

RADIO — STAGE — NIGHT SPOTS — PICTURES — OUTDOOR

JULY 2, 1938

15 Cents

The Billboard

The World's Foremost Amusement Weekly



LUCILLE BALL

"Our Todays and Yesterdays are the Blocks with which we Build!"

The Dallas Morning News

THEATRES · RADIO
MUSIC · ART

FINE ARTS
SECTION

Sunday, May 22, 1938

YESTERDAY'S JAZZ AND TODAY'S SWING LOOK IDENTICAL



STAGE IN REVIEW: Ted Lewis' Old Trick Blares Quite Freshly

by John Rosenfield, Jr.

TED LEWIS BEGAN WITH JAZZ and returns with swing. Some, including us, might say he is just where he started. At the Majestic Theater Saturday he proclaimed a "jam session" and announced it to be swing. It was raucous and rhythmically abandoned. The master dashed it with clarinet tootles and pranced it like an old thoroughbred of the popular classics. It was just about what the dispensers of the new music give us and not unlike what Ted Lewis has always given us under the generic name of jazz.

Infinite Variety With Infinite Finesse

As personalities go, Ted Lewis may be classified as an old maestro. But age hasn't dimmed his heads-up radiance or dulled his style. If anything, it has mellowed it. The timing and the nuance are perfect. We haven't seen such control on both sides of the footlights since Leopold Stokowski was here.

Large Company of All Kinds of Performers

Today's profundities on popular entertainment leaves Lewis cold, we believe. While others philosophize on entertainment, he gives it. And he reaches back to the days when balladry stepped up into ragtime and ragtime went crazy as jazz. The program begins with a revue of music from the plantation song through the breakdown to the fox trot, the blues and the blast. Lewis, himself, does not hesitate to pour out his soul in "The Sunny Side of the Street" with the fervor of a Jolson and a Cantor. Assistants include Loretta Lane, a neat stepper; Gaye Dixon, an adroit vocal swinger; the sepia pair, Charlie Whittier and Bee Williamson, in Harlemaque variations; Theo Troy, a pretty control dancer who puts her leg

where her arm ought to be and waves it; Ray Royce, a comic who soaks whose reeling drops into diverting falls and tumbles; the Varsity Co-Eds, a sextet of fair crooners with one girl capable of holding to top note of "Napoli"; Marie Austin, whose comic singing stops where Martha Raye's should, and, of course, the gentlemen of his ensemble who double in glee club work.

But always there is Lewis, ushering his talent on and off without announcements and consummate the show with richer cleverness. There may be richer music touring the circuits, but no more variety or polished-up pep than to Mr. Lewis, everybody's compliments. After twenty-one years in the business he is as up-to-date as May 22, 1938.

If everybody wasn't happy when Ted Lewis pushed his way through the curtains to the microphone on the stage of the Met and first asked his famous question, "Is everybody happy?" everybody was before he finished his show, for he has gathered together one of the snappiest and well-rounded revues 'seen on a Houston stage in many months. It is the type of show that makes one long for the good old days of vaudeville, forgetting any dull shows that might have been brought into the theatre. From the opening strains of his "When My Baby Smiles at Me," that introduces Lewis until the orchestra in pit picks it up as the curtain falls, there isn't a dull moment. And Lewis, a master showman, is on the stage practically the whole time, imbuing the revue with an enthusiasm that almost has the audience joining in the entertainment.

—Houston Chronicle.

Well, after taking our weekly soundings of the coming movie attractions, I don't think we are going to start by discussing with Ted Lewis, who is bringing his old hat and a new show to the stage of the Metropolitan. It must be that he is nearer 50 than 40. I encounter him. It must be that he is the oldest in variety His act is these days, and yet by circles these days, and yet by some magic of enthusiasm that possesses him when he shoulders his clarinet and steps onto a stage, he manages to seem, year in and year out, about the freshest and most vital personality. The jazz master has a mighty endorsement of personality.

—HUBERT ROUSSEL,
Houston Post

Ted Lewis last night proved how he got the title master showman. He opened in the Jung hotel's new Tulane room, packed with lovers of swing and rhythm, and had the natives applauding like mad long before the evening's entertainment was finished. He kept his promise to give Orleanians a show that would be a show. It clicks from the opening to the final act!

KEN GORMIN,
New Orleans Item-Tribune.

LOEW'S STATE NEW YORK

Any performer, big or small would do well to visit the State this week and get a firsthand lesson in showmanship from that learned professor of stage show technic, Ted Lewis.

SID HARRIS,
Billboard.

It is Ted Lewis who sprinkles cheer around the Palace's rostrum this week, filling it with more spontaneous, genuine applause than has been heard at a Friday opening at the Palace in many stage moons.

—GLENN,
Cleveland Press.

Ted Lewis held forth on the Majestic Saturday, beginning a week's engagement that ought to have Manager Ed Sullivan leading the audience response when the maestro sings his question "Is Everybody Happy?" The show is the best that has been at the Majestic in months and probably will set a mark for later ones to equal.

—JIMMY LOVELL,
Dallas Times-Herald.

Ted Lewis has been doing the same thing for years, be fatal for a chap traveling in the same circle. It also is supposed to have nestled and old lace in the lavender stuck away in the trunk of so, then Ted is the exception who proves the rule. I did in 1936 and I don't think higher the torch a little last year. The maestro with the catch in his voice knows when it comes to entertainment and is easily the most popular stage hand who blares his wares annually in our neck of the woods.

—PAUL HOCHULI,
Houston Press.

President Roosevelt has been working on some ideas to put an end to the recession, but it took that old master maestro, Ted Lewis, to put Elm-st on a boom. Lewis, top hat, walking stick and all, opened the Majestic theatre stage Saturday to a crowd that packed the main floor, two balconies and overflowed into the aisles. Lewis is still one of the greatest showmen of them all and he possesses an amazing ability to put an audience into the mood to see and like a show. And your big name swing bands still look at the Ted Lewis box office figures with envy.

—EDDIE BARR, Dallas Dispatch.

Personal Representative
MILTON E. PICKMAN
Permanent Address
Hotel Astor · New York City

" IS EVERYBODY HAPPY "

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STRIKE CLOSES "BIG SHOW"

Weber Plans Drive To Return Musikers To Picture Houses

NEW YORK, June 25.—Joe Weber, AFM prexy, intends to make a concerted drive to get musicians back into the country's motion picture houses, especially those controlled or operated by major producing companies. Within six weeks Weber and other members of the Federation's executive board expect to be in Hollywood to discuss the problem of theater re-employment of musicians with the film producers. AFM head is prepared to exert plenty of pressure on those companies operating circuits to bring orchestras back into the houses.

Hollywood confabs will not concern the basic studio musicians' labor agreement, this pact still having some time to run. Negotiations for renewal on it will probably not be started until next fall.

Executive board is also dickering with radio and transcription companies in an effort to bring about re-employment in those fields. Weber plans to meet with a committee of broadcasters representing independent stations and attempt to iron out an agreement similar to that signed with network affiliates some months ago.

TMAT Election Pushed Off

NEW YORK, June 25.—Annual election of officers of the Theatrical Managers, Agents and Treasurers' union has been postponed from the scheduled August 2 meeting by a majority of votes returned by members on a referendum ballot distributed by the union two weeks ago. Date for election of officers will be set no later than 90 days after the August meeting, which will be devoted to a new constitution and organizational reports.

Tough for Wilkes-Barre

WILKES-BARRE, Pa., June 25.—Unless some other group makes arrangements to show here this city in the anthracite region will be without a circus this year. Three shows had scheduled dates but none of them reached the city.

Cole Bros.' Circus canceled last month because of business conditions. Col. Tim McCoy's Wild West was also scheduled for last month, but it went broke before reaching here.

The Ringling-Barnum show had to cancel its date last Thursday when the show's employees voted to go on strike the previous day in Scranton, which is 21 miles from here.

R-B Circus Goes Back to Barn When Majority Refuses 25% Cut

Objectors mainly performers, workingmen—show held in Scranton four days, with compromise efforts fruitless—workers agree to load for haul to Sarasota

SCRANTON, Pa., June 25.—Forced by refusal of a majority of employees to accept a 25 per cent reduction in wages, the greatest single unit in outdoor show business, the Ringling Bros. and Barnum & Bailey Combined Circus, closed its 1938 season here today. Objectors to the slash in salary were in nearly all instances either performers or workingmen, and members of the American Federation of Labor affiliates accepted the cut in wages with the hope that the show might continue a season that has been marked by business claimed to be decidedly under that of last year. With suspended performances since Wednesday evening, June 22, members of the American Federation of Actors repeatedly refused to accept the show's reduction offer, even

(See STRIKE CLOSES on page 65)

AFA Breaks Ice With Hotels; Lines Up Talent Thru Agents

NEW YORK, June 25.—Union performers have finally cracked the hotel field, long opposed to dealing with unions. The American Federation of Actors reveals it is signing a contract today with Rockwell-O'Keefe Agency, which produces and books all talent for the National (Hitz) hotel chain. Agreement covers the local New Yorker and Belmont-Plaza hotels, and is expected to end AFA picketing of them.

Hotels will be given a Class-A rating by the AFA, which has been negotiating with the Hotel Association of New York the past couple of months. The association has been stalling, according to Harry Calkins, chief AFA organizer, who says local hotels using talent will be picketed until they agree to grant a union shop to the AFA.

One-hundred per cent AFA talent is also employed at the Astor with the

Rudy Vallee Band, at the Biltmore with Horace Heidt and at the Essex House with Richard Himber's Band. AFA insisted that these bands work only with AFA acts, in accordance with the Joe Weber (musicians' union) executive order of a few months ago.

Two more showboats reached agreements with the AFA this week, the Americana and the Westchester. Club Cavalier also signed. It was the last Broadway floor show spot that was non-AFA.

AFA has also lined up the chorus at the Paradise Restaurant, negotiations having been held up due to the 77b reorganization now going on. Difficulty with the ice skaters at the International Casino has also been smoothed out, according to Calkins. The skaters, mostly Canadians, had originally refused to join the AFA.

Vallee Signed For Jubilesta

KANSAS CITY, Mo., June 25.—Lineoln G. Dickey, general manager of the Third Annual Jubilesta here, today announced Rudy Vallee and company had been signed as one of the feature main arena attractions. Jubilesta will run nine days and nights in Municipal Auditorium.

Dickey recently returned from a talent "shopping" tour of New York and Chicago and announced plans for the presentation of main arena shows. One unit of artists will play the opening show Saturday thru Sunday night, another moves in Monday for two days, etc. until the event closes.

Reserved seats will be in effect this year for the first time. Advance sale will be limited to three weeks instead of three months as in the past. Nationwide broadcasts will be made over networks.

Dickey also announced that a scrip (See VALLEE SIGNED on page 15)

Rousing Start for A. C. Piers

20,000 at Preview Of Million-Dollar

Hamid, new head, presides over opening ceremonies —\$250,000 is expended

ATLANTIC CITY, June 25.—George A. Hamid's Million-Dollar Pier, newest amusement center here, opened Friday night with a special preview to 20,000 invited guests, including State and city officials. Governor A. Harry Moore was represented by Senator I. Grant Scott. Bands from American Legion posts marched down the Boardwalk and drilled in front of the pier, after which the gates were opened. Opening ceremonies were presided over by the pier's new impresario, George A. Hamid, who was introduced by Eddie Morgan, pier's band leader. Hamid introduced a long list of prominent guests from the band platform in the streamlined Ballroom of States. List included Major William F. Casey, city commissioner, representing Mayor White; Commissioner Joseph Paxson; Bennett Tousley, president of the (See 20,000 AT PREVIEW on page 65)

Sexing "Birth of Nation"

DETROIT, June 25.—A burlesque house operator decided to cash in on the current popularity of *The Birth of a Nation* film. His idea was a call to Charles A. Garner, road-show distributor, to get busy and produce a print of *The Birth of a Nation*.

Music Hall S. S. Rule Upheld After Appeal

WASHINGTON, June 25.—Status of vaudeville performers under the Social Security law has been further clarified by the Bureau of Internal Revenue. A decision Wednesday ruled that acts engaged by Radio City Music Hall, New York, are, officially, employees of the theater and not independent contractors. The decision was rendered in answer to an appeal to the bureau's commissioner filed by the Music Hall from the bureau's ruling that the theater had to pay employer taxes for all the performers in its stage productions.

Bureau based its decision on existing contracts, terms under which contracts were executed and "customs and practices of the industry." Government concluded that the Music Hall has been exercising that degree of control which is (See MUSIC HALL S. S. on page 15)

Steel Has Grand Array of Talent

Filled to capacity for opening of 41st season — Gravatt's 12th year as head

ATLANTIC CITY, June 25.—Steel Pier, with a big array of names in its five theaters, circus arena and ballroom, embarked on its 41st season tonight. A packed house greeted the grand array of talent presented by President Frank P. Gravatt. Announcement was made that the summer policy would be the presentation of the biggest names available.

Pier has undergone many improvements, and first-nighters found plenty to occupy them from the Hawaiians at the front of the half-mile-long structure to the thrill circus at the ocean end. A number of old stand-bys are returned and got a warm welcome from a crowd which had SRO's hanging all over the place. Especially warm was the welcome accorded Frank Elliott's famed Steel Pier Minstrels, a feature of the pier since (See STEEL HAS GRAND on page 65)

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ENTERTAINERS DEMAND IS BIG



More Stories For Pictures

NEW YORK, June 25.—There seems to be no letdown in demand for ice shows thruout the country. Music Corp. of America is closing a deal with Universal Pictures on MCA's *Ice Follies* troupe, which enjoyed a four-week run at the Polar Palace, Los Angeles. The ice show was booked for two weeks and held over two, grossing a total of \$95,000. Drew plenty from the crowds attending the Shrine's convention.

Nate Blumberg, Universal president, and Jules Stein, MCA president, are straightening out details of the deal, said to involve \$125,000 for one picture featuring the troupe. The *Ice Follies* is the oldest intact ice show in the country. On the road for three years, it has grown from 33 to 68 people, including 36 chorus girls. MCA took over the troupe's management eight months ago, and its L. A. date was its first Coast appearance. Featured are Eddie Shipstead, Oscar Johnson, Bess Ehrhardt, Roy Shipstead, Everett McGowan, Ruth Mack and Lois Divorshak. Troupe opens at the Municipal Auditorium, Atlantic City, July 1 for its usual percentage summer date.

Walter Wanger is also mulling over a film with an ice theme. Hal Roach has bought *Hot and Cold*, an ice story by Monte Brice, which John Blystone will produce. Brice and Blystone are reported looking for another Sonja Henie. Meanwhile Miss Henie leaves Hollywood for a two-month European vacation as (See ICE SHOW on page 15)

LUCILLE BALL (This Week's Cover Subject)

LUCILLE BALL, young comedienne of the screen and radio, got her break in show business because she could wear clothes. Altho she had studied drama and appeared in a number of musical shows, it was her professional modeling for Hattie Carnegie and her commercial posing (she was the Chesterfield cigaret girl) that got her into pictures. Once in pictures Miss Ball began to prove that she was not only beautiful but talented as well.

Born in Butte, Mont., she was educated in Jamestown, N. Y., where her family had moved, and later at the Chautauqua Musical Institute. She got her first professional chance as a chorus girl in "Rio Rita." Other show girl engagements followed and then the brief interlude as a Carnegie mannequin. Fame as the cigaret poster girl won her a chance in Hollywood. Her first screen efforts were playing show girl and "clothes horse" parts in about a dozen important films. As one of the featured models in "Roberta" she registered so much personality that she was offered a contract.

She began to develop into a comedienne and was given supporting roles in "I Dream Too Much," "Follow the Fleet," "Bunker Bean" and "That Girl From Paris." Recent movie appearances have been "Stage Door" and "The Joy of Living."

During the past few months Miss Ball had been appearing on Phil Baker's Sunday evening air show over CBS.

IA Moving to New York

NEW YORK, June 25.—International headquarters of the International Alliance Theatrical Stage Employees, housed in Washington for the last three years to be close to labor legislation, mainly the NRA, will be moved back to New York soon.

Last week an IA representative made his appearance here to search around for office space. The New York office will in all probability be housed in the home office.

Hofbrau, Canton, Resumes

CANTON, O., June 25.—The Hofbrau at Meyers Lake Park here, which has been maintaining a beer garden-restaurant policy, will return to its former night club set-up about July 15, Carl Sinclair, managing director, says. Music, either an electric organ or dance orchestras, will supplant canned music, and floor-show entertainment will be added.

Philly Agents Attack License Law Enforcement

PHILADELPHIA, June 25.—Two State agencies that control theatrical booking are under fire here due to alleged gross neglect in enforcing laws designed to ban chiselers.

Florence Bernard, prexy of the recently formed Entertainment Managers' Association, said her organization will protest to Governor Earle against "political meddling" in the enforcement of the State Bookers License Act. Miss Bernard charged that non-licensed bookers were running rampant.

Thomas Kelly, business agent of the United Entertainers' Association, said that many night club owners are forcing talent to "mix" with patrons in defiance of the law. Kelly said enforcement officers were making no attempt to stamp out this evil. Officials of the State Liquor Board claim enforcement is hamstrung due to lack of agents in this city.

Showbiz Takes On Models, But Modeling Passes Up Showfolk

CHICAGO, June 25.—A check-up among the leading model agencies here reveals that models break into show business more frequently than performers do into the modeling line. Among the local 5,000 mixed models registered with various agencies, showgirls and former character actors, chiefly, are ex-show trade members, the number listed being between 150 and 200. On the other hand, model agencies are constantly on the lookout for openings for their models in any branch of show business. Always keep open house for movie scouts visiting the city and are in touch with musical producers in the market for shapely girls.

Nilah Brooks, operator of a leading model agency, moved a step further this week when she completed a short movie using all of her best models displaying any talent for the stage or screen. The product was viewed at the Congress Hotel for two nights this week by talent

scouts from the West Coast and East and local show producers. With the (See SHOWBIZ TAKES on page 28)

Auditorium Mgrs. To Meet in Chicago

CHICAGO, June 25.—Members of the Auditorium Managers' Association, comprising managers of auditoriums in 38 cities, will meet at the Congress Hotel here in annual convention July 24-26. Joseph C. Grieb, secretary, has announced a tentative program which will (See AUDITORIUM MGRS. on page 28)

AFRA, KJBS in Deal; Others Pend on Coast

SAN FRANCISCO, June 25.—First Pacific Coast agreement affecting relations between the American Federation of Radio Artists and an independent station is with KJBS following five months (See AFRA, KJBS on page 28)

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

The purpose of this department is to benefit producers, bookers, agents and others concerned with the exploitation of talent in the major indoor fields thru The Billboard's coverage of every branch of the show business.

SHOWMEN INTERESTED IN SPECIFIC "POSSIBILITIES" MAY ADDRESS THEM IN CARE OF THE NEW YORK OFFICE OF THE BILLBOARD, 1564 BROADWAY.

For FILMS

NAN WYNN—topnotch pop singer, recently active in the recording field and now under contract to Columbia. Works in crooner style. Quality of voice is exceptionally appealing, and she is one of the few pop balladeers with a real personality. Petite and pretty, she should be a good bet for films.

ADRIAN O'BRIEN—tenor now on a sustaining show over WHN. Has a voice that is far above average, warbling with buoyant ease and definitely rates a shot at film musicals. In addition a very pleasant personality expressed via his vocal work. Also he easily rates a sponsor on the air.

TED LEWIS JR.—Negro youngster now in the Cotton Club show at the Surfside, Long Island. He is a dancing and singing lad who will restore faith in kid performers. Just a kid, but polished, and with personality and real talent rather than mere cuteness. Could be spotted easily in musical films and is also recommended for a series of shorts.

For LEGIT

MUSICAL

MASTERS AND ROLLINS—comedy act that should fit handily into a musical revue. Woman, tall and funny, is a riot with her loose-jointed antics, while the man is equally capable in eccentric dancing and delivery of lines. Laughs were solid and frequent when the act was caught at the State-Lake Theater, Chicago.

EVEN with all the lip service handed out by Billy Rose when he opened the Casa Manana and the International Casino management when Bob Christenberry took over the managerial reins, the night club business in the world's greatest metropolis is still a catch-as-catch-can proposition. Despite the space devoted in the public prints on various occasions to tendencies apparent in the larger niteries to pursue a "public be pleased" policy, Broadway's night clubs still meet the pleasure-seeking guest with the haughty mien of tip-seeking headwaiters, girls peddling their gimcrack wares with high pressure and other forms of one-time salesmanship. On several occasions we tried an experiment with the better spots, requesting that persons be paged or messages left for them. It is regrettable to report that in each instance the messages were not delivered and the men who answer the phone either refused to call persons at known locations or stated that the persons were not there. Maybe if the clubs are getting ready to handle record crowds of transients expected to visit the city for the World's Fair this is the proper technique—get as much as you can out of them; you can't tell when you will be seeing them again. But if the major cafes are seeking to establish good-will among steadies they have not made any progress in that direction. In these times when the average man spends money in a cafe he wants what approximates his money's worth. If he doesn't get it he will find some other way to obtain amusement.

ONE of the larger circuits is playing around with vaudeville by booking shows in certain of its theaters a few days a week. Our advice to the circuit is to start all over again and do it right or drop the idea entirely. Unless, of course, its aim is to disgust its patrons with stage shows to such an extent that there will not be any requests for stage shows again for a long time to come. Several nights ago we walked in on one of these abortions and walked out pitying the performers who were trying their best to reintroduce stage shows to audiences that had been weaned away from them by double features, chance games and giveaways. The lighting was disgraceful; the stage props were amateurishly built and the cues were carried out in a way that indicated the stagehands were unsuccessfully trying to shake off a hangover. What is more important, this circuit has a booking department, but it considerably permitted sleeping dogs to lie and booked the acts thru its theater department. Not much better than delivering coal in limousines while coal trucks are parked in garages. The film booking situation must be pretty bad if even this weak attempt at reviving stage shows is made. There seems to be a better chance to revive vaudeville than ever before. Why don't the big circuits go about it as if they know what it is all about?

SIDE GLANCES * * * * * The attitude of the musicians' union towards Vode-Vision, the development that makes it possible to record musical accompaniment for stage shows, is typical of the worst in labor economics. . . . The musicians do not seem to realize that the uninterrupted development of such devices as Vode-Vision will make the public more susceptible to the reinstallation of stage shows and that the theaters of substance that can and will use plenty of men in the pit will not be interested in mechanical substitutes. . . . The Borscht Circuit takes plenty of ribbing, but unless conditions improve generally the resorts comprising this sector of show business will have to get the credit for keeping performers in the business. . . . Performers of a type that are sorely needed and from whose ranks will undoubtedly be drawn the screen and radio stars of tomorrow. . . . The resorts pay salaries that are easily comparable to average theaters and clubs. . . . They provide actors with opportunities to enjoy wholesome food, fresh air and recreation. . . . They deserve far more serious attention than show business seems willing to give them. . . . Some day a smart showman will make a real business out of Borscht Circuit booking. . . . And he'll make a comfortable pile. . . . Further on the Borscht Circuit, no field today has done (See SUGAR'S DOMINO on page 15)

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AD AGENCIES RETRENCH

Broadway Beat

By GEORGE SPELVIN

THE Worm Turns: The Triboro Theater is advertising "All Stage Show; No Pictures." . . . When Press Agent Spencer Hare's new radio program was accepted by NBC the network asked him to do his own publicity, but he refused, gagging, "I'm afraid to give myself credit, and I don't know enough about myself or the program." . . . Incidentally, Hare is now under the management of Mills Artists' Bureau, which makes him, so far as the records disclose, the only local p. a. with a manager. . . . New Note in Picketing: The Leeds Restaurant is picketing its own landlord, telling the world that high rent forced it to close. . . . Patrons approaching the Palace last week and asking what was on were surprised to receive *Chase Yourself* for an answer. . . . One vaude booking office has managed to get the private business phone numbers of MCA execs, and now uses them to avoid the switchboard route—with the MCA-ers burning about it because their private numbers are supposed to be known only to other MCA offices. . . . Affairs of state during the closing minutes of Congress were put aside so that Congressman Emanuel Celler could read into *The Congressional Record* a spiel in behalf of Vincent Lopez's campaign for a more singable version of the national anthem. . . . Constance Hope Associates, press agents for Nino Martini, now bill the boy as "Opera's Handsomest Tenor"—and Jan Klepura is probably pretty cut up about it.

Stanton Griffis, chairman of Paramount's board of directors, was quite surprised when he picked up the June 15 issue of *Motion Picture Daily* to find his own picture, captioned "Dr. A. H. Giannini," in connection with the story of Giannini's resignation as president of United Artists. Wrote Griffis to Giannini, who is also president of the Bank of America: "I didn't know you were so handsome until I saw your picture this morning in *Motion Picture Daily*. Now that you are available would you accept a job as a Paramount glamour boy?"

Vic Hyde took an X-ray exam last week and, just to kid the doctor, played the trumpet while his chest was being checked—but the trumpet touched a live wire and Hyde was knocked cold for 15 minutes. . . . Don Sherwood (Warner vaude booker) recently phoned Sid Pier- (See *BROADWAY BEAT* on page 15)

Schmeling, Buick, Air Audience Take Shellacking From Fight

NEW YORK, June 25.—Both Bulck Motors and Max Schmeling took a shellacking Wednesday night when Joe Louis kept his world's heavyweight crown by depositing the German fighter all over the Yankee Stadium ring. And a third party on the receiving end was the radio public tuned in on NBC. Listeners were treated to one of the worst fight descriptions, short as it was, ever to come over the air. The radio gang and many non-trade listeners agreed on that point.

Buick was on the air 15 minutes, with 146 stations on the combined NBC webs.

THEATRE EQUIPMENT NEW & USED

MOVING PICTURE MACHINES, SOUND EQUIPMENT, SCREENS, OPERA CHAIRS, SPOTLIGHTS, STEREOPHONES, FILM CABINETS, PORTABLE PROJECTORS, M. P. CAMERAS, GENERATOR SETS, RECTIFIERS, REFLECTING ARC LAMPS, REWINDS, VENTILATING FANS, CARBONS, FILM CEMENT, TICKETS, MAZDA LAMPS AND SUPPLIES. EVERYTHING FOR THE THEATRE.

WRITE FOR FREE CATALOG "B".
MOVIE SUPPLY CO., Ltd.
1319 S. WABASH AVE. CHICAGO, ILL.

THE FILM WEEKLY AUSTRALIA

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

William Green Hopes for Adjustment of IA Threat

WASHINGTON, June 25.—William Green, president of the American Federation of Labor, has taken no stand on the threat of the International Alliance Theatrical Stage Employees to invade the motion picture field and take over Screen Actors' Guild's jurisdiction. He says the request by George Browne for Guild's charters has not yet reached the AFL Executive Council.

Green, in a statement to *The Billboard*, said: "Application for a withdrawal of the charter could be made, but the Executive Council, as well as the Associated Actors and Artists of America, must of necessity give consideration to such request and finally pass upon it."

"I am of the opinion that the difficulty . . . will be ultimately adjusted in a satisfactory way."

WTAR's Political Talk Headache Is Put in FCC's Lap

WASHINGTON, June 25.—WTAR, Norfolk, Va., has thrown the broadcaster's political talk problem into the lap of the FCC and this week that body is gingerly fingering the hot coal at the same time advising the press that everything is going to be all right.

The Norfolk station, tiring of playing host to would-be statesmen in a manner to avoid social or political blunders, reminded the radio regulators that the Communications Act called for some work on the part of the commission. (See *WTAR'S POLITICAL* page 15)

Part of Kellogg Acc't Shifts to Thompson Co.

CHICAGO, June 25.—Portion of the hefty Kellogg cereal account is reported shifting from N. W. Ayer advertising agency to the New York J. Walter Thompson Co. office. Piece of the same account recently went to Hays MacFarland agency.

What share of the Kellogg biz Thompson is to get not known at press time. It's a big account, using heavy radio time to sponsor baseball games.

Fight rights cost about \$33,000, on a deal made with 20th Century Sporting Club (Mike Jacobs), whereby for \$100,000 Bulck bought the rights to the Louis-Farr, Louis Braddock and this week's bouts. Time bill will figure to about \$12,000. Arthur Kuder agency handles Bulck. Auto firm got in but two commercials, both from the studios, first before the fight and then after. Usually, Bulck manages to get in many more well done plugs, between rounds and even during rounds.

General opinion is that few in the radio audience had any idea that Schmeling was being taken apart. Clem McCarthy, who announced what little action was announced, gave scant clues to the beating that was being administered, comment mainly being limited to Louis hits with a left and a right and Schmeling's down.

Ed Thorgerson was supposed to have done the color and between-the-rounds stuff, but started just about two seconds before he finished.

Only good part of the broadcast was McCarthy's after-the-fight talk with Louis, Negro champ, in a few absolutely expressionless sentences, convincingly showed that it was a light few moments' work.

Buick, on the air a quarter hour, spent a minimum of \$3,000 per minute. That doesn't include talent and other expenses. *Jerry Franken.*

J. Walter Thompson, Ruthrauff Effect 10 and 20% Pay Slices

By PAUL ACKERMAN

NEW YORK, June 25.—Climaxing a general trend toward retrenchment by advertising agencies, authoritative reports state that J. Walter Thompson and Ruthrauff & Ryan have effected 10 and 20 per cent salary slashes. Ruthrauff & Ryan cut, reportedly, goes right down the line, with JWT slice affecting employees whose weekly stipends exceed \$20. Move by JWT follows recent personnel pruning, and is in line with trimmings by other agencies.

Glenn Griswold, editor of *Business Week*, recently sent a letter to advertising agencies requesting information as to business conditions among their clients. Industry execs regard the query as already answered.

Despite brave words and gestures on the part of some agency men that business is holding up, majority are outspoken in their views. Clients are holding off awaiting developments in Washington, and the so-called recession has knocked the bottom out of the spot announcement business. Many offices are

marking time for the annual fall pick-up and going along on the "I hope, I hope" theory. Recent publicity splurge by one agency, to the effect that many of its clients were getting better sales results now than at a similar period last year is being discounted.

Cry that radio production and talent costs must come down is widespread. As early as April, when squawks regarding high-salaried movie stars were becoming general, it was predicted that talent would get the ax. More recently some of the moguls, breaking away from the theory that "names" on a show were necessary, became strong adherents of the "idea" and "development of non-name talent" vogues.

WANTED

A Young Married Man that is capable of taking charge of one of the finest Nite Clubs in the Northwest. Will also consider a partner with some capital. Write.

BOX D-139, Care The Billboard, Cincinnati, O.



HOTEL FOUNTAIN SQUARE

250 MODERN OUTSIDE ROOMS WITH BATH FROM \$2.50

You will be right there - when you register at the Fountain Square Hotel. Facing all "fronts" in Cincinnati - center of the shopping district and office building area. The food and service are the best to be had in Southern Ohio. In the air-cooled Moorish Grill you'll meet the leading men of Cincinnati, while the Olympic Cafe and Bar (also air-cooled) is Cincinnati's scintillating center of night life. The rooms are exceptionally pleasant - all have full tiled baths.

M. J. DEININGER, Manager

GINGINNATI

LOW COST MONEY ORDERS FOR MAILING

People in show business are finding this Postal Telegraph service a simplified and inexpensive way to make remittances, pay bills, etc. All you have to do is go to the nearest Postal Telegraph Office, purchase the Money Order and mail it yourself. And the cost is surprisingly low—as little as 5 cents.

Postal Telegraph

When speed is essential telegraph money orders at low cost. Every telephone is a POSTAL TELEGRAPH office.

STOCK TICKETS
ONE ROLL... \$5.00
FIVE ROLLS... 2.00
TEN ROLLS... 3.50
FIFTY ROLLS... 15.00
100 ROLLS... 29.00
ROLLS 2,000 EACH.
Double Coupons, Double Price.
No C. O. D. Orders
Size: Single Tick., 1x2"

WE CARRY STOCK TICKETS
Admit One, Good for 5c in Trade, One Dance, and Admit One in the following denominations: 5c, 10c, 15c, 20c, 25c, 30c, 35c, 40c, 45c, 50c, 60c, 75c and \$1.00, and Double Coupon Tickets.
Your Information for the Asking.
TOLEDO TICKET COMPANY, Toledo, Ohio

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

Program Survey of Raleigh, N. C.

RECEPTION IN CAPITAL OF NORTH CAROLINA AT NIGHT ALMOST EXCLUSIVELY DEVOTED TO LOCAL STATION . . . SEVERAL LOCAL PROGRAMS EMERGE AS STRONG NETWORK COMPETISH . . . THE DUMMY, KAY KYSER, FRED ALLEN, CROSBY VERY STRONG . . . DITTO FOR FIBBER MCGEE AND BENNY

By JERRY FRANKEN

A typical American city, in the 50,000 population bracket, Raleigh, capital of North Carolina, appears to be serviced by only one major radio network of the three in the country. The survey of Raleigh listening habits prepared for The Billboard by the Market Research Corp. of America strongly indicates that Raleigh listens, almost exclusively, to WPTF, an affiliate of the National Broadcasting Co. (Southeastern group).

Raleigh was selected, among other reasons, because it is not one of the cities covered by the Co-Operative Analysis of Broadcasting (Crossley) in its fortnightly studies, and it presents an opportunity for analysis of the listening habits of a city of important size heretofore not surveyed for the general radio trade.

The survey results presented here immediately raise the question of adequacy of radio broadcast service. That is, whether a city of such size, and its surrounding market areas in near-by towns, should be serviced almost exclusively by one program source. Additionally, the question is raised of whether other cities of similar size are also furnished radio reception primarily by one source. Federal Communications Commission, it is believed, recognizes a social question in such situations.

Several Strong Locals

A feature of The Billboard surveys is the light shed by them on local programs and their audience pulling power. Using the basis of five mentions or more as the standard, there are several strong local productions on WPTF, as shown in this study. In addition to news and sports programs, there are "Anything Can Happen," "Carolina Chats" and "WPTF on Parade."

Outside Stations

Only two stations in cities outside of Raleigh were reported by Raleigh listeners in The Billboard survey and these but rarely. They are WBT, Charlotte, N. C. (CBS), and WLW, Cincinnati (NBC-Mutual). Investigators for Market Research Corp. reported that, due to the strength of WPTF's signal, other stations have difficulty in obtaining steady audiences. There were also several listeners who reported they did not know to which station they had been listening.

Program Leaders

As a consequence of WPTF dominating Raleigh, the leading programs reported are all shows heard thru that station, either NBC or local WPTF productions. The hour programs are led by Charlie McCarthy's Chase & Sanborn stint, with the Kay Kyser musical quiz a close second. With 56 mentions for McCarthy and 54 for Kyser, there are large audiences of Raleighites not only for these two shows but for Bing Crosby with 52 in third place and Fred Allen, fourth, with 49. "Good News of 1938" is fifth with 35 mentions.

Half-Hour Leaders

Fibber McGee gave Jack Benny a tussle for the lead in the half-hour shows, Benny grabbing 39 and the Fibber 36 mentions, one more than Bob Ripley took to come in third. Ripley,

in turn, had one more vote than Tommy Dorsey, fourth.

Horace Heidt was reported heard on both his commercial (Alemite) and his sustaining from the Hotel Biltmore, New York. On the latter show he gained five mentions, compared to 26 for the commersh. Sponsored series is broadcast 8 to 8:30 p.m.; the Biltmore spot is from 10:30 to 10:55 p.m.

Quarter-Hour Spots

A local program, "Anything Can Happen," on WPTF twice weekly, gave Jimmie Fidler a fairly close match in the quarter-hour division, the Hollywood gossip grabbing 14 mentions to 10 for "Happen." Once weekly, the laurels went by an outstanding total of 21 to another localite, "Carolina Chats."

Week-Ends Cut Listening

Clearly demonstrated in the figures on daily listening is the fact that week-

ends take a definite toll of the radio audience. Saturday is down to a nadir with only 27 out of 160 interviewed stating they had listened to the radio. That listeners made it a point to get near a radio Sunday night, on the other hand, is quite evident, with that day second in the "most listening" category, following Wednesday. Thursday was reported third.

A total of 1,064 completed telephone calls were made covering evening programs. Of this total, 363 reported listening to the radio between 5 and 11 p.m. This is just a shade over 34 per cent, and coincides fairly closely with results reported in the previous surveys in Kansas City, Cincinnati and Watertown, S. D.

WPTF signs off the air at 11 p.m. That seems to effect a definite curfew on Raleigh's listening. No programs after 11 p.m. were reported heard by any Raleigh families.

Local Leaders

NEW YORK, June 25.—Three local programs were reported quite popular by listeners in Raleigh, N. C., all three shows being heard over WPTF. Two are sponsored and the other one was broadcast only during a two-week promotion campaign by the station plugging a contest called "I Like WPTF Because." This production was tabbed "WPTF on Parade," featuring the house orchestra, guest artists and staff interviews. J. B. Clark wrote the show and indications are the station ought to keep it on the air.

"Anything Can Happen" is an odd-event show written by Wesley Wallace. Sponsor is Lewis Sporting Goods Co., local Kelvinator dealer. Series started April 4. Listeners are given \$1 prizes for submitting true but screwy events.

Carl Goerch, noted magazine publisher, is featured on the other local hit show "Carolina Chats." Sponsor is BC Remedy Co., which has been bank-rolling the series three years. Goerch talks about North Carolina, its towns, personalities and Tar Heel State news. Harvey Massengale ad agency of Durham placed.

Chart on page 7 shows exact number of mentions given these programs and comparative standings with chain leaders.

Syracuse Seething Over New Station Applications

SYRACUSE, N. Y., June 25.—Radio circles are seething here with pending applications of two new radio stations due to be heard by FCC July 1 and the present two stations, along with half a dozen others scattered thru the country, fighting the new ones.

Most serious threat is the Sentinel Broadcasting Corp., which wants to operate a 1,000-watt station, with the backing of a group of local politicians. Studios in the Hotel Syracuse are designated in the application.

Other new station application is that of the Civic Broadcasting Co., which wants a 100-watt license, and is headed by T. Sherman Marshall, of Syracuse.

Both WFBL and WSYR are active in opposing the applications. WFBL has Columbia. WSYR had NBC Blue and Mutual, but two weeks ago added NBC Red to its affiliations, leaving little for the other stations.

Hunk of KALB Sold

ALEXANDRIA, La., June 25.—Report has it that William F. Cotton, bakery chain operator of Louisiana, has purchased stock holdings of Walter Allen in KALB. Walter recently resigned as manager of the Alexandria Broadcasting Co., operating company, to join WRIC, Beaumont, Tex. He was succeeded at KALB by Eddy Rogers, from WJBO, Baton Rouge.

IBEW Signs WDOD

CHATTANOOGA, Tenn., June 25.—WDOD has signed a closed-shop contract with Local 862, International Brotherhood of Electrical Workers, making Chattanooga's radio stations 100 per cent union. Previously WAPO had signed.

WDOD contract calls for reduction in hours and increased pay, it was stated.

Un Peu de Ham

NEW YORK, June 25.—Ever since Bert Lebar, sales manager of WMCA, turned actor-announcer to do ballgame re-enactments, staff at the outlet has been wondering about something.

Wants to know when Donald Flamm, WMCA owner, will do a crooner.

Leading Programs, Raleigh, N.C.

HOUR AND ONE-HALF PROGRAM			
NBC Symphony Orchestra	(WPTF)	N	6

HOUR PROGRAMS			
Chase & Sanborn	(WPTF)	N	56
Kay Kyser's Musical Klass	(WPTF)	N	54
Kraft Music Hall—Bing Crosby	(WPTF)	N	52
Town Hall Tonight—Fred Allen	(WPTF)	N	49
Good News of 1938	(WPTF)	N	35

HALF-HOUR PROGRAM			
(Twice a Week)			
Horace Heidt's Brigadiers and Hotel Biltmore Orchestra	(WPTF)	N	5

HALF-HOUR PROGRAMS			
(Once a Week)			
Jello Program—Jack Benny	(WPTF)	N	39
Fibber McGee and Molly	(WPTF)	N	36
Believe It or Not—Robert Ripley	(WPTF)	N	35
Tommy Dorsey	(WPTF)	N	34
Horace Heidt's Alemite Brigadiers	(WPTF)	N	26
Johnny Presents	(WPTF)	N	21
Burns & Allen	(WPTF)	N	19
Hour of Charm	(WPTF)	N	15
Contented Program	(WPTF)	N	13
The Shadow	(WPTF)	N	12
The Baker's Broadcast	(WPTF)	N	10
Royal Crown Revue—George Olsen and Orchestra	(WPTF)	N	7
Cheerio Program	(WPTF)	N	6
Al John's Orchestra	(WPTF)	N	6
Voice of Firestone	(WPTF)	N	6
American Album of Familiar Music	(WPTF)	N	5
Sports Question Box	(WPTF)	N	5

15-MINUTE PROGRAMS			
(Three Times a Week)			
WPTF on Parade	(WPTF)	L	14

(Twice a Week)			
Jimmy Fidler's Hollywood Gossip	(WPTF)	N	14
Anything Can Happen	(WPTF)	L	10

(Once a Week)			
Carolina Chats	(WPTF)	L	21

10-MINUTE PROGRAM			
Sports Review	(WPTF)	L	5

NEWS			
(All on WPTF)			
6:30- 6:35			9
10:55-11:00			4
6:00- 6:05	All P.M.		2
6:00- 6:15			2
10:00-10:05			2
6:30- 6:45			1

EVENING PROGRAMS HEARD IN RALEIGH, NORTH CAROLINA

Hour Listening	Programs Heard	Program Origin	Station	Total No. Mentioning	Hour Listening	Programs Heard	Origin Program	Station	Total No. Mentioning
5:30-5:45	Chesterfield Daily Sports Column	N	WPTF	4	8:00-9:00	Major Bowes Amateur Hour	N	DK	1
5:30-6:00	The Pepper Uppers	L	WPTF	4	8:00-9:00	Good News of 1938 With MGM Stars	N	WPTF	35
5:45-6:05	Blue Barron's Hotel Edison Orch.	N	WPTF	1	8:00-9:00	Alka-Seltzer National Barn Dance	N	DK	1
6:00-6:05	News	L	WPTF	2	8:00-9:30	NBC Symphony Orchestra	N	WPTF	6
6:00-6:15	News	L	WPTF	2	8:15-9:00	The Planets	N	WPTF	2
6:00-6:30	Jello Program—Jack Benny	N	WPTF	39	8:30-9:00	American Album of Familiar Music	N	WPTF	5
6:05-6:15	Norsemen Quartet	N	WPTF	1	8:30-9:00	Fibber McGee & Molly	N	WPTF	36
6:15-6:30	Kaltenmeyer's Kindergarten	N	WPTF	2	8:30-9:00	Camel Caravan—Bonny Goodman Orch.	N	WBT	1
6:30-6:35	News	L	WPTF	9	8:30-9:00	The Shadow	L	WPTF	12
6:30-6:45	News	L	WPTF	1	9:00-9:30	Hour of Charm	N	WPTF	15
6:30-7:00	The Baker's Broadcast	N	WPTF	10	9:00-9:30	Contented Program	N	WPTF	13
6:35-6:45	Sports Review	L	WPTF	5	9:00-9:30	Believe It or Not—Robt. L. Ripley	N	WPTF	85
6:45-7:00	Ted Husing—Golf Finals	N	WBT	1	9:00-9:30	"Time To Shine"—Hal Kemp Orch.	N	WBT	1
6:45-7:00	Chuck Shanks' Hotel Statler Orch.	N	WPTF	1	9:00-9:30	Paul Martin and his Music	N	WPTF	2
7:00-7:30	Burns & Allen	N	WPTF	19	9:00-10:00	Kay Kyser's Musical Klass	N	WPTF	54
7:00-7:30	Johnny Presents Russ Morgan's Orch.	N	WPTF	21	9:00-10:00	Kraft Music Hall—Bing Crosby	N	WPTF	52
7:00-7:30	WPTF on Parade	L	WPTF	4	9:30-9:45	Jimmie Fidler's Hollywood Gossip	N	WPTF	14
7:00-7:30	Richard Himber Orchestra	N	WPTF	1	9:30-10:00	National Radio Forum	N	WPTF	1
7:00-8:00	The Chase & Sanborn Program	N	WPTF	56	9:30-10:00	Cheerio Program	N	WPTF	6
7:00-8:00	Kate Smith Hour	N	WBT	1	10:00-10:05	News	N	WPTF	2
7:00-8:00	Cities Service Concert	N	WPTF	2	10:00-10:15	Amos & Andy	N	WLW	1
7:00-8:00	The Royal Desserts Program—Rudy Vallee	N	DK	1	10:00-10:30	Ray Kinney's Orchestra	N	WPTF	2
7:30-7:45	Anything Can Happen	L	WPTF	10	10:00-10:30	Sports Question Box	N	WPTF	5
7:30-8:00	The Voice of Firestone	N	WPTF	6	10:00-10:30	Al Jahn's Orchestra	N	WPTF	6
7:30-8:00	Al Jolson Show	N	WBT	1	10:00-10:30	Blue Barron's Hotel Edison Orch.	N	WPTF	3
7:30-8:00	Tommy Dorsey—His Trombone & Orch.	N	WPTF	34	10:05-10:30	Barney Rapp's Orchestra	N	WPTF	2
7:45-8:00	Lives of the Great	L	WPTF	2	10:15-10:30	Ink Spots	N	DK	1
7:45-8:00	WPTF on Parade	L	WPTF	3	10:30-10:45	Kay Kyser's Orchestra	N	WBT	1
8:00-8:15	Carolina Ghats	L	WPTF	21	10:30-10:55	Al Donohue's Orchestra	N	WPTF	2
8:00-8:15	WPTF on Parade	L	WPTF	5	10:30-10:55	Lou Brees & Chez Paree Orchestra	N	WPTF	2
8:00-9:30	Horace Heldt's Alomite Brigadiers	N	WPTF	26	10:30-10:55	Horace Heldt's Brigadiers and Hotel Biltmore Orchestra	N	WPTF	5
8:00-8:30	"Watch the Fun Go By"—Al Pearce and his Gang	N	WBT	1	10:30-10:55	Billy Swanson's La Gonga Restaurant Orch.	N	WPTF	2
8:00-8:30	Royal Crown Revue—Geo. Olsen & Orch.	N	WPTF	7	10:30-11:00	Lou Brees & Chez Paree Orchestra	N	WPTF	1
8:00-9:00	Lux Radio Theater	N	WBT	1	10:55-11:00	News	L	WPTF	4
8:00-9:00	Town Hall Tonight—Fred Allen	N	WPTF	49					

Raleigh Listeners Report Wednesday Peak Radio Night

Table below shows the number of families telephoned each day during the period *The Billboard* survey was made in Raleigh, N. C., and the number of listeners reported using their radio sets each day. Wednesday tops the list, first time that day has been in the lead position since the surveys were started. Saturday is the poorest day, a position generally held, but accented at this time of the year by audience deprivations caused by week-ends.

Table deals only with nighttime listening after 5 p.m.

	Listening	Not Listening	Total
Wednesday	72	78	150
Sunday	70	87	157
Thursday	64	85	149
Tuesday	50	101	151
Monday	46	104	150
Friday	34	113	147
Saturday	27	133	160
Total	363	701	1,064

Syndie's Finnegan On Wax Network; But It's Off Again

CHICAGO, June 25.—Western Newspaper Union's much talked of and much probed idea for a package radio chain among smallies, to be called Western Radio Union, is off for the present at least. Reason put forth by WNU, country newspaper service org. is high cost of operation, plus that it couldn't see enough revenue for the newspapers, its first love.

WNU recently changed hands when John H. Perry, publisher of a Florida chain of newspapers and owner of the American Press Association, bought controlling common stock shares. Switch in management also had a bearing on the WRU decision.

Cost of operating the proposed new chain would have run into millions, WNU said, and as yet no plan could be seen where both newspapers and stations could be reimbursed for their services. WNU went to great expense to make these discoveries, hiring a number of experienced radio men, engineers, etc., to contact stations and to compute various wire charges and transcription costs.

Sen. Cox Sounds Off Over Payne

WASHINGTON, June 25.—Congressman E. E. Cox, of Georgia, invited Federal Communications Commissioner George Henry Payne to resign in a parting shot following the adjournment of Congress. Cox, rushing to the defense of Chairman McNinch of the FCC, declared the North Carolina member of the commission is "honest, fearless and able."

Cox, an anti-Roosevelt Democrat of the first rank and a Rules Committee member with a long anti-labor record in the House, suggested it would be better if Commissioner Payne "were separated from the commission and the chairman be given as free a hand as possible." Cox believes the move would restore confidence.

(See SEN. COX on page 8)

WMCA Hikes Rates

NEW YORK, June 25.—Boost in rates is scheduled for WMCA at the end of the summer, probably in September. Basic

rate will be hiked \$100 per hour. Class A time is now set at \$550 per hour and goes to \$650; half hour goes to \$350 from \$300. Class B time also gets bumped.

Station will also drop discounts on spot announcements.

Hard Luck Broadcast

KANSAS CITY, Mo., June 25.—As workmen tolled all night to remove the twisted transmission tower of KMBC, destroyed in a storm last week, Neal Keehn, of the KMBC staff, hauled a portable recording apparatus about the grounds waxing comments of spectators, steel cutters, station engineers and others who were working frantically to put the station back on the air. Disc ran 30 minutes and was aired the next night over KMBC, making swell listening.

Station, however, was criticized by telephone callers for "emphasizing the weakness of KMBC and making it more generally known station was off the air eight hours." Officials replied the tragedy was an "act of God" not caused by negligence and that it was worth broadcasting from a purely interest angle.

All radio execs in this section agreed.

AL PEARCE AND HIS GANG

LEAVE THE AIR
JUNE TWENTY-EIGHTH

RETURNING
MONDAY NIGHT—OCTOBER TENTH
SPONSORED BY

Grapenuts

Competing Factors in Raleigh During Period Survey Was Made

Raleigh has little in the way of adult amusement outside of picture and radio during the summer, except, of course, the usual summer recreational outlets, beaches and the like. Residents like to stay at home—the town is sedate. There is a great amount of private partying. During the survey period there were countless bridal parties.

Raleigh was bought, paid for and established as capital of North Carolina on March 31, 1793.

Fast growing in recent years because of the influx of new State and federal agencies and its growth as a distribution point, estimates in 1936 gave the city 45,000 inhabitants, divided as follows: Native white, 65.4 per cent; foreign-born white, .9; Negro, 33.6; others, .1 per cent. Telephones in city number 10,700.

During the depression Raleigh ranked consistently near the top in retail trade surveys, due to central position in rich tobacco and cotton farming areas, to the large number of State employees living in the city and to its importance as an educational center. While possessing no large industries, Raleigh has 44 manufacturing and processing plants employing 1,191 workers. Annual value of their products is placed at \$5,285,000. Thirty-five semi-industrial firms employ 3,259 workers on an annual pay roll averaging \$4,324,000.

Raleigh is the home of six colleges, including two for Negroes, and their total enrollment approximates 4,500 students. College pay rolls total \$2,000,000 annually, in addition to expenditures by the students. State offices and institutions employ about 3,000 men and women on an annual pay roll of \$4,000,000. Colleges and State offices provide the bulk of the city's income.

Newspapers

There are two daily newspapers, one morning and one afternoon. Their combined paid circulation is 77,983. Neither has a regular radio department or column, but both list programs, the morning paper carrying the programs for the week on Sunday and the afternoon paper publishing daily programs for WPTF. News of radio and radio personalities carried occasionally. While there is no open affiliation, The Raleigh Times, afternoon paper, devotes more space to radio and uses the station for regular plugs for the paper. Radio is giving both papers stiff competition in obtaining advertising in Raleigh and in other areas within range.

Business in Raleigh has felt usual letdown since Easter, but there has been no noticeable change in employment conditions. Whatever slack there might have been was taken up by a large building program now under way. Because it is dependent on no large industries, with possible sudden shutdowns, Raleigh has no violent employment fluctuations. During the past few weeks construction has started on two apartment houses, representing an investment of \$1,650,000, and scores of private homes are under consideration. This is expected to relieve considerably the housing shortage here.

Raleigh has nine hotels with a total of 1,085 rooms. City is scheduled to be host to 100 conventions this year. School system includes 17 public, one parochial and three business colleges. Eighteen passenger trains arrive daily on the three railroads, including the main North-South line of the Seaboard, and 100 passenger busses arrive and depart each day. Raleigh is on U. S. Highway 1, running from Maine to Miami. Planes on the North-South route of Eastern Air Lines, from Newark to Miami, stop for mail and passengers at the municipal airport. There are three passenger motor bus lines and 12 motor truck freight lines running into the city. Raleigh is the home of the Carolina Power and Light Co., which distributes power to most of the interior of Eastern North Carolina. The city has three State banks and one national bank. Debts to individual accounts total \$474,000,000. Postal receipts last year, highest in the city's history, totaled \$602,883. Building permits for 1937 aggregated \$1,678,880, highest since 1928 and more than double the 1936 total. The assessed valuation of property in Raleigh is \$48,086,223.

Theaters

Raleigh has six theaters, including two first-run houses. Four houses, including the two first-runs, are operated by North Carolina Theaters, Inc. There are 13 public parks and playgrounds. Of these, Pullen Park on the edge of the city is the most attractive to amusement seekers. Operated by the city, Pullen Park has a small zoo, a swimming pool, skating rink, dance floor and other amusement facilities. It is well patronized in the summer months. Raleigh has four golf courses and within 100 miles are the famous links at Pinehurst and Southern Pines. Near by are a half dozen lakes for swimming and fishing. Week-ends are now taking many residents to the ocean beaches, of which there are several within 150 miles.

The leading theaters had these attractions during the survey period:

AMBASSADOR	June 5, 6, 7.....	"Yellow Jack"
	June 8, 9, 10, 11..	"Vivacious Lady"
	June 12.....	"Cocoanut Grove"
STATE	June 5, 6, 7.....	"Baroness and the Butler"
	June 8, 9.....	"Woman Against the World"
	June 10, 11.....	"Blind Alibi"
	June 12.....	"Stolen Heaven"

Commencement exercises started at North Carolina State College the evening of June 5 with the baccalaureate sermon. Graduation exercises were held the evening of June 6, with Jimmy Dorsey's Orchestra playing for the finals dance afterward. The Eastern Carolina golf tournament was held June 10, 11 and 12.

Weather

Weather for the survey period:

Sunday, June 5—Partly cloudy, warm; no rain.

Monday, June 6—Clear, moderate.

Tuesday, June 7—Partly cloudy; rain .15 inch; moderate.

Wednesday, June 8—Partly cloudy; rain .37 inch; moderate.

Thursday, June 9—Partly cloudy; no rain; moderate.

Saturday, June 10—Partly cloudy; trace of rain; warm.

The average temperature for the period was four degrees above normal, ranging from a low of 62 on June 9 to a high of 92 degrees June 12.

Air Briefs

New York By PAUL ACKERMAN

IRA ASHLEY, formerly in legit and recently on the Camel air series, is now directing shows for CBS. First will be a variety program hitting the air in about a month. . . . P. a.'s in town frightened when Al Cook's column was skipped Thursday in *The World-Telegram*. Only one day, tho. . . . Much movement at Young & Rubicam, with vacations coming fast and heavy. Bill Stewart, publicist, leaves for the Gaspe Peninsula, Canada, July 1; Kate Smith and Ted Collins family left Friday for Lake Placid; Tom Lewis and Jerry Devine, director of K. S. show and scripter, respectively, sailed Thursday on the Queen Mary. Will remain abroad six weeks, with Hubbell Robinson, director of *We, the People*, slated to follow soon. . . . Alma Graef, Bert Lebar's secretary at WMCA, and Dr. William D. Harris, nonpro, take the plunge June 30.

The kid show Mischa Violin has concocted, Dolls on Parade, will feature 100 kids in a symphony ork, with choral and dramatic groups. Already auditioned for Bond Bread but not bought, and auditioned last week for CBS. Kids have been working gratis for past five weeks. . . . WNEW's Einsteins, one Larry Nixon in particular, figure radio listeners will have spent the grand sum of \$450 in postcards and stamps to select the King of Swing. Votes coming in at rate of 3,000 a day, with 15-day contest results to be announced June 30. . . . Martin Block, who goes on vacation June 30, will send telegrams to WNEW on what he sees—same to be used on Make Believe

Ballroom. . . . Alfred Kreymborg's The Planets, recently broadcast from the Hayden planetarium over a nation-wide hook-up of NBC and by short wave to foreign areas, has been sold to Farrar & Rinehart for early book publication. . . . Railway Express Co., thru Caples ad agency, was all set two weeks ago to start a spot campaign on 44 stations but had to cancel. Business conditions. . . . Standard Air Conditioning, Inc., B., B., D. & O.'s new account, considering radio advertising. . . . Ditto Shinola. . . . Renewal of transcribed program, Heart of Julian Blake, set for Armstrong Cork by B., B., D. & O. thru December 30.

Doug Connah, press agent, has written *How To Build the Radio Audience*, study on the subject from the program promotion angle. . . . Eddie Cantor taking his daughter and son-in-law on a European honeymoon trip July 6. . . . Vic and Sade, on the air for six years but never transcribed before May 30, now coming over seven station via e. t.'s. Also current in two Hawaiian cities, Honolulu and Hilo. Both replace *Kitty Keene, Inc.*, for Crisco. Set by Compton. Sunday *New York Times*, issue of June 26, dropped most of its radio feature space. . . . Musicians' Local 802 getting about \$7,000 from the Randall's Island swingfest. . . . Don Ross' Bosco show on WOR folds for summer and returns in September. . . . Doris Lee, formerly with Ben Rocke office, now with WNEW. . . . Cossette Merrill, of W8XWJ, Detroit News station, in town.

Chicago By HAROLD HUMPHREY

P. K. WRIGLEY still in air on what to do with his *Just Entertainment* show. May resort to a daytime serial this month with a variety stint on Sunday nights, featuring Billy House. . . . Ward Silloway, slip-slider artist in the Crosby ork, wedded Kay Weber this week. She used to warble in the same band. . . . William A. Lee, actor on *Ma Perkins* and *Story of Mary Marlin*, is also a photog and recently visited the George Robertson Tent Show in Clinton, Ill., to snap pics for a magazine article. . . . WLS newscaster Julian Bentley has been given the news editor's post on *Prairie Farmer*, weekly newspaper, in addition to his other chores.

Josh Higgins received an offer from Grover A. Whalen to reproduce the Finchville setting of his radio show at the New York World's Fair. . . . Tom, Dick and Harry, radio team, expected to return soon to Chi's air lanes. Boys have been on the Coast.

. . . . Gale Page's vacash was cut short by a call from Hollywood for work on her next pic. . . . Charles Livingston becomes dramatic director of WXYZ, Detroit, succeeding James Jewell. . . . Eddie Chase is ringing in a parade of guest stars on his "Make Believe Danceland" shot over WCFL. . . . Dolores Gillen is back from Bermuda.

JUDGE GUTKNECHT, of the Municipal Court, will wax a couple of platters in Prague, Czecho-Slovakia, and Paris, France, on his opinions of the current European situation. Discs will be rushed back for airing over WBBM. The judge is in Europe now, but censorship prevents speaking freely except in those two cities. . . . Continuity writer Fran Coughlin got an electric toaster for Father's Day. . . . Ransom Sherman starts a new one over NBC next Thursday titled *People I Have Known*.

Possibility WMCA May Be Sold; Asking Price at Million, Six

NEW YORK, June 25.—Reports have been persistent for some time now that Knickerbocker Broadcasting Co., owner of WMCA here, has been entertaining thoughts of selling the station. Donald Flamm is president of the outlet. Asking price is rumored around \$1,600,000.

It is claimed that even now a potential buying group has obtained an option. Additionally, various other deals are bruited. Story is that about eight months ago a proposition hung in the air between WMCA and Hearst Radio

interests whereby the latter would acquire the station. This fell thru, hastened apparently by the decision by Hearst to lessen radio holdings.

Another syndicate is said to have Boston interests angling. One representative of this faction refused comment this week.

WMCA has been a consistent money-maker for some years now, since Flamm took back the station from the defunct American Broadcasting System. Sales in 1937 almost hit the million mark.

SEN. COX

(Continued from page 7)

dence in the Communications Commission.

It appears Cox became enraged over a statement by Payne which referred to Rules Committee members talking out of turn about events which had occurred behind the committee's closed doors. The recent meeting of the House Committee had allegedly been a star chamber affair. Newspaper reporters made for Rules members privately, including Congressman Cox, and when stories of the meeting circulated in the capital, Payne

charged committee members had breached their own rules. Only member to take umbrage, Cox defended his extreme views expressed during the first committee meeting. At that time Cox didn't even wait for Chairman McNinch to finish his remarks before he was congratulating him for the able appearance, opining the FCC was going to be all right.

Payne when reached shrugged, stating that it looks as tho the public could choose between the two men's statements for veracity. Payne thought that it was an act of a public servant impeding the public service of another.

Negro Theater and Daily Co-Op With AFM on WHB Airshow

"Vine Street Varieties"

Reviewed Saturday, 3-4 p.m. CST. Style—Variety. Sponsor—Co-operative. Station—WHB (Kansas City, Mo.).

Only program of its kind in Kaycee at the moment, *Vine Street Varieties* is sponsored jointly by three Negro groups, including *The Kansas City Call* (weekly newspaper), Lincoln Theater and Musicians' Protective Union No. 627, American Federation of Musicians. Local's prexy, William H. Shaw, was instrumental in building the program and furnishing talent for the one-hour show.

Program is aired from the theater on Vine street, main thoroughfare of the city's Harlem section. Jimmy Ruffin exhibits plenty of style and snappy showmanship in his emcee methods. Class colored dancers, singers, imitators and stars of the many dance bands along Kaycee's 12th and 18th streets take turns at the mike. On show caught lad named Jesse Price pulled some startling antics on drums; another got off some fine tenor sax work, while other blades and young gals stepped up to show their respective abilities. It was socko the entire route and went off neatly. Audience in the theater adds flavor by applause and Harlemese shouts which carry on the ether.

John Schilling, WHB vice-president and general manager, conceived the show. Coming as it does at a slow spot in the afternoon, it commands a terrifically large audience.

Check it off as smash stuff, certainly the best hour offering emanating from any Kansas City radio station today. Sponsors placed direct. D. E. D.

"Jane Arden"

Reviewed Tuesday, 9:45-10 a.m. Style—Dramatic sketch. Sponsor—Ward Baking Co. Station—WJZ (NBC Blue network).

Jane Arden promises to be a meaty bit of excitement for housewives. Show has but to prune its verbiage and enable Ruth Yorke to snap up her role as a newspaper reporter. Tho the speeches were windy, they contained dramatic foreshadowings enough to run the program at its type of hectic clip. Another note in favor of this adaptation of a syndicated cartoon strip is a plurality of men over women in the cast. That inequality should keep the sketches above the hen-party level and provide the feminine lead with an assortment of straight men.

From the standpoint of performance the principals are ordinary, with Jane Arden a bit underacted for top billing.

If the baking company would get the most for its money, it had better do something about the plug for "soft bun." It's a bit confusing since Bond bread has had a long airing before this. Even the spelling of the name is no solution. S. W.

"The Green Hornet"

Reviewed Tuesday, 8:30-9 p.m. Style—Detective dramatization. Sustaining on WOR (MBS network).

Green Hornet is written, produced and acted by the same group responsible for *The Lone Ranger*. Fran Stryker is the author, the cast is called the Jewell Players and it's produced at WXYZ, Detroit.

Green Hornet, furthermore, is that type of sbominable smorgasbord which radio sells successfully and which again proves that radio is in its dramatic infancy, circa the same days as movies in their pre-*Birth of a Nation* shows. *Green Hornet* is patent balderdash, based on a Robin Hood theme done in la mode bilgey. Its infantile premise of a good man doing good and being accused of being a stinker is sure-fire, of course. In case this is all not clear, the show is of the species *Vermes*, only a little lower, and will probably amount to a rousing success for those very reasons.

Lead character is a newspaper publisher who is really the Hornet, who is really out after a lot of bums, only the police don't realize that. The particular masterpiece reviewed included some crooked State senators who were planning to kill a bill which would outlaw bingo and similar games because the games were controlled by a group of racketeers. It looks like the boys are going to get away with it, but they

didn't count on the Hornet. As difficult to predict the outcome as it is to predict there'll be a crowd in Times Square next New Year's Eve. Characterizations are written as obviously as the whole mess and played similarly.

Flight of the Bumblebee is the theme song; poetic license, no doubt. Or maybe I'm dyspeptic. J. F.

Win Williams

Reviewed Sunday, 1:30-1:45 p.m. Style—Songs. Sponsor—Seiden Fur Co. Station—WDAF (Kansas City, Mo.)

Win Williams for the last 10 years has been the most popular WDAF sustaining star, singing popular ditties with piano accompaniment in a leisurely and pleasant style. New program sees him with a quarter-hour spot in which he delivers exactly in the same manner all the way. Knows, too, how to announce his next offering in a friendly, intimate style.

Commercials okeh, only three being given. Especially palatable for Sabbath afternoon audiences. Program was placed direct. D. E. D.

"Don't You Believe It"

Reviewed Tuesday, 7:45-8 p.m. Style—Quiz show. Sponsor—P. Lorillard Co. Station—WOR, New York.

As the first step in a build-up for its new Sensation cigarets, Lorillard launched this new twice-weekly series last Tuesday (14). Show, both in idea and handling, hardly lives up to the description embodied in the name of the product it advertises, but the quiz-program-in-any-form addicts will find it satisfying.

Featuring Allen Kent and Tom Slater, show gives still another twist to the old question-and-answer routine. Misstatement is given, followed by the perpetually recurrent line, "Don't you believe it," and then the correct explanation. Topics are interesting enough, but the basic idea is such old hat by this time that only the most fervid seekers of knowledge will not be twirling the dial looking for a good hot swing band before five minutes have passed.

Bit too much drum-beating for the

We Wuz Robbed

LINCOLN, Neb., June 25.—Newspaper men won from the KFAB-KFOR softball team last week 8 to 7 in a game which drew 8,000 people. Clownish battle is for promotional purposes and done annually.

Mayor of Lincoln was umpire. Indications gathered from watching him ump would show he believes the pen is mightier than the word.

product, but more or less excusable on the grounds that a new commodity needs more ballyhooing than an established one. Commercials at a couple of points are handled in the same misstated, correctly-answered manner as the script, which at least breaks up the monotony of straight blurbing.

Organ is used for background music, giving a too-funereal tone to the proceedings. D. R.

"Radio's Candid Camera"

Reviewed Monday, 11:30-12:30 a.m. CDST. Style—Musical participation. Sustaining over WGN (Mutual network.)

Station is trying to cash in again as in the case of the Kay Kyser *Kollege of Musical Knowledge* built up originally at the Blackhawk Cafe, and from the looks of things the new show with Bob Crosby's Ork is a good two-shot parlay.

Show is a combo listener and cafe audience participator patterned after the true-and-false angle. Two teams of four customers are chosen and Crosby gives each contestant a "word picture" of a place or object. Band then follows it up with a tune which is either fitting to the picture or completely out of line, and the person questioned must determine whether it is true or false and why. Three rounds of questions are given each team of four, with the winners of each in a final play-off. During the hour three such are spieled for listeners to answer by mail. Cash prizes awarded Blackhawk patrons, and listeners sending in right answers collect a Swing Club membership certificate.

Crosby and announcer Russ Russell handle the emcee duties, and altho their work is a little rough yet, it will probably assume polish after more broadcasts. Crosby's narrative style on describing the "picture" is easy-going and affable, but could stand a little speed-

ing up. Principal trouble with show when caught was with the participants, who didn't seem clear on what was expected of them. Some name the tune played by the band without explaining whether it lines up true or false with the picture described; others say it's all wrong but don't know why. This makes for a lot of unnecessary conversation and slows up proceedings.

Crosby ork swings out on plenty of danceable arrangements thruout the hour and combined with the riddle angle to pique the curiosity and general popularity of the band with swing bugs this shot has strong elements for success. H. H.

"It May Have Happened"

Reviewed Wednesday, 9-9:30 p.m. Style—Dramatization. Sustaining on WJZ (NBC Blue network).

Based on an intriguing idea, this series has a lot to offer in the way of entertainment, especially to those who like their dramatizations free from hackneyed hokum. Central idea has each episode devoted to a peculiar situation in history, in which the events are part of historical records up to a certain point, and then evidence and tradition begin to diverge. Stories are based on fact, but legend, handed down over the years, makes it impossible in some cases to determine where fact turns into fancy. Program, therefore, is an attention-holder because it offers two and sometimes more possible explanations for each well-known historical incident related.

On the show caught tale unfolded was that of Adelaide Vilari, of New Orleans, in 1815 and the part she played in persuading the pirate, Jean Lafitte, to aid Andrew Jackson in the defense of that city against the British. Script brought out that Mlle. Vilari was Lafitte's daughter, unknown to him until after his victory. On the other hand, fact also states that she was employed as a spy by the New Orleans authorities to try to capture the buccaneer and that she herself became his prisoner.

Conflicting theories gave the program its punch, for it couldn't fail to stir up discussion among listeners whose intellectual dictates carry them past such exciting but hardly thought-provoking dramatizations as *The Lone Ranger*. Historical intrigues, adventures and wars are just as fascinating when presented in dramatic style as any fiction, and that, coupled with the it-may-have-happened premise, makes for first-rate entertainment.

Show is produced expertly, acted well, and written by Burr Cook with an eye to extracting every bit of drama inherent in the particular situation. All around, a decidedly worth-while half hour. D. E.

"The Roving Prof"

Reviewed Tuesday, 7:45-8 p.m. Style—Narration. Sustaining on WEAF (NBC-Red network).

Roving prof of the title of this new series is William Montgomery McGovern, professor of political science at Northwestern University. Prof has definitely lived up to his title, having entered the Buddhist priesthood in Japan at the age of 16, studied at Oxford, held a Chicago Field Museum curatorship in anthropology, finding time in between to explore the forbidden city of Lhasa, Inca ruins in Peru and the Amazon River.

Programs deal only with the Orient, however. Based on McGovern's own experiences, script describes personal side of the place, foregoing academic comment on the people and customs in favor of interesting sidelights on family life.

Prof tells a story well, and for a university lecturer keeps his delivery remarkably free from dry pedagogical overtones. Script likewise stays out of the classroom, and the whole makes 15 minutes of easy, interesting listening.

Broadcast from NBC's Chicago studios. D. E.

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.

Hours between 7 and 9 p.m. over WHN, caught Wednesday, show a mixture of good, bad and indifferent talent. *Your Radio Reporter* precedes Oxydol's *Goldbergs*—a hardy perennial which is poison to your reviewer but which is undoubtedly bringing in the shekels. *The Goldbergs*, an e. t. show, presented honey, folksy and, naturally, half-baked philosophy about mama and papa growing older and having silver threads in their dome turf. But it pays.

George Hamilton Combs, news commentator, does a fine job on his 7:30-7:45 p.m. stint. Combs' excellence is not so much in his coverage, which is not extensive, but in his interpretation and delivery. Reported Washington stuff, international events and human-interest items with impeccable phraseology and dramatic depth. On occasion Combs can become anecdotal, and immediately switch to a fine emotional outburst. He's worth his money and probably more.

Adrian O'Brien, Irish tenor, sang four tunes in his quarter-hour program, including pop and standard operetta material. O'Brien is a vocalist who will go further than a sustaining program. Caught at 7:45 p.m.

Broadway Melody Hour, emceed by Jack Waldron, is a variety show informally presented. Talent fair. Waldron, a clever emcee, is an apt fun man and shaped up as the best personality on the show. Bits included Waldron's *Bureau of Misinformation* and a short piece of business wherein Waldron was presented as a home-owner. Both funny. Ethel Shepherd, Joe Martin and Paul Richards did vocals, just so-so, and pianist Irving Fields and sundry others, including Snow White and Gilbert Mack,

filled out the time. Show lasts one-half hour, and with careful production shapes up as a stronger offering than it is now. Eight-thirty to 9 p.m.

Chevrolet's *Musical Moments*, transcribed show with James Melton, Victor Arden's Orchestra and the Songsmiths, on for a quarter hour at 8:30, did not sound as pleasant as it sometimes does. Choice of tunes the reason. Commercials by Graham McNamee, however, were the best of the two hours from 7 to 9. McNamee, in addition to a good spiel, had a tone of sincerity calculated to loosen the moneybags.

Irving Aronson's Orchestra, with vocals by Bill Campbell, in the 8:45-9 p.m. spot. Orchestrally and vocally this unassuming little program in its modest way adds its own little egg to the grand pile laid by radio for lo, these many years.

New Allen Courtney program on WHN, *Abadabba* (daily from 11:30 a.m. to noon), is hardly as intriguing as its name implies. A combination of recorded pop tunes, a vague contest idea and a plenitude of feeble witticisms from Courtney make up the half hour, all delivered very informally and more than a little dully. Courtney tries hard but his chatter just isn't as funny as he thinks it must be. His voice, whether by accident or design, is reminiscent of Pete Smith, the MGM short-subjects commentator, but what he says is far less humorous.

Contest involves naming songs, and public is asked to contribute to the program further by submitting ideas on what constitutes radio humor. Can that be a subtle call for help?

BILLY SWANSON
and his MUSIC

Now At ★ Broadcasting Over

CATARACT HOUSE ★ **NBC NETWORKS.**

NIAGARA FALLS, N. Y. ★

ORCHESTRA ROUTES

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

A
 Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.
 Agnew, Charlie: (Bill Green's Casino) Pittsburgh, nc.
 Alberto, Don: (El Chico) NYC, nc.
 Albright, Clayton: (Igo's) Albany, N. Y., re.
 Alexander, Joe: (To-Jo-Farms) Detroit, nc.
 Allen, Dick: (ENB Club) Akron, nc.
 Anderson, Kenny: (Varsity Inn) Athens, O.
 Austin, Sid: (Laurels) Backett Lake, N. Y., cc.
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.
 Ayres, Mitchell: (Village Barn) NYC, nc.

B
 Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
 Barron, Blue: (Edison) NYC, h.
 Bell, Bob: (Coral Gables) Coral Gables, Fla., cc.
 Bestor, Don: (Roosevelt) New Orleans, h.
 Bevy, Dan: (Clearview) Clearview, L. I., N. Y., h.
 Blaine, Jerry: (Colony Surf Club) West End, N. J., cc.
 Bolognini, Ennio: (L'Algon) Chi, nc.
 Bundy, Rudy: (Mansion) Youngstown, O., nc.
 Burkhardt, Johnny: (Colonial) Lake Manitou, Rochester, Ind., h.
 Busse, Henry: (New Yorker) NYC, h.

C
 Candullo, Harry: (Enna Jettick) Auburn, N. Y., p.
 Carlyn, Tommy: (Peyton's) Steubenville, O., nc.
 Carmen, Billy: (Aragon) Houston, Tex., b.
 Childs, Reggie: (Colonial Terrace Gardens) Lake Manitou, Ind., h.
 Cincione, Henry: (Arabian Gardens) Columbus, O., nc.
 Clancy, Lou: (Henry Grady) Atlanta, h.
 Clark, Lowry: (Eden) Chi, b.
 Clinton, Larry: (Glen Island Casino) Glen Island, N. Y., ro.
 Coquettes, The: (Edgewood Club) Albany, N. Y., nc.
 Costello, Charles: (Commodore) Detroit, nc.
 Crosby, Bob: (Blackhawk) Chi, h.
 Cutler, Ben: (Rainbow Grill) NYC, nc.

D
 Davies, Al: (Saranac Inn) Saranac, N. Y., h.
 Davis, Johnny: (Miami Club) Milwaukee, nc.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.
 Davis, Jack & Four Octaves: (Whitcomb) St. Joseph, Mich., h.
 Daziel, Jack: (Caberama Club) Lake City, S. C., nc.
 De Carlos, Joe: (Happy's Cabaret) Glendale, L. I., cb.
 Dictators, The: (Skyrocket) Chi, ro.
 Dixon, Dick: (Gloria Palast) NYC, nc.
 Donath, Jen: (Walton) Phila, h.
 Denny, Jack: (Bon Air) Chi, cc.
 Diamond, Lew: (New Eden) La Grange, Ill., b.
 Dorsey, Tommy: (Palomar) Los Angeles, b.
 Duerr, Dolph: (Green Derby) Cleveland, nc.
 Duke, Jules: (Bismarck) Chi, h.
 Dukes, The, & The Duchess: (Bon Air) Chi, cc.

E
 Engel, Freddy: (University Club) Albany, N. Y., nc.
 Erante, Chapple: (Cavalier) NYC, nc.
 Estes, Bob: (Club Florentine) Birmingham, Ala., nc.

F
 Farber, Bert: (Netherland Plaza) Cincinnati, h.
 Felton, Happy: (Steel Pier) Atlantic City 1-7, nc.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Ferneau, Frank: (Tavernel) Columbus, O., nc.
 Feilding, Alan: (Hollywood) West End, N. J., h.
 Fields, Harry: (Rosalton) Monticello, N. Y., h.
 Fields, Shep: (Aragon) Chi, b.
 Fisher, Buddy: (Blue Moon Club) Tulsa, Okla., nc.
 Fisk Jr., Charles: (Radio Springs) Nevada, Mo.
 Foley, Frank: (Rendezvous) New London, Conn., re.
 Folman, Joe: (Chelsea) Atlantic City, h.
 Fredrics, Jan: (Boulevard Tavern) Eimhurst, L. I., N. Y., ro.
 Fulcher, Charles: (Greystone) Carolina Beach, N. C., h.

G
 Gallo, Phil: (Moorehead) Pittsburgh, h.
 Garber, Jan: (St. Francis) San Francisco, h.
 Goodloe, Ellis: (Terrace) Chattanooga, Tenn., b.
 Gordon, Gray: (New Penn Club) Pittsburgh, nc.
 Gray, Len: (New Cedars) New Bedford, Mass., nc.
 Grayson, Bobby: (Book-Cadillac) Detroit, h.

H
 Halstead, Henry: (Idora) Youngstown, O., June 18-July 8, p.
 Hamp, Johnny: (President) Atlantic City, h.
 Harris, Claude: (Joey's Stables) Detroit, nc.
 Harbur, Clayton: (Wildwood) Kansas City, Mo., p.
 Hayes, Bobby: (Southern) Baltimore, h.
 Haymes, Joe: (Metropolis) White Plains, N. Y., cc.
 Herman, Woody: (Hunt's Ocean Pier) Wildwood, N. J., b.
 Hill, Worthy: (Pavillon Royale) Savin Rock, Conn., nc.
 Holden, Virginia: (Normandy Inn) Warren, Pa., nc.
 Hollander, Will: (Lincoln) NYC, h.
 Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.
 Humber, Wilson: (Cricket Club) Shreveport, La., nc.

I
 Jackson, Paul: (Old Mill Tavern) Jackson Mich., nc.

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.

J
 Jay, Johnny: (Palace) Corpus Christi, Tex., June 11-July 23, t.
 Jelesnik, Eugene: (Utah) Salt Lake City, h.
 Johnson, Everett: (Panama) Kansas City, Mo., nc.

K
 Kaye, Buddy: (Pleasant View) Clark Lake, Mich., h.
 Keeler, Willard: (Luna Park) Coney Island, N. Y., b.
 Kemp, Hal: (Steel Pier) Atlantic City 2-4, nc.
 King, Teddy: (Oak Rose Casino) Milford, Conn., nc.

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

L
 King, Hal: (Tri-Lakes) Tri-Lakes, Ind., b.
 King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.
 King, Hal: (Tri Lakes, Ind.)
 Kirkham, Don: (Biakeland Inn) Denver, nc.
 Kristal, Cecil: (Lamar) Meridian, Miss., h.
 Kurtze, Jack: (Cavalier Inn) La Crosse, Wis., nc.

M
 Lazaro, Leo: (Tutwiler) Birmingham, Ala., h.
 LeCroy, Trent: (Maytag Club) Columbus, Ga., nc.

N
 Leali, Lee: (Gray Wolf Tavern) Masury, O., nc.
 Lee, George E.: (Jockey) Kansas City, Mo., nc.
 Lee, Julia: (Milton's) Kansas City, Mo., nc.
 Leroy, Howard: (Club Arcada) St. Charles, Ill., nc.
 Light, Enoch: (Taft) NYC, h.
 Livingston, Jerry: (Gateway Casino) Sommers Point, N. J., nc.
 Lombardo, Guy: (Waldorf-Astoria) NYC, h.
 Lopez, Vincent: (Casa Manana) NYC, nc.
 Lorch, Carl: (Muehlebach) Kansas City, h.

O
 Love, Clifford: (Antler's) Kansas City, Mo., nc.
M
 McDonald, Billy: (Natorium Park) Spokane, Wash., b.
 Madden, Bill: (Traymore) Atlantic City, h.
 Madriguera, Eric: (Riviera) NYC, nc.
 Mack, Ed: (Club Rio) Allentown, Pa., nc.
 Malone, Don: (Turk's Club) Shelby, Mont., nc.
 Marlowe, Ben: (Adirondack Inn) Sacandaga Park, N. Y., p.
 Martell, Paul: (Arcadia) NYC, b.

Songs With Most Radio Plugs Music in the Air Mainly Bawl Ballads and Screen Sob Songs

Songs listed are those receiving 10 or more network plugs (WJZ, WJAZ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, June 23. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	
			Net	Ind.
6	1. This Time It's Real.....	Spler	32	18
4	2. Says My Heart (F).....	Paramount	29	30
1	3. Music Maestro, Please.....	Berlin	28	25
3	3. You Leave Me Breathless (F).....	Famous	28	17
2	4. I Let a Song Go Out of My Heart.....	Mills	27	31
11	5. My Margarita.....	Feist	26	3
9	6. There's Honey on the Moon Tonight.....	Miller	24	9
15	6. If It Rains Who Cares?.....	Morris	24	2
11	7. I Hadn't Anyone Till You.....	ABC	20	16
8	7. Day Dreaming (F).....	Remick	20	15
4	8. Lovelight in the Starlight (F).....	Paramount	18	18
7	8. Cry, Baby, Cry.....	Shapiro, Bernstein	18	12
14	8. Let Me Whisper.....	Chappell	18	12
—	8. Garden in Granada.....	Southern	18	10
6	8. Toy Trumpet.....	Circle	18	5
16	9. Why'd Ya Make Me Fall in Love?.....	Feist	17	12
15	9. Lost and Found.....	Santly-Joy	17	10
14	9. Savin' Myself for You.....	Harms	17	8
9	9. In a Little Dutch Kindergarten.....	Fox	17	5
17	10. I Married an Angel (M).....	Robbins	16	15
11	11. Little Lady Make Believe.....	Olman	15	15
12	11. Don't Be That Way.....	Robbins	15	14
11	11. When They Played the Polka.....	Robbins	15	9
—	11. Let's Break the Good News.....	Davis	15	9
13	11. I Got a Guy.....	Fisher	15	7
—	11. I'll Dream Tonight (F).....	Witmark	15	3
10	11. Cowboy From Brooklyn (F).....	Witmark	15	2
16	12. Bewildered.....	Miller	14	13
—	12. At a Perfume Counter (M).....	Donaldson	14	4
12	13. Flat Foot Floogee.....	Green Bros.	13	11
18	13. It's the Dreamer in Me.....	Feist	13	9
—	13. Where in the World? (F).....	Feist	13	3
9	13. Naturally.....	Lincoln	13	1
17	14. It's the Little Things That Count.....	Marks	12	14
5	14. Oh, Ma, Ma.....	Shapiro, Bernstein	12	14
16	14. You Couldn't Be Cuter (F).....	Chappell	12	9
15	14. Stop and Reconsider.....	Lincoln	12	8
16	14. Moon in Walkiki.....	Harms	12	7
14	14. Girl in Bonnet of Blue.....	Crawford	12	4
14	14. I'm Glad I Waited for You.....	Stasny-Lang	12	1
13	14. Colorado Sunset.....	Gilbert	12	1
16	15. Cathedral in the Pines.....	Berlin	11	14
18	15. So Lovely.....	Crawford	11	12
—	15. Something Tells Me (F).....	Witmark	11	9
6	15. When Mother Nature Sings Her Lullaby.....	Santly-Joy	11	8
—	16. So Little Time.....	Shapiro, Bernstein	10	14
12	16. Love Walked In (F).....	Chappell	10	9
—	16. Havin' Myself a Time (F).....	Paramount	10	8
—	16. As Long as We're Together.....	Robbins	10	2
—	16. Pedro the Cocktail Shaker.....	Southern	10	2
—	16. Beside a Moonlit Stream.....	—	10	—

M
 Marshall, William: (Lawsonia Lodge) Green Bay, Wis., h.
 Masters, Frankie: (College Inn) Chi, h.
 Matur, Henry: (Three Door Inn) Bridgeport, Conn., nc.
 Messner, Johnny: (McAlpin) NYC, h.
 Miller, Walter: (Santa - Barbara - Biltmore) Santa Barbara, Calif., h.
 Mohr, Bob: (Old Country Club) Phoenix, Ariz., nc.
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.
 Morgan, Russ: (Palisades) Palisade, N. J., p.
 Motley, Berk: Colonial Beach, Va.

N
 Nagel, Harold: (Pierre) NYC, h.
 Norton, Bob: (New Garden Center) Detroit, b.
O
 Olman, Val: (Turf Athletic Club) Galveston, Tex., nc.

P
 Pablo, Don: (Reid's Casino) Niles, Mich., nc.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Pancho: (Palmer House) Chi, h.
 Paul, Eddie: (Elberta Beach) Vermillion, O., b.
 Pendarvis, Paul: (Ritz-Carlton) Boston, h.
 Pettit, Emile: (Savoy-Plaza) NYC, h.
 Pierce, Ross: (Astor) NYC, h.
 Price, Jesse: (Reno) Kansas City, Mo., nc.

R
 Rainey, Dud: (The Crest) Pittsburgh, nc.
 Rapp, Barney: (Sni-Bar Gardens) Kansas City, Mo., nc.
 Ray, Floyd: (Kansas City Club) Kansas City, Mo., cc.
 Redman, Don: (Surfside) Long Beach, L. I., N. Y., nc.
 Renard, Jacques: (Cocoanut Grove) Boston, nc.
 Reyes, Chica: (Continental) Detroit, nc.
 Rines, Joseph: (St. Regis) NYC, h.
 Rogers, Buddy: (Palomar) Los Angeles, b.
 Rollini, Adrian: (Piccadilly Roof) NYC, h.
 Romona: (Adolphus) Dallas, h.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, nc.
 Rotgers, Ralph: (International Casino) NYC, nc.
 Rust, Ray: (Terrace Beach) Sandusky, O., b.
 Ryks, Chet: (Mayflower) Akron, O., h.

S
 Sanders, Ray: (Magnolia Gardens) Charleston, S. C., nc.
 Schrader, Danny: (Lookout Mt.) Chattanooga, Tenn., h.
 Scoggin, Chic: (El Tivoli) Dallas, nc.
 Sears, Walt: (Ft. Ligonier) Ligonier, Pa., h.
 Shelley, Lee: (Pelham Heath Inn) Pelham, N. Y., ro.
 Sherry, Bert: (Melody Club) Washington, D. C., nc.
 Siegel, Irving: (Palm Lake) Miami, Fla., b.
 Siegrist, Bob: (Ocean Beach Pier) Clark Lake, Mich., p.
 Silver, Buddy: (Roman Gardens) Potsdam, N. Y., nc.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Smith, Stuff: (Onyx Club) NYC, nc.
 Snyder, Billy: (Lookout House) Covington, Ky., nc.
 Solari, Phil: (Dunes Club) Narragansett, R. I., cc.
 Southern Gentlemen Orch.: (Mayfair Club) Tulsa, Okla., nc.
 Southland Rhythm Girls: (Enduro) Brooklyn, re.
 Stanley, Red: (Hickory House) NYC, nc.
 Steel, Leonard: (Ft. Shelby) Detroit, h.
 Stipes, Eddie: (Frankie's) Toledo, nc.
 Subel, Allen: (Loon Lake House) Loon Lake, N. Y., h.
 Swanson, Billy: (Cataract House) Niagara Falls, N. Y., h.

T
 Tatro, Bill: (Bridgway) Springfield, Mass., h.
 Tolbert, Skeets: (Cafe Afrique) NYC, nc.
 Travers, Vincent: (500 Club) Atlantic City, nc.
 Trombar, Frank: (Biltmore) Los Angeles, h.

V
 Vallee, Rudy: (Astor) NYC, h.
 Van Arsdale, George: (Cavern Castle) Chattanooga, Tenn., b.
 Varzos, Eddie: (Mackinac Island) Mackinac Island, Mich., p.

W
 Wade, Johnny: (Romance Inn) Angola, N. Y., nc.
 Watkins, Sammy: (Hollenden) Cleveland, h.
 Watts, Earl: (Pink Elephant) Buckeye Lake, O., nc.
 Welk, Lawrence: (Walled Lake) Detroit, b.
 Widmer, Bus: (Mile-Away) Grand Junction, Colo., b.
 Wilson, Sammy: (Coronado) St. Louis, h.
 Winton, Barry: (Bath & Tennis Club) Spring Lake, N. J., cc.

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

Hutton Over \$600 in Eden

CHICAGO, June 25.—Ina Ray Hutton rolled up an attendance high at Joe Viner's Eden Ballroom last Sunday when over 1,000 dancers crowded the terp tavern. Regular admish of 50 cents for lassies and six bits for the lads, and take was over \$600, bettering the one-time shots of Clyde McCoy, Stan Norris and Roy Eldridge. Dancers were pleasantly surprised at Hutton's danceability, band considered strictly a show unit in these parts. Eden pencils names for solo stands on Sundays, local outfits handling the assignment the rest of the week. Lowry Clark moved in this week as house band.

WALTZ-ME-WILLIES WEEP

An Open Letter To Joe N. Weber

Dear Mr. Joe N. Weber:

In making arrangements for the next American Federation of Musicians convention in Kansas City, Mo., it would not be amiss to exercise some degree of consideration for the members of the fourth estate. Lack of facilities for the press at the Tampa confab, we think, was more detrimental to the Federation than some of the foolish resolutions that were discussed for hours and then voted down.

There were four newspaper men covering the Tampa scene, including Associated Press and United Press, as well as numerous trade paper correspondents, all of whom were furnished no facilities whatsoever. Our work had to be done from regular theater seats, using our knees for desks. And they were loaded down with resolution sheets (which we literally had to steal because of a shortage) and writing paper.

You stated many times to the convention that it needed publicity and even adopted a resolution calling for automobile stickers to help publicize the Federation when you had the greatest opportunity to get national publicity due to problems discussed covering the CIO, Communists, the movies and other matters of national significance, but lost it all because of the way the press had to cover it.

We know for a fact that the UP man left the meetings many times because of the uncomfortable facilities under which he had to work.

We consider that an organization as big and as important as the AFM would think of this matter and at least provide a table for newspaper men and see to it that all the literature is distributed properly. Remedying this situation at future conventions will pay the AFM a thousandfold in publicity and press relations.

The Billboard.

Edwards Has Roades, McCoy And Hudson for Beverly CC

CHICAGO, June 25.—Gus Edwards gets the call for booking bands at Beverly Hills Country Club, outside of Cincinnati across the Kentucky border.

With each attraction penciled in for four weeks, Dusty Roades tees off July 8, with Clyde McCoy following August 5 and Dean Hudson taking over in September. A. H. (Hank) Linder, now with Edwards' office, is filling in the one-night stands en route.

McCoy closes July 17 at Elitch's Gardens, Denver, and is set for the July 21 at Meadowbrook Country Club, St. Louis, before answering the Beverly call.

Scale for Waxings Upped

NEW YORK, June 25.—Executive board of the AFM this week adopted a higher wage scale for phonograph recordings and electrical transcriptions. New scale calls for \$24 per session not to exceed two hours, 40 minutes' playing time each hour, with \$6 overtime for each additional half-hour period, for phonograph recording; and \$18 a man on a 15-minute show, \$24 a half-hour program and \$6.50 overtime charge for each five minutes for electrical transcription.

Keep Jam-Fire Burning

PITTSBURGH, June 25.—Tootlers who can't suppress their urge to "jam" are getting a little relief from the local musicians' union's edict banning sitting in at jam sessions. It'll be kosher now to kick out those hot licks providing you do it at home—meaning at the home of Local 60. Union sponsors Sunday night jamborees at headquarters, and past Sabbath brought out the rifiers from Will Osborne, Charlie Barnett and Jack Marshard bands, licking it away until early yawning.

A Sticker for Ticklers

NEW YORK, June 25.—Fugitives from a radio comic's studio audience should have easy pickings at this newest stunt devised by press agent Joe Glaston for Vincent Lopez. Snoring having provided entertaining moments for the screen, Glaston figures that there are musical qualities in the various species of laughter that might serve a band in good stead. Public auditions are being held this week at Casa Manana, with the most unusual belly-rumbler getting a week's work with Lopez. If the musical laughing interludes click, oesophagus-tickler sticks permanently.

Beer Boites Drain The Bigger Combos

DETROIT, June 25.—Predominance of the beer-garden type of band has created a genuine shortage of available combos for local spots calling for the 10 to 12-piece combos. In the opinion of many local managers. Since repeat nickel-beer boites have added bands ranging from solo piano thumping to the tops in a four-piece combo. When a survey was made in 1934 more than 300 guzzle corners were using some kind of "band," and that figure still holds good today.

Due to this demand the larger bands have broken up to group into the beer-garden category, only those with a fair amount of reputation hanging on intact. Ballroom operators in particular have been complaining of the lack of suitable bands. While plenty names are on the buying block, the desirable full-instrumented band of lesser renown appears to be quite scarce. Nor are many new bands being organized, kids fresh from 10 sax lessons going for the beer-and-pretzel calling.

French Favor Le Jazzique Hot As Swing-Outs Cop Disk Prizes

PARIS, June 25.—American musicians and fans will be interested to learn the point of view of Europeans in regard to the "jazz" or "swing music" which comes from America. A few weeks ago some experts of "hot music" in France, the classic country for appreciation of American dance music, judged the best phonograph recordings released in 1937.

The jury, which awarded the "Grand Prix du Disque Hot 1937," comprised MM. Henri Bernard, the greatest collector of hot records in Europe; Hugues Panassie, the eminent authority on all matters of jazz; Charles Delaunay, author of *Hot Discography*; Georges Hilaire, Pierre Fouad and Miss Madeline Gautier. Prize went to a disk by Dickie Wells and his orchestra, *Between the Devil and the Deep Blue Sea*, which was recorded for Swing, the French Hot Club's own label (No. 6), when Wells was in Paris with Teddy Hill's Orchestra during the World Exhibition.

Best American Platters

Further consideration of recordings was divided into three classifications. First, among the best American recordings released in France during 1937, top ranking went to Louis Armstrong for his *Darling Nelly Grey* (Brunswick); second to Fats Waller for *Sweetie Pie* and *You're Not the Only Oyster in the Stew* (H. M. V.-Victor); while the third choice was split between Jimmie Lunceford's *I'll See You in My Dreams* and Duke Ellington's *In a Jam*, both on Brunswick.

For the best recordings made in Europe during the past year, first position went to Coleman Hawkins for *Crazy Rhythm* and *Honeysuckle Rose* (Swing, No. 1). Second choice was divided between two excellent soloists, Teddy Weatherford's piano solo on *Swing*, No. 5, *Weather Beaten Blues*, and Eddie South, foremost exponent of hot fiddling, in *Sweet Georgia Brown* (Swing, No. 8). Third choice was for Willie Lewis' *Sweet Sue* on French Pathe (Pa 1030).

Cake-Eaters Now a Polka Tribe As Dancing Goes on Exhibition

Come-out-and-dance appeal only makes the kids titter—ballroom ops must now sell dances as a spectator's event—crowded floors but nobody dances

NEW YORK, June 25.—At the Harlem hotteries the vapors are still pierced by the husky-dusky swing diva's intonations of *I Can't Dance*, *Got Ants in My Pants*. Now ballroom operators are witnessing a counterpart to Charlie Gaines' scng-story at their dansants. The crowds of kids seemingly have "ants in their pants," but they won't dance—at least not the kind of dancing that goes with soft lights and sweet music. It's a curious spectacle to the vet op who always appealed to his patronage on the strength of a whirl around his hardwood floors with occasional relaxation in a Wiener waltz or a two-step. But it's even more baffling to find that the younguns—those pretty-as-a-picture dolls of 18, who in former years would rather dance than eat—no longer hunger.

Joe Davis Takes a Bow

NEW YORK, June 25.—For the first time in his long career as a music publisher Joe Davis is giving himself credit for the composition of a new ditty which he is publishing. Tune is called *Holy Rollers Jubilee*, a swinger, and copies will carry the message that both words and music were penned by the publisher. Bearing out the it-never-rains adage, another just-released Davis publication lists him as co-author, this one being *Let's Break the Good News*, written in collaboration with Paul Denniker.

