats; Belmont Brothers, novelty juggling; Dale Rhodes and Patsy Dell, in impressions of stars, plus dance number.

Boston, Mass.

BOSTON, July 16.—Jupiter Pluvius threatened the Boston visit of the Wurlitzer Transcontinental Tour here on Monday, July 11, but more than 500 New England music merchants and guests braved the rain to enjoy a brilliant program that went off to schedule as precise as the Hughes flight around the world.

From the cocktail hour to the wee morning hours of Tuesday the suites of Homer E. Capehart and his Limited crew, the cocktail lounge of the Ballroom Foyer and the Merchandise Display were choked with a bubbling melange of music folk that reminded any circus man of a midway in some Midwestern town. The Imperial Ballroom catered a delicious steak dinner to over 500 persons, the reservations listed at 400.

The six New England States were represented by Wurlitzer music merchants, who proclaimed the day a Roman holiday and routed it to the Hub.

With varying changes in his speech which will be used on his tour, Homer Capehart outlined *The Wurlitzer Seven-Point Program and What It Means to You* and stressed unity among New England music merchants, whether they be Wurlitzer, Seeburg, Rock-Ola and all others. He pleaded for the clean-up of chiselers and to put the music industry on a firm pedestal on which the public might shed its spotlight of cross-examination. To this end Capehart hoped that the industry would show the public and legislative groups—still better, to educate them into accepting the music and the coin machine industry as an honest business, with busi- (See WURLITZER IN CHI on page 86)

John Marquette Speaks

We are privileged to publish what is said to be the only speech ever made before a trade group by John A. Marquette, pioneer head of the Marquette Music Co., of Detroit. It was made at the Wurlitzer banquet in Detroit July 13, 1938:

"I'm always glad to meet you young operators," Marquette said. "I never knew there were so many operators in this business before—and to think that Youth is carrying on the business!"

"I started out first with a banjo that played for a penny. Then I bought a giant music box, with tubes that the player had to put in his ears to hear the music. Some of the old Edison phonograph machines were up in the old Wonderland, and I saw so many people gather around the corner where they were that I thought the outside public would do the same thing.

"I know I'm the oldest music operator in the United States operating music machines with a coin.

"You young operators have easy sledding today by comparison. I stuck, which I advise you all to do today. We're in a tight pinch financially today, but you don't know what hard times are. The old machines wouldn't run more than an hour and a half without requiring replacement of the rolls. Still I made money with all those handicaps, and you can today.

"But there's one thing—you can't take \$35 or \$40 out of a spot and then go out and spend \$65!"

TOPPER

TOPS THEM ALL
For Beauty, Quality Performance and PRICE

TOPPER is Unquestionably The Most Practical Bulk Merchandise Vender Ever Built

16 New Outstanding Features
POSITIVELY MAKES TOPPER "THE TOPS"

- ★ Vends Everything—
- ★ Chews
- ★ Ball Gum
- ★ Peanuts
- ★ Candies
- ★ Pistachios

Capacity: 5 lbs. Mdse.—900 Balls of Gum
See Your Jobber For Complete Details And LOW PRICES Or Write—

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

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.

USED CIGARETTE MACHINES

Low Prices and Exceptional Values!

NATIONAL No. 3	8.50
NATIONAL No. 4	5.00
NATIONAL No. 5	6.00
NATIONAL No. 6	8.00
ADVANCE—4 Column	7.50
MASTER—3 Column	12.50
MONGREL—4 Column	5.00
ROWE ARISTOCRAT—6 Column	22.50
STEWART & McGUIRE No. 6	22.50
STEWART & McGUIRE—4 Column	15.00
UFEEDA-PAK—3 Column, Enclosed Stand	37.50
NATIONAL—No. 6-26	37.50
3 NEW GARRETTA CANDY PACKAGE VENDERS—6 Column	37.50

F. O. B. New York City.
TERMS: 1/3 Cash, Balance C. O. D.

HENRY WERTHEIMER
381 FOURTH AVE., NEW YORK, N. Y.

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.

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

MERCHANDISE MACHINES

Will Push Soap Vender in Fall

DETROIT, July 16.—The Dispenser Soap Service, manufacturer of an industrial soap dispenser, is planning to resume active promotion of its product in the fall. Sales in this line follow closely the volume of activity in general industry, inasmuch as most of the locations available are in shops and factories. With present general summer layoffs and shutdowns, new installations are being planned for the fall with resumption of regular production schedules, particularly in the automotive factories. Plans for increased production, as the unexpectedly increased production schedules for Chevrolet cars, are expected to mean much in this branch of the vending field in Michigan and other Midwestern States.

Candy Campaign Going Over Big

CHICAGO, July 16.—Max F. Burger, secretary of the National Confectioners' Association, reports that the merchandising-advertising campaign is gathering momentum every day. The message "Candy is delicious food—enjoy some every day," he says, can now be seen, read and heard all over the country. The slogan is being used on match books, candy bags, truck sides, subway and elevated train signs, posters, soda straws and on many types of merchandise. Says Burger: "The campaign is well under way but we must continue. This office is ready to furnish merchandising-advertising material on short notice. If you have any ideas as to how the program can be expanded, please communicate with our offices. Careful consideration will be given to all ideas." The office is located at 224 S. Michigan avenue, Chicago, Ill.

Babe Kaufman New CMA Member

NEWARK, N. J., July 16.—The election of Babe Kaufman, Inc., as a member of the Cigaret Merchandisers' Association of New Jersey has changed the character of the association from one of the benedictine to that of a co-ed. That Mrs. Babe Kaufman will be an important factor in shaping the policies of the association is evidenced by the fact that she has accepted chairmanship of the special ways and means committee which will study and recommend projects for the further stabilization of the cigaret merchandising industry in New Jersey. Present with her at the election as a member was Sam Robbins, a well-known coinman, who is in charge of the cigaret operations for the firm in New Jersey. Both received a hearty welcome and were, of course, unanimously elected to

"Envisions Vending Machine Show"

"To the Editor: After returning from a trip thruout the West and Midwest I found a decided improvement in business. But I was confronted on many occasions by operators of merchandising machines with the query, What about the show this year? And, of course, the ifs, ands and perhaps that go along with it. "There wasn't much we could say, except that the operators could expect about the same as previous shows. "What I wanted to say was that some day there would be a show that would deal entirely with mechanical machines built for the sale of legitimate merchandise. For surely there is no identity with vending machines and amusement and gambling devices. They, too, have their rightful place, for as long as people are willing to spend their money for amusement then there is a field for amusement machines. "Men trained in the field of amusement sell a service; men trained in the field of vending machines sell merchandise, and there is a vast difference. Merchandise men are the outgrowth of their experience. Amusement men are the outgrowth of their experience. The locations for the one or the other types of equipment are entirely different in 90 per cent of the cases. "So it is, therefore, my belief that the coin machine show will have to divorce merchandising machines from amusement machines and gambling machines. Or that a new organization will be set up for merchandise machines.—J. W. Coan, president Coan-Sletteland Co., Inc., Madison, Wis."

membership. Unprecedented as was her appointment as chairman of the special ways and means committee by S. M. Malkin, president, it was nevertheless deserved, for she is already co-operating to the fullest extent. Manager Le Roy Stein reports that this is the first committee appointed which began to function immediately after its appointment. A number of telephone calls made from Babe Kaufman's office to the association office and her interest in rounding up the members of the committee is an indication that New Jersey may look forward to further progress. Those who know Babe Kaufman will agree that her title as one of the most outstanding operators in the country is deserved and that coupled with her business acumen is a natural woman's intuitiveness for sensing the seriousness of a problem not easily discernible by the masculine mind. That Mrs. Kaufman is association-minded may be gleaned from her interest in the formation of a music operators' association in New Jersey as well as her interest in one located in New York City. Music operators thruout the country have become association conscious, judged by the reports of new associations formed thruout the country. No longer does the spirit of "catch as catch can" prevail among operators, for they are beginning to realize the necessity of honest co-operation for the preservation of their own incomes. New Jersey welcomes Babe Kaufman in the association field. Her admission should be a challenge to those who complain bitterly against the inequalities in the business without making any effort to join hands with those who could easily eradicate or minimize any of the self-made abuses.

Looking for Gum Vending Machines

"To the Editor: I am taking the liberty of making this inquiry of you, altho it is possible it should be addressed to someone else. "I have a chain of nut vending machines and am thinking of adding some gum venders, particularly machines that can be placed outdoors, but I do not know names of firms manufacturing this equipment. Have looked over a great many back issues of *The Billboard* but did not run across any advertisements of this type of vender. Would it be possible for you to let me have a list of the makers of the machines desired? "I would like to add that I enjoy reading your editorials—consider them sane and true to the real conditions.—O. B., Ontario, July 9, 1938."

Editor's Comment
This inquiry was made to order for the advertising department, but the editorial department will make the sales talk for them. A small list of manufacturers has been sent to our Canadian reader. The manufacturers of nut vending machines are now doing a good job of advertising—small ads kept before the trade at intervals. It seems to me that

POP MATE ROY: MY POP MATE ROY PAYS ME REAL CASH DIVIDENDS. ACTUALLY HAVE REQ. HOT LOCATIONS BEG- GING ME TO INSTALL POPMATIC UNITS. YOU SHOULD, BUT POPMATIC IS YOUR TERRITORY, GEORGE, WHILE THE BEST LOCALS THINGS ARE STILL AVAILABLE.

GEORGE ROY: YES, I'M FINALLY CONVINCED. I HAVE HEARD THAT MANY OTHER POPMATIC OPERATORS HAVE HAD THE SAME RESULTS AS YOU. I'M GOING TO PLACE MY ORDER, TODAY.

You, Too, Can Be a Successful POPMATIC Operator!
DON'T DELAY ANOTHER MINUTE!
PHONE—WIRE—WRITE
for complete details and prices
Many letters from progressive POPMATIC operators are in our files, and available for your inspection.

POPMATIC MFG. CO., Inc.
5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

PEANUT & GUM VENDING MACHINES

NEW, DIRECT FROM FACTORY

Only \$2.40 and up
Over 60,000 Sold
Write for Full Information Today

5/8 Ball Gum at New Low Price.

ROY TORR
2047-A So. 68th St., Philadelphia, Pa.

all makers of vending machines should keep small ads before the trade at regular intervals to get the business as it comes and goes. D. Robbins & Co., of Brooklyn, have perhaps been the most consistent advertiser in the vending machine field. The small ads of the Robbins firm have been going for years and are still at it.

Ice Cream Vender Gets Its Start

DETROIT, July 16.—"Our new ice-cream vending machine is a honey," A. M. Williams, general manager of the Mechanical Merchandisers, Inc., said this week. "It is of the thermos-bottle type, and this has enabled us to reduce the daily consumption of dry ice per machine to two pounds. It is perfectly usable for dry ice. It has been a long, tedious process to transfer this idea from glass over to metal. Of course, making a vending machine out of glass is out of the question. "The machine now has the insulating equivalent of a 40-inch wall of cork. Use of a suitable cork or similar insulation would have meant a too bulky machine. And the use of a refrigerating unit would have run the cost of each machine up too high. "This has been a very interesting development that has been in progress over three years and it has meant intensive research and development. "The machine will be a wall rather than bottom-delivery type. In the bottom-delivery type the minute the bottom is opened to deliver merchandise at zero temperature on a hot day the ice cream will tend to trickle out and will freeze, hindering proper door operation. "The machine will be manufactured to retail at about \$100. It will be approximately 16½ inches in diameter and 44 inches over all in height, being a cylindrical-type machine standing on the floor. Capacity will be approximately 200 pieces. The delivery mechanism, of course, can be adjusted to various types of ice-cream merchandise. "Final development of the machine is under way and it will probably be ready for the market in about 12 months."

**FOR VENDING MACHINES
HARD SHELL—**

- Boston Baked Beans
- Smooth Burnt Peanuts
- Fruit Dibs
- Black & White Licorice Dibs
- Rainbow Peanuts
- Dainty Cup Eggs
- Licorice Petites
- Mint Patties

CANDIES

**PANS
DE LUXE ASSORTMENT**

200 Charms—40 Varieties.
No lead—No junk.
(Fill in Coupon for Price List.)

PAN CONFECTION FACTORY
 (National Candy Co.),
 345 W. Erie St.,
 Chicago, Ill.
 Gentlemen:
 Please send me full particulars and samples of your Hard Shell Candies.
 Name: _____
 Address: _____
 City: _____ State: _____
 (Use Pencil, Ink Will Blur.) 126

cigarette merchandisers' association

Address Communications to *The Billboard*, 1564 Broadway, N. Y. C.

WHILE there has been no official pronouncement as yet, there seems to be a good chance that the occupancy tax scheduled to go into effect in New York City July 15 will be granted an eleventh hour extension. Under the present interpretation of the tax ops will pay at the rate of \$1 a year for each location. The number of machines on a location will not matter, since the tax officials will regard the machines as occupying one premise and hence subject to one tax. Ops will not have to pay tax on new locations until next year, when they must file a report of all locations they are occupying as well as the spots on which they had machines longer than one month during the past year. Looks as tho the boys will be paying this tax for a long time to come. The anticipated life of the Housing Authority bonds is 35 years, and this tax is being levied to pay the interest on those bonds.

It looks as if the heat which has plagued the Eastern seaboard for the past week has sent all the ops here scurrying off to their favorite seashore or mountain resorts. The heat didn't keep a good proportion of the New York CMA away from their meeting of last Thursday night. The members seemed to forget all about the heat in their discussions. J. Markel, of Universal Match Corp., addressed the members, as did Roshkind, of Axton-Fisher. Burrows, of Axton-Fisher, also was on hand. This was the first general meeting at which Martin Berger presided since his election as president of the group. It was a pleasure to observe the capable and efficient manner in which he conducted the meeting.

Looking back on cig sales for the past months, it seemed the recession affected consumption for December, January and February, but withdrawals during succeeding months have again jumped higher than last year. Withdrawals from January 1 to June 1 were 2 per cent larger than last year and the largest on record for that period. Trade comment indicates that at least part of this boom is due to the shift in consumer preference from the higher priced brands to those in the lower brackets. Sale of 10-cent brands is reported definitely on the upswing in the Midwest. Some Western ops have machines on location in which they stock only 10-centers.

Tax Tales: As a result of intensive opposition, the proposed 2 cents a package cigarette tax to finance relief costs in the State of Illinois was killed when the committee to which the bill had been referred agreed not to bring it to the floor of the House. . . . Operators, tobacco wholesalers, etc., leagued together in Tennessee recently and made purchases of tax stamps in sufficient quantity to make up the \$140,000 deficit in tax receipts and insure continuance of the 3 cents per package tax rate. If this shortage hadn't been made up tax rate would have gone back to the early 1937 rate of 4 cents. Rate was reduced last year to 3 cents on the guarantee that receipts wouldn't fall below the 1936 level with the proviso that former rate would go into effect on July 1, 1938, if amount collected should fall short of the 4-cent levy. During the latter half of 1937 State's revenue actually increased from 3-cent levy, but revenue fell off the first part of this year due mainly to generally poor economic conditions thruout the State.

Sales of Spuds to vending ops are reported to be increasing considerably since the firm cut their price to \$6.25 a thousand less the usual discounts. Report is that ops are now using the brand in spots where mentholated cigarettes are in demand. . . . From Greece comes word that the manufacture of stramonium cigarettes for asthma sufferers is now permitted. Stramonium comes from the dried leaves of the white thorn apple and is used in medicine similarly to belladonna, but especially in asthma cases. Cigs will look the same as ordinary brands but contain one grain of the drug. . . . Recent order of the Interstate Commerce Commission resulted in a drop in rates on less than carload freight shipments of cigarettes, cigars and smoking tobacco in all territory east of the Mississippi River and north of the Ohio and Potomac rivers.

The CMA Managers' Club is reported to be forging steadily ahead. Purpose of this group is for the interchange of ideas and activities so that every one of the groups will know what the other is doing. As a result anything which one group undertakes for the good of the industry will have the backing of all the other CMA's in the Eastern territory.

store managers everywhere have been demanding it.

"Many features of the Airpops-It machine have made it very popular among the drug trade. First, it builds up a

steady repeat business. Second, it is a bigger sales stimulant than the penny scales. Third, it creates a thirst, thereby stimulating the fountain trade. Fourth, it delivers crisp bags of pop corn hot and fresh at all times with an aroma more tantalizing than the baking of homemade bread. This latter feature is very important as the corn is not boiled in oil. It pops so that everyone can see it. The animation, which holds the attraction of everyone, proves to be Airpops-It's biggest salesman.

"Airpops-It has announced a number of new improvements, including an all-automatic machine whereby the customer just drops a nickel in the chute and waits for the pop corn to pop.

"The machines have exclusive patentable features whereby the pop corn is popped dry by a fan blowing past a small heating element which pops a large bag of fluffy pop corn in a little over a minute's time. It seasons itself just before being delivered to the customer's bag.