Pauley Cools His Casino

LINCOLN, Neb., June 25.—R. H. Pauley, manager-owner of Turnpike Casino, is installing an air-conditioning plant for his dansant to guarantee all summer operation. Now opens on Saturday, but may soon add Sundays.

Ted Flo-Rito, making two Nebraska stops, Holdrege and here, and Clyde McCoy are the next band-stand attractions.

For the best recordings made by French musicians, top honor went to *Chicago* by the Quintette of the French Hot Club (Swing, No. 2). Second place was shared by Andre Ekyan, the excellent alto sax player, for his *Pennies From Heaven* (Swing, No. 4), and Django Reinhardt, sensational guitarist with the Quintette, for *St. Louis Blues* (Swing, No. 7). Third place went to Michel Warlop, another one of France's leading violinists, for *Harlem Hurricane* on Columbia (DF 2040).

The Swing Sides

American readers may be astonished at the great number of *Swing* recordings which have received awards. This is due to two reasons. The French Hot Club aims to make recordings of the best hot talent available for *Swing*, its own disks, both French and foreign, that passes thru Paris; whereas Brunswick, His Majesty's Voice, Columbia, and others release generally only disks which were recorded abroad. Because of the genuine understanding of music and musicians on the part of the French Hot Clubs, artists can play as they feel, which results in highly commendable efforts.

Secondly, the studios of H. M. V. (Victor) are used, which guarantees the finest recordings possible. And as there have been a great many American orchestras and soloists in Paris because of expositions and as France can boast a lot of great stylists, if not orchestras—the famous Quintette is but one of them—it is no wonder that there are many excellent disks available in France which are worthy of attention of Americans, too.

Dietrich Schulz.

One of the foremost critics of dance music in Europe and leading authority of popular music in Germany, Dietrich Schulz writes exclusively for *The Billboard*. Follow his observations of European reaction to American music in subsequent issues.

Harry Moss, booking the Music Corp. of America bands on one-night stands out of New York, explains that the orchestra world today is in a worship state, while the interest in the dance itself is on the wane. If dancing as a form of recreation is to survive, says Moss, ballroom operators must take inventory of their patronage and, accordingly, be more selective in their buying.

In yesteryears it was only a dozen or two hep musicians that crowded the floor space around a bandshell. Now it is not unusual to find that of 1,000 crowded into a ballroom only 100 or so are actually dancing, while the others jam the floor and render themselves hysterical by the gymnastics of the hot horns getting in a groove.

As a result, the regular dancing crowds are staying at home when a band of beater-outers is booked. If they do come out, it's at their own risk. Trying to keep up with the exhibitionism of the youngsters only makes the oldsters feel older. And they never turn up a second time. The youngsters, the potential patronage of tomorrow, in being weaned on the gut-bucket, no longer think of going to a dance to dance. Rather, they are being schooled in thinking of the dance as a spectator's event—an exhibition. And the smart operators, opines Moss, would be smarter if they tempt the tide and sell their killer-diller sessions strictly as such.

The masses of followers of the hot hymnal harmonists find dancing in itself very tame and spiritless. To the jiggling jitterbugs it's too respectable—and dull. The two-step terpsiters that made for steady ballroom patronage are now being brushed aside by the devotees of shagging, Big Apple, King Kong, Lindy hopping, peckin', truckin' or what have you. And it takes a mighty brave three-quarter-time stepper to go out on the dance floor when some flat-footed flossie strikes a straddle-legged pose and her partner's pants legs start flapping around the knees.

Of far more devastating influence, the art of conversation while tripping the fantastic lightly is now belocued with the moans and grunts of jeepers—only gurgling and gibberish noises; whereas the true student of the dance is out of tune with the tomtoms when he starts whispering sweet nothings to his lady fair.

Now It's BG for Lectures

NEW YORK, June 25.—Being no strangers to the concert platform, Benny Goodman and his band now have designs on the lecture rostrum. At Town (See NOW IT'S BG on page 12)

Brass Buttons Bite Bug

PHILADELPHIA, June 25.—Parke Breck, socialite *Evening Bulletin* scribe, has been crowned "King Jitter Bug" of Philadelphia. Returning from a 4,000-mile trip of the country, Breck brought back as souvenirs 450 swing records. He was host at a party at his Rosemont home last Friday, and all of the records were played. The local police intervened at 5:30 a.m.

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Orchestra Notes

By M. H. ORODENKER

Band Booking Blues

AS ANTICIPATED, the band bookers were raked plenty over the coals at the AFM convention . . . delegates went as far as to propose a resolution that the federation establish its own booking agency . . . but while that thought was rejected the exec board is plenty concerned now with the resolution left to its consideration that no booking agency be permitted to arrange for or provide network facilities for remote control broadcasts . . . which would mean that local bands would have a chance to get air time heretofore grabbed up by the traveling combos . . . big band agencies are plenty concerned, for any change in the present set-up will seriously affect their operations.

Gotham Gab

Along with the other fraternities, the big fight had a generous sprinkling of band bookers and buyers . . . which proves, if nothing else, that the bank roll is not entirely deflated . . . besides the MCA mob of fisticuff fans, ringsiders included LOU PASSERRILLI, of the New Penn Club, Pittsburgh; Grand Terrace's ED FOX from Chicago; from the Windy City's La Salle Hotel, Manager JIMMY SMITH; TOM ARCHER, taking time out from his operations of his Midwest ballroom circuit, and LOU IRWIN, artists' rep in from the Coast . . . before the week is out PAUL WHITEMAN will announce his return to recording activities . . . and by that time STAN ZUCKER, CRA general manager, will be a proud papa for the second time . . . town talk that MCA is going to let out bands on a wholesale scale is only idle gossip . . . in fact, the office is planning to take on more bands on a wholesale scale . . . and what's this we hear about R-O-K booking golf pros over a link-to-link network?

A Southern Sally

With DON BESTOR moving to Roosevelt Hotel, New Orleans, RAMONA takes over his stand at Hotel Adolphus, Dallas. . . EDDIE CAMDEN will week-end it during July at Gypsy Village, Louisville. . . Terrace Beach Club, Virginia Beach, Va., has LANG THOMPSON finishing out the season. . . Lang added MARGIE KNAPP for the lyric liting. . . Dunes Club at the same resort has AL APOLLON. . . JACK WARDLAW has added 12-year-old MAE PARRISH to duplicate her screen singing at his King and Prince Club stand, St. Simons Island, Ga. . . it's the third return trip for LEO LAZARO at Tutwiler Hotel, Birmingham, Ala. . . COSMOPOLITAN THREE at Kentucky Hotel, Louisville, succeeded KARSON'S MUSICALES, who moved to Ohio Villa, Cleveland. . . FRANKIE LAMARR locates at Atlantic Beach Hotel, Morehead City, N. C. . . JIMMIE LUNCEFORD winding up his Southern swing to make the July 21 week at Loew's State Theater, New York.

Winging Westwards

LAWRENCE WELK locates this week at Walled Lake, Detroit . . . band has cut its first sides on wax for Brunswick . . . after a long run at 400 Club, Wichita, Kan., BUDDY FISHER moves to Blue Moon Club, Tulsa, Okla. . . MCA is spotting names for Saturday stands at Mission Beach Ballroom, San Diego, Calif. . . TONY MARTIN, air and pic piper, is fronting a band for one-nighters in these parts. . . DICK JURGENS moves to Catalina Islands. . . JAN GARBER opens this week at St. Francis Hotel, San Francisco. . . HAL KING seasons at Tri Lakes, Ind. . . BARNEY RAPP opens July 12 at Sni-a-Bar Gardens, Kansas City, Mo. . . CARL (DEACON) MOORE gets a July holdover at Lake Breeze Pier, Buckeye Lake, O. . . THE VERSATILLIONS start strolling this week at Abraham Lincoln Hotel, Springfield, Ill., and the FOUR ARISTOCRATS, at Aurora (Ill.) Hotel. . . July dates for INA RAY HUTTON take in 400 Club, Wichita, Kan., 2-3; State Fair Park, Milwaukee, 10; Colonial Club Evansville, Ind., 13, and then moves to the Tennessee towns. . . RITA RIO'S roving takes in Pantheon Theater, Vincennes, Ind., the 17th and Electric Park Ballroom, Waterloo, Ia., the 23d.

New York News

EMERY DEUTSCH secured his release from R-O-K, and EDDY ROGERS has left that office to return to the CRA fold. . . IRVING MILLS again touts the fem tootlers, taking on the COQUETTES . . . possibility that DIXIE DUNBAR may front the gals. . . CRA makes its initial Hotel Lincoln booking, spotting WILL HOLLANDER for the summer . . . hotel will honor LARRY CLINTON'S contract in the fall . . . but only for the four-week minimum, Mrs. Kramer already in the throes of auditioning bands for the new season. . . Nicky Blair is letting out GLEN MILLER and the SCHNICKELFRITZERS . . . and there's a strong possibility that LIONEL RAND will be returned to the Paradise podium. . . PAUL MARTELL, at Arcadia Ballroom, takes on one of the Ben Marden's Riviera gals for the tonsiling, MARGE CARROLL . . . and before the month is out RUSS MORGAN will bring his musical mannerisms to the Riviera. . . HAROLD STERN takes in a couple weeks at Palisades Park, starting July 11.

On Eastern Ledges

PAUL WIMBISH has added HUGO MARIANI to the Artists Management Bureau roster . . . has Hugo locating this week at West End Casino, Long Branch, N. J. . . JERRY LIVINGSTON starts the season at Gateway Casino, Somers Point, N. J. . . MEYER DAVIS spots a unit headed by PHIL SOLARI at Dunes Club, Narragansett, R. I., and another fronted by ALLAN SUBEL at Loon Lake (N. Y.) House. . . CLAYTON ALBRIGHT locates at Igo's Restaurant, Albany, N. Y. . . FRANK DAILEY leaves Meadowbrook Country Club this week, the roadhouse shuttering for the summer, for a fortnight of one-nights in Dixie and then takes in a fortnight at Hamid's Million-Dollar Pier, Atlantic City. . . GRAY GORDON opens this week for a five-week session at Pittsburgh's New Penn Club. . . BILLY SWANSON seasons it in Niagara Falls at Cataract House. . . TEDDY KING takes his tic toc tempos to Oak Grove Casino at Walnut Beach, Milford, Conn., and ALLAN FIELDING his ditto dansapation to Hollywood Hotel, West End, N. J.

Notes Off the Cuff

Town talk points now to Columbia Broadcasting System as buying American Record Co. (Brunswick, Vocalion and Columbia) . . . waxworks have been on the selling block for past two years at \$2,000,000 the asking price . . . fall may find ENOCH LIGHT lingering at Hotel Taft, New York, with GEORGE HALL continuing to cash in at other ports . . . BILL BARDO slated for a three-week spell, starting July 21, at Hotel Claridge, Memphis. . . HARRY ENGEL, of the Fanchon & Marco office, has taken LOLA KING and her five ladies of swing under his managerial wing . . . to introduce his Fashions in Music, MITCHELL AYRES, at Gotham's Village Barn, has developed an air themer using five tempos . . . the waltz, fox-trot, rumba, classic and swing. . . VIC ERWIN presides at the International Gay '90s at Post Lodge, Larchmont, N. Y. . . BERT AMBROSE is another British maestro planning an American invasion this fall . . . will bring along only his arrangers and vocalist, EVELYN DALL, Brooklyn gal, who made the front pages for singing swingy at Buckingham Palace . . . LILLY THE LILTER lisp that she doesn't mind if the wand waver plays a little flat for her . . . providing it's on Park avenue and nicely furnished . . . and so we send our cuffs to the cleaners.

PW Takes to the Podium

NEW YORK, June 25.—As a warmer-upper for his Lewisohn Stadium stint July 11, Paul Whiteman takes command of the conductor's podium on Tuesday (28) in Newark, N. J., for the Essex County Symphonic Society. Local concert will be the George Gershwin Memorial, and Whiteman is asking the radio and music editors for ideas on sample programs to portray the late composer. Later in the season Whiteman will again take over the stadium for a sympho-swing concert.

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L. R. COMAN

Bismarck, N. D.

Duke Steps Out to A 3-G Tune in Prov.

PROVIDENCE, June 25.—Playing his first one-nighter since his Cotton Club run, Duke Ellington attracted almost 6,000 dancers last Saturday at Providence Auditorium. With ducats peddling at 50 cents, dance promoter Louie A. R. Pieri grossed almost \$3,000. Attendance figure topped Benny Goodman's recent date here. However, the box office was then scaled twice as high and almost 5,000 left \$1 each at the gate.

All-time attendance record for the Auditorium was set earlier in the season by Rudy Vallee, who drew 31,000 in three days for a sponsored show. Remaining four days of the event, with an all-girlie unit on tap, brought in only 10,000 persons.

SCHENECTADY, N. Y., June 25.—Jumping here on Sunday night from Providence, Duke Ellington played to 1,200 dancers at Club Palorama. Tickets sold at 75 cents for the dance, and Manager Peter Palazini rang the register up to \$900.

NOW IT'S BG

(Continued from page 11)

Hall, next season, John Erskine and the BG boys will collaborate in a lecture-recital on "The Rise of Jazz and Swing." Swing-spiel will be the wind-up of a series of 10 lecture-recitals dipping into early folk songs and bringing it up to modern jazz.

Sheet-Music Leaders

(Week Ending June 25)

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	Says My Heart
2	2	Cathedral in the Pines
6	3	Music, Maestro, Please
7	4	Lovelight in the Starlight
3	5	You Leave Me Breathless
4	6	I Let a Song Go Out of My Heart
5	7	Love Walked In
9	8	Oh, Ma, Ma (The Butcher Boy)
8	9	Little Lady Make Believe
12	10	Cry, Baby, Cry
—	11	I Hadn't Anyone Till You
10	12	Please Be Kind
11	13	The Girl in the Bonnet of Blue
—	14	At Your Beck and Call
15	15	A Garden in Granada

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

Competish Cuts Berigan's Gate

1,000 dancers, Glen Gray near by—local orks make profits for Meyers Lake

CANTON, O., June 25.—With Glen Gray the attraction less than 20 miles away at Summit Beach Park Ballroom at Akron, Bunny Berigan drew almost 1,000 dancers here last Thursday at Moonlight Ballroom in Meyers Lake Park. Gray tariff was scaled at \$1, while Berigan commanded half that figure. Since Berigan had played to only fair biz recently at Semler Tavern, Akron, and the Casa Loma boys have always been heavy faves here. Moonlight manager, Carl Sinclair, was plenty satisfied with the \$460 take.

However, for consistent money-making at Meyers Lake Sinclair banks on the local and district bands. "Name attractions, for which this spot has an enviable reputation, in most instances have shown a big return for a single night," opined Sinclair, "but considering the heavy expense in the exploitation and the gamble on weather, it's the home bands that maintain the steady box-office take."

Name of local band means little here, all being of about the same caliber, even duplicating personnel in the same week. But dancers are indifferent to the band shell so long as the music is danceable. According to Sinclair, with average pay of \$60 nightly for a 10-piece local combo, offered thrice weekly at a two-bit gate, from 600 to 800 dancers a night are attracted. With the food and drink concession it gives the ballroom a neat profit each time. Bands a bit above the level are seldom noticed and don't warrant the extra fee. Mid-bracket orks call for a 50-cent admish, but it's only the top-notch tootlers who command attention.

Name bands bring out a better clientele, educated to pay \$1 plus tax for a dancer's ducat. However, drawing 'em in for \$1 calls for a band with a good radio rep and one that hasn't appeared hereabouts in recent months.

Music Items

Barney Google Strip Does Song-Plug Stint

JERRY CASTLE, ork leader, and Tommy Smith, vocalist, penned their first ditty together, *Love Has Come My Way*. . . Mills has a song by a 3½-year-old composer, Jimmy Colton, *How Many Cherries in a Cherry Pie*. . . Buck Ram follows *At Your Beck and Call* with *Sam, the Waffleman and I'm Sorry*, both placed with ABC Music. Chick Kerdale, of ABC, landed a tune with Exclusive, *Rain, Rain, Go Away*. . . Morton Gould conducts the Philharmonic group July 31 at the Stadium in a program of modern American music, including his own *Second American Symphonette*. . . Mills offers a folio of 16 originals by Moe Jaffe, dedicated to each major league baseball club, entitled *Batter Up*.

Andy Hona and his Islanders have written a song for Eleanor Powell which will probably be used in her new MGM musical, *Honolulu*. . . Herbert Stothart has done the music, based on Victor Herbert's original score, and Bob Wright and Chet Forrest the lyrics for the Jeanette MacDonald-Nelson Eddy *Sweethearts*. . . Jimmy Franklin's *Blessed* is a new Joe Davis publication. . . Larry Clinton completed new arrangements on *Diane, Charmaine, Rose Room, Whispering and Do You Ever Think of Me?* for Miller Music. . . Irving Mills effected a tie-up with King Features on a new novelty, *La-De-Doody-Do*, by Duke Ellington, Edward J. Lambert and Stephen Richards. Song will be linked with a new hillbilly character in the Barney Google comic strip.

Philadelphia's lovers of hot music have found a new spot. It's the El Rancho, on an obscure highway near Chester, Pa., about 16 miles distant. Leon Prima accounts for the torrid tootling, replacing Wingy Mannone.

Until the Real Thing Comes Along

KANSAS CITY, Mo., June 25.—Richard Wheeler, Fairyland Park manager, was perturbed when Andy Kirk returned home for a one-nighter minus Mary Lou Williams, who grew up and learned her pianologies in the Kaycee Harlem hctteries but was forced to stay in bed in a Chi hospital and miss the date. The crowd flocking to pay homage on the band's triumphant return, however, was almost unanimously ignorant of the fact that it was Courtess Johnson subbing at the Steinway.

Countess not only looked like Mary Lou, fixing her hair in ditto fashion, but her piano pounding was a carbon copy of the real thing, having memorized all of Kirk's recordings to feel at ease. And to top it off, more than a hundred supposedly "hep cats" were showing off "real Williams autographs" the next day.

Kirk and Cab Over I-G; Nichols \$1,700 4 Days in Kaycee

KANSAS CITY, Mo., June 25.—Socco grosses were registered here this past week by three name bands, Andy Kirk doing the best biz with a solid \$1,050 at Fairyland Park Ballroom Wednesday, excellent for a week-night scio. Also at Fairyland, managed by Richard Wheeler, was Red Nichols, who in four days drew \$1,700 to the tills. A \$600 take on Saturday (18) was Red's best of the four nights. Tickets sold at 75 cents and Wheeler was well satisfied.

Cab Calloway, who like Andy Kirk is a Kansas Citian, grossed a very good \$1,020 for a one-night stint in the Municipal Auditorium following his week at the Mainstreet Theater. Dance was sponsored by George L. Goldman, auditorium director, and ducats were for Negroes only at 65 cents per head.

Ina Ray Hutton and the Melodears move into Fairyland tonight for a double date, giving way to Frenchy Graffolier and Isham Jones later in the week.

Jimmy Dorsey Draws 13Gs With Ducats \$15 Per Pair

MAMARONECK, N. Y., June 25.—Jimmy Dorsey hit a high mark last Saturday in attracting 1,700 dancers to the swank Beach Point Club. Session was a charity ball sponsored by the club and the tariff was scaled high at \$15 for each dancing couple, bringing in almost \$13,000.

CHICAGO, June 25.—Jimmy Dorsey calls a halt to his barnstorming on August 3, being set to follow Jack Denny that date at the Bon Air Country Club. Locates for a monther, giving Rockwell-O'Keefe one of the choicest suburban spots in the Chi area.

3,000 Jam Pier for G. Hall

SAVANNAH, Ga., June 25.—Manager Willie Haar was plenty gratified last Saturday when a record crowd of more than 3,000 turned out at his Tybrisa Pier at Savannah Beach for George Hall. Money bags held over \$1,200.

There'll Be Shagging at Chi Basket-Ball Games This Winter

CHICAGO, June 25.—Name swing bands will invade the sports field here in December when the jitterbugs share honors with basket-ball teams during the eight intercollegiate double-header contests to be promoted by Samuel Feinberg at the Coliseum. Feinberg, former business manager for New York's Long Island University basket-ball team, is introducing the idea here as a stimulant for the fems to attend the sports contests, which heretofore have enjoyed popularity in the East.

Feinberg this week made preliminary arrangements with Music Corp. of America for top bands, which will be available in this area between December 14, date of the first of the eight weekly contests, and the February 1, 1939, wind-up. Is preparing deals for the top-notchers most popular in this territory, listing such faves as Benny Goodman and Gene Krupa. Idea is to present

Bestor's Start in First 6G Week May Top Wilde's 2-Week Record

Texas towns a haven for name bands this summer—a friendly feud in booking for Ft. Worth band stands—indoors and outdoors know no lull

DALLAS, Tex., June 25.—Despite the summer and the attending encroachment of outdoors on indoor activity, Dallas night life and theaters report that biz continues at the level maintained since the start of the year. The influx of name band attractions is credited for the spending mood. Comparison of band records since the start of the season at Hotel Adolphus' Century Room shows Ran Wilde running in front with a meaty \$13,000 draw for his fortnight. Early indications suggest that Don Bestor, taking in the warm June month, may top Wilde. It's a four-week run for Bestor, Ramona following in July, and his first week brought in a \$6,000 gross take. The Century Room's third best was Bill Bardo, preceding Bestor and unknown in these parts. Bardo tallied \$21,000 for his four weeks.

Of the other bands here, Mal Hallett grossed \$16,500 for his four weeks; Jack Denny drew \$13,700 in four weeks; Johnny Hamp's monther grossed \$13,400, and Rudolph Friml Jr. was low man with a four weeks' total of \$12,200.

These attractive Century Room figures were grossed without the sale of liquor by the drink but on dinners and supper cover charges alone. Price schedule calls for a 90-cent cover on week-

days and a \$1.50 dinner, and a \$1.50 cover on Saturdays and holidays with dinners scaled to \$2. No cover charge for diners.

Joe Reichman ended his stay at Hotel Baker's Murray Room in a blaze of glory, setting an attendance record last week with 2,804 admissions, an average daily attendance of 372. No liquor by the drink sales here either.

Cab Calloway arrived in town this week for a monther of theater cates, playing Interstate Time.

Band Boom at Fort Worth

FORT WORTH, Tex., June 25.—This summer will find the largest number of band attractions locating here that the city has ever had in any one season. Boom is partly due to the friendly feud between Casino Park on Lake Worth and R. H. Carnahan's land dansant, Show Boat, which is nearing construction finish across the lake from the Park. Carnahan was formerly connected with the Park and now stakes his own spot.

With the Show Boat starting July 1, with Louis Panico and other names to follow, George T. Smith, manager of Casino Park Ballroom, has Phil Harris for the opposition. Ben Bernie is mentioned for the follow. And with both screaming for strong attractions Music Corp. of America has its hands full satisfying office servicing both spots. In addition, Casa Manana, under MCA management, is set to open July 15, with name bands also being called upon for the draw. Buddy Rogers, Freddy Martin and Ozzie Nelson are mentioned.

Niteries are also going overboard on their band budgets to keep in the competition. The Ringside Club, on Jacksboro highway, bought Ken Moyer this week from Consolidated Radio Artists and houses the only floor show in the city, while the Hotel Texas Den, which reopened early in June, has Jess Eawkins for the downtown trade.

Fortunately, local ballrooms and niteries are not wholly dependent on local stepper-outers for support, drawing from all sections of West and North Texas, as well as many from the Dallas section. Casa Manana plans on attendance from the entire State as well as out-of-State visitors.

HOUSTON, Tex., June 25.—Following Jimmie Grier, Rice Hotel incumbent, Rockwell-O'Keefe has Woody Herman opening mid-July for a three-week session. Herman locates here after spending the first two July weeks at Hunt's Ocean Pier, Wildwood, N. J. Herbie Kay replaced Herman Waldman this week at Sylvan Beach.

SAN ANTONIO, Tex., June 25.—Coming in from Sylvan Beach, Houston, it's a return trip for Herman Waldman at Olmos Club. Set for eight weeks, with Benny Meroff bowing out. Gun-her Hotel has Mack Rogers opening the roof garden.

Ops Optimistic for Better Ballroom Biz

DETROIT, June 25.—Whitfield F. Jackson, local ballroom operator, is bringing Chuck Stevens, colored combo, to his Hollywood Ballroom. Replaces Jack Daly, who moves to Jackson's Garden Center Ballroom.

Biz at all local ballrooms has been off about one-third from a year ago, according to Jackson. However, no attempt is being made to meet depressed conditions with a lowered box-office scale. Ops are gambling generally on the theory that the recession is only a temporary condition and that the job of restoring a price cut in better times will be a bigger task than is justified by any advantages in a drop now. Same degree of optimism is expressed by most ballroom operators in this territory.

Hudson Draws 3,800 Dancers

HAMPTON BEACH, N. H., June 25.—One of the surprise bands of the season at Hampton Beach Casino turned out to be Dean Hudson and his Florida Clubmen. Manager John J. Dineen Jr. reports that 3,800 admissions were rung up for a solo stand last Saturday, take being exceptionally good, to say the least. Band proved so popular with dancers that Dineen is planning on bringing Hudson back for an extended location engagement. Hudson takes a return trip to Boston's Totem Pole, opening Friday (1) for a fortnight.

Throng taxed the pier's dancing facilities, and the crowd found it safer to stick close to the band stand, especially when Dolly Dawn sang. Jimmie Lunceford is today's (25) drawing card.

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From Out Front

By EUGENE BURR

A couple of sessions ago my parishioners (if any) were bored by a slightly frantic column that told the sad tale of a certain production office whose most cherished offering of the season had been given something of a drubbing in the austere pages of *The Billboard*. The office, according to the story, had started a vicious canard in order to explain the unfavorable review—a canard which claimed that this pillar's no doubt dyspeptic conductor had panned the play for purely personal reasons, because an actor he knew had been turned down for one of the parts. At the time I went to some lengths to explain just how and why the charge was ridiculous, to inveigh against its insidious nastiness, and to demand either a retraction or the name of the actor, if there really was an actor, who had threatened to call *The Billboard's* thunderbolts down upon the office for not giving him a part.



EUGENE BURR

After a certain amount of persuasion—persuasion that was gentle in manner, perhaps, but certainly not in intent—the office condescended to explain. Self-righteously deigning to clear my reputation which it had unwarrantably soiled, it said that there really was an actor, that he had invaded the casting sanctum dead drunk, that he had actually threatened vengeance from *The Billboard*, and that when I subsequently panned the show the inferences were unavoidable. After quite a good deal of additional "persuasion," the office, straining a bit at the indignity, further condescended to furnish the actor's name.

Needless to say, he turned out to be someone I had never met. Just before the incident I had seen him in a production and committed the grave indiscretion of giving him a good review; that, lurking in the alcohol-fuddled morass of his brain, was probably what started the whole thing. He has been (to use a presently discredited verb) contacted, and I have a vague suspicion that nothing of a similar sort will occur again—at least in that particular quarter.

But, in case this column should be made the victim of another actor's disappointment at losing a job, I hereby suggest that managements tell me about such things before starting a whispering campaign. I know very few actors anyhow—and I have never and shall never help those few to get jobs. If the office in question had called me in the first place, a choice bit of nastiness would very easily have been avoided.

The office, incidentally, was neither the Sam Harris office nor the Jed Harris office nor the Mercury Theater, all of whom have had productions panned in this precinct and all of whom have been suspected by various Broadway seers.

A few weeks ago, in connection with a choice of the season's 10 best performances—it finally turned out to be the season's 30 best—this corner spent some time on the amazing phenomenon of little Peter Holden's perfect pretending in *On Borrowed Time*. The conclusion was that only a child could possess the complete selflessness that is Peter's, and that, therefore, it would be unfair to adult performers to list him in the same category. By a singular coincidence Mr. Richard Watts Jr., in a column that appeared between the writing and the printing of mine, said in effect almost the same thing. It looked like an absolute certainty; for when commentators so habitually at swords' points as Mr. Watts and myself manage to agree on any one thing, that thing should have a pretty good chance of being true.

But a third voice has been heard in the controversy—an authoritative voice that presents ideas so convincing and incontrovertible that I bow before it. Neither Mr. Watts nor this column, it appears, thought the matter thru, stopping at the obvious lack of self-consciousness that marks any child at play. We failed to realize that that lack is seldom carried over into the field of prescribed activity.

Since the gentleman who called my attention to the oversight happens to be Winthrop Parkhurst, the father of young Peter Holden, he had some qualms concerning the publication of his views, fearing that he might be considered merely an over-fond father. But the views are so true—and Peter is so overwhelmingly a youngster to be tremendously and justifiably proud of—that I think the fear is entirely groundless. Mr. Parkhurst, then:

"The art of acting, with especial reference to the child, is a somewhat baffling one. With a good deal of your analysis I am in agreement; with some of it, in case you're interested, I am in disagreement. I agree with you that self-consciousness is 'the primary sin of acting,' insofar as this is visible to the audience. I also agree with you, tho I am in a prejudiced position, that Peter Holden's work is really noteworthy for avoiding nearly every trace and tint of this fatal quality. Still again, I agree with you that the lack of self-consciousness in a child, under certain circumstances, far exceeds that of a grown-up person. With other children, in ordinary walks of life, the selflessness of a child is remarkable. Once lifted out of his ordinary walks of life, however, the child is likely to be far more self-conscious than an adult. Brought into a group of grown-ups, the average child behaves in a decidedly self-conscious manner. He is either fresh (and freshness is aggressive self-consciousness) or shy (and shyness is defensive self-consciousness). In other words, the selflessness of a child is a miraculous thing when left alone, but a fragile thing that succumbs speedily to the pressure of a strange environment.

"The common complaint against child actors, in fact, is their self-consciousness—not their artlessness but their artificiality. Few of them are actors at all, but merely mimics—and what they mimic, to make the thing quite ghastly, are their elders.

"What makes Peter Holden's work outstanding, it seems to me, is that he is able to preserve (I myself do not know how) a quality which most children have but virtually none of them can protect against the pressure of adult environment. To bring this quality before the footlights once is remarkable enough; to bring it night after night, months on end, is to do what cannot be accounted for by any reference to the normal selflessness of innocent childhood. In other words, Peter's childhood does not seem to explain his acting; if it did, most children would be fine actors. It is not his childhood, as I see it, that makes his performance remarkable, but his nearly unique ability to preserve it in the face of all distractions, and to project it on schedule like a veteran."

Cowbarns Jump 25 Over Last Season

NEW YORK, June 25.—Summer stock activity is on the upgrade this season, with 78 theaters already having signed Equity contracts to date as against 53 for last year's entire run of cowbarns. An increase in quality is also indicated, as there are 20 more Class A theaters in the sticks this year.

The reason for the boom in cowbarn histrionics is largely credited to the in-

flux of screen stars who are attempting a comeback to the legit stage and are making an initial attempt this summer.

Labor Theater for K. C.

KANSAS CITY, Mo., June 25.—Labor's Nonpartisan League here will sponsor a theater next winter to "spread the message of labor" and add to the league's treasury. It was announced this week by Logan H. Turner, retiring president. W. Zolley Lerner, director of the city's Resident Theater, will be in charge of production. Marks first time a theater of its kind has been undertaken in Kaycee.

Week's Announcements

Herod and Mariamne, an adaptation by Clemence Dane of a German play by Friedrich Hebbel. Katharine Cornell and Fritz Kortner will play the leads, and Guthrie McClintic will direct. Rehearsals will probably start around the middle of September. Producer, Katharine Cornell, RKO Building, Radio City, Circle 7-5152.

A musical version of *Clear All Wires*, a play by Sam and Bella Spewack that played 93 Broadway performances in 1932. William Gaxton and Victor Moore will probably head the cast. Is expected to be the first item on the Freedley schedule in the fall. Producer, Vinton Freedley (possibly in association with Lee Shubert), 250 West 52d street, Circle 7-7150.

A Rugged Individualist, a play by Walter Phyllo and Duncan Underhill, which has been on the Geddes list for quite a while under the title of *The Rugged Individualists*. Was originally written by Phyllo, and previous collaborators were, at different times, S. N. Behrman and A. E. Thomas. Is about a Pacific island tenanted for years by a group of castaways. Producer is leaving for the West Coast in a few weeks to shop for leading players. Producer, Norman Bel Geddes, 128 East 37th street, Caledonia 5-0334.

Soliloquy, a play by Victor Victor. To be the first fall item of a new firm. Now casting. Producers, John Cameron and N. H. Rappaport, 165 West 46th street.

Stage Whispers

The Song of the Shekels wasn't so bright this past week as it has been thruout a late and cool spring, with the expected land-office business centering around Messrs. Joe Louis and Max Schmeling and their duello across the river from Coogan's Bluff failing in a large measure to materialize. The fight (or was it?) did help legit box offices to a certain degree, bringing Tuesday night up a bit over usual Tuesdays at this time of year—but not as much as had been hoped. Wednesday, the night of the fight, turned the legit houses into a little group of Deserted Villages, with everybody either at the Polo Grounds or staying at home to listen in over the air. . . . The musicals fared best Tuesday, with *I Married an Angel* playing to standees, as usual, and two more selling out—or very nearly. Seven of the straight plays did three-quarters or better. . . . The previous week-end was reasonably (or unreasonably) disastrous. *I Married, etc.*, had its usual quota of standees, but the other hits slid down a greased chute, with half to three-quarters the rule even for the ranking shows. . . . *Victoria Regina* (you may have heard about a little item of that name in which a young lady called Helen Hayes scored something of a success) will definitely reopen its marathon engagement October 3, according to the Gilbert Miller office, which controls the bonanza. But the office is still a bit vague as to the place. It may be New York, which will see the show again for a few weeks in the fall, or it may be Washington. Anyhow, it definitely will return to New York for a while, and it definitely will be seen in a few cities in the comparative vicinity. . . . Paul Vincent Carroll, author of *Shadow and Substance*, has emerged on the other side of the big pond with a title for his new one. It will be called *The White Steed*, and Eddie Dowling, nominal producer of S&S, can have it if he wants it. If G. J. Nathan is willing to continue as official cheerleader of the Carroll rooting section there's no reason why Mr. Dowling shouldn't.

An actor (name deleted) reports generally upon activities in the neighboring hamletted hencoops: "The White Flannel Theaters are bustling with activities (all entitled *Yes, My Darling Apprentice*); while deep in Walgreen's Bargain Basement for Relaxation the younger mummies are lightening the wearying heat with healthy draughts of Coca-Colas and a verbal cannon ball or two—aimed from the sanctity of that Dungeon of Mirrors at the polo-shirted impresarios. Strange, too, how some of the managers of these playhouses (theaters are so termed in the summer) resemble in contour and bearing the newspaper pictures of youngsters who take over the duties of mayor, district at-

torney, etc., for the annual 'Boys' Day' concerning the experienced performer. . . . One of the better fables is the one concerning the experienced performer who, upon meeting a cowshed Belasco, was greeted by: 'I don't care about what you've played on Broadway. What was the last thing you did for the American Theater Council?' . . . Altho *Stage Door* is rampant on the moss-covered boards, the poor Equityites are left with nary a bit, so fulsome are the student groups. There's danger, too, for many of them in acting in certain playhouses; they're fearful, and rightly so, lest they lose their professional standing. . . . The nicest part of going on the stage, I sometimes muse, is the beginning. . . . Down thru the years they go, and by their phrasing ye shall place them: (first year) 'I'll even sweep the stage. Just to be in the theater!!!'; (second) 'He's a marvelous director. I'd give a year of my life to work with him. I'd learn so much!!!'; (third) 'If they'd only let me play that part—I know I could!'; (fourth) 'Of course it's the same type of part I've been doing, but the money was better'; (fifth) 'It's just a job. . . .'

So the theater is dead, huh? Let the incipient morticians take a quick glance at the record of *You Can't Take It With You*, which Sam Harris originally presented at the Booth Theater, New York, December 14, 1936, and subsequently in various touring versions thruout the length and breadth of the land. The total gross on *You Can't Take It With You* so far has been \$2,813,889, a tidy figure in any industry. The New York company has been responsible for almost half of that, having plied up \$1,075,860 at present writing. The so-called Boston company, which stayed for months in the Hub, wound up on the Coast, after five weeks in Los Angeles and seven in San Francisco, with a total take of \$516,201. The Chicago company, which stayed in the Loop for 50 weeks and then did 16 more around the country, accounted for \$889,815. And the Southern company did 35 weeks and \$332,713. . . . And it's not over yet. The New York company is still going strong, and there's talk of still another road version next season. So the theater is dead, huh? . . . Willela Waldorf, who's giving to turning out journalistic masterpieces in her corner of *The New York Post*, did one recently—but a beauty—on the defeat of the Sirovich Bill in Congress. It was a wittily intelligent howl. . . . Broadway press agents as a rule show up their commercial conferees prettily when they land themselves a commercial berth; the latest to do so is Lorella Val-Mery, whose job of publicizing American Renaissance furniture is a 14-carat honey. . . . She capably avoids explaining, however, just what the blankety-blank "American Renaissance" means. . . . One of the more interesting items on next season's schedules is off, temporarily at least—Vincente Minelli's proposed musical version of *Serena Blandish* with an all-Negro cast. Cole Porter, who was set to do the score, is too busy at the moment with other chores.

Detroit Tries Op Selling

DETROIT, June 25.—Plans for a season of "Opera Under the Stars" at Belle Isle, Detroit public park, are being made here thru Marlatt-Schlesinger Presentations. Detroit had a highly successful season of outdoor opera four years ago at Navin Field, under direction of the Shuberts, but efforts to repeat were unsuccessful.

Present plans would use amateur talent for the chorus, probably with guest artists for the principals, and the Detroit Symphony Orchestra supplying the music.

Idea is to sell the show to a major sponsor, presumably General Motors, and also sell each night's production to a club, civic organization or other body to insure a successful season.

High-Priced Coast Ops

HOLLYWOOD, June 25.—Deal with John Charles Thomas for five weeks' appearance under banner of Edwin Lester was announced here. The baritone will be featured in three operettas, including *Blossom Time* and a new one now being prepared.

Short tour will draw \$5.50 top, with Thomas garnering \$7,500 weekly.

Revival of operettas at Philharmonic grossed \$108,000 in four weeks, with closing show, *Roberta*, topping \$15,000.

Summer Theater Reviews

"American Caravan"

(Washington Heights Actors' Guild)
NEW YORK, N. Y.

Cast includes: Estelle Reilley, Ray Kearney, Jackie Grimes, Edith Fisk, Edwin Christie, Frank Hilliard, Beth Kay, Jack Stapleton, Joel Nash, Lenore Bissenger, Ted Scheraton, James Corbett, George Melster.

A simple play, with simple settings, and presented in a small, simple theater, that was thoroly enjoyed by your simple correspondent. The trials and tribulations of a poor, simple New York City Irish family are excellently portrayed by a well selected cast. The story is good, never lags, and keeps the audience interested and in laughter thruout. *American Caravan* compares favorably with that popular *Jones Family* series of the films. A series on the Gilhooley Family is suggested.

The Gilhooley family, an eccentric group of personalities, is, oddly enough, no different than the average poor family in this metropolis. Ma, ably played by Estelle Reilley, is of the kind sort, so kind in fact that she buys anything door-salesmen sell. She winds up by purchasing a lot in a Hollywood Cemetery. Pa (Edwin Christie) wants to become a great stage actor, only to see his young son, Kenneth (Jackie Grimes, who incidentally cops top honors in this play for his grand performance), outdo him by passing a screen test much against the boy's wishes. A young sister (Beth Kay) marries Fred (Jack Stapleton), a plumber, against the better judgment of her older sister, Terry Gilhooley (Edith Fisk), who wants to get out of the doldrums of poverty and Delancey street and take a whirl at fast, society living. Grandpa (Frank Hilliard), who is always in the way ringing doorbells, honking horns, writing fan mail to Greta Garbo, etc., comes to the rescue with a small fortune that takes the Gilhooleys to Hollywood and added adventures. With such a family, anything can happen—and does.

American Caravan has good Broadway possibilities.
Chris Denis.

"She Went to Town"

(Fifth Avenue Theater)
NEW YORK

The Fifth Avenue Repertory Co. introduced George D. Batson's comedy, *She Went to Town*, at the first of its summer series of try-outs in the old Fifth Avenue Theater Tuesday evening. All is not hopeless for some of the actors and the playwright.

The common criticism for the members of the cast is over-acting. Good looks are in abundance; Robert Morrow might take a deep bow on that score.

While the play is a long way from commercial, it contains more than the usual number of chuckles. In its three acts, the author tells of the romance between a worldly artist and a New Jersey home girl. Between the raising of the curtain on the wedding preparations to the taken-for-granted tying of bonds in matrimony, the artist's old heart interest and the bride's unauthorized rendezvous with her fiance's best buddy threaten to break up the heralded union; but the two extra persons link up to make the play's third Jack and Jill series. The third couple are the parents of the girl. They too kick up a bit of dust in a last attempt to hold on to their long-gone youth.

Staging by Richard McCracken is competent.
Sylvia Weiss.

S. F. Sets Shows

SAN FRANCISCO, June 25.—*Pins and Needles* will follow *Borrowed Time* at the Geary late July. *Women*, here last February is slated to return in late fall. Tallulah Bankhead will star in the world premiere of *I Am Different*, which will be given here late in August. The casting will be done in Hollywood.

Clippings of *The Billboard* found in the subway in New York: Page 4, May 14 issue, item *You Never Know*; page 17, May 21 issue, items *Lady at Large* and *Carnival Carnival*. Also various other clippings of legit shows; *Eloise*, *God Bless Her*; *Blind Man's Buff*, *Paprika*, etc. Clippings may be recovered at New York Office of *The Billboard*.

Summer Shows For Syracuse

SYRACUSE, N. Y., June 25.—For the first time since the old Wieting Theater was turned into a garage, Syracuse will see road shows this summer as a result of a lease closed with the Schine interests by Jules Leventhal for the Strand Theater.

Season opens July 4 with *Tobacco Road*, with John Barton, Leora Thatcher, Patricia Quinn, Pitt Herbert, Sondra Johnson, William Bishop, Dick Lee, Kay Thorne, Walter Ayers, Lillian Ardell and Rhett Townes. It will play a week and will be followed by Florence Reed in *Yes, My Darling Daughter*; Lenore Ulric in *Idiot's Delight*, *Room Service*, *Brother Rat*, *The Women* and Ethel Barrymore in *White Oaks*.

Legitimate shows never have played the Strand before.

Memphis Ozone Op Set

MEMPHIS, June 25.—First season of the Memphis Open-Air Theater, featuring five musical productions running six nights each, will open in Overton Park on July 18 with presentation of *The Desert Song*, headlined by Alexander Gray, officials of the project announced this week. The schedule was completed last week-end.

Following *Desert Song* will come *Sally* for week of July 25; *My Maryland*, week of August 1; *Katinka*, week of August 8, and *Count of Luxemburg*, week of August 15. Rehearsals began last week under direction of Ralph Dunbar for *The Desert Song* and *Sally*.

BROADWAY BEAT

(Continued from page 5)

mont (Loew vaude booker) to check on the Betty Bruce act at the State; so Sid put the phone mouthpiece against his trick radio set that's connected with the State's p.-a. system, and Don was able to hear the entire Bruce routine—each and every tap. . . . Roy Moulton, managing director of the Hotel Piccadilly, doesn't mind taking wooden nickels; it's his hobby, and his latest collection, of Lake George wooden money, is on exhibition in the hostelry. . . . Marie Dumont, owner of the Crisis Cafe, has bought many of the swank furnishings of Mori's, which folded last year. . . .

Summer Theater Notes

NEW YORK, June 25.—There will be another dozen cowbarns cleaned up for summer actors within the next week, the majority of them picking Monday to hang up their open-for-business sign. The Ridgeway Theater, White Plains, will open then, as will the Westport Country Playhouse, Westport, Conn.; the County Theater, Suffern, N. Y., and the Rockridge Theater, Carmel, N. Y. The opening productions, respectively, are *Ah, Wilderness*; *Accent on Youth*, *High Tor* and *Away From It All*.

Following Tuesday the Washington Irving Theater, North Tarrytown, N. Y., will present *Boy Meets Girl* under the direction of Harry Ellerbe. Noel Coward's *Hay Fever*, starring Zamah Cunningham, will open the same evening at Matunuck, R. I., in the Theater-by-the-Sea, under the management of the Vanguard Theater, Inc.

Next are the Cliff Self Players, at the Auditorium Theater, Peapack, N. J. Their send-off with *Apron Strings* June 29. Peterborough Players, at Stearns Farm, Peterborough, N. H., open their fifth consecutive season June 29 also, with *The Petrified Forest*. At the same time the Northwestern University Theater inaugurates its program of 14 attractions, which includes six university theater productions, five studio theater productions and three special features, one of which will be a lecture by Aline Bernstein, scenic designer.

Resident company of the Stony Creek (Conn.) Theater consists of Julie Benell, Edgar Barrier, Robert H. Harris, Thelma Schnee, Ann Garrett and Seymour Gross. This group's guest lineup has enrolled Vern Allen, Whitner Bissell, Arthur Sachs, Kent Adams, Bill Mowry and Ernestine de Becker.

At the Litchfield Summer Theater, Litchfield, Conn., Hally Pomeroy super-

BROADWAY RUNS

Performances to June 25, Inclusive.

Dramatic	Opened	Perf.
Bachelor Born (Lyceum)	Jan. 25	177
On Borrowed Time (Long-acre)	Feb. 3	167
Our Town (Morosco)	Feb. 4	165
Room Service (Cort)	May 19	37 404
Shadow and Substance (Golden)	Jan. 26	175
Tobacco Road (Forrest)	Dec. 4	33 19 10
What a Life (Biltmore)	Apr. 13	87
Women, The (Barrymore)	Dec. 26	36 630
You Can't Take It With You (Booth)	Dec. 14	36 654
Musical Comedy		
I Married an Angel (Shubert)	May 11	54
I'd Rather Be Right (Alvin)	Nov. 2	271
Two Bouquets, The (Windsor)	May 31	31

Speaking of furniture, Bernard Bernardi, night club producer, is a connoisseur of Oriental fixin's.

TO KEEP THE RECORDS STRAIGHT: After two of Walter Winchell's confreres muffed the appointment of Herman Wobber June 8 as head of distribution for 20th Century-Fox by rumoring almost a week later that two other people might be named, Winchell suddenly came forth June 17 with the startling news that Truman Talley might get the job. . . . And it was Winchell who, on June 20, used a Charlie Ruggles gag that had been run days before by Beau Broadway of *The Telegraph*—and without credit to Beau. . . . In an interview with William A. Brady in *The Sun* recently Ward Morehouse had Brady producing *Bowery After Dark*. The play was just *After Dark*, and Terry McGovern, the fighter, appeared in it in the tent-thirties. . . . Bill Corum in his *Journal-American* sports column (15) claimed that he went over to the Lynx Club with golf champ Charlie Yates. Is it possible that he meant the Links Club? . . . And Marc Connelly, producer of *The Two Bouquets*, really ought to do something about *The Journal-American's* caption writer. Following the boner that listed Enid Markey's name under a shot of Gabrielle Brune was a group photo last week in which Patricia Morison was listed as Patricia Monson.

WTAR'S POLITICAL

(Continued from page 5)

"Because the commission has been remiss in its duty under the law, all sta-

tions are in constant jeopardy and in danger of being penalized if their own interpretation be challenged by a dissatisfied candidate," the Virginia broadcasters said.

Broadcasters in general are tired of having the government go on "letting George do it," but this is the first time the commission has been openly charged with neglect of this particular duty.

Immediate reaction of the commission was to issue the customary statement, which declared that the FCC would consider the matter within the next few days. Chairman McNinch said that he would lay the matter before the full commission. It was pointed out that the "forthcoming" regulations will require considerable study and careful wording, for no matter what ratic is promulgated by the commission there will be plenty of room for political repercussions.

SUGAR'S DOMINO

(Continued from page 4)

as much to keep the public aware of flesh entertainment thru providing a way of viewing performers at work under the most ideal conditions.

ICE SHOW

(Continued from page 4)

soon as she finishes *My Lucky Star* for 20th Century-Fox.

Locally, the MCA ice show at the International Casino is credited with keeping the place open. Grosses have been ranging from \$25,000 to \$30,000 a week lately, as compared with \$60,000 when the spot opened. However, take is enough to keep it open during the 77th reorganization period.

The Hotel New Yorker is the only other night spot with an ice show, but it is subordinating the show to name bands. Another Hitz hotel, the Nicolet in Minneapolis, is set to install ice shows next month. The Nassau Hotel, in Long Beach, Long Island, opens its season July 1 with an Ice Carnival, featuring Shalita and Carlton. Henry Santrey, emcee, and Jack Palmer and band round out the show. The hotel is offering two shows nightly; no cover or minimum except week-ends.

There are still a couple of ice units touring vaude. Ben NuDyke has a unit that has been playing indie dates in the East.

MUSIC HALL S. S.

(Continued from page 3)

establishes the employer-employee relationship. Acts were not entirely free from supervision in the matter of how the entertainment is to be rendered. Because costumes and properties must be changed and routines adapted to fit into the management's plans for a coordinated stage production, acts are not independent contractors.

This reiterated decision supports the opinion of experts that the bureau prefers to classify performers as employees in order to simplify the administration of the law and perhaps arrive at a general ruling for all show business.

VALLEE SIGNED

(Continued from page 3)

sale, with Kansas City girls competing for trips to Europe, Hawaii and other distant spots, would be used to publicize the event. Total of 30 trips will be awarded winners. Tickets valued at \$6 will sell for \$5 thru scrip plan.

Fred G. Bufile, chairman of the finance committee, said \$25,410 of the \$35,000 needed to underwrite the Jubilesta has already been subscribed.

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

New York Club Business Up; But Salaries Still Depressed

NEW YORK, June 25.—Local night club field looked up a bit this week. International Casino reports slightly better business and is averaging now between \$25,000 and \$30,000 a week. A 77b reorganization plan has not been decided as yet, but spot hopes to stick it out for the summer.

Casa Manana is holding for a third week its third vaude bill. The Casa claims it has grossed more than \$250,000 during its first seven weeks of straight vaude policy, meaning an average of \$34,000 a week. Meanwhile, Billy Rose is understood negotiating for a lease on the former Congress Restaurant site. Plans to open it as a Spanish atmospheric club.

The Paradise is still in the throes of 77b reorganization, having pruned its floor show to a minimum and having booked its star attraction, the Schnickelfritzers Band, at only \$200 over scale on the angle of giving it a Broadway build-up. Business has been okeh.

Claremont Inn, with Clyde Lucas' Band, has been doing capacity week-end business (seating capacity is 1,500).

Harry Richman is due from London July 6 to look around for a night club of his own. He may take over Nick Bates' Merry-Go-Round.

Clifford C. Fischer is in town from Paris and is also dickering for a local spot. The Wintergarden and the Center theaters are under consideration. His plan to open a "night club Montmartre"

More Acts Than Jobs in Rochester

ROCHESTER, N. Y., June 25.—Night spots in this area are in the doldrums, according to Harry Stone and Arthur Argyries, local bookers, but business about equals last year's trade. Week-end stands keep the ball rolling.

Reasons: curtailed spending, hot weather and the so-called recession. Moreover, there are more acts than jobs, especially locally, altho this condition affects all territory from Albany down to Olean.

This in spite of fact that the Rochester territory is the biggest center for theatrical talent outside of New York. Buffalo and Syracuse bookers often come here for their acts.

Asked what effect "name" bands and talent would have, the answer was "little." Seems that spenders will pay to see name bands but can't or won't pay for stage stars.

Talent flocking to all agencies here is expected to increase when dance and high-school kids, freed from studies, descend on the bookers and clubs.

Of 26 clubs booked 10 are week stands and the balance week-ends. Some clubs book acts Fridays only.

New Atlantic City Club

ATLANTIC CITY, June 25.—Barney Apothaker reopened his T-K-9 Club last night with an all-sepia show which included Bobby Evans, emcee; Red and Curley, Jennie Dancer, Tootie and Al, Jackie Mabley, Sonia, and Ida James, former vocalist with Earl Hines' Orchestra. Sidney Fogel manages the spot. Show booked by Eddie Lieberman.

Palumbo Closes Philly Club

PHILADELPHIA, June 25.—For the first time in years Frank Palumbo has closed his South Philadelphia spot for the summer and will concentrate on his new club in Atlantic City, formerly the Renault Gardens. The shore spot opens June 30 with a show headed by Chaney and Fox.

Now You Know

CHICAGO, June 25.—A lassie breaking into the show business wanted to know what a soubret was.

The booking agent defined her as "a girl who can neither dance nor sing, but does both."

in the old Iceland building seems to be dead.

The West End Casino, West End, N. J., opens tonight. Hugo Mariani's Band and Henny Youngman are featured.

The Glass Hat of the Belmont-Plaza has dropped floor shows for the summer.

Nils T. Granlund is dickering with the Shuberts for the site of the Frolics Cafe in the Winter Garden Building. Plans to split the club into Hawaiian and Swedish rooms.

Due to rather poor business and fear of splurging, local night club owners have been holding salaries down and many standard acts are preferring to lay off for the summer rather than work for cut salaries. Night club owners are encouraging direct bookings by acts also, seeing a chance to save on agents' commissions.

Chicago Acts Victims of Old Audition Gag

CHICAGO, June 25.—Small-time bookers here have been using the audition gag in supplying free shows to their favored night-spot operators who want "co-operation" during the current business lull.

Acts are secured with little ado on the pretense that a favorable reaction, as a result of the showing, will mean a long engagement. One neighborhood hotel room that has been using two acts and the band is now getting one to three free shows a week—and each show includes an average of three acts.

Auditioned acts that have landed work are asked to take a heavy salary cut at the end of the first week or the contracted option is not taken up.

Maisie's Back at the Casino, And if It's Not One Worry--

By PAUL DENIS

DEAR Paul: I'm playing Nick's Romantic Casino again and Nick is featuring me as Senorita Maisie from Madrid. He sent a notice to the newspapers that I've just returned from Madrid and a couple of reporters came down to ask me if I thought the Loyalists would win.

"If they had Dizzy Dean, they would," I said. The reporters laughed and wrote a story that I was a witty Continental dancer and that the city ought to be proud to have me play its leading night club.

Anyway, it's nice being back at Nick's. Nick wanted me so bad that he called Joe Pursent, my agent, and said to tell me I could have any salary I wanted—up to \$35 a week—and that he would give me top billing over Goona the Green Goddess. Goona is really Mae Gordon, who used to do acrobatic dancing at the Paradise-Heaven Inn at Lovers Lake, N. Y., last year. She never did like me, anyway. Her cartwheels never did get the applause my high-class toe number always gets.

Joe booked another girl, Betty Booper, claiming he wanted her to work a few days and make enough money to buy new photos. But when she had the money she had developed rings under her eyes and now Joe doesn't know what to do, because he was supposed to send the new pictures to Mr. Goldwyn for that big role in *Gone With the Wind*.

PETE, our emcee, is very much worried. He wants to get on the radio and has been doing so many auditions that he is now getting fan mail from sponsors. He had a radio commercial last year but gave it up in disgust. It was for Tootsie Wootsie Cornflakes and he had to eat them before studio audiences three times a week. Finally he developed such a fear of the stuff that he couldn't sing when they were in front of him. And since he had to sing while crunching the cornflakes he had to quit the series.

Pete isn't the only one with worries. Nick is having troubles, too. Business is pretty bad. In fact, the night club owners in town agreed to send their shows around to each other's night clubs, with the performers and musicians pretending they're customers. That worked all right the first night, but the owners then started chiseling. Nick sent 10 people out last night, but the Calico Club sent us only eight and the Debutramp Cafe only seven. Now that's not fair, and Nick is sore.

NICK says that what he needs is a big attraction. And so he might bring in the Calphygian Coochers, a troupe of high-class nudists. It will be strictly art, says Nick. No strip stuff, just presenting the body beautiful, that's all. Nick says he's sure the customers will like them and he's already planning to build a huge prop sun so that the nudists can go thru a sun-worship ritual.

Of course, Nick will have to figure out a way to keep the waiters from crossing the floor to the kitchen during the show (like they always do) because he doesn't want anything to distract from this high-class act.

P.S.—Nick just told me that maybe he won't book that nudist troupe on account of his wife's coming back from her vacation next week. She's very jealous. Nick says maybe he'll bring in a midget troupe. They won't cost much to feed and he can get them all into one dressing room.

A. C. Bans Gowns for Men

ATLANTIC CITY, June 25.—Interference by local laws has forced Francis Renault, female impersonator for the past 25 years, to carry thru in male attire for the first time. The gowns which he previously wore are being displayed by a troupe of 16 girls at the Club Frolic.

Kansas City Clubs Are in Bad Shape

KANSAS CITY, Mo., June 25.—Approximately 95 local nitery owners assembled at the Club Continental Wednesday for an "emergency conclave" to discuss closing hours, business conditions, rainy weather and other topics of interest in hopes of bettering night club conditions in this area. It was agreed that an organization should be formed at once, and Eddie Spitz, Club Continental owner, who voluntarily presided, appointed a committee to start the ball rolling.

Owners admitted things were in "terrible shape" here, even worse than a year ago. Governor Lloyd Crow Stark has taken a hand in governing the city's clubs, his first blow striking when he ordered a midnight closing hour Saturdays—by far the heaviest night—and a 2 a.m. closing hour week nights. Because most patronage begins at midnight or later, club owners cannot make their heavy nuts. The State has the nitery field here blocked and so far nothing has been advocated to relieve the tension.

Acts and musicians are not seriously affected yet except for changes in working hours and the possibility that they'll soon have no jobs. Few clubs have folded lately, most of them preferring to hang on a while longer in hopes the picture will change.

The meeting marked the first time Kaycee club owners got together for protection.

Club Talent

New York:

PIERCE AND HARRIS will follow Raul and Eva Reyes, who close a nine-week run this week at the St. Regis Hotel. . . . RETTA RAY sails July 13 on the Normandie to open in Blackpool, England, July 25. . . . JACK SHUTTA made 11 shorts for Warners during the past eight months while attending to his job as manager of the Glass Hat, Belmont Plaza. . . . MARIO AND FLORIA are set for Loew's State June 30. . . . FAWN AND JORDON inaugurated the summer floor-show policy at the Coconut Grove, Park Central Hotel, June 27, supplementing their own dancing with an instruction hour.

JERRY KRUGER, former vocalist with Gene Krupa, has been added to the show at the Famous Door.

Chicago:

HOLLAND AND HART return to the Palmer House in October with Guy Lombardo's Band. . . . MERRIEL ABBOTT hopped a plane for South America Saturday to manage her girl troupe there. . . . ROBERTA JONAY, "Mrs. Roosevelt protegee," opens the Hi Hat July 3. . . . RUTH BRENT, booked for two weeks at the Hi-Hat, uses special song settings by Ted Wilde and Jerry Livingston.

PAUL DRAPER and Ethel Shutta will be headliners in the Chez Paree's new show, opening July 22. . . . COLEMAN CLARK is back from Kansas City. . . . CARLOS AND CARITO drew a contract extension at the Villa Venice all summer.

ROYALE FROLICS closes for the summer June 27. . . . AMES AND ARNO opened at the Beverly Hills Country Club, Southgate, Ky., booked thru MCA here. . . .

Here and There:

ROLAND AND DODD opened an unlimited engagement at the Casino, Duluth, Minn., June 15. . . . JUANITA and her Roller-Skating Champions moved from Fox, Detroit, to the Roosevelt Hotel, Jacksonville, Fla., opening June 20 for four to six weeks. Thru Ben Lipset, of New York.

THIDA LOY'S third return engagement at Hotel Kenmore, Syracuse, N. Y., will run indefinitely. . . . THE CARLTONS are held over a week at Chez Ami, Buffalo. . . . TED MERRIMAN and his *Hollywood Stars That Shine* opened a two-week engagement at El Chico Club, Plattsburg, N. Y., June 20. . . . DILLON AND PARLOW are current at the 75 Club, Omaha. . . . VERNON AND VAN-OFF are featured at the Showboat, Pittsburgh. . . . JIMMIE LACKORE, harmonica player, now spotted at the Tap House, Elmira, N. Y., has a six-week run at the Barn night club, Lake Placid, N. Y., to follow. . . . FANCHON AND FANCHON, acrobats, are on the bill at Casa Grande, Cincinnati. . . . AMES AND ARNO, Jack Swift, Rosalind Marquis, Three Vanderbilt Boys and Bob Siddall Trio comprise the new show at Beverly Hills Country Club, Newport, Ky. . . . FOLLOWING THEIR current two weeks at the Alpine Village, Cleveland, Jack Ballard and Billie Rae will set out for Melbourne, Australia, to open at the Tivoli Theater August 22.

New Club Near Denver

DENVER, June 25.—A new \$35,000 night club has been opened in Evergreen, Colo., about 40 miles west of Denver, by Eddie Ott. Opening night, June 11, was a complete sellout, with prices ranging from \$1 couple for dancing to \$1.25 to \$2 for dinner and dancing. Dick Westberg and Chubby Durnell's Collegian Orchestra is playing.

Situated by the Evergreen Lake, place will remain open the year around, with facilities for skaters and other winter sports fans. Ott also owns the Broadmoor Country Club, night spot just west of Denver.

New Club in Columbus

COLUMBUS, O., June 25.—A new dance and dine spot was opened for the summer by Frank Ferneau, band maestro. Known as Ferneau's Tavernel, the establishment includes a clubhouse, outdoor garden, dance floor and swimming pool.

Ferneau and his 12-piece Mutual network band, together with a singer and a singing team, entertain nightly except Monday.

Leon and Eddie's, New York

When most local night club owners are retrenching or closing for the summer Leon Enken and Eddie Davis do the opposite. With plenty of common sense, they are making their 52d street night club doubly attractive and should be able to win back former patronage as well as new customers.

The show is big and spectacular and the prices are lower. If this doesn't bring the crowds then the night club business is really shot. Noted for high prices, Leon and Eddie have cut from a \$2.50 to a \$1.50 dinner and minimum and have also installed a \$1 section for patrons who want to see a show only.

It's a bargain any way you look at it. The floor show itself has quantity and is topped off by the inimitable Eddie Davis, who does 50 to 60 minutes each show. He's an amazingly versatile entertainer and knows perfectly how to handle cafe crowds.

Hardeen shares the spotlight with his magic turn. He does several small and large tricks. Altho handicapped by lack of room, he managed to get over. Iris Adrian, the redhead firebrand, show-stopped with her surefire spicy ditties on that surefire topic, sex. Lynn Sterling, pretty blonde, does a flashy rhythm tap. Ruvel and Marcea, young ballroom team, do nicely with a lively Shag routine. Gale Sextet, three young mixed ballroom teams, provide a pleasing eye-ful. Their appearance and interesting routines put them over. Joe Kirk does emcee, getting quite a few laughs. Has a casual good-natured way of working that pleases here.

Star of the floor show is movie name Judith Allen, shapely girl, who sang two numbers unsuccessfully. Her name and the novelty water-tank act of Helen Wainwright combine with Davis to make this a three-star show. Miss Wainwright and Lally Dean, Marjorie Conradi, Dorothy Jeffers and Mary Hanson offer an underwater and diving exhibition in a five-foot-deep glass tank that is more novel than interesting. But it's showmanship all over and gives the club something to advertise and talk about.

Addy Bailey is pianist for Davis, and Lou Martin leads the two bands, one for the show and one for dancing.

Haines, Tait and Simpson, colored trio, in their third year here, provide excellent piano and singing intermission entertainment.

All in all, Leon and Eddie's has the remedy for what ails night clubs today—a big floor show, a real novelty attrac-

tion, names, exploitation angles and modest prices.

Harry Davies is still press agent.
Paul Denis.

Lookout House, Covington, Kentucky

Recently revamped to divorce the bar from the main room, giving the former more room and a grill flavor and the latter greater intimacy, this spot takes on a more clubby and congenial atmosphere. As one of Cincy's two major niteries presenting quality stage fare thruout the summer, the Lookout House continues to get its share of business from the local sporting crowd. As an aid to bolstering business, Manager Jimmy Brink has instituted bingo sessions on Tuesday, Friday and Sunday nights, when some \$600 is poured into the laps of the lucky card holders. Top prize each night is 300 smackers. Only one floor show is presented on bingo nights. While the bingo is operated on non-profit lines, the game serves to draw many new faces to the club and an exceptionally heavy Sunday dinner trade at \$1.50 a copy.

The spot hasn't whittled its floor-show budget, at least not noticeably, for the warm months, and the current layout stacks up as a substantial all-round show. Frankie Hyers, emcee, starts things off with a few nifties and then introduces Don Arden and his 12 line girls, attractive and talented group, who run thru a novel horsey routine, with Arden fronting with a warble of *I'm Riding High* and good acro dance steps.

Otis Manning resorts to some fine salesmanship to put over a well-selected repertoire of magic tricks. Youthful and personable, he has a delightful style and gets away from the stock phrases and gestures to peddle his wares. Does the torn and restored paper, ditto on the rope, a card puzzler, cigarets with a pipe blow-off, and for a finish a grand version of the cups and balls. Pleased easily and bowed to a sound mitting.

The Varonnes, Carlos and Dolores, well-garbed and talented ballroomers, registered handily with a graceful waltz with a sensational twirl finish and a lively novelty to the tune of *Dipsy Doodle*. Their refreshing style brought them a liberal applause reward.

Following a fan dance by the Don Arden Girls, Frankie Hyers cops this spot for his own humbuggery. Gives them a good brand of gags and byplay that registers, as well as an okeh bit of eccentric terping. He should, however, refrain from entering into personalities with the hecklers.

Jean Sargent heads the current show and proves a definite click with her able warbling of *Whistle While You Work, Please Be Kind* and *Così Cosa*. Breezed thru to a sock hand and left them begging for more.

Chaz Chase, headliner here the last fortnight, was held for two extra nights. The diminutive jumpingjack, still doing his hilarious gastronomical feats of eating matches, cigarets, cigars and parts of his wardrobe, had no difficulty in holding this audience. Also snatched results with his comedy dance efforts. Chase, long a standard vaude turn, fits ideally into the nitery picture.

Finale has the Don Arden Girls in an old-fashioned Paris music hall number, with Arden doing a bit of satisfactory warbling and the Varonnes contributing an excellent apache routine. Billy Snider's Kentucky Colonels, now in their fourth month here and very popular, do swell with the dance rhythms, and with Clarence Melter handling the wand do up the show music in fine style. Ork totes an able warbler and a looker in Sally Ann Davis.
Bill Sachs.

Sky Rocket, Chicago

Main highway spot that has been elbowing itself into the field of the more popular niteries since its recent acquisition by Walter (Andy) Anderson, Chicago ballroom operator.

Bar adjoining the formerly confining room has been enlarged and a new addition erected to make room for another 300 customers. A new roll-away roof, covering the dance floor, furnishes open-air atmosphere under favorable weather conditions. Business has been holding up well considering conditions. Recently the entertainment budget has

Night Club Reviews

been extended to permit an enlarged band and a couple of acts. Initial attraction features Marjorie Whitney and the Dictators, seven-piece outfit enlarged from a strolling combo when Miss Whitney parted company with the King's Jesters. The blues warbler at one time was a heavy favorite with the Jesters in Chicago's LaSalle Hotel, and whether she can duplicate that following here remains to be seen. The roadhouse atmosphere may react to her disadvantage, her talents having been reared in hotel rooms. Still remains a strong song saleslady when judged solely on her inimitable delivery of pop tunes, however.

The Dictators are a good modern musical aggregation, playing dance sessions commercially and tastefully. Original quartet includes Chuck Ikerd, electric steel guitar; Walter Machlan, bass; Harry Hook, sax and clarinet, and Earl Bergman, Spanish guitar. Newcomers are Dutch Vogt, trumpeter, doubling on the floor in comedy songs; Verne Meyers, drums, and Eddie Brody, piano.

Floor show was a comparatively minor affair, extra acts not strong enough to rate better than average plaudits. "Andy" Anderson himself emsees informally. Matthews and Shaw, dance team, lacked polish in their work, sacrificing grace in execution of tricks.

Dutch Vogt stepped down from the band stand to stutter thru a comedy song of the "short breath" variety that was an amusing novelty, and the Four Original Dictators followed with a couple of stock vocal numbers that would probably go better in a smaller room.

The Mystics, male mental team, close with a familiar specialty that still charms after-dark patrons. One passes thru the tables and shoots questions at his blind-folded partner on the dance floor.

Shows thrice nightly. Bob Tank's four-piece combination, versatile quartet, strolls between dance sessions. Professor George Graphos, character analyst, wears a turban and at your request tells you what you'd like to know.

Minimum per person is \$1.50.
Sam Hontigberg.

Colosimo's, Chicago

New show is not unusually strong but is more than passable cafe entertainment due to off-the-beaten-path specialties that strike a novel note in floor presentations. A drawback was the relief band, which comes in once a week (by request of the local musicians' union) when Henri Gendron's house outfit is off duty. Proved a band stand hodge-podge composed of the stroller set and a few pick-up men playing colorless show music.

George Pronath's opening and closing line numbers are tasteful, the initial effort bringing on the striking-looking kids in rustic costumes for a Louisiana Hayride routine featuring Jerry and Turk, jitterbugs of the dance. In the finale, the line returns for a Latin shawl-waving concoction which served to introduce Ada Leonard, the burly stripper, who is a vastly improved warbler and an eye-holding parader. Jerry and Turk, on their own, continue with their mad swing stepping that's a good attraction in this spot.

Marcy and Roberta are a young and healthy-looking mixed hand-balancing team, the girl in particular being a very attractive and shapely partner. Their tricks are not sock, but the presentation is quite effective. Mary Dooley, at this showing, was a pinch-hit vocalist. She is a gorgeous-looking blonde, but those slow, sad arrangements did not suit her personality or her smooth, rhythmic voice. With proper material she should do better.

Grace Drysdale was a real high spot with her "dancing hands" offering. Her marionettes turn into human, likable characters, and their dances are performed with a high degree of naturalness. And when she comes out from behind her miniature stage Grace further impresses with a youthful and attractive personality.

Saxon Sisters followed with a brief rhythm dance that was oversold with exaggerated radiance. Kids should tone down on facial salesmanship. Hazel Mangan Girls, comedy quartet in Gay '90s costumes, continue with their novel old music hall offerings, topped with a routine of sock tumbling. A fine cafe act. Paul Mail, doubling as straightforward emcee, is next-to-closing with his familiar but reliable songs of the old-school type that spell good entertainment. Included

a satire done to a popular tune and his good Ted Lewis take-off, discarding entirely his former blackface work.

Included among the several table and intermission singers is Bobby Danders, Irish tenor who opened here in 1916 and is still going strong. One of his boastful accomplishments is that he is also the father of 16 children.

Dan Barone has complete charge of Colosimo's now while operator Mike Potson is taking in the sights in Greece. He continues with the popular "celebrity night" feature Sundays, when Frank Farnum introduces visiting acts in impromptu bits. Last week Christy and Gould, Jack Leonard, Frances Williams, Al Bernie and Lou Sherr made appearances.
Sam Hontigberg.

Red Men's Club, Rochester

Jeepers and Big Applers aren't wanted at this spot, which is small, but attracts those who want a minimum of entertainment with fair-priced drinks and food.

Floor show, new every week, opened with tap act by the Cody Sisters to fair applause. Freddie Horn, ex-drummer, now graduated into impersonations, gave a not-so-good performance of John Boles in a skit, *Waiting at the Gate for Katie*. Chet Keehley's Orchestra drew better with its rendition of *Dipsy Doodle*, but refused encore until later.

Miriam Cody's Oriental acrobatics netted a few claps, but Bob Lammers, club manager and emcee, pleased with his bartoning of *Wagon Wheels*. Horn returned for radio impersonations, with his *Shadow* characterization best.

Cody girls returned for another tap, which was fair.

Finale dance act by all three stirred up latent enthusiasm of customers. Acts are short enough to check boredom.

Two shows nightly. Henry (Eank) Adams, independent producer and manager, acts as p. a.

Feature of place is fact it's only Red Men's lodge in State with floor show. It operates primarily for members, but depends greatly on outside trade. Bar, with coin machines, well patronized.
Burgess E. Smith.

Joe's Grill, Bridgeport, Conn.

Ideally located in the northern part of the city on the Boston Post Road, this spot, specializing in Italian and American cuisine, is doing a swell business.

Joe Bacchiocchi, known as Connecticut's "Spaghetti King," operates and manages. His proud boast is that this year he expects to surpass his 1937 record of 9,000 pounds of spaghetti.

Lighting effects are of the subdued type, setting off the beautifully decorated walls of white, while lights in the

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DR. ARTHUR MARCUS

"THE MAD MAGICIAN"

13TH WEEK
COLLEGE INN
HOTEL SHERMAN
CHICAGO

shape of beer steins are predominant. Main room seats 300.

On a raised platform at one end of room Ann and her Queens of Swing, nine-piece brass band, composed entirely of girls, play nightly. Attractively gowned in white Eton jackets and black trouserettes, they make a fitting combination, playing both sweet and swing music to draw patrons on the floor. Ann DeCesare, statuesque brunet, fronts the band, and besides handling the baton pleases with several numbers in a nice voice. May Nereigat also steps out for a yodeling number.

Floor show is given once nightly around midnight and is modestly budgeted. Kay DeChecco, in a tap and swing specialty and several personality songs, drew tremendous applause. Was followed by Dorothy Craft, swell-looking blonde in a high-kicking and back-bending routine which revealed a beautiful form. Her rumba number also pleased. Nick DePaino, youthful tap dancer in several difficult routines, scored heavily. Al Rich, as emcee, was in too much of a hurry and garbled his words. *Samuel A. Lefkowitz.*

Milton's, Kansas City, Mo.

One of city's more intimate spots, tastily decorated and boasting effective indirect lighting thruout. Current attraction is Julia Lee, buxom colored pianist and singer, probably the best known nitery entertainer in this section. Julia's piano is subtle and always subordinated to her vocal selections, yet it's probably the feature of her entire routine. Distinctive and almost humorous in its accompaniment at times, her planologies are highlights of the bill. Bill Saunders, tenor sax, and Ernie Williams, drummer, also are featured. The trio makes for pleasant and unique entertainment.

Milton Morris is always on hand to extend a greeting to patrons. High-class patronage here, and service, along with food and drinks, is excellent. Business fair but, even so, better than at most other spots of this type.

Dave E. Dexter Jr.

Cafe Afrique, New York

Occupying the site of the late Casa Valencia, this spot opened Wednesday (22) boasting the only Harlem show in the Broadway area. House has been redecorated to a degree, with wall murals emphasizing the Harlem motif, but a section has been shuttered off because the gay Spanish tambourine lassies still hold sway on the walls.

The opening was ushered in with the accustomed opening night difficulties of improper lighting, apparently inadequate rehearsals and lack of timing. The show, however, goes thru at a generally fast pace.

Show is based on the revue idea, with the acts and dance numbers following in quick succession, sans the usual emcee's announcements. This makes for speed, but patrons are left in the dark as to the identity of performers. Lang Sisters opened with a tar that's a little too long, but otherwise pleasing. Dolores Brown followed with warblings of *In My Solitude* and *Tormented*. Winters and Merano's tap numbers were by far the best of the evening. With a style that's smooth and easy, the tappers regaled patrons with intricate numbers that deserved the volley of applause.

Benny and Jimmy, also tapping, do a typical Harlema routine. Slip, Slap and Slide go thru a novel nutty dance session that was also well received. Esmeralda, billed as a torch-singing sensation, torched her way thru *Some of These Days* not nearly as sensationally as her torch predecessors. Africana does a

streamlined cooch dance with a good sense of rhythm, grace and movement. Norman Astwood is emcee, without much to do but sing a few songs. The dance production numbers are still a little weak and burlesquish, lacking any sort of polish and finesse.

Skeets Tolbert, formerly of the Cafe Creole, and his crew of six are on hand for dancing and orchestral accompaniment. While members of the musical gentry may go for his style and arrangements, they sounded off a little on the tinny side.

Lee Posner, former publicity man, credited with being the godfather of Harlem's popularity, is operating the spot. Prices are moderate, with a \$1 minimum on week days and \$1.50 Sunday.

Phyllis Kraus and Eli Cass are press agenting. *Sol Zatt.*

Village Barn, New York

Meyer Horowitz's night club in the heart of Greenwich Village section is still one of the steadiest money-makers in town.

The current show makes for good, solid entertainment. There's quantity, and the quality is okeh, too, considering the modest prices (dinner is \$1.25 and up).

Feature is the Mitchell Ayres and Fashions of Music Band, now in its third week. Ayres makes a pleasing front for the 11-man combo which produces swell dance music and then gives the show fine accompaniment. The arrangements are refreshing and the men are obviously good musicians. Ayres plays the fiddle and shakes the maracas occasionally, but most of the time he waves the stick.

Band airs over Mutual network Tuesday and Sunday nights, but expects to add two more shots next week. The band vocalist is brunet Maryann Mercer, who has poise, fine diction and an interesting contralto voice. Especially good with ballads, commanding attention all the time.

The floor show is emceed by Walter Donahue, who reminds one of his late brother. He's a good-looking fellow who introduces the acts without irritating and then offers an amusing song and dance session on his own. Has the appearance and personality and does not overstay his welcome. In other words, he's snuff-it for his job here.

Outstanding in the show are The Eltons, two men and a blonde who offer two click numbers, comedy magic and comedy ballroom. Hokey stuff, but they love it here and the act went over big. The Royal Rangers, four cowboy musicians, and Obediah, paleface comedian at the bull fiddle, combine in an amusing hill-billy and instrumental novelty turn. The Flying Whirls, two girls and a boy, are old favorites here. Their roller-skating stunts are impressive, but their sock is in the "giving a ride" to customers, including, of course, a plant whose pants fall off.

The finale is supplied by three teams of young Shag dancers. The kids, in sharp clothes, dance with terrific energy, with the girls squealing with delight or something.

The usual live turtle races and country games are paced by Pappy between shows. It's all very informal, especially the ad lib crowing from the rooster that perches above the bandstand.

Service good. Food fair. *Paul Depts.*

Empire Room, Palmer House, Chicago

Veloz and Yolanda returned for the fourth time into the room that skyrocketed them into the four-figure field. When they ended their last engagement in 1935 (a run of 35 weeks) they made

the room a profit of \$85,000 and the minimum was \$1 less than the present \$2.50 tag. Whether they will uphold the honors on a comparative basis during their current run ending in mid-October is extremely doubtful in the face of general biz conditions and the customary summer lull.

It's superfluous to comment extensively on their work. In this reporter's eyes they appeared better performers than dancers and masters of the art of salesmanship. They are blessed with a natural charm an instructor can't teach and are good-looking personalities that win the hearts of the onlookers once they start posing and acting.

To their advantage is the top musical score for each of their selections, careful lighting effects, the standing rule not to serve anyone while they are on the floor and the generally favorable reaction prevailing minutes before their appearance.

In the two nightly shows they stage 12 routines, a versatile assemblage of moods and emotions. When caught they did *Waltz at Dawn*, *Rumba*, *Darktown Strutters' Ball*, *Yolanda Tango*; *By Heck*, a rustic number gone modern, and *Merry-Go-Round*, an amusement park novelty.

Pancho and his orchestra play their music most deftly and are in a good measure responsible for the team's impressive performances. Outfit also plays for the balance of the show, which is unfolded by the Meriel Abbott line in a mass tap routine to *The Toy Trumpet*, featuring the spirited Don Hooton and his twirling baton. Routine is colorfully staged but the music is rather shopworn.

Michael Loring, handsome and pleasing bartone, holds the next spot with a few standard tunes and a new one labeled *You Go to My Head*. Grace Dittman, line girl graduate, offered a sock acrobatic routine, retaining her graceful composure despite the execution of some difficult tricks. Kid, refreshingly attractive, shows good promise.

Four Kraddocks repeat their familiar comedy acro turn and, as usual, go over well. The white-chalked comedian gets many laughs, timed to fill in the intermissions between tricks. Abbott Dancers return in a charming interpretation of Debussy's *Claire de Lune* in swishing gowns and *Pride and Prejudice* mannerisms. Veloz and Yolanda close the bill.

A small show is presented at 10 o'clock by C. Ray Smith and his marionettes. Presented in full view of the patrons, they stack up as an amusing collection of artists manipulated by Smith and in one sketch with the aid of an assistant.

Phil Dooley's four-piece combination plays intermission music. *Sam Hontberg.*

Corktown Tavern, Detroit

Detroit's Corktown Tavern has shifted to a melodrama stock production of *The Drunkard* for the summer. Two shows are being given nightly, running close to two hours for the whole, making the orchestra of little value except for between-show dances.

Production is staged by Edward A. Ferguson, using most of the principals who appeared in a two-season run at the Players Theater here two or three years ago. Exaggerated acting to emphasize the period nature of the piece, aided by grotesque make-up, gives a unique atmosphere to the play. It is going over well here and succeeded in drawing one of the best Monday night crowds seen in a long time.

Ferguson's own interpretation of the villain, Cribbs; Marston Souther, as the hero, and Dr. W. R. Alvord, as the philanthropist, rate top acting honors. The style couldn't get by on a serious stage, but it meets perfectly the Corktown's conception of acting styles of grandfather's day, and they go for it in a big way.

The whole thing is done in a spirit of fun, with plenty of interchange of remarks between house and stage, but no rowdiness. Manager Ike Thomas of the Corktown has scored another scoop with this idea and is planning to follow it with other old melodramas for the balance of the season. *H. F. Reves.*

La Conga, New York

Closing the main room for the summer, the upstairs bar has been converted into a sidewalk cafe by the simple method of installing a wooden portal front on the street entrance and adding a few more inside tables and an oilskin awning over the bar.

Entertainment consists of Carlos and Ramon, playing soft guitars and singing, Cuban style, alternating with Los

Rancheros, Mexican trio, serenading with romantic Latin melodies.

Big John, the bartender, also does a stint in the way of entertainment, with sleight of hand tricks and mathematical manipulations. Atmosphere is pleasant. Sydney Speir and Dorothy Ross continue as house press agents. *Sol Zatt.*

Padula Cuts Talent

PHILADELPHIA, June 25.—In an effort to keep open this summer in spite of the punko biz here, Art Padula has cut down personnel of his Arcadia-International.

He eliminated his line of 10 Mayfair Girls, got rid of his band trio and the dance team of Hardeen and Houston. The remaining show consists of Johnny Graff's Orchestra, Rosalind and Seville, and Helene Miller. The latter two acts double into Padula's Anchorage.

Padula vehemently denied rumors that he would relinquish the Arcadia and that it would be reopened by Joe Moss.

Gray Wolf Tavern Reopens

YOUNGSTOWN, O., June 25.—After being dark for several days to permit redecorating Pete Meyer's Gray Wolf Tavern, located at near-by Masury, O., reopened June 17.

Uncle Ezra Stebbins and his radio gang, 22 people, were the opening floor show for three days and were followed by the Shanghai Personality Girls and other variety acts.

The reopening also returned Lee Leall and orchestra. Lee resigned from the Hotel Ohio Tallyho Room to return here. Judy (Isabell Barger), who vocalized with Lee at the hotel, will not stay with the ork.

Band Policy Clicks at Texas Hotel, Ft. Worth

FORT WORTH, Tex., June 25.—The Den, downstairs night club in the Texas Hotel, has been doing a good business since it reopened June 4. Jess Hawkins' Orchestra is playing for luncheon and dinner dancing.

Spot now seats 250, an increase of 50 over former capacity. Cover charge for dancing is \$1.20 per couple week nights and \$1.80 Saturday nights. No cover for lunch or dining. Hawkins remains two more weeks. Music Corp. of America handles ork bookings. Manager is Henry Love.

Akron Swank Spot Changes

AKRON, O., June 25.—A. C. (Tony) Masino's Merry-Go-Round Club, only spot presenting floor shows consistently winter and summer, has been incorporated as The Merry-Go-Round Sports Club.

Club is listed in the incorporation papers as a non-profit organization, with Frank Masino, Mike Verrecchia and Charles Myers as incorporators.

This leaves only the Hawaiian Room at Hotel Mayflower the only downtown night spot catering to the elite.

Drake Hotel Shows Out

CHICAGO, June 25.—Return of entertainment to the swanky Drake Hotel's Gold Coast Room will not be decided until fall. Don Francisco's small combination ended a dinner music engagement Thursday. Spot until May had been using top bands and shows. Will remain open at mealtimes during the summer.

Houston Club Burned Down

HOUSTON, June 25.—fire of unknown origin, but rumored to be act of wrath by group of protesting citizens, last Thursday destroyed the Wagon Wheel night club just outside city limits. Loss, about \$20,000. Club operated by Joe Ferrugia and owned by W. C. Lynch. Performers lost wardrobe and props. Ferrugia says he will not rebuild.

Takes Over Wisconsin Spot

CHIPPEWA FALLS, Wis., June 25.—Ray Schmidtmeier has taken over the Wisconsin Pavilion here and is operating it as a liquorless spot. Crimson Caravan furnishes music Wednesdays and Saturdays, with roller skating offered Sundays. Admission, 30 cents for gents and 20 cents for ladies.



UKSILA AND VIDA

WORLD'S ONLY SKATING TEAM
DOING AN ICE RHUMBA

7TH WEEK
COLLEGE INN
CHICAGO

Moth Flies Into Vocalist's Ear; But Nix on Publicity

WICHITA, Kan., June 25.—Sylvia Rhodes, vocalist with Ace Brigade and his Virginians, will remember Wichita for a harrowing experience she had during booking at the Blue Moon, open-air dance spot.

Brigade returned to the Moon to open it for the second year. Miss Rhodes, attractive and highly popular, was singing from the stand several nights after opening when a moth flew into her ear.

Lights on the stand attracted a swarm of the bugs, and the moth, which darted from the flying mass, was so deeply lodged that the vocalist was rushed to Southwestern Osteopathic Hospital. The moth was removed.

Blue Moon management put a publicity clamp on odd accident, deciding that bug angle might not be wise, despite the human interest angle offered by pretty Miss Rhodes.

Nick Stuart is now holding down Moon spot and is slated to be followed by Little Jack Little.

Chicago Theater Fighting Slump With Names, Bands

CHICAGO, June 25.—Realizing that only the strongest attractions stand the chance of causing box-office disturbances in the Loop this summer, Balaban & Katz execs are hot after exploitative names for the Chicago Theater.

Eddy Duchin's Band moved in from the Palmer House yesterday for two weeks, to be followed July 8 by Martha Raye in person and on the screen in *Tropic Holiday*. Last year Martha grossed \$59,000.

Rudy Vallee comes in later in the month, timed after the local release of Warner's *Gold Diggers in Paris* in which he is featured. August will bring in Benny Goodman for two weeks at \$10,000 per. High salary is considered a gamble here, Chicago not rated as swing conscious a city as New York.

Veloz and Yolanda and Pancho's Orchestra have been booked as a unit, coming in after their current stay at the Palmer House.

Just a Gag

CHICAGO, June 25.—A new emcee gag blossoming out of the current biz recession: "Conditions are so bad that bouncers are throwing the customers in."

Vaudeville Notes

LEONARD BARR AND VIRGINIA ESTES rejoined Tom Arnold's *Switzerland* unit at Blackpool, England. No immediate plans to return to the U. S. . . . BOY FOY, juggler, is back in England after his fourth American tour. . . . ART MAHON AND VIRGINIA RUCKER, American dancers who recently closed in Paris, made their London debut at the May Fair Hotel last week. . . . ZELLA WYNN, of Mae Wynn and Zella, American dance act, and Raynor Lehr, American dancer, were married in London last month. . . . ROSS WYSE JR. is out of the Grosvenor House, London, revue and now playing London variety houses.

BERT WHEELER has been booked for the Palladium, London, the last week in July and the first week in August. . . . HAL WILLIS AND HAZEL LANE directed their students' production, *Stars of the Future*, at the Ambassador Theater, June 5, with the following assistants: William Quinn, Henry Bruckman, Maurice Mayo, Nathan Silverman and Al Baron. . . . THE RITZ BROTHERS expect to make a personal appearance tour of one nighters in key cities' auditoriums as soon as they are finished with their picture, *Straight, Place and Show*. They'll take along their own orchestra.

JERRY MEACHUM has returned to her home in St. Louis for a rest after winding up the season with Owen Bennett's unit in the South and Midwest.

FANCHON & MARCO has set Henry Armetta for two Warner shorts to be shot in September. . . . THE GAE FOSTER GIRLS are set for six Warner shorts. Made nine this past year. . . . MARTY MAY goes into the State, New York, July 14. . . . HARRY ENGEL, of F. & M., has bought the film rights of *The Brothers Ashkenazi* and has Maurice Schwartz lined up for the lead role. . . . PAUL MOHR went into the Steel Pier, Atlantic City, Saturday for 11½ weeks. . . . MONA LISTA is back in New York after dates in Philadelphia.

CHARLIE MURRAY, who has been making a comeback in films, is set for an Australian tour. Sails from the Coast in August. . . . THEL SIMMONS has returned to New York from dates in up-State New York. . . . WALTER F. G. DORAN writes from Montreal that "a rare opportunity to promote vaude in Montreal is being overlooked." Points out that big names like Vallee have never played Montreal vaude and that John Boles grossed \$28,000 when he made a p. a. there recently.

SYLVIA FRANKO AND DRIGO closed at the Village Barn, New York, last week to open at the Silver Lake Inn, Silver Lake, N. J., June 27. . . . PAUL GORDON made the jump into the Music Hall, New York, from San Francisco. Drove for seven days for that single date.

KENNY BAKER and Arthur Tracy sailed for Europe June 22 on the Ile de France. . . . ROY ROGERS made a personal appearance for two shows when his picture, *Under Western Stars*, premiered at the Criterion Theater, New York, June 24. . . . MRS. M. A. FREEMAN, the former Fay Baker, fan dancer, returned to New York from Longview, Tex., to sell a new act to the New York World's Fair.

HAZEL MANGEAN FOUR moved their date at the State-Lake, Chicago, back to August, permitting them to fill a hold-over engagement at Colosimo's Cafe in that city. . . . Blackstone is going to the West Coast after his Spokane and Omaha dates, which end July 7. . . . EDITH GRIFFIN will play a return engagement at the State-Lake, Chicago, week of August 19.

IRWIN ZELTNER, Loew publicity department, is recovering from illness at his Bronxville (N. Y.) home. . . . LOEW'S theaters in Akron and Canton, O., are now under the supervision of District Manager Harry Long.

Vaude-Visions Seeking Peace With Musicians

NEW YORK, June 25.—Sponsors of Vaude-Visions anticipate the signing of a working agreement with Joseph Weber, president of the American Federation of Musicians, early next week. Organization will begin recordings 48 hours after the agreement is signed and will consummate contracts with the nine circuits which it claims have indicated a willingness to buy Vaude-Visions shows. Loew's seem to be the only large circuit not interested in Vaude-Visions.

Just how many theaters will use the new form of entertainment Jack Horn, sponsor, could not estimate. The combined strength of the nine circuits would mean thousands of theaters, but the backers are contemplating guaranteeing exclusive shows to one theater in every town.

At conferences held this week between Abner Rubien, counsel for Horn, and the AFM there were present also representatives of Theatrical Managers, Agents and Treasurers' union; Equity, American Federation of Actors and the International Alliance of Theatrical Stage Employees. Most of them are favorably disposed toward the plan but want to take precautions to protect their interests.

The threat of Vaude-Visions sponsors to picket the AFM headquarters Thursday failed to materialize. The Vaude-Visions sponsors apparently will try to win over the AFM to rescinding its ban on members recording V-V music rather than to fight it openly.

Harry Howard's 50-People Unit For Aussie Tour

NEW YORK, June 25.—Harry Howard, unit producer, signed this week to take a revue company to New Zealand and Australia, with Africa a possibility later on. Troupe will present two full shows, and company of 50 will include Willie and Eugene Howard, Marty May and a line-up of 30 girls. Negotiations are also under way with Helen Morgan. Show will be the same as that presented by Howard to good notices last winter at the Brooklyn Majestic at a \$3.30 top. Production nut is figured at from \$75,000 to \$100,000, exclusive of fares.

Company sails August 16 on the Monterey and opens in New Zealand September 3. Expects to spend a couple of months there and then move on to the Anzaks.

Clark Robinson is designing the sets, and Mme. Bertha is doing the costumes from designs by Jack Booth. Marjorie Fielding is producing the dances, Mack G. Davis is musical director and Howard himself is directing. Howard will go with the troupe to New Zealand for the opening and will then return here, the company continuing in charge of Bob Barre, his general manager.

New Virginia Beach Club

VIRGINIA BEACH, Va., June 25.—The Dunes, newest local night club, had a gala Saturday. Sammy Walsh is emcee, and acts current are Paula Jeffries, Emily Piske and Starnes and Anayan.

Club features nightly dancing, with shows at 11 p.m. and 1 a.m. Al Apollo's Ork furnishes music. Club operated by Lewis Shields and Karl Andrews.

Seattle Club Changes

SEATTLE, Wash., June 25.—The Ranch, known as "Seattle's Theater Cafe," eight miles north of the city on the Everett highway, commenced this week a new policy, changing shows Wednesdays instead of Mondays. New plan introduced Wanda and Collins, dance team, and Sandra, fan dancer.

GEORGE LOTTMAN, New York press agent, has just been appointed Northern publicity director for the Carling Dinkler hotel chain of the South. Chain operates hotels in Birmingham, New Orleans, Montgomery, Nashville, Savannah and Greensboro, most of them using music and talent.

Talent Agencies Name Bands and Acts for MCA's Ft. Worth Show

KURT ROBITSCHKEK, New York agent, is in Hollywood lining up his *Hollywood Doubles* unit for London. . . . BERNARD BERNARDI, New York night club producer, is on the lookout for specialty line girls. . . . AILEEN STANLEY and Phil Ellis are now operating a management office in New York. Have three acts under contract already.

ARTHUR ARGYRIES, Rochester, N. Y., has booked the Five Kewpie Dolls and Harry Taylor solid for the next 10 weeks.

MICHAEL J. OWENS, of New York, will handle the *Ice Follies* for 10 weeks, starting July 1 at the Nassau Hotel, Long Beach, Long Island.

PAUL BLANCHARD, Paul Bachelor and Al Dauro have combined to form the Blanbach-Dauro Productions, Inc., slated to open offices in Cincinnati soon.

WILL J. HARRIS, Chicago producer, will be in charge of Father Flanagan's Boys Town show to play auditoriums in the Midwest later this year. MGM is making a picture based on Flanagan's home in Nebraska and featuring Spencer Tracy and Mickey Rooney. Stage unit, however, will have no professional talent.

After 25 years as booker for Blake & Amber Amusement Agency, San Francisco, MAUDE AMBER has combined with Anthony "Doc" Manna, of Oakland. Offices will remain intact. Earl Caldwell remains as associate to Miss Amber in the San Francisco office.

JACK W. GORDON, of the Gordon Entertainment Bureau, Hartford, Conn., has been booking name acts for the Griswold Hotel, New London, Conn. . . . FANCHON has returned to her Hollywood offices and will embark on a business and pleasure trip to the East as soon as Marco gets back from St. Louis.

HERMAN CITRON, New York, is booking Piping Rock Club, Saratoga Springs, N. Y., for a July 25 opening, and Scaron Manor, Schroon Lake, N. Y. . . . FRED ROBBINS, recently appointed general manager of the Sam H. Stiefel Enterprises, Inc., New York, will also act as the organization's general sales manager. Office now booking New Dunes Club, Virginia Beach, Va., and the Bath and Turf Club, Atlantic City.

GUY MARTIN, of French-American Productions, New York, is lining up acrobatic dancers and novelty acts for European and South American engagements.

Akron Club Reorganizes

AKRON, O., June 25.—A. C. (Tony) Masino's Merry-Go-Round, for years Akron's ace downtown nitery, has been incorporated as the Merry-Go-Round Sports Club and the night club policy has been abandoned in favor of Keno, with 10 games nightly, beginning at 9:15. Spot is air-conditioned and will operate on a membership plan. Frank Masino, Mike Varrecchia and Charles Myers are incorporators.

FORT WORTH, Tex., June 25.—Fort Worth Fiesta Association, a group of local business men, has set July 29 as opening date for the Casa Manana, with Music Corp. of America putting on the shows.

The business men are putting up \$20,000 for repairs and \$30,000 to guarantee four weeks of productions.

Local sponsors will put \$30,000 into the productions, and MCA will take the first \$38,000 in gate receipts, while local sponsors get the next \$30,000. After passing \$68,000 the sponsors will take 90 per cent and MCA 10 per cent.

Sponsors believe that the first four weeks should bring in the \$68,000, and if the show is extended two more weeks they believe they may regain the \$20,000 put up for repairs, according to William Monnig, heading the Fiesta group.

Ben Bernie may be in for opening night, and Wayne King may follow for two weeks. Ozzie Nelson and Morton Downey are others slated. Plans call for complete change of shows and bands every two weeks.