"Airpops-It machines have already been placed in some of the largest chain organizations in the country, a few of which are as follows: Cunningham Drug Co., Dowd Drug Co., Katz Drug Co., Crown Drug Co., Murphy Drug Co., the Fred Harvey System and the Union News. The latter two operate concessions along the country's railroads," Hull concluded.

New Perfume Bar Distributors Announced

NEW YORK, July 16.—Robert (Bob) Grenner, head of Mechanical Sales Corp., announced this week that Frank Engels and Mike Spector, of the Automatic Merchandising Co., Philadelphia, have been appointed distributors for the firm's Perfume Bar, the merchandiser which vends the RisCharde Perfumes, for the States of Pennsylvania and Delaware.

"Both of the men believe that the Perfume Bar is a great money maker," Grenner stated, "and are enthusiastic over the prospects which they have for the machine. They will cover Pennsylvania and Delaware thoroly. Already they are arranging for special demonstrations of the machine in the principal cities. Between Engels and Spector they know practically every operator in the two States. We took a lot of time in choosing our representatives for this section because we have received many requests for information about our machines from ops in this territory. Ops will find these new representatives of ours fully capable of giving them full information about the Perfume Bar," Grenner concluded, "as well as a lot of help as to just how this machine may be operated to insure maximum profits."

"Business Good," Says Roy Torr

PHILADELPHIA, July 16.—Roy Torr, Philadelphia dealer, strikes an optimistic note in regard to the national situation. Says Torr, "With all the talk of depression, recession, pump priming, breathing spells and what not, my business has shown a steady healthy increase each and every month. I have come to the conclusion that it will be best to forget all the dark clouds that have been hanging over us and start out with 'full steam ahead.' Not in September or October, when business is supposed to start on the upswing, but now.

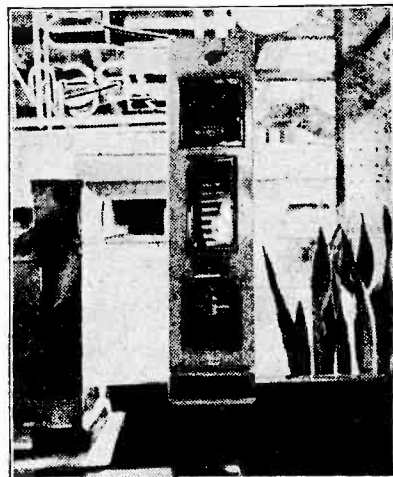
"I am increasing my advertising a great deal. Collections on my time payment plan are good. The fact that I am featuring the Universal bulk vender along with 200 other types of machines leaves me little time to be downcast."

New Cigar Vender Has Large Sales

BROOKLYN, July 16.—Dave Robbins reports that his company is "going to town" with its new cigar machine. Says Robbins: "Our cigar machine is selling very big, particularly to cigaret machine operators. They are installing it alongside cigaret machines in many of their locations."

Robbins reports that the cigars are kept fresh in the machine by the use of "Armor-clad" humidor packs, in which each cigar is individually wrapped.

"Altho our machine is made to vend the well-known Garcia Grande cigars, we can also manufacture it to vend other brands," concluded Robbins.



HERE is Robbins' nickel cigar vender on location. The machine vends Garcia Grande cigars which are packed in individual "armor-clad" humidors to preserve freshness.

CALCO BALL GUM SETS

Sensational profits are being made by operators using our Drilled Ball Gum Sets. Several styles to meet needs of all types of locations. Write today for complete information.

TOWNSEND MFG. CO.

434 North Front Street,

Dept. B,

Baltimore, Md.

PERFECTLY RECONDITIONED—LIKE NEW.

4 in 1 Bulk Venders

\$10.00 EACH

6 FOR ONLY \$40.00
If Bought at One Time.

1/3 Deposit With Order, Balance C. O. D.

EASTERN

350 MULBERRY ST.
NEWARK, N. J.

CIGARETTE MACHINE CLOSEOUTS

25 GORRETTA 6-COLUMN CIGARETTE MACHINES. Very Clean Shape. 25 NATIONAL 4-COLUMN CIGARETTE MACHINES with Slug Ejectors, and with or without Matches. Very Clean Shape.

\$14.95 Each in Lots of 5 or More. Half Deposit, Balance C. O. D.

CLEVELAND COIN MACHINE EXCHANGE

2336-8 Prospect Avenue,

Cleveland, O.

Bert Lane Praises New Keeney Game

NEW YORK, July 16.—When a coin machine man praises a game that he is selling it's not news. "But," says Bert Lane, sales manager of the George Ponsler Co., of New York, "when that coin machine man urges his own personal friends to stock up heavily on a game that is news. I highly recommend, therefore, Keeney's New Multi-Free Races."

Lane reports that the new game has been tested at Ponsler's four branches for four weeks and claims that the results were astonishing. Says he, "Two games were tested by each of the branches with the co-operation of a topnotch operator. Every single one of the eight games paid for itself and took in more money every week it remained on location. We had no trouble whatsoever."

Continues Lane, "Multi Free Races has many extra play-pulling features. It ought to help start an upswing on the coin machine business curve. I'll stake my rep on that!"

Close Territory By Trade Abuses

"To the Editor: This will acknowledge your letter of June 21, and thanks very much for the help you gave. Here is an item from our local paper which will give you a general idea of the situation here.

"Naturally as distributors for the major companies we have been very reluctant to place any type of equipment in the city which might cause heat. We ran a certain type of machine for a short time when they first came out and then dropped down to only three of them.

"One or two of the larger operators here set anything they think they can get away with. Of course, that is their business. But frankly we are of the opinion that the time is not far distant when all types of marble games will be shut down, because the police department will only take so much, and this continual placing of machines which have positively not been approved by the department will eventually lead to closing the town air-tight.

"At this writing it is questionable whether new licenses will be issued on July 31 for the next six months. All due to the abuses which have happened under the city license. You may use whatever you wish of this letter.—K. L. D., July 9, 1938."

Editor's Comment

My understanding is that the writer of the above letter is a slot machine operator of the former days and hence, in the language of the trade, "would know his way around." His city licenses

pinball games, and the games must be approved by the city.

The newspaper clipping inclosed with the letter tells a story of abuses by members of the trade that have grown up in the city and the police warning that the department has about had enough of such abuses.

The letter from our reader also confirms the fact that all sorts of abuses have been pulled off by men in the trade, mind you, so that all anyone can expect is that the city will be closed air-tight.

That is a story that can be repeated for practically every city and State in the country that has tried licensing amusement games. The people in the trade abuse the law, so that all the officials can do is to close out the games entirely.

When one reads these stories of abuses from every city and State where licenses have been tried, then it is no wonder that amusement games are in such straits today and with so little promise for the future. Most of the people in the trade who at one time hoped for some sort of legal sanction of many types of machines so that operators would know what to buy have given up in disgust and now feel the trade is hopeless.

In every case it is practically the same old story—men in the trade try to sneak in machines that are not approved.

It so happens that the city in which the writer of the above letter lives permitted enough different types of machines to have provided good business for the operators and jobbers in that territory. The idea is that by keeping the law they might have gone along peaceably at their business. But now trouble is liable to strike at any minute.

There are two other points in the letter that should be noted carefully. This distributor says that he dropped certain types of machines which have been very popular on the market but which did not comply with the local license law. When a distributor drops such machines it means in many cases that pressure will be put upon him from the manufacturer and he may lose the distributorship.

The writer of the letter says that "one or two larger operators" have been the chief abusers of the local law.

It has been said so often that the small fellows cause the trouble that it should be noted here that large operators also cause trouble. In fact, there are some mighty strong evidences in a lot of places where licenses have been tried that a few large operators deliberately stir up trouble.

And so the whole story of abuses goes on. Each case means a black eye to the entire industry. So many licenses have been abused now that the hope of ever gaining favorable recognition for the amusement games business has dwindled to its lowest ebb.

All because some people in the business insist on abusing every license plan that has yet been tried.

PACES JAK "RACES" POT

ODDS--100 to 150 to 1

- ★ RACES—CASH PLAY, 5c, 10c, 25c.
- ★ RACES—JAK-POT, 5c, 10c, 25c.
- ★ RACES—CHECK SEPARATOR, 5c ONLY.
- ★ RACES—TICKET PAY, 5c.
- ★ MARATHON RACES, 5c, 10c, 25c.
- ★ MARATHON RACES, JAK-POT, 5c, 10c, 25c.

NEW REDUCED PRICES JULY 1ST

AUTHENTIC REPAIR PARTS SOLD DIRECT ONLY—NEVER THROUGH JOBBERS—BEWARE OF IMPOSTORS SELLING INFERIOR PARTS.

TERRITORIAL PROTECTION
WRITE FOR PARTICULARS

BUY FROM FACTORY DIRECT
SAVE JOBBERS' PROFITS

"RACES", KING OF ALL MONEY MAKERS.

PACES RACES, 1/2 500 SO. MICHIGAN AVE.,
N. C. Dept. "A," CHICAGO, ILL.

BARGAINS

Going out of the Coin Machine Business, and offering my equipment for sale, at rock-bottom prices. These pay-off machines have not been in operation for eighteen months, some only run three weeks, all in first-class condition.

- | | |
|--------------------------------------|---|
| 1—MISS AMERICA\$32.50 | 1—PROSPECTOR\$ 7.50 |
| 2—HIGH CARDS 32.50 | 1—PACES RACES, CHECK MODEL 75.00 |
| 10—DERBY DAYS 32.50 | 1—PACES RACES, CASH MODEL 75.00 |
| 6—PREAKNESS37.50 | 2—EXHIBIT CHUCK-A-LETTE 35.00 |
| 1—FOTOFINISH (like new) 25.00 | 1—EXHIBIT SILVER BELL, (never used) 45.00 |
| 1—DAILY RACES 20.00 | 1—LIBERTY BELL 45.00 |
| 1—ROYAL RACES 20.00 | 2—MILLS 5c CHERRY BELL 50.00 |
| 1—PAMCO RACES (like new) 30.00 | 1—MILLS 10c CHERRY BELL 52.50 |
| 1—PHANTOM RACES 20.00 | 1—MILLS 25c CHERRY BELL 60.00 |
| 1—PAMCO TOUT 17.50 | 3—MILLS 25c BLUE FRONT 45.00 |
| 2—HI-DE-HO 17.50 | 2—JENNINGS CHIEFS 5c. 40.00 |
| 1—SARATOGA 17.50 | 1—JENNINGS CHIEF 10c. 45.00 |
| 1—TURF CHAMPS 22.50 | |
| 1—HEAVY WEIGHT 20.00 | |
| 11—JUMBOS 10.00 | |
| 2—PAMCO PARLAYS ... 12.50 | |

Terms—One-third cash with order, balance C. O. D.

R. E. PARRISH, West Columbia, S. C.

ACE OFFERS A CLEAN-UP, BANG-UP JULY SALE

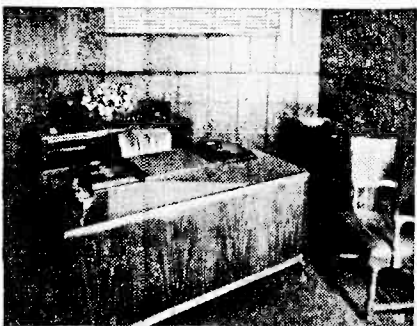
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| AIRWAY\$26.50 | DUX\$12.50 | REPLAY\$ 8.50 |
| AURORAN 9.50 | EASY STEPS 27.50 | STONER RACES ... 9.50 |
| BEAM LITE 19.50 | GAY TIME 39.50 | SWING 37.50 |
| BOBS 19.50 | HIT 39.50 | SNAPPY 37.50 |
| BOO HOO 8.50 | JUNGLE 39.50 | SKOOKY 37.50 |
| BUMPER 7.50 | LONG BEACH 10.50 | SILVER FLASH ... 19.50 |
| BASEBALL (Stoner) 19.50 | MISS AMERICA ... 10.50 | SPRINT 7.50 |
| CARGO 29.50 | MERCURY 10.50 | SENSATION 1937 12.50 |
| CARNIVAL 13.50 | OUTBOARD 7.50 | SPEED 10.50 |
| CHICO DERBY 9.50 | RESERVE (Bally) 49.50 | TURF KING 14.50 |
| CHICO BASEBALL ... 23.50 | ROSE BOWL 13.50 | VOGUE 14.50 |
| CONEY ISLAND ... 29.50 | ROLL OVER 7.50 | WAR ADMIRAL ... 18.50 |
| DAYTONA 8.50 | | ZEPHYR 29.50 |

All of Our Machines Are Carefully Serviced By Expert Mechanics Before Leaving Our Premises. A One-Third Deposit Is Required With All Orders, Balance To Be Shipped C. O. D.
ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

OPERATORS ATTENTION

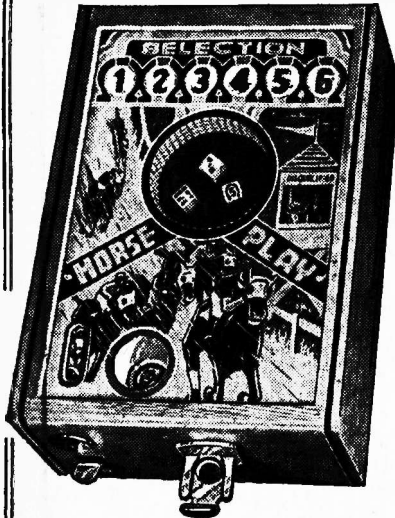
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| GUARANTEED RECONDITIONED NOVELTY GAMES | | |
| Auto Derby\$12.50 | Happy Days\$ 7.50 | Ricochet\$ 7.50 |
| Bally Basket Ball ... 37.50 | Home Stretch 13.50 | Stoner's Races ... 17.50 |
| Carnival 17.50 | Hold 'Em 7.50 | Sensation 14.50 |
| Electric Scoreboard ... 7.50 | Long Beach 17.50 | Track Meet 17.50 |
| Genco Football 12.50 | Mercury 16.50 | Bally Zephyr 32.50 |
| GUARANTEED RECONDITIONED AUTOMATIC GAMES | | |
| Heavyweight\$16.50 | Paddock\$16.50 | Turf Champs, (Tkt.)..\$22.50 |
| TERMS: 1/3 Deposit With Orders, Balance C. O. D. | | |

ST. LOUIS NOVELTY CO., 3138 OLIVE ST., ST. LOUIS, MO.



JAMES A. PASSANANTE, manager of the J & J Novelty Co., Wurlitzer distributors, says business is booming in Detroit. Above are their new air-conditioned offices and building.

**EXHIBIT'S NEW
"LIGHT UP"
COUNTER GAME**



"HORSE PLAY"

**WITH MYSTERY SELECTION
AND CHANGING ODDS
PAYS ON WIN-PLACE-SHOW**

Coin in Slot—LIGHTS UP—
Selection of one or more horses,
OFF!—goes the race—THE
WINNER—the POSITION—
and the ODDS are announced
at the finish. Odds up to 20
to 1. Has all the thrills and
money-making appeal of a con-
sole machine. Colorful lacquered
screen glass top—built in a
smart compact counter cabinet
—equipped with ball gum
vender. Operates on 110 volt
—A.C.

24.75

Order Your Sample Today
EXHIBIT SUPPLY CO.
4222 W. Lake St. CHICAGO

**Great States Has
New Nickel Selmor**

KANSAS CITY, Mo., July 16.—Great States Mfg. Co., of this city, will soon put on the market its 5-cent Selmor vender. According to A. E. Sandhaus, Great States head, his new machine is "the nuts."

"Our new nickel machine will vend any type of merchandise from 5-cent bottles of perfume to the largest candy bar or box of cookies," Sandhaus said. "We consider the construction of this machine to be a real engineering feat. A lot of 'clucks' imagine that designing an efficient machine is a simple job. That's a lot of malarkey, as anyone knows who has ever tinkered with them, much less manufactured them. So our new 5-cent vender is guaranteed to be the McCoy and to be of the same high excellence as our penny Selmor venders."

"And in keeping with the times," Sandhaus continued, "we are all bitten by the bug 'Sales Mean Jobs.' Our wage slaves and many operators gang up at our factory twice a week to toss bright ideas around. One of our bright boys gagged that 90 per cent work and 10 per cent horse sense made the world go round. So we're all digging in and really showing results. We're doing our part even if the Blue Eagle is dead."

"Incidentally," concluded Sandhaus, "we can't squawk about our biz. The last two months have found our sales graph zigzagging off up around the smoke stack and our wheels of industry burning a lot of midnight oil. People have more pennies than bigger change and are really giving the 1-cent venders the office. If operators of penny venders aren't making hay now there's something amiss somewhere. With things on the upbeat now, the vending business is going to town. But it still takes that old 90 per cent industry, plus 10 per cent horse sense . . . not 90 per cent loafing and 10 per cent indifference."

Move Spreads

OMAHA, July 16.—A proposed constitutional amendment to legalize and license slot machines in Nebraska will be submitted to the voters of the State in the November general election.

Altho the New York Constitutional convention killed its move to take the gambling ban out of the constitution on July 11, there are indications that other States will consider removing the lottery and gambling bans.

part is boosting manufacturing all over the country.