With the weekly nut down to about \$12,000, prices for cafe theater will be lower than formerly. The 1,000 seats in the balcony, \$1 each last year, will be 50 cents this year. Admission to tables will be \$1. Drink prices will be about half as much as they were.

MCA plans a cafe type of show. The city council has granted the use of Casa Manana and the surrounding grounds rent free to the Fiesta association. The city owns the Casa Manana building and the grounds.

Irwin-Rheingold Showboat

NEW YORK, June 25.—Moonlight sails of the S. S. Yankee showboat trips will start July 1 to Atlantic Highlands instead of up the Hudson. Bob Irwin and Sid Rheingold will present *Moonlight Revels of 1938*, featuring Arthur Kaye and Fabe Nicholson's Orchestra.

New Club in Albany

ALBANY, N. Y., June 25.—New night spot is the Tally Ho Tavern, managed by Isidor Saul. Show features Naomi Lee, Frankie Fay, Selma Roberts, Alice Russell, Bill Conrad and Lee Wormer. Performance conducted by Olive Boyd in conjunction with Mickey Folus' swing band.

Hollywood Doubles Booked

HOLLYWOOD, June 25.—The *Hollywood Star Doubles* unit has left for New York to embark on the Ile De France for Europe. Opens at the Palladium, London, July 18.

Kurt Robitschek, of French American Productions, is planning a tour of the Continent, including France and Holland. The unit is under management of Howard Bruce. This is the same group of doubles featured in *Hollywood Hotel, It Happened in Hollywood* and *Stand In*.

Loew's State, New York

(Reviewed Thursday Evening, June 23)

Bob Hope gets top billing this week, with Jackie Coogan, erstwhile child actor, featured as the "Front Page Kid." Coogan's stuff as talent is weak, but show as a whole is nothing short of terrific. Hope, late of the California sunshine and cinema factories, blossoms behind the footlights in a way that makes superlatives seem weak. He emcees the show, carries Coogan along and exhibits one of the rarest comic spirits seen in these parts in a long time. Hope's material is varied, comprising gags turning on timely topics and comic sketches reminiscent of burlesque. Technique, including timing and subtle asides, is not only polished but is sustained throughout the show. Did a bit of singing and plenty of hoke, particularly with vocalist Dolores Reade, and nobody ever succeeded so well in carrying the whole show and panicking the audience. Plugged vaude, with special and clever lyrics to his *Thanks for the Memories*.

Coogan, unfortunately, is seriously handicapped thru lack of material and what talent he may have was completely shut off by comparison with Hope. Coogan's money troubles are stressed too much.

Bill opened with the Fredysons, seven-man acro group, specializing in pyramid, teeterboard and tumbling. Fredysons are a very able opener, work fast and get off some thrilling turns. Teeterboard stunts are their most sensational stuff.

Robinson and Martin, dance duo, are capable of ballrooming for anybody's money. Style is showy, intricate, fast, but not too much so, and routines are off the beaten track. One of their smartest turns is a ballroom tap to *Limehouse Blues*. Rhythms are a pleasure to hear and watch. More on the novelty side, couple does clever adaptation of a fast rumba. Offer three numbers. Man fills in with harmonica rendition of *Rhapsody in Blue*. It's a socko musical interlude. A fine act.

Al Gordon's Racketeers, dog act, kills the burghers. Pooches grow perverse on Gordon, going into a trance when he attempts to pace them. Gordon's lingo and antics of one mutt who makes passes at the musicians in Zwerling's Or-

chestra create a near riot. It's all a wonderfully clever piece of business. Last half of the act has the dogs working straight, doing beautiful back somersaults and gallivanting on a spinning table top. A gorgeous novelty turn.

Dolores Reade sings and foils for Hope. Voice is low and throaty and very unusual, tho some coaching could improve her technique.

Pic. *Dr. Rhythm* (MGM). Excellent business when caught.

Paul Ackerman.

Palace, Chicago

(Reviewed Friday Afternoon, June 24)

Not much this week to attract a good gate, even tho the Louis-Schmeling fight films are inserted as an added attraction. Universal's *Wives Under Suspicion* as the screen feature is just run-of-the-mine fare, and the stage bill, while carrying some ingredients of good clean entertainment, has no b.o. power.

Jack Lenny and the Statler Twins stack up as a weak tap act principally because their efforts are more labored than entertaining. Man has a nice smile and a fair sense of showmanship, but his routines are not strong. The girls are a striking platinum-blond pair but weak on footwork.

Carlton Emmy and his Mad Wags are still a reliable canine act, amusing all the way. Does not pace them thru any sensational feats, but what they do is clever and, above all, attention-holding.

Virginia Verrill, fortunately, is a different type of vocalist and as a result garners nice returns. She is an ingratiating, attractive personality and warbles with a voice that ranges from a pleasing low to a novel high. Idea of opening in the middle of tune is good.

The Three Stooges added more talk since caught last and tend to drag out some bits. Boys are funny with their acro nonsense, and the closing rope-skipping tap number is still sock.

Stuart Morgan Dancers close with their usually sensational adagio work. Act, fresh from an engagement at the

Vaudeville Reviews

Palmer House, is tops in its line due to perfect co-ordination of both technical and showmanly efforts. The three men are young and manly looking, and the girl has natural charm.

Danny Russo conducted the house band with his customary dexterity. Business fair first show opening day.

Sam Honigberg.

Music Hall, New York

(Reviewed Thursday Evening, June 23)

Two departures from the Music Hall pattern of entertainment are prominent this week. In place of the usual symphonic concert, batoned by Erno Rapee, the management introduced a trio of electronic minipianos, a new string keyboard instrument which is supposed to possess a greater variety of musical sound and sustain tones longer than the grand piano. The second noticeable change was made at the end of the show. Tho those demons of precision, the Rockettes, still kicked high and in unison, they yielded the finale to Nita Carol and the Music Hall Glee Club.

The cocktail theme of the new production is vague. The toast *Here's to You* started with a Manhattan on the super-pianos. At the keyboards were Henrietta Schumann, Diane Bernhard and Mildred Victor. Their demonstration was fascinating but cold and hardly relative to a Manhattan cocktail motif. During their rendition of Liszt's *Hungarian Fantasy* they were accompanied by the orchestra.

Against a background reminiscent of old New Orleans the corps de ballet glided and dipped and minced as gracefully and delightfully as always. However, the brief solos by Hilda Eckler and Leon Barte were not impressive. Jan Peerce's tenoring in Italian costume comprised the Martini cocktail.

There was more diversion to the Old-Fashioned—a New York Old-Fashioned. Carlos Peterson and Marie Grimaldi really entertained with a novelty dance, while Paul Gordon demonstrated his cycling prowess all to the tune of *East Side, West Side*. He rode a regulation bike, a high two-wheeler and a novelty vehicle with three sets of pedals, manipulating all sort of acerals on the handlebars while the bicycles balanced on one wheel.

Nita Carol, the Music Hall Glee Club, Dorothy Young and the Rockettes are featured in the Champagne cocktail and a special arrangement of *Love Walked In*. Miss Carol's singing lacked warmth; the metallic tone of her voice chilled her renditions. For the few minutes that Dorothy Young tapped out her contribution she left no doubt as to her mastery over intricate steps.

Production and setting credits again go to Russell Markert and Nat Karson, respectively, while Willa Van and Marco Montedora achieve picturesque simplicity in their costume designs.

The crowd seemed to enjoy the Hepburn-Grant version of *Holiday* on the screen.

Sylvia Weiss.

Chicago, Chicago

(Reviewed Friday Afternoon, June 24)

Eddy Duchin has returned for a two-week session and promises to help wipe off some of the red ink used in the house's ledgers lately. While he may not repeat the terrific biz of last year, opening-day houses indicated healthy receipts. Five shows are given daily, and the third show Friday was view by a near-capacity downstairs and a good scattering in the balconies.

Band opens on stage, Duchin immediately going into *Says My Heart* on the piano and bringing on Durelle Alexander, his new and cute vocalist, for a cowboy set delivered in good spirit. Durelle is a fresh-looking personality and easy on the eyes.

The Stapletons, musical comedy tap team, do a round of versatile tapping, smoothly routined and dispensed with ease and grace. Girl is a tall and winning-looking blonde, and the man a handsome, neatly attired partner.

Stanley Worth, band's tenor, displayed a rich voice in two pop tunes, altho he is shy on personality. A hot version of *St. Louis Blues* by the outfit brings out the piano forte in Duchin again, and blazingly this time.

The Three Sophisticates, girl trio, are back with their strong knockabout turn. Routine is smoother than ever, and their appearance is admirably striking. Duchin takes the ork pit piano next

for his welcome session and community song and whistling festival. Has the audience in the palm of his hand and stays on just as long as he is able to stand it. At this showing perspiration was streaming down his face (and streaming is the word) and his hands were soaking wet.

Gene Sheldon, next-to-closing, stopped the show with his sock comedy act that at once labels him the Harpo Marx of the banjo. He can strum real guffaws out of the instrument and can go straight in a real way when he wants to. For an encore a good woman straight helps out in another amusing session of pantomime.

An arrangement of *Stormy Weather* with suitable atmosphere winds up the bill.

On screen *Three Blind Mice* (20th Century-Fox).

Sam Honigberg.

Palladium, London

(Week of June 13)

Current bill falls below standard. First headliner is Harry Richman, back after a week's absence.

Following customary openings by ork and line of girls, Five Clevers, youthful Australian family acrobats, take the stage. Three girls and two boys present a smooth and clean-cut routine of spectacular and difficult tricks.

Billy Danvers, typically English comedian and monologist, fits in nicely in deuce spot.

Karre Le Baron, with Mayon, American acro and adagio dancers, are hold-overs. Offer a dandy *Dove and Ravens* number which holds novelty by the manner in which the girl manipulates a pair of wings thruout the throws and catches. Clicks solidly.

Revnell and West, two men comedy team, chalk up plenty of belly laughs on a funny act centered on their difference in height.

George and Jack Dormonde are winners with their familiar but always enjoyable clowning on unicycles. Fast and funny.

Harry Richman is not at his best, but lands home on account of showmanship and personality. He should study his material for English consumption.

Dennis Boys (three) and Rita do well with a variation on the Doll Dance theme. Act is neatly produced.

Joe Besser, American comedian, with his apron mate, Lee Royce, is in a second week here. Gets laughs, but overdoes the pansy characterization.

Cicely Courtneidge, English musical comedy name, last week's headliner, now gets third billing. Aided by David Burns, her American straight man (who all but steals the show) and the Palladium Girls and Boys, Miss Courtneidge essays three lukewarm numbers, two of which are taken from her last musical.

Naunton Wayne, nonchalant and unruffled English monologist, does a brief but enjoyable session. Is plenty popular here.

Billy Caryll and Hilda Mundy, Britain's No. 1 man and woman comedy team, are made to order for the next-to-closing spot. Register the only show-stop of the evening.

Andre, immaculately attired Continental aerialist, assisted by a personable girl, holds the outfronters seated whilst performing a daring and hazardous balancing routine on a trapeze.

Bill is frankly below Palladium standard and attendance is affected.

Bert Ross.

Wintergarten, Berlin

(Month of June)

This month's bill is an international one, with artists coming from all over

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the world (Paris, Los Angeles, Madrid, Hawaii and Palermo).

Opener has Master Colda from Vienna and his trained dogs. They form stunts, play piano and do all sorts of tricks. Musical accompaniment is in the able hands of Schmidt-Boelcke.

Next comes Moe's Hawaiian Trio, who dance national and American dances with much grace.

The Shyrettos are one of the high spots in the program. Feature terrific items on bicycles.

D'Anselmi is sort of a ventriloquist who startles and amuses with a trick in which he uses a telephone.

Lupo, quick-change artist, is well known by the Wintergarten customers. Good novelty is the breath-taking equilibrium offerings of the Two Juvelys. One stands on the head of the other, with two balls serving as pillows.

No less impressive is slim Luisita Leers, especially in her number on a high trapeze.

Lovers of sport and beauty will be delighted by the Two Omanis.

Viola Zarells satisfies adherents of terpsichore with her acrobatic studies in the fantastic fashion show by Silva and Ferrera from Nizza.

Then there are eight cheerful and pretty girls billed as "Rondella Cocktail." The clowning of "Short and Long" brightens things up. Closing number is provided by the Hungarian Troupe.

Dietrich Schulz.

Earle, Philadelphia

(Reviewed Friday Afternoon, June 24)

Reaction of the Earle's audience at the opening of this week's show proves that there's no comparison between a so-so variety show and a name band. Friday afternoon audiences as a rule are vociferous in their approval, but today they virtually sat on their hands.

Joe E. Lewis, emcee, was able to shake the customers out of their lethargy on several occasions, but with one or two exceptions the show was slow moving and even dull in spots.

The opening act, after a couple of minutes of patter by Lewis, was a dancing duo—the Hudson Wonders, good-looking hoofers who are quite clever. They opened the show with a bang, but the other acts failed to keep the pace.

Tommy Trent and his Puppets Parade is a Punch and Judy show brought up to date. His best number is his finale with a black-face puppet doing a Big Apple. A lighting of which blacks out Trent and she the puppet Shagging alone is a cl...

Dorothy Stone and Charles Collins, are disappointed. They're much better dancers than singers, and their dance routines were way off. Dorothy wings up the act with a song, Mother Told Me There'd Be Nights Like This, but it failed to go over. They should change their routine to fit their style.

Lewis wakes the audience with a comedy take-off on Ted Lewis, Harry Richman and Lawrence Tibbett and gets the only real applause of the day with a comedy song, Sam, You Made the Pants Too Long, a parody on Tibbett's Lord, You Made the Nights Too Long.

Jane Pickens, too, failed to make the grade. Her voice has fine range, but by the time she appeared the audience was getting fidgety by the slowness of the show. She sings I Can Dream, Can't I?; Smoke Gets in Your Eyes, Star Dust, and finishes with a burlesque of a Metropolitan Opera soprano singing in a mosquito-ridden outdoor concert. Scattering applause brought her out for an encore with Ti-Pi-Tin. Jane is a fine artist but was unfortunate in hitting the audience when it was in bad humor.

Borrah Minevitch's Harmonica Rascals close and almost save the day. Interspersed with Lewis' gags, Minevitch's kids go to town. The maestro himself was absent.

On the screen MGM's Woman Against Woman. Business fairly good; weather hitting the 90's.

Si Shaltz.

Scala, Berlin

(Months of June and July)

Germany's leading vaude theater is preparing big things for the winter. Meanwhile it will show traveling revues during the summer. Colonel de Basil's marvelous Russian ballet made the start in April, followed by a revue from Vienna last month. June offers Professor Doorlay's Tropical Express. This exotic troupe is the biggest of the moment and has traveled for more than

18 years from one corner of the world to the other.

There is a demonic speed in this Express from start to finish, there being more than 140 numbers in the program. The revue features about 120 international artists recruited from 16 different countries, a big technical staff (no less than 24 electricians) and a horde of animals (elephants, horses, vipers, etc.).

The Tropical Express takes one on a lightning trip around the world. Only native artists are featured in the different acts: Indian fakirs, Hawaiian beauties and singing ensembles, jungle scenes, conjuring of vipers on Bali, scenes of jealousy in the South Sea, romanticism of South America, Rio de Janeiro, Shanghai, Italian love serenades.

In between there are sketches and acrobatic and other acts. Some of the leading artists are on several times, especially Ruth Hasse, who shows break-neck skill on a bicycle (act is called "looping the loop"), offers a "fire dance," practices magician arts, dances with gigantic vipers and then directs the Doorlay Ultra-Symphonic Orchestra (whatever this means). During the offering of the latter clever impersonations of Garbo, Dietrich, Laurel and Hardy, Shirley Temple, Max Schmeling, Mickey Mouse, the Negus, Fred Astaire and Ginger Rogers, etc., are shown.

Outstanding are the trained dogs; the Ryfkabiles, who are excellent "parterre acrobats," and an Indian Brahma, who shows ritual trainings consisting of tremendously difficult contortions.

As Tropical Express fills the house to capacity, it is being held over during July. Thereafter it goes to Leipzig and Munich and back to England, from where it came by way of Antwerp, Brussels and Amsterdam. From there to South Africa, Australia and India and to Japan for the Olympic Games.

Dietrich Schulz.

Petit-Casino, Paris

(Month of June)

It would be hard to imagine a better Paris bill than that presented here. Every number is a standout.

For tops we pick at least three: Lord-Ain, Argentine chanteur, who sings in four different diapasons and renders an entire scene from Rigoletto; Serge Edinoel, J. Tavioli, F. Blanchart and A. Mismetti, boys who have a rovel musical skit, and J. C. and H. Wecken, hand to hand. J. C. is a Lilliputian and a wiz.

Effy Halim is an ace illusionist and Tania and Liano offer ballroom dancing. Other good numbers are Giovanni, contortionist; Nelly Dugane and Leon Nys, singing that does not cause an earache, and Jane d'Orcy, the best song plugger in France.

C. M. Chambers.

Roxy, New York

(Reviewed Friday Evening, June 24)

Straying from the beaten path of established acts for this week's stage fare, Tomorrow's Stars, a bill consisting of unknowns, but who have been around for quite a while, occupies the current spotlight.

The bill is well rounded out with a variety of youthful and lively talent, with no attempt made to milk the audience on the young performers' angle. The audience responded heartily on their own.

Paul Ash and his band are on the stage instead of in the pit. This lends itself towards a more co-ordinated show, with activity never ceasing in the hour's presentation. It gives Ash an opportunity to show himself to better advantage.

Sunshine Sammy and Sleepy, colored duo, open the show with trick taps, interspersed with pinwheel turns and dance acrobatics to a favorable audience reaction. Phyllis Colt, a pint-size singer, did several pleasing swing numbers.

An open marionette show, Nelson's Novelettes, was one of the chief applause gatherers. Extremely clever is the team's technique of full visibility in operating the strings. The almost realistic actions of the clown was the high spot of the act.

Andy Andrews, featuring comic songs, has a clever style and was well liked. Marion Mack, female drummer with a musical auto, could polish up her chair-drumming routine a bit, but is otherwise presentable. The blues singing Randall Sisters, trio, are okeh in arrangement of Shade of the Old Apple Tree, but vocal stints carry no variation of delivery.

Imitations, one of the most abused acts in vaudeville, was turned into a sock by the cleverness and versatility of Mark Ballero, whose repertoire is thoroly

funny and drew more laughs from the full house than any single act on the bill. And justifiably so, because each imitation, done with quality plus, carried crisp, clever dialog.

Modern dancing comes into its own also with four teams. Ted Gary and Mitzl Dahl, Buster and Billie Burnell, Jack and Honey Wilson and Ruth Schien and John Englert intertwined their shaggin', Big Apple, truckin' and Susy-Q with the dance production number of the Gae Foster Girls. The ever versatile girls lend themselves as trappings to the four dance teams, and as a combo proved to be a great hit with the audience.

Always Goodbye (20th Century-Fox), with Barbara Stanwyck and Herbert Marshall adorn the screen. Sol Zatt.

Orpheum, Los Angeles

(Reviewed Wed. Afternoon, June 22)

Shows at the Orpheum have taken a decided upturn in the past few months, the current bill being the best in quite some time.

Top spot is held by Saul Grauman and Co. with the musical Stairatone. For originality the act hits a new mark. Each girl is a performer in her own right; all are lookers and each one does her part in building toward the climax, a stair dance in which a note is played by contact on each step.

The Elder Bloom Chorus, composed of a dozen gray-haired "girls" ranging in ages from 62 to 75, proves that life doesn't begin at 40, but much later. They sang Bells of St. Mary's okeh.

(See VAUDEVILLE REVIEWS page 28)

Burlesque Reviews

Republic, New York

(Reviewed Wednesday Evening, June 22)

Despite the ambitious and untiring efforts of Audrey Allen toward a more artistic staging of "Follies" (burlesque) productions, current attempt to inject a little class fails pretty sorely.

But credit should go to Miss Allen for having the patience and fortitude to stray from the conventional formula of neglectfully staged productions. She is not entirely at fault for the results because of the many limitations placed in her way.

There is a decided lack of good dancers in the line, the foremost limitation. Secondly, apparently too little time is given over to rehearsing.

Comedy assignments, handled by Mike Sachs, Max Coleman and George Murray, are rather inept but still draw a few scattered laughs. The honeymoon bit, to take just one, has already seen several generations of burlesque plodding, but that doesn't make any difference to Sachs and Mack. The only number approaching subtlety is a nuthouse skit, with Al Golden, straight, carrying the burden, and Sachs. Applause on the whole, tho, was very sparing, despite the full house.

Strippers include Jean Carroll, Marie Voe, Jean Lee, Diane Logan, and Ann Powell, a recruit from the chorus. Carroll carried away what little applause was dished out with her teasing tactics. There must have been an apathetic audience on the night caught, because even the peelers were sent back to their dressing rooms with a minimum of applause.

Phil Stone, taking over the singing chores, delivered renditions of Chant of the Jungle, I Love the Life I Live and Swell of You. Just fair. Style is okeh but delivery is accompanied with a crack in the voice. Benny Harris and ork provide the music. Sol Zatt.

Capitol, San Francisco

(Reviewed Monday Evening, June 20)

Eddie Skolak has reopened the Capitol Follies with a gay revue built around the feature act, Girl in the Fish Bowl. Show caught on well. Strip-teasing is done in none too modified form, being handled by Boo Lavon, Madge Carmyle, Mickie Dennis, Kitty Ellis and Marion Morgan. Helen London does the Girl in the

Fish Bowl stunt. In a cellophane bowl sans water this blonde cavorts with an octopus, and while the act lacks reality it gives the boys a chance to stare as La London proceeds to wring every last drop of sensual emotion before making her exit.

Production numbers are put on by Buster Lorenzo, who also does the vocals. The line of 14 girls is good-looking, the costumes are neat and well above the average in design. Seventeen numbers in all are staged. Mickie Dennis does well in displaying the form divine. Regrettably, however, the black-outs retain innuendoes and sexual references.

Business was exceptionally good. Edward Murphy.

7-Week Burlesque Tour for Midwest

CHICAGO, June 25.—Seven-week burlesque circuit for next season is being formed by the Midwestern Managers' Association, according to Milton Schuster, local booker.

After failing to reach any agreement during a meeting in Detroit last week, principally because of different operating budgets in the involved houses, the members finally agreed to a circuit company of nine principals, with other talent to be engaged individually by the respective members.

The company of nine will play each of the association houses three times during the season and will get approximately 21 consecutive weeks, Schuster states. Details will be ironed out at another meeting in Toronto next week.

Circuit will operate in Chicago, Detroit, Toronto, Pittsburgh, Cleveland, Cincinnati and Buffalo.

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Magic

By BILL SACHS
(Communications to Cincinnati Office)

AL FLOSSO, late of the Downie Bros.' Circus side show, left New York last week for a summer's run at Hamid's Million-Dollar Pier, Atlantic City. Since the Downie closing several weeks ago Flosso has been playing clubs in the Manhattan area. . . . WILFRID BECKMEN is set until September 11 at the theater in Dominion Park, Montreal, with his magic and illusion show, using four girl assistants. He presents six shows daily. . . . A QUEER QUIRK: Dr. "Think-a-Drink" Hoffman recently played the Earle Theater, Washington, on the same bill with Lottie Mayer's Disappearing Water Ballet. . . . LESTER LAKE (Marvel) is the newly elected president of the Queen City Mystics, Assembly No. 11, SAM. Other officers chosen at last week's election were Joseph S. Schreck, first vice-president; Rudolph J. H. Lenzer, second vice-president; H. Tracy Balcom Jr., secretary; J. Ronald Haines, treasurer, and Harold F. Puff, sergeant at arms. . . . SAM GROSSMAN, New York, says he has been keeping busy recently on club, lodge and special events dates with his mental and spirit-painting stunts. . . . VANTINE AND CAZAN, who have just concluded their third week at Perkins night club, Kansas City, Mo., have added Miss Cazan's sister to the turn. . . . ROY R. YOUNG (Great Rozalles) left White Salmon, Wash., June 15 for England, where he has worked with circuses for more than 15 years. He has not shown in the U. S. for nearly 20 years, confining most of his magical activity to England, France and Norway. . . . MARQUIS and his vest-pocket magic circus, after an extensive tour of the Northwest, including a dip into Alaska, are currently playing thru Colorado on the start of a swing that will take the troupe thru the Southwest. Lynn M. Parks is general agent, with Charles E. Kelly, special agent, working 10 days ahead. Marquis is assisted by his wife, Madeline, and a chap who aids with the props. . . . ERNIE ANDERSON, Minneapolis magish, now working around Cincinnati, was a visitor at the magic desk early last week, accompanied by his new bride. At the recent IBM convention in Cincy Ernie made a strong bid to take the 1939 conclave to Minneapolis, but his plea came too late to be considered by IBM delegates. He hopes to do better next year.

MYSTERIOUS SMITH concluded a 10-month season in the South at Norfolk, Va., June 11 and with Mrs. Smith (Mme. Olga) returned to their home in Warrenville, Ill., to spend the summer. Smith will begin his 38th year as a pro in September. . . . DEL BREECE, now in his third week as magician of ceremonies at the Skyline Lodge, 18 miles from Omaha, has been chartered to remain there for the remainder of the summer. He will head back to Florida in the late fall. . . . BLACKSTONE is current this week at the Orpheum, Omaha. . . . BEN CHAVEZ and Co. wind up an extended engagement at the Rayott Club, Niagara Falls, N. Y., July 3. . . . FRANCIS A. NICKOLAS, after a brief fling with a circus, is now doing his magic and vent in the Chalkias Bros.' Odditorium with the Bremer Shows, carnival company. . . . HENRY GORDIEN, Minneapolis mystifier, has the illusion show on the Bremer Shows midway. . . . SEATTLE MAGICIANS honored Blackstone and members of his company with a midnight supper in the ballroom of the Claremont Hotel, Seattle. (See MAGIC on page 59)

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Burlesque

(Communications to New York Office)

New York:

FRANK BRYAN is producing numbers at the Globe, Atlantic City, which has opened under the operation of Izzy Hirst. Opening cast, placed by Phil Rosenberg, consisted of Bob Carney, Charles Harris, Richard Dana, Three Lunatrix, June Marshall, Bobby Morris, Florence Fawn, George Murray, Paddy Cliff, Ned Walsh and Mimi Reed. . . . SANDRA LANDI, dancer, recovered from a strained back due to a fall, opened at the Melody Club, Union City, N. J., June 21. . . . MOLLIE GORMAN, Connie Silk, Betty Brooks and Helen Farland were titled the Four Bombshells while at the Dutch Tavern, Astoria, L. I. . . . MARGO MEREDITH opened at People's June 17 after a lengthy stay at the Palace, Buffalo. . . . LOYE ASTRID was placed by Joe Williams at the Casino, Toronto, for June 24 opening. . . . LEA HOWARD celebrated a birthday June 17 back stage at the Star, Brooklyn.

MMARGIE HART, Bubbles Yvonne, Ruth Arnold, Irene Austin, Georgia Sothorn and Maxine DuShon have formed a new bicycle club. Every Tuesday in Central Park finds the club doing diligent pedal pushing. Start is from the bus terminal adjoining the Eltinge. . . . JIMMIE WALTERS postals that he and Viola Spaeth had six weeks in Denver and two split weeks from there to the State, Seattle, Wash., where they opened June 19. Besides he has changed from straight man to do comedy opposite Jack Greenman. . . . MARGIE HART returned to the Republic June 24. Other new principals are Irene Cornell and Joe Freed. Diane Logan, Caroline Rogers and George Murray exited. . . . JULIE BRYAN held over for a fourth week at the Eltinge. . . . IRMA VOGEELEE, Irene Austin and Georgia Sothorn replaced Zonia DuVal and Marie Joyce at the Eltinge June 24. . . . SAMMY FUNT and Herman Engel are now co-managers of the Gayety. Engel returned to relieve Murray Spler, who was transferred to the 42d Street Apollo, which shifted Julius Koenig from the Apollo to the Times Square adjoining.

CCHESTER WEINSTOCK, youngest son of Joe Weinstock, has become a number producer. A Miami daily paper titles him thus, he being in charge of 16 girls at Minsky's Footlight Club, which is Minsky's Million-Dollar Pier transformed into a new nitery at that Florida resort. Manager is Frank Naldi, and recent principals are Cubanita, Didi Dorian, Bob Leers, Harriet Hilton and

Larry Layton, emcee. . . . RUSSELL CAREW, former Hirst circuit show manager, and Harold Hoffman are back to life-saving on the beach at Sea Gate, Coney Island, N. Y. . . . ANN VALENTINE now eligible to be called the emergency principal. Jumped into the Star, Brooklyn, cast for the last show June 10 upon the retirement of Hazel Miller. . . . HARRY ROSE, comic, booked by Dave Cohn into the Arcola Inn, Arcola, N. J. Will be straightened by Myles Bell. UNO.

Chicago:

BOB FERGUSON and Mary Murray are replacing Kenny Brenna at the Rialto during the comedian's four-week vacation in Fox Lake, Ill. . . . A new attraction in that house Friday will be Jack Buckley, booked thru Milt Schuster. . . . MANAGERS who attended the Schmeling-Louis fight in New York included Dewey Michaels, Buffalo; Lou Appleby, Toronto; George Young, Cleveland, and George Jaffe, Pittsburgh. . . . ALEENE DALE and hubby, Dave Levey, left for a vacation in Atlantic City. . . . GEORGE CORWIN and Jean Wade are now working in Salt Lake City.

From All Over:

SALLY WALKER, confined in General Hospital, Indianapolis, as the result of cuts and hurts sustained in a recent motor crash, postals that the full extent of her injuries are a broken nose, knee and ankle and 18 stitches in her face. . . . RUBY LANG (Mrs. Robert Wilson) is visiting her folks in Seattle, Wash., and expects to join her husband some time in July. . . . PAULA LEWIS, burly principal, who has been reported dead on several occasions in recent years, is still confined at Waverly Hills Sanitarium, Waverly Hills, Ky. She has shown splendid progress in recent months and is back to normal weight. Paula expects to leave the sanitarium by fall. Friends are urged to drop her a line. . . . FRED (FALLS) BINDER is back at his home in Cincinnati after a season of burlesque in the East. He is planning a vacation trip to Florida for the middle of July. . . . ED HALPERIN, who had charge of the concessions at the Gayety, Cincinnati, the past season, is returning to New York this week. He has his eyes set on a World's Fair job in 1939.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

SILAS GREEN SHOW, owned and operated by Charles Collier, played Reidsville, N. C., Tuesday night of last week (21) to fair business—a two-thirds house, altho the town is known to showmen as a poor spot. This was the show's last stand in North Carolina. From there the show went to Martinsville, Va., with Danville and other Virginia towns to follow. Guests of Charles Collier at Reidsville were Mr. and Mrs. Rex M. Ingham and Tex Watts and family.

"WHERE IS THE FELLOW who said minstrel shows are dead?" asks Alynne Arden, former prima donna and interlocutor with the old Gilbert & Hart Minstrel Show. Arden writes from Little Rock, Ark.: "Lasses White's Minstrels played Hot Springs under canvas recently and if there were any signs of minstrelsy being dead, then I'm the Statue of Liberty's mother-in-law. Two performances were given, one at 8 p.m. and the other at 9:45 p.m. First show was packed, and the tent seats 3,500. Second show had an audience that filled the center seats. If we believe what the so-called know-it-alls say, minstrelsy will die, but the truth is: give 'em a good, clean, up-to-date show and the public still goes. The thing that impressed the audience most was the absence of (See MINSTRELSY on page 59)

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Thank You, Genaro,
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Murray Korman

Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Seven and Two Still in Ross' Alexandria Contest

AALEXANDRIA, La., June 25.—Seven couples and two solos remain on the floor of the Mile Mule arena, and Promoter Hal J. Ross has quickened the gait to make the going tougher. Last week-end saw a full house when 16-minute sprints and the treadmill and on Sunday Vina Walker's attempt to break the world's record in ice proved good attractions. Two skits Saturday night were *Indoor Sports* and *A Night in a Turkish Harem*, with much applause given the players.

Good weather, an appreciable audience and ability of this section to beat the national recession in business combine to keep up fair b. o. and it looks like a winner for Ross.

JERRY GREEN writes that he and Edna Davis were married in Baltimore a couple of months ago while playing the Ted Brown show there. At the present time Edna is walking with Cliff Real in the Hagerstown, Md., show and Jerry is working as emcee in night clubs.

PAT H. O'BRYAN, formerly of the endurance field, postals that he has the floss candy concession with Hennies Bros.' Shows. He would like to read a

line here on Louise Dubols and Jackie Anderson.

EDDY BEGLEY and wife, accompanied by Joe Galla, visited Mrs. Larry Troy recently at the Playland Park, Rye, N. Y., where Mrs. Troy is performing in the bicycle act known as the Three Girton Girls. All are well known in the endurance field. Edith Girton is all excited over having her brothers, Herbert and Alfe, known as the Victoria Troupe, back in the States. They returned from England June 6.

CAPT. PHIL C. MATHIEU, after six years as superintendent of maintenance under the Hal J. Ross banner, is now vacationing in Omaha. Since his arrival there the captain has taken unto himself a wife, one Minnie Baney. Previous to his employment on the Ross show, Captain Mathieu was connected in various capacities for 12 years with Isler Greater Shows and is remembered as a crack rifle and pistol shot.

LANE JASPER, who has been out of the endurance field for the past three years, during which time he has been affiliated with one of the larger coin machine companies, says he is doing okeh but that you really have to hustle to get your share of the shekels.

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Hugo Players Find Biz Fair

Bad weather hurts, but show does okeh—new equipment added

SARGENT, Neb., June 25.—Harry Hugo Players were forced to cancel their opening performance here Monday of last week when a 65-mile-an-hour gale struck the outfit. On Thursday night a cloud-burst hit the Hugo tent between the first and second act, the audience beating it for home holding a storm-check good for the Saturday matinee. Despite a succession of bad weather breaks, the Hugo organization, now in its sixth week, has managed to pull fairly good box-office returns to date.

Manager Harry Hugo has his eye pointed for some new canvas after the weather calms, and the crew has been doing considerable painting and repairing. A new circus-style office and ticket wagon has been completed, making for a fine flash on the front. Several trucks and trailers will also be added soon.

In the cast, in support of Harry Hugo, featured comedian, are George Henderson, Mary McNair, Millcent DeVere, Patsy Tyler, Bess Henderson, Doris Stine, Bob Williams, Skip Hawkins, Glen Stine, Jack Winston and Master Herbert Hugo. Hugo's High-Hatters Orchestra, under the direction of Jack Winston, gave three dances after the show in the local auditorium during the engagement here. Hugo organization is now in its 31st season in this territory. A popular feature of the troupe this season is the Hillbillies, novelty specialty turn.

Harry Miller, superintendent of canvas, and his crew have been getting the show on and off the lot in fast time and managed to keep the top in the air during the hardest blows.

Hugo advance is now being handled by Harry (Pep) Chipman, who recently made a 1,900-mile jump to join the show after closing at Portsmouth, Va., with the ill-fated Downie Bros.' Circus, on which he was press agent. He served in a similar capacity with the Al G. Barnes & Sells-Floto Combined Circus last season. Chipman was associated with the Hugo organization in the past as treasurer, business manager and general agent, and also operated one of the Hugo units for a time.

Showboat Shorts

CALLAO, Va., June 25.—Charlie Hunter and Jack Pfeiffer's Showboat Players, under canvas, pulled into this little Virginia town Sunday of last week to rest up after a hectic but good week in Kilmarnock, where the actors from the Original Floating Theater and the Hunter tribe visited back and forth, staging wiener roasts at night after the shows.

Outfits were only five miles apart but both were lucky in gathering the shekels. Towns must have been ripe for entertainment.

This is second season for the Showboat Players under canvas and the outfit is tagged as one of the most beautiful tent aggregations on the road.

Roster includes Charlie Hunter, Beaula Adams, Jack Pfeiffer, Gladys Pennington, Griff and Hi, Jane and Freddie Frampton, newcomers to tent-show game; Dutch and Evelyn David, Rudolph Paul, Jack and Marlon Howe, Ray Copersmith, Mitzi McGee, Virginia Goodwin, Dot Kline and Janice and Daisey Dean.

Following this stand, show moves into Maryland for 15 weeks. So far Managers Hunter and Pfeiffer are jubilant over the showing at the box office, considering adverse conditions.

Freddie Frampton says he is looking forward to the Maryland venture to get near Easton so that the old Lew Beckridge tab days can be reshaped with Pat Gallagher. TOMMY TAYLOR.

Bruce Loser in Windstorm

HUTCHINSON, Kan., June 25.—Wallace Bruce, owner of the Wallace Bruce Players, showing Central Kansas towns under canvas, suffered \$300 loss June 10 at Newton, Kan., when a wind ripped thru his tent, tearing out one section.

Nixon Show Makes Bow; Headed for West Texas

ALBA, Tex., June 25.—Ted Nixon's De Luxe Tent Theater made its bow here June 18, the company drawing satisfactory b-o. returns with its initial presentation. In the troupe are Wayne Bates, leading man; Sally DeVoll, leading woman; Harry LaReane, Toby comedian; Mrs. Eva LaReane, characters; Jack Bradda, specialties, and Madam Selycka, mentalist. Company totes a four-piece ork.

Show will play three-day stands, and on the day after the opening here Manager Tex Nixon pulled out to handle the advance, expecting to make a 350-mile jump into West Texas. Mr. and Mrs. Harry LaReane have purchased a new house trailer, and Mrs. Nixon is learning to drive a new Packard eight.

Billroy's Briefs

MUSCATINE, Ia., June 25.—Don and Della Palmer, our contracting agents who seldom get back to the show prior to its return to the barn, did in Valparaiso, Ind. They dropped in there for a hasty "hello" and a word or two with Mr. Billroy.

Kirk Kuykendall, in charge of our brigade, also was back in Kankakee to witness our first Sunday performance of the season. It is rumored in some quarters that it won't be our last.

Mr. and Mrs. Eddie Delashmit, of Grayville, Ill. (writer's early pasturing grounds), were among visitors at Kankakee.

Iowa has given us our first indication that summer hasn't passed us entirely by, by providing sweltering temperatures.

Wayne Bartlett and yours truly seem to be the only two in the men's dressing room to come out from the very beginning with the winner of the Louis-Schmeling fight in the bag. Leon Harvey, Fats Brown and others we could mention just cannot be prevailed upon to heed a word from the wise.

Day and dated the Morgan-Helvey Co. in Macomb, Ill., Saturday past.

In Burlington Wednesday writer had a pleasant surprise visit with his sister, Mrs. Julian Pfiffner, of St. Louis; his sister-in-law, Mrs. James D. Finch, also of St. Louis; nephew Jimmie Dean Finch, age 8; Mr. and Mrs. R. W. Crawford and children, Gordon and Larry, of Burlington, and Mrs. Crawford's and Finch's father, O. A. Lotgren, of Winfield, Ia. JOHN D. FINCH.

Rep Ripples

ED AND FLOSSIE WILBUR, former stock and rep performers, are operating a summer camp at Lake Winnepesockie, N. H. . . . JOHN VAN ARNAM show, so they tell us, has been enjoying increased business since striking New England. . . . McNALLY'S VARIETY SHOW is getting a fair measure of biz in its established Vermont territory. . . . ALEX ZESSER, formerly associated with the Dubinsky Bros.' attractions for 15 years, is now operating the Ritz Theater, Detroit. . . . FRED HORLOW, ex-agent for Dick Lewis, spent a recent week-end with ex-agent Clyde J. White and wife at the latter's service station and tourist park at South Boston, Va. . . . PHIL DAKIN and Charles Rehl have joined the cast of the Al Jackson Players in Madison, Wis. . . . MILDRED HARRIS CHAPLIN'S 10-week contract as the feature of the Heffner-Vinson Show expires July 9 and reliable reports have it that Manager Jimmy Heffner won't renew. . . . HELEN HILL, wife of George B. Hill, was forced to leave the Majestic Showboat recently to enter the hospital in Owensboro, Ky. Her condition is said to be serious. George continues with the floating theater.

MASON CURRY has joined up with Capt. J. W. Menke's Golden Rod Showboat, still tied up in stock at the foot of Locust street, St. Louis. . . . LEFTY AND ANNA LEVINE recently closed with the George Bishop Tent Show at Shortsville, N. Y., and are back in a Cincinnati tourist park until they (See REP RIPPLES on page 69)

McLaughlin Show Biz Fair

VALENTINE, Neb., June 25.—Hollywood Moving Picture Show, Tom McLaughlin, owner-manager, touring under canvas in this area, has enjoyed only fair box-office returns in recent weeks due to cold weather and rain. Show is traveling on two inclosed trucks and two house trailers. Personnel comprises Tom McLaughlin, owner and advance; Mrs. Tom McLaughlin, secretary-treasurer; Dick and Don McLaughlin, pop corn; D. Leslie Laflan, operator, boss canvasman and candy; Mrs. D. Leslie Laflan, front door, and a crew of three canvasmen.

Minstrelsy Still Lives

By LASSES WHITE

DURING the last 10 years, with the decline of the road, theatergoers in general have labored under the impression that minstrelsy, as a form of entertainment and amusement, is dead. When the theaters were closed to touring road attractions and the theater-going public was deprived of its opportunity to witness those regular trademarks of minstrelsy, such as the Al G. Field Minstrels, Neil O'Brien Minstrels and my own Lassies White All-Star Minstrels, it naturally assumed that minstrelsy had definitely faded from the picture.

I am happy, however, to inform all those theatergoers that the Milt Tolbert Co., owned and managed by E. D. and Buddy Hale and traveling under my trade-mark of the past—the Lassies White All-Star Minstrels—is proving that minstrelsy is not dead. In cities where we have played, with a fair break from the weather man, we have been doing a dandy business, and minstrel fans would be happy to see how the show is going over and pleasing the customers. Our tour thru Arkansas has been a success, considering the so-called business recession. We had turnaway business in Hot Springs and Little Rock and the other Arkansas cities held up wonderfully well considering the rain and other opposition.

And our show isn't a one or two-star attraction either. We have some excellent talent on the show, besides myself and my partner in the Lassies and Honey act, Honey Wilds. Another of my old minstrel boys with us is Chester Wilson, comedian and dancer, and among the other features are Harry (Slim) Williams, of minstrelsy; Paul Russell and his marionettes; the Prevallets, adagio team; Clyde Jewell, "spineless wonder," and Clyde Hodges, interlocutor and singer of minstrel songs. To mention all of the talent on the show would take up

too much space, but I must mention Red Jenks and his orchestra, who are a big help in putting over this minstrel.

I am very happy to be helpful in proving that minstrelsy is still very much alive and capable of pleasing and satisfying an audience that appreciates good, clean comedy, music and song. In my opinion minstrelsy is still one of the outstanding forms of clean and wholesome amusement and only needs the proper environments to lure the amusement-loving public back to its door.

For more proof of same, look how long Amos 'n' Andy and the Sinclair Minstrels have held sway on the air. And they are still popular. Look at my Lassies White All-Star Minstrels and the Lassies and Honey adventure series which appeared for four years over Station WSM. And look at the tent show attendance records we established for H. D. and Buddy Hale last season in our personal-appearance tour. Look at the many favorable letters and wires Lassies and Honey received after our two appearances on the Rudy Vallee program over the NBC network last winter.

So in closing I will say that in my opinion minstrelsy is just doing a Rip Van Winkle and is only waiting for the proper time to become fully awake once more to please the thousands of minstrel fans over the country. Long live minstrelsy; may it never die.

Heffner-Vinson Hi-Lites

LEXINGTON, Ky., June 25.—Show got plenty publicity here. Local "Man on the Street" program picked up parade as it passed, announcer describing it and catching band and our own p.-a. system. Mildred Harris Chaplin was interviewed on WLAP and was kept busy with local autograph hounds. Rhythm Boys, with Ralph Herbert directing, did a stint on the air, aided by show's canaries, Dorothy Vinson, Calvin Gwin and Paul Herbert. Members of show were guests of Joyland Park here.

Rhythm Boys played dances at Falmouth and Owenton, Ky.

Cincinnati was again the mecca for most of the gang last Sunday.

Sartorial splendor of Happy Le Roy causing much comment since he breezed on the lot in a new "joining suit."

Leslie Wright, formerly with the show, is manager of Buffalo Springs Distillery. Manager Heffner reported an interesting visit and came away with a large package.

Herman G. Groesbeck, Venice, Fla., show fan, on for several days' visit as guest of the Herberts.

Height of something or other: Small boy in front row in loud voice the other night: "See that good-looking girl, second from the end? My grandma is doing her washing."

William Fleck, superintendent of front door, won the pool on the Schmeling-Lewis fight.

AL PITCAITHLEY.

Milt Tolbert Show

GLASGOW, Ky., June 25.—Clyde Jewell took the fatal plunge into the sea of matrimony and at this writing is floundering around no end. The bride was charming Agnes Clements, of Dothan, Ala. The I Do's took place last Saturday.

Evansville, Ind., was only fair, with constant rain both nights. Owensboro, Ky., home of Col. Ches Davis and Glenmore whisky, was a wow, followed with a packed house at Bowling Green.

Last night in popped Harry Rollins for a "hello." It seems he had misplaced a showboat and was out looking for it. Harry is quite a mixer and before the bus got out of town there was a glowing friendship between Rollins and a Greek cafe owner.

Sid Lovett, Heffner-Vinson pilot, also paid us a visit last week.

We had a fine get-together with Ed Gardiner and his gang who were playing Loew's State, Evansville. The evening ended with both bands holding a jam session in a local night spot while the house band looked on.

A few more days in Kentucky then the Virginias for a while.

These warm days will find the bunch in the ole swimming hole, all except Chet Wilson, Slim Williams, Hecy Wilds, Clyde Hodges and yours truly. We don't look so hot in bathing suits so we just swelter and like it.

TOBY EASTMAN

Leonard's Lines

PEMBROKE, Va., June 25.—Rain, rain and more rain, with business the worst in years. At Remick, W. Va., the Leonard Players had the worst wind and rain storm this season. The top was blown down at 7 p.m., but luckily it came just before opening time and nobody was injured. Workingmen, actors and actresses served following day on canvas and soon had wreckage cleared and tent up.

Manager has tried every scheme to lick this recession and it looks now as if he may succeed as business is slowly picking up. If we could only get a break with the weather.

Manager is sporting a new Chrysler sedan purchased in Lewisburg, W. Va.

Our softball team is going strong and to date has not lost a game. Team is piloted by skipper C. W. Swain. All games played against town teams as there are no shows in this territory.

Is it true or false that 27 shows have closed since the spring opening? What has become of the old maestro, Billy Terrell? JOHNIE BISHOP.

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The Final Curtain

BEDESSEM—Mathias, 71, for many years employed by the Majestic, Rivoli and La Crosse theaters, La Crosse, Wis., June 15 in a hospital in that city. Survived by his sisters and two brothers.

BOND—Karl, musician, recently in Springfield (Mass.) Infirmary. He had been a pioneer picture theater piano player.

BURNS—Frederick C., 51, for 32 years a projectionist in New Bedford, Mass., June 17 of a heart attack in the projection room of Empire Theater, that city. He was president of Local 334, National Motion Picture Operators' Union, and business agent and financial secretary of the Stagehands' Union for 20 years. Survived by his widow.

CHESTERMAN—Bruce, 65, former circus press agent, playwright, theatrical producer, newspaper man and in recent years correspondent for *The Billboard* in Richmond, Va., June 18 in a hospital in that city after a long illness. He had been with the Sparks and other big tops. At one time Chesterman was chief clerk of the Virginia Department of Agriculture. He wrote two successful plays. Survived by a brother, Bertram, Washington. Services June 20 and burial in Hollywood Cemetery, Richmond.

CLEVENGER—William, 60, former circus and carnival musician and for the past three years a member of the Rosemary Band, Roanoke Rapids, N. C., June 12 in a hospital in that city following an operation. Survived by his widow and brothers. Burial in Roanoke Rapids Cemetery.

DAUTSCHMANN—Augustus V., well known in outdoor and indoor show circles, at his home in Winfield, Kan., June 20. He joined the Al G. Barnes advance car in 1911 at Winfield and remained with the show the following season. In 1913 he went out with the Ringling-Barnum advance car No. 1. He was later transferred to No. 2 car under direction of Tom Daly, where he remained intermittently until 1931, working in the winter as a stagehand in Wichita, Kan. He was a member of the American Legion Post, Winfield; former member of the International Alliance of Billposters and Billers, Local 121, Wichita, and a member of the theatrical and stagehand union. Burial in Winfield June 22.

DONALDSON—Edward, 36, ticket seller with the Al G. Barnes and Sells-Floto Circus, in a Moscow (Ida.) hospital June 19 of pneumonia. He is believed to have a wife and father in New Wildwood, N. J.

EHRGOTT—Louis, 80, widely known in national music circles as teacher and choir director, June 24 in Deaconess Hospital, Cincinnati, after a short illness. He retired 10 years ago after teaching in Cincinnati schools many years. At one time Ehr Gott was professor of music at University of Kansas and later studied voice and piano at University of Leipzig, Germany. During his career he directed many Cincinnati musical organizations and also served as choirmaster of the Cincinnati May Festival. Later he directed singing festivals in Indianapolis and Louisville. Survived by his widow, Mrs. Bertha Ehr Gott, and a son, Louis Jr., Chicago. Services June 27 and burial in Spring Grove Cemetery, Cincinnati.

FELDMAN—Mrs. Helen, wife of Morris Feldman, veteran concessioner, June 21 in Missouri Baptist Sanitarium, St. Louis, after a long illness. Members of the Missouri Show Women's Club, of which Mrs. Feldman was a member, attended services June 24 at St. Mark's Church, St. Louis. Burial in Calvary Cemetery, that city.

FLETCHER—Constance, 80, American-born playwright and novelist, June 10 in Venice, where she had lived since childhood. She wrote under the pen name of George Fleming and was well known for her stage adaptation of Kipling's *The Light That Failed*, produced in the United States and England.

FREY—Mary Ellen, infant daughter of Mr. and Mrs. Glen Frey, June 18 in Rogersville, Tenn. Father is electrician with the Crystal Exposition Shows. Burial in Chatsworth, Ga.

HILLSON—Mrs. Lottie E., 61, former Canadian entertainer for 15 years and known professionally as Lottie White-nect, recently in Amherst, N. S., after six months' illness. Survived by a step-daughter, three sisters and a brother.

HUDSPETH—Madame Emily Elizabeth, 46, English mentalist, for the past 16 years seen in theaters and night clubs in this country, June 17 in General Hospital, Port Huron, Mich., of pleurisy and pneumonia. She was taken ill June 12. Survived by her husband, Charles Hudspeth, Philadelphia, who worked with her in the act; a son, William Page, Louisville, Pa.; a daughter, Mrs. David Collins, Philadelphia; a sister, Mrs. Minnie Thomas, London, and two brothers,

Harry Dines, Port Huron, and Alfred, London. Services June 20 and burial in Lakeside Cemetery, Port Huron.

JOHNSON—Mrs. Hannah A., 78, mother of Mrs. Arline Boone, wife of James V. Boone, special agent with Crowley's United Shows, June 23 at the home of a daughter in Pontiac, Mich. Also survived by a daughter, Mrs. Alice Franden, New Orleans, and a son, Rollie, North Platte, Neb. Memorial services were held on the Crowley Shows at Council Bluffs, Ia., and body was sent to Geneseo, Ill., for burial June 25.

KAISER—Otto E. Jr., 31, operator for WTMJ, Milwaukee, June 17 of pneumonia. Survived by his parents.

LEE—Jack, 59, operator of the Chandu Show on the West Coast Shows, June 14 in Port Angeles, Wash., of peritonitis after a week's illness. He was born in New York August 27, 1879, and had been in show business 30 years. In private life he was known as Albert Holobuer. Survived by his widow, Mrs. Barbara Lee; a son, Clifton, San Pedro, Calif., and three daughters, Mrs. Julia Boulting, Mrs. Josephine Woodriddle and Mrs. May Asmundsen, Los Angeles. Burial June 18 in Evergreen Memorial Cemetery, Los Angeles, under auspices of the Pacific Coast Showmen's Association.

MADLOF—Eli, 27, veteran emcee at the Stork Club, Kansas City, Mo., drowned in Lake of the Ozarks near Versailles, Mo., June 19 in a boating accident. He held the record in Kansas City for continuous performance in an emcee role and was featured at the old Dante's Club four years before he went into the Stork Club when it opened several months ago. Known as "The Mad Russian," Madlof had been in show business since he was a boy and was well known in the Middle West. Survived by his bride of six months, his mother, two brothers and three sisters.

MANNING—Jack A., 56, theatrical representative, June 18 in St. Joseph's Hospital, Yonkers, N. Y., from a stomach ailment. He had been London representative of D. W. Griffith and United Artists, promoting among other pictures *Birth of a Nation* and *Way Down East*. He was also manager of the old Criterion Theater, New York. At the time of his death Manning was associated with the De Angelis advertising agency.

MILLER—George Herbert, 47, veteran circus and carnival man, June 17 in a Fort Worth (Tex.) hospital after a long illness. He was side-show manager of the Bill Hames Shows for seven years before retiring two years ago because of ill health. Services and burial in Garden of Memories Cemetery, Fort Worth. Survived by his widow and a stepson, Walter All, Cedar Rapids, Ia.

MOORE—Woodrow, 22, son of Texas Tommy and grandson of Buffalo Cody, June 19 in Cook County Hospital, Chicago. Survived by his widow, parents and a grandfather. Burial in Beverly Cemetery, Chicago, June 20.

MURPHY—Ben, 26, manager of the Booth Theater, Knoxville, Tenn., a Wilbur-Kincy theater, and former manager of the Roxy Theater, Knoxville tab house, June 19 in St. Mary's Hospital, that city. Survived by his widow, brother and sister. Burial June 21 in Woodlawn Cemetery, Knoxville.

NELSON—John, 40, former tap dancer, in Bridgeport, Conn., June 19 after a short illness.

REGAN—Edgar J., 58, character actor on stage and screen for nearly 40 years, June 21 in San Francisco. Recently he had major roles in Federal Theater Project shows. He was once associated with Henry Miller and cast opposite Margaret Anglin in *Camille* and also appeared with Maude Adams, Pauline Frederick and E. H. Sothern. At one time Regan was seen in films with Charles Ray, William S. Hart and Lillian Gish. Survived by two brothers, Alfred P. and Paul J. Services June 23.

SCHUTTENHELM—Mrs. Cora R., 57, wife of William Schuttenhelm, owner of the Dawn and Globe theaters, Detroit, June 20 from a tumor. She was well known in Michigan show business, assisting at houses operated by Schuttenhelm, pioneer Detroit exhibitor. Also survived by two daughters, Lucile and Mrs. Ruth MacLeod. Burial in Holy Sepulchre Cemetery, Detroit, following services in Christ the King Church.

SQUIRES—Jack, 43, actor, of a heart attack June 21 at his home in New York. During most of his stage career he was associated with musical comedies, having

made his debut as chorus boy in New York. He worked his way up to juvenile lead in the road company of *The Chocolate Soldier*. After playing in stock with the Poli companies in Washington and Providence Squires returned to Broadway in *Very Good, Eddie*. He played in *Artists and Models* under the Shuberts, with Florenz Ziegfeld's *Rio Rita*, and in *Two Little Girls* and *The Laugh Parade*. Services under auspices of the Actors' Fund and interment in Catholic Actors' Guild Plot, Calvary Cemetery, New York.

WOOD—William, 49, well known on the West Coast as owner of Silver Spray Roller Rink, Long Beach, Calif., and former operator of Shrine Rink, Los Angeles, June 18 of heart trouble. He was stricken June 17.

Marriages

BORUFF-SHIELDS—John Perry Boruff Jr., playwright and actor, and Helen Shields, actress, in the Church of the Incarnation, New York, June 23.

ETTING-BRAGGIOTTI—Emlen Pope Etting, nonpro, and Gloria Braggiotti, sister of Francesca, dancer and film actress; Stiano, actor, and Rama, musician, in the Little Church Around the Corner, New York, June 20.

FINNEY-FISHER—Henry Finney, orchestral arranger for Station WXYZ, Detroit, and Pauline Fisher, head of the Pauline Pair School of Dance, that city, in Angola, Ind., June 22.

FREEDMAN-BLOOM—Dr. Saul Freedman, nonpro, and Frances Bloom, of Station WHN, in New York June 26.

GREEN-DAVIS—Jerry Green and Edna Davis in Baltimore recently. Both are endurance show contestants.

HARMON-BUCHWALD—Lewis Harmon, theatrical manager and press agent, and Charlotte Buchwald, radio dramatic critic, in New York June 27.

HARRIS-BRAEF—Dr. William D. Harris, nonpro, and Alma Graef, secretary to Station WMCA's sales manager, in the Warwick Hotel, New York, June 20.

KERNS-MARCHANT—Roy K. Kerns, staff announcer for Station KXBY, Kansas City, Mo., and June Marchant, singer and pianist, featured on the *Girl With a Swing* program on that station, in that city June 16.

LOPEZ-MATSUMOTO—Robert Lopez Jr. and Amelia Matsumoto June 4.

MANN-HIRSHORN—Pat Mann, actor and emcee, and Rose Hirshorn, nonpro, both of New York City, in Norwalk, Conn., June 20.

MACK-LYON—Eddie Mack, of the Fred LeQuorne Studios, and Marion Lyon, dance teacher, in Port Jervis, N. Y., June 23.

MATHIEU-BANEY—Capt. Phil C. Mathieu, maintenance superintendent for Hal J. Ross, endurance show promoter, and Minnie Baney in Pappillon, Neb., recently.

NEWCOMBE-FADDEN—Harry C. Newcombe, legit and radio player known as Hank Keene of Station WTM, and Jean Fadden, Miss Ohio of Great Lakes Exposition of 1938, in Cleveland June 16.

PARESCHE-MARCONI—Professor Gabrielle Paresche, press attache of the Italian Embassy in London, and Degna Marconi, daughter of the late inventor, Marchese Guglielmo Marconi, in Spoleto, Italy, June 20.

ROTHMAN-BRANCATO—Dr. Lester Rothman, New York physician, and Rosemarie Brancato, coloratura soprano, of Kansas City, Mo., in New York June 14.

SOMMERFIELD-BRINKER—Alvan Sommerfield, promotion manager for *Collier's* magazine, and Kaye Brinker, radio actress, in Chicago June 16.

VOGELE-YOUNG—George A. (Hap) Vogele, former editor of *Radio Dial*, and Marian Kay Young, San Francisco, in that city recently.

WAGNER-WARD—Tex Van Wagner, mimic, and Peggy Ward, aerialist and former circus rider, in Providence recently.

WESTMORE-DICKSON—Percy Westmore, studio make-up artist, and Gloria Dickson, film actress, in Santa Barbara, Calif., June 19.

WHITMAN-HORNİK—Howard Whitman and Anne Hornik, daughter of Joseph Hornik, San Francisco NBC musical director, in Lincoln Park Presbyterian Church, that city, June 19.

WINSTON-CUSIMANO—George Winston, engineering staff member of Sta-

tion WWL, New Orleans, and Leona Cusimano, nonpro, in that city recently.

WRIGHT-WAKEFIELD—Alan N. Wright, Oakland, Calif., newspaper man, and Jean Wakefield, former radio singer, in that city June 14.

Coming Marriages

Ray Sweeney, announcer for Station KMOX and the Columbia Broadcasting System, St. Louis, and Lorraine Grimm, CBS singer, in that city July 30.

Bryant Meehan, trumpet player with Joe Sherer's Aristocrats, and Louise Nordberg, nonpro, in Kansas City, Mo., in the fall.

Robert Landrum, member of the Radio City Music Hall Glee Club, and Frances Laurie, member of the Music Hall's Corps de Ballet, soon.

Leif Jorgensborg, assistant in the executive offices of Radio City Music Hall, and Irene Austin, member of the Music Hall's Rockettes, this month.

Clarence J. Mock Jr., nonpro, and Alice Canon, assistant director of the Radio City Music Hall's Corps de Ballet, in August.

Minnewa Bell, nonpro, and William Hamilton Burnside, movie production adviser, soon.

George (Bob) Crosby, band leader, and June Audrey Kuhn, Chicago socialite, in that city soon.

Edith Skouras and Jack Jungmeyer Jr., assistant producer at 20th Century-Fox, Hollywood, June 25.

Bill Cowan, of the Bert Levy Booking Agency, and Alma Saunders, formerly of George White's *Scandals*, in Temple Emanu-El, San Francisco, June 30.

Helen S. Ince, widow of Ralph Ince, film director, and Frank Kerwin, soon.

Marjorie De Haven, daughter of Carter De Haven, stage star and playwright, and Thomas J. Reilly, film editor, soon.

Madalynne Fields, secretary and business manager to Carole Lombard, screen actress, and Walter Lang, 20th Century-Fox director, soon.

Births

A daughter to Mr. and Mrs. Norris Goff in Hollywood June 9. Father is Abner, of the radio team Lum and Abner.

A daughter to Mr. and Mrs. Bob Neell in Bedford, Va., June 15. Parents are well known in Pitchdom.

A 6 $\frac{3}{4}$ -pound son to Mr. and Mrs. Rex Bell in Santa Monica Hospital, Santa Monica, Calif., June 14. Father is a cowboy film star and writer, and mother is the former Clara Bow, film actress.

An eight-pound son, Richard Norman, to Mr. and Mrs. Morris D. Kaufman in Bridgeport, Conn., June 12. Father is managing director of the Rialto Theater there.

A daughter, Betty Jean, to Mr. and Mrs. William H. Padgett in Chicago June 11. Father is publicity and advertising director for the Bismarck Hotel there.

A son, Charles August Jr., to Col. and Mrs. Charles A. Maitland in the Rockingham Memorial Hospital, Harrisburg, Va., June 21. Father is a former circus general agent.

A six-pound daughter to Mr. and Mrs. Tom Osborne in Philadelphia June 23. Father is a magician.

A 10 $\frac{1}{2}$ -pound daughter, Roberta Lee, to Mr. and Mrs. Stanley J. (Bud) Gross in Jennie Edmundson Hospital, Council Bluffs, Ia., June 21. Father is manager of the Cavalcade of Wonders on Crowley's United Shows.

Divorces

Mona Leslie, dancer, from Gilbert Clement, film actor, in Chicago June 9.

Emma K. Suchler, known as Marilyn Keller in the Elmer Cleve vaude act, from William H. Suchler, nonpro, in Chicago June 6.

Arthur L. Jarrett, orchestra leader, from Eleanor Holm, former Olympic champion swimmer, in Hollywood June 9.

Maxine Anderson, known as Maxine Randall, of the Randall Sisters, singing team, from Milton Anderson, New York salesman, in Chicago June 9.

Zorine, dancer, from Myron B. Lloyd Jr., in Wayne County Circuit Court, Detroit, June 10.

Carl Frank, former piano leader with various tabloid and burlesque attractions and now working Cincinnati night spots, from Elsie Wiggins Frank, night-club (See *DIVORCES* on page 67)

ACTS, UNITS AND ATTRACTIONS

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

A

A. B. C. Trio (El Chico) NYC, nc.
Abbott, Ha. & Honey (Blackhawk) Chi, nc.
Abbott, Joan (State-Lake) Chi, t.
Abbott & Costello (Steel Pier) Atlantic City, p.
Adams, Johnny (Howdy) NYC, nc.
Adrian, Iris (Leon & Eddie's) NYC, nc.
Aibi's, Ocki, Continental Trio (Bublichki) Hollywood, Calif., nc.
Allen, Stuart (Essex House) NYC, h.
Allen, Judith (Leon & Eddie's) NYC, nc.
Alpert, Mickey (Mayfair Farms) Merchantville, N. J., nc.
Alvarez, Fausto (El Chico) NYC, nc.
Alvarez, Nina (Havana-Madrid) NYC, nc.
Anderson Sisters (Plantation) NYC, nc.
Andrews, Andy (Roxy) NYC, t.
Anise & Aland (Surfside) Long Beach, N. Y., nc.
Arden & Renard (Babette's) Atlantic City, nc.
Arlen, Jackie (Pepper Pot) NYC, nc.
Ash, Paul (Roxy) NYC, t.
Attles, Joe (Plantation) NYC, nc.

B

Bagwill, Gladys (Morocco) Hollywood, Calif., nc.
Bailey Sisters (Edgewater Beach) Chi, h.
Baines, Pearl (Kit Kat) NYC, nc.
Baldwin & Bristol (Riverview) Pennsville, N. J., p.
Ballero, Mike (Roxy) NYC, t.
Banks, Sadie (Old Roumanian) NYC, re.
Baptie & Lamb (New Yorker) NYC, h.
Barrie, Gracie (Billy Rose's Casa Manana) NYC, nc.
Bartell Hurst Foursome (Bon Air) Chi, cc.
Barth, Ruby (S. S. Bear Mountain) NYC, s.
Bellet & English Bros. (Mt. Royal) Montreal, h.
Bell's Hawaiian Follies (Palomar) Seattle, Wash., June 27-July 3; (Post) Spokane 5-10, t.
Belmonte, Gloria (El Chico) NYC, nc.
Belmore, Barbara (Mayfair) Boston, nc.
Bennet, Ethel (Old Roumanian) NYC, nc.
Beno, Ben: Plymouth, Ind.
Berk, Irving (Roumanian Village) NYC, nc.
Bernie, Al (Palace) Chi, t.
Bessinger, Frank, & Jerry White (Radio Franks) NYC, nc.
Billetti Troupe: Newport, R. I.; Wilmington, Del., 4-9.
Bilmorettes, The (State-Lake) Chi, t.
Birsh, Daria (Russian Kretchma) NYC, re.
Bishop, Freddie (Radio Franks) NYC, nc.
Black, Frances (Babette's) Atlantic City, nc.
Blackstone (Orpheum) Omaha, t.
Blanche & Elliott (Rhinecland Gardens) Armonk, N. Y., nc.
Bond, Francis (Red Dragon) St. Louis, nc.
Borg, Inga (Jimmy Kelly's) NYC, nc.
Bouvier, Yvonne (St. Moritz) NYC, h.
Bowne, Jerry (Biltmore) NYC, h.
Brent, Ruth (Hi-Hat) Chi, nc.
Brown Sisters (Swanee) Hollywood, Calif., nc.
Brown, Evens (Don Knight's Club) Mattoon, Ill., nc.
Brown, Danny (Riverside Club) Casper, Wyo., nc.
Bruce, Carol (Glen Island Casino) New Rochelle, N. Y., nc.
Buck & Bubbles (Billy Rose's Casa Manana) NYC, nc.
Burgland, Margot (Castleholm) NYC, re.
Burnell, Buster & Billie (Roxy) NYC, t.
Burns, Teddy, & Pat Holton (Radio Franks) NYC, nc.
Burns, Moriarity & Dell (Tower) Kansas City, Mo., t.
Burton, Effie (Club Alabam') Chi, nc.
Burton, Mary (Club Maxim's) NYC, nc.
Byrd, Muriel (Belmont Plaza) NYC, h.
Byton, Dorothy, Girls (Riverside) Milwaukee, t.

C

Calloway, Cab, & Band (Metropolitan) Houston, Tex., t.
Campbell, George, & Co. (Lyric) Indianapolis, t.
Cantatore, Maria (Gamecock) NYC, c.
Capps, Kendall (Opera House) Blackpool, England, June 20-July 30.
Carlos & Garito (Villa Venice) Northbrook, Chi, cc.
Carney, Alan (Paradise) NYC, re.
Carr, Billy (606 Club) Chi, nc.
Carter, Martha (New Yorker) NYC, h.
Castelletti, Adriana (Earle) Washington, D. C., t.
Cassandra (White) NYC, h.
Chandler, Evelyn (International Casino) NYC, nc.
Charles & Barbara (Gatineau) Ottawa, Ont., Can., cc.
Choclateers (Surfside) Long Beach, N. Y., nc.
Clarke, Ruth (Circle) Hollywood, nc.
Chase, Rhoda (Cavalier) NYC, nc.
Clarke, Ruth (Circle) Hollywood, Calif., nc.
Clayton & Dunn (Barrel of Fun) NYC, nc.
Cobey, Lew (White) NYC, h.
Cole & Phillips (Chez Paree) Chi, nc.
Cole, Jack (Rainbow Room) NYC, nc.
Cole, Joyce (St. Regis) NYC, h.
Collette & Barry (St. Moritz) NYC, h.
Collis, Eddie (Rhinecland Gardens) Armonk, Westchester, N. Y.
Condos Bros. (Seiznick's) Hollywood, Calif., nc.
Connolly, Harry (Bill's Gay '90s) NYC, nc.
Coogan, Jackie, Co. (State) NYC, t.
Cook, Allen (Greenwich Village Casino) NYC, nc.
Cooley, Marion (Pierre) NYC, h.
Cooper, John (Kit Kat) NYC, nc.
Cortes, Arturo (Gaucha) NYC, nc.
Cortez & Maids (Roumanian Village) NYC, nc.
Cortez, Pepper (Riverside Club) Casper, Wyo., nc.
Corvino & Ardella (Club Chalet) Detroit, nc.
Cotton, Larry (Biltmore) NYC, h.
Crosby, Anne (Morocco) Hollywood, nc.
Gross & Dunn (Chez Paree) Chi, nc.

D

D'Arcy Girls (Clemington Lake) Clemington, N. J., 27-July 3, p.
D'Arcy Jean (McAlpin) NYC, h.
D'Avilas, R. (Versailles) NYC, nc.
D'Avalos, Rodolfo (Versailles) NYC, re.
Dagnie, Sigrid (Edgewater Beach) Chi, h.
Dale, Maryon (Le Mirage) NYC, nc.
Dancing Debutantes, Sixteen (Earle) Washington, D. C., t.
Daniels, Jean (Plantation) NYC, nc.
Daniels, Putney (Furnace) NYC, nc.
Daniels, Billy (Mammy's Chicken Farm) NYC, re.
Dario & Diane (Embassy) Newark, N. J., nc.
Datsko, Yasha (Russian Art) NYC, re.
Davis, Rufus (Earle) Washington, D. C., t.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Day, Gloria (Chez Paree) Chi, nc.
De Flores, Felipe (Havana-Madrid) NYC, nc.
DeJarnette, Renee (Mayfair) Boston, nc.
De May, Moore & Martin (Village Barn) NYC, nc.
DeWolfe, Billy (Mayfair) Boston, nc.
Dimitri & Helen Virgil (El Gaucha) NYC, nc.
Dittman, Grace (Palmer House) Chi, h.
Dolgoff, Lew (Swing) NYC, nc.
Donohue, Walter (Village Barn) NYC, nc.
Doree, Bobbie (New Yorker) NYC, h.
Dorsey, Jimmy, & Orch. (Stanley) Pittsburgh, t.
Drayton Sisters & Jack (Normandy Inn) Warren, Pa., nc.
Drew, Charlie (Lombardy Bar) NYC, re.
Duchin, Eddy (Chicago) Chi, t.
Duffy, Bobby (New Yorker) NYC, h.
Duval, Dorothy (Miami) Dayton, O., h.

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.

D'Arcy Jean (McAlpin) NYC, h.
D'Avilas, R. (Versailles) NYC, nc.
D'Avalos, Rodolfo (Versailles) NYC, re.
Dagnie, Sigrid (Edgewater Beach) Chi, h.
Dale, Maryon (Le Mirage) NYC, nc.
Dancing Debutantes, Sixteen (Earle) Washington, D. C., t.
Daniels, Jean (Plantation) NYC, nc.
Daniels, Putney (Furnace) NYC, nc.
Daniels, Billy (Mammy's Chicken Farm) NYC, re.
Dario & Diane (Embassy) Newark, N. J., nc.
Datsko, Yasha (Russian Art) NYC, re.
Davis, Rufus (Earle) Washington, D. C., t.
Davis, Eddie (Leon & Eddie's) NYC, nc.
Day, Gloria (Chez Paree) Chi, nc.
De Flores, Felipe (Havana-Madrid) NYC, nc.
DeJarnette, Renee (Mayfair) Boston, nc.
De May, Moore & Martin (Village Barn) NYC, nc.
DeWolfe, Billy (Mayfair) Boston, nc.
Dimitri & Helen Virgil (El Gaucha) NYC, nc.
Dittman, Grace (Palmer House) Chi, h.
Dolgoff, Lew (Swing) NYC, nc.
Donohue, Walter (Village Barn) NYC, nc.
Doree, Bobbie (New Yorker) NYC, h.
Dorsey, Jimmy, & Orch. (Stanley) Pittsburgh, t.
Drayton Sisters & Jack (Normandy Inn) Warren, Pa., nc.
Drew, Charlie (Lombardy Bar) NYC, re.
Duchin, Eddy (Chicago) Chi, t.
Duffy, Bobby (New Yorker) NYC, h.
Duval, Dorothy (Miami) Dayton, O., h.

E

Edison & Louise (State-Lake) Chi, t.
Egbert, Marion (Plantation) NYC, nc.
Elison Sisters (Famous Door) Chi, nc.
Emerson's, Tom, Mountaineers (Village Barn) NYC, nc.
Emil & Evelyn (Riverside) Milwaukee, t.
Emmy, Carlton (Palace) Chi, t.
Escorts, Three (George Washington) Jacksonville, Fla., h.
Esmeralda (Afrique) NYC, c.
Evans, Steve (Bon Air) Chi, cc.

F

Farley, Dureine (New Yorker) NYC, h.
Farrell, Bill (Place Elegante) NYC, nc.

Gray, Jack (Park Lane) NYC, h.
Green, Al (Pioneer Nut) NYC, nc.
Green, Jackie (Tower) Kansas City, Mo., t.
Greenway, Ann (Capitol) Washington, D. C., t.
Gueraline, Annette (Bill Bertolotti's) NYC, re.
Gulzar, Professor (New Yorker) NYC, h.
Gushee, Stephen (Half Moon) Coney Island, N. Y., h.
Gyldenkrone, Baron Ebbe (Garbo) NYC, re.

H

Hager, Clyde (Billy Rose's Casa Manana) NYC, nc.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hale, Teddy (Kit Kat) NYC, nc.
Hale, Chester, Twenty-Four Texas Comets (Capitol) Washington, D. C., t.
Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Hanneford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15.
Hardeen (Leon & Eddie's) NYC, nc.
Harrington, Pat (Club 18) NYC, nc.
Harris, Muriel (Villepigue's) Sheephead Bay, Brooklyn, re.
Harrison, Spike (Gay '90s) NYC, nc.
Hearn, Sam (Earle) Washington, D. C., t.
Hector & His Pals (Troadero) London, nc.
Hemmer, Carl, Dancers (St. Regis) NYC, h.
Hill, Florence (Plantation) NYC, nc.
Hoffman, Lou (Villa Venice) Chi, cc.
Hoffman, Dr., & Co. (Tower) Kansas City, Mo., t.
Hood, Miki (Grosvenor House) London, h.
Hooton, Don (Palmer House) Chi, h.
Hope, Bob (State) NYC, t.
Howard Jay (Washington Youree) Shreveport, La., h.
Howard, Joseph (Bill's Gay '90s) NYC, nc.
Howard, Eugene & Willie (Marden's Riviera) Ft. Lee, N. J., nc.
Hoyradt, John (Rainbow Room) NYC, nc.
Hudson Wonders (Earle) Phila, t.
Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
Hughes, Lysbeth (Biltmore) NYC, h.

I

Irene Sisters (Villa Venice) Chi, cc.

J

Jackson, Jack (Dorchester) London, h.
James, Dorothy (Villa Venice) Chi, cc.
James, Freddie (Surfside) Long Beach, N. Y., nc.
Janet of France (Janet of France) NYC, re.
Jarvis, Sam (International Casino) NYC, nc.
Jerry & Turk (Colosimo's) Chi, nc.
Jinny, Mammy (Radio Franks) NYC, nc.
Johnson, Mae (Surfside) Long Beach, N. Y., nc.
Jones, Owen (Leone's) NYC, re.
Joyita & Maravilla (El Chico) NYC, nc.
Judels, May (New Yorker) NYC, h.

K

Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.
Karson, Maria, Muscales (Ohio Villa) Cleveland, nc.
Kaye, Sammy, & Orch. (Earle) Phila, t.
Kaye, Johnny, & Playboys (Spiders Den) Houston, Tex., nc.
Kellam, Eddie (Katsinos) Champaign, Ill., c.
Kelly, Paula (Radio City Rainbow Room) NYC, nc.
Kemper, Charles, & Co. (Lyric) Indianapolis, t.
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
Kennedy, Chic (Astor) NYC, h.
Kennedy, Billy (Cortez) El Paso, Tex., h.
Kent, Peter (New Yorker) NYC, h.
King, George (Jimmy Kelly's) Brooklyn, nc.
King, Bob (Bismarck) Chi, h.
King, Frank (Southern Dinner Club) Houston, Tex., nc.
Kings, Four (Biltmore) NYC, h.
Kirk, Beverly (Astor) NYC, h.
Kirk, Joe (Leon & Eddie's) NYC, nc.
Kradlocks, Four (Palmer House) Chi, h.
Kuhman, Marie, Dancers (Hi-Hat) Chi, nc.

L

La Mar, Frankie (Polish Village) Saginaw, Mich., nc.
LaMarr, Barbara (Zimmerman's Budapest) NYC, re.
LaSail, Kay (Races) Omaha, nc.
LaZellas, Aerial (Fair) Emerson, Can., June 27-30; (Celebration) Cherokee, Ia., 4-5.
Lackore, Jimmie (Barn) Lake Placid, N. Y., nc.
Lane, Kathleen (Lincoln) NYC, n.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lang, Wilson (Queen Mary) NYC, re.
Lankin, Bill (Seiznick's) Hollywood, Calif., nc.
LeEaron, Peggy (Savoy-Plaza) NYC, h.
LeHala (Traymore) Atlantic City, h.
LePaul, Walter (Informor Show) Dayton, O.
Le Paul (Capitol) Washington, D. C., t.
Lee, Bob (Wivel) NYC, re.
Lee, W. J. (Traymore) Atlantic City, h.

Legon, Jeni (La Conga) Hollywood, nc.
Lenny, Jack, & Statler Twins (Palace) Chi, t.
Leonard, Ada (Colosimo's) Chi, nc.
Leslie, Barbara & Barry (Adelphia) Phila, h.
Lewis, Joe (Earle) Phila, t.
Lewis, Ann (Plantation) NYC, nc.
Lewis, Dorothy (International Casino) NYC, nc.
Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.
Lind, Christina (New Yorker) NYC, h.
Lit, Bernie (Atlantic Bar) Wildwood, N. J., nc.
Lonas, John (Spinning Wheel) Seattle, Wash., nc.
Long, Avon (Plantation) NYC, nc.
Lord & Pritchard (Bal Tabarin) San Francisco, nc.
Loring, Michael (Palmer House) Chi, h.
Lorraine Sisters (Bon Air) Chi, cc.
Lorraine & Rognan (Marden's Riviera) Ft. Lee, N. J., nc.
Low, Tom (Savoy-Plaza) NYC, h.

M

McCabe, Harry & Betty (Races) Omaha, nc.
McCabe, Sara Ann (Beverly Hills) Newport, Ky., cc.
McCoy, Bob (Biltmore) NYC, h.
McCrary, Christine (Village Brewery) NYC, nc.
McMahon, Larry (Village Barn) NYC, nc.
Mack, Ernie (Half Moon) Coney Island, N. Y., h.
Madiska & Mickel (Villa Venice) Chi, cc.
Madison, Rudy (Gay '90s) NYC, nc.
Major, Bob & Bobbie (Studio) Clifton, N. J., nc.
Mail, Paul (Colosimo's) Chi, nc.
Mangan, Hazel, Four (Colosimo's) Chi, nc.
Mann, Peggy (Village Barn) NYC, nc.
Mann, Marion (Blackhawk) Chi, nc.
Manners, Ginger (Riviera) Ft. Lee, N. J., nc.
Manners, Gloria (Bill Bertolotti's) NYC, re.
Manning, Otis (Brown) Louisville, h.
Manolita & Gitanilla (Marta's) NYC, nc.
Mapes, Bruce (International Casino) NYC, nc.
Marcus, Doctor (College Inn) Chi, h.
Marcy & Roberta (Colosimo's) Chi, nc.
Marce & Pals (Gwynn Oak Park) Baltimore, p.
Margie (New Yorker) NYC, h.
Marinos, Los (Troadero) NYC, nc.
Marilyn & Michael (Radio City Ratsoow Grill) NYC, nc.
Marquises, Three (La Marquise) NYC, nc.
Martinez, Juan (Havana-Madrid) NYC, nc.
May, Kathleen (Playhouse) Chi, nc.
Mayer, Lottie, Water Ballet (Riverside) Milwaukee, t.
Mayfield, Kathryn (Queen Mary) NYC, re.
Maxellos, Five (Lyric) Indianapolis, t.
Maxine, Dorothy (Barkley's) Brooklyn, nc.
Medina & Mimosa (Zarape) Hollywood, Calif., nc.
Medrano & Donna (Ross Fenton Farms) Deal, N. J., nc.
Mercer, Maryann (Village Barn) NYC, nc.
Merrill, Joan (La Conga) NYC, nc.
Merrill, Lorena (Zepellino Club) Akron, nc.
Merriman, Ted (El Chico) Plattsburg, N. Y., nc.
Messer, Val (Colosimo's) Chi, nc.
Michon, Michel (Russian Kretchma) NYC, re.
Miller, Beth (Roumanian Village) NYC, nc.
Miller, George (Circle) Hollywood, nc.
Miller, Cathlyn (Bal Tabarin) San Francisco, nc.
Minnevit's Rascals (Earle) Phila, t.
Minute Men, Three (Lexington) NYC, h.
Miraeva, Inna (Bublichki) Hollywood, nc.
Mirova, Aida (S. S. Bear Mountain) Battery Park, NYC, s.
Modie & Lemaux (Bismarck) Chi, h.
Modiska & Michael (Rainbow Inn) NYC, re.
Mole, Joe (Fernandez Shows) Honolulu, Hawaii.

Monforti Sisters, Four (Rose Bowl) Chi, nc.
Monte, Hal (Chez Paree) Chi, nc.
Montes, Nena (Dimitri's Gaucha) NYC, nc.
Moore & Revel (State-Lake) Chi, t.
Morales Bros. & Little Daisy (Martin's Tavern) Lima, O., nc.
Moran & Piemonte (Warwick) NYC, h.
Morgan, Stuart, Dancers (Palace) Chi, t.
Morgan, Helen (Chez Paree) Chi, nc.
Moriche, Jose (Troadero) NYC, r.
Morison, Alex (St. Regis) NYC, h.
Moro Trio (El Chico) NYC, nc.
Morris, Will & Bobby (Olympic) Newark, N. J., 25-July 2, p.
Murray & Alan (Queen's Terrace) Long Island, N. Y., nc.
Mystics, The (Skyrocket) Chi, rh.

N

Napua (Lexington) NYC, h.
Nazarenko (St. Regis) NYC, h.
Neiman, Ann (Races) Omaha, nc.
Nelson, Walter (Playland Park) Rye, N. Y., p.
Newton, Peggy (Hickory House) NYC, nc.
Nichols, Howard (China) Stockholm, Sweden, t.
Niessen, Gertrude (Cafe de Paris) London, nc.
Ninon & Vilron (Villa Venice) Chi, cc.
Nolan, Bert (Races) Omaha, nc.
Noland, Nancy (Elysee) NYC, h.
Normita (El Chico) NYC, nc.
Northway & Danilo (Mt. Royal) Montreal, h.
Norvo, Red, & Mildred Bailey (Paramount) NYC, t.

O

O'Neills, Sensational (National Home Show) Shreveport, La.
Ogden, Patsy (Hi-Hat) Chi, nc.
Olivette, Nina & Dmtra (Queens Terrace) Woodside, L. I., nc.
Olsen & Johnson (Majestic) Johnstown, Pa., t.
Oppenheim, Dave (S. S. Bear Mountain) NYC, s.
Orla, Nena (Marie's Crisis) NYC, nc.
Ortega, Rosita (Villa Venice) Chi, cc.
Ortega, Eva (Bon-Air) Chi, cc.
Ortiz, Joe (Circle) Hollywood, nc.
Owen, Guy (International Casino) NYC, nc.

P

Page, Paul (Edgewater Beach) Chi, h.
Page, Lucille (Beverly Hills) Newport, Ky., cc.
Paige & Jewett (Radio Tabarin) Olomouc, Czechoslovakia.
Palmer, Gladys (Mammy's Chicken Farm) NYC, nc.
Palomo (Waldorf-Astoria) NYC, h.
Pansy the Horse (Astor) NYC, h.
Parker, Muriel (Silver Lake Inn) Camden, N. J., nc.
Parker, Bob (Cocoanut Grove) Boston, nc.
Parraga, Graziella (La Rue) NYC, re.
Paule, Bene (Red Dragon) St. Louis, nc.
Peaches (606 Club) Chi, nc.
Pennington, Ann (Seiznick's) Hollywood, nc.

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

Fay, Frank (Billy Rose's Casa Manana) NYC, nc.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Faye, Gloria (Bismarck) Chi, h.
Feldkemp, Elmer (Ritz-Carlton) NYC, h.
Felix, Claire & Tonita (Ivan Frank's) NYC, c.
Fellows, Midge (Cavalier) NYC, nc.
Fern, Vera (Paradise) NYC, re.
Ferrington, Red (Biltmore) NYC, h.
Flash & Dash (Kit Kat) NYC, nc.
Flash, Serge (Ben Marden's Riviera) Ft. Lee, N. J., nc.
Flores, Marissa (Waldorf-Astoria) NYC, h.
Floverton, Consuelo (Chateau Moderne) NYC, nc.
Fonda & St. Clair (Southern Dinner Club) Houston, Tex., nc.
Forrest, Juen (Mt. Royal) Montreal, h.
Frakson (Waldorf-Astoria) NYC, h.
Frances, Dixie (LaSalle) Chi, h.
Francita (Chez Paree) Chi, nc.
Francis, Ray (Spinning Wheel) Seattle, Wash., nc.
Frank, Art, & Co. (Stanley) Pittsburgh, t.
Frank, Eddie (Place Elegante) NYC, nc.
Frankl, Walter (Broadway Hofbrau) NYC, c.
Fraser, Jack (Playland Park) Rye, N. Y., p.
Froos, Sylvia (Bon Air) Chi, cc.
Frost's, Jack, Kitties (New Yorker) NYC, h.
Furman, Ed (Bill's Gay '90s) NYC, nc.

G

Gainsworth, Marjorie (Walton Roof) Phila, nc.
Gale, Betty (Governor Clinton) Brooklyn, h.
Gale Sextette (Leon & Eddie's) NYC, nc.
Gale & Carson (State-Lake) Chi, t.
Galvan, Gilberto (Hawaiian Paradise) Hollywood, Calif., nc.
Gamble, Inez (Club Alabam') Chi, nc.
Garron & Bennett (Mayflower) Akron, O., h.
Gary & Dahl (Roxy) NYC, t.
Gaynor, Marilyn (Barney Gallant's) NYC, nc.
Gaynes, Lolla (Club 18) NYC, nc.
Gentlemen Songsters (Astor) NYC, h.
Ghezzi (Paramount) NYC, t.
Gilbert, Ralph (Riverside Club) Casper, Wyo., nc.
Gilmore, Gita (Riverside Club) Casper, Wyo., nc.
Glover & LaMae (Stevens) Chi, h.
Gold, Daisy (Wagon Wheel) Houston, Tex., nc.
Gonzales, August (McAlpin) NYC, h.
Gooding, Gladys (Broadway Hofbrau) NYC, c.
Goodman, Charles (Biltmore) NYC, h.
Gordon, Rosalind (Wivel) NYC, nc.
Gould, Cary (Astor) NYC, h.
Grafton, Gloria (Versailles) NYC, nc.
Grant, Rita (Paradise) London, nc.
Grant, Barney, & Co. (Riverside) Milwaukee, t.

44th YEAR
The Billboard

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Vol. L JULY 2, 1938. No. 27

Pepper, Mack (Southern Dinner Club) Houston, Tex., nc.
Pertell, Lois (New Yorker) NYC, h.
Petars, Great (Palsades) Ft. Lee, N. J., p.
Phelps, Phil & Doty (Dominion Park) Montreal, Can., p.
Pickens, Jane (Earle) Phila, t.
Pierce, Burton (Mt. Royal) Montreal, h.
Plank, Sebastian (Hofbrau) Long Island, nc.
Plante, Texas (Wonder Bar) New Orleans, La., nc.
Platt, Betty (1-11 Club) NYC, nc.
Prize, Rhoda (Village Brewery) NYC, nc.
Princess Chiyu (Cocoanut Grove) Boston, nc.
Pritikin & Mason (Mayflower) Akron, O., h.
Pryor, Ruth (Hi-Hat) Chi, nc.

Quintero, Diosa (Havana-Madrid) NYC, nc.

Rai, Jean (Dorchester) London, h.
Raftone Sisters & Gay (Traymore) Atlantic City, h.
Ramon & Lucinda (Havana-Madrid) NYC, nc.
Ramos, Bobby (Hawaiian Paradise) Hollywood, Calif., nc.
Rancheros, Los (La Conga) NYC, nc.
Randall Sisters, Three (Roxy) NYC, t.
Randolph, Amanda (Black Cat) NYC, nc.
Ray & Naldi (Chez Paree) Chi, nc.
Reed, Billy (Grossinger's) Ferndale, N. Y., h.
Reilly Kids (Paramount) NYC, t.
Renaud, Rita (Chateau Moderne) NYC, nc.
Renault, Francis (Club Frolic) Atlantic City, nc.
Rene & Martina (S. S. Bear Mountain) NYC, s.
Renee, Adele (Bill Bertolotti's) NYC, re.
Reyes, Paul & Eva (St. Regis) NYC, h.
Reynolds, Helen, Skaters (Belmont Park) Montreal, Que., Can., p.
Reynolds, Pearl (Monte Carlo) NYC, nc.
Rhodes, Dorothy (Black Cat) NYC, nc.
Richards & Adrienne (Savoy) London, h.
Rickard, Earl (Miami Club) Chi, nc.
Riggs, Tommy (Paramount) NYC, t.
Riviera Boys (Bal Tabarin) NYC, nc.
Roberts, Ronny (New Yorker) NYC, h.
Robinson, Frances & Earl (Sebastian's Cotton Club) Los Angeles, nc.
Rockwood, John (Jimmy Kelly's) NYC, nc.
Rollickers Trio (Cavalier Inn) La Crosse, Wis., nc.
Rolling Cloud, Chief, Dog Town Follies: Everett, Pa., 3-8.
Rollini, Adrian, Trio (Essex House) NYC, h.
Rosini, Paul (Hollenden) Cleveland, h.
Ross, Benny (Paradise) London, nc.
Ross, Palmer & Stanton (Mayfair Farms) Merchantville, N. J., nc.
Roth & Shay (Circus Fenyas) Budapest, Hungary.
Royal Rangers (Village Barn) NYC, nc.
Rubini, Jan (Selznick's) Hollywood, Calif., nc.
Rubinstein, Erna (Zimmerman's) NYC, re.
Rufus & Richard (Surfside) Long Beach, N. Y., nc.
Rutan's Dogs (Lyric) Indianapolis, t.
Ruiz, Maclovia (Blackhawk) Chi, nc.
Ruvel & Marcia (Leon & Eddie's) NYC, nc.
Ryan, Jerry (Gay '90s) NYC, nc.

S
Sailors, Three (Palace) Chi, t.
St. Claire & O'Day (Tivoli) Melbourne, Australia, June 30-Aug. 26, t.
Sandoval, Nena (Waldorf-Astoria) NYC, h.
Sankar, Kostia (Bublichki) Hollywood, nc.
Santigosa, Nelly (Casa Valencia) NYC, nc.
Satch & Satchel (Club 18) NYC, nc.
Satz, Ludwig (Roumanian Village) NYC, re.
Saulters, Dorothy (Kit Kat) NYC, nc.
Savva, Marussa (Russian Kretchma) NYC, re.
Sawers & Coleman (Paramount) NYC, t.
Saxon Sisters (Colosimo's) Chi, nc.

Scheitel, Joe (Swing) NYC, nc.
Schien & Englert (Roxy) NYC, t.
Schriber, Richard (La Salle) Chi, h.
Scott, Virgie (Black Cat) NYC, c.
Seal, Peggy (Troadero) London, nc.
Searles & Lene (Hawaiian Paradise) Hollywood, Calif., nc.
Sedley, Roy (Famous Door) NYC, nc.
Setz, Val (Riverside) Milwaukee, t.
Shador (Buckingham) NYC, h.
Shatlen, Anna (Roumanian Village) NYC, re.
Shaw, Helen (Old Roumanian) NYC, c.
Shaw, Wini (Ben Marden's Riviera) Ft. Lee, N. J., nc.
Sheldon, Gene (Chicago) Chi, t.
Sherman Bros. & Tessie (White House Tavern) Albany, N. Y., nc.
Shore, Willie (Hi-Hat) Chi, nc.
Sigler, Billy (Wonder Club) New Orleans, La., nc.
Silliman, June (Marden's Riviera) Ft. Lee, N. J., nc.
Simmons, Lee (Plantation) NYC, nc.
Simms, Virginia (Pennsylvania) NYC, h.
Simon, Clair (New Yorker) NYC, h.
Simpson, Carl & Faith (St. Paul) St. Paul, h.
Sinatra (Buffalo) Buffalo, t.
Smith, C. Ray, & Marionettes (Palmer House) Chi, h.
Sokoloskaya, Nadia (Russian Kretchma) NYC, re.
Sola, Leonor (S. S. Bear Mountain) NYC, s.
Sophisticates, Three (Chicago) Chi, t.
Spallas, Four (Piccadilly) London, h.
Sperry, Frank (Roosevelt) NYC, h.
Spiller, Capt. A. (Steeplechase Coney Island, N. Y., p.
Spinning Tops (Village Barn) NYC, nc.
Stapletons, The (Chicago) Chi, t.
Starr, Jackie (Riverside Club) Casper, Wyo., nc.
Stanning, Elsa (Piccadilly) London, h.
Stephenson, Gail (Herrig's Village) Columbus, O., nc.
Sterling, Lynn (Leon & Eddie's) NYC, nc.
Sterling, Wynne (Roumanian Village) NYC, re.
Stoker Bros., Six (Stambaugh) Youngstown, O., a.
Stone, Maxine (Paradise) London, nc.
Stone, Dorothy, & Charles Collins (Earle) Phila, t.
Stroges, Edna (Astor) NYC, h.
Strooges, Three (Billy Rose's Casa Manana) NYC, nc.
Stuart, Gene (Coq D'or Inn) Dracut, Mass., nc.
Sunshine Sammy & Sleepy (Roxy) NYC, t.
Swann, Russell (Savoy Plaza) NYC, h.
Symington, Eve (Waldorf-Astoria) NYC, h.

T
Tamara (Selznick's) Hollywood, nc.
Tanner Sisters (Essex House) NYC, h.
Tatum, Art (Paradise) London, nc.
Taylor, Smiling Lou (Cavalier) NYC, nc.
Templeton, Alec (Cocoanut Grove) Hollywood, nc.
Tennyson, Ethel (Southern State Grill) St. Albans, N. Y.
Terrace Boys (Barney Gallant's) NYC, nc.
Terry Sisters (Shoreboat) Bronx, N. Y., nc.
Terry & Walker (Murray's) Tuckahoe, N. Y., nc.
Texas Rockets, Six (Greyhound) Louisville, nc.

THE TITANS
"Rhythm in Slow Motion"
Dir.: MILES INCALLS & JACK DAVIES.

Thomashefsky, Boris (Rainbow Inn) NYC, re.
Three R's (Murray's) Tuckahoe, N. Y., ro.
Tilton, Martha (Pennsylvania) NYC, h.
Tinney, Dot (Black Cat) NYC, nc.
Tisdale Trio (Le Mirage) NYC, nc.
Titan Trio (Stanley) Pittsburgh, t.
Townsend, The (Casino de Paris) Paris, nc.
Trenkler, Alfred (Ice Arena) Blackpool, Eng., c.
Trent, Tommy (Earle) Phila, t.
Trojans, Three (Bon Air) Chi, cc.
Truce, Mildred (Shoreboat) Bronx, N. Y., nc.
Tucker, Sunny (Ivan Frank's) NYC, c.
Tucker, Sophie (Ben Marden's Riviera) Fort Lee, N. J., nc.
Turand Brothers (Troadero) London, nc.