"Freight agents report increased volume into and out of Chicago. During the last week raw material shipments in considerable tonnage began. This is a factor that freight men have been awaiting for some time. Their experience has been that this is one of the surest indicators that industrial recovery is starting.

"The stock market is another means of visualizing the trend. Daily quotations in themselves mean little; the averages of stock prices for June set new highs for the month. Experienced financial reporters declare this indicates that business men and investors expect considerable improvement by fall.

"The Hearst newspapers in Chicago have demonstrated to their own satisfaction that you can get orders if you go after them. An employees' subscription campaign, purposely limited to two weeks, brought in more than 11,000 new subscribers in Chicago and close-in suburbs.

"One of the best indications of the general public's regained confidence is found in the movement of holiday traffic over the three-day week-end. Estimates place the number of Chicagoans who went on trips in their own autos, in busses and trains at 2,000,000.

"It costs money to make trips. People wouldn't have spent it if they were afraid of what tomorrow might reveal.

"Business will continue to get better and provide increasingly more jobs as long as those who have had jobs all along continue to buy the necessities they need and the luxuries they want, confident that tomorrow will be just as bright and happy a day as today."

**Feature Cheerful
News in Chicago**

Editor's Note: The Hearst papers in Chicago have recently adopted the practice of publishing the "Cheerful Business News" in a prominent place where it will be read. An editorial in *The Chicago Evening American* July 7 explained that business is good in Chicago, "the coin machine capital of the world":

"Cheerful News"

"One of the most remarkable occurrences of recent weeks was the sharp reversion from fear psychology to a feeling of confidence that made itself felt in Chicago. It came as swiftly and as strongly as the recession began last fall.

"Part of it can be credited to factual reports brought here by major business executives of success in beating the recession elsewhere. Part of it may be due to the breaking of the dam of doubt that had kept people from buying things they wanted—and needed.

"The cumulative effect of recovery in confidence is making itself felt in many ways. Stores are entering the 'Sales Make Jobs' drive enthusiastically. A change from 'hand-to-mouth' buying to broad stock replacement orders on their

**Meters Praised
In Monroe, Mich.**

MONROE, Mich., July 16.—The installation of parking meters here was declared a success this week by Robert C. Neis, city director. This town of 18,000, 40 miles south of Detroit, was faced with a difficult parking situation, as had been the case for several years, due to concentration of business along a few main streets on one side of a river, allowing little convenient downtown parking space.

The meters took in a revenue of \$10,199.99, Neis' statement said, in their first year of operation and have now paid for themselves on initial installation cost. The meters will now contribute directly to the city revenues, with a small deduction for maintenance purposes. Another and probably even more valuable result, according to Neis' statement, is the relief of downtown congestion.

**Ross Becoming
N. Y. Commuter**

NEW YORK, July 16.—After paying two flying visits to the Big Town in the past week, Eddie Ross, of Oriole Coin Machine Corp., of Baltimore, is rapidly becoming known as a regular commuter here.

Ross' first trip this week was to go into a huddle with some of the coin machine bigwigs here. The second was to give the Fifth avenue tailors a chance to trot out their newest fabrics and styles for his inspection.

While here Ross reported that he believes business is decidedly on the upgrade. "With more people going back to work the morale of the country as a whole is picking up. That means a return to more prosperous times in which the coin machine industry will be among the first to share," Ross stated. He also revealed that his profit-sharing plan is creating an unusual amount of interest among operators in the extensive territories his firm covers.

**Caille Bros.
Sales Rise**

DETROIT, July 16.—Caille Bros. Co., Detroit manufacturer, made more shipments in June than in any other month in the past eight months, according to Maurice Caldwell, general manager.

"The most worth-while fellow is the man who can weather the storm in a broken-down boat and bring it in to port," said Mr. Caldwell. He continued: "I believe that is what the depression has done for the coin machine industry. It has been a weeding-out process and the worth-while men in the business will come thru."

**Location Idea in
New Restaurant**

LOS ANGELES, July 16.—Of interest to coin machine operators is the new combination drive-in and restaurant, Carl's Viewpark, opened recently in Los Angeles. Built to resemble an imposing mansion of the Old South, it contains many rooms, some of which would be suitable for amusement machines. It has many nooks and locations for merchandise venders.

Architecturally the new Carl's Viewpark represents a unique achievement. An important feature of the construction of the \$116,000 building, which sits on a gentle slope facing Leimart Park, is the separation of the drive-in and main dining room service, each of which is independently equipped.

It is possible that more dining places of this style will be built in other sections of the nation.

The main dining room is on the second floor and has a seating capacity of 165 persons. On the veranda and terrace, beneath the columned portico leading to the main dining room, is seating space for another 150 persons. Fronting the drive-in unit on the floor below is a semi-circular fountain service unit with a seating capacity of 15. This is a total seating capacity of about 400. Yet with a total seating capacity of less than 400 the group serves 3,700 to 4,000 daily. In this figure are some who are served in their cars.

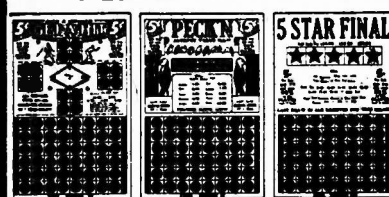
This tremendous patronage provides a location very desirable for coin-operated machines.

The main dining room, large in size and Colonial in style, has an interesting illumination, consisting of a great oval in the ceiling glowing with orange light. The sidelight and chandeliers drip with pendants. Over a Georgian Colonial fireplace hangs a portrait of George Washington. On the light-tinted walls are murals showing scenes of the Old South.

The circular bar is built from the design of an old table of the Napoleonic era. The walls in this room are also decorated with murals of the Old South.

In order to handle the food traffic in the various rooms a complicated system had to be devised. Step-saving devices of all kinds abound and equipment is so placed that efficiency is the keynote. Naturally with efficient and quick service, fine surroundings and good food, crowds are flocking to this newest of restaurants.

-\$1.25 Per DEAL



GET A HIT 1260 Tickets @ 5c, \$63.00 Av. Pay. \$40.50 Av. Pft. \$22.50	PECK'N. 1260 Tickets @ 5c, \$63.00 Av. Pay. \$42.00 Av. Pft. \$21.00	5-STAR FINAL 1260 Tickets @ 5c, \$63.00 Av. Pay. \$39.85 Av. Pft. \$23.15
2280 Tickets @ 5c, \$114.00 Av. Pay. 70.00 Av. Pft. \$44.00	2280 Tickets @ 5c, \$114.00 Av. Pay. 73.15 Av. Pft. \$40.85	2280 Tickets @ 5c, \$114.00 Av. Pay. 68.80 Av. Pft. \$45.20

1260 Ticket Deals—\$1.25 per deal in dozen lots for refills. Refills include Tickets, Jackpot Card & Jar Label. Jars 25c each. Holders 25c each. Complete deals \$1.75 per deal in dozen lots. Sample deals \$2.25 each complete or \$8.00 for all three complete.

2280 Ticket Deals—\$1.75 per deal in dozen lots for refills. Jars 25c each. Holders 25c each. Complete deals \$2.25 each in dozen lots. Sample deals \$2.75 each complete or \$7.50 for all three complete. If 2520 tickets are desired add 25c per deal. 1/3 deposit with order, balance on delivery.

Send for Catalog of Other Winners.
WINNER SALES CO.
"PICK A WINNER WITH WINNER."
3307 ARMITAGE AVE., CHICAGO, ILL.

MACHINE CLOSEOUTS

ROME STRETCH	\$10.00
RUNNING WILD	10.00
SKI-HI	28.50
AIRWAYS	29.50
STONER RACES	16.50
BALLY RESERVE (Free Game)	54.50
LONG BEACH	15.00
SILVER FLASH	23.50
LINE UP	18.50
POST TIME	15.00

ROBINSON SALES CO.
2995 GRAND RIVER, DETROIT, MICH.



ONE OF THE FOUR SPECTACULAR SPORTLANDS or game concessions operated by Gerber & Glass (Chicago) at Riverview Park, Chicago, one of the largest amusement parks in the country. This sportland is near the entrance to the park. Modern rotary merchandisers, bowling games, astrology machines, etc., are shown. Gerber & Glass are also giving free picnics at the park for orphanages.

Send your correspondence to advertisers by mentioning The Billboard.

Bally's Fleet Is 3-in-1 Game

(New Game)

CHICAGO, July 16.—Announcing the nation-wide release of the Fleet five-ball novelty game, Ray Moloney, president of Bally Mfg. Co., revealed that more than 500 of the machines have been on location for nearly 30 days. "These tests," Moloney stated, "prove conclusively that Fleet will continue the tremendous earnings of our Bally Reserve bank-night award machine. In fact, Fleet will unquestionably surpass Bally Reserve in earning power and sales volume, because it 'fits into the picture' in any novelty territory and can be operated in three different ways.

"First of all Fleet can be operated as a reserve type game, with the same 'winner take all' idea which, in the case of Bally Reserve, has turned many an \$8-a-week spot into a \$25 to \$50 gold mine. Fleet may also be operated as a rotation line-up novelty game, with both high score and progressive score appeal. Or the two award plans may be combined into one. Whatever way it is operated Fleet has proved its remarkable earning power in more than 500 typical locations. In fact, as a result of the wonderful showing Fleet has made we are now in a position where we are behind on deliveries even before we make a general announcement of the game. This is due to the big volume of repeat orders resulting from our 500-machine test. However, we are stepping up production and will be able to take care of all Fleet orders in a hurry," Moloney said.

Eastern Coinmen May Plan Exhibit

"To the Editor: Partly discouraged by the lack of attendance of Eastern operators at previous coin machine shows in Chicago, utterly confused by the announcement of two shows this year and quite undetermined as to exhibiting in either, neither or both, a group of Eastern seaboard manufacturers of coin machines and equipment and several distributors and jobbers are contemplating a show of their own in either Atlantic City or New York City in the spring of 1939.

"The new group is reluctant to proceed with its plans until it is able to ascertain the reaction of the coin machine men throughout the country, especially those who are interested in catering to Eastern operators, distributors, jobbers and manufacturers.

"One of their number has already called upon LeRoy Stein, manager of the Cigarette Merchandisers' Association of New Jersey, to assist and advise them in the conduct of such undertaking. LeRoy Stein is a seasoned association executive, a writer of numerous articles in trade magazines and director of a successful show for the C. M. A. of N. J. (an Exhibit of the Evolution of the Cigarette Vending Machine), the first of its kind in America. In addition he has conducted a number of large gatherings in the coin machine field, his latest achievement being the organization of the Interstate Cigarette Merchandisers' Association at Camp Stuts, Highland, N. Y., on June 18 and 19, 1938.

"If you are interested in a coin machine show in Atlantic City or New York City (or if you are not in favor of such a show) write at once so that the new group may be able to ascertain whether

or not a need exists now for a showing along the Eastern seaboard. In organizing this group there is no intention of competing with either of the groups established in the Chicago area. As a matter of fact, this Eastern group will co-operate to the fullest extent in patronizing the show which is destined to survive or to encourage exhibiting at both shows should there be no mending of the rift between the two factions.

"For many years back there has been talk of a show in the East and it for this reason that the new group believes that the time has come to give the Eastern operators an opportunity of attending a coin machine show within easy traveling distance. Since it is planned to conduct this show without profit, there would seem to be every indication of success, but again the new group wishes to impress upon the coin machine industry the fact that it will not conduct such show if a survey of the industry discloses a justifiable opposition. Hence it is imperative that you express your opinion against or in favor of a coin show in the East in 1939.

"Accordingly, the new group requests an expression of opinion from you to be sent to Mr. LeRoy Stein, care of Cigarette Merchandisers' Association of New Jersey, 60 Park place, Newark, N. J. It's up to you to hold a coin show in the East in 1939."

Hotel Locations Good; Here's Why

OMAHA, July 16.—The Midwest Hotel Reporter published facts in a recent issue which show the importance of the hotel business in the national scheme. Not only do hotels furnish fine service but they spend millions of dollars that help keep the wheels of industry turning. Hotels have long been recognized as preferred locations by coin machine operators everywhere.

Following is the story which was contained in the editorial columns of the above publication:

A Few Hotel Facts

We very often receive requests from readers for interesting and pertinent facts about the hotel business. Following are a few gleaned from recent hotel association releases and from other sources:

There are over 19,000 hotels in the United States.

It requires over a half million employees to maintain a million and a half guest rooms at an annual cost of a half billion dollars.

Hotels spend over \$5,000,000 annually for safety devices and inspections.

Local, State and federal taxes cost hotels over \$120,000,000 annually.

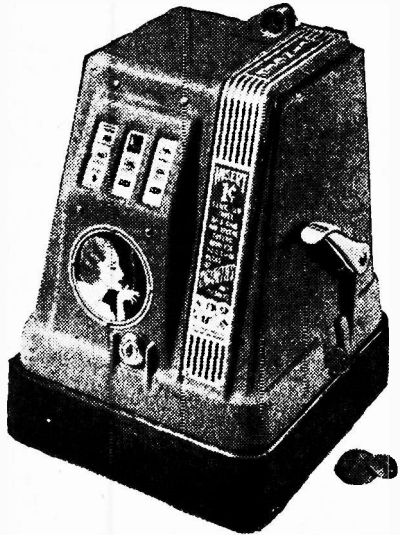
The hotel is a good insurance customer. Over \$16,000,000 was spent for this item last year.

Hotels also spend \$25,000,000 annually for furniture and furnishings, \$19,000,000 for decorating, \$9,000,000 for kitchen equipment, \$150,000,000 for foodstuffs, \$9,000,000 for plumbing replacements and repairs, \$8,000,000 for rugs and carpets, \$1,400,000 for silver, \$3,000,000 for electric light bulbs, \$1,400,000 for mattresses, \$3,000,000 for paints, \$2,500,000 for air-conditioning, \$9,000,000 for advertising and \$10,000,000 for bedding.

There are over 50 separate items provided in average guest rooms for the comfort and convenience of patrons, and the average storeroom of a hotel carries approximately 4,000 items in stock.

3 Million Packs of Cigarettes monthly are sold through **Ginger** TOKEN PAYOUT Cigarette Reel Games "Every Sale Certified"

Thousands of locations rave about the tremendous stimulation which Ginger automatic Token Payout has given to their Cigarette Sales.



Operators gladly pay the small extra charge to obtain the "certified payout" protection which redeemed payout tokens give them.

Mechanically perfect, with cheat-proof gooseneck coin chute, Ginger turns in substantial profits every week.

Ideal for large route operation Write for quantity price.

GROETCHEN TOOL COMPANY 130 N. Union Street CHICAGO

ONLY \$6.00 EACH

Automatic Payouts, Tycoon, Almo, Rodeo, All Stars, Mystery 3, Pearl Harbor, Jumbo, Put 'N' Take.

\$4.50—PIN GAMES—\$4.50

- | | | |
|------------|-------------|--------------|
| Scoreboard | Electric 21 | Happy Days |
| Ball Fan | Qusher | Short Sox |
| Draw Ball | Tango | Scotty's |
| Bolo | Broadway | Top It |
| Sequence | Madcap | Cheer Leader |
| Elig Game | Live Wire | Jungle Hut |
| Wizard | Hold 'Em | Balance Line |
| Neighbors | | |

\$10—MILLS SLOTS—\$10

Dime and Quarter Size Only.

Orders \$10 or less cash with order; over \$10 1/3 with order, balance C. O. D.

BUSINESS STIMULATORS

4912 E. Washington St., Indianapolis, Ind.

GUARANTEED RECONDITIONED GAMES

- Keeney Track Times (Red Head) \$142.50
- Keeney Skill Times (Red Head) \$149.50
- Jennings Pick 'Em \$149.50
- Liberty Bell Consoles \$62.50
- Derby Day Consoles \$65.00
- Tanforan \$65.00
- Exhibit Races \$75.00
- Exhibit's Jockey Club \$69.50
- Bally Skill Fields \$137.50
- Mills 1-2-3 (Like New) \$79.50
- Mills Flasher (Floor Sample) \$112.50
- Fairgrounds \$72.50
- Fleetwood \$75.00

1/3 Deposit, Balance C. O. D.

AVON NOVELTY SALES CO., INC. 2923-25 Prospect Ave., Cleveland, O. Prospect 4551-4552.

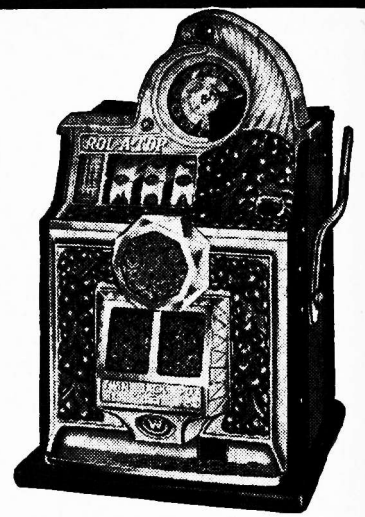
FOR SALE KEENEY DERBY CHAMPS USED TWO WEEKS \$125.00

BADGER BAY COMPANY 1013 Main St., Green Bay, Wis.