V
Valdez, Vern (Wagon Wheel) Houston, Tex., nc.
Valentine, Cal (Jimmy Kelly's) Brooklyn, nc.
Velez, Angela (Chateau Moderne) NYC, re.
Velo & Yolanda (Palmer House) Chi, h.
Verrill, Virginia (Palace) Chi, t.
Villano & Lorna (Continental Club) Kansas City, Mo., nc.
Vincent & Anita (Rhineland Gardens) Armonk, Westchester, N. Y., nc.
Voila, Sinda (Russian Art) NYC, re.
W
Wade, Dick (Kit Kat) NYC, nc.
Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.
Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.
Wainwright, Helen (Leon & Eddie's) NYC, nc.
Wait, Eric (New Yorker) NYC, h.
Wald, George (Selznick's) Hollywood, nc.
Walley, Nathan (International Casino) NYC, nc.
Ward, Will (Bill's Gay Nineties) NYC, nc.
Ward, Aida (Surfside) Long Beach, N. Y., nc.
Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc.
Wayne, Naughton (Dorchester) London, n.
Wayne, George (Dempsey's Bar) NYC, re.
Wayne, Nick (Setter's Inn) Vineland, N. J., nc.
Welch, Muriel (La Marquise) NYC, nc.
Wencil, Ray (Faust Club) Peoria, Ill., nc.
Wenzel, Dorothy (Bill Bertolotti's) NYC, re.
Wessels, Henri (Plantation) NYC, nc.
West, Buster, & Lucille Page (Capitol) Washington, D. C., t.
Whalen, Jackie, & Streamline Steppers (Stamps) Phila, nc.
Wheeler, Bert (Billy Rose's Casa Manana) NYC, nc.
Wheeler, Charles (Half Moon) Coney Island, N. Y., h.

White, Jack (18) NYC, nc.
White, Ann (Queen Mary) NYC, re.
White, Belva (Miami Club) Chi, nc.
Whitney, Marjorie (Skyrocket) Chi, rh.
Wicke, Gus "Popeye" (Radio Franks') NYC, nc.
Wiere Bros. (Savoy) London, h.
Williams, Betty (Half Moon) Coney Island, N. Y., h.
Williams, Jack (Sebastian's Cotton Club) Los Angeles, nc.
Wilson, Jack & Honey (Roxy) NYC, t.
Wilson, Edna Marie (Chesterfield) Kansas City, Mo., nc.
Wing, Toby (Lyric) Indianapolis, t.
Winter Sisters, Three (Paradise) NYC, re.
Whirling Bees, Three (El Chico) Plattsburg, N. Y., nc.
Wirthman Twins (Races) Omaha, nc.
Wolfe, Lorna (Ranch Club) Seattle, Wash., nc.
Woolford's Dachshunds (Palsades) Ft. Lee, N. J., p.
Wright, Charlie (Weylin) NYC, h.
Wynn, Ralph (Nat Club) NYC, nc.
Wyse, Ross (Grosvenor House) London, h.

Y
Young, Margaret (Gay '90s) NYC, nc.
Youngman, Henny (West End Casino) West End, N. J., h.
Yourloif, Your (Old Roumanian) NYC, c.
Yvonne & Everett (Bal Tabarin) NYC, nc.

Z
Ziegfeld, Delories (New Yorker) NYC, h.
Zig & Zag (Vendome) Evansville, Ind., h.
Zito (Jim Braddock's Corner) NYC, re.
Zorine (Frontenac Casino) Detroit, nc.
Zudella & Co. (Majestic) Beloit, Wis., July 2-15, t.

MISCELLANEOUS
Arthur, Magician: Dunmore, Ky., 29-30; Lewisburg July 1-2.
Birch, Magician: Huron, S. D., 29; Flandreau 30; Sioux Falls July 1; Worthington, Minn., 2; Marshall 4; Appleton 5.
By-Gosh Vaude Tent Show: Clay, W. Va., 27-28 July 2.
Daniel, B. A., Magician: Brocton, Ill., 28-29 July 2.
DeCleo, Magician: Goshen, Ind., 27-30; Ligorter July 1-9.
Fred's Kiddie Circus: Beardsley, S. D., 29; Henry July 2; Medicine Lake 3.
(See ROUTES on page 68)

AFRA, KIBS
(Continued from page 4)
of negotiations conducted with Ralph Brunton, station owner. Agreement sets wage and working hours schedules. Terms, according to Vic Connors, executive secretary of AFRA, are a five-day, 40-hour week, and \$35 weekly pay with graduated increases to a minimum of \$42.50. Contract is for one year. Also agreed the station will employ one junior announcer at \$25 weekly. KIBS employs principally announcers, altho it supports a small production staff. John B. Hughes, president of the local AFRA unit; Jack Moyles and Rod Hendrickson conducted the negotiations, along with Connors. Hughes said that a contract had been sent to KGGC, another indie, some time ago and that action on the proposal would be speeded now that accord had been reached with KJBS. AFRA will also seek a contract with KYA.

AUDITORIUM MGRS.
(Continued from page 4)
include a meeting of professional hockey interests, luncheon at the famous Saddle and Sirlion Club at the Stock Yards; visits to the Stadium, Coliseum, International Amphitheater, Navy Pier, etc., and a round-table discussion on *Headaches and Heartaches of the Auditorium Managers*. Officers of the association are: President, Louis A. R. Pieri, Providence; vice-presidents, Nathan Podoloff, of New Haven, Conn.; Charles A. McElravy, of Memphis; George L. Adams, of Minneapolis, and Jack Horner, of Long Beach, Calif.; treasurer, Edna Christensen, of Racine, Wis.; secretary, Joseph C. Grieb, of Milwaukee. In addition to the 43 active members in 38 cities, the association has four associate members and two honorary members.

SHOWBIZ TAKES
(Continued from page 4)
usual 10 per cent commission collected for any sales made, modeling agency figures it a worth-while investment. Regular calls for models have been very scarce the last few months. There has been some heavy demands for nudes, but the supply for that market, it was explained, is limited, because once a model is branded a nude it is difficult for her to find modeling work in other lines. Annual fashion shows held in the summer here bring heavy calls, paying \$10 a night for a couple of hours of parading. Five dollars is the usual fee for half-hour work sessions, calling for either photograph posing or participation in fashion displays in leading stores.

VAUDEVILLE REVIEWS

(Continued from page 21)

Their notes are a little off on occasion, but the spirit is there. Netted a great hand.

Nelson and Knight do a comedy turn that is amusing. Nelson has added new material. Miss Knight, platinum blonde, works on the fiddle and acts as foil for Nelson's gags and impersonations.

With sounds and a harmonica for effects, Linn Mayberry does an impersonation act that is different. Best was a domestic battle, with feelings of husband and wife brought to audience by Miss Mayberry's whistling.

Al and Betty Libby opened the show with a bicycle act. The stuff was tricky and got a nice hand.

Al Lyons and ork scored with a musical travesty of *Uncle Tom's Cabin*.
Dean Owen.

Golden Gate, San Francisco

(Reviewed Wednesday Evening, June 22)
Jim Lewis and his Lone Star Cowboys stole the show at this week's Golden Gate opener. The sextet made virile music with cello, violin, ukulele, two guitars and accordion to accompany their cowboy songs. Their hit number was *Gold Mine in the Sky*, sung by leader Lewis, who has a voice of wide range.

Oswald, radio comedian, is the headliner. The patter between him and his straight man fell flat.

The Three Knockabout Artists, two men and a woman, had one feat to their credit; one, with hands and knees on floor, balanced the other two; the second acrobat also on his hands and knees and the woman in like position on his back. The three then straightened out simultaneously to upright position and walked off.

Hap Hazzard, comedian, was thoroly at ease on the wire, and Ernie Stanton appeared alone in his specialty number, *Cheerio*.

Maid's Night Out, the screen offering, is only fair.
Edward Murphy.

Gayety, Boston

(Reviewed Thursday Afternoon, June 23)
Stifling humidity greeted this week's opener, altho the five-act bill lent relief to the second show's okeh biz at the town's only vaude purveyor.

Audience released its mitts and dealt its appreciation accordingly. Whilst the line (eight) had three changes of okeh wardrobe, the accompanying routines were somewhat different over last week, altho the tempo with the pit ork was unsynchronized here and there.

A genuine dose of click sepla tapping by Spencer and Coleman, two lads with that true Negro rhythm, closed the 38-minute show and brought them plenty of spontaneous applause after dishing out precision and still better challenge work. They are ready to climb. Neat looking and personable.

Del Rae Brothers (father and son) peel out some hanging perch business that hasn't hit the Hub for several seasons. Hans (father) is the anchor man, while Ernest goes thru some difficult chores of control, bar biz and whirl. Duo earns its money and satisfies the crowd.

Comedy team of Al Rome and fem foil is okeh, altho some of the material is standard and quite a few bits taken from the burly folio. But this audience liked it. Rome shines when it comes to his mechanical, eccentric hoofing, to which his baggy attire contributes. Gal warbles *I've Got a Feeling You're Fooling*, while Rome kibitzes. Basis of act is okeh, but strengthening of material will aid.

Variety turn of Virginia Melford Trio (one fem, two men) offers a melange of Risley, tumbles and such. They do a good job of it, but it is produced in too hackneyed a chain.

Ann McCormick, blonde, is featured dancer appearing with the line. Her tap work is the hurried type to which the audience may be pro or con. Her feet twinkle out some good work. In the opener she warbled *Old Strawhat*. She's a better tapster. Bump exit isn't necessary, nor are the free bumps tossed by the other gals.

Avenue of flags setting is used extensively.
Her Jungle Love (Para) and *Spy Ring* (U) are the dual ptx.
Sidney J. Patne.

Hartmann's Broadcast

SHOWMEN are not wise who try to get by with things against which police warn. They are only fooling themselves and most assuredly make it tough for other showmen and police themselves.

A late case in point is Miller Bros. Shows during their engagement in Omaha. No good for the carnival business comes from such stories as the one about the Miller trick in *The Omaha World-Herald* of June 18.



A. C. HARTMANN

Story quotes Assistant Chief of Police Robert Munch as saying he had warned the operators that police would not tolerate any type of "cheating," and that at the first complaint everything on the street would be closed except the rides and bona fide shows.

"They were running legitimately when we checked up early in the week," the story further quotes the assistant chief as saying, "but as usual at the close—the getaway—they shoot the works."

There was a complaint of cheating on a game, besides an attempt by a girl attractor to "pull a sneak show" after midnight, according to the assistant chief, and the resultant closing order excepted only the freak and animal shows, rides and food stands.

Police are officers of the law—and officers of the law should not be defied.

† † †

WHILE on the subject of warnings from police we would like to acquaint our readers with one from Charles D. Toole, chief of the Vero Beach Fire Department and manager of the Indian River Fruit Festival, Vero Beach, Fla. It concerns the operation of wheels, and unless the operators play for a dime and put out merchandise they are not going to have a ghost of a chance at this year's festival.

"Crooked wheels are a detriment to the carnival business," writes Manager Toole, "and unless stopped they will sooner or later kill the fair business in Florida."

"We opened our beautiful fair building last year with a big week, but on Thursday had to stop some crooked wheels."

"We positively will not book next season any attraction with a wheel that does not play for a dime and put out merchandise. Last year after we finally stopped the crooked wheels the shows and rides did a big business."

"I would like to see a law here that would jail everyone whose game is crooked."

"I know the manager of every legitimate show will agree with me on my stand."

† † †

IN ENGLAND the House of Commons recently passed a bill, known as Road Haulage Wages No. 2 Bill, to regulate the pay of workers on motor-goods vehicles. Fortunately the bill does not apply to traveling showmen, but it was only thru the quick work of Tom Murphy, general secretary of the Showmen's Guild, and T. E. Groves, J. P., M. P., that this was brought about.

In arguing for exemption Murphy contended that members of the Showmen's Guild should not come within the powers of the bill because the showmen's calling is unique and has nothing to do with commerce and industry.

We have just had a wage and hour bill passed in this country, but have not heard anything about exemption of those engaged in the amusement business.

† † †

AS SMOKE means fire so oil means money. Anyway, it's good to read in these times cheerful business headlines such as those which appeared on the front page of *The Olney Daily Mail*, Olney, Ill., Friday evening, June 10. Listen to them: "Gushers in Decker, N. Olney—O'Donnell Well, Acidized, Making 90 Barrels an Hour—Wicklund's McCauley No. 1 Roars in; Opens New Pool—Illinois Oil Outlook Now Much Brighter."

Stories are spread all over the first page and one of them reads, in part,

A "Circus City" Falls—Why?

THE closing, at this early stage of the 1938 outdoor season, of the Ringling Bros. and Barnum & Bailey Combined Circus comes as a severe jolt to the amusement world, especially the circus profession. Everywhere, as the news spreads, there will be gloom.

It has created a situation that is not only deplorable but unparalleled. Never before has a circus been forced to "call it quits" by a strike of union performers and workingmen.

For several days after the strike order was issued at Scranton, Pa., people connected with the show and others interested were in suspense. Without doubt thousands of people, both in and out of show business, were hoping and praying that some way would be found to adjust the controversy arising over an ordered cut of 25 per cent in wages, the cause of the strike which resulted in the closing.

While efforts were made by both sides to reach a compromise, accomplishment was found impossible, with each determined in its demands.

The odd part about the whole thing is that the five-year agreement entered into by the show and the AFA on May 31, 1937, was to avoid exactly what developed, it calling for no deductions from salaries of the employees and no lockouts or strikes. Section 8, referring to deductions, reads as follows: "The employer agrees to make no deductions from the salaries of the employees excepting such deductions provided for by the terms of the various Social Security Acts applicable to the salaries of the respective employees—and the initiation fees and dues of the members of the union when payable and due."

And on the question of lockouts or strikes, Section 13 reads: "The parties hereto agree that there shall be no lockouts or strikes during the term of this agreement because of any matter of controversy or dispute between the employer and the union or a member thereof—that in the event that the parties hereto are unable to settle the differences amicably within 10 days the matter shall be referred to a board of arbitration, which shall consist of three members, one selected by the union, one selected by the employer and a third agreed upon by the two so selected. In the event that the third party cannot be found acceptable to those hereinbefore mentioned, the entire controversy shall be referred to the American Arbitration Association."

Both the wage-cut order and the strike were not in accord with the agreement, the former creating the latter. The very instruments for avoiding exactly what happened were there, but to no avail.

The contract was in effect the biggest part of last season, starting May 31, but business for the show this year, the management claimed, was considerably under that of 1937, and the 25 per cent cut in wages was deemed necessary to keep the show in operation. That meant the life of the circus was at stake and something had to be done by the management. So the step of ordering the cut was taken, contrary to the contract, and there followed the strike. Each side then looked upon the other as bluffing, and so it went on until the management made the definite announcement that the show would close and go into the barn.

It would seem that the closing could have been avoided if real common sense had been shown in considering the points at issue. If there had been no wage cut order issued, there would have been no strike. And if the wage cut was absolutely necessary to continue with the show, then those AFA members on the show opposing the reduction made a mistake—a grave one, to be sure—in standing pat and calling (what they considered) the bluff from the management.

The question now is: Where will the 1,400 or more people of the show find work? Some will, it is true, but it is a cinch that many will probably have to go on relief rolls unless their union, the AFA, will make provision, but as to this some seem to have doubt—at least if they are out of work for any length of time.

The Ringling Bros. and Barnum & Bailey Combined Circus is an international amusement institution looked upon by the populace as part of the national life of the United States and Canada. Its annual tour for many long years has been accepted as an essential unit of the amusement of millions of men, women and children. The retirement of this big show from the scene will be looked upon by them as nothing short of a calamity.

This halting of its tour can only be accepted as temporary, for surely this is not the end of an essential amusement as provided by the Big Show.

as follows:

"With the sensational performances of Wicklund's McCauley well in Southwest Decker township and Muhlbach's O'Donnell well in North Olney taking the headlines in the oil news, the outlook in other fields in Richland, Clay and Wayne counties is also good, to make the oil situation in the central part of the Illinois basin look brighter today than it has for a long time.

"In addition to the happy prospects in the new Wicklund area and the North Olney field, other areas of Richland County are also going forward."

It strikes us that there might be money in them that oil towns for showmen and other troupers.

† † †

WILLIAM FIELD, ambitious young man (21) employed on *The Herald* and *The Genius* of Uniontown, Pa., has had the opportunity in the past two years to meet and work with such men in the press-agent field as Starr DeBelle, Johnny J. Jones Exposition; Dick Collins and Doc Waddell, both formerly with Dodson's World's Fair Shows; L. C. (Ted) Miller, Cetlin & Wilson Shows, and H. E. (Ty) Colvin, Hagenbeck-Wallace Circus.

If you should ask Field he will tell you that each and every one of these men landed art and stories in *The Herald* and *The Genius* for one reason and one only—they co-operated with the newspapers in a very commendable manner and truthfully represented their respective shows in a way that brought only praise and built good-will.

Notes From the Crossroads

By NAT GREEN

OUTDOOR showmen are essentially opportunists and when times are tough the old "bean" gets to work and figures out some means of tiding over the lean period. We have seen many examples this spring in our perambulations around Chicago and adjacent territory. Pony tracks, miniature railroads and other children's rides have blossomed forth in unusually large numbers on the main highways radiating from Chicago. Portions of Milwaukee avenue outside the city limits have the appearance of a midway, so numerous are the various attractions. Out thru and beyond "No Man's Land" on the road to Milwaukee one encounters a multi-city of independent amusement spots of one sort or another, most of them operated by showmen who ordinarily would be trouping. "We're not getting rich," one roadside merchandiser told us, "but we are making a comfortable living."



NAT GREEN

One enterprising pony man has spent the last two years right in Chicago. About midafternoon he starts out with his dozen ponies, stops in a middle class residential neighborhood on a little-traveled street and soon has a crowd of youngsters around him eager to ride. Another does the same thing with a small Merry-Go-Round mounted on a truck. (William Judkins Hewitt says these things have been done in New York since Hector was a pup.)

At the smaller summer resorts—of which there are hundreds in Northern Illinois and Southern Wisconsin—there is a ready sale for souvenirs and amusement gadgets, and scores of showmen are turning their talents to this field with excellent results.

Bee Starr postcards from Montreal that she had a pleasant two weeks at Belmont Park. . . Dan Pine, p. a., and Paul Branson, general agent of the Mix show, working out of Chicago this week, as the show plays territory adjacent to Chicago. . . "Dud" Lawrence and Vernon Reaver, of the Hagenbeck-Wallace Circus, also have been making Chicago their headquarters the past week. . . Tex Cooper writes that he's at Atlantic City's Duke Ranch night club for the season. . . John Wagerheim, of the Ringling magazine-program, has been spending some time in Chicago in the interest of the magazine. . . Joe Rogers was all smiles as he prepared to hop to New York for the fight, as he had just received word of the signing of *Strange As It May Seem* contract. . . No doubt he was smiling the day after the fight, too, as he won at least four grand on the bout. . . C. W. Finney back from a trip to Indianapolis and is busy trimming the hedge at Aurora, Ill.

Lottie Mayer and her troupe of diving girls are back in Chicago, having just returned from Germany. . . Ken Warfield (Lottie's husband and manager) said the unrest in Germany was so menacing that they canceled several weeks of their contemplated tour. . . Nate Eagle, still in Chi, is dickering with one of the larger West Coast studios to place a troupe of midgets for a forthcoming feature picture. . . Edna Curtis probably will handle the winter circus dates which for years were handled by her late husband, Dennie Curtis. . . Jonas Perlberg, who has deserted Chicago since the close of A Century of Progress, is spending a couple of weeks in town renewing old acquaintances. . . He's now managing director of the Paramount Theater at Miami, Fla. . . John Ringling North is planning a trip to Europe when and if the labor kinks are straightened out on the R-B show. . . Jack Tavlin plans to line up a super side show to play winter circus dates. . . Jack is all smiles this week, having guessed correctly on the Louis-Schmeling brawl.

over and resulting in damage of about \$150. Anyway the lawyer had an attachment served and Babbs had to get money. "From now on I'll tell extra help what is in it, and I won't stutter," says Babbs, from the show office to settle.

FOR MORE than 10 years "Speedy"

Babbs has engaged extra help without mentioning wages and during that period has not had a bit of trouble. But in the last few days he has learned a lesson and he asks that we pass it on to others.

Babbs has the drome with Snapp Greater Shows. On Monday of the week's engagement of the show in Wisconsin Rapids, Wis., he hired three extra helpers, two boys and a man past middle age. Nothing was said about wages, and Babbs says if they had asked him he would have told them. He acknowledges that he was at fault by not informing the helpers before they went to work, still he didn't anticipate trouble because he never had any before over help.

Babbs paid the helpers \$2.50 for setting up and if labor hadn't been scarce he would have paid them after the first hour and let them go, but he worried along with them and got up at a late hour. The helpers put up a squawk saying that all labor in Wisconsin Rapids was 50 cents per hour. They wanted \$7.50 each, and Babbs says even at 50 cents per hour it wouldn't have been that figure. At about 4:30 p.m. the following Saturday, accompanied by a lawyer, they called and demanded \$15. Babbs had no such sum as he had bucked continued rain and cold all spring and a few weeks ago tore the rear end out of his car, which cost \$30 to repair. After driving it 15 miles with a trailer attached the car and trailer were sideswiped, with the trailer turning

BARNES-S-F PICKETED

But Show Goes On Regardless

**23 teamsters discharged—
551 of 574 employees accept cut, says management**

POCATELLO, Ida., June 25.—Picketing of Al G. Barnes and Sells-Floto Combined Circus occurred here Thursday, but under the watchful eye of police no violence resulted. Prompted by complaints of 23 teamsters discharged at Pendleton, Ore., last Sunday, local union called the strike, declaring that the circus was unfair to organized labor. Ten sandwich men paraded in front of the show.

"Unfair" handbills, signed "American Federation of Actors, affiliated with AFL," were distributed on the downtown streets.

Ben Austin, circus manager, said no workmen's strike existed. Twenty-three dissatisfied drivers who were paid off at Pendleton came to Pocatello and enlisted local aid. No trouble was had at Boise and Twin Falls, where new teamsters were hired.

August Rosqvist, secretary State Federation of Labor, said, "The picketing had the full support of all Pocatello organized labor." Austin said the Pocatello picketing made no difference in box-office receipts.

Trouble started June 15 in Moscow, Ida., when the circus employees were asked to sign a voluntary 25 per cent wage-reduction agreement. Austin said 551 of the 574 employees signed.

Thomas Brandt, secretary of the Pocatello Teamsters' Union, said men were ahead enlisting the aid of Ogden and Salt Lake City unions, where the circus was scheduled for yesterday and today, respectively.

Reports here were that the railroad moving the show was taking sabotage precautions, but these were not officially confirmed.

Thomas Ahern, teamster spokesman, predicted that the show will close at Salt Lake City and said that the recent failure to show Butte, Mont., was due to fear of the union there. Austin said the show will continue and that the Butte cancellation was due to unemployment resulting from only one mine operating.

Jack Mills, alleged international teamsters' representative and organizer, arrived in Pocatello Thursday from Los Angeles but failed to hold a mediation conference. Austin said there was no conference because there was no circus union with the exception of musicians and billposters, who signed the reduction agreement. Ahern blames the trouble on the reduction coming before (See *BARNES-S-F* on page 65)

Schweyer Has Fine Opening At Caracas, S. A.

CARACAS, Venezuela, June 25.—The Gran Circo Schweyer opened here night of June 4 to a packed house. Three performances were given there the next day, Sunday. In the morning there was a three-fourths house and afternoon and night shows were packed. American acts with show are Louis and Oliver Sisters, novelty and head balancing; Lamont's Cockatoos; Frank Shepard, heel and toe; Mrs. Jessie Shepard, iron jaw; Miss Atterbury, trapeze and muscle grind; Valentine's Sensational Flyers, flying return. All received a big hand.

In presenting the acts, performers line up on opposite sides, then the performers working proceed thru the line into the ring. One large ring is used under a three-pole top. Each act works alone. Clowns work while apparatus is being erected and they talk instead of doing pantomime.

The Schweyer show has been playing Venezuela the past two years.



JOHN F. DUSCH, who again is director of Lewis Bros. Circus Band, a feature of the organization.

Newton in New England

Begins tour at Danbury, Conn.—has new big top and augmented band

WATERBURY, Conn., June 25.—Last week almost perfect weather in New Jersey for Newton Bros.' Circus. Many Circus Fans and New Yorkers visited at Perth Amboy and Hackensack. Show began its New England dates at Danbury, Conn., June 18. Many guests on the lot at Stamford, Conn.

The show, after weathering rain early in the season, the floods of Georgia in April and the generally bad conditions existing since opening, has come up smiling with a new big top, a 100 with three 40s; an augmented band, all of the original acts in the big and side shows and a general spirit of enthusiasm and contentment. "Bill" Newton, as usual, has displayed excellent showmanship.

(See *NEWTON IN* on page 65)

Chipman in Charge Of Hugo Advance

KEARNEY, Neb., June 25.—Harry B. Chipman, who was general press representative of Downie Bros.' Circus, has taken over the advance department of the Hugo Shows. He was with Hugo Bros.' Shows some years ago. He has disposed of his miniature circus, it now being owned by R. L. Collins. He still retains the title, Chipman Bros.' Circus.

The Hugo Show has been doing good business, even in the rain. Merchant tickets are being worked.

Downie Bros.' Show May Reopen; Will Depend on Crop Conditions

MACON, Ga., June 25.—There is a strong possibility that Downie Bros.' Circus will reopen around August 1. While there has been no official announcement by Charles Sparks, owner, well-informed sources state the reopening is being planned if crop conditions are fair. The equipment and animals have been kept intact and show can open as soon as personnel can be assembled. All equipment is described in first-class condition.

The early reopening depends, of course, on whether there will be change of ownership. Show has been for sale since last fall. If Sparks continues in ownership his intimate friends believe he will take out a smaller show to play South-

Biz Picks Up On Mix Show

Doubles back into Middle West—planning Coast trip—pictures for star

PAINESVILLE, O., June 25.—After a most discouraging start the Tom Mix Circus is now operating at a profit, having enjoyed good business the past four weeks, especially in Northern New York. Dall Turney, general manager, informed *The Billboard* representative here, "Like most circuses this season, we were behind in many things but gradually are catching up." Turney said. Altoona, Pa., was the banner stand.

Decision not to proceed farther east was made after it was learned there were too many shows in that territory and as the result the show is doubling back into the Middle West, with this stand, Findlay and Defiance the only Ohio stops on its westward trek, which will take it into Indiana for several days, a week or more near Chicago and then into Wisconsin, where it will remain

(See *BIZ PICKS UP* on page 65)

Linard Jones Fund \$148

ERIE, Pa., June 25.—Harper Joy, Circus Fan, Spokane, Wash.; Gordon M. Potter, St. Joseph, Mich.; the 72d Street Country Club, New York; S. L. Cronin, San Marino, Calif.; Charles R. Milbauer, Newark, N. J.; Mr. and Mrs. William Dressman, Cincinnati Zoo, and employees of the zoo; Sam R. Stratton, of the Al G. Barnes and Sells-Floto Circus; Frank Braden, of Ringling Bros. and Barnum & Bailey Combined Shows; F. E. (Ted) Loxley, Cranston, R. I.; Harry-Anna Home, Umatilla, Fla., and Hugh S. McGill, Los Angeles (his second contribution), have donated to the Linard Jones Monument Fund. The total amount is now \$148.

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.

Clayton Opening in July

CASTLE CREEK, N. Y., June 25.—The Clayton Combined Circus and Menagerie is preparing for the road. Will open in July, tentative date the 11th. All equipment is freshly painted. A new light plant has been received. Big top and old light plant, formerly used on Kay Bros.' Circus, has been sold. Big top replaced by canopy, which will shelter 10 lengths of grand-stand seats. Performance is to be given in the open encircled by side wall.

Among new animals received recently are two white pheasants and a number of monkeys. There will be eight small cages of animals. Show will be transported on five trucks and trailers.

H-W Puts in Plug For Goodman Show

FARGO, N. D., June 25.—Traditional rivalry between competing circuses and carnivals was called off here June 21 when the Hagenbeck-Wallace Circus, playing at the State fairgrounds, put in a plug for the Max Goodman show on an adjoining lot.

Addressing the crowds which turned out for the one-day circus, an announcer said:

"We are here for today only. On the adjoining lot is the Max Goodman Show, which will be here thruout the week. We cannot speak too highly of this carnival."

Advance men for the Goodman Show had instructions not to cover paper of the circus. Only fair crowds attended the circus, and only fair business went to the carnival, but "as good as anybody is getting this year," showmen said.

Both carnival and circus had a weather break.

No Delay for Robbins Bros.' Show Despite Long Jumps

TRURO, N. S., June 25.—It's grand trouping in the Maritimes and Robbins Bros.' Circus is leaving no part of it untouched. The sound of the calloppo has been heard in almost every town of Nova Scotia. In many instances the jumps are long, but there has been no delay in starting the parade or opening doors.

John Weikel, of Louisville, Ky., friend of Jess Adkins, came on to visit for the Canadian tour. His stay can hardly be called a "visit", as he keeps busy from

(See *NO DELAY FOR* on page 65)

Whalen Recovering; Goes to Baraboo

SARASOTA, Fla., June 25.—Jim Whalen, Ringling-Barnum veteran boss canvasser who retired this spring because of ill health, left here June 19 for Baraboo, Wis., where he intends to make his home permanently.

The 80-year-old trouper was flat on his back at his winter home here at the time the circus rolled and remained so for five weeks. At the time he left here he was so much improved that he was up and around for five to six hours a day. He was attended by his nurse, Mrs. Bernice Case, and his daughter, Mrs. David Nimmo, aboard the train while his wife left later by automobile.

After 55 years in show business, with the latter 35 spent as boss canvasser with Ringling Bros., Jimmy's retirement came as a shock to his many friends and former workers.

Born in Poughkeepsie, N. Y., Jim was a trouper with the Forepaugh-Sells and the John Robinson shows before joining the Ringling Brothers in 1906.

Famous Robbins Biz Big at Bridgeport

BRIDGEPORT, Conn., June 25.—The Famous Robbins Circus played here June 14 to a mop-up business, being the first to play here this season. The small tent at night was quickly filled, and performance curtailed so that another could be given. It was a three-quarters house.

Silbons to the Orient

OAKLAND, Calif., June 25.—Edward and Jennie Silbon, owners of the original Siegrist and Silbon flying trapeze act, formerly with Ringling-Barnum circus, now retired and living here, will sail July 11 on a four months' pleasure cruise to the Orient.

Protecting Ga. State Fair

MACON, Ga., June 25.—City council again passed resolutions recently to refuse license to circuses or other shows in October, protecting the Georgia State Fair from such competition. Provision was made, however, for issuance of license if a circus or a show is under auspices of fair association.



With the Circus Fans

By THE RINGMASTER

President CFA Secretary
 MELVIN D. HILDRETH W. M. BUCKINGHAM
 716 Evans Bldg., Thames Bank,
 Washington, D. C. Norwich, Conn.
 (Conducted by WALTER HOHENADEL, Editor
 "The White Tops," care Hohenadel Printing
 Company, Rochelle, Ill.)

ROCHELLE, Ill., June 25.—President M. D. Hildreth has designated Dr. William M. Mann, director of the United States National Zoological Park, as the official representative of the Circus Fans' Association to call upon CFA President of Great Britain, Dame Laura Knight, and also M. Thomas-Moret, of Les Amis du Cirque de France. Doctor Mann sails June 29 and expects to visit circuses in England, France, Scotland and Russia.

Bill Montague writes that on June 13, he with Fans Davis and Hoye, of Hartford, went to Rockville, Conn., and attended evening performance of the Famous Robbins Circus and were shown every courtesy by the owner, Mr. Andrews. On the lot met Fans Raymond and Callahan, of Norwich, and Palmer, of Fitchville.

F. E. Loxley, of Cranston, R. I., is a proud possessor of a book that he recently picked up in a second-hand book shop entitled, *General Tom Thumb's Three-Year Tour Around the World*, by Sylvester Bleeker. The book was published in 1872.

Col. William S. Sneed, of Chicago, caught Sells-Sterling Circus at Waukegan.

The Chicago John Davenport Tent met for regular luncheon at Hotel Sherman June 16, Charles Bennett, of Berwyn, Ill.; Gordon M. Potter, St. Joseph, Mich.; Sneed and John R. Shepard attending. Gordon, Bennett and Shepard paid a visit to the Atwell Studios after luncheon.

Members of Pat Valdo Tent, Binghamton, N. Y., were on deck to meet the flying squadron of the Big One when it arrived there June 21. George Duffy and Bill Linney, of Fort Plain, N. Y., visited the show there. A party was held at George Scholderer's camp for Fred Bradna, Mr. and Mrs. Frank Buck and many others with the show.

Mrs. Tom W. Tormey, of Madison, Wis., visited Ringling-Barnum at Fort Wayne, Ind., and renewed acquaintances with her many friends on show.

As guests of Mr. Barrett, manager of Advertising Car No. 10 of the Beech-Nut Packing Co., Norwich, Conn., Fans, friends and families had a pleasant evening June 21 when he invited them to a special exhibition of this car, which carries a miniature circus, animated. Mr. Barrett presented each family with a box of gum.

Those present were Bugs Raymond, Mr. and Mrs. Felix P. Callahan, Mr. and Mrs. Bert Gager, Mr. and Mrs. Joseph H. Daley and three children, Charles Adams, Mrs. Edna Holden, Misses Margaret, Mary and Lillian Roarke, Judge and Mrs. Billings, F. S. Crandall, Mrs. Mary Watrous and Mr. and Mrs. Walter M. Buckingham.

Lincoln Supply Association of America, of which Frank H. Hartless, CFA, is secretary, held its convention in Cincinnati week before last. Circus entertainment was staged several nights. Frank has been secretary for 23 years. He left for Atlanta, Ga.

Albertanti Is Track P. A.

INGLEWOOD, Calif., June 25.—Francis Albertanti, former New York press agent, friend of Frank Braden, of the Ringling-Barnum show, and of the late R-B press agent, Dexter Fellows, is now director of public relations for the new \$2,500,000 Hollywood Park race track here which was opened on June 10. Attendance was 35,000 on the first day, and the following day over 50,000 passed thru the gates, making the two-day mutuels gross \$987,000. It is reported that Albertanti is landing nice space in the dailies. Jack Warner and Al Jolson are on the directorate.

Chardon Fair for Lewis

CHARDON, O., June 25.—Skirting thru Northern Ohio after a fairly successful tour of New York State, Lewis Bros.' Circus was here June 17, playing to fair business afternoon and night. It was the first circus here in several seasons. Show will pick up several other Ohio stands en route to Michigan, where it will remain for some time.

Finds Way To Get Circus Fever Out of His System

KANSAS CITY, Mo., June 25.—When Jimmy Patterson was three months old his father started him out in show business by taking him from town to town with the James Patterson-Gentry Bros.' Circus. Then for the next 20 years young Jimmy worked as a clown, advance man and in other capacities with his father, Hagenbeck-Wallace and other large circuses and carnivals.

Finally, when he was not yet 25, Jimmy joined the staff of *The Kansas City Star* as reporter. He's been a reporter several years now, often writes circus yarns, but has never been able to get the "show-business" fever out of his blood.

So on June 12 Jimmy's image was strewn thruout the rotogravure section of *The Star's* Sunday edition. Having no other outlet for his talent, Patterson posed in a series of *How To Make Up Like a Clown* pictures for juvenile readers of his paper.

"It was the only way I could get the circus out of my system," said the youthful Jimmy. "I have to do something or other every year and we thought the clown-picture idea would go big."

Strip attracted much attention here. Patterson, incidentally, reports he is feeling much better and anxiously awaiting the first appearance of the big top in Kaycee.

Admire & Eakin Add Another Middle Piece

TRENTON, Mo., June 25.—The Admire & Eakin Circus has added another 40-foot middle piece, now making big top 80x160; using two rings. Walter W. Gentry, who visited his home in Indiana, brought it with him. Most all trucks now have rubber. Blackie Woods troupe visited show at Monroe City, Mo., en route to join the Barlow carnival. Recently closed with the Lamont circus.

Last stand in Illinois was at Barry June 13. Fair crowd at matinee and at night about capacity. Enterec Missouri at Louisiana June 15. Did not make Louisiana account of carnival. First spot in Missouri was Bowling Green. Used outside lot at the Junction. Bowling Green was just a few dollars more than Barry. At Vandalla, under the Legion, packed them in for matinee and we had them on straw at night. At Perry matinee not quite as large as Bowling Green, but night house was another packed one. Paris, at the fairgrounds, under the Legion, a bloomer. At Monroe City, changed lots and used the big outside circus lot. Fair matinee and night house.

Silverlakes Wild West concert, the Side Show and concessions had a good week. One more week in Missouri then into Iowa for a few stands.

Dave Nimmo Appears At Marlborough Show

WASHINGTON, June 25.—Dave Nimmo, former tophand with the defunct McCoy show, was back in town last week-end giving the Marlborough Hunt Club Horse Show a Western touch, and he rode War Chief, that same stallion which Col. Tim McCoy rode around the show's arena.

War Chief is now owned by a Maryland man who thought the palmino horse should be given a chance to prance with the hunting stock around the ring. Nimmo, flying from Cheyenne to take part in the show, gave War Chief a few rehearsals and the result was half-page picture layouts in the local press. This year is at least the best publicity the neighboring hunt club has ever received for its annual show.

Altho hunters and jumpers predominated this year's program as usual, the appearance of Nimmo and War Chief put the thrill and showmanship in the event. Nimmo had a routine worked out giving the Easterners plenty of yippees, shouts and who-ahs, featuring one scene illustrating a terror-stricken rider who is afoot, with the "enraged" horse striking at the man with piston-like forefeet.

The Marlborough event, good for one day, was not the end of Nimmo's stay, for he is scheduled to appear at most of the neighboring horse shows for the next month.

Biz Holding Up For Parker-Watts

MOTT, N. D., June 25.—The Parker & Watts Circus is still encountering plenty of cold and rainy weather, but business is holding up. The show has only missed one parade, at Rapid City, S. D., on account of late arrival.

Many visitors have been seen on the lot the last two weeks. At Deadwood, S. D., there were folks from the Slebrand Bros.' Shows, including Bill La Tournour, Mrs. Clarence Hood and family, Stuart Sisters, and Hiko and Pete Slebrand, owners of that show. Rattle Snake Pete, one of the last of the old Wild West characters, visited with Col. Kit Carson all day and was guest of Manager Ira M. Watts in the cookhouse. At Deadwood Mr. and Mrs. Pete Beshara, former showfolks, were present in the afternoon, and at night they had several from the show as their guests—Lou Walton, Jimmy Thomas, Jimmy Hackensmitz, Alex Brock, Al Lavoy and others.

The circus played for the Shrine in Aberdeen, S. D., and on hand were Bill Owsley, William C. Allen, John J. Haaring, Russell B. Laird and George W. Rennix, Circus Fans. *The Aberdeen Daily News* gave the show a four-column picture layout and a wonderful after-notice. At Fargo Clifton Kelly, of the Goodman Show, was on hand all day. Also present was Abe Goldstein. He is clowning in this part of the country and says he is doing okeh.

Lee Norman visited at Grand Forks. At Jamestown, N. D., G. G. Gray was on hand with his wife and daughter, also Ed Muller, CFA.

In Bismarck ran into Tom Cooper, with whom the writer worked many years ago. He is in business there. He and his wife saw the show. Mrs. Cooper just recently returned from the hospital; was in an auto wreck. Also visiting were Frank Barnes and Gaylor Conrad, publisher of *Bismarck Capital*; Blaine Whipple, State printer and old showman, with his family, who had a great time with Lee Hinkley talking over old times. Bismarck was the first day that the folks had to shed the coats and go in shirt sleeves, reports Thomas (Skinny) Dawson.

Valdo Entertained At Binghamton, N.Y.

BINGHAMTON, N. Y., June 25.—The Ringling-Barnum Circus played to a fair matinee and 80 per cent capacity night house here June 21. Weather was very warm.

Many of Pat Valdo's friends and members of the Pat Valdo Tent, CFA, turned out to greet the Binghamton boy who went places in the circus business. He was entertained after the evening performance by members of the Tent. Valdo and wife also visited the circus room named after him, located in the Barlow Building. He left several pictures for the room.

WPA Business Fair At Flushing, N. Y.

FLUSHING, N. Y., June 25.—The WPA Federal Theater Project's circus closed its engagement here June 18. Biz was fair thruout the week, with a capacity house at the Saturday matinee. Manager Burns O'Sullivan is rerouting the displays.

Local papers were generous with space, and Manhattan papers ran several stories on M. H. Allen's joining show.

Visitors included Harry Butler, wife and child (Butler is on the staff of Paul Edwards, administrative officer of Federal Project No. 1); Ham Gilbert, Harry Hanson and Joe and Allie Jenkins. The Jenkinsons are working a high pitch in the vicinity, reports Wendell J. Goodwin.

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Barnett Biz Good Around Providence

PROVIDENCE, June 25.—Barnett Bros. Circus, first to hit this territory this season, has been finding good business in and around this city. Show came into Newport June 21, setting up just over the city line in Middletown, where better than 5,000 patrons gave the show a capacity matinee and night attendance. Troupe moved on to Fall River, Mass., on Wednesday, then to Pawtucket Thursday and into Woonsocket on Friday.

At Newport newspapers gave the show splendid reviews. *Newport News* saying: "The courtesy of the management, performers and workmen earned much favorable comment for the show, playing the East for the first time." *Newport Herald* said: "The circus, not as large as some that have shown here, is filled with many entertaining and spectacular acts. Those who went to the lot, and there were many hundreds, came away singing the praises of the clean and entertaining performance which they had witnessed." *News* also commented on "snap and precision of the acts" and "cleanliness of show."

William Desmond, film actor and featured Western star of the show, at Newport proved a "regular feller" with the kids by giving dozens of them rides on his horse. Other featured acts include Five Flying Regeenies, Mlle. Helene Cadarret, Armanda Guetterez and company, DeRitzke Troupe, Forrest Brothers, Johnny Hartzell, Aerial Knights, Nelson Thomasson; Thomas Walsh Jr., juvenile trapeze performer; Raymond Gudoney, Kaharr Trio, Buck Harris and Capt. Thomas Burns and his performing elephants.

Showfolk Here and There

CINCINNATI, June 25.—Doc Waddell submits the following regarding showfolk here and there:

J. A. Ringling, once a trouper, city ticket agent of Chicago & Northwestern Railway at Sioux City, Ia.

H. A. Root, retired and living at Omaha, Neb. His son a noted physician and surgeon in Cleveland, O.

George Sleezer interested in New China cafe at Sioux City, Ia. Was side-show man when on the road.

Bob Hinchman, a trouper with Busby Bros. Circus and interests, big shot with *Sioux City Journal* display advertising department.

Al Watkins, once "Sweet Singer of the Big Tops," former Portsmouth, O., boy, now has "Song Stylus" in Lexington, Ky., the firm being Watkins & Zimmerman.

William (Brownie) Peyton, salesman out of Kansas City for counter display cases.

George Mierstone, once champion trick, long distance and fancy bicycle rider, operating big shoe shine and repair place in Sioux City, Ia.

Mrs. Tish Cornalla (wife of Pete Cornalla, who is with Performers Club at Chicago) has charge of the Want Ad department of *The Sioux City Daily Tribune*.

Mose E. Reed, 83, circus and Shrine band leader, is recorder of Sioux City Masonic Temple. Custodian of it is J. A. Tiedeman.

Mary McDonald, on road, had trained animal and monkey circus. Met with automobile accident, is crippled for life, obtained big damages; resides at Sioux City.

Pat Butler has the Sioux City Acme Sign and Distributive Agency and is stage manager at Capitol Theater there.

George Andres, circus man out of Portsmouth, O., who became professional baseball player, now has a thirst-quenching parlor at Seventh and Bluff streets, Sioux City, Ia.

Foster Thompson, who toured everywhere with the big tops, is the Republican candidate for clerk of the District Court at Sioux City.

Says Parades Would Help

West Middletown, O.

Editor *The Billboard*:

At this time, when circus business is below normal, I believe it would be helpful if more shows gave parades, for they draw many to the lot to see the show. I know of only one show that is giving a parade this year and I am sure it helps business. Last year both the Cole Bros. and Hagenbeck-Wallace shows gave parades, and while parades can be dispensed with, I feel it would be far better if they were staged.

HOBARD WILLIAM HOPPER.

Dexter Fellows Tent Tattles

(CSSCA)

By FRED PITZER

NEW YORK, June 25.—Inasmuch as *Short Hauls* will not be issued while the Dexter Fellows Tent is in summer quarters, many members have asked that the column be continued until next September when our luncheons begin and the Tent's paper will again be issued. And so, thru the liberality of *The Billboard*, we're back on the old Cincinnati lot once more.

We have a letter from Les Kramer from Bill Brown's Physical Training Farm at Garrison-on-Hudson, New York, in which he states that the folks up there are still chatting about Bill Brown's initiation. "I understand," writes Les, "that Battina Steinke, daughter of Jolly Bill, made a splendid caricature of Bill that was distributed to the membership. Will you tell Treasurer Thornburgh that Donald McGrath, Captain Gaffney and Inspector Nugent, of the New York State Police, who attended the luncheon, have not yet received their copies of the photo."

We'll do just that, Les. In passing I might state that Les Kramer is the Komical Kop of the Tent. He officiates

by a number of SLC members, boasts the oldest barber in the United States. Abial B. Anthony is a Negro consorial artist who celebrated his 99th birthday anniversary May 8 by walking the mile from his home to his shop and putting in a full day's work as usual. He has operated this shop since 1864. Next time you are in Burlington it might be interesting to have a look at Anthony and his shop. Incidentally, two of Anthony's claims to fame are that he shaved President Grover Cleveland and also P. T. Barnum, the great showman.

Elder Comments on Band

Missoula, Mont.

Editor *The Billboard*:

I have refrained from making my usual comment on the subject of circus band as a feature until I could visit the Barnes Circus, which I did June 11 at Kallispell. The Woekener Band is certainly a feature of the show and as that should have all the publicity and attention possible. At my request *Snake Charmer* was played in the concert, and also I have heard swing bands from Coast to Coast, I never heard it put over better. I hope it will remain permanently as one of the concert numbers. Eddie has never had a better band since the days when he had 54 men—he now has 15. Hang up the big red banner again—many a poor show has been put over by a good band. Barnes Circus is putting on a splendid show this year. A real showman looks on every part of his



DOLLY AND CAPT. TERRELL JACOBS, with their wild animal acts, were one of the features of the Ringling Bros. and Barnum & Bailey Combined Shows. This was their first season with the Big One, having been with the Al G. Barnes and Hagenbeck-Wallace circuses.

on luncheon days and it is his business to see that the luncheon proceeds with peace and quiet. Les is three feet tall, three feet wide and weighs 333 pounds. Kelly was once asked to take a picture of him, but was unable to do so on account of having no panoramic lens.

Visit Dexter Fellows' Grave

On June 11 the writer and F. Darius Benham motored to New Britain, Conn., and visited the grave of Dexter Fellows. Flowers were put thereon in the name of the Tent. Calling on Signe Fellows, the matter of a monument for Dexter's grave was discussed and a fund will be raised by general contribution for this purpose. The matter will be brought before the Executive Committee of the Tent at its next weekly meeting.

On the way back a stop was made at the residence of ex-President Orson Kilborn at Southport and a few pleasant hours were spent talking about CSSCA affairs. This is our bread and butter note to you, Orson and Olga Kilborn and Major Gray, for the hospitality of "Orolca."

We enjoyed the current number of *White Tops*, especially the article about the Stickneys, written by Colonel Sturtevant.

Here is the most interesting item we picked up during the past week. Burlington, Vt., which is visited every year

equipment as part of the show. The public is much more curious and really interested in wagons, horse tents, cook-house, train, etc., than equipment used by any other form of entertainment. Who gives a rap about what is backstage of a theater, but with the circus it is just as much the system and condition of outfit as it is the performance. A good lively band such as Woekener's gives a build-up that will start the show right.

CLAUDE ELDER.

William Frazer Released; Insufficient Evidence

WHEELING, W. Va., June 25.—William Frazer, circus organizer, who was jailed here on a warrant issued by Squire H. J. Voellinger, charging him with being a fugitive from justice from New York City, was released June 9.

Judge Brennan in Part 1 of Ohio County Circuit Court heard, habeas corpus proceedings instituted by Attorneys Wesley Tinker and Charles McCamic acting for Frazer. Judge Brennan ruled there was insufficient evidence to hold Frazer.

Frazer was arrested the day Ringling-Barnum circus played here at Wheeling Island. The local warrant was signed by Ralph Whitehead, executive secretary of the American Federation of

Australian Circus Operators Tour U. S.

CHICAGO, June 25.—Madeline Wirth, of Wirth Bros. Circus, Ltd., of Australia, and Erwin Muehmel-Nelson, booking agent for the circus, and Mrs. Muehmel-Nelson are in Chicago on a tour of the United States during which they will visit many American circuses with a view to booking new talent.

Muehmel-Nelson reports that circuses in Australia are enjoying excellent business. Economic conditions there are very good, he states. Wirth Bros. Circus plays Australia, Tasmania and New Zealand.

The Australian party visited the Tom Mix Circus at Michigan City and Indiana Harbor, Ind., on Friday and Saturday. They will also visit Russell Bros. Circus, which is playing Chicago territory, after which they expect to go east to visit other shows.

Model Builders' Activities

ST. JOSEPH, Mich., June 25.—Harold U. Moore, Reading, Pa., and Robert D. Good, Allentown, Pa., saw Ringling-Barnum at Reading and visited with Capt. Terrell M. Jacobs. They all went to the home of Moore and viewed his model circus. Moore presented Jacobs with a model of a R-B baggage wagon.

Charles E. Doelker, Harrisburg, Pa., caught Robbins Bros. at Lewiston. Also saw R-B at Philadelphia and Harrisburg, where Mr. and Mrs. Terrell Jacobs were dinner guests at his home and saw his model circus. Doelker presented Jacobs with a model cage wagon.

Arvel V. Allread, Marysville, Cal., recently joined.

George H. Graf, Peru, Ind., presented a model cage wagon to Frank J. Walter, Houston, Tex. Graf saw R-B at Ft. Wayne, Ind., and visited with Jacobs, who had many visitors from Peru, including his father.

Frank B. Updegrave Jr., Boyertown, Pa., saw R-B at Reading and visited with friends.

George H. Barlow III, Binghamton, N. Y., saw Robbins Bros. and R-B when they played his city and visited with friends.

William R. Brinley, Meriden, Conn., has his model circus on exhibit at Million Dollar Pier in Atlantic City. Recently had a fine writeup on his show in *Mass. Life Insurance* magazine.

Charles L. Stern, Austin, Minn., has completed several baggage wagons and some baggage stock for his model circus. Had a nice notice on his show in local paper.

Charles H. Bennett, Berwyn, Ill., and John R. Shepard, Chicago, attended Russell Bros. Circus. Gordon M. Potter, St. Joseph, Mich., visited with Charles Bennett and John Shepard. All attended the luncheon of John L. Davenport Tent CFA at the Sherman Hotel.

Charles N. Sateja, Camden, N. J., saw Downie Bros. at Camden, Newton Bros. at New Brunswick and R-B at Camden and Trenton. George B. Hubler, Dayton, O., saw R-B there. Clarence E. Pfeffer, Johnstown, Pa., saw R-B in Pittsburgh. All visited with Jacobs.

Harold U. Moore has completed several new wagons for his circus.

Anyone interested in the association should write Secretary-Treasurer John R. Shepard, 440 N. Parkside ave., Chicago, Ill.

Fair Business in N. D. For the Atterbury Show

NORTHWOOD, N. D., June 25.—The Atterbury show is doing fair business in this State. Plenty of rain and the best crop conditions in several years. Privileges are doing well, and Steve Hutchins has a big line of banners every day. Rose Atterbury's Pit Show also doing good. Harold in South Dakota was the banner stand, capacity at both performances. High winds and twisters have interfered at some spots. Shorty Lerch and crew are keeping the tent up. Atterbury Sisters are a feature and Professor Venio is going over well with his vent act.

Actors, who also came here with the circus.

While charges were hurled back and forth by union officials regarding the circus-union situation, authorities here believe an inter-union squabble exists instead of alleged violation of laws.

Under the Marquee

By CIRCUS SOLLY

LEE AND NELLIE HALL are with Norris Bros.' Circus.

MAX (FRIDAY) WRIGHT is drummer on Haag Bros.' Circus.

JIM CURRY is clowning Murphy's carnival sales at Pittsburgh this month.

F. M. FARRELL, ventriloquist, is with Lewis Bros.' Circus.

H. A. CHENOWETH, former trouper, is a guest at Elks' Home, Bedford, Va.

MRS. M. W. SYDOW pens that she has left Russell Bros.' Circus.

CRAWFORD DROEGE is now programmer and pastemaker on the Tom Mix advance.

ORVILLE SPEER cards that he closed with Russell Bros.' Circus and will join a dramatic show.

BILLY BRYAN informs that Spartan Bros.' Circus closed at Export, Pa., June 5, after a brief season.

CHASE & SON Circus is playing the smaller towns in Colorado. Was in Idaho Springs June 23.

JOHN F. DUSCH, band leader of Lewis Bros.' Circus, is receiving very complimentary reports from both press and public on his organization.

ROBBINS BROS. Circus, at Fredericton, N. B., Can., June 28, is the first circus to use the fairgrounds in some years.

PRINCE ELMER is with Harry Warren's Side Show on the Joyland Shows in the West. He is emcee and handling the inside.

CAREY C. EMRIE, of Cincinnati, left early part of this week for his camp in the Ozarks at Dixon, Mo. He will be there two months.

PAUL M. LEWIS, owner-manager of Lewis Bros.' Circus, formerly in vaude and musical comedy, is soloing with John F. Dusch's Band twice daily before the mike. Lewis, who possesses an excellent voice, steps unannounced to the mike to do a number in the opening spec, "Hawaiian Serenade," and later in the program scores a big hit with his rendition of "Indian Love Call."

SPUD REDRICK and wife were in Spokane, Wash., June 19, en route to Los Angeles, after leaving Polack Bros.' Circus at Missoula, Mont.

WHEN LEWIS BROS. Circus was at Towanda, Pa., Phyllis Darling Rumbell drove to Philadelphia to visit her mother.

JIMMY AND BARNEY ARNESEN, comedy acrobats, now with Lewis Bros.' Circus, will rejoin Klein's Attractions shortly to play celebrations and fairs.

FRANK BILTON, French horn player, formerly with Ringling-Barnum, has located permanently in Ft. Dodge, Ia., and will be a member of Karl L. King's Band.

SPARKPLUG GOODMAN pens that Haag Bros.' Circus is playing to good business in the stick towns of Kentucky.

MINNIE AND CHUCK GOODEN have a tourist camp and tavern at Lake Geneva, Wis. Were formerly with Robbins' Circus.

BILLY DeARMO, juggler of Billy and Margie DeArmo, is now producing clown with Lewis Bros.' Circus. States that Jack DeShon has left and Jimmie DeCobb, clown, has joined the show.

MINERT DeORLO, clown cop; Circus Fans John Ulrich and Doc Staples caught Newton Bros.' show in Danbury and Waterbury, Conn. William Newton gave the children rides on an elephant.

FRED AND BETTY LEONARD will join Mrs. Edna Curtis the middle of July at Westmont, Ill., to ready for her fair dates. Leonard will present the late Dennie Curtis' famous black horse troupe. The Leonards visited Tom Mix Circus at Centralia, Ill.; Russell Bros. at

Elmhurst and its first stand in Chicago; Bud Anderson's Norris Bros.' Circus. Leonards sold their Palace Travel Coach trailer. Says that Sells-Sterling Circus is combining its menagerie and Side Show, also that Aerial Lerches are at Belleville, Ill., getting ready for fair dates.

NORMA ROGERS, talented daughter of Mr. and Mrs. Ray W. Rogers, is doing some excellent work in the Barnett Bros.' Circus performance this year, Solly hears. Versatile, attractive and charming, she appears in the wire act—one of the show's big features—works elephants, rides in menage specialties and otherwise works as an all-round performer.

MRS. C. B. FREDERICK, wife of the late C. B. Frederick, thanks friends in show business for telegrams of sympathy and floral pieces, also Ringling-Barnum Circus for remembrance with flowers.

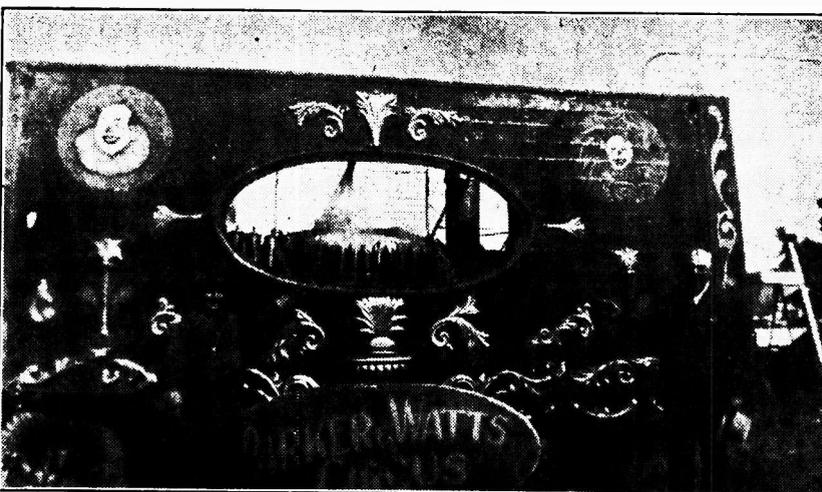
JAMES R. HAMER advises that Barnett Bros.' Circus had good biz at New Bedford, Mass. Performers entertained crippled and tubercular children at Sol-e-Mar Sanitarium. City has been contracted by Cole Bros.' Circus for July 4.

W. N. LINABURY pens that Eddy

here that another circus would do a paying business. The Mix show had one of its best dates here. I believe that should another circus come to us around the middle of July, when tourists are in the vicinity, it would do a nice business. Prevailing conditions are better here than in almost any other city in Northern New York."

VISITING NOTES—Clarence H. and L. F. Briggs visited Mr. and Mrs. Ray Rogers and Shorty Goodhead, of Barnett Bros.' Circus, at Waltham, Mass. Report good night house. . . . **GEORGE MARQUIS**, magician, saw Parker & Watts Circus at Bowman, S. D., and says it is an excellent show. He visited the grave of Buffalo Bill. . . . Glen Z. Wagner and son, Glen R., and Roy Wild, Canton (O.) musician, visited Ringling-Barnum at Wheeling, W. Va.

JOE LEWIS sent the following from Scranton, Pa., pertaining to Ringling-Barnum: Seen in Buffalo were Buck Healy, Jean Milton, Art Waterman, Bobby Bumps. Mr. and Mrs. Arthur Nelson and Rosita Nelson visited at Toledo, O. A soccer game was played at Rochester, N. Y., local team defeating dressing room team, 3 to 1. The Pallenbergs celebrated their 25th wedding anniversary at Rochester. A big cake was cut. Earl C. Stooks called on Rudy Rudyhoff at Rome, N. Y. Florence Schaack and Dr. Frank Mozdy were in the backyard. Paul Jerome, who fractured an ankle in Newark, N. J., is improving. Gordon Orton, who fell recently, is getting along nicely.



STEAM CALLIOPE of the Parker & Watts Circus being used in the parade. It formerly was on the Island Queen, Cincinnati. At the left is Shorty Sailor, freeman; right, Earle Keene, operator, who gives a half-hour concert every evening on the lots.

Bros.' Circus had two filled tents at Mamaroneck, N. Y. Biz also good at Poughkeepsie. Art Creasey and Jack Watson, Australian whip crackers, who were with the McCoy show, are in the concert.

MANY people would enjoy knowing better Jack Fox, who has privileges with Barnett Bros.' Circus. An important circus executive for years, his quiet, unassuming manner and modesty has kept him out of the limelight. He is known among his intimate friends for his unselfishness and brilliant wit.

G. WYLIE OVERLY, cashier of the Mt. Pleasant State Bank, Mt. Pleasant, Pa., is spending two weeks with the Tom Mix Circus clowning. Is traveling in his own car and uses his own trailer. This culminated a 25-year ambition of Overly and was arranged after a visit last September with Tom Mix.

HODGINI BROTHERS and sister, Caroline, of the Three Aerial Sky Rockets, had a pleasant week in Peru, Ill., with the Byers & Beach Shows. Visitors were Wayne Lary, flyer of Ringling-Barnum show, and Benny Gibson, catcher. Ted, Joe and Caroline Hodgini are now with Greater Exposition Shows as free act.

F. O. SHEETS and Perry, with Rinney Boy, famous motion picture dog from Hollywood, stopped over in Atlantic City June 12 to visit Perry's old circus friend Frank B. Hubin. Perry and Hubin tramped together in the old mud-show days. Dog is playing many Eastern dates. Walter L. Main and wife while in A. C. recently called on Hubin.

WALTER BROWN LEONARD, of Glens Falls, N. Y., says: "It is generally expressed

Dressing Room Gossip

HAGENBECK-WALLACE—Things I saw: One of Blacaman's alligators wandering into the ballet tent—quite an uproar. Jean Telling sporting a new riding habit, presented to her by her mother—three guesses where is the horse? Mr. and Mrs. Lee Norman visited us at Grand Forks. Henry Kyes delivering duck eggs to Jim Wong from local Chinese admirers. Mr. and Mrs. Mac Goll celebrating their first wedding anniversary June 19. Spud Slovensky taking hot trumpet course on crazy number, hot tune. Arthur Borella patiently waiting for striped pajamas from Henry Kyes for clown suit. Nada and Ernie Perez trying to find a movie they had not seen. Phyllis Johnson with her usual morning wake-up and sing. Jimmy McGee putting on pounds. Mr. and Mrs. Lawrence Arnold entertaining friends at Grand Forks. Whitey Beason sporting a new pair of sun glasses. Ballet girls soft-ball team challenging the dressing-room girls' team to a game. Golda Higgins regarded as best hitter on soft-ball team Sugarfoot Williams and Fred Winzell in wrong position in clown band. Mickey McDonald, with his lowers out, chewing on a green onion. Vivian Klaunder with a new clown swinging her ladder. Poodles Hanneford presented with lovely gifts from both ladies' and men's dressing room on his birthday anniversary, the 14th. Bobby DeLoche reminiscing over chicken ranch days. **CHESTER (BOBO) BARNETT**.

PARKER & WATTS—Ernie Stuber, aerialist, whose home is in Leeds, N. D., entertained his brothers, Robert and Hellyer, in Devils Lake. George Hunt, formerly with Barnes show, is on pop

corn. Raymond Riley, who has been with Barney Bros. and Golden Circus, is also over here. The two lion cubs had their first outing a few days ago. Tige Tageson was presented with a scrappy wrestling sketch, done by Skinny Dawson. Jimmie Connors is now doing the slide-for-life in the big show. Andy Calino is going over big with his free act. Mr. Espy hardly gets paper picked up in time to make band for free act at 7 o'clock. Charlie Brady likes touring in North Dakota, as he sometimes comes in on a roundabout route. However, Side Show always goes up in time. Tuba Manago and troupe of 14 colored entertainers are drawing them in the Side Show. **JIMMY THOMAS**.

ROBBINS BROS.—Show train arrived early in Halifax, N. S., Can., and three performances given. Three hospitals were visited, those participating being Harry Phelix, Tommy Ross, Happy Kellens, Harold George and the writer. Manuel Velarde escaped a serious accident when his wire rigging broke, throwing him to the ground. He suffered a leg injury, but was able to return to act following day. Since Freddie Freeman has taken up other duties, the baseball team has about died out. Doesn't seem to be any more interest.

Weather has turned very warm and chairs are out in the backyard. Some have gone swimming. Clayton Bhee caught a 25-pound fish. Rope spinning seems to be quite a hobby with some between shows. Albert Powell boasts about the pipe he smokes in parade as being more than 100 years old. The folks listened to the Louis-Schmeling bout. **VAN WELLS**.

COLE BROS.—Today, June 21, at Sherbrooke, Que., is the last day in Canada and everyone is glad to be going back to the States. The weather has been fine the last few weeks. Now that it is getting warm the girls who have been doing rope spinning are back to knitting sweaters, etc. Mr. McElwee and Troupier Conley visited show on their way home from vacation trip, which took them up into the East and Canada. Neets Deisler has been playing so many pranks on the girls in the dressing room that she is afraid to open her trunk for fear that a snake or a frog will jump at her. The other day Kinko went fishing and caught such a big one that it pulled him into the lake and was unable to make the show on time that night!

Adrien Gallagher is featuring swinging ladder this season. A bridge party has been arranged by Eileen Larey, Jean Allen and Eddie Allen and Carlton George. It seems the girls are still leading, so I guess the fellows will have to take up rope spinning or something. Since leaving Montreal it seems all men are wearing French berets and I wonder how long it will continue. Curley Stewart has the show looking fine and moving great. With the co-operation of the bosses of each department, painting center and quarter poles and ring curbs and washing and painting wagons has started. When it comes to laying out a show on a small lot Curley Stewart takes the cake.

Harold Voise is still bottle spinning. Mary Matson is doing a fine job on her muscle grinds and right over the center ring. Hal Silvers, 2, is enjoying his tour of the country with the circus and is the child of everyone on the lot. Let's hope he follows in father's footsteps.

Pat Lindsey has just finished knitting a skirt, green, which has blue, yellow, orange and red dots. She is making a suit. **JACK VOISE**.

Main on Visiting Trip

NEW YORK, June 25.—Walter L. Main has spent the past four months visiting shows in the Pennsylvania, New Jersey and Long Island, N. Y., territories. Among those he contacted were Haag Bros., Barnett Bros., Downie, Robbins, Hagenbeck-Wallace, Lewis Bros., Cole Bros., Spartan Bros. and Newton Bros. shows. Sam Gumpertz and Frank Hubin were also at Luna Park.

Valsek Mauled by Tiger

PARIS, June 10.—Jacques Valsek, veteran animal trainer with Amar Freres, big-time circus, was injured by one of his charges. Before the act went on All Amar, youngest of the brothers, noticing one of the animals in a nervous condition, stationed himself close to the door of the cage, and when the cat leaped on Valsek, Amar entered and was able to get the trainer outside the cage. Valsek is not expected to live.

The Corral

By ROWDY WADDY

M. S. GARKEN and Oklahoma Curly Roberts are spending the summer in Delafield, Wis.

MICKEY HUNTER, yodeling cowgirl and formerly with the 101 Ranch Show, has just finished her seventh consecutive week at a New York nitery.

KID FARKUM has recovered from a recent operation at Mercy Hospital, Iowa City, Ia., and again is kicking out bronks. He writes that he has purchased a high-school pony and named her Ethel.

DAKOTA BILL POOLE and Ethel presented their trick shooting, whip cracking, rope spinning and knife-throwing act as a feature of the recent two-day Community Days celebration in Genoa, Ill.

MORE THAN 16 outfits have entered the chuckwagon trials, a feature of the Calgary Exhibition and Stampede. At least two heats of the rangeland derby will be broadcast by the Canadian Broadcasting Corp.

ROUND-UP AND EXHIBITION to be held in Lethbridge, Alta., next week will have Ray Knight as arena director. Among the contestants expected to participate are Herman Linder and Art Lund.

ALL PREPARATIONS have been completed and Grangeville, Tex., is bedecked in holiday garb awaiting the opening of the three-day fifth annual Border Day Celebration and Rodeo, which will be held there next week. Slim Riley has been contracted to furnish his string of bucking horses for the rodeo contests, while Pinky Gist, clown, and Walter Heacock, trick rider, will be among the featured performers. Prizes totaling \$1,500 have been posted for contestants to shoot at.

MORE THAN 50 cowboys participated in the Nanton (Alta.) Stampede June 15. Returning to stampede work after being out one year with a broken leg, the veteran Frank Sharpe won the bronk-riding and steer-riding events. It marked his 20th year in competition. Second bronk-riding money went to Frank MacDonald, with Herman Linder winning third. Other results: Bulldogging—Eddie Taylor, Clark Lund, Jack Wade. Steer Riding—Frank Sharpe, Calf Roping—Floyd Peters. Slim Watrin, attempting a comeback, narrowly escaped injury when thrown by the best buckler in the chutes.

WINNERS at the rodeo held in Fontana, Calif., recently were as follows: Bareback Bronk Riding—First day, Frank Finley, James McGee, Jackie Cooper, Bob Estes. Second day, Bob Estes, Frank Finley, Fox O'Callahan, Jim McGee. Calf Roping—First day, Buck Standifer, Gene Ross, Andy Juaregui, John Garner. Second day, Fox O'Callahan, Andy Juaregui, Cal Shepard, Buck Standifer. Amateur Calf Roping—First day, Gordon Davis, Laurence Riggin, Joe Devoss. Second day, Gordon Davis, Laurence Riggin. Saddle Bronk Riding—First day, Bill McMacken, Jackie Cooper; Stub Barthlemay and Alvin Gordon split third and fourth. Second day, Alvin Gordon, Bill McMacken, Stub Barthlemay, Jackie Cooper. Steer Wrestling—First day, Joe Thompson, Earl Blevins, Gene Ross, Steve Heacock. Second day, Gene Ross, Lonnie Allen, Mickey McCrorey, Howard McCrorey. Wild-Cow Milking—First day, Buck Davidson, Cliff Galbraith, Gordon Davis. Second day, Cliff Galbraith, L. L. Riggins, Ray Adams, Melvin Shepard. Brahma Bull Riding—First day, Bud Cook, Carl Dossey; James McGee and Bob Estes split third and fourth. Second day, Carl Dossey, Bud Cook, Victor Britt. Abe Lefton was the announcer.

THE TWO-DAY rodeo held in connection with the San Fernando (Calif.) Fiesta and Horse Show, under San Fernando Fiesta Association auspices, was highly successful, according to Charles Gummere, secretary. Chief Harold Mueller was chairman of the rodeo committee. Andy Juaregui furnished the stock and Jess Bell clowned. Special features included Hank Durnell, trick roper, and Buff Brady Jr. and Lloyd and Blanche McBee, trick riders and ropers. Bertha Blanchard and Charley Jones

handled the pick-up chores. Results: Saddle Bronk Riding—First day, Doff Aber, Stub Barthlemay, Lee Ferris, Jackie Cooper. Second day, Bob Estes, Fox O'Callahan, Fritz Truan, Duward Ryan. Brahma Bull Riding—First day, Carl Dossey, Howard Brown, Duward Ryan, Frank Finley. Second day, Bob Estes, Duward Ryan, Lee Ferris, Jim McGee. Calf Roping—First day, Bill Estes, Bill Eaton, Buck Standifer; Laurence Conley and Charley Jones split fourth. Second day, Buck Standifer, Bill Eaton, Buckshot Sorrells, Fox O'Callahan. Finals, Bill Eaton, Buck Standifer, Laurence Conley, Charley Jones. Bulldogging—First day, Lee Ferris, Howard McCrorey, Bud Evans, Fritz Truan. Second day, Lee Ferris, Earl Blevins, Bud Evans, Everett Bowman. Finals, Lee Ferris, Howard McCrorey, Bud Evans, Fritz Truan. Bareback Bronk Riding—Jackie Cooper, Alvin Gordon, Doff Aber, Stub Barthlemay. Wild Cow Milking—Charley Jones, Laurence Conley, Everett Bowman, Jess Crooks. Included in the list of contestants were Fox O'Callahan, Harold Mueller, Bob Whitting, Bill McFarlane, Clay Carr, Laurence Conley, Charles Jones, Asbury Schell, Johnny Vance, Johnny Gardner, Doc Simon, Buck Standifer, Everett Bowman, Andy Juaregui, Bill Eaton, Cleve Kelly, Buckshot Sorrells, Ed Juaregui, Carl Shepard, Gordon Davis, Homer Pettigrew, Dwight Pemberton, Joe Thompson, Holloway Grace, Mickey McCrorey, Jim Irwin, Bud Evans, Lee Ferris, Buff Brady Jr., Howard McCrorey, Fritz Truan, Earl Blevins, John Beach, Doff Aber, Stub Barthlemay, Canada Kid, Jackie Cooper, Harry Logue, Jess Crooks, Alvin Gordon, Bob Estes, Duward Ryan, Jim McGee, William Lamoreau, Carl Dissey, Frank Finley and Howard Brown.

DESPITE threatening weather, nearly 24,000 persons attended the three-day five-performance Springfield (Mo.) Rodeo, which came to a close June 19 under Springfield Traveling Men's Booster Club auspices. Event was billed over a territory of 1,600 miles, according to C. A. Tyler, rodeo secretary and publicity director. Florence Randolph handled the newspaper and radio publicity, and local dairies gave the event much space. Officials included T. E. Robertson, managing director; Lynn Beutler, arena director; George Elliot, announcer; Lynn Huskey and Floyd Gale, judges; Morris Cooper and Peggy Long, timers, and Eddie Curtis, assistant arena director. Beutler Bros. furnished the stock for the contests, which attracted 116 participants. Contracted performers included John Lindsay and Charley Schultz, clowns; Florence Randolph, Tad Lucas, Lucyle Richards, Vaughn Kreig, Norma Schultz, Mitzl Lucas, Don Wilcox, Logan Jernigan, and Ray and Marvin Ramsey, trick and fancy riders. Trick and fancy ropers were Chester Byers, Lefty Christian, Clark Schultz, Logan Jernigan, Don and Gene McLaughlin, Norma Schultz, and Elenor, Maxine and Joyce Ramsey. Educated horse and Roman jumping hurdle teams were presented by the Ramsey Family, with Johnny Grimes presenting his Brahma bull act. Logan Jernigan and Josephine Proctor did the Indian whip cracking, and the exhibition bronk riding featured Peggy Long, Rose Davis, Alice and Margie Greenough, Tad Lucas, Vaughn Kreig, Lucyle Richards. Josephine Proctor presented the ladies' calf-roping exhibition. Results: Bronk Riding—First day, Andy Curtis, Vic Schwartz, Hub Whiteman, Ken Hargis. Second day, Leo Murray, Eddie Curtis, Ken Roberts, Ken Hargis. Third day, Milt Moe, Lonnie Rooney, Vic Schwartz, Ned Ferraro and Andy Curtis split fourth. Finals, Andy Curtis, Vic Schwartz, Lonnie Rooney, Leo Murray. Calf Roping—First day, Tony Salinas, Dick Truitt, Buck Goodspeed, Clyde Burke. Second day, Clyde Burke, Toots Mansfield, Buck Goodspeed, Tony Salinas. Third day, Jess Goodspeed, Tony Salinas, Toots Mansfield, Dee Burke. Finals, Tony Salinas, Toots Mansfield, Clyde Burke, Lonnie Rooney. Bulldogging—First day, Hub Whiteman, Norman Persons, Shorty McCrorey, Buck Jones. Second day, Mike Fisher; Tom Breeden and Jim Whiteman split second and third; Hub Whiteman and Tex Doyle split fourth. Third day, Buck Jones and Tom Breeden split first and second; Shorty Ricker, Mike Fisher. Finals, Tom Breeden, Mike Fisher, Shorty Ricker, Tom Hogan. Brahma Steer Riding—First go-round, Kid Fletcher; Paul Bond and Jim Whiteman split second and third; Bob Murray and Buck Jones split fourth. Second go-round, Eddie Curtis, Ken Roberts; Shorty Hill, Dale Adams, Kid Fletcher and Buck Jones split third and fourth. Finals, Kid Fletcher, Buck Jones,

Dale Adams, Paul Bond. Cowgirls' Steer Riding—First day, Vivian White, Polly Drayer. Rose Davis, Virginia Fletcher. Second day, Margie Greenough, Polly Drayer; Rose Davis and Virginia Fletcher split third and fourth. Third day, Marjorie Roberts; Rose Davis and Polly Drayer split second and third; Alice Greenough. Finals, Polly Drayer; Rose Davis and Vivian White split 2d and 3d; Margie Greenough. Wild Cow Milking—First day (afternoon), Buck Jones, Irby Mundy; H. D. Binns and Henry Snivley split third. First day (night), Irby Mundy, Everett Shaw, H. D. Binn. Second day (afternoon), Buck Jones, Everett Shaw, H. D. Binns. Second day (night), H. D. Binns and Henry Snivley split first and second; Irby Mundy. Third day (afternoon), Henry Snivley, Irby Mundy, H. D. Binns.



Pacific Coast Showmen's Assn

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, June 25.—Thirty-two members attended a very interesting meeting of the Pacific Coast Showmen's Association Monday night. Meeting was called to order by First Vice-President Harry Hargraves. H. C. Rawlins, secretary, only other executive present.

Preceding the business routine lights were dimmed and silent tribute was paid to deceased Brother Jack Lee, that being his professional name. He was born Albert Holouber. He was buried in Showman's Rest June 18.

Usual business of reading and approval of the minutes of previous meeting and the ordering paid of current bills was quickly carried out.

Communications: Letter from Roy E. Ludington, of Crafts Shows, giving news of interest to members. From Brother John Miller, who with Mrs. Miller, is on an extended trip east. He reported enjoying visit in Chicago, his old home town. Al Onken wrote news of the Conklin Shows. He stated that Harry Seber has completely recovered from recent illness. Ross Ogilvie wrote news of his activities. President C. F. Zeiger wrote of better weather conditions prevailing and with this has come very good business for his show. Letter from Thomas Searcy, Boston, asking for information as to membership requirements in PSCA.

There were no important reports from members of standing committees.

Frank J. Downie, chairman of the annual Charity Banquet and Ball, unable to attend. Ed Walsh and Ben Dobbert, associate members of the committee, are formulating plans with the promise that the coming event will overshadow all previous affairs of the kind.

Harry Hargraves, at present committee of one, is laying plans for the autumn "Gigantic." He also promises an outstanding event.

Thomas McArdke, newest member, was introduced and made a timely, worthwhile short talk.

Will Wright, past president of PCSA, was present. He was invited to share the rostrum and made a talk that got a big hand. The note of optimism expressed and the added comedy, extemporaneously, registered with the members.

Recess for weekly award, which went to Brother Ed Walsh, of the Hotel Bristol.

Brother Ed Nagle, just returned from trip east, responded to a call to talk, and he did with a boost for California.

Discussion on the membership drive brought out reports from the field that were very encouraging. The report of Roy E. Ludington and Jo Glacy scoring tops. As many members are not familiar with the prizes that go to the ones that qualify, the information again set in this column: The first prize is life membership gold card, the donation of Johnny Branson; second, a five-year membership donation of Harry Hargraves; third, four-year membership donation of Frank Forest; fourth, three-year membership donation of John R. Ward; fifth, two-year membership donation of William Hobday; sixth, one-year membership donation of Al Fisher; a two-year membership to one securing the most reinstatements is donation of Dr. George W. T. Boyd.

The stewards on the several shows will be reminded from time to time of the efforts that are being made to further the membership drive.

C. Y. Clifford, with Al G. Barnes-Sells-Floto Circus, has been appointed steward on that show.

There is a big field for effort, especially at the beach resorts, and there will be a committee appointed to handle them.

Harry Fink was in on one of his very occasional visits. He talked and ribbed. His remarks as to the membership drive were given much thought.

J. Ed Brown sent in a letter in which he elaborated on the value of publicizing and with it came a very worthwhile suggestion as to procedure.

There is an accumulation of mail for Buddy Cohn and John Czudek.

Usual refreshments and lunch after adjournment.

The need for showmen's organizations at this particular time is evident and showmen should get affiliated with at least one of them, says Steve Henry.

Ladies' Auxiliary

The June 20th meeting of the Ladies' Auxiliary was held in the clubrooms. President Peggy Forstall presided. Chaplain Minnie Fisher, Secretary Ruby Kirkendall and Treasurer Inez Walsh were seated with her. Chaplain Mother Fisher led the invocation and salute to the flag.

President Peggy Forstall, who has been in New York and way points for seven weeks, was warmly welcomed back by her many friends. She was presented with a beautiful basket of flowers as a home-coming message. Thanking the welcoming committee, she said the country she motored thru was beautiful after the rains and she had visited many old friends. She also paid a call on A. C. Hartmann, editor of *The Billboard*, without which her trip would have been incomplete. However, there was "no place like home" and she was glad to be back in good old California.

Past President Nell Ziv has ably presided during the president's absence.

Members present were Minnie Fisher, Lella Pepin, Jennie Rawlings, Marie Morris, Etta Hayden, Edith Bullock, Peggy Forstall, Ruby Kirkendall, Nettie Pulley, Pearl Jones, Nell Ziv, Martha Levine, Mora Bagby, Inez Walsh, Norma Burke, Regina Fink, Alfreda Barnes and Stella Linton.

It was decided to meet every second week during July and August as many of the home guards will be leaving for their vacations next week. Among whom are Sister Mora Bagby and Sister Martha Levine, accompanied by their husbands, they will tour several States. Inez Walsh will vacation with her husband in high Sierra resorts.

Alfreda Barnes won the bank award. Bingo was indulged in for a half hour. Cake and coffee was served by Mother Fisher and the club signed off.

INEZ WALSH.

Sarah Agee Funeral Services

LOS ANGELES, June 25.—Funeral services for Sarah Grant Agee, wife of John Agee, equestrian director of the Tom Mix Circus (she was for many years a performer with the Ringling Bros. and Barnum & Bailey circuses) were held June 22 at the Steen Chapel, North Hollywood. The chapel was filled with showfolk and friends. Floral pieces were sent by several departments of the Mix show, the Pacific Coast Showmen's Association, the Riding Actors' Association of America and others. Buck Conners, chaplain of the Riding Actors' Association; Duke Lee and Buck Moulton, using the ritual of that organization, paid the tributes. Rev. James Brouger was the officiating clergyman. The Riding Actors' Association trio, Chuck Baltra, Jack Kirk and Charles Sargent, sang two hymns. Pallbearers from the PCSA were Buck Moulton, Steve Henry, Charles Haley, I. J. Miller, Jack Bigelow and Jack Arnott. Interment in family plot in Forest Lawn Cemetery, Glendale. Survived by husband and son, Elmo John Agee.

ST. CHARLES, Mo., June 25.—License fees for traveling shows of all types were affixed here this week by the St. Charles County Court. For carnivals fee is \$150 for six days or minimum of \$25 a day; circuses, \$35 a day, with no licenses to be issued for Sundays; animal shows, \$10 a day, and miscellaneous attractions for theaters, \$10 a performance or \$75 for one year. Pitchmen must pay 50 cents a day to operate if they walk and \$2 a day if they work with a motor car. Even residents believe the fees are "too steep" for a town of this size.

EXTRA!

RINGLING-BARNUM STRIKE VIEWS

Scenes of Side Show, Midway, Menagerie, Big Top, Back Yard, "Gargantuan," Panoramas, etc., showing desolation and inactivity. Also fatal Airplane Crash. Set of 15 clear postcard size views. Special \$2.75 **ROBERT D. GOOD, 27 S. 10th st., Allentown, Pa.**

**Co-Ed Has Same Name
As S. F. Amusement Zone**

SAN FRANCISCO, June 25.—Imagine the surprise of the Golden Gate International Exposition officials when they discovered that a pretty 18-year-old co-ed at Fresno State College has the same name as their exposition amusement zone — Gay Way! Always quick to seize opportunities, the officials got in touch with Miss Way, arranged for pictures and asked a lot of questions.

Yes, of course, Miss Way will be offered some sort of job helping publicize the exposition. That's a guess, but it's a good one.

**Chattanooga
To Celebrate**

**Chickamauga event to be
linked with Interstate Fair
—Jones on midway**

CHATTANOOGA, Tenn., June 25.—The National Chickamauga Celebration will be linked with the Chattanooga Interstate Fair here in September, it was announced following a conference between Joe Engel, fair president, and the celebration commission, headed by Richard L. Moore, of Chattanooga, who is father of Grace Moore, star of stage, screen and radio.

Fair equipment at Warner Park will be used in the celebration and tickets of admission to the historical spectacle, to be staged as a part of the National Chickamauga Celebration, will also be good for admission to the fair, it was announced.

The celebration is being held on the 75th anniversary of the battles fought here during the Civil War. The date of (See CHATTANOOGA on page 40)

La. State Elects Directors

SHREVEPORT, La., June 25.—Directors of the Louisiana State Fair were recently elected at a meeting of stockholders. They were J. M. Sentell, George Freeman, R. T. Carr, O. L. Beidenharn, W. R. Hirsch, W. A. Robinson, R. T. Andress, J. H. Jordan Jr. and C. C. McCrory, all of whose terms will expire in December, 1938; J. O. McFadin, Andrew Querbes, M. M. Levy, George O. Baird, George M. Hearne Jr., M. T. Walker, John McW. Ford, W. H. Johnson and Charles G. Rudderham, whose terms expire in 1939, and S. H. Bolinger, E. Bernard Weiss, D. W. Harris, E. A. Frost, Simon Ehrlich, F. W. Middleton, J. R. Querbes, John D. Ewing and D. Attaway, whose terms expire in 1940.

Stockholders adopted an amendment to the association's by-laws so that a junior board of directors may be appointed by the president of the fair upon recommendations of the executive committee and with the approval of the regular board members.

**Earlier Start Being
Made for Georgia State**

MACON, Ga., June 25.—An earlier start than usual has been made in preparing for the Georgia State Fair and Exposition. E. Ross Jordan, secretary-manager, recently returned from Jacksonville, Fla., after close of the fair there, and the State fair offices here are open daily.

With an excellent crop season predicted, Jordan is stressing agriculture and is lining up contests, events and exhibits thru county agents and other State and federal farm agents in about 50 counties.

Johnny J. Jones Exposition will be on midway for third consecutive year.

Acts for Mansfield, Mo.

MANSFIELD, Mo., June 25.—Ozark Summit Exposition, fourth annual, will be held here in August. Acts already signed are the Four Lorenzos, the Bacardie Trio, Flying Howards, and Wimpy, diving dog. Free acts will be chief features as in past years, John Raby, president, said.

WIS. STATE AID STAYS

**Topeka Work
Is Completed**

Six-year construction program gives fair a practically new plant

TOPEKA, Kan., June 25.—Maurice W. Jencks, manager of the Kansas Free Fair here, has announced the completion of the final phase of a six-year construction program which has given the big Kansas live-stock and agricultural institution a practically new fair plant.

Since the 1937 exposition Jencks has completed several projects. The new 4-H Club exhibit building, which was erected last summer, has had its floor space doubled. The massive stone main entrance to the fairgrounds has been set off by heavy steel gates.

The race track has been recnditioned. (See TOPEKA WORK on page 37)



MAURICE W. JENCKS, manager of the Kansas Free Fair, Topeka, who has announced that the final phase of a six-year construction program has been completed.

Regina Platform Set Back

REGINA, Sask., June 25.—The platform on which grand-stand attractions are staged at the Regina Exhibition will be moved back 10 feet to provide a better view for those seated in the wings of the grand stand.

Hon. J. G. Taggart, provincial minister of agriculture, has been invited to officially open the fair.

Canton, Okla., Called Off

CANTON, Okla., June 25.—The Canton Fair and Race Meeting has been called off due to wet weather and floods. The dates were July 2-4.

**Calif. Retaliates;
Withdraws Support
From N. Y. Fair**

SAN FRANCISCO, June 25.—California has withdrawn its support from the New York Fair. The State had earmarked \$125,000 for an exhibit at the New York expo on the understanding that New York would spend a like amount at the San Francisco Fair.

Keeping faith in a "gentleman's agreement" (See CALIF. RETALIATES on page 37)

**Iowa State Centennial Makes
Preparations for 500,000 Gate**

COUNCIL BLUFFS, Ia., June 25.—More than 500,000 people are expected to pass thru the turnstiles when Council Bluffs stages its Iowa State Centennial Exposition for four weeks in tribute to the 100th anniversary of Iowa's establishment as a territory. Location will be Dodge Park, adjoining the Missouri River.

More than a score of buildings are in process of construction, including 12 for exhibits.

Featured on the grounds will be a historic stockade, reproductions of the first church, the first schoolhouse, a pioneer home, a Mormon dwelling, the State's first capitol building at Iowa City. Mid-day attractions will be in a section adjoining the wheel-shaped layout of the grounds. Name bands will be in the large dance pavilion; a 4-H live-stock show will be held in a building erected

especially for it; children will be cared for in the Kiddieland playground and nursery home.

Every day of the exposition is to be devoted to one or more organizations and groups of civic, political, fraternal, religious, educational and national significance. Each will present a two-hour program in the amphitheater in the afternoon, during which speakers, music, drama and entertainment will be presented.

7,500-Seat Amphitheater

Largest structure on the grounds will be the amphitheater, designed to seat more than 7,500 persons. Staging facilities will be ample for any size production under the huge band shell. Evenings for the duration of the exposition will be devoted to variety shows (See IOWA STATE on page 37)

**Historical Pageant a Feature
Of De Soto Landing Anniversary**

TAMPA, Fla., June 25.—Plans for the Pan-American Fernando De Soto Exposition to be held here next year were tentatively outlined by directors and officers of the Florida Fair at a special meeting last week. The exposition will celebrate the 400th anniversary of the landing of De Soto and will incorporate the annual Florida Fair and Gasparilla Carnival. Special feature will be a historical pageant depicting the landing of the famous Spanish explorer in Tampa in 1539.

New buildings to house Foreign and Federal Government exhibits are under construction. Dr. Alexander V. Dye, of the Department of Commerce, commissioned by President Roosevelt to direct the Federal Government's participation, has been allotted an appropriation of \$100,000 for exhibits and will open an office here later in the summer. Carl

Brolein, president of the fair association, has been selected as director general of the exposition, to work with Dr. Dye, and committees have been appointed for all phases of the program.

A tentative budget of \$12,500 has been set up for publicity, with Russell Kay, secretary of the Florida Fair, directing the expenditure of this fund. Use of newspapers, billboards, radio and posters is included in the program, supplemented by a publicity department. Jim Malone, for many years publicity man of the fair, will join the staff October 1, coming to Tampa from Pennsylvania, where he is now handling publicity for Hankinson Speedways.

Officials have expressed the belief that the exposition will attract an attendance of several hundred thousand over the 500,000 record set by the Florida Fair last year.

**Court Decision
Is Reversed**

State Development Authority declared unconstitutional by 4 to 3 vote

MADISON, Wis., June 25.—The Wisconsin Supreme Court June 21 reversed its previous decision declaring the Wisconsin Development Authority unconstitutional and by a 4 to 3 vote sustained the act.

The decision assures the Wisconsin Historical Society, county fairs and agricultural societies of continued receipt of some \$200,000 annually in State aids. As a result of the decision plans for the conducting of county fairs will proceed. In various counties, because of the uncertainty of State aid, strictly 4-H fairs were contemplated. The decision, however, makes such action unnecessary. The fairs were represented in the court by Attorneys James F. Malone, of Beaver Dam; Herb J. Smith, of De Pere, and Frank W. Lucas, of Madison.

**Extensive Improvements
For Fair at Cassopolis**

CASSOPOLIS, Mich., June 25.—The Cass County Fair Association here is making extensive improvements on its grounds in anticipation of record attendance for the second fair that has been held in Cassopolis for more than 20 years. The improvements include a grand-stand seating about 1,500 people, a stage 30 by 40 feet, three live-stock display barns and an exhibit building.

About 10,000 yards of earth is being moved to level the ground to provide a long, smooth midway. About one-half the grounds are shaded. The arrangement of the grounds is such that the grand stand will be located in the center of the midway. The race track has been improved.

The entertainment provided for the fair so far includes the Bob and Mae Morris troupe and the Cycling Kirks. Other acts will be added in the near future. Fireworks will be given three nights.

The interest in the fair thruout the county is very high. Merchants have financed the improvements. Farmers have donated the logs which were cut into lumber for erection of the buildings. Carpenters and others have donated time and services.

T. G. Brown a Candidate

OSHKOSH, Wis., June 25.—Taylor G. Brown, secretary of the Winnebago County Fair Association and former president of the Wisconsin Association of Fairs, has announced his candidacy for the Republican nomination for State senator. Brown is a former mayor of Oshkosh and was an aspirant for the State Senate four years ago when he was nosed out in a close race for the nomination by Norton Williams, of Neenah.

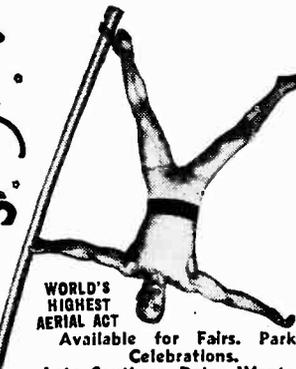
Houston Show Planned

HOUSTON, June 25.—The 1939 Houston Fat Stock Show and Live Stock Exposition will be held in the Sam Houston Coliseum next February. J. W. Sartwell, president, announced after summer meeting of sponsors this week. A 50 per cent increase in territory from which exhibitions will be drawn also was announced.

Reviving Perryville Fair

PERRYVILLE, Ark., June 25.—A Perry County Fair Association was organized here this week to revive a county-wide general farm and live-stock exhibition here this fall. It will be the first fair in the county in nine years. Officers: Gay M. Wallace, president; C. A. Lively, first vice-president; L. E. Jones, second vice-president; Dal Van Dalsem, secretary, and Howard Patterson, treasurer.

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Premium Facts

(Data collected from lists received by The Billboard)

GRAND FORKS.—North Dakota State Fair, June 27-July 2. 68 pages. Officers: Ralph Lynch, president; T. B. Wells, secretary; D. F. McGowan, manager. Admissions: Adults, 25 cents; children, 10 cents; autos, 25 cents; grand stand, reserved, 50 and 75 cents; bleachers, 35 cents. Attractions: Grandstand show, free acts, Thrill Day, IMCA auto races, auto show. Midway: Goodman Wonder Show.

MOOSE JAW, SASK.—Moose Jaw Exhibition, June 29 to July 2. 84 pages. Officers: W. A. Munns, president; W. H. Johnstone, A. C. Alexander, vice-presidents; George D. Mackie, secretary-treasurer-manager. Attractions: Grandstand show; free acts; harness racing, pari-mutuels. Midway: Conklin Shows.

FERTILE, Minn.—Polk County Fair, 34th annual, June 30 to July 2. 32 pages. Officers: Hjalmer Erikson, president; Odd Elde, vice-president; A. O. Gullickson, treasurer; Joseph W. Reseland, secretary. Attractions: Free acts; Beebe Company and Rose Kress and Skating Bears; Dexter Duo; Namedil Brothers; Groth Brothers. Midway: Dee Lang's Famous Shows.

EDMONTON, Alta.—Edmonton Exhibition, 60th annual, Diamond Jubilee, July 18 to 23. 136 pages. Officers: F. W. Kemp, president; C. E. Wilson, vice-president; E. L. Holmes, secretary; P. W. Abbott, managing director. Admissions: Adults, day, 50 cents; night, 25 cents; children 6 to 15, 25 cents; grandstand, adults, 50 cents; children, 25 cents; reserves, 75 cents; box seats, \$1. Attractions: Grandstand show; Ernie Young's Revue Internationale; California Varsity Eight; William and Joe Mandel; Three St. Johns Brothers; Prof. Lambert; horse racing, fireworks. Midway: Royal American Shows.

SASKATOON, Sask.—Saskatoon Exhibition, July 25 to 30. 64 pages. Officers: A. D. Munro, president; R. B. McLeod, vice-president; Sid W. Johns, manager. Admissions: General, 25 cents; grandstand and paddock, 50 cents; reserves, 25 cents; auto parking, 25 cents. Attractions: Grand-stand show; Ernie Young's Revue and Acts; Dick and Leota Nash; Jay and Lou Selter; racing. Midway: Royal American Shows.

CHITPEWA FALLS, Wis.—Northern Wisconsin District Fair, August 2 to 7. 124 pages. Officers: L. J. Vaudreuil, president; H. A. White, vice-president; C. E. Stiles, treasurer; A. L. Putnam, secretary-manager. Admissions: Adults, 25 cents; children, under 12, free; 12 to 16, 25 cents; grand stand, day, 35 cents; children, 10 and 20 cents; night, adults, 50 cents; children, 10 and 25 cents; reserves, 25 cents. Attractions: Grandstand show; Soaring High, revue; Four Racketeers of Fun; Randolph Avery's Broadway Tunesmiths; Paul Sisters; Taft and Boone; The Littlejohns; Phil Lopez; Thrill Days, August 3 and 7; horse-pulling contests. Midway: Fairly & Little Shows.

HAVRE, Mont.—Hill County Fair, August 23 to 25. 24 pages. Officers: Irl Watson, president; Earl J. Bronson, secretary. Admissions: Day, adults, 50 cents; children, 10 to 16, 25 cents; night, adults, 35 cents; children, 25 cents; grand stand, day or night, \$1. Attraction: Grand-stand show.

Grand-Stand Shows

GREEN County Fair board, Monroe, Wis., has contracted \$4,000 worth of attractions, reports Secretary Leland C. White, including Ernie Young's revue, *The Passing Parade*, and a varied bill of acts to give two changes of program during the week.

FLYING HOWARDS and Wimpy, high-diving dog, finished park and indoor dates at Williamston, N. C., and will open celebration and fair dates July 3, running into October.