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



ABOVE IS A PART of the display room and offices of the McCall Novelty Co., of St. Louis. According to A. (Koke) McCall, manager, business is "oken." The McCall Taproom on the second floor is a popular operator rendezvous.



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.

6460-4660 W. FULTON ST. CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770. Cable address "WATLINGITE," Chicago.

Write For Our Latest Price List Just Off The Press

PAYOUTS	
Bally Stables	\$62.50
Mills 1-2-3	77.50
Latonla	27.50
Photo Finish	27.50
Rover	34.50
Preakness	34.50
Multiple	
Races	79.50
Tycoon	14.50
Daily Races	
Mystery	17.50
Post Time	\$22.50
Mills Flasher	62.50
Electric Eye	17.50
Classico	22.50
College	
Football	29.50
Skipper	18.50
Winner	17.50
Preview	13.50
Ski High	6.50
Bally	12.50
Baffle Ball	6.50
NOVELTY GAMES	
Bally Reserve	\$57.50
Daily Dozen	57.50
Alway	34.50
Boo Hoo	17.50
Bulls Eye	37.50
Carnival	22.50
Daytona	12.50
Forward	
March	17.50
Batter Up	14.50
Hare and Hound	29.50
Home Run	\$12.50
Home Stretch	16.50
Long Beach	19.50
Running Wild	16.50
Silver Flash	32.50
Speed	24.50
Sprint	17.50
Stoner Ball	
Fan	10.50
Stonor Races	22.50
Tournament	17.50

1/3 Deposit, Balance C. O. D.
MONARCH COIN MACHINE CO. 1731 Belmont Ave., Chicago, Ill.

HELP

Us dispose of our stock of Console, Novelty and Counter Games. Give-away prices. Condition unexcelled. See Classified Ad.

SOUTH FLORIDA AMUSEMENT CO., INC.

329 W. Flagler, Miami, Fla.

McCALL'S SPECIALS

- | | | | |
|--------------------|---------|--------------|---------|
| Auto Derby | \$12.50 | Hold 'Em | \$ 7.50 |
| Bally Basket | | High Hand | 7.50 |
| Ball | 37.50 | Happy Days | 7.50 |
| Bally Booster | 9.50 | Live Wire | 17.50 |
| Bally Bumper | 7.50 | Long Beach | 5.00 |
| Exhibit Basketball | 22.50 | Mac Cap | 13.50 |
| Carnival | 17.50 | Running Wild | 7.50 |
| Dux | 22.50 | Replay | 7.50 |
| East & West | 7.50 | Ricochet | 8.00 |
| Elec. Scoreboard | 7.50 | Short Sox | 11.50 |
| Excel | 5.00 | Skooky Tour | 14.50 |
- Terms: 1/3 Deposit, Bal. C. O. D.
WE BUY, SELL OR EXCHANGE
3147 Locust St., St. Louis, Mo. McCall Novelty Co.

Gottlieb Devices Boom, Says Henry

CHICAGO, July 16.—Operators and jobbers in the South are according the Gottlieb Grip Scales and Daily Races Jr. counter game enthusiastic acceptance, according to the report of E. R. Henry, Gottlieb factory representative, who has just returned from a trip thru the South Central States. He swung into Chicago in high optimism and remained just long enough to catch his breath and add the new Gottlieb hit, Five-Star Reserve, to his line before leaving on an extended trip thru the Middle West.

"The machines were greeted everywhere with enthusiasm," he said, "and the heavy orders I booked not only indicated their great popularity but reflect the general optimism of the future business outlook. Now with the addition of the new Five-Star Reserve I expect to ring up a still greater record of sales on my trip thru the Middle West. Like Daily Races Jr., which harks back to the days of old Daily Races, the daddy of payouts, so Five-Star Reserve recalls the days of Gottlieb's Five-Star Final and the stupendous sales of that knock-out game. The new \$20 top award and double chances to win on the figure-8 field point to a great success for this new winner, and the enthusiasm with which the trade is greeting its introduction is certainly well founded."

Women for Liquor, Says Home Journal

PHILADELPHIA, July 16.—In the August issue of *The Ladies' Home Journal* a report is published on the question of "What do the Women of America Think About Drinking?" The report is statistical and gives a cross-section view of opinions of the United States' 37,000,000 women of both high and low wage levels. "Sharp differences of opinion divide the women of the United States on the subject of drinking," says *The Journal*, "women of the Coast States declare that prohibition did more harm than good. They do not wish to see it return. Women in the Middle West and South would like to see the re-enactment of federal laws prohibiting the sale of liquor."

Reflecting the liberalism of the younger people, two-thirds of the women under 30 did not favor the return of prohibition; more than half of those 45 years or older favored its return.

Consensus of opinion among the women of the nation was that 56 per cent did not favor prohibition's return. Continues *The Journal*, "This much, at least, may be stated dogmatically: The prohibition is not going to return in the near future, it is far from dead as a political, moral and social issue."

This report ties in with recent advertising of large liquor companies in which they seek to teach the public to drink moderately and intelligently.

"Among your friends," the women

were asked, "do husbands and wives who drink do most of their drinking together?" "Yes," said 62 per cent of all women. Some of the views of women on marital drinking were: "Connubial drinking made more tranquil marriages . . . family drinking adds to sobriety . . . men who go off alone cause trouble—when the husband and wife drink together they drink less."

Some of the women reported they drank only to keep an eye on their spouses. Others confessed that they enjoyed drinking with them.

In emphatic majorities, women told *Journal* investigators that it was wrong for women to down drinks at bars. Drinking in private they regarded more leniently. "No lady would ever be seen in such a position," observed an elderly librarian. A stenographer in Montana said, "If she is at the table with her hat on, it is okeh. I don't like to see one put her foot on a bar rail." A printer's wife in New Orleans said, "Everyone should do as he pleases, but I hate to see a woman drunk."

The *Journal's* survey made it very clear that the opposition of women to alcohol is, in part at least, economic. In the wealthier classes more women favored drinking by husbands. Fewer of the wealthier women have experienced the shame of bills unpaid or the horror of children unfed because of money spent for liquor.

One of the interesting facts uncovered was that most women who would allow their children to drink, would allow girls to drink at 18 years but hedged at allowing boys to drink until they were 21 years old. Approximately half of the women said they would teach their sons not to drink; 54 per cent would teach their daughters not to imbibe.

The fact that 44 per cent of the women do not think it right for their sex to drink coupled with the fact that 54 per cent would not teach their daughters to drink shows that 10 per cent of the women, who are drinking, do not think that daughter should do what "momma" does.

At any rate, it seems that liquor is here to stay. The underlying theme of the investigation seemed to be that drinking is permissible if people will behave themselves and do it in moderation.

Detroit

DETROIT, July 16.—One of the largest individual orders reported in a long time for this city was placed this week by William Rheume, who has been operating for a couple of years. Rheume bought over \$7,000 worth of new music machines.

A. P. Weidman, of the Weidman National Sales Co., reports the addition of several machines to its line. He also reports a considerable pick-up in business both locally and in the outside territory in the State. Albert A. Weidman is at present calling on the trade in the district surrounding Detroit.

Paul Scott, of Scott Sales Co., operator

SPECIALS — From America's Largest Distributor

PAYTABLES

Fairgrounds (very clean with new Sport Page Unit)	\$ 80.00
Quinella (7-coin drop head)	92.50
Ak-Sar-Ben Multiple	79.50
Bally Entry	52.50
Heyday	122.50
Fairgrounds (regular unit)	75.00
Arlington	39.50
Preakness	37.50
Gottlieb Daily Races (red cabinet)	22.50
Gottlieb Football	29.50
Mills Flasher	72.50

NOVELTY GAMES

Auroran	\$24.50	Dux	\$24.50
Exhibit Basket	6.00	Mystic	12.50
Ball (floor sample)	32.50	Forward March	18.50
Bumper	10.00	Outboard	16.50
Firecracker	9.50	Bally Reserve	57.50
Ricochet	11.50	Long Beach	18.50
Mercury	17.50	Genco Football	16.50
Electro	32.50		

COUNTER GAMES

Groetchen Zephyr	\$10.50
Sum Fun	6.00
Triple Grip	9.50
Daval Bell Slide	12.50
Buckley Bones (automatic payout)	25.00
Bally Reliance (automatic payout)	18.50
Old Age Pension	8.50
Mills Kountar King	14.50

CONSOLES

Western Fast Track	\$ 47.50
Saddle Club	19.50
Western Big Roll	52.50
Dark Horse (7-coin selective)	63.50
Bally Favorite	69.50
Western Dewey Jr.	67.50

SLOTS

5c War Eagle	\$36.50
10c War Eagle	38.50
25c Blue Front D. J. (gold award)	47.50
25c Wading Rollatop	29.50
10c Golden Bell	32.50
5c Columbia Jackpot	34.50

All Slots Repainted and Replated. Write for new bulletin on complete line of novelty games, pay tables, consoles, slots and counter games.

Terms 1/3 Dep. Bal. C. O. D.

ATLAS NOVELTY CO.

2200 N. Western, 1326 W. Flagler St., CHICAGO MIAMI

1901 Fifth Ave., PITTSBURGH

Cable Address ATNOVCO. The House of Friendly Personal Service.

of novelty machines, says while he finds business pretty quiet, he is keeping his old machines going on locations but not buying any new ones until business picks up.

Business is so good over at Robinson Sales Co. these days that Manager Ben Robinson reports he cannot keep machines in stock. He is doing a land-office business in used machines at present and his only difficulty is finding enough machines to satisfy all his customers.

Lawrence Durkee, who operates in the Flint (Mich.) territory, has acquired seven new Wating scales. They are the new Tom Thumb fortune type and mark one of the largest orders for scales reported in this territory in several months, indicating a pick-up in the service machine field as well as that recently reported in music machines.

New wholesale firm in the coin machine field was incorporated here this week as Corey, Smith & Thomas, Inc. The company will specialize in vending machines. Headquarters are at 6300 East Vernor highway. Incorporators are Matry G. Thomas, Malcolm Smith and James Corey, the latter two being from St. Louis.

"Business picked up a little in June," Burrell V. Hughes, of the Dasco Products Co., optimistically reported this week. "And July is starting off to be still better, with the month probably a little better even than a year ago." This company is manufacturing molding frames for various types of coin machines.

"I am looking for a pick-up about the first of September," said Mrs. Mary V. Long, manager of the Marlong Music Co. "Things are pretty bad right now, but I have been in other business fields for a good many years and I'm judging by indications for the past couple of weeks.

"I've been out in the field actively for the past two weeks making contacts and servicing my own machines, as others in the company are on vacation, and I get a definitely optimistic feeling from these contacts."



OFF TO HONOLULU FOR A LITTLE VACATION TRIP. Left to right: Mr. and Mrs. Ralph Miller, son and daughter-in-law of the Millers; Mrs. DeLos Osborn; Mr. and Mrs. R. W. Miller, Wurlitzer op and wife, and Mr. and Mrs. Clayton Ballard.

WATCH FOR

OSCAR AND ALASH

Something New!
Something Different!

OUT WITHIN JUST
A FEW DAYS

GENCO, Inc.

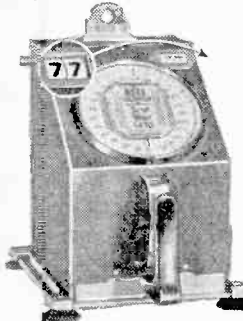
2621 N. Ashland Ave., CHICAGO, ILL.

1 FREE WITH 10
6 WITH 50

SPECIAL GET ACQUAINTED OFFER

"REEL GRIP"

The Grip that gets the "Reel" Play. Beer, Coney, Cigarette, Etc. Interchangeable Score Cards. Can be blocked out "For Amusement Only."



2 Numbered Spinning Reels with combination that gets the pennies.

Cheat-Proof mechanism, attractive Green Crackle Cabinet. Build up a route of "REEL" Grips now. Don't wait.

No strings to this offer. Just send in your order for 10—We'll send you 11, etc.

\$17.50
Each

1/3 Certified Deposit With Order, Bal. C. O. D.

RIALTO SALES CO.

2302 Armitage Ave., CHICAGO.

Tel.—Armitage 8093.

WHILE THEY LAST

TURF CHAMPS (Tkt.) \$20.00 Each.
All in Good Condition.

ARROW NOVELTY CO.,

2852 Sidney St., St. Louis, Mo.

WANTED

Will buy any quantity used Machines for cash. 5c and 10c Mills Blue Fronts, Cherry Bells, Melon Bells, Q. Ts. and late Payoff and Novelty Tables.
WOLF SALES CO., INC.,
1103 Golden Gate, San Francisco, Calif.

PACES RACES SERVICE

REPAIRING — OVERHAULING — REBUILDING

Motors and All Replacement Parts

Don't be misled by cut prices on a few minor parts. We save you money on all parts.

NEW and GUARANTEED REBUILT MACHINES

BEFORE BUYING RACES WITH JACK-POTS INVESTIGATE

BAKER'S PACERS

"The Dough Makers"

Can Also Be Installed on Your Paces Races

BAKER NOVELTY & MFG. CO.

H. L. Baker, "The Creator of Races"

641-645 North Kedzie Ave.

Chicago, Ill., U. S. A.

few weeks. Crowds were gathered continuously about this sensational new five-ball game. We saw how that big award shown on the backboard kept players playing game after game—how excited not only the actual players but the onlookers as well became as a player won the award which ranged anywhere from \$1 to \$2 to \$15.60 or \$16.60, depending upon where the operator set the machine.

"Yes, this typical scene was repeated and almost identical on every location we visited. But whether they won an award or not, the players showed the same high enthusiasm with each and every game they played in their attempt to contact all 10 bumper springs which are necessary to win. Probably one of the most appealing features is the fact that a 'winner takes all'—the entire amount shown."

Rock-o-Ball Booms In Wis. Resorts

MILWAUKEE, July 16.—Coin-operated games and amusement equipment that the whole family can play bring in the "sweetest" business, according to the experience of the Badger Novelty Co. They have placed such legal amusement games as Rock-Ola's coin-operated bowling game, Rock-o-Ball, thruout the territory with excellent results.

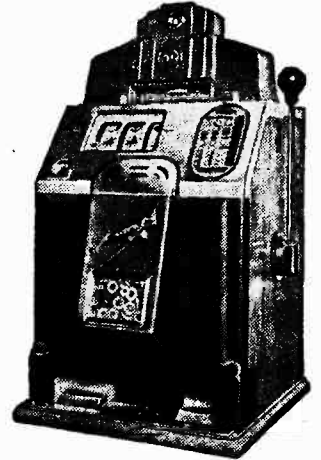
The Badger company has found that not only men like to play Rock-o-Ball but the ladies and children, too, are equally fond of this kind of game, which challenges their skill. It's the sort of game one person can play to his complete enjoyment, or it can be played by a group in competitive tournament.

W. R. Happel, of the Badger firm, says: "Usually when vacations roll around it means a vacation for the whole family. When they come to resorts for relaxation it's up to us to supply them with amusement that everyone in the family will enjoy. We've found that a game like Rock-o-Ball entertains everyone from little junior to grandpop. It's the kind of game they'll play, go home and talk about their scores and then come back and play some more. If grandpop can't recall the highest score previously played which he must better—if he can—he has only to look on the illuminated scoring panel to see the high score, the score of the game he's playing and the number of balls he's played. A feature operators certainly appreciate is the special Veeder register on the shelf inside the back of the machine. An operator can set a score and from then on he knows just what has been played and exactly what has been paid out. There is no chance for location to pencil the Rock-o-Ball operator out of his profits."

The Badger company officials say that from past experience, even when the summer season is over, the entire family continue to play Rock-o-Balls at their favorite haunts near home.

Going Fast...

AT THIS LOW PRICE



SKY CHIEF BELL Now Only \$79.50

Brand-new machines—built to the most exacting specifications—and thoroughly tested to assure perfect performance. Finished in two-tone baked enamel with chromium finished top. Equipped with non-bouncing reels, lifetime clock, and other exclusive features found only in Jennings Chiefs, Bell or Vender. Some have bi-metal check separator. Additional charge for separator and 450 special bi-metal checks, \$5.00. May be equipped with register to count nickels, \$1.50 additional. Specify Bell or Vender—with or without bi-metal check separator, with or without register.

O. D. JENNINGS & COMPANY

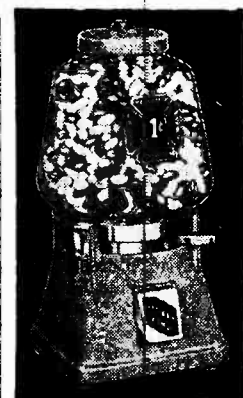
4309 W. Lake St.

Chicago, Illinois

"THE PERFUME BAR"

"The World's Greatest Merchandise Machine Sensation." VENDS A FULL DRAM. BEAUTIFUL PURSE SIZE BOTTLE IN SILVER BOX OF THE WORLD-FAMOUS "Ris-Charde Perfume." PRICED LOW! WRITE OR WIRE TODAY!!