MARIE'S MARVEL DOGS, after playing indoor and park dates in Canada, have returned to the States and will play dates thruout July. Beginning August 1, two units will be formed. No. 1 will return to Canada to work fairs and No. 2 will remain in the States, playing fairs in the Middle West. A pony, riding dogs and monkeys and high-diving dogs and monkeys have been added.

Agricultural Situation

Condensed Data From June Summary by U. S. Department of Agriculture, Washington, D. C.

During the past year, changes in demand have been responsible for the major portion of the marked changes in prices of farm products. During the next few months, at least, the situation may be somewhat different, with changes in prospective supplies a more important influence than alterations in demand. The demand for farm products is likely to continue weak during the summer, and there may not be much improvement in the fall.

Agricultural conditions are in striking contrast to conditions a year ago. Last year, field crops had a poor start, supplies of hay and grain were low, farmers were behind with spring work. But prices were high, the season developed favorably, production of crops was the largest on record. This year, chief expansion seems likely to be in live stock and poultry. At the beginning of the year numbers of beef cattle, hogs and chickens were low and prices high compared with other farm products. This year, prices of most crops are low, supplies of feed grains and hay are unusually large, no material increase in total acreage in crops is expected despite a record acreage of winter wheat remaining for harvest.

EARLY FARM WORK

Farm work got off to an early start this spring due to unusually warm weather in most parts of the country during March and April. However, heavy rains caused some delays in April thru the central cotton belt and in May over much of the area from Missouri and Kansas northward. Farm employment increased more than usual during April, but farmers were using more family and slightly less hired labor as compared with a year ago—a situation reflecting the decline in farm in-

come and scarcity of off-the-farm jobs. Crop prospects as of May 1 were somewhat spotted the country over, but were seasonally the best in several years. There are some severely dry spots in Florida and the Southwest, and some large portions of the great plains area, where subsoil moisture reserves are still low, but the area of the United States now in urgent need of rain appears un-

(See AGRICULTURAL on page 59)

Valencia

By DOC WADDELL

Ingrate I'd be did I not speak memory tribute for my friend thru the years, Valencia. He died in harness. A great performer on the high, swaying, spiral tube and the cloudswing.

I loved to sit with him in his house trailer and dressing room just before he'd go to climb to dizzy height and perform. There was no make believe to his death defy. He was at the brink of the tomb every second he was on his thin, frail, swaying pole of imported German tubing. Never did he go to perform without praying for safety. Terrible must have been the blow to his splendid wife, Verna.

Real action was in the silent moments of Manuel Valencia. The true epochs of his life were not in his marvelous feats, the visible facts, but in the silent thought by the wayside, as he walked.

Fair Grounds

JANESVILLE, Wis.—Rock County supervisors have voted to appropriate \$5,000 to purchase the fairgrounds as a site for the 4-H Club fair and to appropriate an additional \$8,000 to erect suitable buildings on the site.

REGINA, Sask.—Rapidly nearing completion is the \$25,000 improvement program launched by the Edmonton Exhibition Association recently. During 1936 and 1937 the association spent about \$40,000 on rehabilitation work.

WASHINGTON, Kan.—Officials of the Washington County Fair, to be held here in September, are C. L. Tubbs, president; A. J. Ampe, vice-president; L. E. Solter, treasurer; Frank Trumbo, secretary, and Henry Hatesohl, F. C. Conklin, T. C. Dodd, W. B. Smith, O. C. Moore, F. C. Banner, H. H. Kappelman and Ernest Pannbaker, directors. Improvements have been made on buildings.

CHARDON, O.—Robert Hill, of near-by Munson, has been elected president of the newly created Junior Geauga County Fair board; Ruth Cottam, of Hambden, vice-president; Lloyd Herrington, of Munson, secretary, and Sterling Timmons, of Auburn, treasurer.

MONROE, Wis.—Board of Green County Fair here, which for 83 years has ended on a Saturday, has added Sunday this year to make a run of five days and six nights, said Secretary Leland C. White. Tuesday, Wednesday and Thursday nights will have reduced gate and grand-stand charges. There will be running races, and there are 112 entries in harness races. Live-stock parade, mechanical parade and eight bands will be featured.

YOUNGSTOWN, O.—Directors of the Mahoning County Agricultural Society voted to build sidewalks from parking lot to main grounds, resurface roadways within the fair plant and make other needed improvements at an estimated

(See FAIR GROUNDS on page 59)

WANTED CARNIVAL
FOR 11TH ANNUAL STREET FAIR,
September 8-9-10.
Shows, Rides, Concessions.
C. L. GRAY, Chairman, Billings, Mo.

ATTENTION!! Secretaries ACTS AND REVUES FOR FAIRS — CELEBRATIONS INDOOR SHOWS SIDNEY BELMONT
Fullerton Bldg., ST. LOUIS, MO.

WANTED — Acts, Show Troupe
For Grand Stand Appearances, Day and Night Performances. Also good Carnival.
BLAINE COUNTY FREE FAIR ASSOCIATION
One of the Best County Fairs.
SEPT. 13, 14, 15, 16, WATONGA, OKLA.

WANTED FREE ACTS AND CONCESSIONS
Good proposition for Carl Folk. Answer at once.
FALMOUTH FAIR CO.
Falmouth, Ky., August 17-18-19-20.
MRS. DEMPSEY BARNES, Secy.

CARNIVAL WANTED
Monroe County Fair
PARIS, MO., August 16-17-18.
GEO. M. RAGSDALE, Secy.

CONCESSION MANAGER
FOR THE **GRANGE FAIR**
CENTRE HALL, PA., AUG. 27-SEPT. 1, 18
VICTOR A. AUMAN, Centre Hall, Pa.

WANTED RIDES OR SMALL CARNIVAL FOR MONTEREY FREE AGRICULTURAL FAIR SEPTEMBER 2 AND 3.
Town of 2,000. Fourth Annual Fair, Communicate with J. O. JOHNSON, Monterey, Tenn.

NOTICE
The ASHLAND COUNTY FAIR
ASHLAND, OHIO.
Will be held on September 22, 23 and 24, instead of September 3 to 5, as originally announced.
P. A. HEESTAND, Secy., Ashland County Fair, Ashland, Ohio.

WANT MORE REVENUE for YOUR ORGANIZATION?
Read **"BINGO BUSINESS"**
A Column About Bingo in the **WHOLESALE MERCHANDISE Department**
THIS WEEK and EVERY WEEK

WANTED--BIG CELEBRATION, JULY 3 & 4
Owing to disappointment can use Independent Shows, Rides, all kinds of legitimate Concessions. Don't write; come right along. Name your own terms when you get here. Only Celebration in Central Michigan this year. On the Fairgrounds—free gate.
GRATIOT COUNTY AGRICULTURAL SOCIETY
GEORGE B. WINGET, Secy., Ithaca, Mich.

FLEMINGTON (N. J.) FAIR
Aug. 30, 31, Sept. 1, 2, 3, 4, 5.
All Concessions Booked Independently Through the Fair Office.
Address MAJOR E. B. ALLEN, Flemington, N. J.

CONCESSIONS FOR MERCHANDISE ONLY

NO RACKETEERS

WANTED
FOR SEVENTH ANNUAL MARION COUNTY FREE FAIR, AUGUST 2-3-4-5-6, AT NEW BETHEL, IND., FIVE MILES SOUTHEAST OF INDIANAPOLIS, IND.
Floyd Gooding's Rides booked again this year. That means we have a real Fair to book him year after year. Shows of all kinds except Girl Shows. No Wheels—no Gambling. Bingo sold to Cliff Thomas of Indianapolis, Ind. All kinds of good, clean Concessions that work for Merchandise. Would like to hear from high-class Free Acts. This Fair is sponsored by all business men of Indianapolis and New Bethel. Our attendance for the week last year was 200,000. We have five Free Acts, Bands and two nights the famous Newsboy Band of Indianapolis. Our Fair is followed by the Shelbyville, Ind., Free Fair, making a short jump for your next Fair. Wire or write
HARRY C. ROBERTS, Secy., Marion County Free Fair, Wanamaker, Ind.

N. Y. W. F. Plant Work Progressing

NEW YORK, May 25.—Recent developments at the World's Fair indicate that the immense showplant in Flushing is rapidly taking shape and that within several weeks tangible progress may be noted in the amusement zone, that part of the fair heretofore the least progressive of the fair's several major divisions.

A tremendous concession contract was signed last week when Childs Company, restaurant operators and food-vending concern, took over the frankfurter and hot dog responsibilities. George D. Strohmeier, president of Childs, described the contract as "the largest meat deal ever negotiated in time of peace."

Company estimated that fair visitors will consume about 30,000,000 "dogs" and hamburgers, or enough to reach from London to New York were they all strung together. Childs will operate between 70 and 80 stands throughout the grounds, most of which will be maintained jointly with concessioners holding soft drink, ice cream and sandwich privileges.

Fair announced this week that main thoroughfares within the grounds will be named after famous streets and avenues of New York and other prominent American cities. In exhibit and government areas will be Main Street, Constitution Mall, Bowling Green, Empire State Bridge, etc., while amusement zone right-of-ways will be tagged Times Square, Broadway and Bouwerie.

Claiming New York's failure to keep a gentlemen's agreement to participate in the Golden Gate Exposition, the State of California this week officially withdrew its support of the World's Fair. State reluctantly decided not to be represented with a State exhibit, negotiations ceasing immediately.

Withdrawal of the far Western State brings total of withdrawals to three, Germany and Oregon previously having announced their "hands-off" policies. Grover Whalen, president of the fair, had no statements to make concerning either cancellation.

Says Vancouver Exhibition Spending More Than Grant

VANCOUVER, B. C., June 25.—Sharp rejoinder was made by Walter Leek, president Vancouver Exhibition Association, to R. Rowe Holland, chairman of the parks board, who intimated to commissioners that the fair directors are not expending all the city's annual grant of \$12,000 on Hastings Park ground improvement.

"Mr. Holland's attack is a serious statement reflecting not only on the city council and my board, but on the city's accounting system," declared Mr. Leek. "Every month a statement is submitted to the city council with receipted vouchers and pay rolls checked by our accountant and checked by the internal auditors of the city, showing how every dollar is spent. Moreover," continued Mr. Leek, "the exhibition board submits annually a statement of our total expenditures showing we expend approximately \$5,000 more per year over and above what we received from the city. Our organization exists for the purpose of building up industry and thus provide work for our people and is entitled to every assistance from the parks board. If we do not provide work for people we won't need parks, except for the unemployed in which to sleep."

IOWA STATE

(Continued from page 35)
duced by "Rink" Wright, producer and director of the annual Shrine circus in Omaha and well known in the circus world as the male member of the Rink Wright Duo.

Wright is also to have sensational aerial acts as free attractions on the grounds.

"Miss Iowa Centennial," to be selected in competitive beauty eliminations throughout Iowa, will be enthroned as centennial queen at a coronation ball in the dance pavilion the third week of the exposition.

Gov. Nelson G. Kraschel of Iowa, head of the honorary committee of the exposition, will be a visitor on at least one day. Iowa's senators and congressmen, all of whom are on the honorary committee, are expected to make personal appearances as well.

A beauty spot will be the Avenue of Flags running thru the center of the 40-acre plot, Lining both sides of the

avenue will be a garden, landscaped with shrubbery, trees, statuary and scenic effects.

A \$2,500 short-wave radio transmitter is to be installed by Leo Meyerson, operator of Amateur Station W9GFQ at Council Bluffs. He is making arrangements with radio operators all over for short-wave communication during the exposition.

CALIF. RETALIATES

(Continued from page 35)
ment" with New York, the California State Commission held \$125,000 in escrow to pay for a State exhibit at New York. A similar amount was appropriated by the New York Legislature for an exhibit at the Golden Gate Fair, but Governor Herbert C. Lehman vetoed the measure because, he said, it was so drawn that it provided "nothing but a junket" for New York legislators.

Understanding that a new measure carrying out New York's share of the agreement would be passed at a special session of the New York Legislature in July, the California State Commission kept in escrow the \$125,000 for California's participation in New York.

However, the commission was authoritatively informed that New York plans no special legislative session, with the result that New York will not be represented at the San Francisco Exposition next year. A large majority of other States are planning participation at San Francisco's Fair.

The San Francisco Exposition will give local hoteliers \$17,000,000 trade, J. J. Schlaepfer, managing director of the Bureau of Hotels, Restaurants and Purveyors, says. Schlaepfer estimated that all bay region business houses would reap \$1,500,000 additional trade as result of the fair. Estimates are based on study of hotel and restaurant business in Chicago during the 1933 Fair, compared to business levels for the same period in San Francisco and other cities.

Contact Mike Jacobs

Fair officials have contacted Mike Jacobs, New York promoter, on plans for staging a heavyweight fight during exposition year. Chief Director Harris Connick said a titular bout could be made possible. The fight, Connick said, could be staged in the Treasure Island stadium, which when completed will have a seating capacity of 41,000.

"We can scale it at a price to handle a million-dollar crowd," Connick said. Connick's proposal to Jacobs was made immediately after the Schmeling-Louis fight.

Sale of exposition season passes during the 16 days of the drive has exceeded \$1,000,000, according to a statement issued by Finance Director Ray W. Smith. The books sold for \$20 each.

Acme Breweries will put up a \$50,000 exhibit, showing a model plant and entire workings. Exhibit will occupy 1,000 square feet in the Palace of Foods and Beverages.

Treasure Island was illuminated for the first time Thursday night, the nocturnal "coming out party" being witnessed close up by 8,000 of the visiting Rotarians in convention here. In San Francisco a new emblem of the fair was distributed during the week—a Treasure Island scarf and portraying in a cartographed design the beauties of the fair site, the bridges and the cities fringing the bay. The scarfs will be distributed for sale throughout the country.

Work has started on the \$1,200,000 Chinatown in the Gayway area.

TOPEKA WORK

(Continued from page 35)
The wooden fence which had been at the inside of the track for a quarter of a century was removed and a new fence has been completed.

Another major improvement has been the erection of a big ticket booth along modernistic lines. Jencks incorporated features in this structure which will speed up the handling of large grandstand crowds. Eight lines of purchasers may be served at one time.

During the past six years the fair has planted approximately 400 trees on its grounds.

Plans are being drawn for a huge Temple of Agriculture. It will be one of the largest and finest agricultural buildings in the Middle West. Construction work probably will be started immediately after the 1938 fair.

COLUMBUS, Miss. — WPA officials have approved selection of a site for erection of new buildings for the Columbus Radius Fair with plans particularly for an enlarged live-stock department.

GOVERNOR HENRY HORNER

invites you to exhibit at and visit the

ILLINOIS STATE FAIR

at

Springfield

August 13-21, 1938

For premium list or information write
P. O. Box 546 - Springfield, Illinois

J. H. LLOYD,
Director of Agriculture

E. E. IRWIN,
General Manager

NOTICE!

Park Managers, Fair Secretaries, Carnival Owners, Booking Offices. Do not confuse the Flying Melzors or Melzers or any similar name with the

ONE AND ONLY

WORLD FAMOUS "MELZORS"

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Featuring Raymond Melzora, Original Flying Trapeze Clown.
Raymond Melzora, Mgr., Melzora Troupe.

PERMANENT ADDRESS

RAYMOND MELZORA

2509 Webber St.,

SAGINAW, MICH.

BIG DOUGH! THIS YEAR AT THE

TRI-STATE FAIR

AMARILLO, TEXAS, SEPT. 19-24

Get your share of the big wheat crop money.
An opportunity for

INDEPENDENT CONCESSIONAIRES

Rodeo, Nite Show, Big Attractions.
Ask anybody about Amarillo!

FREE GATE!

For Locations Write Today.
O. L. TAYLOR, Secy.-Mgr.
TRI-STATE FAIR ASSN.,
R. R. PINKNEY, Pres.

LAST CALL ---- Wisconsin's Biggest Celebration

OSHKOSH FREE STREET FAIR

CAN USE few more legitimate Concessions. Corn Game sold "ex." Shows, Rides booked. If you want to show a good spot in the very heart of Wisconsin's resort, farm, dairying and industrial section, make this one.

A PARADE A DAY—JULY 2nd, 3rd, 4th and 5th

Free Act Troupe doing two or more, write.
Address CELEBRATION COMMITTEE, 1124 Oregon, Oshkosh, Wis.

THE FOUR O' HEARTS

SKY-HIGH THRILLERS

WORKING HEIGHT - 110 FEET — NOVEL LIGHTING EFFECTS
AVAILABLE AFTER AUGUST 13TH

Wire — Write — Phone

FRANK WIRTH BOOKING ASS'N., INC.

1560 BROADWAY,

NEW YORK CITY.

CARNIVAL WANTED

Also clean Rides and Concessions, for

RICE COUNTY FAIR, Aug. 24-25-26

Located Center of Kansas Oil Activity.

Write or Wire CHAMBER OF COMMERCE, Lyons, Kan.

THE LAST "WORD" IN YOUR LETTER TO
ADVERTISERS, "BILLBOARD"

Cedar Point in Same Hands

The G. A. Boecking Co. Denies Resort Was Taken Over by Bank

Statement issued by President and General Manager Smith says firm has never offered acreage for sale to State of Ohio—"500,000 price is ridiculous"

CINCINNATI, June 25.—Edward A. Smith, president and general manager of the G. A. Boecking Co., owner and operator of Cedar Point, Sandusky, O., in a letter to *The Billboard* this week makes denial of the statement contained in a story with a Columbus dateline and published in the issue of June 18 that the resort was recently taken over by a Cleveland bank, which made an offer to sell it to the State of Ohio. Story also stated that it was said the purchase price had been fixed at \$3,000,000, and that Lawrence Wooddell, State conservation commissioner, expressed the belief that \$500,000 would be a "fair price." "Ridiculous" is Smith's answer to that.

"We have never offered Cedar Point for sale to the State of Ohio," says Smith.

"Cedar Point has not been taken over by a Cleveland bank or any other bank and is being operated today by the same organization which has operated this famous summer resort the past 20 years or more. The company is practically free from any indebtedness whatever except for current advances and operating expenses, and has no bonded indebtedness or funded debt.

"You refer to a \$500,000 sale price, which is ridiculous, as it would take many times that amount of money to buy the place if it were offered for sale."

Old Orchard Beach

By HOWARD STANLEY

Is there a piper in the house . . . one who can drive the rain out of Old Orchard? Spot has been host to fine weather on week days, but week-ends have been impaired by intermittent showers and recurrent cold spells. As a result business has been poor and wages are at the lowest level in years. Concessioners are hoping that the law of averages kicks the bugaboo in the pants, because the next week-end is recognized as the real start of the season.

Police Chief Rumery and his Old Orchard officers will enforce properly clad and decency rules here. We know the boys will be broadminded because we need the patronage and hope bathers will not be discouraged from coming back again. Our atmospheric standard has risen since gendarmes are also giving undesirables and chiselers the usual 24 hours to leave. . . . Fred Luce, Chamber of Commerce and Publicity Bureau are doing a fine job as good will ambassadors. Resort received great build-up in the latest issue of *Tourists' Guide*, for which our thanks! Best of luck to *The Old Orchard Times*, a free handout, which made its debut last week. C. W. Usen's Palace Theater will largely book "for adults only" shows. First pic slated for eight-day run beginning June 24 is *The Body of Beautiful*. Should fare better than straight cinematerial there.

Colonel Gilbody was in town last week supervising preparations for the horse racing season which opens July 16 and continues until early August. Jack Birmingham, formerly affiliated with the Cole Bros. Circus, is still the Colonel's right-hand man. Mr. and Mrs. Harry M. Cummings ready for good business on their pier stands. Daughter Maxine has returned from Emerson College, Boston, looking lovelier than ever. . . . Howard Duffy signed Benny Goodman for his Pier Casino Ballroom on June 29. Did good business with Glen Gray. Rudy Vallee and his Varieties have been chalked up for July 24. A. R. Raymonds, of the Whiteway, is back again with one of the best pitch-till-you-win flashes we've seen in some time. A. L. LePelletier filled a much-needed want in opening a finif and dimmer store. He will continue with his other concessions. Potvin's Hobbyland is profiting from the increase in publicity and exploitation. Frederick E. Dittmer is so badly in need of an extra mikeman as good as Jim Drew and Art Murphy at his beano and tango that he's doubling in that capacity (See OLD ORCHARD on page 40)

Kaycee Parks Plan 4th Celebrations

KANSAS CITY, Mo., June 25.—Parks in this section are completing plans for lavish celebrations and special attractions on July 4.

Fairyland Park announced special fireworks, possible free act and a name band for its ballroom. Paid gate will be in effect. Winnwood Beach, Wildwood Lakes, Lakewood Park and similar summer resorts near here are advertising special events to lure patrons for old-fashioned Independence Day celebrations.

Virtually every town and rural community has planned special events, ranging from carnivals to swimming con-

Weather Ups Galveston Biz

GALVESTON, Tex., June 25.—Favored with warmer and dry weather Galveston Beach is drawing record-breaking week-end crowds. East Beach last Sunday was jammed to overflowing and the elongated West Beach had crowds spread out for many miles. Concessioners reported good business. Attaches said that attendance figures surpassed those of Splash Day and the Oleander Fete.

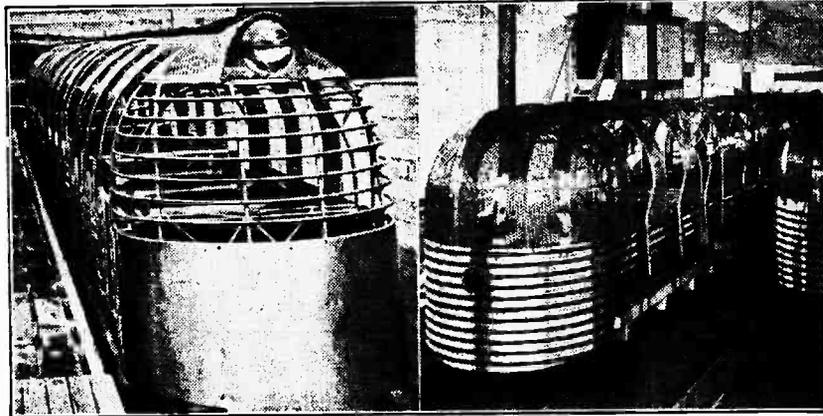
A permit for \$8,497 to build a public fishing pier at 17th and Beach streets was announced this week. Pier will extend 700 feet out into the Gulf with a T-head and is to be completed in 25 days.

Casino Kid Day Draws 'Em

FORT WORTH, Tex., June 25.—Fort Worth Press' annual Kids' Day, June 14, drew about 14,000 persons to Casino Park on Lake Worth here. Special prices were in effect for the event, which this year drew many grown-ups, according to P. B. Morris, in charge of boardwalk concessions.

George Hurley and Tom Rowin, who have the miniature circus on boardwalk here, have added a display of tropical butterflies and fish.

tests in local pools. Almost all operators are optimistic over chances for big grosses, inasmuch as conditions are not seriously poor, but the weather is causing much fear everywhere. Nevertheless the small town dailies and weeklies here and in the St. Louis, Wichita and Des Moines areas are devoting front-page stories to local celebrations.



FRONT AND REAR views of the newly remodeled Silver Flash Roller Coaster at Riverview Park, Chicago. Design and workmanship executed and supervised by Bill Schmidt, son of George Schmidt, park's president.

Atlantic City Goes Into Summer Season With Blue Law Action Threatened by Amusement Men

ATLANTIC CITY, June 25.—This resort goes full blast into its summer season this week-end with the threat of Blue Law invoking hanging over its head. Amusement men, angered by the Police Department-Mayor controversy which has a large number of the Boardwalk places closed tightly, today threatened to have the State enforce Blue Laws now on the books calling for a complete Sunday closing.

In the meantime the Police Department says it has no change of mind regarding orders issued by Chief of Police McMenamin, who closed up every Boardwalk game. Filling an order from Mayor White to close up the alleged horse rooms of the city, this move is said to be in retaliation of the order. In the meantime a group of lawyers representing a large number of Boardwalk amusement operators had a conference with Mayor White, Director of Public Safety Cuthbert and Chief of Police, in which they urged that steps be taken to reopen Boardwalk amusement establishments. The attorneys came out of this meeting with very few hopes.

Layman M. Sternbergh, owner of Skee-Ball Stadium at 2924 Boardwalk, has been leading the fight for the legitimate game operators. He owns and operates the largest skee-ball stadium and game room on the Boardwalk. He was among those closed by the City Hall edict. He went to City Hall and on a verbal promise opened his game rooms for skee-ball only. Thinking everything was satisfactory, he left for Ocean Grove to attend his other business. During his absence the police raided his place and arrested David Keyler, only grown person in the place at the time. He was taken immediately to jail and, according to Sternbergh, there was no one left in official capacity except a young boy, until his return. Sternbergh further charges that when the police arrested his manager they would allow him to make no provisions for the care of the place during his absence. In an open letter to the Mayor, Sternbergh called the present policy "childish, irresponsible and arrogant, flexible upon the whim of any police official." He said: "We do not (See ATLANTIC CITY on page 40)

Students Hype Fairyland Biz

Kaycee Journal-Post's 7-day celebration series attracts nearly 40,000

KANSAS CITY, Mo., June 25.—Attendance and receipts were hyped last week at Fairyland Park when students of public and Catholic high and elementary schools and those from rural schools in Jackson County attended *The Kansas City Journal-Post's* Celebration Day series despite four days of rainy weather.

Omer J. Kenyon, Fairyland general manager, declared it the year's most successful event. An average daily attendance of 6,500 resulted in totals for the seven-day series reaching about 40,000. By clipping a coupon from the newspaper each student received two free rides, free gate and reduced rates on all attractions. Parents, after the first two days and nights, received the same offer. *The Journal-Post* undertook the series purely as a good-will gesture and did not share in the financial returns. Circulation showed an increase, it was said.

Large publicity breaks were netted in newspapers, and pictures by J.-P. staff photographers were widely used.

Victor and Mario Brancato, Fairyland owners, joined Kenyon in announcing the series would be held again in 1939. With a better break in the weather and by profiting from this year's experience, Kenyon is confident the total attendance could reach the 100,000 mark. He pointed out the Jackson County Parent-Teacher picnic and three other city-wide school picnics were held at the park the month before *The Journal-Post* series, which definitely cut receipts. Idea of the series was for students to celebrate the close of the school year and have a big party with their friends for the last time this summer.

Long Island

By ALFRED FRIEDMAN

FROM ALL AROUND: Road to Long Beach is spotted with concessions of many descriptions to lure motorists, and many of them do.

Seems as tho the Long Island countryside has been completely scraped of top soil for the World's Fair. *Long Island Daily Press* has acquired *The Long Island Daily Star*, and S. I. Newhouse hopes to publish both papers from the former's plant in Jamaica.

Golf-driving ranges are again the vogue around here, with fully 50 in operation at this writing. Japino, WPA circus elephant, seems to be an established favorite here with the kiddies.

LONG BEACH: American Hotel is putting on well-molded floor shows. Tommy's Island Park is humming with biz, attracting its trade for the most part from passing motorists. Jackson Amusement Park is doing well. Faber's, of Rockaway, Coney Island and Miami, has a spot here on the Walk. "Keep the beach clean!" is the war cry this season. Police Commissioner Agnew will keep a careful eye out for any attempts whatsoever at unscrupulous practices.

ROCKAWAY BEACH: Word is out that a \$1,000,000 concession concern of New York is preparing to lease refreshment privileges next season from the Park Department in the Arverne-Hammel, Seaside, Steeplechase zone, to replace the indie concessioners whose places have been confiscated to make room for improvements.

New parking arrangement here, made at the insistence of fire authorities, who pointed out the danger that would be wrought by a serious blaze among the wooden structures, bans parking of automobiles on most of the beach-front streets.

CHATTANOOGA, Tenn.—A parachute jump by J. Hardie Dillingier will be the feature of the July 4 week-end at Lake Winnepesaukee here, according to Mrs. Minette Dixon, manager. Increased concessions and new features have started the resort off to a good season despite unusually rainy weather.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Hot-Weather Pictures

As this is being written the East seems to be getting its warm spells at last. The entire month of May and the first two weeks of June were disastrous days for those in the aquatic biz, but coincidental enough, National Swim for Health drive last week brought with it a series of torrid days.

A good channel for news stories and pictures during the summer is tying up with the hot-weather stories. All the papers run something about the weather and what better way is there for one to publicize his pool than thru a picture showing pretty gals or youngsters cooling off in a tank. City editors are more receptive to yarns and pictures during hot spells than any other time.

An example of this type of publicity can be obtained by studying what Manhattan Beach, New York, did this summer as well as what Palisades (N. J.) Amusement Park has been doing for the past three years. Every Monday the New York newspapers publish pictures of the crowds cooling off at Coney Island, so Manhattan, which is a commercial beach area, contacted the local press and got them to run pictures of the throngs at their aquatic emporium. Sure, it was free advertising for the beach, but the dailies didn't mind that because they were sold on the idea of using a locality different from Coney—even tho it was a commercial one.

The press department of Palisades started something three years ago which gave that park some swell publicity. Every Monday the papers also print resort crowd stories, reporting the estimated number in attendance at non-commercial spots like Coney, Jones Beach, Atlantic City, etc. Well included in those reports every Monday is a crowd estimate at Palisades Park and also a report on its week-end swimming.

Pool men thruout the country can do the same thing that Manhattan and Palisades have been doing with similar good results. Dailies thruout the country always print hot weather stories. Tie up with this valuable publicity outlet and get them to include your particular tank in addition to the local municipals and beaches. In this way you'll be putting across the name of your enterprise at a time when the publicity will do the most good and in a story which will be most advantageous because newspaper readers religiously consult hot-weather stories for an accurate report of the temperature, at the same time unconsciously thinking of how they will try to combat the heat if the thermometer mounts.

Free Dancing

About three years ago this department published a letter from a well-known dancing authority, relating the value of swimming pools offering dancing facilities for its patrons. Since then this particular dancing teacher has done wonders in supplying instructors to steamship lines, summer hotels, etc., and this field has grown so big for him that he has opened a special department to handle this phase of his business. This (See POOL WHIRL on page 40)

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Business, like the weather, is spotty, but we are pretty much a bunch of optimists at the big Westchester spot, so that's that. Line-up of the crew at the outing refreshment stand at the grove includes Ray Waterman, manager; Charles Valentine, chef; Mrs. Walker, cashier; Nino, John Calrko, Bob Tuttle, Sammy Pasano and Charles McQuillan, staff.

Everett White's new rides, Flying Scooter and Loop-o-Plane, are doing well, as are Harry Baker's Funhouse and Octopus. The voice of Playland is wearing a broad smile and says he has gained five pounds since his wife returned from a long vacation and he is eating his meals at home.

Tad Bell, assistant electrician, manages to keep pretty busy, but enjoys a fishing trip on his off day. Sergeant Twoey has a yen for the song titled *Oh, Ma, Ma*. Irene Engstrom, bathhouse cashier, has been doing a lot of crocheting in her spare time. Henry Caretti,

manager of the Laugh in the Dark, has been putting on plenty of weight lately. Alec and John Walters are busy with the new electric boats on the lake.

John Scinto is managing the Carousel, while Pat Russo is running the Derby Racer in capable style. Joe Jones is back again on the Aeroplane Coaster. Dick Khuner, chief electrician, has given up his tropical fish hobby and is collecting postage stamps. Madam Jordan and Yogi are keeping an eye on the line-up at the Palmistry Mosque. Bill Murphy reports that his Mow Me Down walk thru is doing its share of business. Sighted there were two radio celebrities in the persons of Eddie East and Pat Barnes.

Current free attraction is the Girton Girls and Helen Reynolds's Eight Skating Champions. Pee Wee Ringens, Tita ZaPlata and Mal Hallett's Band are packing 'em in at the Badalato Playland Casino. Time to sign off now, so hasta luego.

Palisades, N. J.

By CLEM WHITE

Warm weather finally has brought about results expected from this year's widespread advertising campaign. Actual figures show gate receipts doubled for same period last year, with ride receipts showing a 50 per cent increase. Installation of four 60,000,000 candle power revolving searchlights has caused so much comment that four more are being placed. Murray Goldberg visited and found Vera Macauley and Agnes Burke holding up their early promise on his Guess-Your-Age innovation.

Cagney Bros.' minnie railway is drawing adult patronage due to new landscaped gardens. Visitors last week included Robert Taylor, who showed more interest in Al McKee's explanation of how the rides worked than in his own enjoyment of them. Also Carl Hubbell, Slick Castleman, Slim Melton and Gus Mancuso, of the New York Giants baseball team, who took a few lessons in accuracy from Joe Pollio, of Weissman and Frankel's ball-game stand. Jackie Coogan visited for the first time in 15 years. He and Bert Nevins are now working out a pool arrangement whereby Jack will ride his Honolulu surfboard there for the newsreel boys.

Ed Reichert is glad now that he brought Sol Waxman from California for his aluminum bottle game, the back midway usually resounding nights like a boiler factory. Experts are picking the Weissman-Frankel boys to win this year's parking lot baseball championship, altho the Creamer and Dyer crew have annexed one win in their two meetings to date. Vaunted local police nine left disconsolate this week after an 8-1 trimming at the hands of the W&F aggregation. A pool innovation is the free callisthenic classes under direction of Miss R. Dean.

Ray Curtis, of the new Casino, has Grant Thompson's Ork working so well

that three additional broadcast spots have been added to their schedule. Fan mail indicates vocalist Freddy Brown is being well received. Russ Morgan's Orchestra is proving an excellent attraction, this being his first appearance on a free stage. Coast-to-Coast broadcast is likewise drawing attention.

Adolph Schwartz's new flasher candy game is doing well and he can relax now. Doc Morris' independent grocers' four-day outing was estimated by the committee to have attracted 110,000 new faces here. Tony Ganim, not satisfied with having built a transparent tower all about his Aeroplane ride, has added 100 rambler rose bushes for scenic effect. Alex Nahas is in the lead for the perfect host title. Rene Zouary seems perfectly contented these days due to the repeat business at his Bouquet of Life building.

Chi Riverview

By HAROLD HUMPHREY

Queues at all rides and large tips gawking at most of the concessions greeted the eye here over the week-end for the first time this season, and the answer is all summed up in the weather, which brightened up finally. Adult biz is still far off from last year, according to park execs, but with school recessed for the summer the kids are more than holding up their end.

Park had a little trouble with John Law on the bingo stands and wheels this week. Barkers were stressing cash give-away angle, forgetting merchandise, but it looks as tho all will be forgiven if the boys behave. Incidentally, the merchandise flashes this summer are far superior to anything put up here yet. Concessioners have gone in for more expensive stuff, with accent on the utility. Plenty of silverware among the prizes, with a couple of stands handling nothing else.

A few concessioners got a deferred thrill one day this week when they discovered later in the evening that a good-looking couple making play on their stands was the famous dance team Vezoz and Yolanda. John Kruto, high-ranking *Billboard* agent, is set to operate a string game at a four-day Fourth of July celebration in Oshkosh, Wis. Concessioner S. W. Thomson trekked to Milwaukee to visit Hennies Bros.' Shows. Tom is looking well this year, and it is rumored he gets that rugged complexion from eating lion steaks.

More familiar faces cropping up around the park, including Ruth Olson, who is over on tickets at the Cuddle-Up ride. Another is Robert Singleton, who is back cutting silhouettes, and still another is Henry Rolff, operating the high striker. For how many years now, Henry's publicity department has set *The Daily Times* Airplane Model Show for exhibit here July 23.

Gleanings From the Field

KENTON, O.—Keel Bryant, Kenton, has leased Lake Idlewild swimming pool near here for the season from Henry J. Pfeiffer and Harry D. Duckham.

DETROIT—Estral Beach, formerly operated by Ed Morey, has been taken over by W. J. Suylandt, a familiar figure in the amusement park field. He formerly operated concessions here.

COLUMBUS, O.—Indianola Park, comprising a swimming pool, dance hall, concessions and picnic grove, opened under new management here June 18. Park has facilities to accommodate more than 1,000 persons at picnic tables. Swimming pool is in charge of Phil Bucklew and Al Palmer is the new manager.

SALT LAKE CITY—Saltair is featuring Ladies' Free Days each Thursday and 10 cents admission each Monday, with a *Search for Talent* broadcast over KSL in connection with *The Deseret News* newspaper each Saturday afternoon. A Fanchon-Marco dance review of kiddies was an added attraction last week.

SALT LAKE CITY—Date for obtaining permits to operate swimming pools in Utah has been extended indefinitely from June 1, it having been found impossible to check all applications before the deadline. Lynn M. Thatcher, director of

public health, engineering and sanitation, said only 10 permits have been given. Lagoon was given the first permit here.

COLUMBUS, O.—Dennison Park has been opened on State highway No. 33 between here and Lancaster, operators are exploiting the new spot thru newspapers and radio and big week-end crowds are reported. Round and square dancing is policy in the pavilion, where the Virginia Ramblers are playing. Other attractions are the Neo-Vim Gang, Buckeye Four and several acts of vaude. Bingo has been installed with other concessions and attractions.

CINCINNATI—Appointment of Julius Newman, former executive of the Hotel Netherland Plaza here, as manager of clubhouse and cafeteria at Coney Island, was announced by Edward L. Schott, (See GLEANINGS on page 40)

American Recreational Equipment Association

By R. S. UZZELL

George Baker, superintendent of Playland, Rye Beach, a seasoned veteran in the amusement park business and for many years construction superintendent in the field, tells us that he enjoys a permanent home with fixed hours and a regular routine far more than his old life of traveling from place to place and subject to changes of plans and a transfer at any time and often to distant places.

They all like to travel in the beginning before they learn what it is to be away from home most of the time and among comparative strangers. But after they have been thru the grind of the road, the sudden changes in climate and the radical changes in the type of food and drinking water, it's easy for them to stay put and follow a routine life. George has the confidence of his experience and is therefore ready to cope with responsibilities when they arrive and will perhaps never care again very much about returning to the road.

Pier Off to Good Start

The Million-Dollar Pier at Atlantic City is getting away to a great start. Staff in charge includes George A. Hamid, president; S. W. Gumpertz, general manager; C. A. Hill, superintendent; W. H. Fennan, manager of Fun Foundry and Excursions; Leonard Traube, publicity and advertising; J. H. Hughes, manager Ocean Stadium; W. H. McMahon, press representative; O. J. Devany, construction superintendent, and Leslie G. Anderson, national exhibits manager. Here's a general staff that surely will make things happen and we are going to watch it with interest.

Good Week-End Biz

June 18 and 19 gave us the first all clear week-end we have had along the Atlantic Seaboard and far inland thus far this year. To have the two important days of the week-end without rain was appreciated and it has made a difference in the attitude of our fraternity. They had been drifting along hoping for favorable weather, but in most places the hopes were in vain. At Playland, Rye Beach, many picnics that had been deferred on account of bad weather concentrated on June 18 and gave the spot a real day. At one time three large boats were anchored off the pier waiting to take excursionists home. A large contingent came from Bridgeport and struck the park at its best. The abundance of rain, altho destroying much business, put flowers, grass and shrubs in fine condition, and now if the weather remains favorable for a time

(See RECREATIONAL on page 40)

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AUTO SKOOTER

WATER SKOOTER

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

GUS HARRIS, representing Gordon Woolley's roller rink, Salt Lake City, will make a tour of Pacific Coast rinks for the Roller Skating Rink Operators' Association of the United States. He is a professional skater and is well known in vaudeville.

GOOD business was done at the recent opening of Capitol Park Roller Rink, Hartford, Conn., and attendance is increasing. Leo Doyle is manager.

THREE WHIRLING BEES, Buddy, Betty and Bob, under management of Ted Merriman, recently played a three-day engagement at Colonial Inn, Malone, N. Y.

PIER BALLROOM, Springfield Lake Park, Akron, has been converted into a roller rink which is operating daily. New equipment has been installed.

MIN and Harper Spencer, operating Rainbow Gardens Rink, Crystal Lake, Mich., are considering making the spot an all-season rink.

MEMBERS of Fred Martin's Arena Gardens Roller Rink, Detroit, will make an excursion to Put in Bay, O., on August 14. Altho closed, rink will maintain practice sessions for members of figure skating and skate dance classes during the summer. Virginia Mount and Lloyd Young, Michigan skate dance champions, accompanied by club members and Russell Bice, organist, recently gave a demonstration at Keefer's Rink, Flint, Mich.

MADISON GARDENS RINK, Detroit, will be managed by Mrs. Orville Godfrey this summer, while her husband operates the new rink at Detroit's Edgewater Amusement Park on a lease basis. A new floor has been installed in the park rink, and with picnic bookings big the rink is drawing well.

BOB LIVINGSTON, lessee of the Capitol and Sun theaters, Lincoln, Neb., has indicated he may close the Sun to pictures and change it into a skating rink.

THE SKATING WORLD was robbed of one of its most colorful figures when William Wood, owner of Silver Spray Rink, Long Beach, Calif., died on June 17. Full details appear in the Final Curtain of this issue.

WALLACE MUNGER, manager of Waverly Beach, Beloit, Wis., on June 21 announced the opening of a portable roller rink at the park. Jean Clark is organist.

"ON my present tour of rinks I find that most of them are doing well despite the recession and that many owners contemplate joining the Roller Skating Rink Operators' Association of the United States," reports Armand J. Schaub. "While visiting Crystal Fountain Park Rink, Sherwood, O., I demonstrated dance steps. At Riverview Rink, Ft. Wayne, Ind., the waltz, two-step and schottische are popular. Eyers' Anderson (Ind.) Rink has many parties booked, while Circle Park Rink, Hamilton, Ind., is booking morning and afternoon parties. Figure skating, dance steps and parties are popular at Fred Martin's Arena Gardens, Detroit, the rink holding a skating carnival on closing night. After visiting Mickey Dunn's Rink, Fair Haven, Mich., I traveled to Sandy Beach Rink, Russells Point, O., operated by Al Kish during the summer. On June 19 a group from Cincinnati, including Vivian Bell, 1938 amateur girl speed champion, spent a day on beach there and later put on a dance-step demonstration which drew a big hand. On June 22 Kish and I left for Cincinnati, visiting Hagy's Skateland, Dayton, O.; Midway Rink, Middletown; Hamilton

The Billboard has been designated as official publication for the dissemination of news and other organization announcements of the Roller Skating Rink Operators' Association of the United States.

(O.) Rink; Norwood Roller Rink; Sferino's Rollerrome, Cincinnati, and Bert Bacon's Tacoma Park Rink, Dayton, Ky."

CHATTANOOGA

(Continued from page 35)

the battles fell on the dates announced for the fair and several conferences had been held to attempt to straighten out the conflict. This was finally accomplished by compromise merger. The celebration will be featured by a historical spectacle in which some 1,500 Chattanoogaans will appear in the portrayal of this city's past. It will be held on a stage 450 feet wide and 125 feet deep.

Johnny Jones Exposition will be the midway attraction for the fair. New features and new buildings are being planned for this year's Interstate Fair, the first to be held under the Engel management.

ATLANTIC CITY

(Continued from page 38)

plead for an open or closed town, we beg only a fixed, enforced policy. If an open town attracts more guests, okeh; if a closed one offers more attraction, okeh, but let's know definitely."

Carries Full-Page Ad

The following full-page ad has appeared in the local papers:

"Mayor White,
"Director Cuthbert,
"Chief of Police McMenamin.

"The Skee-Ball Stadium respectfully inquires what is the usual procedure in case of a minor violation of a city ordinance by the manager of a legal, licensed place of business acting under orders from the owner.

"The Skee-Ball Stadium respectfully inquires from what source it should seek advice as to how to obey the law, if not directly from Police Headquarters.

"The Skee-Ball Stadium seeks this information because it has always been legal and intends to remain law-abiding.

"The Skee-Ball Stadium respectfully inquires why a police car was unable to abate a violation of the parking ordinance on a small lot adjoining our large lot which the Building Department once threatened to close on the Fourth of July for not having a wooden fence complying with a new regulation, altho it had just been inclosed by a very fine steel fence.

"The Skee-Ball Stadium fails to see where its Mr. Keyler is guilty of any crime sufficient to warrant his being trundled off to jail in a patrol wagon while the parking lot attendant remains in peaceful possession of his seemingly unlicensed premises.

"The Skee-Ball Stadium never wilfully violates any laws or ordinances but it must know what laws are about to be invoked, otherwise it must undertake to obey all the old blue laws for safety's sake.

"When you undertake to enforce all fundamental laws you can close nearly every place of business, for every one violates some law and we can at very short notice lay before you a list of violations large enough to keep your police force too busy to watch the criminals.

"The Skee-Ball Stadium respectfully suggests that we expend some of our police activity in apprehending the bandits that are making it unsafe for a business man to keep on hand sufficient funds with which to conduct his business.

Sincerely,
"LAYMAN M. STERNBERGH."

So far the season in Atlantic City has been extremely light, with big amusement operators themselves starting to question whether or not it will get heavier.

OLD ORCHARD

(Continued from page 38)

himself, giving the games that personal touch.

Clem (Buttercup) Sweet is charming the ladies at Jerry's keano. Nominated as Old Orchard's best ballyhoo boy: Joe (Bud) Mitchell. Joe Ferullo, only Harvard man working here this season, and Miss Loreanne are doing nicely as usual. . . . Phyllis Dentico, of hot dog and soda-water fame, reports business on the brighter side. The Weinsteins and Sochins, competitors of the fotomats, are the best of friends. That's what Old Orchard needs more of, better friends in the same business. . . .

Old Orchard could stand: First, a depot with a new paint job. Second, more free parking space for visitors. Third, fewer fresh punks behind stands who pass suggestive remarks to young ladies passing by. . . . It's extremely harmful to the cash box.

RECREATIONAL

(Continued from page 39)

It's possible that some of the back losses can be made up.

Last spring it was the Ohio Valley floods and the big strikes in the steel and automobile industries that got cancellations on a lot of amusement attractions and also cut into the parks' income because many big industrial picnics were canceled. This spring the same area was hit with the remainder of us on account of bad weather, but maybe it will not all be bad. It does not look so at any rate.

Optimistic Now

It's strange how weather affects dispositions and optimism. While it was raining and after the season opened many would not give you a pleasant look on a suggestion for something new, but since a good week-end has been enjoyed several are earnestly endeavoring to get something before July 15.

It was rumored that some well-known men in a New England resort have had a receiver clamped on them, but a better and more cheering fact came thru that the proceeding has been stayed for a month. Let us hope that they get some good weather for the month so as to make a favorable showing and then we shall never have to tell where and on whom the receivership was placed. We are all in the same family and do not like to place anybody at a disadvantage or hinder them in a great struggle.

POOL WHIRL

(Continued from page 39)

department, so I'm told, now features dancing teachers for natatoriums.

All of the pools in the metropolitan area as well as Pennsy and Jersey have been circularized by this terpsichorean artist, offering to supply teachers and "Big Apple" dancers on a mutual promotional proposition. Many pools are said to be tying up with him, but what I started out to record is that this seems like a good idea for tanks thruout the country to follow. If you haven't been approached as yet by this particular dancer or by one of your local dancing schools, why not contact them yourself? Show your local dancing school or teacher where it would pay them to furnish dancing instructors to you free in return for the tremendous amount of publicity you can give them around the pool. Any enterprising school director will be interested. Then it's up to you to sell the "Big Apple" lessons and other latest dance steps to your swimmers as an extra added free attraction of your tank.

Men and Mentions

Paul Heudepohl, of the Jantzen Swimming Association, Portland, Ore., is recovering from a recent accident which had him laid up for a spell.

Lido open-air tank, in the Harlem section of New York, attempted to get Joe Louis to make a personal appearance at the pool last week but to no avail.

Riverside tank in Morgantown, W. Va., reports exceptionally good early-season biz. All of which is attributed to some changes they made there this year.

Tony Zukas and Frank Foster, comedy divers, write from England that they have been signed for an extended tour of the Continent. This marks their first European tour, and New York pool owners who know the two lads very well wish them the best of success.

Sam Laforte, former comedy diver, has been named assistant manager of the Riverside Cascades tank, New York City. Local boy makes good!

Word reaches us that a clique headed by Mack Rose, pool man, and Bob Thomson, marble dealer, are plotting a

new commercial tank in Poughkeepsie, New York.

GLEANINGS

(Continued from page 39)

president and general manager. Newman has been connected with hotels and restaurants 27 years. He speaks eight languages and is a connoisseur of special foods. William Murphy, new catering manager at Coney, will be associated with Newman. Paul Schweigert, chef, remains in charge of the kitchen.

BOYES HOT SPRINGS, Calif.—The springs, situated in the Valley of the Moon, made famous by Jack London, 38 miles from San Francisco, opened its season with gratifying results, attendance already being far ahead of previous seasons at this time. There are a hot plunge, mineral baths, mineral water plunge, said to be the largest in Northern California; the Casino with nightly dancing and picnic grounds. Situated around the springs are a score or more of resorts and from reservations already made, a banner season is expected.

RACINE, Wis. — Heinle's Grenadiers playing at opening of Louis Chvilicek's new Hillside Park here June 19 drew a capacity house at 40 cents per person. Afternoon dancing was presented to the music of Judd Fehlberg's Northerners. Spot is managed by Arthur Clauson and offers parking space for 4,000 cars, dance pavilion, picnic benches and tables, baseball diamond, swings, bars, pony rides and kiddie rides. Admission price included afternoon and evening dancing, with youngsters under 14 years admitted free. Park covers 15 acres, including three acres of shade trees.

OSHKOSH, Wis.—Big crowds attended opening of High Cliff Park near here June 19 under Brillion, Hilbert and Sherwood 4-H bands and Calumet County Band auspices. Spot featured a stage show every hour during the afternoon. Acts included Jimmy Murphy and Little Elmer, Royal Rollers and Earl Wright's trained dog show.

With the Zoos

KANSAS CITY, Mo.—N. T. (Tex) Clark rated several columns in the June 12 *Kansas City Star* with a feature story by Jimmy Patterson, former circus and carnival trouper, describing Clark's experiences as an elephant trainer and handler. Clark for more than a decade has been superintendent of Swope Park Zoological Gardens here.

BEAUMONT, Tex.—Municipal Zoo has an abundance of felines, with five cubs recently born. Four of one lioness have been making good progress. One cub has been hitting a bottle by force because the mother has refused to recognize it, said Frank Bertschler, superintendent.

Joseph Baum, veteran ball game operator, is operating a new high striker at Coney Island, Cincinnati. He reports business good.



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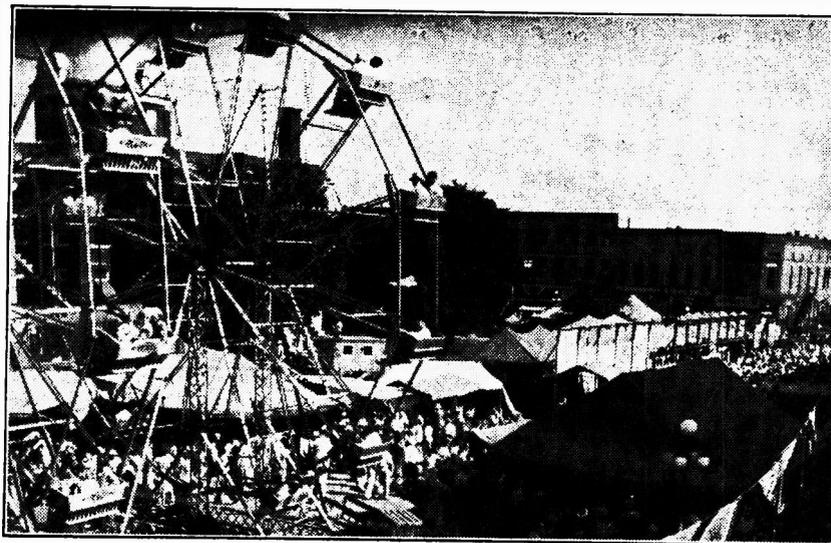
B-G Shows Win In Negaunee

Newspaper-sponsored children's matinee best in years—week highly satisfactory

GREEN BAY, Wis., June 25.—A special hook-up with *Marquette Mining Journal* at Negaunee, Mich., morning newspaper thoroughly covering territory, resulted in best children's matinee Beckmann & Gerety Shows have played in several seasons afternoon of June 18. *Journal* devoted many columns of art and stories, publicizing event as their own and contributed 40-inch ads which brought people in droves from all over iron range.

Newspaper-owned radio station blasted programs and announcements days before the matinee. Reduced round-trip motorbus fares, arranged by newspaper, from both Marquette and Ishpeming, Mich., aided in success of nickel matinee.

Similar tie-ups, effected earlier in season, were either totally or partially ruined by inclement weather. On this occasion, however, the sun shone. The week's Negaunee engagement was highly satisfactory for shows and rides, altho cold and rain prevailed Monday thru Thursday. Reported by Walter Hale.



A SCENE ON THE MIDWAY RECENTLY AT DYERSBURG, TENN., when John R. Ward Shows set up on streets around Courthouse at Cotton Carnival there recently. Note twin Big Eli Wheels and "Temple of Justice" in background, streets lined with shows and concessions and crowds up and down this amusement zone. John R. Ward, of shows bearing his name, in commenting on engagement here and business in general said: "Enormous crowds attended afternoon and night and made us think of good old days and banished all thought of recession. All merchants expressed themselves as satisfied with whole affair. Weather conditions have been very favorable to our shows this season and business has been exceptionally good, for which our show and people are very thankful." Photo by Rice Studio, Dyersburg, Tenn.

Jones Smash Hit In Canton, Ohio

Rated largest carnival to play city in five years—attendance excellent

CANTON, O., June 25.—The Johnny J. Jones Exposition after an absence of five years opened at the Stark County fairgrounds to excellent business Monday night under ideal weather conditions. Layout was somewhat of a surprise to visitors on the midway, they not having seen a big carnival here for several years. Midway was at its best here because of the spacious fairgrounds lot, all rides and shows being allotted plenty of space by Manager T. M. Allen, who laid out the lot well in advance of the show's arrival.

A wreck on the railroad on which the show was moving in from Ashtabula, O., delayed an originally scheduled 3 o'clock arrival on Sunday afternoon until 9 o'clock, and show did not unload until 4 a.m. Monday, but everything was ready to go by 7:30 Monday night.

Much credit for the successful getaway here is credited to J. C. Thomas, special agent, and Starr DeBelle, press representative, who worked up some nice advance newspaper material, and the advance billing crew, who did a great job a week ahead. William C. Fleming, general director, has been busy since the opening night entertaining friends and city officials from near-by towns. He expressed himself as being well pleased with the response of townspeople to the show. DeBelle gave most all his time the first three nights to showing newspaper folks and personal friends about the midway and enjoyed visits from Jack Nedrow, of Massillon, O., former circus car manager; Maynard Mast and Rex McConnell, of Canton; John Haire, New Philadelphia newspaper man, and Glen Z. Wagner, Dover Circus Fan, and Dick Johns, Coshocton park operator and party.

Patronage showed an increase each succeeding night until midweek when the show attracted record crowds last half because of the annual State encampment here of the Veterans of Foreign Wars.

Some new canvas was received here for many of the shows and practically all canvas will have been replaced when the show starts its State fair season. Joe McKennon is busy revamping and modernizing several of the fronts and plans for several major changes in midway layout are under way. His original new front on the Ernie-Len show is the source of much comment. Much raw paint in evidence and the ride line-up is best ever seen here.

White Joins Staff Of Beckmann-Gerety

CINCINNATI, June 25.—Walter A. White, of Quincy, Ill., well-known carnival executive, returned to the carnival business this week following several months' layoff at his home. However, during this interval he has been busy with personal interests.

Confirming the above is the following wire received today from Green Bay, Wis.: "Walter A. White has joined the Beckmann & Gerety Shows in an executive capacity. (Signed) Beckmann & Gerety."

White was with Rubin & Cherry Shows for many years, after which he went with E. Lawrence Phillips and was general manager of the Johnny J. Jones Exposition for several years. Early this year he resigned that position and remained at his home in Quincy until taking up duties of his new connection.

Gooding Ball Team Has Betty Hatch as Pitcher

SILVERTON, O., June 25.—The official soft ball game of the F. E. Gooding Amusement Co. was played here Thursday last week at 9 a.m. Game was between the ride men and concession men, the latter winning, 20 to 4.

Betty Hatch, star pitcher for the concession mer, and the only girl ballplayer on the show, twirled five no-hit, no-run innings. Johnny Enright and Blane Gooding are managers of the teams.

Chief of Police of Silverton, John Ballback, and athletic instructor Carl Arnold extended hearty co-operation for the affair. Treats were served by George Cixon, concessioner. Bill and Don Reed gave services as officials.

Line-up—Ride boys: E. Brake, ss; F. Elkins, rf; C. Spellman, lb; W. Zimmerman, 2b; William Hubner, c; W. Park, cf; B. Owens, 3b; Clarence Mack, lf; Lawrence Herchel, sf; Roastener, p. Concessioners: Whitmore, c; Dale lb; R. Reed, ss-2b; Clark, 3b; Dixon, cf; B. Jordan, 2b; D. Shafer, lf; J. Jordan, rf; Lile, ss-p; H. Hatch, p.

Capper Publications Book A Carnival for Picnic

CLAY CENTER, Kan., June 25.—On June 14 a contract was made by and between Capper Publication Co. and Central States Shows, Capper's being represented by H. S. Blake and Central States Shows by O. A. Gorse, whereby Central States Shows will furnish all rides and free acts for the Capper Picnic July 14 at Topeka, Kan. Rides will be located in Garfield Park. Feature free act will be Capt. John Hart with his fighting lions. This act is featured on Central States midway with a 5-cent pay gate. Reported by C. A. Gorse.

Hennies Bros. Get a Break in Milwaukee; First Days Very Good

Seven days played in full for first time this season—auspices and newspapers give splendid co-operation—Showmen's Home committee meets on midway

MILWAUKEE, June 25.—The 11-day engagement of the Hennies Bros.' Shows here on the Second and Capitol drive showgrounds proved the best of the season up to date, taking in the first seven days. For the first time since the season opened early in April the Hennies Shows have gotten in a full week without losing a night. Attendance very good and business along with it, altho the evenings were chilly, due to the wind coming across the lake, dropping the temperature during the evening hours from 10 to 15 degrees. The show is playing this 11-day stand under the auspices of the Safety Post, No. 3091, of the Veterans of Foreign Wars, and will close this Milwaukee stand tonight. For six days and nights the show will appear on the 35th and Lincoln showgrounds, south side, under the same auspices, one of the finest this show has ever played under. J. R. Schrank is post commander; William McGinley, chairman of carnival committee; Frank Schulze, assistant chairman, and Joe Budin, treasurer, all co-operating fully.

Four newspapers, *Milwaukee Sentinel* and *Neus, Milwaukee Journal* and *Milwaukee Leader*, along with Radio Station WEMP, are being used. Judging from the attendance, this date has certainly been

Looking at It From Both Sides

By WILLIAM FIELD

(EDITOR'S NOTE—William Field was graduated from the Uniontown (Pa.) High School with the class of 1936 as an honor student. He took a commercial business course and during his senior year worked as a general news reporter on *The Senior High News*, the school publication. During his last two years in school he worked as an extra on *The Herald-Genius* (Uniontown) editorial force under J. S. (Dad) Albright, city editor of *The Evening Genius*. As soon as he was graduated from school he applied for a regular job in the editorial department, but at that time there was not a permanent position open there and he accepted a six day position in the circulation end. At present he is an assistant to Circulation Manager I. W. Coldren. However, he still covers special assignments for *The Herald*,

Uniontown's morning paper. Field, incidentally, is the young man who covered the fire story for *The Herald-Genius* when the victim was his own father, Earle Field. That was on February 15, 1936, and the "act" was played up by all major news services.)

How about looking at that age-old question, the subject of many a bitter debate, "a carnival does or does not benefit a city?"

It is quite natural for persons not acquainted with the operations of the showman to believe that he spends all of his time counting profits gleaned from the layman's home town which the show has just left.

On the other hand, the fellow who has visited a carnival not to amuse himself but rather to learn something

turn to the show later and that during the interval another act will fill in.

MURFREESBORO, Tenn., June 25.—Scott Bros.' Shows opened here Monday to good crowds behind a 10-cent gate under American Legion auspices. Manager C. D. Scott is on the sick list after having wounds he received in an automobile accident summer of '37 reopened. Mrs. Arthur Scott took over the duties of E. Hampton, former secretary, who

BLOOMINGTON, Ind., June 25.—Mrs. L. E. Roth, wife of the general manager of the Blue Ribbon Shows, arrived in Bedford, Ind., last week from a hospital in Madisonville, Ky., where she had been ill for several weeks.

PRINCETON, Mo., June 25.—R. Ricardo, swaying pole act which has been with the W. E. West Motorized Carnival for eight weeks, leaves at end of engagement here to take up some previous bookings. Ricardo stated that he will re-

Line o' Two of News

Three Permits Each Year for Davenport

DAVENPORT, Ia., June 25.—Only three carnivals will be permitted to exhibit in Davenport during a year and the license fee will be \$50 a day instead of \$25, according to the terms of a new ordinance passed this week by the Davenport city council.

The ordinance provides that outdoor amusement companies, excluding circuses, must apply to the city clerk for a license, and before the permit is issued the police and license committee will investigate the applicant.

The measure also provides no license shall be issued prior to June 1 each year and none between the dates of July 5 and August 25. So far this year Hennies Bros. and the Royal American shows have exhibited here.

Huntley's Tilt-a-Whirl Now Operating in a Park

CANTON, O., June 25.—Charles Huntley, of this city, who was interested financially in the recently dissolved Clink & Clark United Shows, has installed the newly purchased Tilt-a-Whirl at Coonout Lake Park, Pa., and will remain there thruout the summer to supervise its operation. This is Huntley's first outdoor show venture. The ride was delivered at East Palestine, O., and was used for the first time during the firemen's celebration there, for which Clink & Clark provided the midway attractions.

Philadelphia

PHILADELPHIA, June 25.—Weather still cool and rainy, so outdoor attractions in neighborhood suffer more or less.

Sam Tassell has several units operating in vicinity of the city. At 69th and Chestnut streets last week for the VFW he used Captain Frank's Water Circus of four people as free attraction. At Glenolden used Charles Siegrist troupe at Firemen's Carnival. At Ardmore used the Billetti Troupe. Business fair when weather permitted.

Earl Kern purchased guess-your-weight scale and will operate at the Casino, Wildwood, N. J., commencing in July.

Eighth Street Museum still has fair business with following attractions this week: Habu, magic and musical act; Eddie Rowan, bagpuncher; Hot Chau, South African bushman; Poses Plastique and illusions. Dancing girls in annex. Hank Sylow is still manager.

John Keeler is operating a unit and reports just fair business with plenty of interference from weather.

Detroit

DETROIT, June 25.—With arrival of genuine summer weather, carnival business was reported distinctly up on local lots. Rides and concessions alike appeared to profit and crowds were much better this week than they have been so far this season. While people are not in as generous a spending mood as they were last season, the operators seem to be getting a fair share of trade. New carnival plans in Detroit took a sudden drop to zero this week as far as new permits were concerned. Because of an unusually heavy number of permits granted a week ago the shows apparently needed no new issuances this week. But four requests were put in and referred to the police department to be acted on by the council next week.

Michigan Showmen's Association will resume its regular weekly meetings in September. Regular program has been dropped until fall, altho the clubrooms will remain open all summer.

Edgar McMillen, third vice-president, visited the Roscoe Wade Shows at Monroe, Mich., this past week and reported the shows as doing fair business, playing under Elks' auspices.

Plans for Showmen's Home Fund Made in Milwaukee

MILWAUKEE, June 25.—J. C. McCaffery, president of the Showmen's League of America, along with Elmer C. Velare, Rubin Gruberg, Carl J. Sedlmayr met with Orville W. and Harry W. Hennies to formulate plans and push the drive for funds for the Showmen's Home, while the Hennies Bros.' Shows were playing here June 19.

Fred Beckmann, chairman of this Showmen's League project, was expected to be on hand but was unable to do so. The meeting was worth while, for many new and novel plans were adopted by this forthcoming event on the Hennies Bros.' midway.

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 MAX LINDERMAN
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 E. C. VELARE



J. C. McCAFFERY, President

For the purpose of creating a Building Fund for the Showmen's Home Fund for the aged and indigent: In consideration of the pledges of others for the same purpose, I promise to pay to The Showmen's League of America the sum of _____ Dollars

I have checked the square below showing how I desire to make payment:
 Check attached. Name _____
 One-third to be paid August 15, 1938. TO BE SIGNED BY THE SUBSCRIBER
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MAKE ALL CHECKS PAYABLE TO THE SHOWMEN'S LEAGUE OF AMERICA HOME FUND, 165 W. MADISON ST. CHICAGO, ILL.

A REPRODUCTION of the pledge card being mailed to members and friends by The Showmen's League of America in its campaign to raise funds for The Showmen's Home.

Golden Gate Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, June 25.—One of most spectacular attractions which were shown at recent Paris exposition is owned and operated by an English company, has been booked for participation at the Golden Gate International Exposition. Erection of this most unusual device will entail an expenditure of approximately \$200,000. First American showing will be at the exposition. . . . John Alexander Pollitt, of the department of concessions, is handling a rather difficult job cleverly. John has charge of the licensing of individuals and business organizations that desire to use the many things which are copyrighted by the exposition company, such as seals, photographs and insignias. Pollitt closed a deal with Rand McNally Co. for use of the seal of the exposition on all of the road maps that it is issuing for the Texaco Tour Bureau. He has also closed with the Brown-Bigelow Co., a large publishing concern, for the use of photos and seals, and with Steinbeck Hat Manufacturing Co. for the use of insignias depicting the fair on souvenir hats. Also with one of the largest specialty distributors in San Francisco, the City of Paris, which will market a Parisian novelty throughout America and Europe, on which will be embodied the advertisement of the Golden Gate International Exposition.

Fred Salth, builder of theaters and nephew of Namy Salth, former associate of Samuel W. Gumpertz, of Coney Island, has struck oil. Salth is the leading spirit and the largest stockholder in a com-

pany that owns 500 acres of oil land in Southern California and on June 13 its drillers brought in a well which, the first day, delivered 170 barrels. Salth is one of the big concessioners at the San Francisco fair. He has also signified his intention of making further investments in the exposition amusement zone. . . . Frederick Weddleton, director of the division of concessions of the exposition, is off on another one of his periodical pilgrimages. . . . American Medical Association convention, recently held in San Francisco, was one of the most successful ever held by this organization. A number of groups of the medicos were guests of the exposition on trips to Treasure Island, the World's Fair site. Negotiations have been completed by the concessions division of the exposition for the booking of the Tinytown attraction, featuring Roper's English Midgets. This show will be under the management of Bertram Manning, who is a producer of midget shows and handled this aggregation of diminutive people at the recent exposition held in South Africa. This attraction will come direct from London to California. . . . The advance sale of tickets for the exposition, under the direction of Ray Smith, has just been most successfully concluded. The goal was the sale of tickets amounting to \$1,500,000. . . . On June 16 a gigantic '39er exposition ball and rally was held in the Oakland Civic Auditorium. Preceding the ball there was a 30-minute fireworks display on Lake Merritt, after which there was dancing to music by Ozzie Nelson's Orchestra. Price of admission was 39 cents.

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Whizville, Neb.
 Week ended June 18, 1938.
 Dear Red Onion:
 Due to General Agent Lem Trucklow's glasses being out of focus when he studied the map the show was booked to play Columbus, Ga., instead of Columbus, Neb. The jump south being off our Western route and the Nebraska town unbooked, the bosses decided to take care of the matter in a real showmanship manner. Where to play was the most discussed subject on the lot for several days. Showmen that knew of open dates volunteered their information, but wires sent to these different cities remained unanswered.

"By the beard of the prophets, we will not lay off," vowed Manager Pete Ballyhoo in an address to the many seated in the cookhouse, where most of the show's business is transacted. This remark gave the griddle man an idea and he suggested that the bosses consult the show's mentalist booth readers. This idea started an "office" tour of the midway mentalist booths. The "Sand Diviners" gave them dates in Florida; the "Astrologists" located open towns in Michigan but advised them

against playing it due to the "Big Dipper" being tilted wrong; those that read handwriting analysis could not make out their writing and had to pass up the bet.

It was then that Professor Gazunnie, "Prophet of the Crystal" (altho smoothly shaven and beardless), remembered the city of Whizville, wherein he had once operated. So by the ex-beard of the prophet the city and auspices were soon booked. Our committee here, the National Acceptance Club, lived up to its title and accepted everything from a red-hot stove up to a bribe. The spot turned out to be more of a put-and-take date than an engagement. On the financial end of the deal the office had the best go due to possession being nine points in its favor.

Monday night some 180 committeemen marched on the lot carrying banners reading, "We want ours." All there to work for the club. The show carrying only 60 attractions, and the bosses thinking that they were all there to act as ticket takers were soon informed that the extras were on the lot to collect their bit as it came in. Then a truck arrived loaded with slotted cans, each an exact replica of our ticket cans. We

later learned that they were big penny banks.

When the midway opened each collector was stationed behind the ticket boxes. Their contract called for 20 per cent of the gross and was collected after each sale. When a dime ticket was sold 2 cents had to be handed to the collector. This held up the midway work and the show's business suffered.

Tuesday night the show was forced to entertain free some 1,500 daughters of the committeemen. Wednesday night was sons' night. Thursday night the midway was turned over to their wives, sweethearts and mothers and fathers-in-law. Friday night all of their uncles, aunts, nieces, nephews and first, second, third and fourth cousins enjoyed the shows and rides free. All that they had left for Saturday were their brothers and sisters-in-law and themselves. During tear-down time, while making the final settlement, some employee accidentally loaded their cans and left show's ticket cans behind. The bosses have decided to do their future thru phrenology instead of thru the crystal.

MAJOR PRIVILEGE.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 25.—We are continuing our program of visitations here in Rochester by reason of the fact that Gruberg's World's Exposition Shows, Inc., is exhibiting here on the Buffalo road lot under the auspices of Doud Post of the American Legion. It will be recalled that this show inaugurated this lot in 1937 and, altho the results attained last year were very successful, our observations this year indicate that last year's results will be surpassed in a very substantial way.

On our various appearances on the midway we were pleased to renew acquaintanceship with Manager Max Gruberg and Mrs. Gruberg, General Agent Edward P. Rahn, Press Agent Dick Collins, Secretary Herman Van, Adjutant John Moran and many others whom we have had the pleasure of meeting and knowing on this show. On one of our several calls we noted the presence of Charles B. Tutty Sr., of this city. We are informed that the results on Monday evening, opening night, were nearly twice the favorable results attained last year.

Truck Cards Being Checked

Leonard C. Sprague, representative of Holman's Rides, one of our members, has called to our attention the fact that a concerted drive is being made by representatives of the New York State Police for checking time cards held by truck drivers in the employ of shows. Holman has suggested that we communicate this information to the industry, as shows being transported in this manner will undoubtedly be interested in knowing these facts.

Within the last few days the Interstate Commerce Commission has granted the request of the New York Central Railroad Co. for a merger with a number of other lines in the setting up of a unified system built around the New York Central. The details of the commission's decision have not as yet been received, but as soon as the same is available we shall communicate the contents of the decision in this column to our railroad show members who will be interested in having the details.

St. Louis

ST. LOUIS, June 25.—As far as shows and outdoor showmen are concerned, this city has been a veritable morgue during past four weeks. All shows have departed from these environs.

Frank M. Sutton was in city this week and purchased some motor equipment from Charlie T. Goss, of Standard Chevrolet Co., for his newly organized minstrel show. Sutton will play one-night stands thru the South.

Mr. and Mrs. Elmer C. Velare, of Royal American Shows, were in city for several days last week visiting with friends.

Charles T. Goss, of the Standard Chevrolet Co., of East St. Louis, Ill., left again on Wednesday, June 22, on an extended trip, on which he plans to visit about 20 different circuses and carnivals now playing in the Middle West and North.

To Be Shot Over 3 Eli Wheels

Dodson's have outstanding free-act program—show's Legion meets

DAYTON, O., June 25.—Billed as the "World's Greatest Midway and Circus," Dodson's World's Fair Shows have been playing to near-capacity crowds thruout the season when weather permitted. C. Guy Dodson, general manager, who contends that the public deserves value received when a carnival takes a gate admission, has assembled what he claims the greatest array of "circus" and free attractions ever carried by any carnival organization.

These free attractions are presented nightly in an arena 150 feet wide and 200 feet long in the middle of the ride plaza. Performance is given at a stipulated time, with no variations thruout the week. Matinees are given on Wednesday, "Mother's Mid-Week Party," and children's matinee on Saturday. These feature acts are the Eagle Sisters, European tight-wire performers, who work at a height of 60 feet, using no balancing poles or umbrellas; Four Apollos on a rigging 140 feet in the air in one of the most breath-taking aerial attractions ever presented before the public, and the feature, one and only Vittorio Zacchini, "Human Cannon Ball," who is shot from the mouth of a monster cannon over the top of two Big Eli Wheels, a distance of 250 feet. Zacchini is using the original cannon that was first presented in Europe and the first one of its type ever to be used in this country as an amusement attraction.

Plans are under way to purchase an additional Big Eli Wheel, making three in a row, and to offer this dare-devil to the public going over three wheels instead of two as he has been doing for the last three years.

Music for this program is presented by the Dodson Shows' American Legion Concert Band of 10 pieces, headed by Capt. Charles Clarke, and the announcing is in the capable hands of Charles Le Roy.

C. Guy Dodson reports that Terre Haute and Muncie, Ind., were both up to expectations, while Indianapolis, on the State fairgrounds, was a huge disappointment.

Many distinguished visitors at Indianapolis included Lieutenant Governor Schriker and party, who made the rounds of the midway with show officials. Charles Templeton, secretary of the State fair, was a nightly visitor and made himself generally friendly and useful during the week's engagement, while his concession manager, John Willman, was an 18-hour habitue of the midway. The engagement, while not a financial success, was one of the most pleasant of the season.

Dodson Legion Post Meets

DAYTON, O., June 25.—The Arthur Dodson American Legion Post No. 784, the first organized Legion post with any traveling amusement company, held its third meeting of the season Wednesday in its own tented quarters on the midway of the Dodson Shows. Organized June 17, 1935, in East St. Louis, Ill.,

these show veterans now boast of a paid-up membership of 60. They have their own canteen and recreation quarters on midway and recently celebrated their fourth anniversary with a sumptuous banquet to show officials and members of the post.

Nine new candidates have taken the vows this season, including Frank B. Joerling, *The Billboard* representative, St. Louis. The newest recruit is the shows' physician, Dr. Martin M. Brunswick, who has lent valuable aid to the organization since his inception. Plans were formulated at the meeting for the social activities for the season, which will include box socials, swimming parties, picnics and weekly dances. The post will control all social activities on the show, as well as providing an accredited school teacher for the 16 small children of show families. Resolutions were also passed awarding American Legion emblem belt buckles to the three past commanders, who are Melvin G. Dodson Sr., Charles Clarke and C. E. Sherman, and a worthy contribution to the Linard Jones Memorial Fund.

Present officials of the post are Post Commander Ray Balzer, Senior Vice-Commander John Hoffman, Junior Vice-Commander John King, Adjutant Howard Piercy, Finance Officer Vernon Korhn, Historian Doc McNeese, Chaplain C. E. Sherman, Athletic Officer Pinky Edgar, Sergeant at Arms Charles Wright, Press Secretary Roy B. Jones and Medical Officer Dr. Martin Brunswick. Reported by Roy B. Jones.

Sees Change of Heart on Part of Newspaper Chain

Rochester, N. Y., June 22, 1938. Editor *The Billboard*:

From reading Hartmann's Broadcast with reference to the subject of newspaper publicity, I am sure you will be quite interested to learn that the ultra-conservative press of this community has had a change of heart and at present appears to be giving daily space to the activities of Gruberg's World's Exposition Shows, Inc., which is exhibiting in Rochester this week.

Both of the local daily papers are owned by the Gannett chain, and if you are at all familiar with this organization, you know that it is as conservative as it can possibly be, even to the extent of refusing to accept liquor, beer and other advertising matter.

As you know, I am not in the habit of hanging paper for anyone in the industry, but it would be no more than right to give Dick Collins a substantial pat on the back for clicking daily since he arrived in connection with the engagement.

This information should be of interest to the industry as a whole because the Gannett chain operates in a number of communities thru this part of the country, and if it reflects a change of attitude that information will undoubtedly be helpful to all press agents in the industry.

MAX COHEN, General Counsel, American Carnivals Association, Inc.

Showmen's League of America



165 W. Madison St., Chicago, Ill.

CHICAGO, June 25.—July is close on our heels and the membership drive should show some real action from now on. Applications received during the week were for Captain E. H. Hugo and Edw. K. Johnson, sent in by John Galligan and Ned Torti. Both these members are candidates for a gold life membership card. Others who announce themselves very much in the contest are Buddy Paddock and Fred H. Kressmann.

The Showmen's Home fund drive goes merrily on, with some additions each week. A number of the members have announced their intention of making their contribution to this fund a little later in the season. Some others who have made pledges advise that these may be increased a bit later. Brother J. Eddie Brown writes that he thinks it one of the finest endeavors ever undertaken by the league. Chairmen Carl J. Sedimayr is well pleased with the early action and predicts great results. Carl and Fred Beckmann, along with the entire committee, are very active in this (See *SHOWMEN'S LEAGUE* on page 47)

Showmen's League of America



165 W. Madison St., Chicago

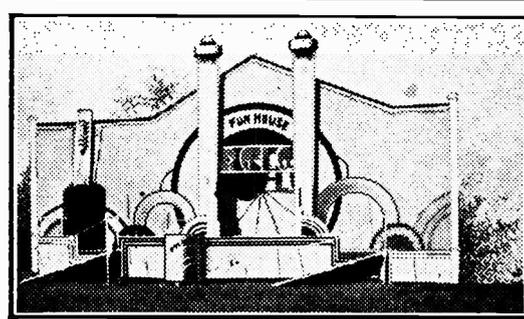
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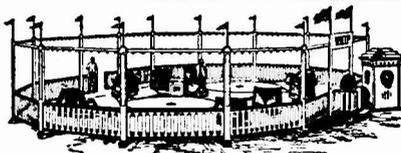


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The BIGGEST FLASH and strongest public appeal ever placed on a Midway.
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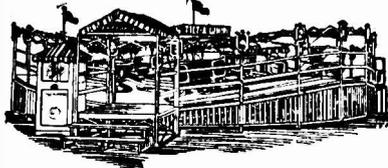
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REPOSSESSED DUE TO SICKNESS.
4 — 1938 CHEVROLET 157-INCH WHEEL BASE, STOCK RACK BODIES.
1 — 1938 CHEVROLET 131-INCH WHEEL BASE CAB AND CHASSIS.
ABOVE TRUCKS USED FOUR WEEKS.
Several Chevrolet and Dodge 1/2-Ton Panels and 1 1/2-Ton Cab and Chassis. LATE MODEL'S.
WRITE FOR SHOWMEN'S PLAN OF FINANCING.

CHARLIE T. GOSS

WITH — STANDARD CHEVROLET COMPANY, EAST ST. LOUIS, ILL.

UNITED STATES TENT

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SHOWS—Side Show, Minstrel, Geek, Fun House, Athletic Show, Illusion, Crime, Fat Show. This week at Hudson, Mich., and we can place you Fourth of July under the Vers at Eaton Rapids, with a street spot at Ashley, Ind., following. You know if possible the week after the 4th you can get some munny here. Montpelier, Ind., Fair following, then street spots at Deshler and North Baltimore, Ohio, and followed by street celebrations at Ridgeville and Waterloo and others pending. For a summer of street action wire us you will be in Eaton Rapids the 3rd.

WHITMORE LAKE, MICH., BIG HOLIDAY DOINGS JULY 1-5

CAN PLACE Legitimate Concessions of all kinds. X on Popcorn and Candy Apples for balance of Season.

LOUIS J. BERGER—MOTOR CITY SHOWS

Detroit Hotel, Detroit, Mich., Until June 29; then Whitmore Lake Until July 5.

FRANKFORT, IND., FIREMEN'S JULY 4th CELEBRATION

BIGGEST EVENT OF ITS KIND IN INDIANA. 20,000 TO 25,000 DAILY. OPEN SUNDAY. WILL BOOK Custard, Candy Floss, Crackerjack, Candy Apples, Long and Short Range Galleries, Wheels, Grind Stores, Corn Game. All Concessions open. PLACE a few more Rides and Shows that do not conflict. PLACE Kiddie Rides. CAN PLACE organized Minstrel Show with Band for Blue Ribbon Shows for balance of season, starting here. Salary and percent. Wire

E. K. JOHNSON, care Fire Department, Frankfort, Ind.

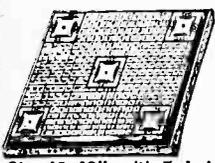
Mike Rosen, Jack Wish, Polish Fisher, Frenchie LaMar, Blingo Randolph come on.

RIDE MEN and OPERATORS!

Have YOU mailed your **BIG ELI Fourth of July CONTEST Entry Card?**

You have until midnight, Sunday, July 3, to send your entry. **WHY not MAIL IN NOW?**

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BIG ELI Wheels—BIG ELI Trailers—
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Size 46x46", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
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PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price\$12.00

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Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

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Concessioners, we have perfected a new type voltage booster for diggers, candy floss machines, photo machines, etc. Guarantee to boost your voltage regardless how low your voltage drops; you can increase or decrease—voltage attached.
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Also Frozen Custard, Long or Short Range Lead Gallery.

J. F. SPARKS SHOWS

Lancaster, Ky., This Week.
Big Fourth Celebration, Russell Springs, Ky.

SECOND-HAND SHOW PROPERTY FOR SALE

\$50.00 Two-Headed Wax Baby, Great Freak.
25 Side Show Banners. Sell cheap. Bend List.
25,000 Govt. Flags, all Sizes, \$35.00 up per 100.
\$85.00 New National Candy Floss Mach., latest Mod.
\$36.00 Mysteria Illusion with Mirrors, Money Getter.
WE BUY ALL KINDS OF RINK SKATES AND UNBORN SHOWS. **WEIL'S CURIOSITY SHOP,** 20 S. 2nd Street, Philadelphia, Pa.

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



Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

One half the world seems to be "nuts" and the other half "all nuts."—Soapy Glue.

Wanted! A press agent.

AND WHERE did Gaylord White go?

IT IS AN OLD SAYING: There are few ills that money will not cure.

JACK HOPE—Communicate with your sister-in-law, Mrs. U. J. Turner.

JOHN M. SHEESLEY is a showman if anyone should ask you.—Red Onion.

GOOD independent carnival shows are badly needed. Look down some midways if you do not think so.

THERE was quite a gathering of some of the big men of the carnival business in Milwaukee recently.

JOE TESKA cards from Flat River, Mo., that he booked his Model Farm exhibit at the Bonne Terre, Mo., celebration.

BEN BRADLEY, magician of St. Louis, and Doc Sims, of medicine shows, were visitors to *The Billboard* offices not so long ago.

see our big world's fair. Am loafing here now at home after a serious throat operation, but getting better."

JOE BAKER cards from Olympia, Wash.: "Douglas, Zieger and West Coast shows are all in vicinity of Seattle. Met Harry Gordon and Joe De Mouchelle. Looks like Potlatch celebration in Seattle will be a big winner."

THE CARNIVAL DEPARTMENT gets many letters and cards knocking carnivals, people and towns, but it pays no attention to the weaklings who do not sign their communications or request that their names not be used.

Carnivals need better weather and fewer long moves among some other things of importance.—Wadley Tif.

ELMER J. WALTERS, of New York, has had a world of experience as a press and exploitation agent over a period of many long years. It is possible that he may become a carnival press agent ere the season is further advanced.

FRANK D. SHEAN cards from Fargo, N. D.: "Al G. (Speed) Waldron and his Hell Riders are here and starting the fair season in the Northwest. Al is also a



JUST A FEW VISITORS AND MEMBERS of Mighty Sheesley Midway who had their pictures taken in front of office wagon by Floyd Newell at Fostoria, O., recently. Left to right: Howard Ingram, trainmaster; R. L. Stephey, of J. F. Sparks Shows; Thomas A. Parker, press agent L. J. Heth Shows; L. J. Heth, owner of shows bearing his name for 20 or more years; Mrs. L. J. Heth; Jess Sparks, owner of show bearing his name, and L. H. Smith, adjuster for Sheesley. Note young man in door of office wagon and unusual decorative scheme of this portable business emporium carried by "Mighty Thing."

MRS. PEARL CALKINS cards from Fort Stockton, Tex., that she is ill in the Barnett Hospital there and will probably be there indefinitely.

BILLY FORD and Dorothy Fuller (Princess Ming Toy) card from Wilkes-Barre, Pa., that they are now in their 10th week on the Hawaiian Village with the W. C. Kaus Shows.

MRS. A. DURKIN cards from Latrobe, Pa.: "Skyline Thrillers (Weller and Durkin), free act, opened here June 18 with independent booking after having been with Cavalcade of Fun Shows."

MARY A. CRANE letters from Jamaica, N. Y., that she is operating a frozen custard concession on the O. C. Buck Exposition Shows, recently at Elks celebration, Hempstead, L. I., N. Y.

FITZIE BROWN letters from Corry, Pa.: "William Glickman, one of my agents of long standing, is seriously ill with pneumonia at Corry Hospital. However, he will welcome mail from his friends."

MRS. FAY (CHARLES F.) CURRAN cards from Oakland, Calif.: "Suppose everybody will come out here in 1939 to

well-known motordrome operator and rider."

TER-RILL cards from St. Joseph, Mo.: "Formerly known as Rae-Terrill. Will join L. J. Heth Shows in Wabash, Ind., as annex attraction for C. B. Christian. Back on the road again after 10 years in the decorating business in California."

W. R. HARRIS, general manager Model Shows, cards from Bowling Green, Ky.: "Show is doing well now. Had a very successful week in Corbin, Ky., and a much better one at Richmond, Ky. Bought a new Auburn car. Our fair season starts in August and ends in November."

RAMONA JOHNSON: You sent in a clipping and stated that you were with the S. B. Williams Shows, but did not say what town you wrote from nor did you give the name and date of newspaper from which the clipping was taken, hence nothing will be printed about the incident mentioned.

GEORGE WEBB, of Crowley's United Shows, letters from Council Bluffs, Ia.: "Note Our Midway asked about Fred Webster. Am pleased to report that he

is back on this show again in charge of billposting. George C. Crowley, familiarly known as 'Doc,' is one of the youngest carnival managers in the business."

All athletic arenas should have big, clean, flashy fronts and ballyhoo stages. Also the tents should be fairly good. These are, however, just my opinions and may not amount to much in the minds of some who think they are athletic showmen. Anyway such shows should have at least three lights in the strings out front.—Soapy Glue.

MILWAUKEE seems to be getting plenty of carnivals this season and the big celebration is coming on, too. Enough is enough. Competition may be the life of trade, but rank competition is not the life of the carnival business. Who said something about organization and consolidation, if so, what do they mean?

Mickey, Pet Dog of Mr. and Mrs. Jack Rhodes, Dies

A mighty sad couple are Mr. and Mrs. Jack Rhodes, who lost their "pal and best friend, Mickey," who passed away at a veterinary hospital in Milwaukee, Wis., early Sunday morning, June 19, nearly 10 years old and inseparable to "Chew-Tobacco" Jack. Mickey was a veteran of many years with circuses and carnivals and known to most everyone in the outdoor show world.

He was a cocker spaniel, was truly loved by Jack and Emma Rhodes, and the loss of a child of this lovable couple would not have hurt them any worse or cast no darker cloud over their lives, for "Mickey" came first and last with this pair of showfolks.

Mr. and Mrs. Rhodes shipped the remains of this little pal to Shreveport, La., the home of the two, for burial so that his grave can be kept up and flowers placed on same during their winter stay in that city.—JOE S. SCHOLIBO.

BILLY WINTERS cards from Paducah, Ky.: "Irene Ferrill and myself were with John T. Hutchens' Museum on Rubin & Cherry Exposition. We left that show in Madison, Wis., and Hutchens joined John R. Ward Shows. We are leaving here for the West Coast. Irene was in the annex. Mr. and Mrs. William Kennedy Jr. leave here for Alliance, Neb., to join Frederick Shows."

Soapy Glue could do that "Headless Body" illusion better than any one I know of.—Tillie Few Clothes.

MRS. J. LACY SMITH cards from Urbanna, Va.: "Our rides were with Premier Shows until they closed at West Point, Va., May 7. Since then we have been playing small towns in Virginia with two rides and some concessions and been doing well. Been thinking of Frank Kennedy, who was with us for many years."

C. W. CRACRAFT, general agent Strates Shows, visited *The Billboard* offices last week from his home in Covington, Ky. He booked the shows in the Cincinnati district for a week in July. July 11 he will celebrate his wedding anniversary at his home. C. W. left for the East on business for the shows. Reports rain as the besetting factor against good business to date.

NED LANG cards from Harvey, Ill.: "With Greater American Exposition Shows since leaving Dodson's World's Fair Shows, Hogan and Marie, tattoo artists, formerly with Dodson, are on this show also. Slim Charak, former grind store agent, visited here from Chicago, where he works on a newspaper. Let's hear from Dave Carroll, the well-known press agent."

CHICK FRANKLIN, press agent Miller Bros' Shows, letters from Omaha: "Every week one of the first features read by members of the show is Our Midway because it gives personal contacts and valuable tips to outdoor showmen. Albert Rives, who has charge of Miller's office, is always the first one to arrive on the lot in the morning and the last one to leave at night."

JOHN T. REA letters from Detroit: "Am with Happyland Shows and have been playing lots in Detroit. Altho conditions have been bad, we have been able to keep going profitably. All my shows and motor equipment are being overhauled to be ready for the fair sea-

son, which starts latter part of July. Then I will add more shows. Now have 25 people employed with my shows."

Think I will put on a One-in-Ten show, meaning one attraction for the 10 pits. That seems to be the way to frame a big show.—Unkle Jerk.

M. J. HAYDEN, shooting gallery concessioner, and R. D. Green and James Kellar, caramel corn concessioners, of the Gooding Shows, unit No. 3, visited *The Billboard* office last week while the show was playing Harrison, O., near by. Blane Gooding is manager of this unit and William Hubner is *The Billboard* sales agent. Hayden reported business as picking up.

OH, MA! They tell us that a carnival recently messed up Omaha. It might be all right if they only messed themselves up, but they hurt the entire carnival industry. Filthy girl shows and gyp concessions should be renovated and cleaned. Many of them are cleaning themselves these days. The public has become concession shy. If you do not think so just walk down some carnival midways.

ED C. MERICA cards from Columbia, Ky.: "Mr. and Mrs. Ralph L. Wade left Funland Shows at Owenton, Ky., with their Glider ride, pop corn and photos and joined Murphy's Great Southern Shows at Georgetown, Ky. They were with Heth Bros.' Shows 10 months, including all winter in Alabama. George Heller got his Merry-Go-Round out of storage in Hodgenville, Ky. He had this Parker machine with Heth Bros. late in 1937."

WELL HEATED: An adjuster for a carnival was talking to a chief of police in a city not far from Cincinnati recently. During the conversation the adjuster asked the chief of police how things were when the last carnival played his city. Well, said the police official, the first day that carnival was in the lot was damp and the air cool, but it was not long before the lot any everything around it was well heated.—SOAPY GLUE.

DOC HALL, general agent Alton-Babcock Shows, letters from Los Angeles: "Business at El Monte (Calif.) celebration was away above last year and was quite a surprise, as some of our other celebrations were off 25 per cent from 1937. Our Fourth of July stand will be Redondo Beach, Calif., and indications are that it will be good. Am rooting for the Cincinnati Reds baseball club. They seem to be stepping right along now. Have won a few bets on them so far."

There seems to be several very good press agents in the carnival business, but few of them really want to work at their trade.—Wadley Tit.

STREET decorators never seem to be around when they are wanted. Harry E. Wilson, of Bantley's All-American Shows, was combing Pennsylvania and the Middle West for one recently. Decorators seem to want work, but never have any addresses as to where they can be found. Some big decorating firm should come out and do business as a big going business concern and not as a catch-as-catch-can trailer and auto-



A GROUP OF SHOWFOLKS with Alton-Babcock Shows. Left to right, C. H. Akon, manager of show; Hap Young, Mrs. Hap Young, Mrs. Leo Haggerty, Leo Haggerty, and Doc Hall, general agent for show. Photo was taken on midway at El Monte (Calif.) Pioneer Days Celebration May 22 and sent in by Hall.

moving organization with no permanent address.

RAYNELL, who is a member of a distinguished showfolk family, has cast aside the stereotyped girl show revue to bring into the carnival world "The Bowery," an extravaganza which thrusts into the modern tent theater the Gay '90s with the Beef Trust gals and tandem bicycles. A new tent, new front, all-electric organ, wheezy harmonicas and accordions make Raynell's new show one of the most outstanding to start the Canadian Class A Circuit with Royal American Shows.—FRANCIS F. HEALY.

GOOD NIGHT! SEAGRAM'S IS CALLING! Floyd Newell letters from Toledo: "Just a line about the other Big Show, Ringling-Barnum Circus. John Ringling North and Frank Braden could not seem to do enough to entertain the folks on the 'Mighty Thing' when the Big Show day and dated us here. Nothing was too good for the Sheesley Midway folks and they certainly appreciated courtesies extended by the circus executives. Saw the L. J. Heth Shows recently. Heth has a mighty fine show, and Thomas A. Parker, his press agent, is a hard worker and an asset to the Heth organization."

Arthur Sharpe's Dog "Buddy" Dies; a Real Trouper

APPLETON, Wis., June 14.—Buddy was killed today. Endeared to all Rubin & Cherry showfolk by the brave playfulness he managed despite the lack of a right foreleg, Arthur Sharpe's little wire-haired terrier was called "out" on two strikes in the game of life. Eight months ago, en tour, Buddy fell from a wagon top, fracturing the foreleg. Dr. W. B. Davis assumed the role of veterinary to bind the injured member in splints, but infection set in, and amputation proved necessary. Today Buddy romped from the showgrounds across Memorial drive in his queer three-legged manner. An automobile wheel crushed him. Buddy was one year old. No progeny exists to mourn him, but only last week he played godfather to six healthy pups brought forth by another canine member of the Sharpes' touring household.

RALPH WILLIAMS.

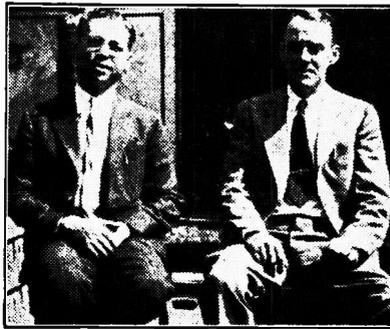
SCOTLANDVILLE, La.—Jack J. Holliday, general agent C. L. Spencer Shows, returned to the show here after a three-week booking trip in Arkansas and Missouri and brought with him several contracts. Last stand in Louisiana was at Baton Rouge, with the shows located on the high school grounds in the heart of the city. Next move 400-mile jump into Arkansas Show is 100 per cent motorized. Staff: C. L. Spencer, owner and manager; Mrs. C. L. Spencer, secretary and treasurer; Jack J. Holliday, general agent and writer, special agent.—C. N. MONTGOMERY.

Notice that several very prominent carnival pet dogs have died recently. They were decided losses to their owners. But all the prominent "sticks" on gyp concessions seem to be well and happy.—Tillie Few Clothes.

FRED L. PRESCOTT, press agent for E. J. Casey Shows, letters from Winnipeg, Man., Can.: "Here June 20 on business for the show, which has finally gotten out of the woods so to speak. Last two stands are the first this season that the show has not been either frozen or rained out. Hope sunshine and warm weather continue for several weeks as our season is a very short one in this section of the continent. Bad weather all carnivals have been having so far makes all in the carnival business blood brothers. Those on our show read *The Billboard*."

MURFREESBORO, Tenn.—Notes from Scott Bros.' Shows: Ben Mottie joined with cookhouse. Mrs. Jimmie Mottie has been ill with blood poison but is making speedy recovery under Nurse Virginia McCampbell. Arend Trio, formerly with "Grand Old Opery," are showing to good crowds each night. E. Lee's Streets of All Nations is nicely presented. Jack Steel has charge of Athletic Arena. Jack Morrison has a walk-around snake and animal show. E. H. Rucker is managing the Minstrel Show. Agent Jack DeVoe seems rejuvenated. D. H. Blackwood, second agent, is doing excellent work.—B. M. SCOTT.

GENE FOLEY letters from Marion, Ind.: "I was formerly with Johnny J. Jones, Beckmann & Gerety, Morris &



I. J. CETLIN AND JOHN W. WILSON, of Cetlin & Wilson Shows. Picture was taken by L. C. Miller, press agent, while the shows were playing East Liverpool, O., recently. They are seated on the steps of the office wagon and altho East Liverpool was one of the season's banner stands, neither seems to be smiling.

Castle and Royal American Shows. Started in the business with late Charles M. Nigro's Great White Way Shows, and later went with K. G. Barkoot. Have been in Veterans' Hospital here for nearly a year now. Am not in need of money but would like to hear from my friends in show business. My health is getting better and I hope to get back on the road in 1939. Read *The Billboard* every week and then pass it along to others in the hospital. Would be especially interested in hearing from the bunch that was on the "Flat Tire Amusement Co."

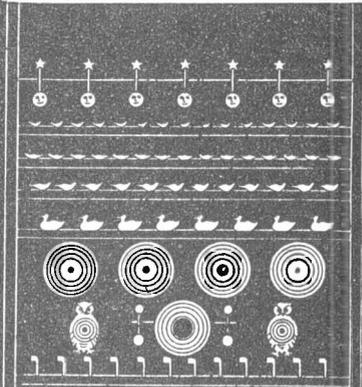
J. J. PAGE SHOWS NOTES from Circleville, O., by R. E. Savage: Paintsville, Ky., is the shows' Fourth of July stand. It looks like it is set to be a real old-fashioned Independence Day celebration as the committee has been using newspapers in all towns within a radius of 75 miles and billposters were kept busy for several weeks billing surrounding towns in four counties. Gov. Happy Chandler, of Kentucky, will speak there July 2. . . . Barney Sisson, who was in a hospital in Maysville, Ky., during and after the shows' engagement there, returned to his trailer home on the Page show lot at Chillicothe, O. He is gradually gaining his strength.

I gave Soap Glue a letter to send air mail. He carried it around in his pocket three days and I found out. So I said to him, How did you send my air mail letter? He replied that he mailed the letter by air mail.—Tillie Few Clothes.

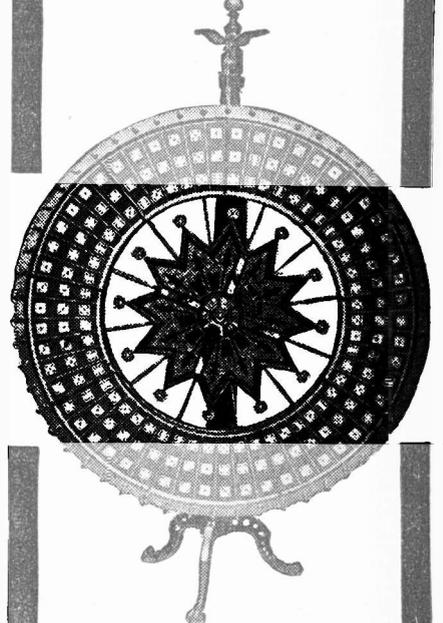
NOT VERY MANY carnival people know that L. Clifton Kelley worked off and on all one winter getting a prohibitive State license law changed when he was ahead of the Rubin & Cherry Shows. And that Rubin Gruberg financed his many trips to a State capital, with no help from any other carnival or circus, altho circus as well as carnival rates were cut. In the State mentioned, State, county and city licenses on a 30-car train were \$900 per day when Kelley went to work on getting the law changed. Today in the same State carnival licenses are \$150 per week in or near towns of

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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 of All Kinds \$7.50 up

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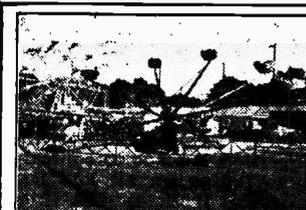
Far superior to old wood bottles. Sound like falling glass when knocked over.

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ATTENTION COMMITTEES AND FAIR SECRETARIES
IMPERIAL MOTORIZED SHOWS

On account of Rerouting Show can use Celebration and Fair Dates in Illinois, Indiana, Ohio and Michigan. We carry eight Rides, seven Shows and thirty all legitimate Concessions. Kirksville, Mo., June 27; Brookfield, Mo., July 4.

10,000 or over, and \$75 per week in towns under 10,000. To date no one in the carnival business has thanked Kelley or offered Gruberg a dime towards the expense he went to.

NOTES FROM Otto Stephens' Amusement Co.: Opening at Lamoni June 13, there was a fair-sized crowd at night. Business was fair and weather good. Big Eli Wheel is in charge of Jess Crumb. Merry-Go-Round foreman is Charles Brown. Shows are trained seals, Athletic, and Snakey Green has a big cargo of snakes. Mrs. Walter Green has Hula-Hula show. Cookhouse is operated by E. Thompson. Smiley Burns has photo machine. Mr. and Mrs. Happy Gordon have soft drinks and taffy candy. Bill Basford operates shooting gallery and mouse game. E. F. Thorner has pitch-till-you-win. Mr. and Mrs. Red Coatney and son have ball games and pop corn. Lynn Vaughn has bingo. The midway is well illuminated. Show moves on trucks.—WALTER GREEN.

SEGUIN, Tex.—Hamilton Hall of Oddities scored successfully at the recent Yoakum (Tex.) Tom-Tom Celebration, despite the low financial condition of the community. Tomatoes, the leading product in 1937, reached a high price of 6 cents a pound, but this year sold for about 1 cent per pound. Manager Hamilton stated that he had his best week's business of season to date and believes that the outlook for better business conditions is much brighter. Jean Terry, sex oddity, received several favorable comments in *The Yoakum Daily Times* and made the front page in a special interview. Burdick's All-Texas Shows will play Belton, Tex., Fourth of July week and it has always been one of the best in this section on Independence Day. Three Eaton Sisters and Great Kell will be the free acts.—EDDIE KELLER.

W. H. (BILL) RICE letters from Chicago: "Still in American Hospital, but will get out in a few weeks if I can dodge the knife. Visitors of recent days outside the regular Showmen's League members have been: Mr. and Mrs. J. Allen Darnaby, June Provines; John Miller, of Los Angeles, and wife; Nat Green, L. Clifton Kelley, Mr. and Mrs. Al Latto, Loretta Moran, Ivy C. Rice, Mike Wright, Doc Ingram, Art Swenson, John A. Sloan,

Harry C. Taylor, Hi Kl Adams, John F. McGrall, Harry O'Keefe, Mr. and Mrs. Sam Wireback, Johnny O'Shay, Frank Davis, Martha McKay, Marie Brown, Carl J. Sedlmayr, R. L. Lohmar, Mildred Douglas, Jerry Leach, Mildred Pierce, Harry Douglas, S. T. Jessups, Mrs. Lew Morris, S. Murgetroyd, Fred A. Demmier, Jim Archer, Elena Gray, Julia Patrick, Ayris Voog, Lucille Guetchow, Alfred Ryan, Mayme Beach, Dr. Charles Wilson, E. H. Bunting, Mrs. E. A. Comstock and Jack Auslet. Been getting plenty of fruit, candy, cake, cigarets and cigars. Flowers from Showmen's League of America, B. P. O. Elks, International Showmen's Association and the Darnabys. Dollars from the insurance company and a roast from Red Onion. For all these I give thanks."

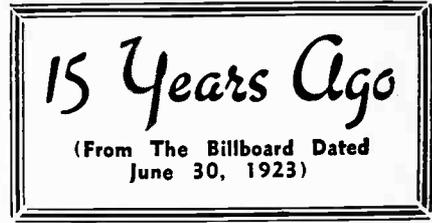
LAST WEEK'S BEST LAUGH: Many funny things come to people who have cultivated the powers of observation and hence they see many things that escape the notice of the less-observing person. Following is being related with no desire to offend nor belittle anyone. This is it: A press agent sent in a photo and story of the wonderful sound car and its operators on the show he is with. Show is supposed to be one of real class, "complete in every detail" as it were. According to the photo, both of the men are capless, have their shirt sleeves rolled up, collars open and no ties on and trousers need pressing badly. The laugh is on the press agent as he must have written the story before he saw the photo that was to go with it.—Red Onion.

CEDAR RAPIDS, Ia., June 18.—Royal American moved back into home terri-

proved next two evenings. Busses hauled passengers to gates for 5-cent fare for first time, aiding attendance. . . . Cliff Wilson, of Monster Show, exhibited five new snakes, reputed largest in carnival. Raynell's new Bowery Show scheduled for opening in Davenport. RAS and Killian's department store again gave away Slover's Shetland riding pony for Saturday, Children's Day, with heavy advance ticket sale.
FRANCIS F. HEALY.

It must take a lot of brains to operate some of the terrible carnivals one sees in his travels these days. Am speaking of those that have no set mode for traveling and always expose the living utensils to public view when traveling and also when set up on a lot.—Soapy Glue.

MISSOULA, Mont.—Am back again for another season on the West Coast with Hal Compton's side show on the American United Shows. Compton has a new 120-foot top with 150-foot banner line with all new double-deck banners. Life-size photos of the attractions resting on easels adorn the entrance. So far the season has been satisfactory from a financial standpoint. Roster of the side show: Hal Compton, owner and operator. Tex Putegnat, talker and manager of front; Everett Bridge and J. Putegnat, ticket sellers. Dad Dresser, ballyhoo drums. June Wolf and Joan White, ballyhoo girls. Thomas Billings, emcee inside. Great Mandrake, magician. Earnestene Dove, armless wonder. David Logsdon, child anatomical wonder. Zabalco Montgomery, man immune to pain. Jack Donahue, fire eater and glass dancer. Abe Goldberg, human balloon. Edna Harbour, "Mystery of India." Swatsle and Matsie, pin-heads. Sailor Sam, tattooed man. Louis-Louise



Lachman Exposition Shows were playing third of a three-week engagement in St. Paul to highly satisfactory business. . . . C. W. Parker launched his new Pacific Coast Shows in Oakland, Calif., under American Legion's Cherry Carnival Committee auspices. . . . Owen A. Brady, promoter of indoor circuses and bazaars, was booking Knickerbocker Shows in New York territory. . . . De-Kreko Bros.' Shows concluded one of biggest weeks of season in St. Louis. It was first of two-week engagement there. . . . C. A. Wortham's World's Best Shows wound up their Denver engagement on black side of ledger altho beset by rain 11 of 12 days there. . . . Excellent weather and visitors galore greeted Johnny J. Jones Exposition when it opened at Elgin, Ill.

A. N. Gissell was confined in General Hospital, Kansas City, Mo., with gastritis. . . . Smith Greater Shows were playing streets in Clothier, W. Va., under local baseball club auspices to swell business. . . . O. A. Baker and wife, concessioners with United Amusement Co., for three seasons and five seasons with Northwest Shows, were with Imperial Shows, with which Baker had several concessions. . . . William H. B. Jones, press representative, left outdoor show business and was making good as a feature writer on one of leading dailies in Meridian, Miss. . . . R. C. Crosby severed his connection with Bernardi Greater Shows and bid good-by to carnival field.

William Judkins Hewitt was back on Broadway, New York, looking decidedly fit. . . . World at Home Shows were playing Phoenixville, Pa., under Phoenix Hose Co. auspices. . . . Centralia, Ill., was proving a red one for Nat Reiss Shows. . . . Charles Keeran was in Los Angeles transacting business in interest of Foley & Burk Shows. . . . Phillipsburg, Pa., proved a winner for Harry Copping Shows. . . . A bill which would have prohibited carnivals from playing State of Illinois was defeated after one of hardest fought battles in interest of the outdoor show business ever waged by Showmen's Legislative Committee. . . . Albert Humphries, better known as Dad Humphries and partner of Arthur E. Dodson, who had penny arcade and dozen other concessions on World's Fair Shows, was married to Mrs. Carolina Hoffman in Chillicothe, O., June 6.



"STORK PARTY" AND SHOWER WAS GIVEN MRS. F. H. BEE, wife of well-known owner of F. H. Bee Shows, in Lexington, Ky., Thursday, June 9, by ladies of show. The event was held in the Hickses' apartment in the Millner Hotel, and Mrs. Leonard McLemore and Mrs. William R. Hicks were hostesses. Those present and shown in the picture above are Mr. and Mrs. F. H. Bee, Mrs. Alice DeMars, Mrs. W. W. Jarvis, Mrs. Leonard McLemore, Mrs. James Williams, Mrs. E. E. Baker, Mrs. C. W. Krug, Mrs. Margaret Risley, Mrs. Edward Johnstone, Mrs. William A. Shields, Mrs. Ruth Snyder, Mrs. Forest Poole, Mrs. Wanda Thompson, Mrs. E. L. Brown, Mrs. Phil Knight, Mrs. D. F. Saunders, Mary E. Hensley, Mrs. Lee Carr, Mrs. Ethel Crager and Mrs. William R. Hicks. Photo furnished by William R. Hicks, general and press agent for show, who also acted as "toter of presents" from members of the show, which were beautiful and numerous.

tory of its circuit when for the sixth consecutive year it set up in this city under Shrine auspices. Davenport, Ia., next stand, last U. S. stand before commencing the Canadian Class A Circuit, starting with Brandon, Sask. . . . Unless special mention is made to contrary, assume rain is falling on all lots RAS is playing. This includes fog, high winds, dark clouds, muggy atmosphere, other elemental disturbances. Note-worthy is that rain did not fall Thursday night in Cedar Rapids, which produced special box in local paper. . . . Carl J. Sedlmayr, general manager, was guest speaker at Lions Club luncheon at Roosevelt Hotel on subject "Benefits of a Carnival to a Large City." This in line with recent radio addresses made at Evansville, Ind.; Racine, Wis.; Rockford, Ill., and Cedar Rapids by both Sedlmayr and Elmer C. Velare, business manager, both touching on general theme that RAS is actually a convention city of 1,200 men and women moving in for a week's stay. . . . Sedlmayr and Velare have been asked by two Canadian newspapers to augment their ideas on this subject for special articles to appear just before Royal American plays those cities. . . . Gate in Cedar Rapids was negligible first two nights because of weather. Im-

Logsdon, annex attraction. Donny Harbour, mascot.—TEX PUTEGNAT.

WHITE FLASHES from Goodman Wonder Show: Into new fields where it was unknown, the show trekked to Western Iowa to go on its tour of the Northwest with new laurels in its crown of glory. Show turned up in Sioux Falls, S. D., hours before expected. This, due to an excellent railroad run and an efficient train-loading crew under the direction of William Griffith, trainmaster. At Fort Dodge it took more than rain to dampen crowd's desire to see the shows. Just as the doors opened Friday night a shower came up, but crowd came with it and kept coming until the moon was out and on the job again. It was here that Roland Richards, of the press staff, put over his first public wedding when Walter Dutton, an attache of Dave Stock's staff, and Calla Mae Patterson, of the Showboat Revue, were married in the tent that houses that show. Richards had promoted 35 presents for the couple, and these ran from a wedding ring to marital photographs after the ceremony. James Collins, glass worker, joined Goldie Pitts' Side Show, and Pauline Ayers has been added to the corps of dancers on the Show of Shows. Knowing Fort Dodge was the closest he

would be to Chicago for some time, Arthur Comstock made a flying trip there and picked up a new trailer. He was accompanied by James Bland and Marian Twitchell. He returned to Sioux Falls, S. D., Sunday in time to help set up his show Monday. That Monday, by the way, will be remembered by all. Day broke with a 40-mile gale trying to drive the sun back over the Eastern horizon. Stretching canvas on the lot was harder than "reefing in" in a stiff blow at sea. Due to the high wind that night, Max Goodman refused to let Floresque, the aerial acrobat, present his act. Mrs. Ann Hamilton celebrated her birthday anniversary June 7.—BEVERLY WHITE.

DUPLIX OR TWIN: First of more than one ride unit of a kind set up side by side on a carnival lot or fairgrounds was the Big Eli Wheel. Next heard of was the twin Tilt-A-Whirl and now there are Duplex Octopus rides. Over 20 years ago William Judkins Hewitt in his Random Ramble column in *The Billboard* at the suggestion of Henry Meyerhoff told of the double Ferris Wheel that he had seen in Germany and asked the question in the column as to who would be the first to have twin Eli Wheels. Nothing was done about it until some time later when the Royal American Shows came into prominence and started to wake up the carnival business with advanced ideas. Red Onion is beginning to think that it does take nearly 2,000 years to put an idea over. In Rio de Janeiro, Brazil, South America, right in town there used to be a Ferris Wheel in operation permanently that had seats resembling huge balls hollowed out and cut in half. Passengers sat in the lower half and the top half was brought down and inclosed them. There were holes in the top half of the "ball" for ventilation. What went on inside these "balls" was no one's business it seemed.

"EXTRA"
ONE TO A CUSTOMER

12x10 Brand New Cable End Concession Tent, 12 ft. wide, 10 ft. deep, 5 ft. 6 in. awning, 10-oz d. f Khaki, 3 ft. Bally across 12-ft. front. 8-ft. Wall, 8-oz. Khaki. Red trim inside.

Price ----- \$38.50
This Price Good Only Until July 9.
Write—Wire—Phone

BAKER - LOCKWOOD
17th and Central KANSAS CITY, MO.
America's Big Tent House
Eastern Representative, A. E. Campfield
152 W. 42d St., New York City, N. Y.

WANTED IMMEDIATELY

Capable American Reader for Camp. Choice territory with no lay-off, as Camp works at all big State Fairs.

Write or Wire

B. S. GERETY,

Beckmann & Gerety Shows
Madison, Wis.

FOR SALE OCTOPUS RIDE

Good As New With Latest Improvements. Also New Smith Kid Aeroplane Ride. Answer to

CHAS. DAVIS

General Delivery, Lewistown, Pa.

WANTED

FOR BEST FOURTH CELEBRATION IN MICHIGAN, OSCODA, MICH., JULY 3-4-5. Rides, Shows and Concessions come on. No X. Harry Burgess wants Nail Joint and Bucket Agents. All wire to JACK DAVIS, Benton Harbor, Mich., till June 30; then Oscoda, Mich.

**WANTED
GUESS-YOUR-WEIGHT SCALE
AGENT**

Good proposition. Who MARVIN (MOON) LAIRD, Secy., At G. Hodge Shows, Inc., Toluca, Ill., This Week.

HENNIES BROS.

(Continued from page 41)

put over in nice fashion, in addition to a wonderful billing under direction of Rolland Davis.

More Work Being Done

The past week the rides and show equipment have been touched up in preparation to entering fair dates. Coaches, berth and stateroom cars of the train are undergoing two coats of paint and relettering.

The Lorow brothers, Skeeter and Snokie, have taken over the management and operation of the Illusion Show, replacing Harrison King. This show will be greatly changed and strengthened.

Buttons Grantham had his banner front repainted and panels with neon added to his Bughouse. Harry Dixon joined Sis Dyers' snake show for which she is building a new front.

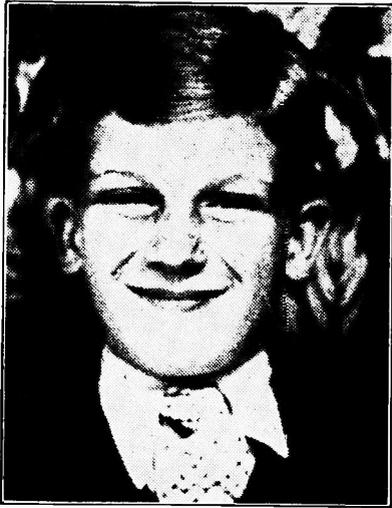
Bill Kemp has four great riders that he is featuring in his Lion Motordrome besides himself, they being Vivian and Ernie Slavin, Russell Thompson and Johnny Peluso. Margurite Lewis has been engaged and added as feature dancer with Jack Palge's Red Hot and Blue attraction.

Baseball and Visitors

Last Sunday morning the baseball team of the Red Hot and Blue attraction accepted a challenge from Ned Torti's Wisconsin De Luxe Corp. softball team and was beaten to the tune of 7 to 2.

Visitors: Fred Kressmann, of Barnes-Carruthers Chicago office; Cleve Reedy, of Wichita, Kan., with Carl J. Sedlmayr and Elmer C. Velare, of RAS; Ruben Gruberg and Larry Hogan, of Rubin & Cherry Exposition, and George Crowder, of Beckmann & Gerety Shows, J. C. McCaffery, president of the Showmen's League of America, dropped in with Sedlmayr, Velare and Gruberg to promote interest in the Showmen's Home project of the league. Mr. and Mrs. Sid Vallen-court, of Racine, Wis., and Mr. and Mrs. Paul Saffig, of Kenosha Post of the American Legion, accompanied by a party of Legion friends; Mrs. R. L. Lohmar, of Morton, Ill., came here with husband.

Mrs. Daisy Hennies' condition is improving daily after her operation at the Mayo Bros. Clinic, Rochester, Minn. She will be confined at St. Mary's Hospital for another 10 days before being permitted to return to the show. She was accompanied on her moves by Mrs. Harry N. Hennies. Mrs. Joe Black underwent an emergency operation in Milwaukee for the removal of her appendix and returned to her stateroom on the show train and doing nicely. Reported by Joseph S. Scholibo.



HOWARD SMITH, 10, born on Frank West's World's Wonder Shows, March 8, 1928. Howard is the only child of Mr. and Mrs. Bennie Smith, of Bantley's All-American Shows. Bennie is business manager for Bantley's. Harry E. Wilson, press agent for the shows, states that at an intelligence test held in Cleveland, home of the Smiths, that Howard was judged the second most intelligent boy of his age in Greater Cleveland. He joined his parents June 12 on the shows for his summer vacation.

the office force usually stay in the hotels. More money for the city.

All types of industry in the town benefit for the simple reason it takes all kinds of industry to keep a large modern carnival on the road. And, of course, that means the city must and does get its fair share of the show's money.

The Other Side

Now take the opposite side. Of course, shows sometimes do take quite a bit of cash from the inhabitants. But this is done rightfully so. The man who spends his money at a carnival spends it for one reason only—to have a good time. If when he counts his money

and finds that he has spent quite a sizable sum he and he alone is to blame. On the midway of a large carnival you will find numerous shows and a variety of rides. It will cost money to patronize all. Don't blame the show for taking your money when you spend to enjoy them all.

A carnival owner is in business for the same reason as any capitalist—to make money. And it takes money to make money in show business as it does in any line of endeavor.

All the carnival man wants is a fair break—and of that he is deserving. If local merchants who have spent thousands upon thousands of dollars to advertise and expand their businesses would co-operate and not "buck" both showman and merchant would reap greater profits.

LINE O' TWO

(Continued from page 41)

left the show last week, reports B. M. Scott for the shows.

FLORILLA, Ala., June 25.—The Buckeye State Shows recently inaugurated a policy of two towns a week bookings. Show will invade Florida soon, H. G. Starbuck, show's secretary, announced here this week.

CORRY, Pa., June 25.—Neil Burk, general agent West's World's Wonder Shows, stated here yesterday that the shows had been booked for the big celebration to be held in Marietta, O., in July. Burk also stated that President Roosevelt would attend the festivities on July 8.

BOZEMAN, Mont., June 25.—Siebrand Bros. Piccadilly Circus-Carnival reports that a decided uptrend in business is evident since coming into this territory.

COUNCIL BLUFFS, Ia., June 25.—In the church services on Crowley's United Shows Wednesday afternoon (Wednesday their Sabbath on the lot) Doc Waddell, chaplain of shows, baptized Georgeanna Crowley, daughter of Mr. and Mrs. George C. Crowley, show owners. More than 300 showfolk and citizens witnessed the baptismal rites. Thursday afternoon Chaplain Waddell baptized in the Jennie Edmundson Hospital here the baby born Tuesday to Mr. and Mrs. Stanley J. Gross and christened the newborn Roberta Lee Gross.

Wheel, Roxy Gatto, owner; Ray Gaddis, Joe Mats. Balloons, Louis Simkins, owner; Roy Pierce, assistant. Penny Pitches (2), F. E. Walker and Jack Connell. Loopit, George J. Frick; Mrs. Frick and Edward Zizza, assistants. Mouse Game, H. L. Archer; Betty Archer, assistant. Dart Game, Leo Hirst; Bob Fisher, assistant. Cigaret Gallery, Jack Russell; E. Cunningham, assistant. Balloon Pitch, F. E. Walker; Jimmie Mack, assistant. Frostee Malted Milk, William Van Buskirk and wife. Ham and Bacon, Roxy Gatto; Mike Dudlac, assistant. Penny Arcade, Joe Smith; William Forbes, assistant. Pitch-til-you-win, Mrs. Hirst; Roy La Duke, assistant. Ball Games (3) and Candy Apples, William V. Merrill. Pop corn, Ulie and L. K. Parkinson. Bingo, Paul Prell.

GEORGE C. VAN ANDEN.

SHOWMEN'S LEAGUE

(Continued from page 43)

work, in spite of the heavy press of business that usually comes upon them at this time of the year.

Fitzie Brown wrote for applications. Says he has not given up trying to get members just because he received his gold life membership card in 1937.

A. J. Humke, in town for a day or so, was a caller at the rooms. H. C. Melville, of Kingston, Jamaica, dropped in for a chat, as did also our good friend John Miller, who is here from the Pacific Coast. Brother Al Fine, of Zimdras Shows, in for a call.

Other welcome letters received were from Walter K. Sibley; Melvin B. Hildreth, of the Circus Fans; J. W. Conklin and Frank R. Conklin. Tom Vollmer wrote from La Fayette, Ind., that he has been on the sick list for some time. He is now feeling a little better but would appreciate callers when members are in his territory. Address is Soldiers' Home, La Fayette, Ind.

Colonel F. J. Owens and Tom Ranfine both still confined to their homes. William Young is a weekly caller at the Owens home. The hospital sick list includes W. H. (Bill) Rice, Ben Landes, M. Brent and Harry Mazey.

A flying afternoon visit took Harry Mansch, Hadji Delgarian and league's secretary to Davenport, Ia., for a visit to the Royal American Shows and, incidentally, a stop on the way to see Sol's Liberty Shows at Silvis, Ill. Called on Al G. Hodge lot at Princeton, Ill., but missed our contact. Rain marred the trip but pleasant visits resulted in spite of conditions.

Other callers at the rooms include Larry O'Keefe, M. J. Doolan, Morris Hanauer, A. L. Rossman, Jack Pritchard, Charles H. Hall, Max Brantman and Ben Rosenzweig.

The membership drive is on and a 1939 membership card will be issued on all applications accepted. The usual ruling applies, a fee of \$20 to accompany each application. No further dues to pay until September 1, 1939.

Here is a little incident that may fit in your case. The secretary met a couple of brothers whom it had not previously been his pleasure to contact personally. The first remark in both cases was, "I owe my dues and it has been just plain neglect, so you better take them with you." Consider this and send yours in, even if the secretary does not get to call on you. It's a duty you owe both to yourself and to the league.

Special: Just opened the last mall and find Brother Fitzie Brown's application of Martin Carozza.

GIRL SHOW WANTED

MAMMOTH CELEBRATION, NEWPORT, VT. First Show in 5 Years, Opening Morning July 4 for all week. Independent Concessions wire. **KING REID SHOWS** This Week Waterbury, Vt.

Carnival Roster

As Reported by Show Representative

De Luxe Shows of America

TROY, N. Y., June 25.—Following is the roster of De Luxe Shows of America when that show played here, week ended June 11.

STAFF: Sam E. Prell, director general; Clifford J. Franco, general manager; Abe Prell, assistant manager Herman Jacobson, secretary and treasurer; Pete Thompson, train master and lot superintendent; Mack Kline, electrical department; Charles M. Powell, advance; Buck Baker, advance advertising truck; Ray Schall, callope and sound truck; H. J. Ward, watchman; Al Boneberg, front man; John Haddad, mechanical department; George C. Van Anden, publicity department.

SHOWS: Miss America, Mrs. Ruth Donald, manager and talker; Ellen Roberts, Patsy Burke, Patsy Lee, Kattie Quinn, June Joy, models; James Small and Morris Stone, tickets. Hollywood Monks, Captain McVay, manager; Mrs. McVay; Mr. and Mrs. Short and Sam Smith, tickets. Swing Time Minstrels, Margy White, manager; Ruth Stevenson, Katie Jones, Ella Bland, James Haines, Henry Boyd, Kid Safetypin, Stevy Bland, Johnny Battle, Sonny Ratcliffe, Little Alvin, Cliff Younger. Side Show, Freezora, Ali Baba Cory, Tom Brock, Louis Bailey, Captain Sig, Ted Finzo, Myrtle Barr, Adolphine. Hanky Tank, Pete Thompson and Abe Prell, managers; Goldy Dawn, Elsie DeWolf, Lilly Burch, Elsie Borch, James Downer, Ellis Vance. Motordrome, Ralph Penley, manager; Mrs. Penley, Ted Barrows, Little Harvey Penley, six-year-old rider; Ben Ellis, Ed Bowes, Edward Baker. Follies of 1938, Joe Levitt, manager; Cookie Castle, feature; Bee Lovejoy, Ann Pursell, Ann Elcher, Myrtle Evans, Ruth Dean, Ruth Rogers, Dick Lovejoy, piano; Violet O'Brien, Steve Duane, tickets. Hi-De-Ho, Joe Parsons, manager; Earl F. Chapman, second man; Irv Witcher, third man; Ted Grace, tickets.

RIDES: Merry-Go-Round, Shorty Preston, foreman; Mike Clements, assistant. Loop-o-Plane, Curley Al Boneberg, foreman; Red Francis, assistant. Whip, James Neville, manager; Ted Lewis, second man; Mickey Fenton, third; Sam Todd. Speedway, Joe Hollender, foreman; Charles Waters, second; William Soffel, third; Earl Gunn, fourth. Ride-o, Ben Cheek, foreman; Paul Brent, second; Walter Sulfer. Ell Wheels, Stacy Knott, foreman; Al Rice, second man; John Wells, third. Kiddie Rides (3), Joe Seaman, foreman. Chair-o-Plane, L. L. Wilson, foreman; Eugene Johnson, second man.

CONCESSIONS: Restaurant, J. E. Parker, owner; George Munds, griddle; Mrs. J. Parker, chef; Ernest Rose, Bud Suttlemeyer, Francis Comstock, Ace Brown, Violet Parker, cashier. Weber Studio, E. G. Weber, operator; Mrs. Weber, tints. Frozen Sherbert, Morris Vivona, owner; Anthony Bibello, assistant. Marble Game, Paul Prell, owner. Buckets, Sonny Kelly, Willie West, Sparky Cole, Tony West. Charlie McCarthy Store, Paul Prell, owner. Grocery

LOOKING AT IT

(Continued from page 41)

of the show business can readily see the many benefits derived from the carnival's appearance in the city.

To meet the stiff competition of the present day the majority of operators of carnivals know that they must present to the public a show in its most attractive and best form.

And with that objective in mind show owners spend thousands upon thousands of dollars to lend color and that all essential "flash" to their midways. Here hundreds of persons reap rewards. Painters, artists, decorators, sign makers all get a portion of the showman's money.

In winter quarters mechanics, engineers, carpenters; in fact, men skilled in all lines of labor are paid by the owner in order that his show may start the season looking its best.

Next the transportation question comes up. Annually railroads, transfer companies, trucking concerns and automobile dealers receive from the showman a huge share of his money. The show must move and it costs money to move.

City, county and State treasuries are enriched by thousands of dollars yearly, as the carnival pays for licenses and taxes for the privilege of exhibiting.

The very minute a carnival of any size arrives in the city and even before the show has had an opportunity to get a cent from its citizens, the showmen spend their money.

Food stores and restaurants see trade increasing. Show people in the majority patronize local eating places. The midway cookhouse buys all its products from local distributors. Concessioners buy pop, ice cream, candy and other items from the city wholesaler.

Local hotels find business increased by the carnival's spending. Performers, show operators, talkers, press agents and

SUNSET AMUSEMENT CO.

WANT ANY LEGITIMATE CONCESSION FOR THE FOLLOWING: SOUTH IOWA'S LARGEST 4TH CELEBRATION, OSKALOOSA, JULY 1-2-3-4. First Carnival To Play the Capital City in 1938. DES MOINES, JULY 6-16. One of the Few Cities in Iowa Where There Is Work. DUBUQUE, JULY 18-23. FAIRS—Bloomfield, Eldon, Salem, Ia.; Morrison and Augusta, Ill., and 5 Missouri Fairs. We carry 8 Rides and 9 Shows, no Flat Joints, and operate a FREE GATE. Have new Top and Front open for anything but Girl Show. Knoxville, Ia., Until June 29.

BYERS & BEACH SHOWS

WANT FOR FAIRS AND CELEBRATIONS, STARTING JULY 4 SULLIVAN, ILL.

K. P. Picnic, July 12-16; Greene County Fair, July 17-22; Arcola Homecoming, July 25-30; Farmer City Fair, July 31-August 5; Lincoln Fair, August 6-11; Jacksonville Fair August 22-26; Monticello Fair, August 29-September 2; Jersey County Fair, September 4-9. WANT two or three more good Shows. Concessions of all kinds that will work for 10c. Cook House open July 8, privilege in tickets. WANT Corn Game for week July 8-14.

Beckmann & Gerety

(Railroad)

Oshkosh, Wis. Week ended June 11. Auspices, Winnebago County Fair Association. Location, fairgrounds. Weather, good. Business, excellent.

Several hitches prevented opening Monday. At least 5,000 prospective customers sauntered about midway in gloom as talkers and operators chewed finger nails in anguish. The unscheduled preview did no real harm, for ensuing nights were okeh for shows and rides, building into a smash week-end business. Concessions, however, fared poorly. George Vogstad has scenic artist Art Landacker at work on newly framed illusion show front, which is of ultramodernistic design. Trainmaster H. Bradford has three new tractors recently purchased in Peoria, Ill. Many visitors from Rubin & Cherry Exposition, playing in near-by Sheboygan, Wis.: Rubin and Mrs. Annie Gruberg, Peazey Hoffman and Max Kimerer, among more prominent ones. Charlie Goss, Chevrolet man, was around and his advertising matches were everywhere around the show.

WALTER HALE.

Hennies Bros.

(Railroad)

Janesville, Wis. Week ended June 11. Auspices, Rock County "40 and 8," American Legion. Weather, rainy. Attendance and business, poor.

Move from Davenport, Ia., in good time, enabling show to unload and haul onto lot Sunday afternoon. Show up and ready early Monday afternoon. Hundreds of visitors from Royal American Shows both Monday and Tuesday. The two Lorow boys, Skeeter and Snookie, operating the Side Show of the Hennies midway, entertained their mother with a birthday dinner. Mrs. Homer Robinson was tendered a "Stork Party" during this week by the ladies on the show. Mrs. Daisy Hennies left early part of week for Rochester, Minn., accompanied by Mrs. Harry W. Hennies, to enter Mayo Clinic. A minor operation being advised, Mrs. Hennies underwent same last Saturday. She is reported doing nicely but will be forced to remain in Rochester for a couple more weeks before returning to show. The Janesville Gazette and Radio Station WCLO put show over in grand style, radio station of Sydney Bliss giving show two 30-minute broadcast periods right from midway each day, a remote-control line being run to lot for these programs. Hennies Bros.' Shows' baseball team defeated Royal American team two games in a row, one played in Janesville, Wis., and the other in Rockford, Ill. Ned Torti and Gene Berni visited one night during latter part of week, as did representatives of Wisconsin, Miller, Antlers and Belmont hotels, soliciting business during the show's stay in Milwaukee for three weeks.

JOSEPH S. SCHOLIBO.

Johnny J. Jones

(Railroad)

Ashtabula, O. Week ended June 18. Auspices, American Legion. Weather, rained Thursday. Business, only fair.

There really is not much to say in regards to business done here. Committee one of most congenial and hard-working group of men that ever sponsored this show. Not only did they work to try to make date a success but even went out of their way to co-operate. Manager T. M. Allen did himself proud in laying out lot. Entire set-up was ideal and made an impressive showing from streets around. J. C. Simpson, show's general agent, visited and then hurried away to attend to his advance duties. Owner E. Lawrence Phillips returned to Washington, D. C., to look after his business interests there. Many visitors during week, with John Creamer, local Circus Fan and showmen's friend, on the lot nightly. STARR DE BELLE.

Frank West's

(Railroad)

Warren, Pa. Week ended June 11. Location, brewery lot. Auspices, Veterans of Foreign Wars. Weather, some rain. Business, very good.

This stand, second year in succession for same auspices, proved that with right kind of weather money will show up for carnival amusements. Untiring efforts of committee headed by Homer Fitch and plenty of space by local dailies brought cash customers from near and far. Rides, shows and concessions had a real red one. Nightly visitor was Ben Mathis, of Warren Tank Car Co., and

Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows

family, also Elmer Jones, of circus fame. Cliff Jewel, altho a trifle under the weather, has his grind stores hitting on all six. Manager Frank West's order to paint up for fairs has already started at the front gate. The four huge columns are being repainted silver and red.

FRANK LA BARR.

Mighty Sheesley

(Railroad)

Fostoria, O. June 6-11. Location, Route 12 Findlay road. Auspices, Loyal Order of Moose. Weather, ideal except Saturday, rain. Business, light.

Show was billed in 53 surrounding towns and 42 newspapers covered, but it just was not in the bag for show to win money or Old Man Weather would have stayed by the show on the night that would have put it on winning side of ledger. As additional ballyhoo each night the 58-piece Fostoria High School Band played at gate and around midway. Oscar V. Babcock and Timbu continue to hold crowds nightly until their thrilling acts are finished and climaxed with an aerial display of fireworks. One man on show with money, E. Clay May, bought an elaborate trailer. Frank Sweeney back for a visit looking plenty healthy after taking a series of baths at Mt. Clemens, Mich. Jo-Ann Sheesley celebrated her sixth birthday on Friday, receiving many presents from everyone,

Elite

(Motorized)

Ellsworth, Kan. Week ended June 11. Junesta Celebration. Location, Northwest show lot. Weather, fair. Business, good.

Special Agent Bogle waited for flood waters to recede so he could locate lot, but it was time wasted, as lot was not clear of silt and water, so he had to locate another lot. Mr. and Mrs. Bonduant, owners of Big Ell Wheel, left Monday to join J. George Loos Shows and Darrel Micheal arrived Monday evening with another wheel from J. L. Landes Shows. Ernest Ray, with Irene dancing girl show, left for Michigan, and Bob Wells, Erie diggers, left for Colorado Shows that he has worked with for several seasons. Mlle. Florence has taken charge of kiddies on show and has some kind of entertainment for them each day. Frank Chevalla, who operates novelty stand for Jack and Mabel Conway, will always remember June 7, 1938, as a very pleasant date, as he was given a birthday surprise party by his employers. Jack Conway baked a huge cake, which was enjoyed by all, speeches and gift giving helped make party a merry one. Estelene Ball, one of few women sword swallows, is now working in Blackie Pike's pit show. Mrs. Charles Rotolo returned from a business trip in Arkansas.



CARNIVALS ARE JUST AS POPULAR IN SYDNEY, NEW SOUTH WALES, AUSTRALIA, as they are in all other parts of the world. Here is shown a portion of the midway of Greenhalgh & Jackson's Carnival of Thrills in that city at the Sydney Royal Easter Show. Photo was taken Good Friday, the big day, April 22. Some of the attractions seen here are the fronts of Chinese Wonders, featuring Chang, pinhead Chinaman; Anna John Budd, Jolly Josephine and Betty Broadbent. Notice talkers with megaphones and the Farry Floss (candy) sign and booth at right end. Photo furnished by Anna John Budd, who in commenting on the day, said: "I never saw so many people on a midway in my life. Crowds were even bigger than at the exhibition at Toronto, and I have to admit that they do have some crowds at that event."

as she is mighty popular on "Mighty Thing." Mrs. Bill Rice to Chicago to spend a week with her husband, who is in American Hospital there. Emil Arnst has a really fine long range shooting gallery. John M. Sheesley, our general manager, this should get me a raise, is one manager who does not take an agent's word regarding territory during these times, as he made a trip for three days with J. B. Hendershot, general agent, thru Michigan towns before booking them, advising himself first hand on conditions. Karl J. Walker joined with his Gay New Yorkers show with following roster: P. C. Jones, secretary; H. M. Withers, talker. Band, Tony Clayton, Paul Jones, Tommy Jones and Buck Cathay. Tickets, Nick DeRose and Howard Cooper. Actors, Lilliane Dumas, Helen Du Chaine, Joan Martin, Tonia Margo, Patricia Stanwyck, Terry Stanwyck, Betty Crow and Alline Marcuse. Construction, H. Cooper, N. DeRose, Mike Glyllotti and Floyd Stewart. A family reunion was held here this week when Mrs. L. J. Heth met Jess Sparks on lot. Many visits were exchanged between the L. J. Heth Shows and "Mighty Thing" during week. Wanda Devon, burlesque star, is now appearing in Royal Hawaiian Theater.

FLOYD NEWELL.

Larry Reed joined with his "Goofey Farm" mechanical show. Show was framed and built by Reed last winter. Dutch Narrow suffered several very painful cuts and bruises when his car overturned last Sunday. Car was completely wrecked. Dutch is very thankful to escape with as few injuries as he did. The children on the show under the direction of Mlle. Florence gave a farewell party for Kazar Wells Thursday afternoon. Ice cream and cake were served. Orval Cox still holds title of "Chinese Checker Champ." Buck Wilson is shining showfolks' shoes and doing very well. Mr. and Mrs. Orval Cox and Mrs. Opal Bogle visited home over last week-end. Monkey Drome left to rejoin J. L. Landes Shows.

DON FOLTZ.

Crafts

(Motorized)

Pittsburg, Calif. Week ended June 18. Auspices, Fishing and Hunting Club. Location, circus grounds. Business, very ordinary.

Exhibiting here for first time in five years. This show returned to find same crowds as of days of yore. They packed midway, only this time a lack of spending money was noted. Huge steel mills

and other manufacturing plants being closed and some working only part time tell the story. Red Crawford has been having his troubles trying to give a lion away. Lion roared so loud and long one night that O. N. Crafts himself took a hand trying to pacify the beast by offering a tasty can of sardines. Last report is that city of Sacramento will accept Leo as a gift for its zoo. John Ragland proving to be a real chef on picnics, while Louis Korte has excelled in beating Chinamen of late. Ragland and Korte operate a string of concessions on both Crafts units. Jack Schell in charge of public-address system and sound truck, making regular route of country towns and brings people from sticks nightly. Karl Miller returned with his Monkey Circus after a week with No. 2 show. Ed Kanthe still packing them in Athletic Arena. Agents Phil Williams and E. Picard both appeared on scene recently. John T. Wortham visited recently. Elmer Hanscom was busy shaking hands with relatives and friends around Oakland and vicinity. Elmer having been born near there and connected in theater work many years around the Bay district. Tommy Myers, show's "office boy," now in his early 70s, was also at home during Bay district tour. Tommy was for many years manager of well-known theaters in Oakland and San Francisco during heyday of vaudeville. Mr. and Mrs. Myers lived in Oakland many years and have a legion of friends there. A daughter, Mrs. Fred Johnson, and her children, Robert and Barbara Lou, visited grandpa Myers quite often and were accompanied by Dr. Fred Johnson, a son-in-law. Short visit from Baronett Midjick, known professionally as Harry Max Bernard, lessee of Crafts World's Fair Shows' equipment. Mr. Bernard announced he was enjoying a short honeymoon, having married Cora Mae Jefferies, well-known artist of theater and radio, in Sacramento recently. Mr. and Mrs. O. N. Crafts returned to show after a week's visit in San Diego and Los Angeles, where Crafts attended National Shrine Convention and Mrs. Crafts entertained her sister, Mrs. E. P. Voight, of St. Louis. J. B. Vansikle, of Merry-Go-Round crew, recuperating after a bad case of indigestion, which resulted in a rush trip to a hospital in Berkeley, Calif., and a speed ticket for Jack Schell. Leo Louis, of Krekos' West Coast Amusement Co., visited recently and reported San Francisco engagement all right for his show.

ROY SCOTT.

Weyls

Slippery Rock, Pa. Week ended June 11. Business, fair.

A cloudburst at 9:30 p.m. Saturday left lot in bad condition. Manager Ed Weyls obtained a large caterpillar tractor and removed trucks and trailers and housecars off lot in good time. Committee co-operated well, but attendance was only fair. Firemen's night brought a big crowd, however. Longmore & Nelster joined with their new Allan Herschell Auto Kiddie ride and Lester Moore joined with Mickey Mouse show. Robert Grove and his mother booked their photo gallery and Clyde Butler came on with four concessions. Eddie Reano is building a girl revue with a 70-foot panel front. Mr. and Mrs. Weyls had as guests Harry E. Wilson, of Bantly's All-American Shows; Mr. Morrison, of Arena Shows, and Mal Fleming. R. T. Blanford, claim agent for Pennsylvania Railroad, also called to adjust a slight damage to Big Ell Wheel.

C. H. REED.

Huggins' West Coast

Port Angeles, Wash. Week ended June 18. Location, circus grounds. Auspices, American Legion. Weather, cold. Business, good.

Altho business here continued its general upward trend, this town kept its reputation as a jinx spot for show. Second death within three years occurred here with passing of Jack Lee, operator of Chandu Show. Jack died Tuesday morning of peritonitis. Hospital expenses were paid by Owner W. C. Huggins, and a fund of \$125 was contributed by show-folk to enable Mrs. Lee and daughter, Julia, to accompany body to Los Angeles for funeral. Burial was in Showmen's Rest. En route to Seattle from here truck and trailer carrying Clark Willey's Motordrome caught fire. Truck and load destroyed. Cold weather and adverse business conditions kept gross lower than last year. Joe Glacy's side show and Red Lindsey's Swingtime Revue topped midway. Lot was laid out by special agent Joe de Mouchelle. Harry Goodman, formerly of Douglas Shows, and Jimmy Smith, con-



L. E. ROTH, general manager, Blue Ribbon Shows, like all true showmen is still battling onward. Neither rain, mud nor any of the besetting elements showmen encounter is swerving or hauling his set objectives and that is to keep the show moving as per schedule. In recent weeks business for his shows has improved due to better weather and careful routing.

member of another show was taken. Visitors: Mal Fleming, of Fryburg, Pa., and Hugh McDermott, chief of police, of East Liverpool, O. L. C. MILLER.

Charleroi, Pa. Week ended June 18. Auspices, American Legion-Kiwanis Club Charity Fund. Location, first street showgrounds. Weather, cold and rain. Business, fair.

Return engagement but business considerably off from previous year. Rain Wednesday and Thursday and cold every night. Tuesday a street parade was staged. Wednesday, Ladies' Night, a success, as was Kiddies' Matinee Saturday. Paradise Revue top show, Hall of Science second and Carrell's Monkey Circus third. Skooter top ride, Octopus second and Ridee-O third. Word was received from Mrs. Hugh Gregory, who is confined in hospital at New Castle, Pa., that operation was a success and that she is progressing very nicely on road to recovery. Mrs. Charles Coher joined her husband here after her sojourn in hospital at Philadelphia. The Charleroi Mail co-operated 100 per cent, with L. C. Miller on publicity with stories and pictures daily. City officials and committee also wholehearted in their support of show. Quite a number of visitors during week, including Mrs. William Glick, Mr. and Mrs. James Hodges and Mr. and Mrs. William Purchase. New electric sign being built for Twin Big Eli Wheels. Tilt-a-Whirl buggies repainted here. Saturday a kiddies' bicycle parade with Smilo the Clown in charge and prizes awarded by Montgomery Ward Co. for best trimmed bicycle in line. Ted Miller had newsboys Wednesday and Camera Club members Thursday night as guests of show. GEORGE HIRSHBERG.

Wm. Bazinet & Sons

Cass Lake, Minn. June 16-19. There are about three Indians to every white person here. Frank Allen had a close call in Virginia, Minn., when he tore a vertebra in his neck while hanging himself before a crowd of 5,000. Mr. and Mrs. R. L. Heth came from Milwaukee and added two concessions. Heth will also act as assistant general agent. Doc Overby has taken over the snake show. Leo Magel bought a new car. J. C. VINCENT JR.

John R. Ward

Dyersburg, Tenn. Week ended June 4. Location, streets. Auspices, West Tennessee Cotton Carnival Committee. Business, exceptionally good.

For first time in history of Dyersburg shows and rides were placed on streets. Business men here were well pleased with their business while show was in town. Committee pronounced this year's Cotton Carnival biggest success of any. Committee presented Manager John R. Ward and writer with handsome presents Saturday night in appreciation of courtesies extended.

Mayfield, Ky. Week ended June 11. Location, Curlee Clothing Co. Park. Auspices, Kentucky Crippled Children's Society. Weather and business, good.

Another exceptionally good week. Show was first one of season at Mayfield. Factories were all working and committee gave splendid co-operation. John T. Hutchins' Side Show joined here, having jumped from Rubin & Cherry Exposition at Madison, Wis. It was in time for opening Tuesday night. John R. Ward is sporting a new Buick sedan. Mrs. Ward and children arrived for summer. Jeffrie Jean Ward, Joy and Julia checked out for summer. Shows and rides are getting fresh paint for fair season. Some fronts are also being built. A new kiddie Ferris Wheel has been added to Kiddieland. Hutchins' Side Show got top money, with Sugar Foot Sam's Minstrels close second. Maggie Murphy's show also did well. Five musicians were added to band. New canvas received for new shows to join. JIMMIE BOYD.

E. J. Casey

Fort Garry, Man., Can. May 27-28. Location, Jefferson highway. Auspices, Hockey Club. Weather, clear. Business, fair.

First day was devoted to program of sports run in conjunction with show activities and an important happening in Owner Casey's family. Draven J. Bailey, manager of lot, juice and grab stands, and Madeline Casey, daughter of Owner E. J. Casey, were married. Many members of midway attended ceremony. Bride's mother, Mary Ann Casey, and Ed J. Casey, bride's father, attended, he giving bride in marriage. Newlyweds left for a short honeymoon to Corona.

Man. An exclusive dinner was given after wedding.

Beausjour, Man., Can. June 3-4. Location, baseball grounds. Auspices, Brookhead Agricultural Society. Weather, variable. Business, fair.

After being rained out at Selkirk it was a pleasure to get onto a grassy lot that was fairly dry. Auspices made good efforts to insure attendance and this being a Saturday night town, crowds were good. Rides were up in good time and all received a much-needed bath as move was made in a cloud of dust. Big Eli Wheel topped rides, Merry-Go-Round second. Calf show and Khardso's Big Top ran neck and neck. Hoop-la and Housie were also rivals for business. Big Wheel was busiest spot on midway. An overflow Saturday from near-by tourist camps helped business. Show as a whole is about even with last year and has been contending with poor weather. Set-up here was made in a horseshoe form and good results were obtained. Semi-trailers are completed and name of show painted conspicuously on sides of each. Organ on Kiddie Ride broke down here and a record of Merry-Go-Round Broke Down was put on sound system. FRED L. PRESCOTT.

Tilley's

North Chicago, Ill. June 13 to 18. Weather, clear. Auspices, American Legion. Business, fair.

First week of season that show had a full week of showing without rain. Made everyone on show feel good. Surprise party in honor of Mrs. Joe Tilley and was her birthday. Many presents were given by showfolks after show closed its business for day Wednesday. Everyone gathered at Minstrel Show and sang *Happy Birthday to You*. Ice cream, cake, cigars and candy were served. Minstrels gave a special performance in honor of Mrs. Tilley. Everyone attended and had a grand time. Success of party was due to Mrs. George Warren, who arranged everything. Cookhouse is gathering place for all Tilley showfolks. It is operated by Jack Hawthorne. JERRY WILSON.

F. H. Bee

Lexington, Ky. Week ended June 11. No auspices. Location, North Limestone showgrounds. Weather, good. Business, excellent.

Move from Cynthiana, Ky., was made in record time, and as it was only 30 miles most of rides and shows could have opened Sunday. Very fine billing of Special Agent Brown made a wonderful showing. Local passenger busses and taxis all had bumper cards two weeks in advance of date. Highlight of week was the "shower" given to Mrs. F. H. Bee by ladies of show. Sandwiches and refreshments were delicious and plentiful. Writer had pleasure of hauling presents to trailer and there was a carfull. Party

cessioner, joined. Jack Green came on to handle sound truck. Fritz Hatfield returned to aid his father, Frank, with electric power. Capt. Otto Taglieber, free act, had a successful week of fishing. Jimmy Flynn's cookhouse continues its popularity, with Chef Clyde Miller and Jimmy Lacey. Clarence Smith and Terence O'Reilly. Harry Gordon, general agent, returned with some contracts. Foghorn Roberts, who assists Mrs. Huggins in bingo, and Freddy Prusic, of Loop-o-Plane, are running neck and neck in Personality Kid contest. CARL FOREMAN.

Strates (Railroad)

Charleston, W. Va. Week ended June 18. Auspices, Firemen's Benefit Association. Showgrounds, Valley Bell Ball Park. Weather, rainy. Business, bad.

Rain spoiled business for Strates Shows here. Monday night opened with a wonderful crowd and prospects looked bright for one of best still dates this show had ever played until rain made lot a sea of mud. Every man on show worked like Trojans to put lot in shape by hauling tons of cinders, shavings and straw, but rain continued and killed all prospects for a good week. E. L. Blackmon received his new Boomerang ride and it was erected here for first time. Despite bad weather conditions morale of all folks on Strates Shows is still 100 per cent with James E. Strates. Two happy birthdays were celebrated here. Mrs. Mabel F. Strates, wife of James E., celebrated her birthday and a big surprise party was tendered her on show's private car Elizabeth. Mrs. Strates was presented with a radio set, wrist watch and many other handsome and useful gifts. Another birthday celebrate was that of Michael Olson, superintendent of motive power. Mike also received many gifts from his friends on show. BEN H. VOORHEIS.

Cetlin & Wilson

New Castle, Pa. Week ended June 11. Location, just outside city limits. Auspices, South Side Band. Weather, fair. Business, fair.

Attendance was poor, spending light and Saturday rained out. New Castle News gave some co-operation. Paradise Revue got top money, with Doc Garfield's Hall of Science and Leo Carrell's Monkey Circus second and third, respectively. Triple Big Eli Wheels topped rides. Thursday night found Paradise top crowded when a benefit show was given for wife of Hughley Gregory. Over \$100 was raised and presented to Catholic Hospital, where Mrs. Gregory is awaiting an operation. Run of show follows: Entire ensemble opened; sketch with Shorty Owens, June and Phil Myers; Fred Utter, songs; Cookhouse Blackie, dance; Jerry O'Brien, high diver; Alice Bright, scngs; June and Phil Myers, sketch; Eddie McCarthy, soft shoe; Ted Miller, Boots Brown, Monte and Billie Navaro, sketch; Boots Brown, songs; closing dance with all girls of ensemble. Collection of \$25 for an unfortunate

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WANTS FOR SPENCER, W. VA., Auspices American Legion, JULY 4TH WEEK, Concessions: Candy Floss, Photos, Lead Gallery, Novelties, Custard. Must be straight sales. SHOWS WANTED: Snake, Geek, Fat, or any Show not conflicting. Book or Buy Octopus Ride. HOWARD BROS. SHOWS Ripley, W. Va., Week of June 27.

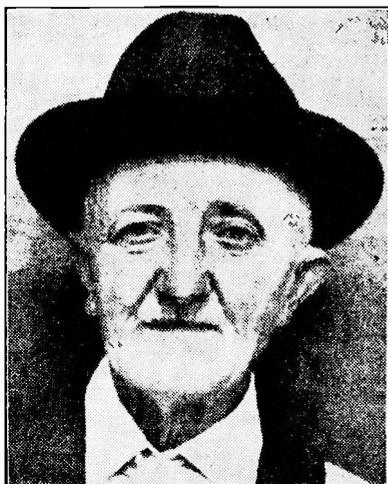
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Ten Microscope Diggers, Table Model, with Top and Frame, in first-class condition. Slim, the chef, get in touch with me. Also Hank. JAMES SAKOBIE, Care Royal Exposition Shows, Hastings, Pa. this Week; Week July 4-9, Altoona, Pa.

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CHARLES SEIP, of Zimdars Greater Shows, who celebrated his 80th birthday anniversary June 12 while the shows were en route from Danville, Ill., to Kokomo, Ind. In commenting on his life, Charles said: "Have been 68 years and two months on the road. For 72 years of my life have never had a doctor for medical treatment, but have had some surgical work done as the result of a few battles and wrecks. Have tried to think well of all people during my life so that when the Old Grim Reaper calls I can go feeling happy. Have read The Billboard for some 43 years and will continue as long as I am Charles Setp living in the flesh."

was a surprise to Mr. and Mrs. Bee, and, to say the least, they were both very grateful and stepped right into life of all doings. Broadway Shows of America were also in town on a location at other side of city. There were many visits to and fro each day. J. F. Dehnert, Cecil Rice and Bob Sinclair were over every day. Writer spent most of his spare moments visiting Broadway Shows. Most popular show with Bee here was Minstrel, which went over in a big way, and Alfredo's Museum was second in the money. All rides did near-capacity business and Kiddie Rides had best week of season. Rain Saturday night cut into gate attendance considerably; however, all shows, rides and concessions reported a good night. Jay and Ruth Williams purchased a new Dodge panel truck here. Rosco Reynolds lost title of "Sheik" to Bill Butler since fancy colored shirts became the vogue. Bill is sporting plenty of red, white and blue kind. Harry Weiss has his porter at corn game dressed in a bright new uniform with a white cap. It is first time that this writer has seen a corn game with a colored attendant. Earl Gribben says that he handled biggest crowd here ever since he has operated a wheel. Mrs. Herb Crager says that she has joined for keeps this time.

WILLIAM R. HICKS.

Wallace Bros. of Canada

Cornwall, Ont. Week ended June 4.

This show and Robbins Bros.' Circus operated practically on adjoining lots here June 3. A good day was had by both. J. P. Sullivan, owner and operator of Wallace Bros.' Show, made circus folk welcome to carnival, and Jess Adkins made carnival folk welcome to circus, especially Luke Hozack and Bill Stewart, lot manager. After evening performance Jammie Graves entertained some of her friends of circus, including Mr. and Mrs. Arnold Maley, Mr. and Mrs. Homer Hobson, Mr. and Mrs. Claton Bee Hee, Mrs. Harry Harold; Mrs. Mabel McGrath and daughter, Mabel; Gene Evans, Edna Sullivan, Mrs. Gladys Smith, Bab Bee Hee and Hoot Gibson. Mrs. J. P. Sullivan, Mrs. R. Smith, Mr. and Mrs. Freckelton and Jammie Graves were guests of Mr. and Mrs. Jess Adkins for afternoon performance. Others seen on Wallace Bros.' lot were Clarence Adolph, Ernie Syl- nester, Happy Kellems, John Smith, Bob Bee Hee, Herbie Hobson and Esma Wilson. MICKEY BARENS.

Crystal

Rogersville, Tenn. Week ended June 18. Location, fairgrounds. Weather, rain last three days. Business, very good.

This stand much better than expected. Baseball club highly praised for splendid work it did in advertising. Saturday was County Day and despite six inches of mud crowds came. Leonard Ross' Side Show topped shows, with exception of Athletic, which has been packing them in. This show has lots of ballyhoo, with Sam Petrali, Mickey O'Brien, Young Bruce and Tiger Lou Flowers on platform. Several ride boys spent Wednesday afternoon at cemetery cleaning off grave of Orla Sisco, son of Mr. and Mrs. Dick Sisco, he a well-known band leader. Thursday ladies of show placed flowers on grave. Gloom swept over show Saturday when news reached here of death of little Mary Ellen Frey, three-month-old daughter of Mr. and Mrs. Glen Frey. Glen is electrician with show and has been for several years. The baby had been sick for three days and at time of death was being rushed to a hospital at Knoxville, Tenn., but the grim reaper took the baby while in its mother's arms just a few miles from Knoxville. The body was taken to Chatsworth, Ga., home of Mrs. Frey, for burial. R. G. FELMET.

Majestic

Greeneville, Tenn. Week ended June 11. Location, Richard's circus grounds. Weather, variable. Business, poor except Saturday, fair.

Move from Tazewell, Tenn., with all difficulties attendant to mountain motor travel. Manager McHendrix, car and trailer, as well as several others, forced to spend night in mountains. Show dark Monday night. Balance of week evidenced tough opposition in guise of night baseball, initial games of season. Saturday fair weather and only carnival crowd of week. Writer had a birthday during week. Started off another year with a big spread in "Governor's" trailer, with remembrances from members of troupe. Daniel A. Kline came back to show Friday. Charles H. Sutton came in

from Illinois and reports indifferent business at many gatherings he attended. Charles H. Morgan is here with his family framing another grind concession. Joe Karr dealt for Mack Hoge's trailer. Hoge is shopping for a new one from Bob Frazier. Death of D. D. Rolland, aerialist, is still fresh in minds of many here, where he met with fatal accident at fair last fall. CHRIS M. SMITH.

P. J. Speroni

(Motorized)

Coal City, Ill. Week ended June 18. Weather, rainy.

This was the eighth week out and rain continued. Joe Traynor added another concession here. Art Regan is in charge of writer's concessions. Athletic Show played a red one. Dale Combs is lot manager. ESTHER L. SPERONI.

Zimdars

(Motorized)

Danville, Ill. Week ended June 11. Auspices, V. F. W. Location, fairgrounds. Weather, rain. Business, light.

Third engagement in as many successive years proved to be least profitable in Danville. Rides did bulk of what little business was done. Inclement weather proved to be nemesis of business, but stand showed no inclination to live up to former years. Arthur Ernest joined with Girl Revue. Sailor Harris added an annex attraction to his Side Show; namely, Jo-Ann Robinson. Eddie Cole's juggling act has been added to free attractions. This act and Mills and Mills, high wire act, are drawing much applause from nightly crowds. A ceremony conducted by Chief Deerfoot paid tribute to late C. A. Wortham at Danville Cemetery. Harry W. Zimdars placed a basket of flowers on grave as band played and Miss Williams, of circus fame,

Booth, clown cop, continues "Keystone Komedie Kapers," very amusingly. Added concessions are D. C. Henson, hoopla; Doc Warner, mouse game; George Dixon, snowballs. Clifford Monnett, of Greencastle, Ind., brought on his pony ride. Doc Howell now heads Variety side show. HENRY HEYN.

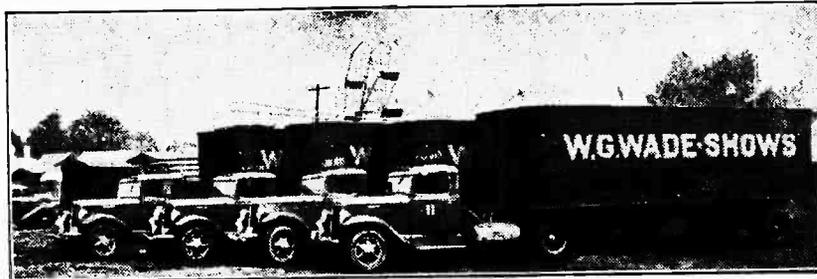
Patrick

(Motorized)

Pomeroy, Wash. June 6-11. Auspices, Pomeroy Fire Department. Location, B street and Hill. Weather, good. Business, fair.

Show was divided in two units this week. Mrs. Patrick took charge of one that played Pomeroy. After making two-day business trip to Spokane, Monroe Elsenman managed midway. Big Boy Ritter left with his cookhouse to hop scotch. He was replaced by cookhouse owned by Jim Greer, Jimmy Greer Jr. in charge. Scotty Flavelle, novelty man, left show to join another show. Replaced by Frank Raun. Jack Whitney, band leader, was replaced by Don Brewer. Joe King and wife joined, Joe working concession and Mrs. King tickets on front gate. Mrs. Elsenman confined to bed with very severe cold. Bull Montana and wife entertained house guests during entire week. Ray Adams operated Eddie Lane's clothespin store for week. Mr. and Mrs. Herb Chandler spent first two days of week in Pomeroy and then moved their picture machine to Weston, Ore., on No. 2 unit of show. Grover Wright operated "Charley McCarthy" wheel in W. H. Olson's absence. It was necessary for Carl Lindell to hire a new girl for Art Gallery when Gene Lanning was called home. Jack Moore and Flamo added several new acts to Ten-in-One show.

Weston, Ore. June 10-11. Pioneer



MANY MOTORIZED CARNIVALS ARE GETTING EQUIPMENT THIS SUMMER. Owners are still buying, having been convinced that present unfavorable conditions are but temporary and that the last half of the season will bring marked improvement in business. Pictured above is a fleet of tractors and Fruehauf trailers sold to the W. G. Wade Shows by Phil Smith, special show representative, and delivered recently. Tops of the rides and portions of the Wade midway are seen in the background and at the sides of this photo, which was furnished by the Fruehauf Trailer Co.

sang solo. Chief Deerfoot wishes to extend his thanks for excellent material received from The Billboard office on life of C. A. Wortham. Committee under direction of Howard Smith co-operated nicely, as it has done in former years.

Kokomo, Ind. Week ended June 18. Auspices, Kokomo Booster Club. Location, Drago show lot. Weather and business, good. Ten-cent gate.

First week that show has played to good weather every day. Business was good, according to present-day standards. Attendance was good all week, but spending was not up to former years. Public was entertained by a public wedding. Billposter W. H. Kelly and Eve Allen, girl show worker, were principals. Local justice of peace performed ceremony as Chief Deerfoot left show. Mills and Mills, high wire act, seems to be strongest act ever to be booked on this show up until this date. Crowds gather around rigging before performance and remain spellbound until act is over. Tilt-a-Whirl top ride, with Octopus running close second. A gang of rough-necks tried to take over front gate but to no avail, as committee responded with best of co-operation. BUDDY MUNN.

Grove's

Wabash, Ind. June 6-11. Uptown show lot. Some rain. Business, fair. Free gate.

Large and noisy crowds came out early here by their fast time and seemed to stay and leave for home on slow time. Rain interfered on two nights, altho on whole business was fair. Lot on banks of Wabash River, rocky surface, so heavy rain at 10 p.m. Saturday delayed moving until Sunday morning. Clinton M.

Picnic. Location, streets. Weather, good. Business, very good.

No. 2 unit was in charge of W. R. Patrick. Jim Greer framed a 40-foot cookhouse. Eddie Lane had two concessions, Dick Collier put on pop corn and diggers. Altho there was a large crowd each day and evening gross receipts fell short of last year. However, everyone did a nice business according to conditions. Due to very poor rooming facilities in Weston many of show people had to drive to Milton each night in order to get a room. Due to location of show on street and way it was laid out it made it necessary to have a free gate here. FRANK RAUN.

White City

(Baggage cars and trucks)

Baker, Ore. Week ended June 11. Location, Clark at Valley streets. Auspices, L. L. L. Business, excellent. Weather, hot. Pay gate, 10 cents.

Best week's business of season. Gate, rides and shows topped every previous stand, including all celebrations played. Attendance increased nightly and Baker people were most generous in their spending. Monday afternoon at a special matinee show entertained 200 children of Pasadena Rose Festival Band en route to Rose Festival at Portland. Marlo and LeFors, aerialists, and Mar Collier, high diver, held crowds until after midnight. Special Agent Lucille King's advertising campaign went over with a bang. Octopus ride, operated by Johnnie Hertl, topped midway. Ten-in-One, operated by Frank Forrest, and Models of 1938, operated by Mr. and Mrs. Tom Williams, ran a race for top honors on shows, with Model show topping

Saturday night by wide margin. Heinie Hertl arrived with Bud Cross's new semi to be used in transporting Octopus and returned with old semi to be used in transporting new Rolo Plane purchased by Cross to be placed in operation on Hilderbrand's Shows. General Manager C. F. Corey purchased a new semi. Wayne Grover celebrated his birthday. Mrs. C. F. Corey reconstructed her private office, installing all new furnishings, drapes and furniture. A private buffet was installed and placed in use to entertain friends and public officials that thronged midway. May Collier entertained a party of showfolk at a fried chicken dinner. Mr. and Mrs. Myles Nelson entertained at a trout dinner. Pa and Ma Slover's cookhouse sold out before midnight Saturday night. Show-folks were busy all week painting rides, ticket boxes and show paraphernalia, while the office was decorated inside and out in silver and blue. Entire show went clothes gaga and practically everyone purchased new wardrobes and ride boys were outfitted from hats to shoes. Skeezick Nelson departed on visit to his grandmother in Olympia, Wash. Lucille King entertained R. A. T. Club at a caviar and Roquefort cheese luncheon. Entire show personnel attended special matinee given by Colorado Hillbillies appearing at local theater. Mona Brown spent two days visiting her family in Boise. A great many of younger folks of show could be seen daily horseback riding along river trails. Mr. and Mrs. Grady Calvin Lanford reconstructed their housecar and installed all new furnishings. With two good weeks' business in a row showfolks feel greatly encouraged. Anticipating brighter prospects for remainder of season. WALTON DE PELLATON.

Eric B. Hyde

Middleburg, Va. June 6-11. Auspices, firemen. Weather, fair, except Tuesday and Friday rain. Business, good.

Short haul and everything ready to run early Monday despite fact that it was impossible to hire any extra help on rides. This is a small town for a show this size. Rain Tuesday and Friday nights, but rest of week turned out good, making week a profitable one for entire show. Manager Eric B. Hyde made several trips to Washington, D. C., and everyone getting fixed up for date in capital city. Johnnie Webb is under care of a specialist in Washington but is able to work every night and progressing nicely. Billie Arnte engaged Dixieland Minstrels and doing excellent business. WILLIAM C. EARL.

American United

Great Falls, Mont. Week ended June 18. Auspices, Veterans of Foreign Wars. Weather, ideal. Business, exceptionally good.

Downtown lot for first time in 10 years. Despite fact that all smelters are closed here and a carnival pulled out of town same day this show moved in, everyone had very profitable week. City officials and committee co-operated in every way. Personnel of show enjoyed visit with Siebrand Bros.' Shows in Helena Sunday. General Agent A. B. Miller has rerouted show. Montana Lewis feeling in best of spirits, altho he will be in hospital for another month, as cast has not been applied yet. Verda Endicott reports a very nice week with pop corn and candy floss. Al Bergman and wife, former carnival folks, nightly visitors. Many compliments have been received for pictorial banner lines this year and all credit is due to Powell Barne, sign painter, formerly with Douglas Shows. MIDGE HOLDING.

Blue Ribbon

(Motorized)

Richmond, Ind. June 6-11. Auspices, Veterans of Foreign Wars. Location, Athletic Park. Weather, good except Saturday, rained out. Business, fair.

Short run from Anderson, Ind. Everything ready Sunday afternoon, altho show did not open until Monday evening. First three days fair crowds. State Elks' Convention held here with too many goings on at same time. However, Tuesday night Elks' Grand Ball was held at Athletic Hall, which is located on same grounds adjoining show, and many out-of-town Elks and their families paid midway a visit and everyone had a fair night's business. Bert Melville's Big Apple Revue top money for shows. Mr. and Mrs. Neil Massaro are proud parents of girl born at 5:30 Wednesday morning. Midway still enlarging. New arrivals are

Lefty Elliott, mouse game and stock wheel, and Sam Brody, prize candy. New group of girls arrived from East to enlarge Bert Melville's Big Apple Revue for fair season. Big Apple is still topping midway every week. F. E. Gooding visited. Three new show fronts which have been talk of midway this year have finally been completed. Each is covered with colored glass studs and with giant spotlights turned on them at night make a very impressive effect. Manager L. E. Roth is having another show framed which will be first time on this show and will be under management of Bert Melville. Every Friday morning all truck drivers get out polish and water buckets and polish all show trucks and trailers which are always kept spick and span. Master Mechanic Larry Fletch, altho practically all are new trucks and trailers, is always kept busy with little odds and ends. Everyone connected with show is rejoicing over news that Mrs. L. E. Roth, who has been confined in a hospital at Madisonville, Ky., while undergoing an operation, has fully recovered and will rejoin show at Bedford, Ind. Saturday night heavy showers caused show to tear down early, losing the night. JACK GALLUPPO.

Silver State

(Trucks and Baggage Cars)

Thermopolis, Wyo. June 6-11. Auspices, fire department. Location, ball park. Weather, good. Business, fair.

Thermopolis, home of large mineral springs, proved very nice engagement. The Thermopolis Journal very liberal with news items, carrying a front-page story about Dare-Devil Daniels, feature act with show. Each afternoon swimming parties were enjoyed by whole personnel in warm mineral water at beautiful Washakie plunge. During Denver engagement Mr. and Mrs. Bill Letterman purchased new housecar. Louis Ringol and Bill Starr, of advance department, are both proud of their new De Soto coupes that they are now using in advance of show. Mr. and Mrs. Paul Towe took delivery of new Dodge sedan at Worland. On arrival at Worland show received two new transformers. New electric wagon is under construction. All concessioners are painting, decorating and ordering merchandise. Earl Nelson, brother of Mrs. Paul Towe, has public-address systems in first-class working order. Each day sound truck visits all neighboring towns. Dare-Devil Daniels, making his first appearance in this territory, proves a very good drawing card and is receiving generous applause at each performance. Mr. and Mrs. Paul Towe are kept busy shaking hands with their host of friends in this territory, as show is appearing in most of towns for fourth or fifth time. Staff: Paul Towe, owner; Mrs. Paul Towe, secretary-treasurer; Louis Ringol, general representative; Bill Starr, public relations and press; Brownie Miller, adjuster; Jack Williams, lot manager; Bill Nelson, master transportation; Earl Nelson, public-address systems; Jimmie Du Pree, scenic artist, and Jimmie Dunn, electrician. BILL STARR.

Kaus

(Baggage Cars)

Roselle, N. J. Week ended June 11. Auspices, Roselle Fire Department. Weather, one day rain. Business, good. Opened to fair crowd Monday night. Tuesday, an exceptionally hot day, people started coming out early and by 8:15 good crowd on midway. Then a hard thunderstorm broke with strong gusts of wind. No damage done to equipment, but threatened bad storm and rain that followed drove people to their cars in a hurry. Rain continued and night lost. Balance of week continued clear, with increasingly good attendance each night. People seemed to have some money and were impartial in selection of whether to spend it on show, ride or concession. No big business done, but in comparison to former week's stand can be classified as good. Smoke from a hot wire in Jimmie Kane's snake show caused a fire scare, but prompt work in breaking circuit prevented damage. Mrs. Joe Kane motored to Aiken, S. C. over week-end and brought back daughter, Ruth, who finished school. Cy Perkins joined Carl Davis' cookhouse staff as chef. Frank Turner is new talker on Motordrome. Mr. and Mrs. Harry Hall, magician and mentalist, of Summerville, N. J., visited the Traylor and other friends in side show. One of twin Big Eli Wheels was taken down Wednesday night and moved

to Union, N. J., for a picnic last three days of week. Results reported as well worth while. Mrs. Elberta Mack, Dick Mack and Barney Dexter visited No. 2 unit. Cotton Club band sporting new uniforms and now makes flashy appearance at evening concerts in front of main entrance. George Lewis joined with a new grocery store. LESTER KERN.

Frisk

(MotORIZED)

Ironton, Minn. Week ended June 18. Weather, fair. Business, good. Show pulled in here with flying colors Sunday. Nearly every child in town came out to lot when they heard show was in. Walter Staude's Little Farm show boasts this as being best stand of season. J. E. Fischer joined with his Pony Ride and reports everything okeh. Lee Moss joined with Diggers. Last week Bud Brewer, with Truesdale's Seven-in-One, surprised show by bringing his life mate on, so whole personnel of show turned out first night and staged an old-time chivaree and rest of evening was spent by telling jokes. At 2 a.m. showfolks presented happy couple with a remembrance of occasion. Ray Ulrik and wife joined from Hennies Bros.' Shows, Ray working on Merry-Go-Round and Mrs. Ray on photo gallery. Little George joined with midget show. Assistant Manager Ken Lyman and wife made statement that it is showlife for them from here on. Everyone on show looking for Mrs. Lyman's smiling face on midway every night. HERMIE DYBEBIK.

Terrill & Morohl

(MOTORIZED)

Rushville, Ind. Week ended June 18. Location, ball park. Auspices, none. Business, fair. Weather, ideal.

Madison, Ind., held up. Louisville, Ky., gave show all business that could be desired for three-week run. Evidence of above-average business is purchase of new International truck by Ernest Morohl, new 12-foot panel job by Janette Terrill, Chevrolet by Florence Fisher and a new panel job for public-address system owned by show. Thru The Billboard's powerful advertising channels show built up nicely during its two weeks on road with following midway: Big Eli Wheel and Chairplane, Ernest Morohl, owner. Athletic, Girl Revue, Snake and Posing show, Jimmy Chanos, owner. Pit show, L. Fitz, owner. Cookhouse, Mr. and Mrs. John Ford. Bingo, C. Foltz. D. C. Jewell, cigaret gallery. Lead gallery, Janette Terrill. Penny pitch No. 1, Janette Terrill. Penny pitch No. 2, Mrs. Ernest Morohl. Hoopla, C. A. Rose. Ballgame Charles Kent, cracker-jack. J. W. Fleming, pennants, snow and high striker. African Dip, W. A. Bobbitt. Pop corn and peanuts, Van W. Bentley. Milk bottle ball game, R. S. Van Noy. Glass ball game and six cat. Mr. and Mrs. F. Fisher. Blankets and radio wheels, Lester McGee. Jewelry, H. Larue. Percentage tables, Frank Bissell. Ball game, Mrs. Frank Bissell. Photo, Ben Black. Mentalist No. 1, Joe Thomas. Mentalist No. 2, Frank Mitchell. Balloon penny pitch, Mrs. A. Anderson. Penny pitch cane rack, Janette Terrill. Big wheel, Mrs. Lester McGee. Midway presents nice appearance, enhanced by several umbrella center concessions that give lawn party effect. No sickness on show, everyone getting along and hopping for pick-up in receipts. Ted Dixon appointed The Billboard sales agent and mail man. Janette Terrill is doing the booking. TOM TERRILL.

Wood & Knox

Lohrville, Ia. Week ended June 18. Location, uptown. Weather, rain. Business, fair.

Altho it rained Monday and Tuesday, everybody got some money. Gene Wood and Harry Knox just organized but going all right. Both grew up on carnivals. Rides are Caterpillar, owned and managed by Gene Wood and Harry Knox; Howard Sponsler, foreman; Norman Spurger, second, and Chairplane and Merry-Go-Round. Shows are Oklahoma Steppers, Billie's Night Club Girls, Girl in Well and Crime Show. Bob Keoun is on front of Girl in Well. Concessions: Corn game, Mrs. Harry Knox; Temple of Knowledge, George Ephrin; pop stand, Marvin Macy; ball game, L. T. Wilson; pop corn and ball game, C. W. Jones; nail stand and scales, Sandy Sullivan; penny pitch, Mrs. Garner Stancel; wheels, Wingle Stancel; shooting gallery, Earl Nelson. Staff: Gene Wood and

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Harry Knox, owners and managers; Harry Knox, general agent; Gene Wood, manager; L. T. Wilson, electrician, and Ralph Murch, publicity.
BILLIE WOOD.

New England
 (MOTORIZED)

West Lebanon, N. H. Week ended June 18. Location, Community Field. Auspices, Veterans of Foreign Wars. Weather, clear and warm. Business, very good.

David Mann, 240-pound wrestler, challenges any man to wrestle him on show for stake of \$50. Flash Gordon, 140-pound wrestler, is undefeated this season. Mickey Williams, 150-pound welterweight champion, is taking them all on regardless of weight. Helene Miller returned from a visit to her home and rejoined girl show. Miss America show doing well. Danny Hubbard's sex show is getting crowds. Patsy Spero, champion one-arm sledge swinger, is doing patrol duty on lot. Tom Lobozzo is box-office man. Among newcomers are Orton brothers, mouse game; John L. Woods, wife and daughter, cigaret and duck shooting gallery. Betty Tate tops midway with her grind show, and her husband, Barney, has "Charlie McCarthy" concession. Charles Wulp is concession manager. Benefit association's meeting was a big success this week. Annette, of Pine Tree Show, who is a friend of Clarence Giroud, brought over entertainers from Pine Tree Show and gave personnel an enjoyable evening. W. J. (Billy) Giroud acted as judge of Kangaroo Court. Phil H. McLaughlin's rides are doing well. Clarence Curwell's 5-year-old daughter is on show for rest of season. Johnny McLaughlin, 3, is mascot of show. Clarence Giroud is promoting an orchestra for next meeting of benefit association. ALFRED P. YOUNG.

Wright's Golden West

Stockton, Calif. Week ended June 12. Auspices, Veterans Foreign Wars. Location, Wilson avenue at Linden way. Weather, warm, with cool evenings. Business, good.

Opened on schedule Tuesday in virgin territory, just outside city limits. Wisdom in selection of spot was immediately made evident by enthusiastic throngs of merrymakers crowding midway. From opening night thru to Sunday, final day of showing, rides, shows and concessions had big play. New Big Eli Wheel topped rides, with Don Radenbaugh's Acroplane close second. E. J. Ryan's side show topped midway, with crowds particularly evident around pit of Eddie Satan's snake show. Bernie Sloan and his girl show has that which makes for success, and Jacoree, the "Buddha Man," lifts show above ordinary and sends crowds home happy. Executive personnel of Golden West Shows was augmented with arrival from Sacramento of John H. Hobday and wife, Camille. Hobday assumed duties

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of assistant manager and secretary, an addition made necessary thru rapid growth of this new show. Mabel Wright added a cigaret shooting gallery to her already large string of concessions, and Camille Hobday took over operation of penny pitch. Visitors: Mr. and Mrs. Shorty Wrightsman, of Wrightsman Shows; Ed Vollmer, secretary of Stockton State Fair Association; Trevis Paine, assistant secretary of California State Fair, Sacramento; Joe Zodder and Hughie Bowen, of Joyland Shows, and Mr. and Mrs. Jack Murray, retired show-folk of Stockton, Calif. Splendid cooperation was obtained from sponsors, who also supplied efficient police protection. One marring feature occurred Wednesday when at 2 a.m. Manager Will Wright discovered a rapidly spreading blaze in top of bingo game which for a while threatened entire concession row. Only after heroic efforts of Wright and volunteer fire-fighting showfolk was dangerous blaze put out. JOHN H. HOBDAY.

Hilderbrand's
 Bremerton, Wash. Week ended June 18. Auspices, Kitsap Sportsman's Association. Location, Playfield, 11th and Warren avenue. Weather, cool. Business, fair.
 Show opened Monday night to packed midway as result of work of George Morgan, advance man, newspaper and radio advertising. Editorials and art in all local newspapers and town was billed for 50 miles around Puget Sound. Monday and Tuesday customers acted as tho they wondered what to use for money. Wednesday was pay day in navy yards and for two battleships which helped situation considerably. Stewart's Mystic Temple, Everett Mitchell, manager, topped shows, with Kongo Show second.

Al Bird's Athletic Arena had plenty of navy grapplers on hand, scoring nice week. Wednesday afternoon E. W. Coe, manager, and Bob Booker, secretary-treasurer, were guests of Navy Club, taking with them several acts from show's personnel. Manager Coe's photograph made front page of *The Bremerton Sun* when he invited all newsboys as guests of show. Bud Cross' new ride, Roll-o-Plane, topped midway, first one in here. Kass' Speedway runner up for rides. Gene Knowles opened her pony ride here. Lawrence and Vera LaLonde, of Ten-in-One, spent a day in Seattle as guests of Blackstone, the magician. LaLonde was formerly with Blackstone. O. H. Hilderbrand had his Buick car smashed by local truck. Concessions had nice week. Rube Miller topped midway with concession. Art Anderson, Ralph Balcom, Johnnie Cardwell, Sammy Epple and Jerry Mackay made Seattle headquarters while here. Fern Chaney on sick list. Hazel Fisher and Verna Seeborg had as their guests Mr. and Mrs. Robert Brockman, he brother of Hazel. Tiny Jurden joined Ten-in-One to work under-water act. New Roll-o-Plane has Ernest Grow and Charles O'Neil as operators. Mrs. Bud Cross in ticket box. Earl Branam, operator of searchlights, had big audience every night as first time lights of this magnitude have operated in this section. Music McCarty, sound car technician, broadcast radius of 250 miles each day. Show is looking forward to return of Red Shannon, who was hurt while playing in Marshfield, Ore., and Lucille Grisham, who was left in Salem Hospital for operation. Betty Coe back in ticket box on front gate after slight illness. Ed Lehey's Dinner Bell Cafe called "Fish Grotto" while in Columbia River district. P. Ouellette, general agent, responsible for breaking in new lot in heart of town. All concessions worked due to real diplomacy on part of Owner O. H. Hilderbrand. Madge Buckley, Margaret Balcom, Billie Hicks, Toots Epple, Giggles Cardwell and Vera LaLonde made trip to Seattle. Another attack by gorilla happened at last performance of Kongo Show when Aaron Stickland, trainer, was badly bitten by Betty. Joe De Mouchelle and Harry Gordon visited O. H. Hilderbrand from West Coast Shows. Don Jurden, foreman of Merry-Go-Round, and Teddy Burke were married in Portland during Rose Festival. Al Johnson still running second to George Morgan. Tom McQuillin topped midway with "Charlie McCarthy" wheel. Johnnie Hicks was featured in editorial of *Bremerton Sun*, one of first featured stories ever to appear in Bremerton. Hustrel Troupe, J. B. Smith and Four Rockets, all free-act personnel, were guests aboard Arizona battleship for luncheon. Leone Barie received new wardrobe from New York for her French Casino.

CLAUDE BARIE.

Crowley's

Sioux City, Ia. Week ended June 18. Location, Morningside circus grounds, East End. Auspices, State, county, city authorities. Pay gate, 10 cents. Weather, windy, cool, rainy. Business, good.

Show train delayed. Arrived Monday 11:30 a.m. Overland fleet suffered breakdowns. Opening postponed to Tuesday night, midway filled with patrons. Windstorm and rain drove them home. Wednesday night 3,500 paid customers thru main entrance. Weather and business fine Thursday, Friday and Saturday. Children's matinee big. Merchants' "three rides for 10 cents" tickets increased ride receipts. "Mel-Rol" and Leo Ballman joined Gross' Cavalcade of Wonders. H. P. Hill in concession row with Devil's Bowling Alley, Bill Booner and Jack Williams agents, and snow cones and candy apples. H. C. Hill in charge, with Peggie Hill and Bud Lensink agents. Frank Barron now superintendent of kiddie rides. Herman Jackson running cat rack for Don Cotton. Cleo Farrell, who just finished school, with her uncle, Ike Wolfmberger, in charge his Hoop-La, with Christine Eastman agent. Charles Thomas and Louis Yager in charge Loop-o-Plane, Mrs. Ralph Railey supervising merchants' tickets. E. W. Wells doing general agent's work. Has new Ford V-8 sedan. Newspapers featured his wife, Annalee, as lady special purchasing agent. Fay Miser and Capt. Webb, high diver, sporting new cars, Miser a Chevrolet and Webb a Cadillac. Show owner Crowley bought new Reo truck. William Sheet, new orator on side show. *Daily Tribune, Daily Journal and Morningside News* were liberal. Dave Rodin

and representatives placed orders for large bill of concession novelties. Office wagon in neon, placed by K. A. Imperial Neon Co. Visitors: Dick Best, from Royal American; Mr. and Mrs. Bill Southern, of Pete Wright Shows; J. E. McDavid, Excelsior Springs, Mo.; Mr. and Mrs. Earl Gantz, former troupers; M. McDonald and her wonder monkey, Jimmie, Sioux City, formerly operated trained animal and monkey show on Crowley midway; Mose E. Reed, Shriner band leader; J. A. Tiedeman and son, Jim, of Middletown, O.; George Mierstone, ex-champion bicycle rider, and wife; Bob Hinchman, George Slezzer, B. A. Mundy, H. B. Manners, Tish Cornalla (of Cornalla family), Harley Bue, Charles Granfelt, Rev. Gordon Gray and Harry J. Root. After-midnight party for Pat Butler, operating Acme Sign and Distributing Co., and George Andres, former big league ball player, were both adopted chiefs by show Indians. William Peyton; Harvey Miller and wife, Vivian; Dorothy and John Short newcomers. Luncheon for J. A. Ringland and wife, he Sioux City agent Chicago & Northwestern Railway. Doings for Foster Thompson, ex-showman, Republican candidate for clerk District Court.

GEORGE WEBB.

Clyde's

Houtzdale, Pa. Week ended June 18. Auspices, Houtzdale Fire Co. Location, ball grounds. Business, good.

This stand has always been good show town, but due to weather conditions business early part of week only fair. Latter part business excellent and crowds that turned out were largest of season. Rides, shows and concessions did excellent business latter part of week. Manager George C. Smith was glad that he had made midway larger than usual. Show fronts have had general overhauling and new banners added to shows. Only mishap of week was caused by an employee of Jacob Pryor's who, trying to show that he could take care of kiddie ride, cleaned cars with brass polish. Pryor had to repaint all cars over. Stanley Maddish graduated from school with some of highest honors that could be bestowed on a scholar. Frank Maddish had to buy himself a new hat since finding out about his son. Mrs. Maddish went to Kulpmont, Pa., after Stanley, and he is now on show for balance of season. New arrivals: Donald Runk, with pony ride and African Dip; Gene Beagle, to handle griddle for Costa Stergion; Al Reed, with concessions, and E. K. Gralock and C. V. House with theirs. Emerson Boltz added a penny pitch. Jacob Pryor topped rides with Big Eli Wheel, with Dutch Thal's Chair-plane running close second. Frank Warner's girl show topped shows. Posing show and Jay Berman's girl revue did excellent business. Plantation show had best business since start of season. Musical Kings turned many a good house with their show. Pop Seltz had good week with snake show, and half-and-half show likewise. Saturday night was first since start of season that show did not have any rain.

WILLIAM NATHAN.

W. C. Kaus

Carbondale, Pa. Week ended June 18. Auspices, American Legion. Weather, unsettled. Business, fair.

Eight-mile truck move from Peckville. Unloaded on muddy lot. Everything ready for Monday. At 9 p.m. heavy showers sent crowds home early and spoiled night. Legion members co-operated. Did everything in their power to help put show over. Mines closed, working conditions bad, money scarce, therefore business just average. Shows, rides and concessions reported satisfactory business, altho nothing to rave about. Mr. and Mrs. W. C. Kaus returned from New Bern, N. C., bringing back Kathleen and Billy Klaus Jr. Klaus Social Club held weekly entertainment, which consisted of "Bits of Variety." Black-face comedy skit by Howell and Weddle. "Wedding of Painted Doll," with Mrs. McIntyre as bride, and Blonde Mack, groom, and entire ensemble, maids and flower girls. Leon Bernard acted as minister. "Ten Pretty Girls of Midwayettes," sung by Bobby Kork. Mrs. E. Cooper was first unfortunate member of club to receive official aid from sick fund. She is still confined in Scranton, Pa., under doctor's care, but on road to recovery. Jack Coleman proud of his new red, white and blue balloon concession. Kellys and the Cohans are doing business with their grocery concession.

Walter Cox enlarging his mouse concession. Bob Howell took over Snake Show and Oddities on Parade. Anthony and Mae Chunas purchased a new bungalow living tent, making new improvements and receiving guests for afternoon teas. Seen on midway: Claude A. Meyers, from Philadelphia, and Max Gruberg, who made a 300-mile trip, paying show a friendly visit. BOBBY KORK.

Wallace Bros.

(Baggage cars and trucks)

Webster City, Ia. Population, 7,000. Week ended June 18. Auspices, Civic Council, Inc. Location, fairgrounds. Weather, rain Monday and Tuesday. Business, fair. Paid gate.

What was originally scheduled and billed as a street fair here developed into an ordinary carnival date at last minute. Handful of chain-store managers threatened injunction and show had to set up on fairgrounds, which were too far out to suit majority of patrons. Strict enforcement of midnight closing law Saturday night worked another hardship on show and sponsors alike. Committee, composed of city's young business men, co-operated with staff in every way possible, but odds were against them. New Tilt-a-Whirl received from factory and erected here for first time. James L. Reed, foreman; Harry Brown, assistant foreman; Albert Brown, clutch operator; Earl Merryweather, usher, and Mrs. Lois Wolfe, tickets. Mrs. Edna Frank returned Saturday from business trip to Southern points. Was accompanied by son, Buddy, who will spend his vacation on show, and Dorothy Tillotson, of Keytesville, Mo., who came on for extended visit with her sister. Mrs. Frank Sparks. Visitors: Vincent and Rainey, of Algona Fair; Secretary C. W. Haase and party, of Eldora Fair, and Eddie O'Brien's sister, Mollie, who came over from Fort Dodge to visit. WALTER B. FOX.

Bantly's

Jeannette, Pa. Week ended June 18. Auspices, Jeannette Post American Legion, combined with Post 28, VFW. Location, city athletic field. Weather, rainy afternoons but clear nights. Business, good.

This town turned out to be third best spot of season, with gross running only about \$30 under second best spot. Gate for week very satisfactory. Shows did excellent business, but rides did not come up to expectations, due to fairly cool nights and an amusement park close by. Concessions had good week. Dick Keller with Motordrome and Charles Tashgy with revues still running neck and neck for top honors among shows. Octopus and Whip now fighting for top ride money. Parade Wednesday night proved winner, drawing several thousands thru main gate, and they spent. *Greensburg Review* and local *Post-Dispatch* very liberal with space and fine folks to do business with. Danny and Mrs. Ellis continue to smile regardless of business conditions. Mack McGinnis has what writer thinks is fastest wheel crew in show business. Helen Hull kept very busy with her duties pertaining to Goodfellows Club. Ike Faust, emcee last week, put on a real show. Danny O'Connell elected emcee for next week. Danny is very popular and a real showman, be it on the lot or on the stage. Ray H'born doing some nice work as contracting agent, as is Aladin Rosenberg, billposter. This was first week of clear night weather show has experienced this season. Mrs. Herman Bantly left for a visit to Reynoldsville, Pa. Harry Copping visited twice during week. HARRY E. WILSON.

Keystone

(Motorized and baggage cars)

Greensburg, Pa. Week ended June 10. Auspices, Disabled War Veterans. Weather, variable. Business, fair.

Jump from Cherry Tree, Pa., in record time. Opened Monday to large crowd but very little gross. Location in heart of town should have meant something to show, but three nights of bad weather put damper on business. Committee gave wonderful publicity, also radio broadcasts. William Cooke staged public wedding, held over from Friday until Saturday night account of rain. Brought out large crowds.

Clymer, Pa. Week ended June 18. Auspices, United Group. Weather, fine. Business, very good.

This town turned out large crowds all week. Parade Wednesday gave show one of best days of season. Committee composed of American Legion, United

Mine Workers and local band gave show plenty of publicity and were untiring in their efforts to make week a success. This the second season show has had contracts for annual homecomings of group, and show has many friends in this section. Keystone ball team making name for themselves and adding new laurels by defeating all local teams. Mayor Lighterburger, from Indiana, Pa., a visitor. He is manager of Indiana Fair. Several new concessions joined, making a flashy-looking concession row. Monkey Circus and Side Show still topping midway. Tilt-a-Whirl and Octopus rides coming in for large share of business. Rides are looking good, also show panel fronts just recently repainted. Unicorn Troupe and Revolving Arontys have very flash riggings, which add greatly to midway appearance.

BOB CRUVER.

Funland

Owenton, Ky. Week ended June 18. Location, Judy's lot. Auspices, American Legion. Weather, clear. Five-cent gate. Business, fair.

Committee gave good co-operation. All excellent, save for a prejudiced mayor that is opposed to all outdoor shows. Legion, however, was more popular than he, and date was okeh.

TED C. TAYLOR.

Western States

(Motorized)

Garden City, Kan. Week ended June 18. Auspices, American Legion. Business, good when weather permitted.

Few years ago destructive dust storms destroyed all forms of vegetation in this area, leaving a dark outlook for the farmers. A visit to surrounding communities recently revealed bountiful wheat crops. Machinery necessary to harvest wheat crops was being oiled and made ready for rapidly approaching harvest. A friendly town if there ever was one. Wedding of members Sam Lasky and Bertha Knippa, with Mickey Goldberg as best man, was held in home of Mr. and Mrs. Spicers, prominent Amarillo, Tex., citizens, with Judge Nelson officiating, and was celebrated here. After party members of show exhibited their appreciation by throwing Lasky into Captain Blake's water tank. Dusty Rhoades, sound engineer, has all equipment in tip-top shape. Dick Haven enjoying good season with Blower. Captain Blake, high diver, in his leisure hours can be seen making openings on Plantation Revue. Frank Bynon and Harry Warsaw, Dodge City merchants, guests of Owner Jack Ruback.

LARRY MULLINS.

J. F. Sparks

Greenville, O. Week ended June 18. Auspices, Fraternal Order of Moose. Weather, fair and cool. Business, poor.

Writer can offer no explanation for poor business encountered at this stand. Committee worked hard and did everything possible to make a good week. Few people came out and what did went home early without spending. Most plausible explanation is people are not accustomed to pay gate. F. H. Bee Jr. extended many courtesies to Manager J. F. Sparks and party on their recent visit to his show. Floyd Newell, of Sheesley Mighty Midway, extended courtesies to Manager Sparks and party on a visit to that show recently. Newell has a way of making visitors feel at home. New arrivals: Betty Carr, milk bottles, and Maxine Perkins, ball game. Writer will soon have illusion show in operation. JAMES H. TIMMONS.