MECHANICAL SALES CORP.
250 W. 54th St. • New York, N. Y.



EACH MONTH

There Appear More Copies of the Unequaled, Time Tested, Genuine King of Vendors

"SILVER KING"

Twenty new outstanding features. Less parts, less trouble, more profits. Most beautiful in design. Guaranteed more for your money. The original quality Charm, Pistachio, Nut, Candy and Ball Gum Vendor. Large discount in quantities.

WRITE TODAY.

NATIONAL VENDOR CO.
2841 W. Jackson Blvd., Chicago, Illinois

Chi Coin Peppy; No Mystery Now

CHICAGO, July 16.—Officials Sam Wolberg and Sam Gensburg, of the Chicago Coin Machine Mfg. Co., this week finally became a bit more loquacious over their newest game, Peppy. "Peppy," they said, "is a thrilling five-ball high-score novelty game featuring a new fast play. It offers players three separate scoring features—1,000 points if ball hits bumpers when lights are lighted, 200 points otherwise; two extra free games if extra lights are lighted, and a double award if double lights are lighted. Peppy's brilliant backboard and fascinating playing field are a riot of action, and they'll contribute their part towards helping operators earn high profits. We say again that when you see this new game you'll be glad you waited for Peppy!"

Continuing, these officials spoke of another recent release. "On a recent visit to a number of locations where operators have placed our new Cadet we saw for ourselves what coinmen have been reporting to us for the past

SKILL TIMES

CONVERTED,

Reconditioned, Ready To Operate.

Single Machine **\$100.00** Write for Lot Price.

SLOT MACHINES, All Makes and Sizes, at "Give-Away" Prices.

TELL US YOUR NEEDS, WE HAVE IT.

COIN-O-MATIC CO.

1022 Cathedral St., Baltimore, Md.



OPERATORS

Repair your machines with an APOLLO TEST LITE. Combination Flash Light and Test Light. Tests Solenoids, Coils, Fuses, Light Globes, Kickers, Broken Wires, Loose Connections, Short Circuits, Etc. Indispensable for repairs on modern machines. **\$1.00**

APOLLO MFG. CO.
619 Monroe Ave., Memphis, Tenn.



THE ABOVE PICTURE SHOWS J. F. Crawley, Popmatic factory representative. Popmatic execs say that the picture was taken when he decided he could be as stubborn as a Missouri mule. They personally suggest he give the donkey

GUARANTEED and RECONDITIONED READY TO MAKE MONEY FOR YOU.

Kentucky Skill Time	\$225.00
1938 Skill Times	195.00
1938 Track Times	175.00
Track Times—Red Heads	125.00
Skill Times—Red Heads	135.00
Track Times—Gray Heads	100.00
Rays Track—Late Serial	85.00
Tan Forums	45.00
Jockey Club—7 Coin Head	55.00
Rosemonts	35.00
Bally Basket Ball	40.00

PAY-OUT TABLES	
Fleetwood—Big Pack	\$ 75.00
Fair Grounds—Big Pack	65.00
Flashers	59.50
Foto Finish	25.00
High Cards—With Clock	25.00
Miss America—With Clock	25.00
Stoners Latonia	25.00
Broadway Angel, Pamco Toot, Baltys, Rambler, Caroms, Classics and Turf Champs. Special @ \$12.50.	
Chicago Express, Homestretch, Ohio Derby, Stoners Ball Fans, Special @ \$10 ea.	
Scoreboards	\$5.00
Diggers	\$25.00
Digger Mds.—Hammond Clocks, Evans & Ronson Cases, Catalin Clocks and other Novelties. Write for prices.	
Will buy or trade for Track Times, Sport Pages, Bally Reserves.	
Write or wire what you have or need.	
BEST NOVELTY CO.	
1047 ST. CLAIR AVE., CLEVELAND, O.	

SPECIAL CLOSE-OUTS

BALLY EAGLE EYE	\$69.50
TOM MIX RADIO RIFLE	\$69.50
HOLLYWOOD DE LUXE (Console)	39.50
KEENEY TARGETTE	39.50
JUNGLE DODGER	17.50
MILLS MERCHANDISER	35.00
IDEAL SCALE LOW BOY (Porcelain)	22.50
CHERRY BELLS (Like New. Over 400,000)	69.50

1/3 Deposit, Balance C. O. D. Cable Address: "Idealco." Phone: Garfield 0072.

IDEAL NOVELTY CO.

BALLY RESERVES

USED THREE WEEKS — \$50.00

Mills One-Two-Three

A-1 CONDITION — \$45.00

BILL FREY, INC., Miami, Fla.

LOOK

IN THE WHOLESALE MERCHANDISE SECTOR

for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

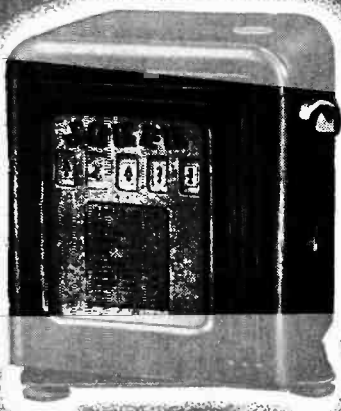
TAKE IT FROM ME

says
PAUL GERBER
of
GERBER AND GLASS
CHICAGO



... THE GREATEST GAME AND THE BEST BUY ON THE MARKET TODAY FOR OPERATORS IS ...

JOKER WILD POKER GAME



READ THE FACTS!

AT LAST! THE NEW STYLE COUNTER GAME YOU'VE BEEN WAITING FOR! BRINGS THE GREATEST AND FASTEST MONEY-MAKING PLAY EVER ORIGINATED! A REAL MCCOY POKER GAME—WITH THE JOKER WILD! EASY TO PLAY! EASY TO UNDERSTAND!

LOOKS LIKE A BEAUTIFUL RADIO ON THE COUNTER! CABINET OF SOLID WALNUT AND BRUCEY MAPLE, WITH EXCLUSIVE DAVAL SWIVEL TERRIBLE BASE!

JOKER IS PRECISION BUILT! REMOVABLE MECHANISM IS SILENT, CHEAT-PROOF AND FOOL-PROOF! MONEY COMPARTMENT IS ENTIRELY SEPARATED TO PREVENT COINS FROM JAMMING MECHANISM—ANOTHER EXCLUSIVE DAVAL FEATURE!

Cash in with Joker!

ORDER TODAY!

extra low PRICE

\$22.50

F. O. B. CHICAGO

DAVAL

325 N. HOYNE AVE., CHICAGO

Stock Market Active Again

Brakes are set to halt phoney manipulations — business on the upgrade

WASHINGTON, July 16.—Big headway has been made on the stock market in recent weeks, but the investment mart will find many new regulations in its path this time, however, if it starts another sensational upward spiral. Big piles of idle money are said to be partly responsible for the new investment fever. Government officials are privately expressing the hope that this idle money will not put the stock market on a runaway spree, which would mean an eventual and sudden decline, with disastrous results to the country. If business men must gamble in stocks many curbs and brakes will be used this time.

Business today is much better than it was a few months ago. A new firmness in dealing with business ills by business itself is inspiring the recent awakening. The "Sales Makes Jobs" campaign is a notable example; newspapers are overwhelmingly optimistic in their treatment of the news.

Most commodity prices are holding up after the recent advance. This firmness is encouraging producers at home and abroad to start up anew and make much-needed jobs available.

Buyers of seasonal goods are buying unexpectedly large quantities of goods. Consequently textile mills, factories and industries of all kinds are hiring men and women to meet increased demand. However, as yet the increased production has not balanced the volume of sales. Increasing demands should show more people going back to work.

The improvement in this country has taken the foreign pressure off the dollar. The commodity price rise has given fresh impetus to negotiation for a British-American trade agreement. Such an agreement would be another nail in the coffin of the recent recession.

Many other factors show that this country is, as a whole, heading back towards the sunny shores. The ICC has given permission to Eastern railroads to up passenger fares from 2 cents to 2½ cents a mile. Should passenger travel remain steady it should mean many millions of dollars more revenue for the roads. Western grain movements are alleviating the situation which had faced roads in that section.

Government pump-priming is doing its share in starting recovery on its way. Government approvals of projects are being made in record time and numbers.

The PWA to date has made allotments of funds for 2,595 projects to cost \$637,141,000 when completed. The Housing Authority announces \$68,925,000 earmarked for 17 additional slum-clearance projects, bringing the total to \$427,299,000, with more coming up. Approval is given to plans for 280 new federal buildings to cost \$60,000,000. This money

will not find its way into the hands of the building industries for many months, but material manufacturers may look for government orders shortly.

Along with this showing of coming activity in the field of public construction there is more evidence that the FHA plan for insured mortgages is clicking. Year 1938 will see a billion dollars in new FHA insured mortgages, or twice the value of 1937.

While these are favorable factors, many of them look to the future for fulfillment. Offsetting factors lead to some caution in going forward with hiring and increasing of production. But this in itself is a good sign; that is, that overspeculation will not lead to future recovery setbacks.

All in all, however, the people of the United States are looking forward again and the emphasis at the moment is on optimism.

Use All Patents, Urges Senator

WASHINGTON, July 16.—Legislation for compulsory licensing of unused patents has been recommended by Senator King, of Utah, as one of the ways of curbing monopolistic tendencies in business. If such legislation should be enacted it would necessitate the use of a patented product within five years instead of the 17 now allowed.

Mr. King, a member of the monopoly investigating committee, wrote to Thurman Arnold, assistant attorney-general, that he hoped the Justice Department would recommend such legislation when it completed its part in the monopoly study.

"There is no doubt that some large corporations have bought up patents that they have never used and had no intention of using at the time they were purchased," the senator asserted. "They thus have impeded progress while protecting their own process of manufacture or products."

He suggested legislation requiring a patent holder to make use of a patent within five years or allow others to use it. Mr. Arnold, the Justice Department representative on the monopoly committee, indicated that patents and patent people would be a major subject for study.

Senator O'Mahoney, of Wyoming, chairman of the committee, said he thought an investigation of patent trends highly important because he believed evidence would support the charge that many monopolies had been built up largely thru the acquisition and retention of fundamental patents.

Wants Ball Gum Drilling Device

"To the Editor: We are interested in purchasing some type of drilling device which will drill holes in ball gum and in which we could place the inclosed ticket.

"We would appreciate if you would let us know of anyone having machines that will drill these holes and also where we could secure the tickets.—G. G., Pittsburgh, July 8, 1938."

Reserve Feature In Bally Payout

(New Game)

CHICAGO, July 16.—"First payout game with the famous Bally Reserve accumulative award," is the way Jim Buckley, general sales manager of Bally Mfg. Co., describes the new Grandstand multiple one-shot game. "We feel," Buckley added, "that in Grandstand we have combined the two greatest money-making ideas operators have ever known: the fascinating multiplied payout idea that kept Fairgrounds on location for a solid year, plus the reserve winner-take-all idea."

Grandstand is described as a regulation multiple one-shot, operating on one, two, three or four nickels per game and multiplying awards by the number of coins played. In addition to regular win, place, show and purse awards for shooting ball in a pocket corresponding to a selection number, player may also receive sweepstakes award by shooting ball in sweepstakes pocket when sweepstakes light is lit. The sweepstakes award steps up in the same manner as the reserve award to a \$45 top.

Grandstand embodies a number of new mechanical refinements, including a roller-bearing payout slide, which, Bally engineers state, increases the life of the unit and insures extremely smooth performance.

Rudy Gattar at Edgewater Arcade

DETROIT, July 16.—Rudolph Gattar, one of the real pioneers in the coin machine business, is now with Manfred Linick's Penny Arcade at Edgewater Park. Gattar started manufacturing machines 46 years ago in Philadelphia, where he still owns his factory, altho he is not at present operating it.

Both in his own right and thru his connections with various companies in the past, Gattar has designed many of the better known machines in the vending and amusement field, and his present location at the Edgewater Arcade contains many machines which were either designed by him or based on his basic designs in addition to those manufactured by his own company.

He says he is thinking of going back into the manufacturing field again one of these days but has no definite plans at the present.

Gotham Taverns Best, Says Brewer

(Location Story)

NEW YORK, July 16.—"Standards of tavern operation in the New York City area are probably the highest existing anywhere in the country," said Hugh Harley, secretary of the United Brewers' Industrial Foundation, at a meeting of members.

This is of interest to operators, since many machines are operated in tavern locations. Mr. Harley went on to say that conditions tolerated in other cities would not and are not known in New York.

He touched on tavern operation in the course of a report he submitted to Eastern seaboard members on the foundation's policing and educational work carried on in behalf of the industry.

Thru agents who conduct investigations and gather information, he explained, the organization is co-operating with law-enforcement agencies of the country in stamping out conditions which might bring discredit upon beer and encourage dry sentiment.

An advertising program, in which the public is warned against blaming the sale of beer for abuses, such as sales to minors and the marketing of bootleg liquor in establishments licensed only to dispense beer, is being tested in a number of small communities at present, it was said, and will be broadened to include major cities if successful.

Most of the advertisements included the statement that "we are against sales to minors or after legal hours; we are against use of beer licenses as screens for selling illicit liquor or for operating illicit resorts. Existing law can curb these evils. . . . Help us by demanding strict enforcement. Restrict your patronage to legal, respectable retail outlets."



SAM LANZNER, manager of Park Central Hotel, New York, tries the new Rock-Ola phonograph in the hotel's Royal Palm cocktail lounge. Below at left, Fred Pray, Rock-Ola Eastern division manager; standing left, Mrs. Pray, and center, I. F. Webb, Rock-Ola vice-president.

USED 7 NEW 1938 MODEL GALLOPING DOMINOES

With Factory Skill. Price, \$200.00 Each. Like New, or Remote Control, \$210.00 Each. Transit 1/3 Deposit. Balance C. O. D. Tol. 5-2674. A. FRIEDMAN, 129 Madison Ave., Miami Beach, Fla.

NATIONAL'S BARGAIN COLUMN

PAYOUTS

Sport Page	\$115.00	Golden Wheel	\$24.00
Fairgrounds	72.50	Derby Day	17.00
Mills 1-2-3	72.50	No Clock	24.00
Arlington	35.00	Classic	17.00
Breakneck	35.00	Blue Bird	13.00
Clocker	35.00	Multi-Play	9.00
Photo-Fin	27.00	Queen Mary	9.00
ish	27.00	Peerless	9.00
Lafonia	25.00	Bonus	9.00
Ticket	25.00		
Turf	24.50		
Champs	24.50		

NOVELTY GAMES

Bally Reserve		Beo Hao	\$15.00
Jackpot	\$52.00	Long Beach	15.00
New Aurora	30.00	Out Board	15.00
Hare 'N'		Auto Derby	12.00
Hound	28.00	Chico Derby	12.00
Silver Flash	27.00	Mercury	12.00
Tops	27.00	Home	
Gottlieb		Stretch	12.00
Sluggo	24.50	Double Ac-	
Stoner Races	22.00	tion	9.00
Dix	22.50	Home Run	9.00
Genco Foot-		Ricochet	9.00
ball	15.00	Bumper	8.00

SLOTS

Mills Blue Front, 1c, D. J.	\$39.00
Mills Blue Front, 10c, S. J.	47.00
Mills Blue Front, 5c, S. J.	47.00
Mills Blue Front, 5c, 10c, 25c, D. J.	
J. No Gold Award	45.00
Jennings Chief, 5c, 10c, 25c	32.50
Jennings Ch. of. 50c	49.50
Jennings Chief Console, 50c	75.00
Jennings Chief Console, 25c	69.50
Watling Rel-A-Top, 5c, 10c, 25c	
Serial Over 67,000	28.00
Watling Rel-A-Top, 50c	35.00
Bally Reliance Dice Game	22.50
Groetchen Columbia	29.00
F. O. K. Silent Escalator	19.50
Mills Q. T., 1c, Olive Green Front, Late Model	29.00
Mills Q. T., 1c, Orange Front	24.50

COUNTER GAMES

Ginger, 1c	\$13.50
Gottlieb Triple Grip Tester	10.50
Gottlieb Single Grip Tester	7.00
Groetchen Zenpher	9.50
Groetchen "21"	7.00
Reel Dice	6.00
Superior Cigaret Machine	6.00
Reel Spot	9.50
Tri-O-Pak	9.50
Pacific Gum Machine	8.50

Gottlieb Derby Console, New	\$120.00
Galloping Demons	35.00
Rotary Merchandiser	59.00
40 Rock-Ola Phones, 12 Rec., 1936	50.00
DeLuxe Bell	45.00
Paces Races, 20-1 Odds, Black Cab.	69.50
Keeney Bowette, 14 Ft.	29.00
Rock-O-Ball, 14 Ft.	45.00

TERMS: 1/3 Deposit, Balance C. O. D. F. O. B. Chicago.
First With the Latest-New Games. Get Your Name On Our Mailing List.

National Coin Machine Exchange
1407 DIVERSEY BLVD., CHICAGO.

Houston

HOUSTON, July 16.—Music Operators' Association, Inc., of Houston, has reduced both initiation fees and regular monthly dues approximately 50 per cent. The move was recommended by the executive committee after hearing a very favorable financial report from the treasurer and unanimously passed at the following regular meeting.

Previously the initiation fee was \$25 regardless of the number of machines operated and monthly dues of 25 cents for each machine on location.

The new schedule sets the initiation fee at \$10 minimum and \$25 maximum, depending on the number of machines owned. The new monthly dues are 12½ cents per machine on location, with a \$2.50 monthly minimum.

The reduction is aimed directly at the operators of strings of less than 15 machines. The move was also based on one of the fundamental principles of the Houston association that members, lots of active, working, voting members, can accomplish much more for the automatic music industry than any amount of money.

George Wrenn, representative of National Vendor, Inc., of St. Louis, has just returned from a business tour of South Texas and Louisiana and reports a nice volume of business. Wrenn was appointed sales representative of the above-mentioned territory on May 28, on the same date Ed Brown was assigned the North Texas district.

Ted Harris, well-known service man of Cameron, Tex., is now connected with the service department of A. M. I. Co., of Houston.

Ben L. Fry, vice-president and general sales manager of National Vendor, Inc., was a recent visitor in the city. After he and his host, George Wrenn, had made trips to Galveston and other nearby cities Mr. Fry continued on into Florida, North and South Carolina and Tennessee.

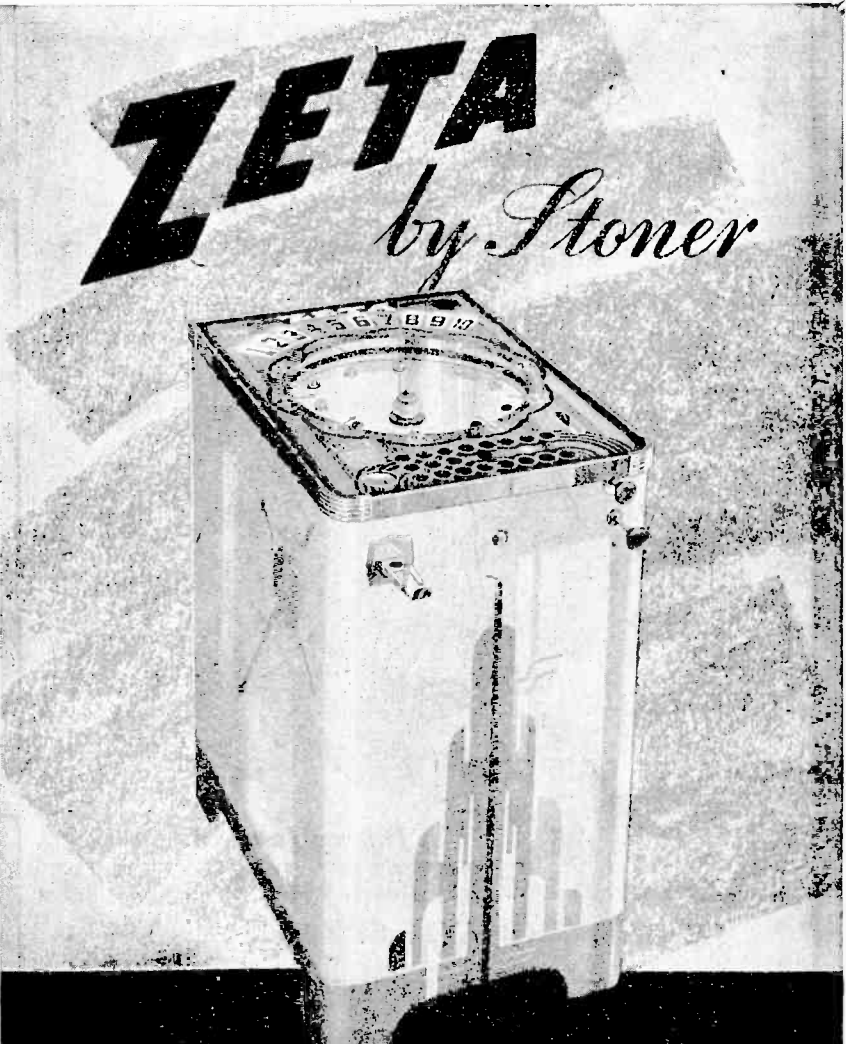
"Kid" Holderman, secretary and book-keeper of Santone Coin Machine Co., of San Antonio, has been seriously ill for the past six weeks. Houston column in common with operators over the entire State are hoping for a speedy recovery for "Kid."

Mrs. Maria Von Reydt, wife of Hans Von Reydt, prominent phonograph distributor, departed for an indefinite stay in New York to resume her musical career and complete a post graduate in lyric soprano. Mrs. Von Reydt is known to thousands of Texas radio listeners and musical concert patrons by her professional name of "La Mariquita." Hans recently purchased a brand-new automobile; Lincoln Zepher it is.

favor, and the city has appealed to the Supreme Court.

"We have every indication of a favorable Supreme Court decision," Chereton said. "Some of the most prominent attorneys in Michigan are interested in the case now."

The case has been set for hearing in October, he said.



ZETA
by Stoner

You can't afford to overlook ZETA, a truly extraordinary novelty game . . . Entirely revolutionary in design and principal . . . INDISPENSABLE . . . INCOMPARABLE . . . ZETA will meet your most exacting requirements . . . unquestionably the solution to all location problems . . . Tested, proven mechanically perfect.

Vender Slot Case Will Be Heard

DETROIT, July 16.—It is reported that the Supreme Court of Michigan has accepted the suit of Harry Chereton vs. the city of Saginaw for hearing.

This case is one seeking to legalize the use of mint venders, specifically in the city of Saginaw, but thru its status as a test case involves probable use of such venders everywhere in Michigan if the contention is upheld.

The case was decided recently by the Circuit Court at Saginaw in Chereton's



JACK FINK, Popmatic factory representative, and J. R. Pieters, of the Kalamazoo Coin Machine Sales Co., go into a sales huddle.

RECONDITIONED NOVELTY GAMES.

Ricochet	7.00	Stoner Vogle	\$16.00
Chico Derby	8.00	Stoner B'seb'll	17.50
Auroran	8.50	Chico B'seb'll	27.50
Turf King	13.50	Electro	32.50
Dux	15.00	Swing	37.50

Eastern Distributors
STONER'S ZETA
Today's Biggest Money Making Novelty Game!

WRITE FOR OUR COMPLETE CATALOG OF NEW AND USED GAMES AND VENDING MACHINES

D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.

2 in 1 Vender for Nuts, Candies, Ball Gum, Etc.

1c-15c-20c Cigarette Venders.

5 BASE BALL 5

100¢
50¢
25¢

PLAY BALL

1,000 Holes.

Takes In . . . \$50.00
Pays Out . . . 24.65
Featuring 1 \$10, 1 \$5.00

Now Only **\$1.72**

NOTE: Beginning July 1st, Globe Products will be free of U. S. Government Tax.

TWO HITS

BASEBALL | **PLAY BALL**

1,000 Holes. | 600 Holes.

Takes In . . . \$30.00
Pays Out . . . 15.25
Featuring 2 \$5.00.

Now Only **\$1.14**

NOTE: Beginning July 1st, Globe Products will be free of U. S. Government Tax.

NEW LOW PRICES NOW IN EFFECT
Ask for Our New, Low Price List.

GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.

SPECIAL SUMMER CLEARANCE

Fair Grounds	\$59.50	Mary	\$17.50
Flootwoods	65.00	Phantom	12.50
Multiple Races	47.50	Combination	12.50
Western Paddles	47.50	Photo Finish	17.50
Breakneck	32.50	Classic	17.50
Arlington	32.50	Farmo Races	22.50
Heavy Weights	14.50	Bally Snappy	17.50
Lady Looks	32.50	Caroni	12.50

CONSOLES.
Western Sweepstakes . . . \$67.50
Fast Track . . . 47.50

SLOTS.
Chiefs, SJP . . . \$29.50
Puck Comets, DJP . . . 27.50
Watling Rel-A-Top, DJP . . . 27.50

Terms: 1/3 Cash, Balance C. O. D. | **CLIFTON NOVELTY COMPANY, Baltimore, Md.**

Thank You for Mentioning The Billboard.

BABY TRACK

1 KWIK-SHAVE
DRY SHAVER
WITH EACH
ORDER FOR 3
**BABY
TRACKS**

↓
**THE
BABY GAME
WITH
CONSOLE EARNINGS**



\$15.00
TAX PAID
F.O.B. CHICAGO.

WESTERN EQUIPMENT & SUPPLY CO.
Jimmy Johnson
925 W. NORTH AVE., CHICAGO, ILLINOIS

Joe Calcutt Sees Big Season Ahead

FAYETTEVILLE, N. C., July 16.—"More money will be spent for amusement in the months just ahead than for several years," states Joe Calcutt, head of the Vending Machine Co. Calcutt believes that the ops are entering into one of the most profitable periods in the history of the business. He points to the fact that leading operators have more equipment running this summer than ever before, and in general the take from equipment of all types is zooming upward.

"Not only are the men enjoying a banner season from a take standpoint," Calcutt went on, "but from the purchasing standpoint as well. Never before has there been a season where we have been able to offer the kind of buys that we are offering today. Some of the reconditioned machines we are featuring are truly the greatest bargains in our many years in this business. We are featuring these buys now so that ops can take advantage of them and profit for the rest of the summer."

English Vacation For Tony Gasparro

NEW YORK, July 16.—Tony Gasparro, well-known English coinman, sailed recently for a six-week visit to England. Tony maintains the New York office and his brother runs the main establishment in London. A group of local coinmen were down on the boat to see him off and were royally entertained by the chief steward, Jack McGovern, who is a personal friend of Tony's. A bon voyage basket with sweets was sent by Herman Budin, who was sick and unable to attend personally.

WURLITZER IN CHI

(Continued from page 76)
ness men running it on a sound, logical basis.

At the head banquet table were the Wurlitzer staff and Jack Meyerson, New England manager of Decca records; Jack Stafford, New England manager of Victor records; Mr. Youmans, New England manager of Brunswick records, and Paul Ford.

Another table included Ben D. Palastrant, president of the Supreme Amuse-

ment Co. of New England, Inc.; Wurlitzer distributor; Sidney J. Paine, Boston representative of *The Billboard*; George J. Scarfo, Boston manager of the J. V. Fitzpatrick Co., Rock-Ola distributor; Mr. and Mrs. Philip Kalick, Estelle Barroll and three other Palastrant guests.

There were approximately 125 music merchants, the remaining total of the 500 present comprising family and guests.

Following Capehart's talk, which was peppered with intermittent applause approving his program, two presentations unexpected to the receivers took place. Nick Russo, president of the Automatic Music Association of Massachusetts, in a fitting speech presented Mr. Capehart, on behalf of New England music merchants, a \$500 Honduras mahogany Westminster chime clock.

Charles R. (Ranny) Foote, one of New England's largest music merchants, with about 400 boxes, presented J. A. McIlhenny with an RCA Victor radio-phonograph, H-128, on behalf of "the boys." Both gentlemen accepted with gracious words.

The Wurlitzer Spinnette piano was awarded to the girl friend of one of Mr. Foote's operators. The Wurlitzer phonograph, Model 600, was won by a member of the Automatic Special Co., Inc., of Webster, Mass., of which J. S. Chaplain is head.

The floor-show talent was recruited from the town's two swankiest niteries, Benny Ginsburg's Club Mayfair and Barney Welansky's Coconut Grove. From the Mayfair came the Wurlitzer

dance ensemble, eight lassies with a French routine, and later a serpentine number. Carol Bruce, beautiful warbler, formerly with Larry Clinton's Ork, stopped the show with her ace warbling. Billy deWolfe, emcee and comedian-hooper, was another show-stopper. Lewis Bonick, Mayfair maestro, batoned the ork for this portion of the show. From the Coconut Grove came Shirley White, diminutive blond toe dancer; Gil and Bernie Malson, tapsters, and whose dog act was big. Billy Lossez, Grove maestro, carried this part of the show. Others on the bill were Clarence Dotson, sepi tapster and gagster, and Willie Dee, billed as America's youngest magician.

Every part of the program was blocked off into hour-length periods. The following industry guests were asked to rise: David S. Bond, president of the Trimount Coin Machine Co., Boston; Louis and Barney Blatt, of the Atlas Coin Machine Co., Boston; Jack Myerson, Decca; Jack Stafford, Victor; Mr. Youmans, Brunswick; Sidney J. Paine, *The Billboard*; Ben D. Palastrant; Tom Best; George J. Young, Eastern New York and New England Rock-Ola district manager.

According to Mr. Palastrant, about 350 machines, all models, were said to have been ordered, totaling about \$100,000. Model 600 was the popular machine okeed by the merchants from the six States. The counter Model 61 stole the show, with many merchants desiring immediate delivery.

Prominent among those present were M. A. Melvin, of Bangor, Me., oldest operator in point of years and service in the United States. He is 77. With him was his daughter, Maude, who accompanies him everywhere, and his son, Clarence, and his wife; Bert Klapper, Boston; Charles R. Foote and his wife, Betty, Jamaica Plain, Mass.; Al Dolins and his wife, Hyannis, Mass.; Tom Libby, Haverhill, Mass.; Joseph and Annabelle Viana, brother merchants of Woonsocket, R. I.; James Sarubi, Providence, R. I.; Mr. and Mrs. Philip Young, manager of the Copley Square Hotel, Boston; Leo Fox, Ethel Rosenthal, of the Hub Automatic Sales Co., Boston and Portland, Me.; Donald H. Swanson, wife and son, Lowell, Mass.; Jack O'Brien, wife and two daughters, Newport, R. I.; Leo Devault, wife and guest, Dover, N. H.; John Conti and fiancée, Providence, R. I.; Donald E. Reid, Plymouth, Mass.; W. P. Hamel, Concord, N. H.; W. E. Watkins, Springfield, Mass.; Alfred Diario, Providence, R. I.; James H. Fallon and wife, Lowell, Mass.; J. J. McDermott, New London, Conn.; A. J. Navickas and entourage (30), Forestville, Conn.; J. J. Fitzgerald, New Haven, Conn.; J. S. Chaplain, Automatic Specialty Co., Inc., Webster and Worcester, Mass.; R. H. Thurston, Fall River, Mass.; Martin Amusement Co., Beverly, Mass.; M. Soforenko, Providence, R. I.; Chris Alexion, Providence; Frank Ward, Fairlee, Vt.; Hector and Philip Adams and guests (12), New Bedford, Mass.

Columbus, O.

COLUMBUS, O., July 16.—More than 425 music merchants, their wives and sweethearts gathered at the Hotel Deshler-Wallick here Thursday to greet the Wurlitzer Transcontinental Limited, piloted by the affable Homer E. Capehart and manned by a huge coterie of the firm's execs, to cast a glimmer on the new and attractive line of Wurlitzer phonos, to partake of the usual liberal Wurlitzer hospitality and to listen to a sound and common-sense discourse on the coin-operated music business by Engineer Capehart. Most of those pres-

ent were Ohioans, but a number of out-of-Staters made the journey here to take in the gala event.

The afternoon was given over to viewing the new Models 500 and 600 of the Wurlitzer line and to indulge in a pleasant bit of plain and fancy cocktailing, with the Three Demons (John McGerry, Helen Nolan Doyle and Henry Harding) keeping the guests in a happy frame of mind with their strolling singing and music-making. Promptly at 6:45 the Wurlitzer guests hid themselves to the hotel's main ballroom to partake of a tasty set of victuals and to test out their vocal calisthenics on a bit of community singing led by the rotund Art Leard, Wurlitzer's own emcee, who fronted the Allen Hale Orchestra.

With the repeat over, the gathering struck a serious stance to listen to Homer E. Capehart's address on *The Wurlitzer Seven-Point Program and What It Means to You*, a straightforward and factual treatise on problems affecting the coin-operated music business and outlining the Wurlitzer firm's policies. Capehart forcefully drove home his points, with his words drawing frequent supporting applause, and the wind-up bringing nothing short of an ovation. The Wurlitzer seven points were outlined in detail in this department in last issue. In his Columbus address, however, Capehart was more explicit on the matter of explaining the firm's new liberal factory trade-in allowance plan. He stressed the fact that the Wurlitzer trade-in plan was the only sound plan of its kind in the business inasmuch as every machine that is taken in on trade will be destroyed and not resold to further glut the market and bring further hardships to the operator.

At the conclusion of the Capehart address Harry E. Payne, Wurlitzer district manager who served as toastmaster for the occasion, presented Capehart with a handsome bag of golf clubs donated by himself, the Oriole Coin Machine Co., of Pittsburgh; the Triangle Music Co., Cleveland; the R. & S. Sales Co., Marietta, O.; the Columbus Coin Machine Co., Columbus, and the Ohio Specialty Co., Cincinnati. Then followed the door-prize drawings, wherein H. R. Rose, of the R. & S. Sales Co., scampered off with one of the new-model Wurlitzer phonos, and Mrs. T. R. Williams, of Automatic Music Co., Cincinnati, was awarded the attractive Spinnette model piano.