Gold Medal

(Motorized)

Evanston, Ill. Week ended June 18. Location, Demster street showgrounds. Auspices, Veterans of Foreign Wars Safety League. Weather, ideal. Business, best of season.

Eleventh week of season found show in Evanston, city of millionaires and fine homes. Being 20 minutes drive from Loop in Chicago most of showfolks who do not live on the lot stayed at downtown hotels during engagement. First week of season that show had break in weather and consequently turned in best gross of season. Friday night being tops for week. Manager Oscar Bloom entertained 65 orphans Thursday afternoon, giving them a treat to all rides, Motordrome and Cavalcade of Wonders. Prof. Wilbur Plumhoff gave them a wonderful magic show that apparently topped anything in their imaginations for afternoon. After rides and shows had been taken in by

little folks Mrs. Morris Hellman gave each of them a bag of candy and a toy pipe, Mrs. Nona Graf gave each a bag of pop corn and Don Lacoste gave each a glass of lemonade. Local papers, officials and citizens commended show and Owner-Manager Bloom. Larry Rohter, connected with show for past two seasons, closed here and left with his wife for Memphis. Charles Hatmaker, who has been on Motordrome since season opened, took over Kiddie Ride and doing excellent job. Mrs. Ida Lacost, who has been absent from show for several weeks while confined in her home in Kankakee, Ill., from a minor illness, rejoined her husband here. She and her husband, Sherman, have photo gallery. Ruth Halley, of Chicago, who was a member of cast of Swing Time Revue last year, joined show. Visitors: J. C. McCaffery, Charles Lenz, Sonny Bernet, Albert Hodgini and party; Joe Tilly, of Tilly Shows; Al Lotto, Orville W. Hennies, Homer Gilliland and Joe Scholibo, of the Hennies Bros.' Shows; Sam Levine, Ralph Woody, Maxwell Harris and a committee from Marinette, Wis. Jimmy and Pinky Owens not only have finest living trailer on midway, but also dispute writer's statement that he and Bucky Allen have finest dogs on the midway. Dottie Moss was hostess Tuesday night at a sumptuous dinner to Mr. and Mrs. Jack Womberg, owners of the Badger State Shows; Johnnie Polusco and Russell Thompson, Mr. and Mrs. Bill Kemp, Motordrome operators of Hennies Shows. Few changes have been made in personnel since opening of season. Staff remains same, ride help same and few changes have been made in Motordrome. Line-up follows: Dottie Moss, owner-manager and featured rider; Mike Murphy, talker; Windy Southgate, mechanic; Harry Browning and Earl Stevens, ticket sellers; Rex Vick, foreman, and Roy Biggs, inside man. All girl riders assisting Miss Moss are Evelyn Kennedy, Betty Frenzil and Ruthy King, Dottie's baby sister.
H. B. SHIVE.

Byers & Beach
(Motorized)

Peru, Ill. Week ended June 18. Auspices, Boat Club. Weather, ideal. Business, light.

For first time this season fair weather prevailed during entire week. However, show found industrial area seriously affected by current recession and spot turned out to be a near blank. Foreign element made up a large portion of midway patrons, and lack of money seemed to be a common predicament with everyone. Show was augmented by Peerless Potters, whose meritorious casting act gained plaudits of press. This popular act has proved a welcome addition to show. Larsen Family Kiddie Band received its share of press notices. Show kittenball team split two double-headers with local teams, winning 6-5 and 10-2, losing 3-2 and 9-7. With closing of schools in St. Louis, Mrs. Carl Byers and daughter, June, joined show and will be on for remainder of season. Fred Ware has proved to be a hard-working special agent and is doing good. Visitors: Charles Lenz, showmen's insurance man, visitor Friday and Saturday, and John Francis, of Greater Exposition Shows.
DON TRUEBLOOD.

O. C. Buck

(Baggage cars and trucks)

New London, Conn. Week ended June 18. Location, City (Caulkins) Park. Auspices, American Legion. Weather, fair. Business, just ordinary.

For first time this season rain did not come during show hours, but even with this advantage business was not up to New London standard of past years. Nights continue unusually chilly and has had a marked effect on ride business. Crowds were uniformly medium thruout week, with Saturday showing a big increase. However, not sufficient to term date better than ordinary. Show this week sent Octopus and Whip, Port of Missing Girls and unit of Tom Hasson's Side Show to Ossining, N. Y., to play engagement for fire department in connection with Al Grill Shows. Date proved a flop so far as Buck unit was concerned. This contingent back to show at Hempstead (L. I., N. Y.) Elks' annual fair. Irving Lewis will arrive Hempstead to take over Follies Begerse show, which has been ably handled by A. L. Sykes since Joe Casper left. Sykes will return to Harlem Revue, headed by Sammy Lewis and company, a 20-people unit that has been creating much attention over circuit played. Mr. and Mrs. Al Wallace's cookhouse became a trouper's rendezvous, and they have been enjoying wonderful business from showfolks as well as public.

The Wallaces played a few fairs with show south last fall. A bouquet to Hazel Hasson, probably only woman side-show talker in business, who works five or six consecutive hours nightly and never seems fatigued. Another bouquet to Mr. and Mrs. Bert Elam, who have one of most clever and unique strip photo galleries ever built. Redecorated and added many embellishments during past week. Mr. and Mrs. Oscar C. Buck spent week at Ocean Spray at beach. Bathing and fishing consumed much of their time during engagement. Buck to New York Wednesday on business. Clarence St. Germain, mall and The Billboard sales agent, sporting new car. Tom Heffernan, superintendent, busiest man on show. His theme song, *All Night Long*, which he starts singing Saturday morning. Billy Owens, in charge advance advertising, getting many compliments for downtown hits. Billy, an oldtimer in circus billposting, is not afraid to tackle any location. Frank Marabito now in charge of sound trucks downtown and on lot. As many of people around show live in and around New York much planning for visits and spaghetti dinners have been planned during week. Show will only be three miles from winter quarters at Mineola. E. C. Evans, since adding pop corn to his string of concessions, felt need of another truck. He purchased one here. Also added 16 machines to penny arcade. Sonny Stapleton, brother of Mrs. Buck, back with show after few weeks' absence at home under treatment. Jack Wells, chief electrician, still building ornaments. Will start construction on ornamental tower, to be powered by 40-KVA generator.
R. F. McLENDON.

T. J. Tidwell

Seminole, Okla. Week ended June 18. Auspices, American Legion. Weather, good. Business, fair.

After a week of rain, good weather left a pleasant impression of this date. Excellent newspaper co-operation with reviews all week. Editor John Clevidence, of *The Seminole Producer*, a daily visitor on lot. Sicklist: Dutch Winters spent a day in hospital with an intestinal disorder. Roy Edsell, lot superintendent, is doctoring a swollen hand. Word received that Leo Simon is doing nicely following an appendix operation in San Antonio and that he will return to show soon. "Deathless" Dault joined show as second free act.
SAWN HEARD.

Rubin & Cherry

(Railroad)

Appleton, Wis. June 13-19. Auspices, Winnebago County Voture, "40 and 8." Weather, fair but cool. Business, good.

Persistent coolness of nights again had its effect, but people came out, even swathed in topcoats. Nate Worman's shop busy readying resplendent new equipment for several fair attractions soon to join. Mrs. Hughie Mack came on from Chicago to join her husband, who effectively fronts "Tops" extravaganza. Dr. M. N. Duxbury, Green Bay dentist and "fan" of outdoor realm, visited Doc Davis on lot. Walter Hale stopped by briefly for a chinrest with your scrivener. Beauty's seven offspring a-weaning. Willie Austin's Cotton Club swingers much in demand for radio work. Diminutive Dolly Kramer, ditto. Sam Smith boasting that he still has the long train to shove over the rails. Frank S. Reed continues to push plans for his "Old Folks at Home Shows" and declares he will open a mobilization office in Atlanta next snow time. Rumor has it that Starr DeBelle may be called in as consultant, tho his lack of years makes him ineligible to troupe with the unique contraption. Frank is now receiving "what have you" applications from Social Security eligibles. Joey Hoffman, honor graduate of Florida Military Institute last month, back "with it" and organizing a soft-ball league, with concessioners, ride men and actors as contenders.
RALPH WILLIAMS.

Sam Lawrence

Bellefonte, Pa. Week ended June 18. Auspices, American Legion. Lot, Athletic Field. Ten-cent gate. Weather, clear, except Friday rained out. Business, good.

At last Old Man Weather gave show a good break by only raining one night and consequently a really good week was outcome. Local newspapers were very liberal with space. American Legion committee, headed by H. Zahanser, was active in advance work and also during show week. Business picked up every night and Saturday night was best of season for nearly everyone. Kiddie's

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WANTED FOR ONE OF CENTRAL PENNSYLVANIA'S BIGGEST 4TH OF JULY CELEBRATIONS AND ALL WEEK — KITTANNING, PA.
Side or Freak Shows, with or without outfits; Fun or Glass House. RIDES: Octopus, Tilt or any Ride not conflicting. We have our own Ferris Wheels, Merry-Go-Round, Chair Plane, Loop-O-Plane and Kiddie Auto Ride. Cook House that caters to show people. Reasonable privilege. All Concessions open. Ride Help that drive trucks, Talker for Snake Show. Long season. Our Fairs open the middle of August and close Armistice Week.
SAM LAWRENCE SHOWS
Sykesville, Pa., This Week — Kittanning, Pa., Follows.

WANTED
Combination Billposter and Lithographer. Good salary. Side Show or Showman with New Ideas. Can use sober Ride Help. Cushing, Okla., this week; Tonkawa, Okla., July 4-5-6; Arkansas City, Kan., July 7-8-9; then thirteen fairs to follow.
T. J. TIDWELL SHOWS

matinee Saturday well attended. Painting and washing are always order of day, as Mrs. Shirley Lawrence, secretary and wife of owner, can generally be found buying paint daily and patronizing local hardware stores. Newcomers joining show are Dave Kelso, who took over Monster Show and is turning them in nightly. Club recently augmented by several performers and musicians as Scat Kelly and wife and some chorus girls. Peanuts Richardson with her Swingtime Revue topping midway weekly. Kay Hayes is running a close second with Miss U. S., a posing show. Both shows under direction of writer. Eddie Zabel joined last week with Betty, Serpentine Girl, and had a good week. A very pleasing family is that of W. T. Yount, of Big Eli Wheel and Penny Arcade. Sol Nuger from outlook for business will soon be able to buy a new Chrysler to replace one wrecked earlier in season. Popular free act, the Satanellos, getting ovations nightly. Lot man Eddie Owens is keeping busy with his duties as well as his wife, Mollie, with her diggers. General Agent C. D. Crump paid show one of his semi-monthly visits to take up some matters with Manager Sam Lawrence. William Berridge doing very well with his frozen custard now that warmer weather is at hand. The Strubels report good business with their kiddie rides and Devil Child show. **DICK NUFER.**

Scott Bros.

Mt. Pleasant, Tenn. June 6-18. Regular show lot. Sponsored by Phosphate Mine Workers. Ten-cent gate. Rain entire first week except Wednesday and Saturday. Business, exceptionally good when weather permitted.

Collins Rodeo joined. Manager and Mrs. C. J. Scott's son, Arthur; wife, Kathleen, and granddaughter, Charleen Louise, joined here. Baby Charleen is favorite with entire show. Albert Engesser's Monkey Drome also joined. Must be something new in this section, as it is received with great enthusiasm. Several visitors from Rogers Greater Shows, playing Nashville. Their visits were enjoyed, as members of both shows are well acquainted. Gus Litts, general superintendent, has crew at work daily. Show looks new, as all fronts are being rebuilt, painted and relighted, as are rides. Manager Scott while visiting Nashville recently purchased a new marquee, orange and black striped canvas. New entrance was built with "Scott Bros.' Shows" in large cut-out letters extending across front. New Wurlitzer organ was bought for front gate. Kelly Grady put on two more concessions. Red Daugherty brought his trailer new kiddie ride and three more concessions from Nashville. Mrs. Scott reframed her bingo so as to accommodate more players. Mrs. Virginia McCampbell still working fishpond, and Shorty McCampbell, head electrician, has pop corn and peanuts. Gus Litts has four beautifully framed concessions. Rough-House Nelson brought long-range shooting gallery from quarters. Mrs. Nelson assists in operation of it. Homer Kilburn has three concessions. E. Lee has something new in a ball roll-down. Art and Babe Beecham have two concessions.
B. M. SCOTT.

Greater Exposition

Hammond, Ind. May 30-June 4. Location, Calumet street showgrounds. Auspices, American Legion. Rain one day. Business, good.

First good week show has had. Also first week where there was favorable weather. Committee headed by A. B. Whaley was on job at all times and splendid co-operation from civic authorities. James Hamiter Circus joined here and was top-money show. Elephert Vera is doing a free act in conjunction with Four Sensational Jacks. Many visitors from Chicago.

Gary, Ind. June 6-11. Location, 11th and Madison. Auspices, 113th Engineers. Rain nearly every day. Business, fair.

By hauling about 50 loads of sand and tons of shavings out of Chicago, lot was kept in condition to show every night. However, it drizzled rain three nights but still some of natives came out and stayed until after free acts. Showed Sunday to fair business, it being only day without rain. Sam Benjamin left for a booking trip.

Michigan City, Ind. June 13-18. Location, circus lot. No auspices. Weather, fair. Business, good.

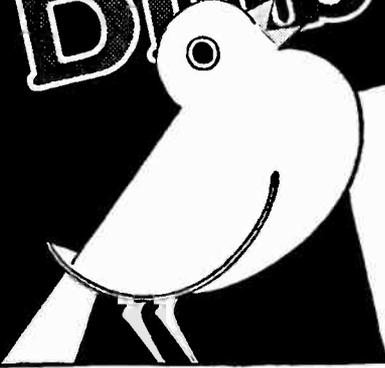
Tuesday first parade of season was given. Streets were packed and it is scheduled to be a weekly occurrence, as business night of parade exceeded all expectations. New top for circus was ordered and several additional acts engaged. Jack Hardy took over front of circus and Barney Stone the Posing Show. Jack King is building a Chira-town Show. Brewster Thomas enlarged his band and it is playing exclusively in circus. Splendid co-operation from newspaper and civic authorities.
H. W. SMITH.

Douglas

Tacoma, Wash. Week ended June 17. Location, 11th and L streets. Auspices, Wild West Post Veterans of Foreign Wars. Weather, good. Business, fair.

Show opened at 7 p.m. Monday with a 10-cent gate. Lee Olsen on Waltzer topped rides and Stella's Ten-in-One topped shows. Major Arthur's photo gallery did well. Jackie Haddock is back on job with Evening Stars, aerial act. She was ill last week. Herb Haddock is chef of Miller's cookhouse. Leonard Fajerson is putting in new clutch in Ford truck and overhauling other trucks. Johnnie Solheim has Merry-Go-Round in good shape. Leroy Tolen lost a wing off his baby aeroplanes. Maxine Rose, with Paul Hickie and his Stromedoc, played floor shows for midnight matinees at Nemo Club, Tacoma. Warden Pop Shaw took over Crime Show. Captain Murrey and Inmate Curley King demonstrate different kinds of prison tortures. Spick Wall took charge of bingo, assisted by Herb Allen. Mrs. George Fajerson left Dakota to join her husband, who is with show. Jack Nash joined with Big Eli Wheel crew. Bozo Armitage, with brother Fred, is doing good with string and bottle game. Don Fraiser is under doctor's care but will be in bed a week longer. Jimmy Ellis took over Ross' duty on Loop-o-Plane. Manager E. O. Douglas is springing no

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expense to get show in shape for celebrations. Visitors: P. Oullette, Mandy Rhodes; Dwarf Bobby, wife and baby; Roy Wilson, Charlie Ruud and George French, of Ziegler Shows; Harry Gordon and Joe Mouchelle, of West Coast Shows. Mamie Jones left school to join her folks in candy floss stand.

CURLEE JONES.

World's

Utica, N. Y. Week ended June 18. Auspices, St. Rosalie Society. Location, Utica Stadium. Ten-cent gate. Weather, mostly fine. Business, very poor.

Whether it was depression, distance from city, auspices or what, business was nil. In spite of liberal billing, five spots on radio each day, good co-operation from Utica Press and Observer Democrat, which carried daily stories; a tie-up with a department store that gave nearly a page of co-operative publicity, date was a flop. Show was best policed organization in country. Two New York State police detachments, chief of police of Frankford, sheriff's office of Frankford, in addition to assistance from Utica police department and censorship of several justice courts and their constables, but John Moran managed to appease them all, as there were no serious complaints from any angle. Among shows that did get a little business was French Casino, and Lillie Dawn as usual was feature attraction, with Betty Perry extremely popular and Loretta Huff well liked. Norman Wolf got top money. Wall of Death, with Del Crouch and Dorothy Stone, made a hit with cash customers. Esquire, with Al Paulert on front and managing, got by. Charles Joy Gramlich and his burlesquers were patronized more freely than most shows, and Signorine Montanaro introduced her Italian hornpipe specialty to audiences that were mostly Italians. Look, side show, under Fats Loraine, is getting better and management hopes it will eventually amount to something in a financial way. A lady talker just broken in to making openings on Aphrodite attraction, where Jean Eugene exhibits. She is Beulah Mavis and is making good. Max Cohen, from Rochester, a visitor, and Verne Soulesleft, of Buffalo. Max and Mrs. Gruberg paid visit to Philadelphia. Jimmy Rafferty returned from a business trip. John L. Firpo right at home with his countrymen here; plenty of spaghetti feasts order of night. Cyclone Bell produced his wall of fire crash each night on midway. He rides motorcycle thru solid wooden wall built daily and saturated with gasoline, causing flames to rise 20 feet or more in air. He will continue with show. Norman and Elsie Wolf have a trailer coming.

DICK COLLINS.

Buckeye

Crystal Springs, Miss. June 6-11. Auspices, Chamber of Commerce. Location, in town. Weather, rain all week. Business, one night.

What might have been a real good engagement was entirely ruined by elements. Only night no rain was Friday and folks turned out in full and gave one night's business out of week. With all the rain the first annual Crystal Springs Tomato Festival proved a success for committee, which granted show privilege to remain over following Monday, which helped to cut deficit on engagement. Many notables on midway during engagement, this being Senator Pat Harrison's home. Visitors included Pat Harrison, Secretary of State Walker Wood and Governor White.

H. G. STARBUCK.

Majestic

Newport, Tenn. Week ended June 18. Weather, fair. Business, none.

In 1908 or 1909 when Willian Judkins Hewitt was effectively handling publicity for Smith Greater Shows, after many times discussing the various phases of the carnival (then an infant industry), we came to the conclusion that show towns, like men and horses, run true to form. More thoroly convinced as time marches on, Majestic's engagement here is a potent example. Very bad, overstaffed with constables and deputies. Foolhardy to play this class of dates under any conditions. If it rains all week with only a few hours' play, the show gets a lucky break, unconsciously, tho it loses money. With fair weather deputies swarm like bees. Natives interviewed estimate there are between 149 to 388 in this county of less than 25,000 inhabitants. Over 100 made us the nightly visit, together with

an equal number of sisters and wives. Threw back lapel in that well-known gesture or just saying "depty." Two or three without badges "jest showed their pistols." With no intention to discuss the many-sided question of gambling, we wish to report that special instructions were issued by the management to make it a point not to offend and the rule of special courtesy was adhered to, but we were swamped. Crowding in front, demanding of "rights," provoking remarks in an attempt to establish foundation for arrest, with sister to prove it. What a week! Town runs true to form.

CHRIS M. SMITH.



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An Organization by and for Showmen and Allied Fields.

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Dues \$10 Initiation \$10
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WANTED RIDE HELP

Who drive Trucks. We pay cash, not dukes. CAN PLACE one more Feature Show. Concession Agents who can work for stock. WANT Side Show with Real Attractions. Will furnish complete outfit. WANT Lion Trainer. Athletic Show open. GREATER EXPOSITION SHOWS, Decatur, Ill., This Week.

WANTED

Feature Attraction for Side Show. Also other Acts. Whittle Sutton and Serena wire by Western Union.

FRED J. THOMAS
STRATÉS SHOWS
Portsmouth, O.

FAIRS! FAIRS! FAIRS!
ROYAL MIDWAY SHOWS, INC.

We can place Octopus, Kiddle Rides, also Shows with or without equipment. What have you? Ride owners and showmen look us over. Capable Concessions Agents for well-flashed stores. Long seasons. We have contracts for the following: Vincennes, Ind. 4th July Celebration; Eldorado, Ill. Home-Coming, week July 6 to 9; Ashley, Ill. Fair, week July 11; Golconda, Ill. Fair, week July 18; July 25 open week; Benton, Ill. Fair, week August 1; Pinckneyville, Ill. Fair, week August 8; Carmi, Ill. Fair, week August 15; Anna, Ill. Fair, week August 22; August 29 open week; Little Rock, Ark. Labor Day Celebration, auspices of Catholic Churches; Desha County Fair Association, McGehee, Ark. September 12; Greenville, Miss. American Legion Fair, week September 19; Tallahatchie County Fair, Charleston, Miss. September 26; Quitman County Fair, Marks, Miss. October 4; Stuttgart, Ark. Rice Carnival, week October 11; Hot Springs County Fair, Matvern, Ark. October 18, and four more fairs pending. Fair secretaries in Arkansas contact. Reply to ROY GOLDSTONE, Mar., as per route. P.S.—Can use good Ride Help.

BUFFALO SHOWS

Want for two celebrations, first Avoca, N. Y., center of Main street, this week, including mammoth Firemen's Day, July 4; second celebration, Oxford, N. Y., July 2-9, on the streets, Firemen's Day and brass band contests, July 4; runs all week, ending July 9 with 10 county American Legion Convention and Drum Corps contests. WANT Novelty, Scales, Custard, Hoop-La, String Game, Fishpond, Peary Arcade, Mechanical World, American Pianist (Madame Stella from Middletown wire); others that do not conflict. Want more Rides. No grit. Jack Foster wire Putney. Our annual Western New York Firemen's Celebrations follow. If dissatisfied where you are get in touch with me. **HOWARD POTTER**, Avoca, N. Y., this week; Oxford, July 2-9.

H. P. LARGE SHOWS WANT

For the biggest 4th of July Celebration in Mississippi at Crowder, Miss.: WANT Corn Game, Mug Joint, Legitimate Concessions, of all kinds and Concession Agents. Then the best spots in Mississippi: Jonestown, Sledge, Tunica, Lula, Dundee; then 12 straight fairs. Crenshaw, Miss., June 27-July 2.

READING'S SHOWS

Stock Concessions wanted for 4th of July. Grind Shows for balance of season. Benton, Ky., this week and 4th July; Cadiz, Ky., next. Watch my next ad for real money spots and opening of fairs. **W. J. WILLIAMS**, Mgr.

Killick Publicity Head of Jubilesta

KANSAS CITY, Mo., June 25.—Back in his office after a tour east, in which he shopped for nationally known acts and attractions for Kaycee's 1938 Jubilesta, General Manager Lincoln G. Dickey today announced appointment of Arthur F. Killick as head of the Jubilesta publicity department.

Killick, former member of the editorial staff of *The Kansas City Star*, has had wide experience with newspaper and radio exploitation methods. He worked for an advertising agency several years and was featured himself in a series of *Fatty Lewis* programs over WDAF here. For the last two years he has been doing free-lance publicity work in Kansas City.

Dickey has not yet announced signing of acts to be seen when the event gets under way in September in Municipal Auditorium, but declared the budget for entertainment would be considerably in excess of \$60,000. Work on the project is being done on the 18th floor of Hotel Kansas City, where Jubilesta offices were recently opened.

First two Jubilestas starred a host of big caliber attractions, including Edgar Bergen, Jack Haley, Ben Bernie, Eddy Duchin, Benny Goodman, Ted Weems, Willie and Eugene Howard, Helen Morgan, Bob Burns, Rufe Davis, Wayne King, Buddy Rogers, Isham Jones, Frances Langford, Pat O'Malley and Dave Rubinoff.

WANTED CLEAN CARNIVAL Week of August 22nd

All Farm Organizations in County Co-operating.
JEFFERSON COUNTY AGRICULTURAL SOCIETY
Care C. H. Righter, Woolworth Bldg., Watertown, N. Y.

WANTED

SHOWS AND LEGITIMATE CONCESSIONS, MEDARYVILLE COMMUNITY FAIR
September 8-9-10.
HAROLD ROWE, Secy.-Treas., Medaryville, Ind.

WANTED CARNIVAL

FOR WEEK OF AUGUST 14, To Show Six Days
HOME-COMING
MAX VALKINGBURG, Secy., Willard, O.

WANTED CARNIVAL CO.

To Play Reunion and Bean Feed at Erie, Kan., Week Stand, Starting the Week of 22nd or 29th of August.
BETH BROWN, Chairman,
George L. Mindricks Post No. 102.

WANTED

Concessions, Athletic and Minstrel Shows for MENTONE, IND.,
August 24-25-26-27, 1938.
K. A. RINER, Mentone, Ind.

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For Fairs, Parks, Celebrations.
Pony Drills, Eskimo Dog Acts in Colors, Trained Bear, Riding Eggs, Monkey, Performing Birds, 7 Monkey Performers, dressed in clothes, Young Man and Woman Trainers, 10 high-class Attractions. Priced right. Address *Care The Billboard*, Cincinnati, O.

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Sunbury Event Is Good Draw

Sponsors realize nearly \$1,000 profit—talent array is on midway

SUNBURY, Pa., June 25.—Despite occasional rains, the 43d Anniversary Celebration here on June 12-18, sponsored by the Friendship Fire Co. and Band, was a success and profit of about \$1,000 was made, reports Mel Sober, concession manager. On final two nights business was very good, with Mabel Mack's mule show and funhouse and Johnny Eck's show doing the biggest business they have enjoyed this year. Parades and concerts, furnished by bands from neighboring towns, were nightly features. Saturday was Kiddie Day, children from (See *SUNBURY EVENT* on page 59)

Carnival, Rodeo, Acts Pep Up Tomato Festival

YOAKUM, Tex., June 25.—Tomato Harvest Festival, sponsored by the Chamber of Commerce here on June 10 and 11, was one of the most successful, financially and artistically, in history, the committee reports.

Burdick's All-Texas Shows on the midway drew big crowds and contract was signed for the organization to appear at next year's fete. Hamilton Hall of Oddities, and Jean Terry, sex oddity, were well received. J. W. Akers furnished a rodeo. Great Knoll and Three Eaton Sisters were free acts. Other events were king and queen contest and coronation, a parade and speeches.

Monroe Board Has Events

MONROE, Wis., June 25.—For the third event of the season sponsored by Green County Fair board on the grounds here Snapp Greater Shows have been contracted for a three-day celebration. A \$3,000 budget has been set up for the doings, reports Fair Secretary Leland C. White. On the bill also will be Kesting midget auto races, running races, band concerts, free acts, day and night fireworks and Reinmuth *Varieties of 1938* as night show attraction. Profit of \$250 for the board was made on June 12 with "Tin Lizzie Races," 23 cars being in three events. Appearance of Flash Williams on the grounds on May 29 was marred by rain, and many requests have been received to repeat the thrill program, said Secretary White.

Program Set for Ill. Fete

KNOXVILLE, Ill., June 25.—Hiking L. Johnson reports that program of the three-day free American Legion Celebration on the fairgrounds here will include Hoffner & LaVell's Rides and Athletic Show, fireworks furnished by the Cincinnati Fireworks Display Co., and a grand-stand show, booked thru Pluto City Fair Attractions, in which will be the Lone Star Rangers, Sy and Shorty's Hillbilly Band, Hoosier Whirlwinds, Gold Dust Twins, Melody Maids, Old Nine Joints From Bunker Hill; Mike Fair, accordionist, and a one-man band.

Louisa Firemen Sponsor

LOUISA, Va., June 25.—Featured at the annual Firemen's Fair here will be the Flying Sensations, booked thru George A. Hamid, Inc., H. C. Poat's Merry-Go-Round and an Illinois Fireworks Co. display, reports Manager L. S. Key. Sponsors are conducting a ticket sale campaign and newspapers, posters, handbills and radio announcements are being used to advertise the program, which includes a public wedding, parade, band concerts and automobile giveaway.

HELP This Department by Telling Committees About It.

Health Festival Draws With Circus Attraction

MINERAL WELLS, Tex., June 25.—Health Festival here on June 17-19, sponsored by the Junior Chamber of Commerce to commemorate the founding of the city as a health resort, was successful, about 20,000 attending and a small profit being shown, said General Chairman H. Arthur Zappe. Budget was \$3,600, raised thru notes signed by business men.

Gainesville (Tex.) Community Circus was featured attraction, giving three performances. Special events were square dance, band, queen, bathing beauty and fiddlers' contests; a dance with floor show, a parade and a motor-boat race. Festival was advertised in newspapers and by motorcade to surrounding towns. Station WBAP, Fort Worth, was contracted to broadcast the program.

Acts, Rides for Iowa Event

IOWA FALLS, Ia., June 25.—Booked thru E. W. Williams, the Bob Morris Troupe, Marie's Marvel Dogs and Three Golden Flashes will be seen twice daily as free acts at the Homecoming Celebration here, sponsored by the Chamber of Commerce, said C. H. Benedict, secretary. Concessions and Gifford's Merry-Go-Round, Ferris Wheel and Miniature Train will be on the midway. There will be a parade, band concerts, speeches and competitive events as added attractions.

Joyland Shows Contracted

WEED, Calif., June 25.—Siskiyou County Three-Day Celebration here, sponsored by the Citizens' Committee, has booked Mike Krekos' Joyland Shows as midway attraction and has lined up a program of fireworks, midget auto races, parades, concerts, dancing and competitive events, reports Manager A. P. Craner.

Celebration To Have Rodeo

CENTRALIA, Wash., June 25.—Committee in charge of Pioneer Days, Centralia's largest annual celebration, appointed H. M. Barbour rodeo director and contracted the John B. Rogers Producing Co. to stage a pageant. Extensive use of radio programs is being made over KELA, with historic tales of pioneers broadcast regularly, to be culminated with a broadcast over a West Coast hook-up at the time of the rodeo.

Harvest Fete Substituted

WOONSOCKET, S. D., June 25.—Due to inability to obtain rides and attractions, the July 4 Celebration sponsored by the Commercial Club here has been canceled and a two-day harvest festival featuring Jay Gould's Million-Dollar Spectacle will be substituted at a later date, reports Secretary Edward B. Oddy. Gould will have rides and shows on the midway and will present an hour circus program and stage revue twice daily, with dancing in a tent.

Shorts

SPRING FESTIVAL at South Beloit, Ill., staged on June 11 and 12 to raise funds for street equipment, cleared \$500.

AFTER a successful season, Bob Morton, indoor circus promoter, recently spent several weeks vacationing off Key West and the Cuban Coast.

NEENAH (Wis.) city council granted James P. Hawley American Legion Post a license, with fee remitted, to sponsor a circus at Lauden Field.

FOUR-DAY Celebration and Street Fair at Oshkosh, Wis., featuring fireworks, parades and band concerts, will mark the first time in 35 years that a sponsored event has been staged in the city proper, the committee reports. Sur- (See *SHORTS* on page 59)

Big Crowd Expected At Ind. Exposition

BLOOMINGTON, Ind., June 25.—With Mayor A. H. Berndt's proclamation of Merchants and Manufacturers' Exposition Week, co-operation from 52 newspapers in which ads have been placed, over 200,000 tickets distributed thru the merchants' tie-up and increased demand for space from concessioners and exhibitors in the 200-foot tent, all indications point to record attendance here, said Charles Swetzer, exhibits and press manager. Exposition is sponsored by Military Order of Cootie No. 2, Overseas Veterans of the World War.

Capt. Earl MacDonald, high diver, and Lawson's Concert Band have been added to five free attractions already booked and several shows and rides have been contracted. F. Maurice Wood, manager of the 20th Century Shows, is directing and R. C. Hart is assisting him in getting the grounds in shape. Streets are being decorated by the Anderson Tent and Awning Co. Special events will be held each day and night and there will be fireworks and balloon jumps. Miss Charles Swetzer has been added to the program staff and Mrs. Allan Read is preparing the contest program.

FUNDS to buy fireworks for the Racine (Wis.) Celebration were collected by milkmen on June 18 in envelopes which they distributed the previous day, said Chairman Bernard F. Magruder. Program also calls for concessions, parade and free distribution of confectioners to children.

Old Settlers' Day Thursday, August 18th

Midway Opens Wednesday Night.
Acts, Shows, Concessions.
M. R. LORBER-A. R. LUCKENBILL,
Columbia City, Ind.

GALVESTON FIREMEN'S ANNUAL STREET FAIR

AUGUST 24-25-26-27,

WANTS—Concessions, Ball Games, Pitch-Tin, You-Win, good, clean Shows, but no G-Joints. Footage, \$1.00 per foot, one day or four.
GLEN C. LAWRENCE, Secy., Galveston, Ind.

CONCESSIONS WANTED

Exclusive rights on Rides to right party. 38th Annual St. Rocco Celebration, Raritan, N. J., August 19-20. 15,000 attendance. \$750 fireworks display Saturday night. Write immediately. SALVATORE ANGELONE, Somerset St., Raritan, N. J.

WANTED

Free Acts, Clean Concessions and Shows
WAYNE HOME-COMING
July 27, 28, 29 and 30
WM. H. DREHER, Chairman,
Wayne, Ohio.

WANTED

Independent Concessions for Independent Midway.
WAVERLY, ILL., K. OF P. PICNIC
August 1-6. City Park.

THE DATE

for the Annual
HOME-COMING and PICNIC
At Coatesville, Ind.
Is changed to July 22-23-24, 1938.
Concessions Wanted
HARLAN BROS., Coatesville, Ind.

WANTED

STOCK CONCESSIONS
LEXINGTON, ILL., ANNUAL HOME-COMING.
No Wheels. One Grab open. Ex sold on Corn Game, Pictures, Cook House. Call in person, July 6, 7, 8, or write HOME-COMING COMMITTEE, 310 W. Main Street, Lexington, Ill.

WEEK HOME-COMING CELEBRATION

July 25 to 30, Inclusive.
For Concession Privilege write
J. O. EDWARDS, Mayor, Newark, Ark.

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

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COMMERCIAL
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Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

ACTIVE AGENTS—25c SELLER. MEN'S SUMMER Caps, finest assortment, \$1.50 dozen; gross, \$15.00. **MALBIN**, 2605 Coney Island Ave., Brooklyn, N. Y.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J.

COLORVERGE—KILLS DANDRUFF, RESTORES gray hair. Nonpoisonous, purely vegetable. Pint, \$2.00. **HERM**, 7625 N. Marchfield Ave., Chicago, Ill.

DEMONSTRATORS - PITCHMEN - POLISH Workers - Agents - Perfect, guaranteed product, beautiful demonstration, bigger, faster profits. **HOME NECESSITIES**, 243 W. Tupper St., Buffalo, N. Y.

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.

JUMPING BEANS - NEW CROP, FOR IMMEDIATE shipment. \$1.00 hundred; \$6.00 thousand. **HILARIO CAVAZOS**, Laredo, Tex.

LOCAL AGENTS WANTED TO WEAR AND demonstrate Suits to friends. No canvassers. Up to \$12 in a day easy. Experience unnecessary. Valuable demonstrating equipment, actual samples free. **PROGRESS TAILORING**, Dept. G-117, 500 Throop, Chicago.

LORD'S PRAYER ON PENNY ON CARD—\$2.00 a 100. Sample, 3 for 10c. **DAVE MARKUS**, 131 South Honore St., Chicago.

MAKE PRODUCTS YOURSELF—LATEST FAST Sellers. Our "Chemists Approved" Formulas tell how. Lowest prices. Catalog free. **KEMICO**, 60 Parkridge, Ill.

MANUFACTURE AND SELL YOUR OWN MO- tor Overhaul Compound, expanding mineral supplied. Clean up with fastest selling specialty, make as easy as a cup of coffee. Formula and enough mineral to start business, \$1.00. **XROLITE**, Kalispell, Mont.

MEXICAN JUMPING BEANS—NEW CROP. Hundred, \$1.00; 500, \$4.00; 1,000, \$7.00; 5,000, \$25.00; 10,000, \$40.00. Wire. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

NO PEDDLING—FREE BOOKLET DESCRIBES 107 money-making opportunities for starting own business, home, office. No outfits. **ELITE**, 214 Grand St., New York.

PERFUME BUDS—COST 1c EACH, SELL 5c. Particulars free. Sample 10c. Agents, streetmen, demonstrators. **MISSION**, 2328 W. Pico, Los Angeles, Calif.

SELL BY MAIL—FORMULAS, BOOKS, PIC- tures, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago.

"SOUTH'S LARGEST MAKERS MEN'S NECK- wear"—Quick delivery, lowest prices, from \$6.00 to \$36.00 per gross. Write **KEYSTONE MFG. CO.**, Atlanta, Ga.

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 925 Broadway, New York.

300% PROFIT SELLING GOLD LEAF LETTERS for Store Windows. Free samples. **METALLIC CO.**, 439 North Clark, Chicago.

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.

AGENTS AND SALESMEN

read
DIRECT SALES STUFF

A column about Specialty Salesmen, working house-to-house and store-to-store

In the

WHOLESALE MERCHANDISE
Department

THIS WEEK and EVERY WEEK

ANIMALS, BIRDS, MIXED FIXED DENS Snakes, Boas, Dragons, Iguanas, Gilas, Monkeys, Parrots, Macaws, Parakeets for Wheels. **SNAKE KING**, Brownsville, Tex.

ANIMALS, BIRDS AND REPTILES—IMPORTED by **MEEMS BROS. & WARD, Inc.**, Box B, Oceanside, N. Y. Rockville Center 5006. Write for price list.

ARMADILLOS, \$2.00 OR \$3.00 PAIR; GILA Monsters, \$3.50; Chinese Dragons, \$18.00; Boas Snakes, \$5.00; Baby Donkeys, \$18.00; Orange Squirrels, \$5.00; Jabalines, \$12.00; Snookum Bears, \$15.00; Snakes, large dens, \$10.00. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

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.

BOSTON TIGHT ROPE AND TRICK DOG— Toy Boston Males, White Police, Female; papers. **DAVID BIBENS**, 8246 Woodland, Kansas City, Mo.

CAN SHIP IMMEDIATELY—12 SMALL MIXED Snakes, \$3.00; 12 Medium, \$5.00 or 12 Large Snakes, \$10.00. No C. O. D. **JOE'S SNAKE FARM**, Oakley, S. C.

CANARIES—YOUNG, SEX UNDETERMINED, Mixed Colors, 75c; All Yellow, 85c; Females, 70c. 25% with order, balance C. O. D. **PET-PAK PRODUCTS**, Milwaukee.

COLLIES, FOX TERRIERS, GREYHOUNDS, Al- so Bull Pups. Ship anywhere. Live delivery guaranteed. Guaranteed Mange Medicine. **BULLDOGS**, 501 Rockwood, Dallas, Tex.

DONKEYS (BURROS)—12 HEADS FOR BASE- ball Play, Polo Play or Park, only \$215.00. **UNIVERSAL PRODUCTS COMPANY**, Laredo, Tex.

DRAGONS AND SNAKES—CHINESE DRAGONS, harmless, 3 ft., \$5.00; 5 ft., \$7.00; Black Iguanas, \$2.00; Boa Constrictor Snakes, 4 ft., \$5.00. **LAREDO ZOOLOGICAL**, Laredo, Tex.

FOR SALE—BLACK "DOUBLE SEX" COAT, 3 months old, \$100.00 if taken at once. **FRED C. LOGSDON**, Route 2, Box 64, Marshfield, Ore.

HAIRLESS CALF—NATURAL BORN, OTHER- wise normal, 8 weeks old. No known calf like it. For sale. **SAM ELLIS**, Neodesha, Kan.

HIGH QUALITY MICE—WHITE OR COLORED, \$10.00 a 100. Good variety of colors in each shipment. **MAGNINIS MOUSERY**, Westmont, Ill.

OFFERING FOR IMMEDIATE SHIPMENT—40- Pound Dens of Large Mixed Snakes, \$10.00. No C. O. D. **ELLISON MITCHELL**, Naturalist, St. Stephen, S. C.

PLENTY SNAKES—ARMADILLOS, IGUANAS, Gilas, Dragons, Alligators, Horned Toads, Chameleons, Monkeys, Prairie Dogs, Coati-mundis, Guinea Pigs, Rats, Mice, Parakeets, Wild Cats, Ringtail Cats, Peafowl, Hawks, Owls. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex.

SPECIAL THIS MONTH—RINGTAIL MONKEYS, \$12.50; Spider Monkeys, \$17.50. Write for complete list. **SOUTHERN CALIFORNIA BIRD & PET EXCHANGE**, Bell, Calif.

TWO BEAUTIFUL FEMALE LIONS—3 AND 6 years old. Cheap for cash or will trade for other animals. **BOX 318**, Billboard, Chicago.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

BARGAINS—POSTCARDS. NEW YORK CITY Assorted Views, Birthdays, Comics, 1,000 for \$1.50; 100 samples 35c. Postpaid. Bargain catalog, price lists with order. **ARTFORM CO.**, 1710 Undercliff Ave., New York City.

GAG-WRITING—LEARN THIS FASCINATING way to greater earnings. Guaranteed! Dollar, postpaid. **TEACHER TEXTS**, Room 1017, 350 Broadway, New York.

PROMOTE SHOWS FOR LODGES, ORGANIZA- tions, Etc. No capital required. Write **ANTHONY SERVICE**, 4 Everett Pl., East Boston, Mass.

BUSINESS OPPORTUNITIES

BARBECUES—INTERIOR AND EXTERIOR Models, \$145.00 and up; also Bake Ovens and Restaurant Ranges. **PEERLESS STOVE CO.**, Columbus, O.

ELECTROGRAVER—COMPLETE, \$35.00. One hundred Social Security Plates with order. Samples 25c. **ARTHUR ROSENTHAL**, 1255 Abbott, Detroit, Mich.

INCREASE YOUR EARNINGS—SEND \$1.00 for Budget of Money Making Opportunities. **BERNIE PYLES**, 1566 Jones St., San Francisco, Calif.

SOUTH'S LARGEST MAKERS MEN'S NECK- wear. Quick delivery, lowest prices, from \$6.00 to \$36.00 per gross. Write **KEYSTONE MFG. CO.**, Atlanta, Ga.

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.

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.

AAA-1 BARGAINS—SKILL FIELDS, '38 MODEL, \$145.00; Fairgrounds, \$69.50; Quinella, seven coin head, \$99.50; Pikes Peak, \$29.50; Pre-ness, \$25.00; Sportsman DeLuxe, \$25.00; Broadway Angels, Heavyweight, Hi-De-Ho, all three, \$39.50; Mills One-Two-Three, \$75.00; Turf Champs, \$12.95; Apple Vending Machines, \$9.95. Also all type Novelty Games at bargain prices. **MARKEPP CO.**, Cleveland, O.

ALL FOLLOWING NOVELTIES, \$7.50 EACH— Live Wire, Short Sox, Hold 'Em, Roll Over, Banker, Neck 'n' Neck, Excel, Happy Days, Daytona, Bumper, Buttons, Rugby; following \$9.50 each: Electric Scoreboard, Outboard, Ricochet, East and West, Bally Booster, Keeno, Hot Springs. 1/2 deposit. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla.

BALLY RESERVES, \$57.50—USED ABOUT TWO weeks. Deuces Wild, \$17.50 single lots; \$16.00 in lots of five. Five days' return privilege if not satisfied. Third with order, balance C. O. D. Write or wire. **SOUTHERN MUSIC COMPANY**, Orlando, Fla.

BARGAINS—SOME OF THIS EQUIPMENT bought only a couple weeks ago. If in doubt as to quality of our merchandise ask your competitor. 6 Keeney Skill Times, \$100.00; 1 Bally Lincoln Fields, \$100.00; 11 Mills Rios, \$100.00; 12 Bally Saddle Clubs, \$100.00; 4 Mills Big Race, \$75.00; 26 Evans Galloping Dominoes, \$75.00; 8 Bally Turf Specials, \$70.00; 65 Mills One-Two-Threes, \$55.00; 5 Rays Tracks, \$70.00; 1 Dominette, \$50.00; 1 Bally Credit (payoff), \$15.00; 2 Bally Golden Wheel, \$20.00; 2 Beam Lites, \$20.00; 3 Round the World, \$15.00; 1 Mercury, \$10.00; 8 Genco Footballs, \$15.00; 7 Chicago Coin Dux, \$15.00; 8 Chico Derby, \$10.00; 38 Mills Tournaments, \$10.00; 1 Right or Else, \$5.00; 67 Zephyrs (Groetchen) Cherry or Cigarette Reels, \$10.00; 1 Red Dog, Exhibit, \$10.00; 25 Skill Draws, Exhibit, \$18.00; 1 Silver Dollar Jennings Chief with Jackpot, used only 2 weeks, \$135.00; 1 AC Seven Slot, 25c Play, \$75.00; 10 AC Seven Slot 5c Play, \$50.00; Mills War Eagle, 10c Play, \$30.00; Mills War Eagle, 25c Play, \$30.00; 1 Tom Mix Rifle, Rockola, \$125.00; Mills Health Chart Scales, \$20.00; A.B.T. Target, \$10.00; 5c Gum Venders, capacity 100 packs, \$8.00; Rockola World Series, \$150.00; Evans Galloping Domino, like new, 1938 model with separate merchant's box, \$150.00; with remote control, \$175.00. All prices F. O. B. Miami unless otherwise specified. No junk, perfect working order. Send one-third deposit with shipping instructions. Wire your order now. **BILL FREY, INC.**, 120 N. E. First St., Miami, Fla.

BARGAINS—POP-O-MATICS, PERFECT, \$79.50; Pamco Marksman, \$30.00; Ducks, \$35.00; Paytables, \$10.00; Selectophones, \$40.00 each. **E & R SALES**, 813 College, Grand Rapids, Mich.

BARGAINS—JENNINGS CHIEFS, 1c, 5c, 10c, 25c, 50c. Used only three weeks. High serial numbers, \$39.50 each. 1/3 deposit must accompany all orders. Balance C. O. D. **X. L. COIN MACHINE CO., INC.**, 1353 Washington St., Boston, Mass.

BATEM—THE COURT GAME THAT GETS THE money. A thrilling and exciting game. Will sell for \$900 cash or trade for Amusement Games or Red Top Diggers. Approximate size 24"x51". **WESTERN SPECIALTY COMPANY**, 422 E. Jefferson, Phoenix, Ariz.

CIGARETTE MACHINES—EIGHT COLUMN with stands, like new, \$15.00 each. **ROY TORR**, 2047A S. 68th St., Philadelphia, Pa.

FIFTY MILLS CHERRY BELLS, FIFTY 5c PLAY, used three weeks, serials over 420,000. 1/3 cash, balance C. O. D. **PAUL CARROLL**, 635 New Scotland, Albany, N. Y.

GOODBODY'S BARGAIN LIST IS WAITING for you. We Buy, Sell or Exchange. **GOODBODY**, 1824 East Main St., Rochester, N. Y.

MAKE OFFER ON FOLLOWING—3 WURLITZER 616, 1 Wurlitzer 616A, 1 Rockola Rhythm King, 2 Outside Speakers. All on location and perfect shape. **ROBERT ALLRED**, Randleman, N. C.

PENNY BLUEFRONT MYSTERY PACE VEN- deters, \$29.50; Watling Penny Twin, \$14.50; Rotatop, nickels, dimes, quarters, \$29.50; Mills Dancemasters, \$35.00. **COLEMAN NOVELTY**, Rockford, Ill.

PERFECT, LIKE NEW—MILLS 1-2-3, \$55.00; Galloping Dominoes, red cabinets, \$92.50; Bangtails, \$92.50; Paces Races, black cabinets, 20-1, \$90.00; 30-1, \$100.00; Jennings Derby Day Console, \$65.00; Rosemont Console, \$50.00; Stoner Races, \$14.50; Genco 1937 Football, \$14.50; Chico Derby, \$8.00; Dux, \$17.50; Post Time, \$10.00; Counter Games, used 3 weeks, Zephyrs, \$8.50; Buckley Puritan Bells, \$7.50; Mills Kounter King, \$12.50; Bell Slides, \$7.50; Reel spot, \$7.50; Reel 21, \$3.00. Prices F. O. B. Miami, 1/4 deposit, balance C. O. D. **BROWN & MCKINNON AMUSEMENT CO.**, 1610 S. W. 1st St., Miami, Fla.

PHONOGRAPH BARGAINS—WURLITZER 412s, with Lucite lighted Grill, colors changeable, \$104.50 each; Regular 412s, \$79.50, rebuilt. **COLEMAN NOVELTY**, Rockford, Ill.

PHONOGRAPHS, \$34.50 UP; TURF CHAMPS, \$21.50; Automatic Payouts, \$4.50; Novelty Games, \$3.00; Merchandise Venders, \$3.00. Write for list. **CARSTENS**, 1635 W. Cherry, Milwaukee, Wis.

RAYS TRACK, \$50.00; WURLITZER P-10, \$50.00; Columbus Northwestern Peanut Machine, 5c, \$3.00; Watling Scale, \$35.00; Mills 5c Slots, \$20.00; Watling Twin Jackpot, 1c, \$20.00; Shipman's Stamp Machine, \$15.00. Will trade for anything. **O'BRIEN**, 89 Thames, Newport, R. I.

SACRIFICE SALE—PHONOGRAPHS, PERFECT condition and clean. Six Wurlitzer 616s, \$145.00 each; four 716, \$145.00 each; five Style 412, \$75.00 each; three P-10s, \$45.00 each; three Seeburg 1936 Symphonolas, perfect, \$50.00 each. Original shipping cases. F. O. B. Wilmington. **C. L. WHITEHEAD**, 1205 Market St., Wilmington, N. C.

SKILL DRAW, \$17.50; DEUCES WILD, \$17.50; Bell Slide, \$16.50; Penny Pack (yellow cabinet), \$10.00; Gingers, \$14.50; Turf Time, \$14.50; Rotary Merchandisers (Exhibit), \$49.50; 10 to 20 of each of these machines, appearance okeh. Most of them will go on location as good as new. 1/3 deposit with order. **J. H. J. NOVELTY CO.**, P. O. Box 1176, Wichita Falls, Tex. Phone 4805.

TOM THUMB VENDORS—30 MODEL A, \$2.25; 10 Model B, \$3.10; Columbus, enamel, \$3.50; Vendex Ball Gum, \$3.00; Walzer Peanut Stick Gum, \$1.25; Silver Comet Penny Cigarette, \$3.95; Duplex Log Cabins, \$14.95. **COLUMBIAN VENDING COMPANY**, Parsons, Kan.

TRAILER—FOR JOINT, HOUSE TRAILER OR Diggers, Buckley's, Eries, Merchantmen, Mutoscopes, Iron Claws, Candy Bar Machines, Arcade Machines, Guess-Your-Weight Scales, 200 Peanut Machines. Bargains. **NATIONAL**, 4242 Market, Philadelphia, Pa.

USED PHONOGRAPHS—1935, '36 AND '37 Models, \$25.00 and up. Write for price list. **KANSAS NOVELTY**, 555 W. Douglas, Wichita, Kan.

USED PHONOGRAPH RECORDS—LOTS OF 100, \$3.00. No two alike. Our selection. Cash with order. **MARC-COIN**, 1211 E. Third, Dayton, O.

WANT TO TRADE—6-ROOM HOUSE AND LOT in Kingsport, bringing in good rent, for Phonographs, Paces Races, Slot Machines, Diggers or Cigarette Machines. If interested write **JOE MILLER**, 530 Fairview Ave., Kingsport, Tenn.

WANTED—USED BUCKLEY DE LUXE AND T. I. Diggers. Write **BOX C-543**, care The Billboard, Cincinnati, O.

WANTED—NEARLY NEW AND USED 1c AND 5c Coin Machines. Manufacturers of electric shock machines please write. **BOX 188**, Morning View, Ky.

WILL TRADE GALLOPING DOMINOES, WUR- litzer Phonographs for late-type Bumper Games or Pace Mystery Comets. **MARION COMPANY**, Wichita, Kan.

5/8" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J.

5 ABT BIG GAME HUNTER 1c PISTOL TAR- get Machines, \$10.00 each; 10 Columbus 5c Peanut Vendors, \$3.50 each; 50 late model Pin Games at closeout prices. **ROBBINS CO.**, 1141B DeKalb Ave., Brooklyn, N. Y.

5 MILLS KOUNTER KINGS, \$17.50 EACH; 10 1-2-3 Machines, \$75.00 each; 5 Multiple Races, \$75.00 each. 1/3 cash, balance C. O. D. **SOUTHERN VENDING MACHINE COMPANY,** 124 Market St., Danville, Va.

14-FOOT ROCK-O-BALL, 10-FOOT STEPHEN Alley, both in excellent condition, year old. Best offer buys them. **C. C. HILLIGOSS JR.,** 5130 North Broadway, Wichita, Kan. jy2

25 1-CENT SNACKS WITH 15 DELUXE AND 5 Iron Stands. Five months old, \$25.00 each; 1 Popmatic Popcorn Popper, \$80.00. One-third deposit, balance C. O. D. **W. & L. MUSIC CO.,** 1168 Germantown St., Dayton, O.

200 COLUMBUS MODEL 21 PORCELAIN Finish Peanut Machines with Vise Grip Locks, perfect shape, \$3.50 each; lots of ten or more. Half deposit. **CLEVELAND COIN,** 2336-8 Prospect, Cleveland, O.

COSTUMES, UNIFORMS, WARDROBE

A-1 NET TRUNKS, 50c; LACE, 75c; BRAS-sieres, 35c; G Strings, 25c; Rhinestone G Straps, \$4.00-\$5.00; hip-line measurements. **PAUL'S,** 158 West 44th, New York City.

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Show Family Album



REETHS' PLAYERS, Fred Reeths Jr., owner-manager, snapped while playing Sheboygan Falls, Wis., in June, 1925. Reeths now manages Warner Bros. Sheboygan (Wis.) Theater. From left to right are Joicey Williams; Jean Bartlemes, now a Chicago night club entertainer; Fred Reeths Jr.; Hal Sandeen, now a Minneapolis salesman; Clyde B. Mix, residing in Deer Park, Wash.; Ethel Castle, now associate editor with a Chicago newspaper; Ben Howe; Jack Stillman, now a member of the Four Esquires, night club act, and Howard Stillman, father of Jack Stillman and assistant manager at the Sheboygan Theater for the past four years.

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.

FOR SALE—4 FOR 10c PHOTO OUTFIT, Concession Tents and Frames. Some stock. **L. C. BAKER,** Jackson, Ala. x

PARKER'S USED DEMONSTRATOR BABY "Q" Merry-Go-Round for sale. Immediate delivery. Address **C. W. PARKER AMUSEMENT CO.,** Leavenworth, Kan.

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CARNIVAL MUSICIANS—CLARINET, TUBA. Wire, don't write. **WALTER LANKFORD,** Rogers Greater Shows, Martin, Tenn.

GIRL TRUMPET PLAYER—ALL GIRL UNIT. Steady location Wisconsin. Must read. Send photos, state experience. **NAN GLASS,** 2915 Stevens, Minneapolis, Minn. jy9

VERSATILE MODERN SPECIALTY PEOPLE—State lowest, sure salary. Week stands. **BYRON GOSH,** By Gosh Tent Show, Clay, W. Va.

WANTED—SIX STRING RHYTHM GUITAR man with feature voice. Excellent salary. **DON STRICKLAND,** 117 Mackubin St., St. Paul, Minn.

WANTED—TEAMS AND SINGLE MED PER-formers. Summer and winter work. State salary in first. Money any time you want it. No booze. **MANAGER, Mo-Tee-Na Med. Co.,** 137 E. Spring St., Columbus, O.

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PERSONALS

ANYONE KNOWING ADDRESS OF JOHN B. Hollis please write to **A. M. HOLLIS,** Childress, Texas. x

EDGAR RAYMOND (EDDIE) MITCHELL OR anyone knowing his present whereabouts, please communicate with mother, **FLORA HODGES,** R. R. 11, Box 7, Mount Healthy, O. jy2

"MARIE WALKER"—ANYONE KNOWING HER whereabouts notify me. Hello to all my friends. **EDITH CROFTS** (formerly Edith McIntyre), Panhandle, Tex.

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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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BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.,** 1236 S. Halsted St., Chicago, Ill. jy9

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RAY WADDINGTON AND His Mayfair-Plaza Orchestra. At liberty after July 1st for summer resort only. Ten young men, sweet and hot, Vocal Trio. Wire or write **MANAGER**, 6851 Paxton Ave., Chicago.

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EIGHT-PIECE BAND — EXCEPTIONALLY smooth, sweet swing style. Also sell out. Outstanding novelties, guaranteed to make them talk. Feature vocalist, trio. Complete library. Several changes of uniform. Absolutely cut your floor show or even put one on. Available for hotel, club, cafe or resort on notice. Prefer Southwest; go anywhere. **BOX C-562**, Billboard, Cincinnati, O. jy9

ENTERTAINING FOUR-PIECE ORCHESTRA and Feature Girl Singer available for club location July 6th. Two male vocalists and vocal trio. Piano, electric Spanish and steel guitar, drums, marimba, tenor sax, trumpet, clarinet and melophone. Capable master of ceremonies and floor show specialties. Union. **ORCHESTRA LEADER**, Room 30, Hotel Cannott, La Crosse, Wis.

ROY SANDERS' SYLVANIANS — UNION, 11 men, desire summer location. Now on location. **DEL EDWARDS**, 1017 N. 9th, Reading, Pa.

HOTELS, RESORTS, CLUBS—LOOK! Dance music: Saxophone, Guitar, Piano, doubling Violin, Clarinet. Dinner: Violin, Cello, Piano, Two Violins. Tremendous library. Appearance. Satisfy or else. **TRIO**, 77 Walnut, Elmira, N. Y. jy2

SIX-PIECE ALL-GIRL Entertaining Dance Orchestra—Attractive. All double, special arrangements and novelties. Vocalist. Available on short notice. State full particulars. Locations only. **BOX C-564**, The Billboard, Cincinnati, O.

WE CAN PLAY your Trio engagement—Violin, Cello, Piano, with Violin Duo featured. Also Violin, Piano, Saxophone doubling Clarinet, Guitar for dancing. Comprehensive library. Experienced radio, resorts, hotels. Write best offer. **BOX 877** Billboard, 1564 Broadway, New York. jy9

AT LIBERTY CIRCUS AND CARNIVAL

A GENUINE "DOUBLE-SEX" FEATURE FOR Annex. Both perfect sexes. Can work by letting in free, charging coming out and not lose a \$1 all season. Show to both men and women and really get them. Wire best proposition at once. Have own transportation. **BILLY WINTERS**, 1707 S. 4th St., Paducah, Ky.

HALF AND HALF AT LIBERTY—WORKING strong, plenty flash. Single show or annex. State what you have. **BOX C-568**, care Billboard, Cincinnati, O.

A-1 TALKER—On Girl Show. Young and neat appearance. Can produce. Write as dancer can do hula, rumba, fan dance and snake tease. Sober, reliable and capable. Wire Alexandria, Minn., week of June 20; write General Delivery, Minneapolis, thereafter. State salary. **THOMAS HAND**, care Frisk Greater Shows.

PRODUCERS OF LAUGH—Years of experience. Best of Acts. All white wardrobe. Lots of real props. Go anywhere. Three regular Clowns. Address **RIDICULOUS TRIO**, Billboard, St. Louis. jy9

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COMEDY TEAM—WITH VAUDEVILLE ACTS of merit. Versatile, reliable troupers. Produce concerts. Show closing. Write **WILL AND AVIS FERNS**, Perm. Address, 1521 Ft. Wayne, Warsaw, Ind.

AT LIBERTY—Price and Gentry. Walter X., comedian, banjo in orchestra. Helen, piano, read, fake, transpose, general business and characters. Single and double specialties. Have musical openings. Can produce concerts. Join on wire. **WALTER X. PRICE**, care General Delivery, Oklahoma City, Okla. jy9

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DALINI, MAGICIAN—And Wife, Madame Rubay. Mentalist and Chalk Artist, open for short or long engagement with meal, rep or talking picture. Week stand or two a week. High-class acts, guarantee to please all classes. Have house car, carry own baggage. Write or wire **DALINI**, Eagle Bend, Minn. jy9

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AT LIBERTY MUSICIANS

BBb BASS MAN WANTS job in dance band in Colorado or vicinity. Read, fake and plenty of tone. Interested parties write **DUANE OLSEN**, 446 E. 4th, Loveland, Colo.

TRUMPET—READ, TAKE-off, arrange. First or second chair. College man, neat, sober. Panics and corn bands lay off. Can bring out of world drummer. **FRED LINES**, Wynne, Ark.

BANDMASTER — THOROUGH MUSICIAN. Excellent Cornetist, Violinist, Arranger. Teach all instruments, including Drums. Concert, theater, school and dance experience. Want summer or permanent engagement. Satisfaction guaranteed. Union. **CHARLES STROUD**, 23 Monroe Ave., Oshkosh, Wis.

DOUBLE RECORDING BASS — APT READER, fake, good rhythm. Smooth tone. Flashy horn. College student. Ability, character, references. Sober, appearance okeh. Experience in the better college and non-college dance, concert bands. Stage experience. Will go anywhere. Tell all in first letter. **DON GRAVES**, Ashdown, Ark.

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. jy9

FIRST SAX AND FIRST TRUMPET — GOOD tone and readers Also arrange. Experienced, union. Go anywhere. Prefer large band in summer resort. **BOB MARTIN**, 1588 Stanford Dr., Cincinnati, O.

GIRL TRUMPET—YOUNG, EXPERIENCED AND dependable. Wish to join reliable band. Steady location preferred. **MISS BIRCHARD**, 4842 29th Ave., S., Minneapolis, Minn.

RHYTHM—AFTER JUNE 20. STRING BASS, doubling Bass Horn. Kenny Long, age 24. Modern Guitarist and Soloist. Deluxe Epiphone Guitar. Bob Pulver, age 22. Both union, single. Read, fake, vocal, fine appearance, references. Either or both. Address **BOB PULVER**, 345 W. 7th St., Auburn, Ind.

STRING BASS MAN—SOLID, STEADY, CON-sistent. Large or small combination. Good references. Write or wire. **R. M. CORRINGTON**, 2485 E. North St., Decatur, Ill.

SWING TRUMPET—FOR CLUB, CAFE, VAU-ville, rep show. Thoroughly experienced all lines. **AL BLIGH**, 927 22 Ave., N., St. Petersburg, Fla.

TENOR—DOUBLE CLARINET. RIDE, READ AT sight. Experienced, young. **DON REED**, care Hughes, 57 N. Hanover, Pottstown, Pa.

TROMBONIST — FORMERLY TAL HENRY, Clyde McCoy, Ace Brigade. Closing Jimmie Garrigan due re-styling band. Past experience above bands should speak for ability. Using Billboard facilities. Contact friends. **WIRE AL PLOCK**, Broadview Hotel, Oklahoma City, Okla.

TRUMPET—READ, FAKE, TONE, UNION. Experienced. Would go anywhere. **MUSICIAN**, 221 10th St., Columbus, Ga.

TRUMPET—EXPERIENCED, DANCE OR SHOW. Union. Write **B. FARNSWORTH**, Box 23, Wadsworth, O.

YOUNG, EXPERIENCED BASS MAN—DOUBLES Violin. Schooled musician, hard worker, no habits. Either road or spot. **MUSICIAN**, 535 23d St., Rock Island, Ill.

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ALTO AND TENOR SAX—Double Clarinet. Baritone Sax and some Violin. Fine tone, good reader, modern style and experienced in large and small bands on all sax chairs. Age 23, single, sober, reliable, college graduate, non-union but willing to join. Want steady, good paying location job. Write or wire now. **SOL BETNUN**, 128 Regent St., Salt Lake City, Utah.

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DRUMMER, BARITONE SINGER—Union, read, fake exhibition, nice outfit. Sober, reliable, references. Six years' experience. Join small or large orchestra. **JAY FRANCIS LITTLE**, 5115 N. 9th St., Arlington, Va.

GIRL ED ALTO SAX—Doubling Clarinet. Dance and stage experience. Union. Prefer playing third. All answers appreciated. **DORIS MAGEL**, Route 2, Box 343, New Braunfels, Tex.

STRING BASS—Read anything. Legit bow, solid rhythm. I said solid. Strictly union. Have car. Also arrange. Write airmail, **BOX C-365**, Billboard, Cincinnati, O.

TENOR SAX AND CLARINET—Age 26. Read, tone, modern go and arrange. Union, sober and reliable. Go anywhere. Write and state all. **AL RICCI**, General Delivery, Buffalo Center, Ia.

TENOR SAX —Doubling Clarinet and Trumpet. Read, tone, phrase, ride and experience. Also Girl Vocalist with modern interpretations. Well known in South. Address **MUSICIAN**, 308 Society Ave., Albany, Ga.

TRUMPET PLAYER—Age 21, not union. Read or fake. Need ticket far. Have car. Also Sax Man, Alto Tenor and Baritone. Age 22, featured vocalist. Has about 35 new numbers for library. No wires. **FRANK PRESTAGE**, 29 Park Ave., Keansburg, N. J.

TRUMPET, TENOR SAX, PIANO—Three brothers. Sight read and take-off. Latest style. State part. Join immediately. Write or wire. **CHARLEY CATANZARO**, Hotel Melrose, Melrose, Minn. jy16

TRUMPET—Doubling Tenor, Clarinet. Also Drummer. At liberty June 25. Young, non-union, but willing, both read and some ride. Go anywhere. No panics, please. The last one really threw me. Write or wire **PAUL JACKSON**, Apt. 1, 2269 Halcomb, Detroit, Mich. jy9

TRUMPET PLAYER—For Dance Band or Show. All types experience. Young. Would like summer spot. Consider board, room part payment. Join immediately. **BOB MOORE**, Raleigh Hotel, Sup. 8885, Chicago.

TWO NEW ORLEANS MUSICIANS working hotel desire change. Union, neat, no whiskey heads. Tenor Sax doubles Clarinet, no buzz tone, sweet, phrase, swing. Both parties can cut. Bass, no slaps, doubles Tubas, no fog. Crystal set outfits with hamburger fly by night propositions lay off. No agitators. Prefer East. State full details. Name bands reply. Can join immediately. Have played with best. Wire or write **GERUN AND MOXY MOORE**, Ramirez Apts., 22 3d St., Marysville, Calif.

AT LIBERTY PARKS AND FAIRS

A BALLOON ASCENSION by daring lady aeronauts available for July 4th. **CONTINENTAL BALLOON CO.**, Georgetown, Ky. Gen. Del. jy2

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BALLOON ASCENSIONS—Parachute jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFFER**, 4704 W. Washington St., Indianapolis, Ind. jy23

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ESAU, THE WORLD'S Best Trained Chimpanzee. Fourteen acts. Stage furnished. **MRS. MAE KELLY**, W. G. Wade's Shows, Per Route.

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. **BOX C-464**, care Billboard, Cincinnati, O. au27

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FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. jy2

OKLAHOMA BLACKIE IN PERSON—THREE separate acts. Five 12-Year-Old Razorback Hogs, seven Samoyede Dogs, Whip Cracking and Sharp Shooting. Flashy wardrobe. Satisfaction guaranteed. For price and literature wire or write **OKLAHOMA BLACKIE**, care of The Billboard, Cincinnati, O. jy16

SI, FANNY AND TRICK MULE EBNER—AVAIL-able for parks, fairs, night clubs, theaters. **SI OTIS**, Billboard, Cincinnati. jy30

TAYLOR TROUT TRIO — COMEDY HOOP throwing, acrobats, contortionists, trick unicycle, thrilling spin on perch, a clever red-head comedian, a pretty girl and a clever juvenile. A twelve-minute platform act that is a stand-out on any program. Many tricks that your customers have never seen. Make us your best offer. **TAYLOR TROUT TRIO**, Billboard, Cincinnati, O.

THE ORIGINAL WOLTERS TRIO—2 MEN, 1 Lady; 3 distinct acts that are tops in acrobatics, balancers and contortion. For fairs, celebrations. July 4th open. We do not disappoint or misrepresent. Write, wire care **Billboard**, 54 W. Randolph, Chicago. jy2

AERIAL COWDENS —Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swing Ladder. Literature and price on request. Address **The Billboard**, Cincinnati, O. jy9

AT LIBERTY—Four separate Acts. Wire Walker. Novelty Juggler Act, Balancing Trapeze Act, Dog Act. Something new and different from the rest. **CHESTER HUBER**, Wabasha, Minn. jy23

ATTENTION—Candler's Punch and Judy, Parks, celebrations, circus, carnival. Double Clown. Ticket? Yes! Reasonable terms. **R2 North Ave.**, Mt. Clemens, Mich.

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BATON WIZARD—Two Acts. (1) Consisting of Baton Spinning and Juggling; (2) Cowboy Rope Spinning, Balancing. Fairs, celebrations, etc. **WILL BROWN**, 66 Whitney Pl., Buffalo, N. Y.

CLOWN MOTORCYCLE COP—Juggling, Wire, Comedy Horse Act for pulling contests, etc. General clowning. Aerial grandstand balloon clown. Age 4-H lecture. **ART ATTILA**, Billboard, Chicago.

FAIRS AND OUTDOOR Celebrations—Quartette, String music and sing. Platform or grand stand, and for dances. Write **WEBER'S TROUPE**, Broadway and Chestnut, St. Louis, Mo. jy16

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. **Bradford Ohio**. jy9

HIGH SWAYING POLE and Highest Aerial Con-ortion Act, with original contortion thrilling features. Two different acts. **BOX C-530**, Billboard, Cincinnati, O. jy23

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MOTORCYCLE FLAMING Wall-Crashing Act — Portable wall. Complete new equipment. Amplifier, trailer, sound car. Booking agents, parks, fairs, etc. write **BILLY HOUSTON**, North Charleroi, Pa.

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. jy2

SENSATIONAL HIGH FIRE DIVE—Has some open time. Address **CAPT. EARL McDONALD**, care The Billboard, Cincinnati, O. jy23

THE LERCHES—Lady and Gent. Comedy Table Act; also Aerial Act. 1801 W. Main St., Belle-ville, Ill. jy23

THREE ACTS—Tight Wire, Slack Wire and Rolling 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

AT LIBERTY PIANO PLAYERS

DANCE PIANIST—EXPERIENCED ALL TYPES of dance work. Double accordion. Arrange. **BOX C-570**, The Billboard, Cincinnati, O.

DANCE PIANIST—RELIABLE, SOBER, MAR-ried, age 23. Read, etc. Want location, prefer East or South. Must give notice. **AD PIANIST**, Box 365, Mason City, Ia. jy9

EXPERIENCED PIANIST—WORKING BUT DE-sire change. **JIMMY**, 970 Cunningham Pl., Atlanta, Ga.

PIANIST-ARRANGER — EXPERIENCED ALL lines, 32, sober, reliable, union. DEX BULEN, 301 Randolph, Meadville, Pa. jy2

DANCE OR SHOW PIANIST—Can play Tenor Sax, double Clarinet. Age 25. LEON MONDRON, 114 E. Hamtramck St., Mt. Vernon, O.

PIANIST—Male, thirty, American, single, union. Wide professional experience, concert and dance, trained musician. Now in East. State particulars. BOX C-563, Billboard, Cincinnati, O. jy9

PIANIST—Experienced, cut shows, jam, read, arrange. Age 23, sober, reliable, union. Just finished three months at South Bluff Country Club, La Salle, Ill. State full particulars. CLARK WINTERS, Lacon, Ill.

PIANIST—Read, transpose, rhythm, arrange. Seven years' experience. Young, clean. Now one-nighting. Desire location. Can be at liberty August 20. State all in first wire or letter. BOX C-572, Billboard, Cincinnati, O.

PIANIST - ARRANGER—All essentials for show or dance work. Consider summer job. Furnish other men. Available immediately. MILTON HENKIN, Raleigh Hotel, Sup. 5885, Chicago, Ill.

RHYTHM PIANIST—Take-off, desires change. Young, union, reliable. Advise details. MUSICIAN, P. O. Box 1413, Columbus, Ga.

AT LIBERTY SINGERS

SINGING EMSEE FOR Night Clubs, Baritone. Professional experience. Send full details in first to DOUGLAS STEVENS, 409 Dewitt St., Buffalo, N. Y. jy9

AT LIBERTY VAUDEVILLE ARTISTS

ROBERT LUNN, LAKELAND SISTERS & CO.—Unit of five at liberty for Wisconsin and Michigan territory. Formerly of WSM Radio Station. Agents take note. ROBERT LUNN AND CO., 809 Woodland, Nashville, Tenn.

SENIORITA NORMITA, THE SWEETHEART OF Juarez, celebrated juvenile Mexican dancer-entertainer, has just completed four months at El Chico New York. Open for summer and winter contracts. FRED M. COHEN, 401 Broadway, San Antonio, Tex. jy2

PIANO AND VIOLIN TEAM—At liberty for summer resort, cocktail lounge. Two girls. Thoroughly experienced. MURRAY & RAMSEY, 812 Leland Ave., Chicago, Ill.

TEAM—MED, TENT OR TAB. Man does Comedy or Straight; wife works all acts, both up in all bits and acts, both sing and dance. Advise best joint salary. Have own transportation and trailer. Care HOME TAVERN, Paddock and Tennessee, Cincinnati, O.

TEAM FOR TENT—Woman. General Business, Singing Specialties; Man, high class Magic and Clark Talk. Specialties, no parts. Write or wire. KURTZ, 1513 Maple St., Trenton, Mo.

SUNBURY EVENT

(Continued from page 55)

The Central Pennsylvania IOOF Orphans' Home being guests of the sponsors. Committee operated a cookhouse, wheel and refreshment concessions.

Other concessions were photo gallery, Reithoffer Bros.; bingo, cat ball and milk bottle games, Johnny Laurenzi; penny pitch, D. E. Caldwell, Cecil Compton and Ed Rohrbach, who also operated a tepin game; root beer, Mr. and Mrs. Bill Fleming; pop corn, Raymond Wynn and H. T. Eeck; toy, ham and bacon and grocery wheel, Sam Weiner; frozen custard, Leonard Kohr; long range and fountain shooting gallery, C. C. Campbell and O'Brian and Hoffman, respectively; perfume and jewelry, D. Welch; candy floss, Eugene May; cake booth, Friendship Baseball Team; duck pond, Ralph Bailey; astrology, Madame LaVore; dart game, William Sprengle, mitt camps, N. Adams and Moreno and Cooper.

Also on the midway were Tom Fallon's girl show, Arnold Raybuck's Jungleground, Roy Dower's Broadway Revels and a Chairplane, Loop-o-Plane, Ferris Wheel and Kiddie Auto and Airplane rides, operated by Reithoffer Bros. Free acts were Fredia's Society Circus and the Conley Troupe, aerialists, booked thru Izzy Cervene, George A. Hamid, Inc.

Event was advertised by one-sheets, window cards, newspapers, radio and sound truck. Madame LaVore and Johnny Eck made appearances at a business men's luncheon and were interviewed over Station WKOK. On the committee were Lewis Sober, general chairman; John Oyster and John Tobias, vice-chairmen; Ralph Youtz, secretary, and Charles Wolfe, treasurer.

SHORTS

(Continued from page 55)

rounding territory is being extensively billed and newspapers, radio and goodwill tours are being used to advertise the event.

FALLS CITY SHOWS, free acts and 40 concessions will augment a program of harness racing, pulling contest, amateur show, speeches and Boy and Girl Scout features at the three-day free Corydon

(Ind.) Celebration, sponsored by the Chamber of Commerce, said L. B. Wolfe.

R. H. WADE SHOWS and fireworks will be featured at the 18th annual American Legion Celebration in Waterworks Park, Cuyahoga Falls, O. L. C. Croy is chairman.

ACTS for annual American Legion and Merchants' Celebration on the fairgrounds, Adrian, Mich., will be booked thru Ray Conlin's Michigan Vaudeville Office.

FREE ACTS have been contracted for the three-day Edwardsburg (Mich.) Home-Coming Celebration, sponsored by business men, and shows, rides and concessions will be on the midway, said Harry Beagles, secretary.

MERCHANTS' SERVICE CLUB, Creston, O., will celebrate opening of reconstructed Main street with rides, shows, concessions, free acts and contests. J. C. Murray is chairman.

RALPH BETTS is chairman of the annual Barnesville (O.) Homecoming sponsored by the Business Bureau. Fireworks, contests, a midway, a street parade and a band contest will be featured.

MERLE A. BEAM has been awarded contract for rides, shows, concessions and free acts for the annual American Legion Celebration, Claysburg, Pa.

THERE will be a mardi gras, free acts, shows, concessions, parade and fireworks at the 122d anniversary of the Battle of Fort Stephenson, Fremont, O.

ERNEST B. BLETT will be in charge of concessions at the fifth annual Wyoming Township Picnic, Grand Rapids, Mich.

DESPITE much rain nearly 100,000 attended the recent Zanesville (O.) Merchants and Manufacturers' Exposition, sponsored by Amrou Grotto.

FIREWORKS, parades, sports and Indian pageant will be featured at the Potlatch of Progress, Seattle, sponsored by the Washingtonians, Inc.

FAIR GROUNDS

(Continued from page 36)

cost of \$1,000. Work will be completed in time for the annual fair. The board also agreed to have printed for distribution in this area 60,000 programs.

SPRINGFIELD, Mass.—Prizes of \$65,000, in cash and capital awards, await breeders and exhibitors at the 1938 Eastern States Exposition here. Total is divided: Cattle, dairy, dual-purpose and beef breeds, \$18,000; draft and show horses, \$14,000; speed, light harness and auto races, \$15,000; boys' and girls' camps, \$10,000; miscellaneous and specialty shows, \$6,500, and remainder in contests and demonstrations. Jersey State Herd class has been continued at request of breed interests. Showing of Brown Swiss cattle will be limited to herds owned in New England.

NORTH SYDNEY, N. S.—At the 1938 Cape Breton Fair, originally held in Sydney, N. S., and transferred to North Sydney, harness racing will be chief feature, base of the fair being a race track owned by Charles Ballard, of Sydney Mines. Farmers' Association, sponsor of the fair, will meet about every fortnight until fair opening to discuss means of increasing public interest in the exhibition.

AGRICULTURAL

(Continued from page 36)

usually small—probably smaller than at this season in the last five years.

Prices of all major groups of farm commodities except fruit, chickens and eggs, cotton and cottonseed moved lower during the past month. Wheat, hogs, dairy products and truck crops were sharply lower. Prices of farm products as a group have declined 28 per cent during the past year; prices of things bought by farmers have dropped seven per cent.

Farmers' income from sales of products in April was less than in March, but the decline was less than usual for this period. April usually marks the low point of the year; income will increase in coming months.

Income from marketings during the first four months of this year totaled \$2,059,000,000, representing an 11 per cent drop from the \$2,318,000,000 received in the same months last year. government payments this year have

totalled \$168,000,000 compared with \$270,000,000 in January-April, 1937.

LOW WHEAT PRICES

Lowest wheat prices in five years were being registered in late May. Principal factors were the prospects for large harvests this summer and fall and the slow demand for current supplies. Cotton prices until mid-May had held rather better than prices of other farm commodities in recent months, but declined sharply in late May and by June 1 averaged in spot markets about eight cents for Middling 7 8 inch—only about 1/3 cent higher than on November 4.

Fifty million bushels of corn was exported from the States during the period October 1 thru April 30. The movement may slacken as Argentine exports increase, but will be speeded again next fall and winter if the 1938 United States crop is near average. Relatively low prices of the better grades of slaughter cattle and a fairly strong demand for stockers and feeders feature the beef cattle situation. Features of the hog situation include prospects for a small seasonal increase in hog marketings in the early summer, small storage stocks of pork and lard, and continued weak consumer demand for meats.

FRUIT CROPS GOOD

Fruit crops were in good condition in most of the important producing sections May 1, despite extensive frost injury to peaches and cherries in Central and North Atlantic States, and some damage to apples and pears in Virginia. Liberal market supplies of most truck crops are in prospect. Growing conditions have been good in most of the important producing areas; in nearly all States the season is much earlier this year than last.

MAGIC

(Continued from page 22)

June 18. Seventy-eight were present at the affair, which wound up at 3 a.m. Blackstone was given an honorary membership in the organization and also did a few stunts on the eight-act magic bill presented for the occasion. Jerry Ross did the emsееing. . . . FOURTH ANNUAL Ladies' Night of the Rhode Island Assembly No. 26, SAM, held June 20 at Bavarian Hofbrau, Pawtucket, R. I., attracted 237 persons, including many out-of-town visitors. Following the banquet the following showed their wares: C. Foster Fenner, Harry A. Scheer, John H. R. Ellis, Waldo Rouviere, E.

LETTER LIST

(Continued from page 25)

- Harvey, Grace; Hiatt, Toots; Hill, Margaret; Hopper, Etta; Howard, Margie; King, Iona; Lane, Mrs. Paul; Lawler, Mary; Le Roy, Mrs. W. Leroy, June; Lohse, Mrs. Ralph; Mallon, Marion; Marcicanna, Mande; Mark, Mrs. James; Miles, Mary; Miller, Victoria; Moore, Edith; Moss, Betty; Myers, Elizabeth; Nowell, T. W.; Padzi, Marie; Palmer, Ada; Parker, Gerry; Phillips, S. H.; Plunkett, Arthur; Poulton, Johnny; Rains, Arnold L.; Randsen, Tex; Reed, Wallace; Richard, Harry; Richie, Harry; Riely, John O.; Ring, Joseph; Roach, George; Robettas, Harry; Roder, H.; Rogers, Rod; Rosenberg, Abe; Russell, Frank; Russell, Leonard; Saunders, Larry; Saunders, Ray; Savage, Ted; Sharron, Alfred; Shatt, Charles; Simon, Al P.; Stafford, Chuck; Swan, Mickey; Thompson, Frank; Toffle Amusement Co.; Tommy, Texas; Urban, Joe; Van Zantli, Philip; Vernon, Edgar; Victor & Ruth; Wlad, Nick; Ward, Harold; Wells, Al; Whitehead, George; Wilson, Tex; Wolfe, T. A.; Woods, Bryan; Young, Charles A.; Zabransky, Frank; Zaremba, Frank; Znach, Sam; Zupack, Samuel; Goad, Dude; Goad, Joe; Graham, J. T.; Gray, Bee Ho; Haddix, Tod; Hall, Prince (Pony For); Hard, Dick; Hennessey, Red; Hicks, Bob; Hinkle, Milt; Hollingsworth, R. E.; Howland, Oscar P.; Ingelston, Corp. R. H.; Irving, S. L.; Isler, Louis; Johnson, Brooks E.; Johnson, J. H.; Johnston, Geo. A.; Knox, Harry; Landrum, Oscar; Long, Howard; Lowery, Lord; McCoy, Fred; Martin, Dave; Martin, Terry; Neeks, Eddy; Mitchell, Marie; Musgrave, Paul; Myers, Jess; O'Dare, Jimmie; Painter, Al; Park, Robert N.; Pelman, Meyer (Jew Greer); Pendleton, Charles; Presgrave, Edward; Qualls, O. V.; Ray, Ralph; Roberts, Harry; Rohter, L. S.; Romig, C. A.; Ross, Jack; Skidmore, A. L.; Snellenberger, Norma; Stanley, Harry; Stanley, Sam; Stephenson, Ralph; Stuart, Tex; Tabor, Charlie; Terrill, James; Thompson, Charlie; Tomny, Texas; Upton, Roy; Vetter, Hila; Morgan; Wallace, Jimmie; Watkins, Mark; Weiss, Arnold J.; Wilkerson, W. R.; Wilson, Macon E.; Willis, Curley D. W.

- Phillips, S. H.; Plunkett, Arthur; Poulton, Johnny; Rains, Arnold L.; Randsen, Tex; Reed, Wallace; Richard, Harry; Richie, Harry; Riely, John O.; Ring, Joseph; Roach, George; Robettas, Harry; Roder, H.; Rogers, Rod; Rosenberg, Abe; Russell, Frank; Russell, Leonard; Saunders, Larry; Saunders, Ray; Savage, Ted; Sharron, Alfred; Shatt, Charles; Simon, Al P.; Stafford, Chuck; Swan, Mickey; Thompson, Frank; Toffle Amusement Co.; Tommy, Texas; Urban, Joe; Van Zantli, Philip; Vernon, Edgar; Victor & Ruth; Wlad, Nick; Ward, Harold; Wells, Al; Whitehead, George; Wilson, Tex; Wolfe, T. A.; Woods, Bryan; Young, Charles A.; Zabransky, Frank; Zaremba, Frank; Znach, Sam; Zupack, Samuel; Goad, Dude; Goad, Joe; Graham, J. T.; Gray, Bee Ho; Haddix, Tod; Hall, Prince (Pony For); Hard, Dick; Hennessey, Red; Hicks, Bob; Hinkle, Milt; Hollingsworth, R. E.; Howland, Oscar P.; Ingelston, Corp. R. H.; Irving, S. L.; Isler, Louis; Johnson, Brooks E.; Johnson, J. H.; Johnston, Geo. A.; Knox, Harry; Landrum, Oscar; Long, Howard; Lowery, Lord; McCoy, Fred; Martin, Dave; Martin, Terry; Neeks, Eddy; Mitchell, Marie; Musgrave, Paul; Myers, Jess; O'Dare, Jimmie; Painter, Al; Park, Robert N.; Pelman, Meyer (Jew Greer); Pendleton, Charles; Presgrave, Edward; Qualls, O. V.; Ray, Ralph; Roberts, Harry; Rohter, L. S.; Romig, C. A.; Ross, Jack; Skidmore, A. L.; Snellenberger, Norma; Stanley, Harry; Stanley, Sam; Stephenson, Ralph; Stuart, Tex; Tabor, Charlie; Terrill, James; Thompson, Charlie; Tomny, Texas; Upton, Roy; Vetter, Hila; Morgan; Wallace, Jimmie; Watkins, Mark; Weiss, Arnold J.; Wilkerson, W. R.; Wilson, Macon E.; Willis, Curley D. W.

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg.

Parcel Post

Flannigan, Mrs. J. T., 3c

Women

- Anders, Mrs. Eddie; Atkinson, Mrs. Ethel; Atkinson, Mrs. Tom (Brownie); Brooks, Miss Ann; Cadwallader, Mrs. Loraine; Calkins, Mrs. Fred; Clay, Madam Rose; Dallas, Stella; DeLoris, Doris; Doria, Betty Lee; Dykes, Delorice; Durham, Evelyn; Ellis, Madame Rose; Galvin, Mrs. Dollie; Hard, Mrs. Richard; Haun, Bessie; Hunting, Ethel D.; Keyes, Mrs. Lois; Luther, Mrs. Stella; Mitchell, Anne M.; Morse, Miss Elaine; Nielson, Lolita; Raymond, Mrs. Bertie; Roberts, Mrs. F.; Schneider, Mrs. Bessie; Sewell, Bettie; Spencer, Miss Edna; Stanley, Mrs. Harry; Stein, Mrs. A. E.; Trout, Violet Reine; Wood, Mrs. Ella; Worton, Gladys; Anders, Mrs. Eddie; Atkinson, Mrs. Ethel; Atkinson, Mrs. Tom (Brownie); Brooks, Miss Ann; Cadwallader, Mrs. Loraine; Calkins, Mrs. Fred; Clay, Madam Rose; Dallas, Stella; DeLoris, Doris; Doria, Betty Lee; Dykes, Delorice; Durham, Evelyn; Ellis, Madame Rose; Galvin, Mrs. Dollie; Hard, Mrs. Richard; Haun, Bessie; Hunting, Ethel D.; Keyes, Mrs. Lois; Luther, Mrs. Stella; Mitchell, Anne M.; Morse, Miss Elaine; Nielson, Lolita; Raymond, Mrs. Bertie; Roberts, Mrs. F.; Schneider, Mrs. Bessie; Sewell, Bettie; Spencer, Miss Edna; Stanley, Mrs. Harry; Stein, Mrs. A. E.; Trout, Violet Reine; Wood, Mrs. Ella; Worton, Gladys;

Men

- Alfred, Zeb (Tex); Allen, Richard C.; Astera, Mantio; Bahnsen, William; Bales, John; Barbee, Ray; Barry & DeAlba; Craig, (Dance Team); Cuddy, Lee; Benham, Dick; Bills, Blackie; Brooks, George; Brumley, A. E.; Bryer, Bill; Burns, Leo W. (Shorty); Card, John H.; Christy-McKensy; Christie, Wallie; Collins, Texas Slim; Coults, Robert C.; Credit, George L.; Craig, Clifford; Cuddy, Lee; Curtis, Rube; Duff, Sheldon; Eakin, Basil; Ellis, Gene; Feliz, Nabor; Gavor, Ben; Alfred, Zeb (Tex); Allen, Richard C.; Astera, Mantio; Bahnsen, William; Bales, John; Barbee, Ray; Barry & DeAlba; Craig, (Dance Team); Cuddy, Lee; Benham, Dick; Bills, Blackie; Brooks, George; Brumley, A. E.; Bryer, Bill; Burns, Leo W. (Shorty); Card, John H.; Christy-McKensy; Christie, Wallie; Collins, Texas Slim; Coults, Robert C.; Credit, George L.; Craig, Clifford; Cuddy, Lee; Curtis, Rube; Duff, Sheldon; Eakin, Basil; Ellis, Gene; Feliz, Nabor; Gavor, Ben;

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Prize, Premium Market Attracts Radio Makers

Radio manufacturers and distributors are awakening to the many opportunities afforded them by salesboards, bingo and concessioners for extra set sales

NEW YORK, June 25.—Undoubtedly one of the major reasons behind the attention which several important radio manufacturers and distributors have begun to give the bingo, salesboard and concession fields is the fact that this market affords them a golden opportunity to get that extra set into many American homes. Silver Mfg. Co. is offering for the first time to prize and premium users a new Zenith set; Zenith Sales Co. is promoting a new petit Majestic set, while Evans Novelty continues to do a bang-up job with its Derola Pee-Wee, according to reports.

Manner in which radio sales are gang-ing up on the saturation point was pointed out in a recent survey of radio ownership in the United States by the Joint Committee on Radio Research. Survey disclosed that the number of radio families in the country as of January 1, 1938, were estimated at 26,666,500 or 82 per cent of the estimated families. This figure represents an increase of 17 per cent in number over the 1936 estimate of 24,500,000. For "first" sales Alabama, Georgia, Louisiana, Mississippi, North and South Carolina still offer the best market where the combined percentage of radio ownership totaled only 52 per cent.

A Profitable Field

Figure of 26,666,500, however, does not indicate the total number of radio sets in use. It represents the number of homes having at least one radio. Total number of sets is roughly placed at 31,000,000. This means that over 80 per cent of the radio families in the United States have only one radio and it is at this market that the manufacturers and distributors of sets for the salesboard and concession fields are aiming.

Another fact that makes this field a rosy one is that over 15,000,000 of the 31,000,000 sets in use are estimated to be more than five years old and a bare 1 per cent is considered absolutely modern as far as automatic tuning is concerned.

Consequently, as far as the makers and distributors of small sets are concerned, the word "saturation" doesn't exist. Everyone realizes how handy a second set is in the home. Not only are they a pleasure to have in the bedroom, kitchen, library and other parts of the home, but they offer the only effective solution to the usual program squabbles which every family experiences.

Many families, however, undoubtedly would like to replace their antiquated set with one of the new compact midgets or get another for the convenience which they are, but they must think twice before laying the cold cash on the line. Yet, they'll always be eager to win one as a prize.

An Appealing Prize

Salesboard operators in particular have found the midget radio and the new dwarf midgets to be powerful money getters, it is reported. It is the type of award that combines both novelty with brilliant flash and, above all, practicality. Deals on which these mighty mites have appeared are said to have moved fast. Bingo operators in search of something new and different in the way of prizes are reported to be using more and more of the small sets. Concessioners, too, have found them a powerful lure in attracting patronage to their stands.

How many sets have been placed in American homes via the prize and premium channel is not known, yet the total is large enough to warrant the attention of such well-known radio names as Zenith, Majestic and Detrola. With them concentrating on this field to get that extra set in the home, it shouldn't be long until other big-wigs of the radio world follow suit.

A Column for OPERATORS & DISTRIBUTORS of SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Have you ever wondered how the salesboard business originated? Who the pioneer operators were? When the first deal was put together? We have often thought about it, but have yet to meet anyone who really knows. The salesboard and salescard today plays an important part in the distribution of merchandise, and manufacturers of premium and gift products look to them to move a substantial share of their yearly output. Thousands of men are gainfully employed in this business, yet, despite the fact that it is a comparatively new business, very little is known of its early history. It would be interesting to learn how the salesboard idea developed, an idea which has sold millions of dollars in merchandise that John Public could not or would not have bought in any other way. Perhaps some of you old-timers can bridge the gap and enlighten us.

We had a chintest on this subject at the office the other day and mention was made of a chap named Mays, who claimed to have invented the salesboard. He was a writer, so the story goes, and anxious to make some extra money he evolved the salesboard idea.

In 1912 Mays was connected with Charles L. Winters & Co., of Jacksonville, Fla., then one of the largest salesboard operators in the country. Boys working out of that office traveled by horse and buggy and covered quite a bit of territory. They would drive to a county seat and place their deals at all the cross-road stores, saw-mill camps and turpentine stills they could find. These were among the best and most productive locations.

One of the company's most successful deals worked on a 500-hole board, 10 cents straight and took in \$50. Location received 20 per cent of the take and the purchaser got something for every punch. Most of the items distributed consisted of slum jewelry, though a number of capital prizes were also offered, among which were a Winchester rifle and straight razors, very popular in those days.

Just to prove that there is nothing new under the sun, the Winters operators used a gag to hurry their deals along which is still being used by many successful operators today. When placing a deal the operator would show the location owner a handsome gold-plated watch. Owner was informed that he would receive the watch upon completion of deal as an extra reward for his effort, and very often in his anxiety to get the watch the owner would make

(See DEALS on page 62)

BINGO BUSINESS
By JOHN CARY

ANOTHER ANSWER TO THE QUESTION: Do People Want Bingo? was furnished last Friday (18) in Teaneck, N. J. Doubting Thomases who have been spreading the news that bingo is a thing of the past should have been anywhere within two miles of Teaneck any time between 6 and 9 p.m. last Friday. Some 30,000 (yes, 30,000!) people flocked from far, near and points in between to the New Teaneck Armory and clamored at the gates for admission to the Monster Bingo Party sponsored by the Bergen County American Legion Post. The armory doesn't hold 30,000, so only 18,000 gained entrance. Remaining 12,000 were just out of luck. Traffic all the way from the George Washington Bridge to the Armory (a distance of some two miles) was tied up in knots and many bingo fans parked their cars a couple of miles from the Armory and hoofed it the rest of the way.

WHAT IS IT ABOUT A BINGO that will draw 30,000 people to a spot to play the game? Every operator knows the answer, but too many operators seem to forget, so let's rehearse it once more. First, smart, dignified promotion and advertising of the game. Word-of-mouth, newspaper, direct-mail and even radio should all be utilized if it is legally permissible. Of course, most organizations don't have the budget to use all these media, but even with the smallest advertising appropriation the wise committee or operator will always find a way to properly publicize his game. Second important factor in a successful bingo game is to distribute merchandise prizes which the players want. Of course, the more valuable the prizes the better player appeal your game will have, but here again we have seen operators set up an attractive merchandise prize assortment on a very limited budget. This merely calls for shopping around among the bingo prize jobbers and buy- (See BINGO BUSINESS on page 62)

Outdoor Game Men Made Bid for Biz

CHICAGO, June 25.—Whatever the final results for the summer are, it won't be said that park, carnival and show concessioners laid down on the job. Instead of listening to all this recess talk, almost all of the boys, notably in the Midwest, are going right ahead improving their stands, creating flashier merchandise displays and bally-hooing their wares with all the gusto of a decade ago.

It is heartening to note that there is little leaning toward the tendency to inferior merchandise when the going gets tough. Park bingo operators have been especially careful in seeing to it that a major portion of their awards bear brand and factory names familiar to every game player. All of which is doing a lot to offset the lean crowds and to maintain player confidence in the games.

Nor is there any let-up in the quest for new numbers, new creations or revised editions of outmoded articles by which every operator hopes some day to bound to fortune. A good many such numbers have appeared on the stands and in almost every case the reception was better than anticipated.

From all appearances a good midsummer biz is looked for by a vast majority of the lads. Wholesalers and jobbers report sustained orders from outdoor workers, with not a little shopping around with an eye to the immediate future.