Those occupying the speakers' table during the banquet were Homer E. Capehart, Harry E. Payne, Farney Wurlitzer, Rudolph Wurlitzer, Walter B. Reed, Robert B. Bolles, William P. Bolles, J. E. Broyles, Harry F. King, Ray Erlendson and Charles McCarthy. Harry E. Payne was congratulated on all sides for the able manner in which he handled the prearrangements for the Wurlitzer Transcontinental's Columbus stopover. Apparent even to the casual eye is the excellent system employed in keeping the Wurlitzer entourage running smoothly and prompt in all its stop-offs. Entire operation is as systematized as a large circus, with Robert B. Bolles, Wurlitzer's advertising manager, checking on all arrangements once the train crew hits the town. The way he flits about in checking the many important details would make a whirling dervish look like Stepin Fetchit in comparison.

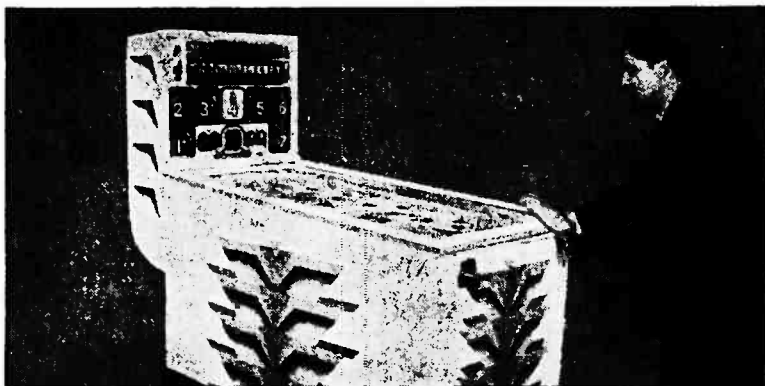
Following the speech-making the guests were entertained with an excellent floor show arranged by Dorothy Boyles, Columbus, booker, and comprising the following acts: The Three Rockettes of Rhythm, red-headed Mary Lee, Betty Hawkins, the Aristocrats of Song, Karl and Rowena; Jack, Gale and Donald Woods; the Four Continentals, Peters and Farrell, the Three Belles of the '90s and Ross Lewis and the Continentals. Art Leard, who travels with the Wurlitzer train crew, emceed the entire proceedings and did an excellent job of it. Dancing followed, with the party winding up at 2 a.m.

CONVENTION KEEPS

(Continued from page 76)

large purchases of equipment. From the Chicago office comes the report that Ben Spasser, well-known operator from Benld, Ill., spent the better part of two days inspecting Atlas equipment and placing large orders for both reconditioned machines and for new releases of the various manufacturers.

While all this activity is taking place in these particular locations, Eddie Ginsburg, Atlas ambassador of good will, is traveling thru the East furthering relations with Atlas friends and customers in that section of the country.



ROY BAZELON, Monarch Coin Machine Co., Chicago, tries his hand on Bally's new Grandstand reserve-type multiple one-shot.

Daval Joker Lady Tops, Says Douglis

CHICAGO, July 16.—Eunice Forde, lovely New York beauty, who was recently chosen the "Daval Joker Lady," is being acclaimed by operators and distributors as the "most beautiful girl ever known to the coin machine industry," according to A. S. Douglis, president of Daval.

Douglis, who has just completed a sales trip thru the Northern United States, commented that coinmen he visited seemed to have two things uppermost in their minds: the surpassing loveliness of the Joker Lady and the gratifying manner in which Daval's Joker Wild 5-reel poker counter game takes in an even flow of heavy profits day after day and week after week.

"The selection of the Joker Lady convinced us that we were right about one thing," said Douglis. "It takes experience and skill to do anything the most effective way—whether it be the selection of an appealing girl or the making of an appealing counter game. For instance, a committee of four experts was required to find the perfect Joke Lady. Similarly, Joker Wild is the result of the combined efforts of the outstanding experts in the coin machine industry. These men are skilled in originating money-making counter games. They know how to build games that are mechanically perfect, attractive and modern. In a word, they're always a step ahead.

"Distributors and operators depend upon their skilled judgment when buying games. That's why Joker Wild is being so rapidly accepted by operators who have been in the business for some time. And that's why the country's largest and most successful distributors are ordering Joker Wild in quantity lots."

Stoner Stricken By Appendicitis

AURORA, Ill., July 16.—Ted Stoner, official of Stoner, Inc., has been down on his back—but don't count him out too soon, because altho he was down he was not out.

Stoner was taken to St. Joseph's Hospital in Aurora for an emergency operation for the removal of his appendix. The operation was performed immediately and Stoner is now getting along nicely.

He was on his back, but as we said before he was not out. It is said that he had a sample of his latest machine, Zeta, in his hospital room and an order blank pad right under his pillow. Latest reports were that he was taking good care of any customers who elected to expose themselves.

Mrs. Ruth Stoner, Ted's charming wife, is absent on a three-month vacation in Europe and was not aware that he had been stricken until it was all over and he was convalescing.

Stoner's many friends have expressed their wishes that Ted might have a quick recovery not only because of personal well-wishing but so that he can hurry back to insure their getting their Zetas immediately.

LOOK ELECTRIC GRILLE

FOR YOUR OLD MODEL PHONOGRAPHS THEY FIT ALL EXCEPT 1938 MODELS
 SAMPLE - \$10.00.
 LOT OF 5 - \$8.75 EACH
 LOT OF 10 - 8.50 EACH

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.

- 1 Es Ki Mo Rifle Game used as demonstrator, guaranteed perfect \$175.00
- 1 Bang-A-Dev, 5c Jackpot Vender, demonstration purposes 175.00 (10,000 bullets with each gun without charges.)
- 1 Buckley Flashing Ivories, 7-coin Head, like new 125.00
- 1 Buckley Track Odds, 7-coin head, like new 125.00

- Pin Games, slightly used and like new. Price effective July 23, 1938.
- 2 Rays Track, 5c, ch. sep. Nos. 3314-3547 85.00
 - 1 Rays Track, 5c, ch. sep. No. 4585 70.00
 - 1 Rays Track, 5c, ch. sep. No. 1864 60.00
 - 3 Paces Races, 5c, ch. sep. No. 5200 to 5300 200.00
 - 1 Foto Finish 25.00
 - 1 Flying High 17.50
 - 2 Jennings DeLux Sportsman, G. P. used 30 days 20.00
 - 1 Bally Bells, combinations, 5c-25c 28.50
 - 1 Pamco Chase 10.00
 - 1 Shoot-A-Gun, 1st price, \$97.50; sale price 37.50
- Write for Circular.
- 8 Mills Kounter Kings, F. S. 15.50
 - 6 Mills Q. T., 5c Jackpot Vender, Fruit Reels, Serial 17951-17960, Used 3 weeks, guaranteed like new. Each 44.50
 - 2 Jennings Grand Stands, 5c play 15.00
 - 1 Jennings Grand Stand, 1c 15.00
 - 1 Great Guns, 5-ball Novelty 5.00
 - 1 Gottlieb Console Race Horse, 5c Play, 8 Coin Slot 95.00
 - 1 Exhibit Chuck-A-Lette, Perfect 35.00
 - 1 Jennings Libery Bell Console, Giant Top 55.00
 - 1 Rosemont Combination, 5c-25c 29.50
 - 1 Carom 12.50
 - 4 Mills Flashers, Cherry Symbols 57.50
 - 1 Coney Island, F. S. 37.50
 - 1 Turf Champ 22.50
 - 1 Bally Booster 10.00
 - 1 Bally Skillfield, No. 2143 75.00
 - 6 Arlingtons 30.00
 - 1 Western Quindia, S. U. 110.00
 - 2 Wurlitzer P-12 69.50
 - 3 Rock-Ola Rhythm Master, 16 Record in Original Crate 165.00
- 18 Bally Reserves, Like New... \$52.50

All of the above machines are offered subject to prior sale. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Get our prices on the season's new hits of coin-operated machines, as we guarantee to meet competitive prices. Ask us to put you on our mailing list.

MOSELEY VEND. MACH. EX. Inc.
 00 Broad St., Richmond, Va.
 Day Phone 3-4511. Night Phone 5-5328.

JUDGE A DISTRIBUTOR by the COMPANIES REPRESENTED

- EASTERN DISTRIBUTORS—
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 - D. GOTTIEB CO. WESTERN EQUIP. CO.
 - CHICAGO METAL MFG. CO.

KEYSTONE NOV. & MFG. CO.
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SUMMER SPECIAL

These Machines are in Perfect Condition and Look Like New.

- | | | |
|-----------------------------|-------------------------|-----------------------|
| Each. | Each. | Each. |
| 7 Golden Wheels ... \$24.50 | 3 Pikes Peaks \$22.50 | 5 Preakness ... 37.50 |
| 7 Garoms ... 16.50 | 3 Pollys ... 14.50 | 3 Center Smash 14.50 |
| 8 Air Derbys ... 18.50 | 2 Fly'g High ... 14.50 | 4 Winners ... 17.50 |
| 4 Foto Finish ... 24.50 | Bonus & Jumbos ... 6.50 | 4 Rac'g Forms 27.50 |
| 6 Classics ... 16.50 | 4 Hi-leah ... 9.50 | 2 Bally Derbys 9.50 |

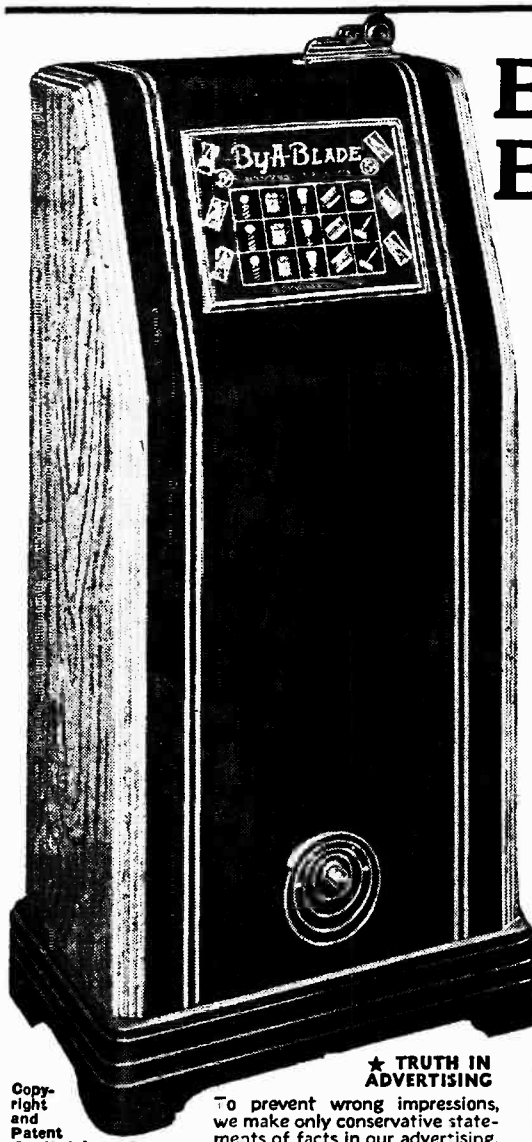
Reference: Fourth National Bank, Tulsa, Okla.
 One-Third Deposit, CASH Under \$10.00.

TULSA AMUSEMENT SALES CO.
 1126 S. Frankfort, Tulsa, Okla.

BLOOD PRESSURE SELF-SERVICE SLOT MACHINES
 BLOOD PRESSURE INSTRUMENTS CO.
 4530 PARK AVE. NEW YORK



TWO CAN RIDE as cheap as one, is the moral of this Moto-Scout picture. Harry Mitzenmacher and Lucille France, Moto-Scout employees, agree that it's a swell way "to get around."



EVANS' BY-A-BLADE

NOT 100% LEGAL BUT

PERFECT FOR TERRITORIES WHERE AUTHORITIES DO NOT PERMIT GAMES OR AUTOMATIC PAYOUTS!

BY-A-BLADE does not pay out in any way. It is absolutely a vending machine. For each nickel deposited, it vends a super-quality safety razor blade. Before the blade is delivered, lights flicker and come to rest on 3 shaving symbols. Wrapper of blade is indicated by these symbols.

Based upon everyone's right to sell his property, blades with certain wrappers may be resold to the location, if desired, for 10c to \$2 each!

It's a sensation everywhere! Operators in the know are cleaning up with BY-A-BLADE. Grab this life-saver quick!

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630.

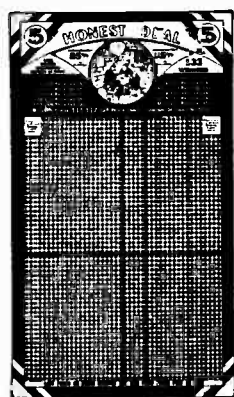
Evans' Franchise Plan is the Biggest Money-Maker in the business! Get the dope quick for your territory!

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 Write for Details!
 Profit-Sharing Phonograph.
 Improved Hi-leah Special.
 Rolletto 8r.

Copy-right and Patent Applied for.

★ TRUTH IN ADVERTISING
 To prevent wrong impressions, we make only conservative statements of facts in our advertising.

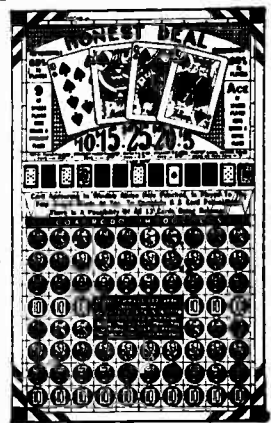
H. C. EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



"AN 'HONEST DEAL' for Every Location!"

The perfect companion to "PAR-LAY," Superior's new mechanical board-and-card deal. All the appeal of the Nation's best liked card game, "POKER" is contained in this new 2280-hole deal. \$40.71 profit for operators. Also made in 2520 size with \$12.00 more profit. Players actually draw the 5th card to complete "POKER" hand. Players win up to \$25.00. Write for details.

SUPERIOR PRODUCTS, Inc.
 14 NORTH PEORIA
 CHICAGO, ILLINOIS



GUARANTEED—BARGAINS—A-1 CONDITION

AUTOMATICS	NOVELTY TABLES	COUNTER GAMES
Letonia, Ticket ... \$17.50	8 Boosters ... \$ 7.50	1 Sequence ... \$ 5.00
Turf Champs, Ticket. 27.50	1 Twister ... 5.00	1 Kicker ... 7.50
Carom, Cash ... 10.00	1 Round & Round ... 5.00	1 Totalizer ... 3.00
Carom, Ticket ... 12.50	2 Electric Scoreboard ... 6.50	3 Running Wild ... 12.50
Jumbo, Cash ... 5.00	12 Bumpers ... 6.50	1 Ricochet ... 5.00
Auto Bank, Tape ... 5.00	1 Crisis Cross ... 3.00	1 Silver Flash ... 22.50
Archer, Tape ... 5.00	5 Mercury ... 15.00	1 Chico Derby ... 10.00
Model B Traffic ... 5.00	1 Ski-Hi ... 30.00	1 Totalite ... 5.00
Skippers ... 12.50	1 Bulls Eye ... 30.00	1 Crossline ... 7.50
	1 Screamo ... 3.00	1 Firecracker ... 7.50
	2 Double Action ... 10.00	1 Home Run ... 5.00
	4 Fire Ball ... 10.00	2 Long Beach ... 12.50
	4 Skooky ... 10.00	2 Batter Up ... 10.00
	2 Replay ... 10.00	
	2 Equalite ... 7.50	
	2 Chico Baseball ... 25.00	
	1 Cargo ... 30.00	
	2 Tournament ... 10.00	
	4 Forward March ... 10.00	
	1 Airway ... 27.50	
	1 Track Meet ... 15.00	
	1 Flying Duck ... 20.00	

PHONOGRAPHS

- Wurlitzer P-10 ... \$ 39.50
- Wurlitzer P-12 ... 75.00
- Wurlitzer 612 ... 90.00
- Wurlitzer 618 ... 165.00
- Rock-Ola, No. 2 Reg. 75.00
- Rock-Ola Nite Club. 70.00
- Rock-Ola Rhythm King 85.00

TERMS—1/3 Deposit With Order. Games Selling for Less Than \$10.00 Require Payment in Full With Order. Shipped Same Day Order Received.
DE LONG NOVELTY CO., 7th and Main Sts., Dade City, Florida

FREE TO OPERATORS

Weekly List of All the Latest Prices of PIN GAMES. Just Send Us Your Name and Address.

Us for Used Games That Are Really in Excellent Condition. All Nice and Clean, Repainted When Necessary and CAREFULLY PACKED.

Bally Basketball ... \$12.00	Electro ... \$25.00
New Rocket ... 22.00	Mercury ... 13.50
Power Play ... 15.00	Reso Bowl ... 17.00
Swing ... 45.00	

USED PHONOGRAPH RECORDS ACCEPTED IN TRADE.
 1/3 Cash With Order, Bal. C. O. D.

NATIONAL NOVELTY CO., Merrick, L. L., N. Y.

EXPORT
 "We Cover the World."
 Cable Address:
 "NATNOVCO."
 Merrick, N. Y.

GRANDSTAND

One Shot **MULTIPLE** Payout Game
WITH \$45 TOP "RESERVE"



NEW
ROLLER BEARING
PAYOUT SLIDES
AND MANY OTHER
MECHANICAL
REFINEMENTS

Write for Prices



FLEET

3 GAMES IN ONE

1. RESERVE TYPE—Winner Takes All
2. PROGRESSIVE SCORE NOVELTY GAME
3. COMBINATION OF 1 AND 2

Quickly
Interchangeable
To Meet
Local Conditions

ALL
AWARDS
METERED

PATENT NOS. — 2063108—2082708—2109678

Write for circulars on BALLY RESERVE, SPORT PAGE, LITE-A-PAX,
MILLWHEEL, LINCOLN FIELDS, BAMBINO.

BALLY MFG. COMPANY
2640 BELMONT AVE. CHICAGO, ILLINOIS

Grand Slam Makes Hit in First Week

CHICAGO, July 16.—"There's an old saying," states David Gensburg, Genco, Inc., official, "that the proof of the pudding is in the eating. If we may re-vamp this quotation to fit our particular line of business, we say that the proof of the coin game—the profits it is earning—is in the sales of that game. And if orders are any indication as to the quality of coin game 'pudding' we are offering then it certainly must be the finest.

"There was an immediate response, in the form of a flood of orders, for our newest game, Grand Slam," Gensburg said. "Coinmen everywhere say that the exclusive Genco skill lane feature on Grand Slam will be an important factor in making it one of the most powerful and appealing games of this type on the market, as well as one of the biggest profit-building games ever offered to the coin machine trade.

"The basic appeal of Grand Slam is a jackpot that may reach as high as \$22—and what a powerful appeal it is.

"It has an adjustable award switch which enables the operator to increase the jackpot with every 20 or 30 cents played. As an award is paid the jackpot indicator automatically resets to its original \$1 or \$2. And to fully protect operators, Grand Slam is equipped with two veeder counters. Another big feature appealing to coinmen is the fact that awards may be controlled by simple adjustments on the playing field. All these features add up to one thing—our prediction for a top money-making coin game."

Mr. Gensburg concluded by advising operators to "watch for Oscar and Slash—two new and entirely different games. They'll both be out within a few days."

Keeney Konclave—Round by Round

EAGLE LAKE, Wis., July 16.—A dozen delegates to the annual Keeney Konclave recently gathered here to spend a 48-hour non-sleep session of fun, fishing and food. The roster included Messrs. Jack Keeney, Binks, Yung, Becker, Muenzer, Holtz, Thoeke, Evans, Peterson, Kroeschell, Hunt and Lax. The knights kidnaped Bill (the Sphinx) Cohen en route and brought the Minneapolis distributor along as feted guest.

The jousting and tournaments took place at the Keeney's umpsteen-room cottage with Mel Binks winning all piscatorial wagers; the team of Keeney and Yung outpitching all challengers in the horseshoe events, and Becker copping the honors in golf. Al Thoeke was unanimously voted champion sleep disturber and George Peterson champion trencherman.

Jimmy Hunt took "stills" and "movies" all over the place, and a showing of these round-by-round pictures will occur at the next gathering. The knights planned to visit Oscar Muenzer's cottage (on the same lake), but Mr. Muenzer took a runout powder on his friends and fellow workers some time Sunday afternoon.

Said the guests: "Fifty per cent of the credit for the good time afforded goes to Mrs. J. H. Keeney for being a perfect

hostess, and for being so very calm when it seemed that at any moment the Keeney cottage might become dis-membered room by room. Forty per cent of the remaining credit is due 'J. H.' himself, and 10 per cent to that bed which kept collapsing under the bodies of Fred and Oscar."

Western's Feed Bag Going Strong

CHICAGO, July 16.—"The response to our announcement last week of our newest game, Feed Bag, was terrific," states Jimmy Johnson, Western Equipment and Supply Co. official. "It's been a long time since I have seen coinmen 'go for' a game as they did for Feed Bag. Coinmen say they like Feed Bag because it not only offers them more, but offers players themselves so much more. No doubt the tantalizing \$10 jackpot is in a large part responsible for the favor players hold for it. Also favorable is the fact that they can obtain awards for win, place, show and purse, in addition to the jackpot.

"Feed Bag is a 1-ball machine with a fresh, new play principle for this type of game. Incorporated on Feed Bag is a mystery coin chute which gives a player from 1 to 8 horses with each coin played. And with the 6-coin multiple coin chute a player may play from 1 to 6 coins each time. As a coin is inserted 1 to 8 numbers light up on the selection panel. Lights then flash on and off behind the visible automatic jackpot. Player wins jackpot by shooting the ball and landing it in a hole matching the number shown on the selection panel at the time flashing lights behind the same Feed Bag remain lighted. However, if these lights go off, odds on the lower left-hand side of the backboard flash on. If player matches number shown on selection panel he is then paid off according to the odds shown. This double winning possibility for players made Feed Bag the center of attraction on test locations."

Coinmen Sticking Close to Routes

NEW YORK, July 16.—With a busy summer in view, many of the leading coinmen are canceling vacation plans and intend to stick close to their jobs during the summer months. Most of the men regard this pick-up in business as an opportunity to make up for the lost ground of late winter and spring when biz was just "so-so."

A greater number of operators have taken to placing machines in resort spots this summer than usual. As a result the demand for both new and good used equipment is on the upgrade. Many ops have pulled machines from city spots for resort use and are replacing them with new equipment.

New games are appearing on the local markets right on thru the hot weather. This is something that hasn't happened since the big runs when novelty pin games were first introduced. Some of the men seem to be taking on all the new games they can stand. Preference seems to be games of the better type ranging in price around the \$100 mark and over.

BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN - 1000 Hole—Form 3490 Takes in \$50.00 Pays average \$26.00 Price \$1.32
The BIG HIT-400 Hole-Form 3625 Takes in \$20.00 Pays average \$9.16 Price \$0.76 1/2

CHAS. A. BREWER & SONS
"The Largest Board and Card House in the World"
6320-32 Harvard Ave. CHICAGO, U.S.A.

5 GET A HOME RUN WIN \$\$\$ 5

AMERICAN LEAGUE	PAYS \$500	NATIONAL LEAGUE
HIT BY PITCHER 50¢	SACRIFICE HIT 40¢	LEFT FIELD FLY 25¢
STOLEN BASE 20¢	LINE DRIVE 15¢	RIGHT FIELD FLY 10¢

WIN \$1000

LAST PLAY IN EACH SECTION RECEIVES ONE PITCH IN HOME RUN BASEBALL

GABEL Jr., --SACRIFICED!

All late Modern or Streamlined Models. 50 or 10c Slots. Fully Selective. All equipment thoroughly reconditioned. 1/3 Cash Must accompany All Orders. Balance C. O. D., F. O. B. Washington. LIMITED QUANTITY ONLY. ACT FAST — WRITE — PHONE OR WIRE.

\$25.00 FULL PRICE EACH (Lots of 5) Single Machine, \$29.50 Each.

AUTOMATIC AMUSEMENT CO.

2429 - 18TH ST., N. W.

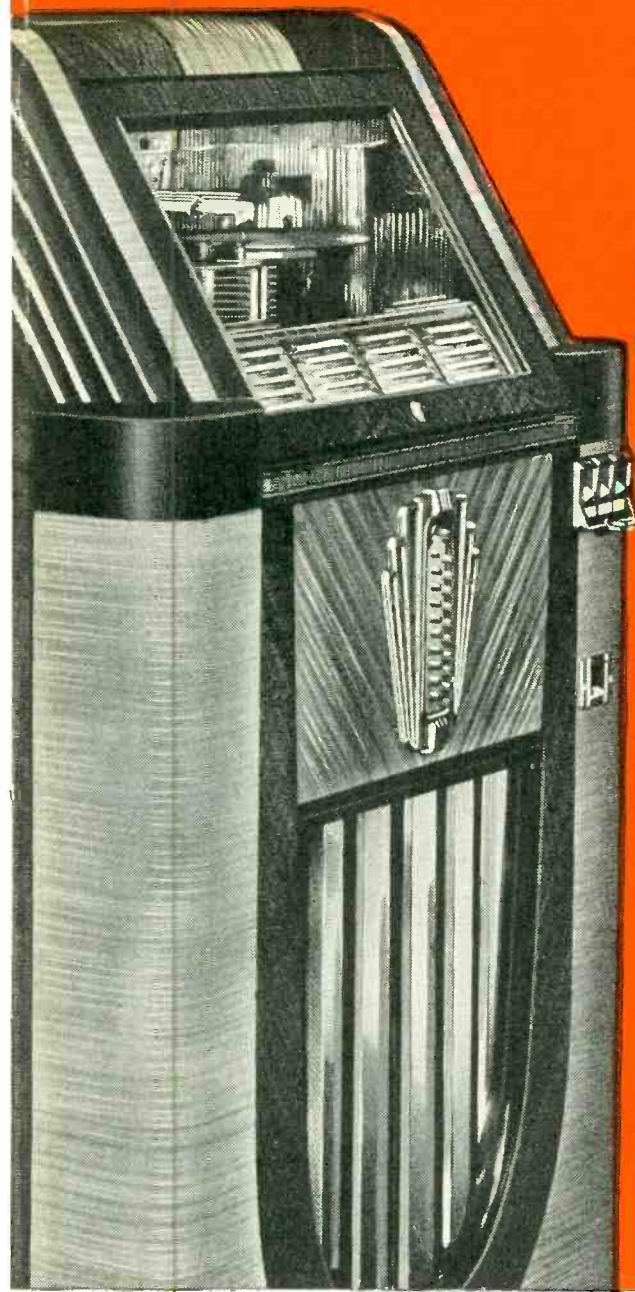
WASHINGTON, D. C.

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

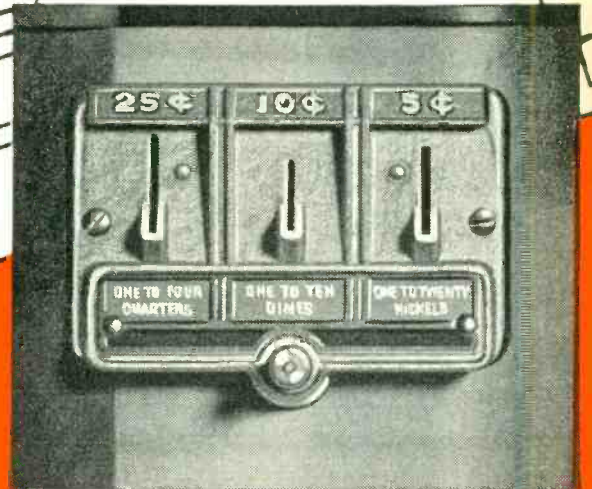


KEENEY NEWS-GRAM. "The Mysterious Hat-Hidden Lady from Baltimore" christens Triple Entry, Keeney's new nine-coin, three-dial console game.

EVERY NEW ROCK-OLA HAS THE DROP STYLE 99% SLUG-PROOF COIN CHUTE AS STANDARD EQUIPMENT



Operate Rock-Olas for **EXTRA Profits**
Rock-Ola's "streamlined" Phonographs collect ALL the profits because, in addition to their many money-making features, they are equipped with the new 99% slug-proof coin chute at no extra charge.



Rock-Ola's new 99% slug-proof coin chute won't permit slugs in the phonograph. Takes REAL money only—nickels, dimes, quarters. Automatically returns slugs in receptacle below.



ROCK-OLA MFG. CORPORATION

800 N. KEDZIE AVE.
CHICAGO, ILLINOIS

2 GAMES FOR 1 PRICE!

B-Up and "Across the Board"

WITH
FRUIT SYMBOLS

WITH
HORSE RACE SYMBOLS

\$25 to \$30 daily with this lightning-fast combination

- ★ Sensational One-Shot Payout
- ★ Rich in Repeat Play Appeal
- ★ Trouble-Free Mechanism
- ★ Equipped with Pay-out Unit Used on all better automatic tables
- ★ Profitable Year-Round Game
- ★ Stays Right in Style
- ★ Made to make money for operators.

FREE!



EXTRA Back panel and award chart, "Across the Board." Change on location in 15 minutes to fresh new game.



MORE
for your money
SEE
your distributor
or write for
prices

WURLITZER

MODELS
500 & 600
SCORE..

AN INSTANT HIT

WITH LEADING OPERATORS

Wurlitzer said it would happen and it has! Wherever exhibited, the Wurlitzer "Five Hundred" and "Six Hundred" are acclaimed by operators as the most beautiful reproducing instruments ever built.

Breathtaking brilliance and color! Supreme beauty of design! New, improved selectors! Skillful, generous use of modern translucent colored plastics — selected walnut veneers—gleaming polished metal! By all odds these Wurlitzer Phonographs are the most spectacular phonographs in automatic music history.

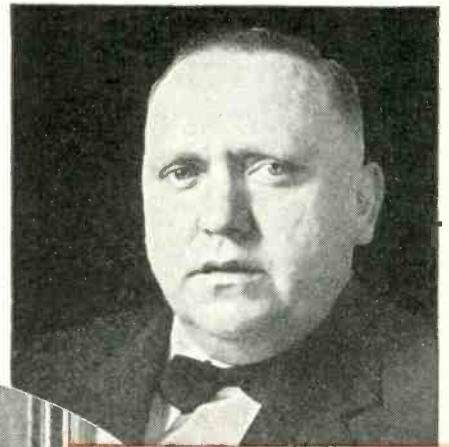
With all these features, the Wurlitzer Models 500 and 600 have everything. You'll agree, the instant you see and hear these unrivalled phonographs in action.

Sold under Wurlitzer's original Factory Trade-In Allowance Plan, here are Wurlitzer's contributions to continued and still greater prosperity for the music operators of America.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
Canadian Factory: RCA-Victor Co. Ltd., Montreal, Que., Can.
WBS-106



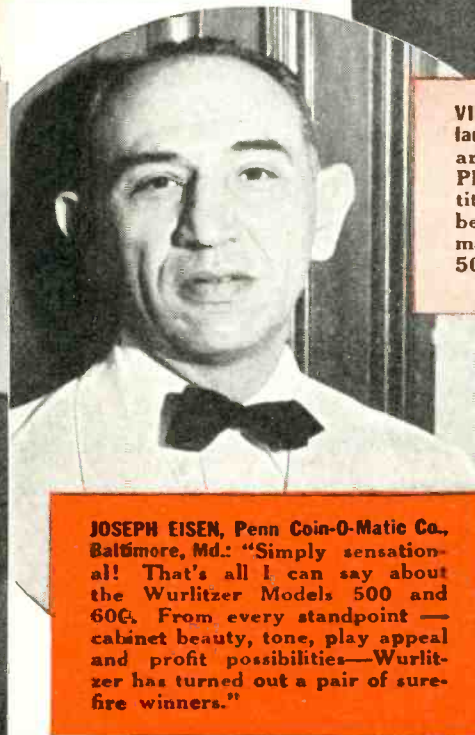
J. C. BROTEMARKLE, Aurora Specialty Co., Cambridge, Md.: "You have earned the constant loyalty of every Wurlitzer operator with your far-sighted 7-Point Program. Believe me you have mine — and let me add, the Models 500 and 600 are swell. I look forward to a sensational fall and winter."



VIRGIL H. RUPPENTHAL, Cumberland, Md.: "Thanks a million for another great line of Wurlitzer Phonographs that top competition by a mile. For cabinet beauty, rich illumination and marvelous tone, the Models 500 and 600 are tops."



E. J. KRAMER, Annapolis, Md.: "Man alive but the Wurlitzer Models 500 and 600 have everything. Cabinet beauty! Tone beauty! color and illumination! 24 record play! You can always depend on Wurlitzer to be way out in front."



JOSEPH EISEN, Penn Coin-O-Matic Co., Baltimore, Md.: "Simply sensational! That's all I can say about the Wurlitzer Models 500 and 600. From every standpoint — cabinet beauty, tone, play appeal and profit possibilities—Wurlitzer has turned out a pair of sure-fire winners."



JACK CISENFELD, General Amusement Co., Washington, D. C.: "Yes Sir—Wurlitzer has done it again! Wurlitzer operators are going to reap a big harvest of profits with the Models 500 and 600. They've surely got what it takes to get and hold the best locations."

DAVE MARGOLIN, Penn Coin-O-Matic Co., Baltimore, Md.: "My hat's off to Wurlitzer. Right now they lead the parade by a bigger margin than ever. The Models 500 and 600 are nothing short of sensational. For eye appeal and play appeal I've never seen their equal."



TURN IN YOUR OLD INSTRUMENTS ON
WURLITZER
AUTOMATIC PHONOGRAPHS
UNDER WURLITZER'S LIBERAL
FACTORY TRADE-IN ALLOWANCE PLAN