Catholics Seek To Ease Gambling Law

ALBANY, N. Y., June 25.—A united effort on the part of the seven Catholic dioceses in New York to lift bingo bans in various cities took place here Thursday when the dioceses called on the Constitutional Convention to modify gambling laws "so as to obtain a better respect for existing statute law on this subject."

The New York State Catholic Welfare Committee in a memorandum to the convention supported the previous position taken by Bishop Gibbons, of the Albany diocese. The dioceses of Albany, Brooklyn, Buffalo, Rochester, New York, Ogdensburg and Syracuse indorsed the memorandum.

"It would seem that a modification should be made concerning gambling and betting so as to obtain a better respect for existing statute law on this subject," the memorandum said.

"Many games of chance, classed as gambling and therefore now unlawful, are commonly regarded as harmless diversions, and justly so. The Legislature should be given broader powers over this part of the subject matter."

A good percentage of the Catholic churches in the State conduct weekly bingo games. Many of them have announced they will continue to operate thruout the summer. By using better type of merchandise prizes some of these games have built up a steady clientele of patrons who attend them every week. As a unit the Catholic churches are the largest conductors of bingo games in the Empire State as well as the best market for bingo prizes.

Beauty Angle Ups Sun Glass Sales

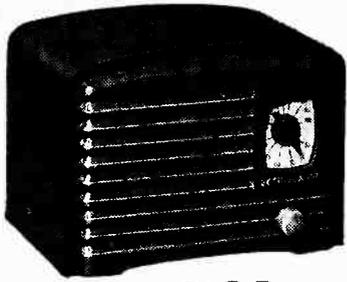
NEW YORK, June 25.—Age-old method of selling sun glasses to prevent eye strain appears to be outmoded. With the introduction this year of new streamlined models made of unbreakable, unburnable acetate, a new method of promotion has also come. Now the bally that's getting the coin is the beauty appeal. Formerly many women hesitated to don sun glasses for street wear because they believed it marred their appearance. But it seems that dame fashion has done an about face this season and pitchmen and demonstrators are capitalizing on the growing fashion among women to wear the new-type blinker sun glasses. What the glasses will do for the eyes has been submerged to the powerful angle that to be ultrasmarly attired milady must have sun glasses preferably of a shade to match her accessories.

Men promoting the new-style glasses are also stressing the point that the side shields give full protection against sun, wind and dust. The tiny wrinkles resulting from squinting against the sun's glare never have chance to be born, for by wearing the glasses the eye is relieved of all strain and hence of any tendency to squint.

The new-type glasses are coming in many hues. Smoke, amber, blue and deep maroon seem to be the more popular shades. Some promoters are selling sets of glasses to match whatever colored ensemble milady chooses to wear.

Fact that these newest type glasses have no rims and are light in weight has eliminated the fear of some women that wearing glasses would cause unsightly marks to appear on the sides of the bridge of the nose. The unbreakable and unburnable qualities of these glasses coupled with their smart streamlined appearance have enabled promoters of the item to weave about it a sales story of irresistible appeal, according to many reports.

It's Creating A Sensation!
DETROLA "Pee-Wee" Jr.
IN A BAKELITE CASE



ONLY \$6.95 ea.
IN LOTS OF SIX

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. Single samples only \$7.45 each.

EVANS NOVELTY COMPANY
946 DIVERSEY • CHICAGO.

Extra Value! **\$2.25** Each
5 for \$10.50

No. BB 0683—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

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.

Bath Sets

Bath towel sets, turkish towels, washcloths, bath mats and other such items have long been the concessioner's favorites. These items, attractively displayed in cellophane wrapping, in colored boxes, exert a strong pull on the housewife and get many an extra nickel. To meet this demand the Diamond Towel Mills states it has designed some attractive numbers for the concession and prize world. Towels and bathmats come in assorted colorful designs and are packaged in fancy novelty boxes with cellophane windows and ribbon trim. Firm caters strictly to the jobbing industry.

Cap and Gown Costumes

The value of good props has long been recognized by members of the demonstrator and pitch fraternities as a decided aid in making a money-getting demonstration. Rapid calculators, astrologers and others working items of a school and educational nature have shown a decided tendency in the past months to adopt the college cap and gown for atmosphere. Louis J. Lindner makes a specialty of this type of wardrobe and states he can fill every type of requirement. Full information on request.

Social Security Plate

With 39,000,000 prospective customers suddenly conscious of the benefits of the Social Security law, Social Security items are well on the up. Social Identification Sales Co. reports a lively trade in the plates it manufactures as well as its plate-stamping machine. Plates are finished attractively and have a strong

appeal since they will last a lifetime and do away with the fear of losing one's Social Security number. Plate is of a light metal which can be comfortably carried in the pocket and comes with an attractive leatherette cellophane windowed case. Firm feels that with the steady influx of workers added to the Social Security rolls weekly, selling of machines and identification plates is fast becoming a permanent business.

Pen Stamping Machines

Fad of personalizing everything from automobiles to tie clasps is again finding its way into the fountain pen demonstration field. Jackwin Pen Co. has announced a new type of stamping machine which will put a purchaser's name on a fountain pen in a jiffy. Firm claims that workers demonstrating personalized pens are greatly upping their take and will gladly furnish penmen information on the new machine.

New Sun Glasses

With the advent of the season for sun glasses Epstein Novelty Co. is featuring what it styles the latest in goggles, called Sun-Ex sun glasses. It is a streamlined number made of unbreakable, unburnable acetate. Lenses are colored smoke or amber. A feature of the sun glass is the side shields intended to give protection against sun, wind and dust.

Work Uniforms

Agents selling wearing apparel should be interested in a line manufactured by Irving Malbin, who is marketing uniforms for work which have the letters of firm on backs and individual's name on left front pocket. It is reported that direct sellers are working this and similar lines to advantage. Concern also manufacturers a line of summer caps of the light variety usually worn in the hot months.

Portable Radio

Playland Supply Co., manufacturer of radios, has introduced a new portable radio at a low price. Walter Spiegel claims it is one of the best ever introduced to the concession trade, having the following important

features: Smallest portable radio made, dynamic speaker—flush mounted, highly engineered TRF circuit, built-in aerial—no ground, works on A. C. or D. C., RCA licensed tubes, ideal for travelers and picnics, completely inclosed, neat, small, compact, lightweight, Litz wound coils—super selectivity, outstanding tone, tremendous volume. Radios come in black, brown, green, gray, red or blue.

Kiddies' Auto Seats

Comfy-Safe Auto Seat for kiddies being offered to prize and award users by Juvenile Wood Products, Inc., seems to offer the best solution yet to the problem of carrying small children and babies in cars. Item rests on the seat of the car, not suspended from the top of the back, and it locks so rigidly it stays in place no matter how the car jolts or sways, it is stated. Further, the child rides in comfort as well as safety. Device carries a strong appeal to parents.

New Auto Turn Signal

The motoring public, notably truckers, are going for the new-type turn signal that has been perfected by Direct-a-Turn and is being marketed thru direct sales people. There are four lights, two in front and two in rear, which can be installed on any car or truck in a jiffy without drilling or marring the finish. Device signals a brilliant flash when the driver wants to turn left or right, leaving driver's two hands free for driving when making a turn. Item's practical utility value combined with low price make it a good money maker.

Our Big Catalog No. B130

Is Ready for Mailing

Nearly 1,200 Pages Crammed Full of Feature Values Featuring Especially for Immediate Delivery at the Market's Lowest Prices

Bamboo Canes - Parade Canes
Pennant Canes - Celluloid Dolls
Fur Monkeys - Parasols - Balloons
and Thousands of other items for The Show World.

When Writing for a Catalog, State Business You Are in, as We Do Not Sell Consumers.

SURE-SHAVE A HIGH QUALITY

Electric Dry Shaver



Don't Confuse with Cheap 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!

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



LUCKY KEY CHIMP



TRIXO Hand Monkey

Composition head shaped exactly like monkey's. Girth body. Each in lithographed display box.

B 38N11

Per Gross \$16.50
Per Dozen \$1.50

N. SHURE CO.
200 W. ADAMS ST. CHICAGO

ELGIN — WALTHAM & HAMPDEN
WATCHES \$1.75 UP
In New Chromium Cases, all sizes. Satisfaction guaranteed or money refunded.
5 USED RUNNING POCKET AND WRIST WATCHES
American and Swiss. Our Assortment at the Special Price of... \$7.50
B. LOWE Room 519, Mailers Bldg., Chicago, Ill.

Carnival Novelties *New Stock—Just Arrived*

BB1 Men's Toy Wrist Watches, 8 in. box	Gro. \$3.75	BB6 High Hat Fur Monks, No. 8	Gro. \$6.75
BB2 Gillette Style Blue Blades	Per 1000 3.00	BB8 Cell Doll, 7 in., with Plume	Gro. 8.50
BB3 Flying Birds, Outside Whistle	Gro. 1.85	BB9 Swagger Sticks, 36 in.	Gro. 5.50
BB15 Fennant Canes	Per 100 .85	BB10 China Head Swagger Sticks	Gro. 6.75
BB5 High Hat Fur Monks, 6 1/2 in.	Gro. 3.75	BB12 Reach Bouncer Balls	Doz. 1.15
Parade Canes, Balloon Toss-Ups, Daisy Cork Guns and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.		BB13 Carnival Print Balloons, No. 8	Gro. 2.35

1938 CATALOG READY NOW—ADVISE YOUR LINE.
25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

Fourth of July Specials

- PENNANT CANES \$.80 per 100
 - CHESTERFIELD CANES 7.50 per Gr.
 - LASH WHIPS .75 per Doz.
 - BOUNDER BALLS 1.10 per Doz.
 - PLASTER \$6.00, 7.00, 15.00 per 100
 - FLYING BIRDS 2.00 per Gro.
 - BEACON BLANKETS Write for Prices
- Complete Stock of Aluminum, Corn Game Merchandise, Hoopla Blocks, Darts, Thriller Candy.

B. & N. SALES 4 Convenient Locations
ORDER FROM NEAREST STORE.

B. & N. SALES CO.

112 N. Broadway, St. Louis, Mo.
215 W. 9th St., Kansas City, Mo.
2030 Commerce St., Dallas, Texas
704 Preston St., Houston, Texas

A \$5.00 GIFT FOR YOU

GOGGLES - Carded and Boxed - SPECIAL - Dozen 75c.
● GIANT MOTH CAKES - Bright Colors. Per 100, ONLY \$3.25.
25% Deposit on C. O. Ds.
● Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Canvassers... Sideline Merchandise.
● Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, White Shoe Polish, Blades, Soaps, Balloons, U.S. Rubber Swatters
● Fountain Pens, New Electric Clocks, Lamps, Mantel Radios.

ELECTRIC RAZOR FREE
With Purchase from Catalog. Write Today—Also FREE SAMPLE CASE OFFER!

CHAMPION SPECIALTY CO. 814-Z CENTRAL ST., KANSAS CITY, MO.

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.

Another PLAYLAND SCOOP PORTABLE RADIO

\$6.50 EA.

Smallest Portable Radio Made. Dynamic Speaker—Flush Mounted. Highly Engineered TRF Circuit. Built-In Aerial—No Ground. Works on A-C or D-C. R. C. A. Licensed Tubes. Ideal for Travelers, Picnics, Etc. Completely Enclosed. Neat, Small, Compact, Lightweight. Litz Wound Coils—Super Selectivity. Outstanding Tone, Tremendous Volume.

Comes in the Following Colors:
 BLACK BROWN GREEN
 GREY RED BLUE

SEND 25% WITH ORDER, BALANCE C. O. D., F. O. B. NEW YORK.

PLAYLAND SUPPLY CO., 14 W. 17th St., NEW YORK

NOTES from SUPPLY HOUSES

A new notion and cosmetic house, distributing thru agents, has invaded New York. Title is Interstate Merchandise and Distributing Co David C. Eisenberg, well skilled in this type of trade, will head the concern. Eisenberg has been connected in the sales department of other concerns carrying toiletries, cosmetics, blades and kindred merchandise and is regarded in the field as being well posted on both buying and selling.

Acme Novelty Co., owned and operated by Ben and Sig Goldfarb and George Silvers, has moved into more commodious quarters in downtown Los Angeles. The boys, who rose from novelty salesmen to ownership of one of the biggest West Coast distributing firms, report that they are enjoying good business.

BINGO BUSINESS
(Continued from page 60)

ing wisely. Jobbers, especially today, are offering unheard-of values in merchandise prizes. There are, of course, many other factors (more or less important) in building up attendance at a bingo game. But the operator who constantly plugs away at his publicity and promotion and who consistently awards fine merchandise prizes will have little trouble putting his bingo over with a bang.

WE DON'T SAY you'll draw 30,000 or tie up traffic, but you will have a profitable and successful game.

DEALS
(Continued from page 60)

up the difference on the deal out of his own pocket if the deal was not completed when the collector made his call

CROSSES

B30J131 — White Metal Cross Set with rhinestones, 16" chain. Startling value. Cut actual size. Doz., \$1.15 — Gross \$12.00
 B30J130 — 14-K. Yellow Finish Cross. Plain, Doz., \$1.20. Sample asst. seven crosses, \$1.00 postpaid.
 B30J102 — Yellow Cross and Chain. Bright finish, attractive engraved floral design. Size 1 1/2" Per Doz., \$1.35.
 B30J105 — Cloisonne Enamel Cross and Chain. Yellow trim, size 1 1/2". Per Doz., \$1.75.

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 323, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

JOSEPH HAGN CO.
Wholesalers and Importers Since 1911.
217-225 W. Madison St., Chicago, Ill.

several weeks later! It was a good gag then—and still is.

What do you say, oldtimer? How about a few lines from you?

Happy landing.

EXTRAORDINARY OFFER TWISTER BALLOON

Finnest looking balloon ever created. When inflated, it looks like a Barber Pole. 52 inches long. Made of long, lasting Latex. Packed 144 assorted colors to box. Peddlers, Streetmen and Circus Men selling Twister like Hot Cakes!

\$2.75 GR.

Sunex Sun Shield

With Side Glasses. Most novel and practical Sun Glass ever designed. Protects eyes against sun and wind. Made of Acetate material. Cannot be broken. Exact duplicate of \$1.85

Packed 12 to beautiful display card. Dozen \$1.85

GROSS \$21.00

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.

Send For Our NEW 1938 CATALOG

Your FREE COPY is Ready!

• CONCESSIONAIRES • PITCHMEN
 • PARKMEN • NOVELTY WORKERS
 • SPECIALTY MEN • AUCTIONEERS

You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at Prices That Defy Competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

GELLMAN BROS. 119 North Fourth St. MINNEAPOLIS, MINN.

CALIFORNIA SOUVENIR GOLD COINS

RINGS — 50c
 CHARMS — 75c

Complete Price List on Request. Deposit Required With Order.

J. G. GREEN CO.
208 Stevenson Street, SAN FRANCISCO, CALIF.

So there's nothing new eh!

THEN HOW ABOUT

Vest pocket PATENTED BINOCULARS!

SURE-FIRE NOVELTY PRIZE FOR EVERY MAN, WOMAN AND CHILD

CONCESSIONAIRES!
Get yours while they're hot!

Brand new collapsible field and opera glasses. Thinner than a cigarette case. Open and close with a snap of the thumb. POWERFUL, PITCH-POLISHED LENSES. Almost 4" across and 3" wide! In Black, Chinese Red and Ivory. Eye-catching! APPEALING! Novel! Marvelous for prizes in any kind of game!

AMERICAN MADE.
ORDER TODAY!
 Money-back guarantee!

SAMPLE POST PAID ANYWHERE IN U. S. FOR \$1

LOU FOX ENTERPRISES
220 S. STATE ST. CHICAGO, ILL.
 ORIGINATORS SINCE 1910

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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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 25 Opera Place, Cincinnati, O.

REMINGTON
THEY'RE NEW | **THEY SELL**
 SPRING-O-MATIC. PLUNGER VAC. TATTLE-TALE. INK GAUGE PENS.
PENS • PENCILS • COMBOS
JOHN F. SULLIVAN
 458 Broadway, NEW YORK CITY.

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

WALT DISNEY'S
SNOW WHITE
 AND THE SEVEN DWARFS

CRUCIFIX RINGS
 For Fairs, Bingo Games, Demonstrators, Resorts, Concessionaires, Concessors and Street Men. An item that always has a steady, profitable demand. In **STERLING SILVER**—costs you \$7.50 dozen; in **GOLD PLATE**, \$8.50 Dozen (Sells easily for \$2.00 each!) Assorted sizes, exchangeable, 25% deposit, balance C.O.D. Sample \$1.00 credited on first order. Guaranteed. Free Literature.
BEDEVERE JEWELRY CO.
 Box 23, Madison Square Sta., New York.

UNDERWOOD

PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS
GRODIN PEN CO., 398 Broadway, New York City.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
 In New Cases,
 Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.
H. SPARBER & CO.
 108 North 7th Street, St. Louis, Mo.

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN CO.
 Manufacturers Since 1913.
 16 N. Union St., Dept. B, Petersburg, Va.
 Send \$1.00 for Samples. Prompt Shipments.

REX HONES 3c Each
 Now Less Than 3c Each
\$4.25 a Gross
 Send \$1.00, Bal. C. O. D., Plus Postage.
 Each Hone in flashy silver box, priced 50c. A real fast-cutting abrasive stone of good quality. Wonderful demonstrator for Pitchmen. Home men are cleaning up. ACT QUICK. **REX-HONE MFRS.,** 1500 West Madison, BR-7, Chicago, Ill.

YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE
 Write us your needs.
ARGO PEN-PENCIL CO., Inc.
 220 Broadway, NEW YORK CITY.

MEDICINE MEN
 A new, complete line (8 standard items) for Medicine Show Workers. Catchy name, flash cartons, labels meet all requirements of Federal and State laws, formulas by registered pharmacist—priced to meet all competition. Send today for full information. Sample line all eight items only \$1.00, Post-paid. This \$1.00 credited to your first order.
UNIVERSAL LABORATORIES, Dallas, Tex.

FULL LINE OF BANKER PENS NOW READY. Combination — Plungers — Vacuumaks — Desk Sets. Also a New Pitch Package. Get my New Price List.

JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St. 1054 Mission St., San Francisco, Calif.

Social Security Plates and Machines
 Ours is a Practical Portable Machine. (Not a Set of Hand Dies.)
 Salesmen—Agents—Operators Write! Wire! Immediately for our low prices—immediate delivery—send 10c for sample, including leather cover—cash in on this new deal.
 Now Everybody Makes Money.
Social Identification Sales Co.
 1560 Broadway, NEW YORK, N. Y.

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

by **BILL BAKER**
 (Cincinnati Office)

"SPEAKING ABOUT . . . the forthcoming New York World's Fair," blasts Ace Buden Kaye, better known as Professor Acetra from Philadelphia, "did any of you fellows get one of those applications for a concession? Boy, it's a pip. They should have obtained someone who knows the language to handle it instead of a group of barristers. Our slogan should be: 'A fair without a pitchman is like a garden without flowers.' Fairs and pitchmen have been associated since the former's inception. It seems that the big guns are after the long green only and think in terms of 10 grand and up. They are ignorant of the fundamentals of what the pitchman stands for and his name seems out of place to them in the elaborate suites of conference rooms, where the officials are gleefully visualizing the many millions of folding mazuma around which they are going to snap rubber bands. Second building constructed on the grounds was the jail and I bet many a resourceful pitchman is going to get a free night's board. It's 100 per cent modern, tho, so what's the use of kicking? The windows afford a very good view of the World of Tomorrow."

HUSTLERS' TIPS: Have any of you fellows considered working the run menders? It's a proven money maker and some of the best pitchmen in the game have worked it to big success. It's true that practice is required to work the item, but when a fellow gets to a point where he can make a satisfactory demonstration he'll find that the dough will start to roll in. He'll find, too, that he can work any hot spot in the country because the item is a hot-spot article.

FRANK BURNS . . . and wife are reported to be working out of Detroit to fair business.

BOB POSEY . . . tells from Toledo: "Worked a week here with Harry Corry and he still collects a goodly share of the folding dough. I'm framing another new layout with hopes for its success. Would like to read pipes from Al Decker, Al Cover, Phil Freed, Jim Osborne, Big Jack Currant, Professor Elmer Kane, Oklahoma Charley McCarty, L. Richards and Glenn Bernard."

PITCHMEN'S SAYINGS: "God knows we don't need your money."—The Ragan Twins.

DOC VICTOR B. LUND . . . comes thru with the following from Omaha: "Members of the pitch fraternity in this city when I landed here included Tim O'Day and wife, Duke Doebber, C. J. Williams and wife, Jack Carpenter and wife and Jack Flowers and wife. At this writing, however, O'Day, Flowers and Carpenter have checked out and are getting readied for the fairs. I enjoyed some good business working sales in Missouri. Plan to remain here for 60 days and then head east, which, incidentally, will be my first trip there. My pal, Harry Kincheloe, and wife are really looking out for my repeat business and mail orders and invite the boys and girls to stop in when in Oklahoma City. Would like to see pipes from Ed Mathews, Herb Johnston, Dutch Shaffer, Herbert Heath and Chief Voight."

THE SUCCESSFUL PITCHMAN'S chief concern is his personal appearance. Try fixing a city clerk or chief with a frowzy front or dirty shirt and you'll know why.

"HAVEN'T WORKED . . . anything since leaving Rochester, N. Y., last summer," pens Siegel (Sunshine) Rogers from Tremonton, Utah. "We are taking a little vacation trip until school opens in September, after which we plan to open in California. Natives in East Kansas, Colorado and Wyoming seem to have money and the wheat crops should be good. Utah don't seem to be so hot and I haven't seen much to pitch to in these spots."

MAXIE GELBSTEIN . . . who just finished a two-week stay in Raleigh, N. C., where he worked blades and pen sets to a fair take, is now in Philadelphia. Writing from the City of

Brotherly Love, Maxie says: "Reader in Raleigh is \$3 per day or \$5 per week. I hear that Harry Meyers is ill and have been wondering where he is. Will work the four-day celebration in Cologne, N. J., and would like to read pipes from Morris Kahntroff, Harry Perkins, Bill Brentice and Mr. and Mrs. Harry Bush."

CHIEF RAY EDER . . . and Don Napier are working med out of Omaha and Council Bluffs, Ia., to a reported good business.

ALMOST ALL MERCHANTS will see the light if a fellow will only use the brains God gave him. Hence we cite the following: One of the boys was working a small Southern town recently selling a novelty household utility. A local merchant saw him and told the law to stop him. Undaunted the pitchman called upon the merchant who fingered him and after explaining that it was to the merchant's advantage to have the item publicly demonstrated the merchant saw the point and called off the law.

"CERTAINLY AM HAVING . . . a tough time of it," blasts Duke Berwinkle from Martins Ferry, O. "After mashing up my car I had an attack of appendicitis and can hardly get around. One consolation, tho, I have plenty of stock and that's money, even tho I can't work it. Would still like to read pipes from H. B. Evans, mouse worker. Where are you, Harry? Pipe up."

A THOUGHT FOR TODAY . . . by T. D. (Senator) Rockwell. "From the day you're born until you ride in that hearse, there is never a thing that happens that couldn't be worse."

EDDIE ST. MATHEWS . . . Herb Johnston, Dutch Hendricks, of cleaner fame, are reported to be getting their share of the dough working Idaho Falls, Ida.

THE INCONSISTENCY of some lawmakers is appalling to say the least. If the fellow works a doorway they close him up because he holds a crowd on the street. But how often do you hear of anyone with a demonstration in a merchant's window getting closed for doing the same thing?

MUDDY WATERS . . . erstwhile pitchman, is now associated with a finance company in Pocatello, Ida., but reports emanating from that section indicate that he is sort of anxious to make the fairs again this fall.

"AFTER 39 YEARS . . . I've found the one and only and I'm honeymooning here," lines J. D. (Whitie) Patterson from Denver. "While passing thru Bird City, Kan., en route here I made a pitch and did very well; in fact, much better than I had anticipated. Am working silverware and pen and pencil sets. Would like to read a pipe from Leroy Crandall. Padoni and the



HERE'S THE AFFABLE Harman Dobson (in the light suit) standing in front of his peeler layout after a successful three-week engagement in an Amarillo, Tex., chain store. Shown with Dobson is David Hology, store manager.

BEWARE OF IMITATIONS

Only Oak is licensed to make genuine Walt Disney characters in toy balloons. And only Walt Disney's inimitable characters have the appeal that means big sales and real profits. The Oak line offers Snow White and the Seven Dwarfs—and Mickey Mouse and his pals—in a large variety of toss-ups, prints and novelties. Leading jobbers handle genuine OAK-HYTEX balloons. Be sure you get the real Walt Disney characters in Oak's Blue Box with the Yellow Diamond Label.



The OAK RUBBER CO.
 RAVENNA, OHIO.

NEW CATALOG !!
 Showing FAST SELLING NEWEST ITEMS in WHITESTONE and CAMEO RINGS, CROSSES, LOCKETS, SIGNET RINGS and PINS FOR ENGRAVING and COSTUME JEWELRY!!! Send \$1.00 for Samples, stating which line you wish.
OLYMPIC BEAD CO.,
 307 5th Avenue, New York City.

SOCIAL SECURITY
 AS REGISTERED WITH U. S. GOVERNMENT
 No 363-07-8140
 NAME
H. O. STRIKER
 (One-Half Actual Size.)
PRICES, DETROIT:
\$6.00 \$55.00 CASES: DIES,
 Per 100. Per 1000. \$4.00 \$5.25
 Sample, 10c. Per 100. Complete.
 Beautiful—Attractive—24-gauge Etched
BRONZE SOCIAL SECURITY PLATE.
 Sells on sight, 25c to \$1.00.
H. O. STRIKER
 7320 Tireman Ave., DETROIT, MICH.

boys figure on catching the Bud Anderson Circus and going back to work. Kansas territory looks okeh. Come on, boys, pipe in."

FRED ACKERLY . . . formerly a pitchman but now a midset auto race driver contesting in the Southwest, was seriously injured June 19 when his car overturned three times on the track in Wichita Falls, Tex., June 19. He sustained a fractured skull a broken leg and arm and numerous cuts and bruises. He is confined in General Hospital, Wichita Falls, and would appreciate hearing from his friends."

IN AN EFFORT . . . to present to his readers illustrations giving an idea of the importance of salesmanship in life, Jonathan Johns, in his "Minute Message" column which appeared in the June 7 issue of *The Daily Record*, Baltimore, nominated the following as being among the greatest salesmen of recent years: Theodore Roosevelt, the Duke of Windsor, Franklin D. Roosevelt, Lord Northcliffe, Henry Ford, Diamond Jim Brady and C. P. Rogge. "Theodore Roosevelt," says Johns, "captured the imagination of the American public and sold them his ideas on reform to an astonishing degree. He was all personality. The Duke of Windsor when Prince of Wales was salesman extraordinary to the British colonies, selling them on the idea of loyalty to the Crown. He did a fine job. Lord Northcliffe made the British public think as he thought regarding vital policies in the World War and thereby became a tremendous factor in winning it. The remarkable influence of the fireside talks of President Roosevelt in selling the New Deal to the public reeds

DEMONSTRATORS SENSATIONAL FREE OFFER HOT COMBINATION

Sloane's Nu-Foot Powder—A shampoo for tired, aching, burning, perspiring feet. SENSATIONAL demonstration on hands turns 80% of tip. Sell one for 25c, give other free. Man working alone recently took \$170 in one day. Man working solo took \$400 in three days. Hot, I'll say.

Complete spiel and worker free. Sample 25c. ALL NEW PACKAGES.

Sloane's Corn and Callous Remover—an iodized liquid in swell new package. FREE—get, absolutely FREE, 1 dozen jars Sloane's Athletes Foot Ointment, wholesale price \$1.50 dozen, a quick 50c seller. 50% deposit on all orders.

DOUBLE GROSS \$9.00 (One gross of each) F.O.B. N.Y.C. SLOANE PRODS. Inc. 143 W. 41 St., New York City.

Pitchdom Five Years Ago

Bob and Anna Mae Noel were working Indiana territory to fair takes. . . . Bob Posey was headed for Minneapolis after having worked South Dakota to a blank. . . . Nat Golden was playing Western Canada with a carnival. . . . Ohio, Indiana and Illinois proved slow for Mary Ragan. . . . Jeff Farmer blew into York, Pa., after a successful stand in Chambersburg, Pa. . . . Doc George M. Reed went to New Castle, Pa., after a highly successful two-week engagement in East Liverpool, O. . . . Cleveland was proving a winner for Sam Levy. . . . Cy Rappaport and Walter Stoeffel's wild animal exhibit on La Salle street, Chicago, was clicking. . . . Gene Golin was still telling it to the natives in Minneapolis. . . . Doc A. Anderson was working to lucrative takes in Baltimore. . . . Billy C. Bryan, who operated a Satanic medicine unit for several years, opened his platform show in Nebraska. . . . Boomer Greenleaf and wife were working to fair business in Rockland, Me. . . . Kenneth Daniels was visiting in Kansas City, Mo., after working to good results during his engagement in Lawrence, Kan. . . . Doc M. Hathaway, after visiting friends on several Midwest shows, joined a medicine show in Nebraska to do the lecturing. . . . Doc Franklin, ardent believer of the old adage, "Make hay while the sun shines," gathered in the berries during the berry season in the Ozarks. . . . Bert Cayton worked to terrible business in North Canton, O. . . . Max Fried, formerly with the Iroquois Remedy Co. in the East, opened his platform show at Grandview, Mo. . . . B. R. Sackett, who had operated a platform show in Florida for several years, was enjoying a brief vacation in the Midwest, visiting a brother in Kansas City, Mo. . . . Business in Darby, Pa., wasn't so hot for H. T. Ruth. . . . Ed F. Weise was in Oklahoma operating a Tay-Jo unit for Tex Roberts. . . . Rolling Thunder, of Quaker Bridge, N. Y., well-known thru-out Pitchdom, had just celebrated his 89th birthday anniversary. . . . Clyde Wilson was still clicking in Winston-Salem, N. C. . . . That's all.

COINCIDENT with the dropping out of the field by many veterans of the tribes and keister there have been numerous newcomers in the ranks, some of whom have proved themselves worthy of praise. Let's hear from them.

WORD DRIFTING INTO . . . the pipes desk from out Colorado way indicates that that territory is in good shape, but that the reader there is stiff.

SCOTTY SULLIVAN . . . tells from Chillicothe, Mo.: "Have been all over Illinois this spring and haven't seen a pitchman. Wonder what has come over the boys. I'm still going and I've found many closed towns. The ones that are open have no money. What part of the world are you in, Johnnie Hicks, Guy Warner and Red O'Day?"

ALL THAT ANY PITCHMAN asks of anyone is a square deal.

DICK DICKMAN . . . writes from Orlando, Fla.: "Just met W. F. Smith and M. W. Tutton, better known to the sheet fraternity as Ganesville Smithy and King Tut. The boys are working a safety council book which is a honey and netting them plenty of dough. They tell me it is the coming business. Would like to read a pipe from Roy Graham."

LET'S HAVE SOME communications from all delinquent pipes shooters.

"JUST COVERED . . . 3,000 square miles in Kansas, but the State is no good," pencils Dr. A. M. Johnson. "I advise the boys to stay away until after harvest anyway. Sorry to learn about Doc George Reed having trouble with his eyes. But I guess we oldtimers can still take it on the chin. Still tramping with my layout, but money is scarce. We manage to eat three squares a day, tho. The depression was awful, but the recession is frightful. How about it, boys? Conditions seem the same all over, so I suppose we'll have to make the best of it and try to save a little for the winter, otherwise look out for the big bad wolf. Would like to read pipes from James Kelley, Morris Kahntroff, Sam Jones, Salem Bedoni, Johnny Hicks and the remainder of the gang. Keep up your chin and take the blows as they come, the good tip is just around the corner. Are

you still in the land of the living, Jimmy Earle? We're headed for Louisiana."

WHAT ARE YOU working, fellows? That's news, too, you know.

Events for 2 Weeks

- (June 27-July 4)
- ARIZ.—Prescott. Frontier Days, 1-4.
 - CALIF.—Alturas. Round-up, 3-4.
 - Lakeside. Rodeo, 4.
 - Lompoc. Rodeo, 3.
 - Willits. Frontier Days, 2-4.
 - COLO.—Greeley. Rodeo, 4.
 - IDAHO.—Grangeville. Rodeo, 2-4.
 - ILL.—Chicago. Puppet Festival, 27-30.
 - Stockton. Street Carnival, 28-30.
 - IND.—Bloomington. Celebration, 27-July 4.
 - Bloomington. Merchants and Mrs.' Expo., 27-July 4.
 - Columbia City. Celebration, 30-July 4.
 - South Whitley. Street Celebration, 30-July 4.
 - Vincennes. Legion Celebration, 27-July 4.
 - IA.—Waukon. Rodeo, 2-4.
 - ME.—Rockland. Old Home Week, 27-July 4.
 - MASS.—Danvers. Celebration, 30-July 4.
 - Frammingham. Celebration, 30-July 4.
 - MINN.—Canby. Rodeo, 30-July 1.
 - MO.—Bonne Terre. Home-Coming, 30-July 4.
 - Dexter. Legion Celebration, 27-July 4.
 - Trenton. Celebration, 27-July 4.
 - MONT.—Lewistown. Stampede, 2-4.
 - Livingston. Round-up, 2-4.
 - Red Lodge. Rodeo, 2-4.
 - Whitefish. VFW Celebration, 28-July 5.
 - NEV.—Reno. Rodeo, 2-4.
 - N. J.—Mine Hill. Fire Dept. Gala Days, 29-July 2.
 - N. M.—Carlsbad. Carlsbad Cavalcade, 2-4.
 - Silver City. Rodeo, 2-4.
 - N. Y.—Hastings-on-Hudson. Firemen's Celebration, 27-July 5.
 - Salamanca. Legion Celebration, 27-July 2.
 - Malone. International Good Will Week, 27-July 2.
 - N. D.—Van Hook. Rodeo, 2-4.
 - O.—Canton. Home-Coming Celebration, 22-July 4.
 - Columbus. Italian Fiesta, 27-July 4.
 - Warren. Celebration, 27-July 4.
 - OKLA.—Collinsville. Rodeo, 2-4.
 - Dewey. Round-up, 3-5.
 - ORE.—Baker. Rodeo, 2-4.
 - Crawfordsville. Round-up, 4-5.
 - Klamath Falls. Rodeo, 2-4.
 - Molalla. Rodeo, 2-4.
 - PA.—Coalport. Celebration, 27-July 2.
 - Marienville. Forest Festival, 27-July 3.
 - Mount Pleasant. Firemen's Street Fair, 25-July 2.
 - Phillipsburg. Celebration, 30-July 4.
 - Point Marion. Vol. Fire Dept. Carnival, 28-July 4.
 - Sewickley. Dog Show, 2.
 - S. D.—Belle Fourche. Round-up, 3-5.
 - TENN.—Martin. Celebration, 30-July 4.
 - TEX.—Big Spring. Cowboy Reunion, 2-4.
 - Canadian. Rodeo, 2-4.
 - Fallurrias. Rodeo, 3-4.
 - Kerville. Rodeo, 2-4.
 - Pecos. Rodeo, 2-4.
 - Stamford. Cowboy Reunion, 4-6.
 - VA.—Norton. Rhododendron Festival, 30-July 2.
 - Woodstock. Firemen's Carnival, 29-July 2.
 - WASH.—Everett. Legion Celebration, 27-July 4.
 - Kennewick. Rodeo, 2-4.
 - WIS.—Kenosha. Legion Celebration, 27-July 4.
 - Racine. Good Will Celebration, 24-July 10.
 - Lake Geneva. Dog Show, 4.
 - WYO.—Cody. Stampede, 4-6.
 - Gillette. Round-up, 2-4.
 - Lander. Pioneer Days, 3-4.
 - WY.—Czar, Alta. Stampede, 5-6.
 - Lethbridge, Alta. Stampede, 4-6.
 - Raymond, Alta. Stampede, 1-2.
 - Sundre, Alta. Stampede, 30-July 1.
- July 4-9
- ARK.—Fayetteville. Soldiers & Sailors' Celebration, 4-9.
 - Rogers. Fire Dept. Celebration, 4-9.
 - ILL.—Centralia. Homecoming, 4-9.
 - Chrisman. American Legion Celebration, 4-9.
 - Olney. American Legion Celebration, 4-9.
 - IND.—Frankfort. Firemen's Celebration, 4-9.
 - Hope. Legion & Business Men's Celebration, 4-9.
 - Marango. Homecoming, 4-9.
 - Marshall. Homecoming & Horse Show, 7-8.
 - West Baden Springs. Homecoming, 4-9.
 - Winchester. Auto Races, 10.
 - KAN.—Dodge City. Celebration, 4-9.
 - Sun City. McLain's Round-up, 8-10.
 - KY.—Cloverport. Celebration, 4-9.
 - MASS.—Quincy. Celebration, 4-8.
 - Salem. American Legion Jamboree, 3-9.
 - Springfield. Dog Show, 10.
 - MICH.—Utica. Anniversary Celebration, 4-20.
 - MO.—Weaubleau. Reunion, 7-9.
 - MONT.—Wolf Point. Stampede, 7-9.
 - N. Y.—Troy. State Dept. Encampment Army & Navy Reunion, 4-9.
 - Wellsville. Celebration, 4-9.
 - O.—Defiance. Northstar Ohio 150th Anniversary Celebration, 4-9.
 - Marietta. American Legion Celebration, 2-9.
 - PA.—Barnesboro. Old Home Week, 4-9.
 - Bradford. American Legion Celebration, 4-9.
 - Conshocken. Spring Mill Fair, 6-16.
 - Greensburg. Dog Show, 9.
 - Homer City. Old Home Week, 2-9.
 - Kittanning. Celebration, 4-9.
 - Rimersburg. Firemen's Celebration, 4-9.
 - Scottsdale. Celebration, 4-9.
 - S. D.—Watertown. Celebration, 3-8.
 - TENN.—Selmer. Tomato Festival, 7-9.
 - TEX.—Valley Mills. Reunion, 6-9.
 - UTAH.—Nephi. Rodeo, 7-9.
 - VA.—Louisa. Firemen's Fair, 4-9.
 - W. VA.—Bridgeport. Air Show, 4-9.
 - Racine. Good-Will Celebration, June 24-July 10.
 - Shinnston. Firemen's Celebration, 4-8.
 - WIS.—Cedarburg. Fire Dept. Celebration, 9-10.
 - Oconto. Celebration, 4-8.

ELECTRIC RAZOR Promotions Are Big!

A real money maker. Retail \$2.99. Even bigger than crosses. Get started at once. Write for details today.

ENGRAVERS ATTENTION!

A brand new exclusive line of engraving pins—new patterns—highly polished finish—mounted on tissue cards and cellophaned. 18 samples for \$2.00. Order samples today.



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We have the newest and best selling styles in Whitestone Rings, Cameo Rings, Photo Jewels, Lockets, Crosses, etc. Order samples today.

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5 No. Wabash Ave., Chicago, Ill.

LIMITED LOT . . . ACT QUICKLY . . . SALESMEN

Tremendous Profits on a Tremendous Bargain. WONDERSUMMER BEVERAGE. A National Carbonated Drink that FIZES. 8 Different Concentrated and Delicious TRUE-FRUIT Flavors. Packed in very attractive four-color envelopes. Each envelope makes 8 Bottles of Carbonated Soda. Carton of 48 envelopes in a beautiful six-color Counter Display Carton, made especially for Eye-Appeal. Retail Price 5c prominently displayed.

YOUR COST \$1.08 GROSS ENVELOPES

Figures 3/4c an envelope, or for 3/4c you make 8 Bottles of Genuine Soda Pop. Full payment on all orders below \$5.00. On larger orders 50% deposit.

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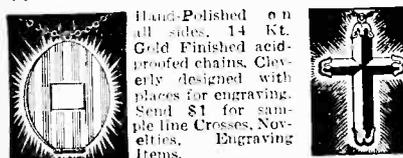
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ELGIN & WALTHAM REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in S. H. Engraved Cases, at Send for Price List. Money Back If Not Satisfied. CRESCENT CITY WATCH MATERIAL CO., 113 N. Broadway, St. Louis, Mo.

MEDICINE MEN

Write today for new catalogue of Tonics, Oil, Salve, Scap, Tablets, Herbs, etc. Low prices—rapid service. GENERAL PRODUCTS LABORATORIES Manufacturing Pharmacists 187 E. Spring St., Columbus, Ohio.

no comment. Henry Ford's ability to put across his car is one of the marvels of our generation. C. P. Rogge sold \$16,000,000 of life insurance in one year thru one and two-minute interviews, thus sounding a new time note in selling. And Diamond Jim Brady is credited with earning \$1,000,000 a year selling railroad supplies."

NO SENSIBLE pitchman will sell junk. Those who do come under another category.

FRANK POPE . . . is reported to be working a chain store in Salt Lake City to fair results.

JACK BRUCE . . . is doing an okeh business in Preston, Ida., according to reports from that neck of the woods.

DR. CHARLES H. PARGIA . . . now presenting his magic med show in South Carolina spots, info that he will open a new theater in Timmonsville, S. C., about July 1. He adds that he would like to read pipes from Drs. Ed and H. B. Maxey and Mr. Reid.

SPEAKING OF "intestinal fortitude," who has displayed more of it than the pitchman?

CARL LEANDER . . . is still working Seattle with the Sen Gen Ma Co.

T. D. (SENATOR) ROCKWELL . . . he of shaving cutlery fame, comes thru with the following effusion from Pocatello, Ida.: "We're on our way to Portland, Ore., and home for the Fourth of July. We just came thru Yellowstone National Park and it certainly is some sight to see Old Faithful spout 150 feet straight up. We have traveled some 2,850 miles since leaving Portland in April and should make it 4,500 miles by July. Worked Logan, Utah, but it was poor. No one seems to have money in the farming centers. Billings was fair. Have been holding my own with shaving cutlery between the barber shops and electric razors. In fact, I've never missed a meal as yet. May have postponed a few but never missed one."

ARCHIE D. DEIBLE . . . pipes from Pine Grove, W. Va.: "Have been working house-to-house deals to good business considering the times. This section is okeh due to the gas and carbide plants working steadily. The valley from New Martinsville to Lumberport on the short line is in good condition. Haven't come across any road people except the king of map distributors, J. H. McCaskey, and wife, who certainly do hand 'em out. Everybody in town had one. Mac surely knows his geography. I plan to remain here for a few days yet. Pay days are from the 6th until the 10th. There are no readers."

SOME PITCHMEN just can't manage properly—not even diplomatically.

J. H. McCASKEY . . . periodical purveyor extraordinary, scribes from Delmar, Del., that business is on the upgrade in that section and that he enjoyed fair business at Dover, Del. He adds that he is planning a little jaunt to the Southwest corner of the Old Dominion State and that crop conditions in Delaware are good, but the shekels are laying tight.

WE KNOW some fellows who claim it's too darn hot to work in the summer and too blamed cold to work in the winter. It couldn't be that they have no ambition, could it?

"OPENED IN A CHAIN STORE . . . here June 18 to one of the best days I've experienced in three years," wiggwags Harman Dobson from Wichita Falls, Tex. "This is a lively little city and altho the recent oil boom has quieted down a bit the people still have plenty of money. A candid cameraman is working the streets here and reports fair business despite the fact that three action-picture men have preceded him. I haven't been able to learn whether any doorway spots are open and can be worked. If there are, however, they are not in the money."

20,000 AT PREVIEW

(Continued from page 3)

New Jersey Hotel Association; Hugh Riddle, president Chamber of Commerce; Harry Carr, president Atlantic City Press Club; Assemblyman Frank Farley, of Atlantic County, and Senator Scott.

With the singing of the *Star-Spangled Banner*, to music by the Madison Square Garden Band, Hamid declared his greatest enterprise opened.

Pier has undergone a \$250,000 face-lifting job. Old Hippodrome has been completely renovated, an outdoor stadium, seating 2,200 built, and four new theaters added. An Eskimo Village, game rooms, several thousand bathing lockers and a gigantic Fun Chase, boasting the greatest slide in world with 130-foot run and rising 45 feet above pier and covering 10 acres of ground, are also among improvements. Opening the new Ballroom of States were Will Osborne, Eddy Morgan and Cuba's prize-winning Rumba Queens. In the Hippodrome the Roxettes were the background for the show featuring Harry Foster Welch, Max Fleischer's Popeye. One of Pier's big features is Paul Del Rio, billed as the world's smallest human. A diving elk and a buffalo are outdoor features.

Pier this season presents almost an entire new structure as far as building is concerned and is presenting more shows than at any other time in its long career. Only holdover from other years is Nat Haults started in 1906 by the late Capt. John L. Young. Administrative staff is: George A. Hamid, president; Samuel W. Gumpertz, general manager; C. A. Hill, superintendent; W. H. Fennan, manager Fun Foundry; Leonard Traube, publicity manager; Joseph Hughes, manager Oceanic Stadium; O. J. Devany, construction superintendent; L. G. Anderson, national exhibits manager; W. H. McMahon, local press representative.

STEEL HAS GRAND

(Continued from page 3)

1898. This year Elliott has picked a good array of talent headed by Bud Abbott and Lou Costello and the Ben Yost Singers. Last named especially clicked in the opening bill.

Abe Lyman opened in the big ballroom, which has undergone many improvements, sharing honors with Sammy Kaye and Alex Bartha. Judy Canova, Annie and Zeke opened the Music Hall bill, to be augmented in a couple of days by the Three Stooges. The Bert Block Orchestra is coming in Monday.

Jules Falk is again presenting his opera in English. Olga Petroff, who thrilled last year on the 225-foot pole, has returned. The Hannefords were easily the hit of the circus bill. Zacchini added his cannon thrill. Water circus headed by "Rex," aquaplaning dog, Two Funks, Demetrix, Miachahua and W. Swanson, last named doing a cloud swing, complete the circus, which is without doubt the best Gravatt has ever assembled.

Among the noticeable improvements of the pier is the installation of Larkin's Streets of China, a real flash. Hollywood exhibit, in theater of its own, also stands out. Pier has five theaters seating from 1,000 to 2,700 each, with outdoor stadium seating 5,000. A complete air-conditioning system was installed during the winter and adds to comfort. Pier's wild animal zoo returns again. Owing to crowds, your reviewer had much difficulty getting into the various houses.

Frank P. Gravatt this year celebrates his 12th year as head of this big enterprise. He has on his staff Richard Endicott, general manager; Jules Falk, musical director; Frank Elliott, director minstrels; Edward Sherman, booker, and Harry Volk, publicity chief.

NEWTOWN IN

(Continued from page 30)

The performance, under equestrian director Rhoda Royal, is running like clockwork. Frank and Marie Mansfield were New York visitors. Jimmy Moran's mother returned to her home in Boston after a week's visit on show.

Rex Cole and his Wild West continue to draw big with the concert. He features nine top-notch hands. Olga and Minerva are strong features in the big show. Grant Daniels, of Newburgh, N. Y., was a visitor. Special Agent Hill's augmented brigade of billers is showing excellent results on the advance.

The side show, under management of Leon Bennett, is always getting its share of patronage. He not only has an active and colorful front but first-class attractions, reports Harry FitzGerald.

BARNES-S-F

(Continued from page 30)

scheduled. He said more men will quit. Wage cut became effective June 20, Austin said.

SALT LAKE CITY, Utah, June 25.—The Barnes-Sells-Floto show played here this afternoon and evening. Press Agent Sam Stratton told *The Billboard* representative that both matinee and night were exceptionally good. He had him meet Assistant Manager Paul Eagles, who talked about the labor situation.

Contrary to public belief, so far Barnes-Sells-Floto has escaped serious labor troubles, he said. In Pendleton, Ore., a number of teamsters became dissatisfied and were let out. Out of about 600 employees only these, who claim to be affiliated with AFA, have made trouble. They have been catching freight trains between towns, it is thought. In Ogden and Salt Lake City they made their appearance but no local union took notice of them. They have not been able to hurt business, according to Eagles. He said everything is working smoothly and, although there is a great deal of talk naturally about conditions in the East, so far things out West are going along without any great troubles.

The circus went from here to Montpelier, Ida. It used the State fairgrounds in Salt Lake City. Picketers were outside the gates and not on the fairgrounds proper.

An unusual feature arranged by a Salt Laker, who is press agent for Lagoon here, was a special broadcast over KSL by this youth, Parley Baer, from the top of an elephant direct from the circus. Newspapers were good to the show. *The Desert News* even carried a front page signed feature story.

J. B. Austin, manager of the show, reported thru Eagles that business in Salt Lake City was better than last year and that business in general is fair.

NO DELAY FOR

(Continued from page 30)

morn' till night on a variety of jobs—24-houring a town, taking tickets and making big-show announcements.

The tops were paraded at Halifax. Jess Adkins got away for a little salt water fishing Sunday afternoon in Halifax, and returned with some 300 pounds, mostly all pollock. Hoot Gibson and party also went, but their luck was about as bad as Mr. Adkins' was good.

The Larkin Trio joined at Halifax, coming from Norfolk, Va. Trio consists of Mickey and Georgia Larkin and Carl Lund.

Despite the fact that there was an unusually long parade and busy performances on the Halifax schedule, kiddies at the Children's Hospital, St. Joseph's Orphanage and Protestant Orphanage were made happy when a group of performers and clowns were whisked to all three to give them entertainment. Those gladly offering their services were the Ross Trio, acrobatic clowns; Happy Kellams, producing clown and partner, Van Wells, and Harold George, roper.

J. W. Power, who is retired from the editorial staff of *The Halifax Herald and Mail*, and is known to many showmen, took in the afternoon show and met many of the circus folk. He still conducts a weekly column despite his 58 years of newspaper work.

BIZ PICKS UP

(Continued from page 30)

until early in August and then proceed west. "The Mix show has never played Wisconsin and because it is virgin territory we should do all right," Turney said. Tom Mix said: "If I break even this year I'll be satisfied."

Present plans call for show to go to the Coast, where Mix plans to winter it close by where he will be making pictures, so some of the people and equipment will be available for at least two full-length features he has in mind.

Business at Painesville only fair.

STRIKE CLOSES

(Continued from page 3)

tho the management stated definitely that it was clearly a case of lowering expenses or sending the show back to winter quarters in Sarasota, Fla.

Executives of the show and union, headed by President John Ringling North and Executive Secretary Ralph Whitehead, respectively, conferred at length during the four-day strike in an effort to arrive at a solution to a problem that was threatening to throw 1,500 people out of approximately four months' work. Negotiations were unsuccessful, both parties refusing to compromise or accept the other's terms.

ing of performers was called by the union in Adlin Hall and after several hours of discussion about 250 performers almost unanimously voted against taking the cut. Before the vote was cast, which was by acclamation, O. C. Skelton, local representative of the Teamsters and Truck Drivers' Union; Frank E. Walsh, American Federation of Labor organizer, and Whitehead spoke at length on general trade-union practice and procedure. Circus officials, as well as numerous performers and workmen, repeatedly urged that all votes be taken by secret ballot, claiming that voters should have the right of private casting on a decision so vital to their future. But all votes were by acclamation.

The circus is preparing to move out of Scranton shortly, with Sarasota its destination. Workmen have agreed to load the show and see it safely "put away" in its Florida home. A written agreement substantiates promises by management and union to co-operate in getting the show out of Scranton as quickly as possible.

Veterans Stick With Show

Terming it "one of the most tragic things in circus history," staff men, veteran performers and white-collar employees, plus many workers of experience in lower brackets, openly mourned the state of affairs. Many of these troupers stuck until the last to the ancient circus tradition that "the show must go on" and eagerly accepted the reduction in wages. As late as Sunday afternoon a small group of performers had refused to give up hope and were circulating a petition of loyalty to the employers. Within a few hours the petition, written and distributed by Art Concello, of the flying act by that name, had 250 names signed to it. Authorities said that, although no official vote had been taken, members of the advance crews, ticket sellers, press agents and wagon employees had informed the management that they were willing to agree to North's terms. Those employees are members of either the billposters' union or the Theatrical Managers, Agents and Treasurers, American Federation of Labor affiliates. Most top-flight performers also refused to attend AFA meetings or take part in the three-day strike. As it became known that the show was actually "calling it quits" and that a few days of employment remained many workmen who had refused the cut began wondering and mumbling whether they had done the smart thing. Several attempts were made by small groups to arouse fellow workmen to action that might result in reconsideration of a wage reduction in order that the show might continue. Little hope was held by officials, however, for resumption of negotiations with the union officials.

Mrs. Ringling Speaks

At the request of a group of workmen Mrs. Charles Ringling, widow of one of the founders of the show and a director of the present corporation, appeared before an assembly in the big top Saturday afternoon and pleaded with the workers to think long and hard before putting the "Greatest Show on Earth" off the road. Mrs. Ringling, who has trouped with the show for many years, received a tremendous ovation, but no definite action resulted. At the conclusion of arrangements Saturday night for departure of the train from Scranton Ralph Whitehead made a final plea to the management to "avoid this horrible thing" and asked if something could not be worked out at the last moment to save the show from closing. North replied that the circus no longer held itself responsible for employment of the 1,500 workers and that it rested entirely with the union. Whitehead referred to the circus plan to return to Sarasota as a "squeeze-out play," but North retorted that it was the union that had tried a "squeeze-out" but that the circus had called its bluff.

Explaining that poor business and increased operating expenses had caused the show to lose money since it started its one-day-stand tour, North insisted that in order that the show keep moving it would be necessary for all employees to take the slash in wages. He offered to show the financial statements to the union to prove that business conditions were as stated. Whitehead refused to scan the records, claiming that they didn't mean a thing unless audited by a certified public accountant. Whitehead suggested that the show operate at the original contract rate until or when records indicated the corporation required reduced operating expenses, books to be audited by a certified public accountant appointed by the AFA. North refused the offer, stating again that an immediate cut was imperative. Several compromise settlements were suggested but in each instance both parties refused to waver from their contentions.

Some Willing, Others Not

Thursday afternoon 96 performers assembled of their own accord and voted 83 to 13 to take the salary cut, and a committee consisting of Capt. John Tebor, Art Concello and Frank Buck presented the results to Whitehead. The union official refused to recognize the meeting or vote, stating that it was illegal. The following day another meet-

ing of performers was called by the union in Adlin Hall and after several hours of discussion about 250 performers almost unanimously voted against taking the cut. Before the vote was cast, which was by acclamation, O. C. Skelton, local representative of the Teamsters and Truck Drivers' Union; Frank E. Walsh, American Federation of Labor organizer, and Whitehead spoke at length on general trade-union practice and procedure. Circus officials, as well as numerous performers and workmen, repeatedly urged that all votes be taken by secret ballot, claiming that voters should have the right of private casting on a decision so vital to their future. But all votes were by acclamation.

When it became apparent that the only solution to the controversy would be to send the show back to winter quarters union and circus officials gathered their legal counsel and arranged an agreement to safely see the show out of town. Agreements, signed at 9:25 Saturday night, provided for the circus to pay all union members full wages to date at the rate designated in the original contract entered into May 31, 1937, but not covering the period of strike except for the skeleton crew that worked during that time.

Union agreed to have its members load the circus and transport it to Sarasota, and the circus agreed to pay expenses incurred by the union during the strike. North paid Whitehead \$1,783.33 to cover expenditures for food to strikers; traveling expenses of Whitehead; expenses of Herbert Thatcher, attorney for the union, and cost of rental of union meeting places. North also paid the city of Scranton \$1,315 for expenses incurred by the city during the labor trouble.

AFA Sues

Following signing of the agreement and payment of moneys, Whitehead served North summonses on two lawsuits based on breach of contract. One is a suit in equity, the other a suit in assumpsit and involving about \$100,000. Base of suits claims that the circus broke its original contract of last year when it effected a wage reduction from June 19 to 22 when the employees walked out. Other suit is to collect damages for performers who had signed season contracts with the show.

Besides North, the circus was represented in the negotiations by William P. Dunn Jr., Manufacturers Trust Co., New York, secretary-treasurer of the show; Leonard C. Bisco, New York, attorney for the Manufacturers Trust Co.; Walter L. Hill Sr., Scranton attorney, and Henry Ringling North, Mrs. Charles Ringling and Robert Ringling, directors of the corporation.

The AFA was represented by Whitehead; Herbert Thatcher, Washington, D. C., attorney; John W. Murphy, Scranton attorney, and Guy Magley and Dan Hurley, AFA organizers.

Strikers slept in regular quarters on the circus trains thruout the strike and were fed at the show's expense.

Circus officials spent Sunday preparing details for return to Sarasota, canceling contracts and making arrangements for disposal of equipment, baggage stock, etc. Roland Butler, director of advertising and publicity, got in touch with the billing car crews. Contracting Press Agent Jerome T. Harriman, who is in Montreal, and story man, Gardner Wilson, in New Haven. Frank Braden made Scranton, and Butler arrived Saturday from Albany, where the show was scheduled to play today.

North explained Sunday that the future of the show is uncertain other than it would definitely return to Sarasota. He would not comment on reports that the show might resume later in the season. He stated that the corporation is not in financial difficulties.

SCRANTON, Pa., June 27.—The Ringling-Barnum circus is still in town today, departure for Sarasota winter quarters having been postponed by rainy weather and the union's last-minute demand that all employees be paid in full before the show leaves town. With banks closed until 9 o'clock this morning, cash necessary for payment of salaries for last four days of season and usual "holdback" was not available over the week-end. Show is expected to be loaded today, however, employees paid and the long trek southward begun late tonight or Tuesday morning.

SCRANTON, Pa., June 27.—Many performers and nearly all department heads, agents, clerical help and staff men have been strong in their denouncement of the American Federation of

FUNLAND SHOWS WANT

For Celebrations and Fairs: Arcade, Lead Gallery, Fishpond, Scales, Palmistry, Novelties, No Grift, Loop-o-Plane, Mix-Up and one flat Ride. Geo. Smith answer. Front Man for Side Show. Trombone, Sax and Tuba for Minstrel Band. Salary from office. Grind Shows open. Campbellsville, Ky., this week; mammoth 4th Celebration, Springfield, Ky., next week.

MAJESTIC SHOWS WANT

For Haysi, Va., Big Fourth and balance of season. 100,000 miners working. WANT Kid Ride, Loop-o-Plane, Tilt or any Flat Ride that can gilly. Have outfits for Snake Show, Girl Show, Illusion and Ten-in-One. WANT Band, Free Acts, organized Minstrel with Band. Will sell X on Cookhouse, Corn Game, Cigaret Gallery, Pop Corn, Custard, Skillets, Wheels and Grind Stores. Address MAJESTIC SHOWS, Erwin, Tenn., this week.

PAN AMERICAN SHOWS WANT

SHOWS. WANT Sideshow Manager with Acts. WANT sober Athletic Show Manager with People. CAN PLACE Shows with own equipment. WANT Working Manager for Fun House. CONCESSIONS: WANT Legitimate Concessions of all kinds except Corn Game and Cook House. WANT Agents for Cigarette Gallery, Fish Pond and Grind Stores. Address Hannibal, Mo., this week; Jerseyville, Ill., Legion Celebration, week commencing July 3.

WANT WHIP FOREMAN

Wire
GREATER UNITED SHOWS
June 27 to July 4, Alva, Okla.

WANTED ANOTHER FREE ACT

To join July 3 for rest of season. Address all communications:
SAM LAWRENCE SHOWS,
Sykesville, Pa.

HUGHEY BROS. SHOWS

Wants for 5 celebrations in a row, all free on streets and in parks in center of town. Shows: Midget, Fat People or Mechanical City. Want Concessions, only Stock Concessions carried. Reliable Ride Help on all Rides come on. Address Chatsworth, Ill., until July 6.

CARNIVAL WANTED

or Independent Rides and Concessions, also Exhibitor's Top and Booths. Will County's biggest Labor Day Week Celebration in years. Plans call for printing 1,000,000 contest advance sale tickets. Labor Day Celebration and Industrial Fair, August 30 thru September 5. Write JAMES KENEY, Chairman, Box 965, Joliet, Ill.

IDEAL EXPOSITION SHOWS, INC.

The Best 4th of July Celebration in the East

CLEARFIELD, PA., JULY 4 TO 9

An Annual Event for Over 20 years

CAN PLACE Fun House; Illusion Show, have complete outfit for Illusion Show; Fat Show; Midget Show and Organized Colored Minstrel Revue.

WILL BOOK or BUY Octopus Ride.

CAN PLACE Following Concessions—Wheels, Grind Stores, Photo Gallery, Scales, Diggers, Long or Short Range Shooting Gallery, Penny Pitches, Waffles, Candy Floss, Fish Pond, Glass Stores, Mouse Game, etc.

CAN PLACE Ride Help that can Drive Semi-Trailer.

Write or wire WM. GLICK, Mgr., Week June 27, Punxsutawney, Pa.; Week July 4; Clearfield, Pa.

SCOTT BROS. SHOWS WANTS

FOR TWO BIG ANNUAL CELEBRATIONS:

SELMA, TENN., TOMATO FESTIVAL AND FOURTH JULY CELEBRATION, ALL WEEK. FOREST CITY, ARK., PEACH FESTIVAL, WEEK JULY 11. 50,000 PEOPLE. BIG DAY. WANT Trick and Fancy Riders and Ropers for Rodeo. Talker for Musical Shows. WANT TO BUY OR BOOK Octopus or Ridee-O. WANT Grind Shows, Stock Concessions, Ride Help. Ben Mottie wants Cook House Help. Sixteen Fairs and Celebrations. Address C. D. SCOTT, Bruceton, Tenn., this week.

Actors and Ralph Whitehead in particular, maintaining that the union official had taken from them their livelihood and the show they loved by unfairly influencing the "irresponsible and erratic" element of the personnel. One prominent performer stated today that "it is impossible to have a fair vote under the Whitehead system."

A strong labor town for years, the Scranton public and daily press leaned toward the strikers when the walkout began. As conferences between circus and union officials progressed and union mass meetings were held there was a definite "about-face" in press attitude, and several townspeople openly disagreed with the union official's manner of handling the striking employees.

SCRANTON, Pa., June 25.—On Wednesday evening the American Federation of Actors closed the Ringling-Barnum circus here by strike when members voted against putting on a show or moving until the dispute over a 25 per cent wage cut proposed by John Ringling North had been settled.

Decision to strike came after a meeting of performers and workers following the matinee. Meeting, presided over by Ralph Whitehead, executive secretary of the AFA, started at 5:30 and continued until 8:30, when the vote for the walkout was taken.

Unanimous consent of performers and but a lone dissent among the workers was the answer to the question by Whitehead when he asked them if they wanted to drop on the night show.

Whitehead told the unionists "if North is not a fool, and I don't think he is, he'll come over here." Circus union leaders, as well as local Central Labor Union leaders, tried several times to have North address the assemblage, but instead he retired to a hotel with his colleagues to prepare a statement.

North's statement, issued the following morning, called for workers to be on the job at 1 p.m. Thursday. He reaffirmed statements that if the 25 per cent cut was not accepted the tents would fold and return to quarters at Sarasota, Fla.

Night Show Off

About 4,000 persons were in the big top awaiting the evening show when the strike was called. Hundreds of disgruntled customers rushed the box office Wednesday night and Thursday morning in an endeavor to have their money refunded. Many who had no passouts for general admission tickets (85 cents) were unruly, but no trouble resulted.

Immediately after the refunds Wednesday the Side Show performers walked out and by midnight the grounds were practically cleared.

At 11:30 p.m. definite announcement that no peace had been reached and that the show would not move to Wilkes-Barre, Pa., was made to the workers, who

waited in the ball park. They were told to get some sleep and report Thursday morning at 9 for breakfast.

Twenty horse-top men volunteered to put up the horse tent. They and the animal keepers were the only workers on the lot. A radio was installed for the Louis-Schmeling fight while union leaders tried to have a showdown with North.

Advance Accepts Cut

One hour before the meeting was held an announcement was posted backstage that the advertising agents had accepted the 25 per cent cut and the union bill-posters had requested their president, Leo Abernathy, to ratify the cut.

At the meeting Whitehead asked the union members not to lose their heads, that they remain orderly. Ruthlessly he scored the press, which he accused of selling out to circus owners and stool pigeons.

Whitehead said reports that the show was losing money were untrue—that big houses had been played to. He said the circus owners were trying to wreck the union, but that the strength of the AFA could not be weakened as much as the prestige of the "Greatest Show on Earth" if it failed to play all the towns booked; declaring the show would be wrecked if it went back to quarters. He said the best circus weather was ahead and the route should be played.

He added Cole Bros.' Circus had been offered a plan whereby workers would take an \$8 cut provided the reduction was paid back when and if business improved.

Wages Would Be Collected

Whitehead assured unionists that recourse to law would be made and wages held in violation of contract would be collected. He said also that compensation claims would be taken care of. When announcement of the overnight stay was made, workers were told that one of their injured members had been taken to a hospital for treatment and that he and all strikers would be taken care of by the union.

A vote of thanks to police and local newspapers was made. He lauded the local press, saying it was very fair and unlike New York brother scribes. He then informed the workers that anyone paid off short would have the shortage collected, when some men informed him they had been paid short. "I'm sick and tired of standing back quibbling for peace. Now we'll take it to the National Labor Relations Board," he said angrily.

A vote was then taken as to whether any were willing to take the cut. Both workers and performers voted "nay" unanimously. Previously he had asked whether it was true that they had accepted the cut. Wild cheering from workmen resulted when the performers said they had not.

He then said there was no question that the labor contract had been violated and they were justified in refusing to play the evening show. A vote was taken whether or not they should play the evening performance, resulting in but one dissent, from a teamster. Twice previously circus labor leaders had sent for North to "hear his side of the story." After the walkout vote local union leaders joined the AFA leaders in an attempt to have North speak, but North refused, saying it was a meeting for union members only.

Altho 130 police officers and 21 State troopers were present, equipped for and expecting trouble, none resulted.

NEW YORK, June 25.—Ringling-Barnum No. 2 advertising car crew has been paid off in Albany as of today. It has not been working the past three days. No. 1 car is standing by in Burlington, Vt.

It is understood that the agreement with the Big Show on use of Barnum & Bailey title provides that the title revert to the heirs of Barnum if the show does not operate for 20 weeks in a season. H. Barnum Seelye, of Bridgeport, Conn., is the principal heir who would recover Barnum & Bailey part of the title if the agreement is not fulfilled, it is said.

Revere Beach, Mass.

By BEACHCOMBER

Fred La Reine comes in looking swelegant (no apologies for aping) and feeling fine. Visiting about the beach he stopped in at Streets of All Nations and opined, "It's beautiful." . . . Coming in from Fitchburg, Mass., where Max Linderman has his World of Mirth Shows, was Rose Bartheleme, the Ripley Slate Woman, featured with T. W. (Slim) Kelly's bang-up Side Show. She visited

Goodman Fargo Stand Way Off

FARGO, N. D., June 25.—Business was under normal for the Max Goodman Wonder Show, which closed a week's stand in Fargo today, but there was no lack of the spirit of co-operation and good will which Goodman and his aids give and take.

The shows were hosts to children from two orphanages, Fargo Forum newboys, the crippled children's home, newsboys and disabled veterans. A dozen wheel chairs were taken about the grounds to show crippled kiddies a good time, show people lifting the youngsters out of them onto rides and into shows. Director General Goodman furnished all of them with pop and ice cream.

Co-operating with Walter R. Johnson, veterans' administrator, 25 people from eight shows put on an hour and a half program of 10 acts at the U. S. Veterans' Hospital, about 100 veterans, nurses and staff members attending. Entertainers were given a vote of thanks and Johnson said the show was the best of its kind ever given before the veterans.

Radio and Press Co-Operate

Col. Irving Wallace, emcee of the Dakota Maid radio program for the North Dakota State Mill and Elevator, invited Roland W. Richards, press agent for the shows, and a number of entertainers to broadcast. Interviewed were Joe Smith, midget; James Zahari, North Dakota miniature writing expert, and Dolly Ferris, Motordrome rider. The program went over a seven-station hook-up, including stations in Grand Forks, Devils Lake and Minot, all of which towns the shows will play this season.

Richards reports splendid co-operation from Radio Stations WDAY in Fargo; KVOX in Moorhead, Minn., and The Fargo Forum and Moorhead Daily News.

On Tuesday of the week carnival and Hagenbeck-Wallace Circus folks got together, the carnival players being guests of the circus in the afternoon and vice versa at night. Max and Mrs. Goodman; his son, Joe, and the latter's wife and Mr. and Mrs. R. W. Richards were dinner guests in the circus cookhouse.

Goodman Show continues its reputation for being clean and high class, coming into the Northwest this year with new rides, a new funhouse and a new cookhouse, latter constructed during the stay in Fargo.

the O'Briens and stayed overnight. . . . Harry (Waggy) Prince, remodeled his Sportland, making several new additions, and with clever uniformed help is doing good biz.

Tom Harding and George Sabagh did yoeman service in putting over the Bunker Hill Night doings. King John Hurley has a Filipino band playing his Palm Garden to good results. . . . Larry Trevor is back at Paul Murphy's stand. . . . Patrons here are gun-shy of game concessions and all operators are having a struggle. . . . Jake Worden replaced his Loopit game with Pitch-Till-You-Win. . . . Abe Shore changed his Bumper over to a Pokerino set-up and other stores are contemplating changes.

Letters coming into beach folks from the various traveling units indicate that the road folks are having tough going. . . . Showfolks here are looking for Len Traube to turn the new Hamid's Million-Dollar Pier into a big success. He knows all the angles. . . . Ray Burns and Edith David, mentalists, rushed back to New York to see Edith's daughter graduate. . . . Many showfolks, acts and talkers are passing thru and looking for work. . . . Flash Murray wired from Government Hospital in New York that he is laid up there for a "general overhauling." . . . That sirenlike bally, "there's an onion in the middle and a pickle on the top," emanates from Goggles' Corner. It's Goggles giving the rest of the boys a lesson in pepperino and go-get-it. . . . Benny Rizzo and wife are on their toes with their new stand on Ocean avenue and Mrs. Rizzo's smile can't miss. . . . Red Brady returned with his Loop-o-Plane and Octopus.

WANTED AT ONCE

FERRIS WHEEL, OCTOPUS OR SIMILAR RIDES.
Excellent Boardwalk Location. Summer Season. Percentage or Buy.

F. SEYFRIED
MANASQUAN, NEW JERSEY.

WANT
FOR BIGGEST FOURTH JULY IN CENTRAL NEW YORK—WARSAW.
Legitimate Concessions except Cook House, Popcorn, Milk Bottles, Bingo, Photos, Cane Rack, Watch-La, Knife Rack, Turtle Pond, Shoot the B. Also Shows with or without own outfits not conflicting. FOR SALE—Four U-Drive-It Pal Cars, complete with Fence. Must sacrifice; illness. Can be seen in operation on show. Good list of Celebrations to follow. Write or wire C. H. TOTHILL, Albion, N. Y.

WANTED FOR OAKLAND, MD.
And Balance of Season.
FIREMEN'S BIG 4TH JULY CELEBRATION, in Heart of Town. Big Street Parades.
CONCESSIONS—Lead Gallery, Candy Apples, Floss Candy and any other legitimate Concession. No X. WILL BOOK Kiddie Rides and a few Grind Shows that don't conflict. WILL BUY High Striker. Must be cheap for cash. Wire or write
LATLIP'S HOME STATE SHOWS
JOHNIE BOWERS, Manhattan Hotel, Oakland, Md.

WANT COMPLETE SIDESHOW
Also Man to handle Illusion Show. Must have his own Banners. Have Tent and Banner line for Illusion Show. Flint, Mich., week June 27. FOR SALE—Three-Unit Loop-the-Loop. Price reasonable.
J. M. SHEESLEY.

MARDI GRAS
Twelfth Annual Mardi Gras. Grounds at East 10th St. and Linwood Ave., Indianapolis Ind. No gate. Admission free.
Nights of July 19, 20, 21, 22, 23.
Large crowds. A real big live-wire celebration. Gooding's Rides and Shows.
ALBERT NEUBURG,
Chairman Arrangements and Concessions, 4401 East 10th St., Indianapolis, Ind.

Rides Wanted Immediately
Twenty Picnics Booked for Good Attendance. Have Large Swimming Pool and Dance Hall. Wire
REDINGS MILL PARK CO.,
JOPLIN, MO.

LAST CALL BIGGEST 4th CELEBRATION IN THE STATE
Conducted by Chamber of Commerce. On the Streets, July 3d-4th-5th. Advertised for a Hundred Miles. The First of Its Kind Here in 40 Years.
Bonfire, Parades, Bands, Baby Contests. WANTED—Custard Grind Stores of all kinds, also Wheels that work for a dime. No X. CAN PLACE Merry and Kid Rides for 10 weeks, all lake resorts. First in. 75-25 Penny Arcade. Shows with own outfits. Will place you, Wheels, \$25; all others, \$20. Wire quick by Western Union.
CELEBRATION COMMITTEE, Plymouth, N. H.

Carnival Equipment For Sale
1 TENT AND FRAME, 8x12. Portable.
1 ELECTRIC RACE TRACK, 34x67.
1 ELECTRIC WHEEL, 4-in-1.
1 TARGET GUN.
This is something new and must be sold cheap. All in perfect condition.
A. J. BUTTNY,
3404 So. Morgan St., Chicago.
Tel.: Blvd. 8133.

GATERPILLAR 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.
July 4th Celebration, Red Oak, Iowa.
WILL Book Anything. No X.
Space closed Saturday night. Wire deposit and space. Babe Einswiler wants Capable Agents; Ned Davis. Set Joint Smithy come on. Want Single Swaying Pole Act. Wire all details in first wire. No time to write.
W. E. WEST MOTORIZED CARNIVAL
Tarkio, Mo., Celebration This Week.

WANT
U-Drive Autos, Loop-o-Plane, Big Snake, Mechanical City or Farm, Fun House, Cigarette Gallery, Long Range Gallery, legitimate Concession Agents, Muscoda, Fenimore, Richland Center; all Wisconsin. Under strong auspices.
DYER'S GREATER (Motorized) SHOWS.

WANTED TO BUY
Foreign Curios, Relics and Antiques for Atmosphere Show Window Display. Cannot use Furniture or Chinaware.
SYD CARTER
General Delivery, Lima, O.
End your correspondence to advertisers by mentioning The Billboard.

Dufour & Rogers Will Present Hix Show at N. Y. Fair
NEW YORK, June 25.—Dufour & Rogers Attractions, Inc., prominent concession operators at expositions, parks and on carnivals, will present a John Hix *Strange As It Seems* show at the 1939 New York World's Fair. Contracts signed last week provide for the firm to utilize 36,000 square feet of space with 160 feet of midway frontage.

Low Dufour, who negotiated the deal and who will personally manage the construction and operation of the venture, revealed that the attraction will consist chiefly of a display of animate and inanimate objects of the unusual that have previously been exploited thru the John Hix nation-wide newspaper cartoon. Joe Rogers, of the firm, will devote his time to attractions at the Golden Gate Exposition in San Francisco.

Dufour announced that proposition involves an investment of about \$120,000 and that besides Rogers and himself, Ernest and John Hix will be financially interested.

Construction is expected to get under way in September. In the meantime final details as to design and operation will be worked out.

Dufour & Rogers have been one of the most prominent combinations in exposition attraction circles in recent years, their concessions having obtained nation-wide interest at A Century of Progress and the San Diego, Brussels, Fort Worth, Dallas and Cleveland expositions. They are negotiating for several other concessions at the 1939 New York event, besides a couple of attractions in San Francisco.

It has just been learned that Billy Rose has been awarded the concession of the amphitheater and that he would use about 1,000 members of the American Federation of Actors. Harry G. Traver has been signed for "Laffland."

Would License Games In State of Washington

OLYMPIA, Wash., June 25.—A State initiative that would permit dog racing and games of skill and of mixed skill and chance has been filed here with the Secretary of State.

A dog racing commission of three members would be created by this State measure. Pinball games, salesboards, bank nights and many similar ideas would be lawful after March 1, 1939, by adoption of this initiative, filed by the Liberal Pensions, Inc., which expects to use revenues from the licensing of the games and projects for old age and blind pensions and dependent children.

Disagree on Extending Admissions, Other Taxes

COLUMBUS, O., June 25.—The Ohio Senate has passed, 27 to 1, a measure extending the present utilities, admissions and beverage taxes one more year to December 31, 1940, as part of its program to finance relief need for 1938. The House meanwhile is considering a relief program of its own, which includes a measure to extend the present utilities, admissions and beverage taxes five more years. Senate at its caucus has given notice that it would not accept the House program, having voted 32 to 0 against extending for more than a year.

DIVORCES

(Continued from page 26)
singer and former tab and burly soubret, recently in Cincinnati.
Cyril Matthew Pistey, Bridgeport, Conn., from Mildred Pistey, night-club entertainer, in that city recently.
Ursula Parrott, novelist, from John J. Wildberg, New York theatrical lawyer, in Bridgeport, Conn., June 17.
Elizabeth Palmer, screen actress and former New York show girl, from Francis C. Healey, radio advertising executive, in Los Angeles June 23.
Alice Calhoun Chotiner, former silent film star, from Max C. Chotiner, theater owner, in Los Angeles June 18.
Evelyn Kaplan from Jules Kaplan, theatrical press agent, in Milwaukee June 17.

LAST CALL
V. F. W. COUNTY FAIR CELEBRATION V. F. W.
GREENBURGH, N. Y.
ON WHITE PLAINS CITY LINE
Strongest Auspices in Westchester County. 40,000 Merchant Tickets Distributed Billed Like a Circus for 15 Miles Around. Big Free Attraction Nightly.
(SIX DAYS AND NIGHTS) — JULY 4, 5, 6, 7, 8, 9.
AMERICAN LEGION CELEBRATION FOLLOWING WEEK
JULY 11TH TO 16TH AT ARDSLEY-ON-HUDSON, N. Y.
First show in five years. Other dates following, including 8 weeks in and around ALBANY, N. Y. All Strong Auspices and Promotions.
— HAVE OPENING FOR —
Bingo, Diggers, Frozen Custard, Palmist, Long Range Gallery, Fish Pond, Stock Wheels. Shows with own outfits. Any Flat Ride. Good terms. We carry two Thrilling Acts. Opening for Merry-Go-Round.
— WIRE, WRITE OR PHONE —
BLUE RIBBON ATTRACTIONS
1585 BROADWAY, JACK WEINBERG, Mgr. (SUITE 221), NEW YORK CITY. Phone: Columbus 5-9497.

CARNIVAL WANTED
Will book a good reliable Carnival, Rides and clean Concessions IMMEDIATELY. Or will book Independent Rides and Concessions. Season closes September 11. Park located inside city limits, operating seven days a week. Only place of amusement of this nature in territory permitted to operate Sundays.
CAPITOL PARK, HARTFORD, CONN.

14 Fairs MILLER BROS. SHOWS 14 Fairs
STARTING WITH NEBRASKA'S BIGGEST RODEO, BURWELL, NEB.; SIOUX FALLS, S. D., JULY 4 TO 9, NORTHWEST'S BIGGEST CELEBRATION.
WANT Girls and capable Manager for Posing Show and Review. WANT Motordrome, Big Snake and Illusion Shows.
CONCESSIONS—WANT legitimate Concessions only. None others need apply. Good Opening for Frozen Custard.
CAN PLACE Sensational Free Act. Flying Millers, Fishers, Seigreists, Rita Dunn if at liberty wire.
Write or wire MAURICE MILLER, Manager Miller Bros Shows, Sioux City Ia., week June 27; Sioux Falls, S. D., week July 4.

ART LEWIS SHOWS, INC.
CAN PLACE FOR BALANCE OF SEASON, INCLUDING 15 A-1 FAIRS, 5 IN EASTERN CANADA, THE BALANCE IN MASSACHUSETTS AND THE CAROLINAS, Octopus, Monkey Circus, or any high-class money-getting Attraction. Canadian Concessionaires desirous of playing our route of Canadian Fairs get in touch with us.
WANTED—Working Men in all departments. Good, sober Chef for Cook House. Address JOS. DECKER. FOR SALE—3-Unit Loop-the-Loop, like new; Plymouth Sound Car, with Webster equipment, in excellent condition. Address ART LEWIS, General Manager, week June 27, Fulton, N. Y.; week July 4, Syracuse (Solvay Grounds), N. Y.
P.S.—Show enters Canada August 6.

MODEL SHOWS, INC.
WANTS Side Show, with or without outfit. Will finance to join. Also Grind Shows. WANT CHAIRPLANE. CONCESSIONS—Stock Wheels, Lead Gallery, Novelties, Blower, etc. Irvin Nieman, Jack Kennedy wants you. We feature Fearless Gregg's Cannon Act. Have 12 real Fairs. Hartford, Ky., Fourth of July Celebration. Write or wire
W. R. HARRIS or E. B. BRADEN
Bowling Green, Ky., this week.

WANTED FOR MARTIN, TENN.
July 4th Celebration and Balance of Season
Kiddie Rides, Octopus, Loop-o-Plane or any Novelty Ride. Concessions and Shows of all kinds. Drome Riders and Talkers for same. Wire
ROGERS GREATER SHOWS
Martin, Tenn.

JULY 4th ANNUAL CELEBRATION
Only Celebration Within Radius of Thirty Miles. Sponsored by Business Men.
OPEN SUNDAY, JULY 3, POLK, PA.
WILL BOOK Penny Arcade, Fish Pond, Dart Game, Scales, Novelties or any legitimate Concession. No racket. CAN PLACE Ten-in-One and Grind Shows, Cambria County Volunteer Firemen's Convention to follow at South Fork, Pa. Twenty other good spots. Show now playing Reno, Pa. Communicate.
ED WEYLS, Mgr., Weyls Production Co.

IMPORTANT NOTICE
On account of 4th of July no telegraphed or telephoned SHOW ADS will be accepted for July 9 issue after 9 a.m. (Eastern Standard Time) Monday, July 4. WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT.
FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, JULY 2.

Now READY CONCESSIONAIRES!

Send for Your Copy Today. Contains Largest Selection Corn Game Items, Flash, Canes, Chromeware, Glass, Plaster, Slum and Novelties

— AT LOWEST PRICES —

Continental PREMIUM MART

3 RD. + WELLS ST. MILWAUKEE WIS.

(Continued from page 28)

Green, Magician: Frederickton, N. B., Can., 27-July 2.
 Lewis, H. Kay, & Hollywood Varieties: Boise, Ida., 30-July 2; Cascade 3-4.
 Long, Leon, Magician: Wheelwright, Ky., 27-30; Wicksburg July 1-5.
 Lucy, Thos. Elmore: Miami, Okla., 1; Summersville, Mo., 2; Houston 3; Ozark 4; Eureka Springs, Ark., 6; Russellville 8.
 Marquis, Magician: Gunnison, Colo., 29; Grand Junction 30; Delta July 1; Grand Junction 2; Fruita 4; Rifle 5; Glenwood Springs 6-7; Meeker 8; Oak Creek 9.
 Metropolitan Comedy Co.: Kentville, N. S., Can., 27-29.
 Pins & Needles: (Grand) Chicago 27-July 2.
 Ricton's Show: Talmo, Ga., 30-July 1; Maysville 4-6; Gillsville 7-9.
 Rippel's Community Show: Alsop, Va., 27-July 2.
 White, Lasses, Minstrels: Huntington, W. Va., 29; Logan 30; Charleston July 1-2.

REPERTOIRE

Aulger Bros.' Show: Blue Earth, Minn., 27-July 2.
 Brownie's Comedians: Bastina, Va., 27-July 2.
 Ginnivan, Norma, Show: Edgerton, O., 27-July 2.
 Ginnivan, Frank, Dramatic Co.: Milan, Mich., 27-July 2.
 Heffner-Winson: Morehead, Ky., 29; Winchester 30; Irvine July 1-2.
 Hugo, Harry, Players: Kearney, Neb., 27-July 2.
 Kinsey, Kathryn, Ko.: Marion, O., until July 23.
 Leonard Players: Rich Creek, Va., 27-July 2.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Atlanta; Stone Mountain, Ga., 4-9.
 All-American: Nowata, Okla., 28-July 5.
 American Expo.: Vandergriff, Pa., 27-July 4.
 Anderson-Strader: Larned, Kan.; Great Bend 4; Lyons 6-9.
 Arena: Wheatland, Pa. & V.; Athol, Mass., 2-4.
 Bach, O. J.: Carthage, N. Y.
 Baldwin's United: Pelzer, S. C.
 Bantly's All-American: Philipsburg, Pa.; Barnesboro 4-9.
 Barfield's Cosmopolitan: Bluefield, Va., 27-July 4.
 Barker: Bicknell, Ind.
 Barnhart's Golden West: Mazeppa, Minn., 27-30.
 Barkoot Bros.: Benton Harbor, Mich., 27-29.
 Bass & Lane: Crowder, Miss.; Sledge 4-9.
 Bazinet, Wm. & Sons: Spring Valley, Wis., 27-July 1; Chippewa Falls 2-4.
 Beckmann & Gerety: Madison, Wis.
 Bee, F. H.: Morehead, Ky.; Greenup 4-9.
 Blue Ribbon: Martinsville, Ind.
 Bockus, C. L.: Columbia, Pa., 27-July 4.
 Bortz: Bonne Terre, Mo.; Leadwood 4-9.
 Bremer Tri-State: Virginia, Minn., 27-29; Duluth July 1-5.
 Brown Family Rides: Cobbtown, Ga.
 Brown Novelty: Richland, Ga.
 Buck, O. C.: Keene, N. H., 28-July 4.
 Buckeye State: Milton, Fla.; Floridatown 3-4; Biloxi, Miss., 5-10.
 Buffalo Bazaar Co.: Oxford, N. Y., 2-9.
 Buffalo Shows: Avoca, N. Y., 28-July 4.
 Burdick's All-Texas: Belton, Tex., 30-July 5; Valley Mills 6-9.
 Burke, Harry: Erath, La., 28-July 4.
 Byers & Beach: Havana, Ill.; Sullivan 4-9.
 Campbell's United: Pelzer, S. C., 27-July 4.
 Casey, E. J.: Drumheller, Alta., Can., 30-July 5.
 Celebration Shows: Paulding, O., 27-July 4.
 Cavalcade of Fun: Coalport, Pa.
 Central State: Atchison, Kan.
 Cetlin & Wilson: Conneaut, O., 27-July 4.
 Clyde's United: Emporium, Pa.; Brockway 4-9.
 Coleman Bros.: Hartford, Conn.
 Colley, J. J.: Prague, Okla.
 Conklin: Moose Jaw, Sask., Can.
 Cote's Wolverine: Cass City, Mich.
 Cote's Wolverine: Harbor Beach, Mich., 27-July 6.
 Couch & Bryan United: Gowrie, Ia., 1-2; Osage 3-4.
 Crafts 20 Big: Stockton, Calif., 27-July 4.
 Crescent Am. Co.: Manteo, N. C., 27-July 4.
 Crowley United: Memphis, Mo., 1-5.
 Crystal Expo.: Norton, Va.; Big Stone Gap 4-9.
 Cunningham's Expo.: Belpre, O.
 Curl, W. S.: Lebanon, O.; London 5-9.
 De Luxe Shows of Amer.: Malone, N. Y.
 Dixie Belle: Worthington, Ind.; Bloomfield 4-9.
 Dodson's World's Fair: Lima, O.; Lorain 4-9.
 Douglas Greater: Sedro Woolley, Wash., 1-4.
 Dualey, D. S.: Quanan, Tex.; Henrietta 4-9.
 Dyer Greater: Muscoda, Wis.; Fenimore 2-4.
 Edwards, J. R., Attrs.: Shelby, O.; Willard 4-9.
 Elite Expo.: Junction City, Kan.
 Ellman: Princeton, Wis., 27-30.
 Endy Bros.: Summit, N. J.; Kingston, N. Y., 4-9.
 Evangeline: Stroud, Okla.
 F. & M.: Danville, Pa.
 Fair at Home: Bennington, Vt., 27-July 4.
 Fairly & Little: Aberdeen, S. D., 27-July 2.
 Falls City: (Story & Adams) Louisville, Ky., 27-30.
 Fidler's United: Stonington, Ill.; Auburn 4-9.
 Frisk Greater: Litchfield, Minn., 27-July 1.
 Funland: Campbellsville, Ky.; Springfield 4-9.
 Galls Am. Co.: Gilman, Wis., 2-4.
 Gibbs, W. A.: Fredonia, Kan.; Chanute 4-9.
 Gold Medal: Marinette, Wis., 27-July 4.
 Golden State: Watsonville, Calif.
 Gooding Greater: Monroe, Mich.
 Gooding, F. E.: Warren, O., 27-July 4.
 Goodman Wonder: (Fair) Grand Forks, N. D.; (Fair) Minot 4-9.
 Grady, Kellie: Bruceton, Tenn.
 Great Southern: Ravenna, Ky., 27-July 2.
 Greater Expo.: Decatur, Ill.
 Greater United: Alva, Okla., 27-July 4.
 Groves Greater: Delphi, Ind., 27-30; Boswell July 1-4.
 Harris: Kentland, Ind.
 Hartsock Bros.: Meredosia, Ill.; Barry 3-4.
 Heller's Acme: W. Haverstraw, N. Y.
 Henke Bros.' No. 1: Two Rivers, Wis., 1-4.

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CHARLES A. LENZ
 Now Address Maryland Hotel, St. Louis, Mo.
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WITH ANDERSON-STRADER SHOWS, INC.
 Want Attractions for Pit Show. Punch and Judy, Tattoo Man, Selling Acts. Also good Freak for Feature Attraction. Netty Jackson answer.
 Larned, Kan., June 27 to July 2.

WANTED

One or Two Rides and Concessions of All Kinds for July 2d, 3d and 4th, at **AURORAVILLE, WIS., FREE STREET CELEBRATION.**
 Write or wire **HARVEY D. ALTON**, Auroraville, Wis. You Get Real Money Here.

GEEK SHOW WANTED

We have the outfit. Snakes, Alligators and all. You must be capable and have an A-1 Geek. Wire us at Oskaloosa, Ia., after June 29. Note our other ad in this issue. Knoxville, Ia., until June 29. **SUNSET AMUSEMENT CO.**

Terrill & Morohi Shows

Want Rides, Shows, Concessions for Legion 4th July Celebration and week on streets, Greensburg, Ind.; Shirley Fair follows. Address: **TOM TERRELL, Mgr.** Greensburg, Ind., this week. Especially want Merry-Go-Round. Fair and celebration officials look us over.

FALLS CITY SHOWS WANT

Chair-o-Plane for balance of season. Legitimate Concessions of all kind. Mechanical Show, Monkey Drome, Athletic Shows. Must have own outfits and transportations. Address Story avenue and Adams street, Louisville, Ky., until June 30; then Corydon, Ind., Chamber of Commerce Celebration, July 1-4.

CONCESSIONS!!

Covered Wagon Days Rodeo, July 20 to 25. Salt Lake City, Utah. Four night and two afternoon shows. No. on Novelties, Fans, Cushions, etc., still open. Write or wire (you pay) **L. T. POMEROY**, 311 Utah Savings & Tr. Bldg., Salt Lake City, Utah.

Henke Bros.' No. 2: Baraboo, Wis., 1-4.
 Hennies Bros.: Milwaukee, Wis., 20-30; Kenosha July 2-9.
 Heth, L. J.: Crawfordsville, Ind. 27-July 4.
 Hilderbrand: Aberdeen, Wash., 1-4.
 Hines: Murdock, Minn., 27-July 1; Ashby 5-9.
 Hippodrome: Gibson City, Ill., 27-29; Colfax 1-4.
 Hodge, Al G.: Teluca, Ill.
 Howard Bros.: Ripley, W. Va.; Spencer 4-9.
 Huggins' West Coast: Everett, Wash., 27-July 4.
 Hughey Bros.: Chatsworth, Ill., 27-July 4.
 Hurst, Bob: Wol. City, Tex.; Commerce 3-9.
 Hyde, Eric P.: Washington, D. C.
 Ideal Expo.: Punxsutawney, Pa.
 Imperial: Kirksville, Mo.; Brookfield 4-9.
 Jolly Jaiant: Sheffield, Pa.; Tidioute 4-9.
 Jones, Johnny J.: Expo.: Springfield, O.
 Joyland: Weed, Calif., 28-July 4.
 K. G. Am.: Trenton, Mo., 27-July 4.
 Kaus Expo.: Carlstadt, N. J.
 Kaus, W. C.: Oneonta, N. Y.
 Keystone: Canonsburg, Pa.
 Kline's Greater: Alexandria, Ind.; Fortville 4-9.
 Kreko's West Coast: Klamath Falls, Ore., 27-July 4; Eugene 6-14.
 Landes, J. L.: Ft. Scott, Kan.
 Lang, De: (Fair) Ada, Minn., 27-29; (Fair) Fertile 30-July 2.
 Large, H. P.: Crenshaw, Miss.
 Lawrence, Sam: Sykesville, Pa.; Kittanning 4-9.
 Liberty Fair & Am. Co.: Belvidere, N. J., 30-July 2.

CANDY CRUSHED CHERRIES SUNSET CHOCOLATES

Contains Chocolate Crushed Cherries, in a Beautiful Box, Wrapped with Assorted Colored Cellophane.
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WISCONSIN --- WISCONSIN --- WANTED SHOWS

Snake, Unborn, Girl Show, Strip Tease, Posing. Pony Ride and Flat Rides. Concessions; no Flat joints. Two Rivers, on downtown street, No. 1 Show. Baraboo, on downtown streets, not a promotion. Business Men's Auspices, No. 2 Show. Both dates July 1 to 4. 30,000 people last year with the Dells and Devils Lake near by. Wanted To Buy—Tilt-a-Whirl for cash.
HENKE BROS.
 2316 W. State, Milwaukee, Wis.

WANTED MIDGETS, MALE AND FEMALE

To join immediately for long season. We have Beautiful Framed Midget Show. Salary paid out of office. Wanted—Two Fat People for Beautiful Framed New Fat Show. Wire **MAX GRUBERG'S WORLD'S EXPOSITION SHOWS, INC.** Jamestown, N. Y., this week.

KEYSTONE SHOWS WANT

High-Class Girl Revue to join on wire. Want legitimate Concessions. Canonsburg, Pa., this week; Big Fourth of July Celebration to follow.

Big Firemen's Fourth of July Celebration

BROCKWAY, PA., JULY 4-9; SOMERSET COUNTY FIREMEN'S CONVENTION, SCALP LEVEL, PA., JULY 18-23.
 WANTED—Devil's Bowling Alley, Fish Pond, Cigarette Shooting Gallery, Scales, Novelties, or any other Concessions working for 20 cents. WANTED—Monkey Circus, Hawaiian Show, Illusion Show, Mechanical City, Midget or Fat Show. WANTED—Loop-o-Plane, Octopus, Kiddie Airplane Ride, Pony Ride or any other Ride not conflicting with what I have. Other good spots to follow. Wire **GEORGE C. SMITH, Manager CLYDE'S UNITED SHOWS,** This week, Emporium Pa.; next week, Brockway, Pa.

ERIC B. HYDE SHOWS

ARLINGTON, VA., JUNE 30 TO JULY 9. AUSPICES ATHLETIC ASSOCIATION. TWO WEEKS IN WASHINGTON, D. C., TO FOLLOW.
 WANT RIDES—Loop-o-Plane, Kiddie Auto and any Flat Ride except Tilt-a-Whirl. SHOWS—Want Organized Minstrel and Girl Shows. Will furnish complete outfits for same with beautiful 60-ft. Panel Fronts. CAN PLACE complete Shows, with or without outfits. CONCESSIONS—Can place any legitimate Stock Concessions. Frozen Custard exclusive open. WANT Foreman for Tilt-a-Whirl. Minor Parsons and Frank. (Slim) Anderson communicate with L. H. Hardin. Address **ERIC B. HYDE, Manager, Eric B. Hyde Shows, Arlington, Va.**

ROLAND SHOWS WANT

FOR UNITED MINE WORKERS' BIG FOURTH OF JULY CELEBRATION, BISHOP, VA., AND BALANCE OF SEASON IN CHOICE LOCATIONS IN COAL FIELDS.
 WANT Merry-Go-Round, Kiddie Rides and any Flat Ride. Shows of all kinds, with or without outfit. All kinds of Concessions that use merchandise. Opening for Long Range Gallery, Pitch-To-Win, Photo, String Game, or what have you? Coal Fields, where they are working, until Fair time, then 12 Southern Fairs. Address **N. P. ROLAND** by mail, to Bishop, Va.; by wire, to Tazewell, Va.

GIRLS EDDIE LEWIS

Can place Dancers for Revue. Also Girls for Posing Show; Accordion Player that can cut it. All those who worked for me before, write or wire. Long season, salaries sure.

EDDIE LEWIS
Care Marks Show, Gettysburg, Pa.

WANT SIDE SHOW

We furnish front and top. Also Snake Show and other Attractions, including Athletic Show. Have 12 consecutive fairs, long season and early opening. Want Talker and Performers for Minstrel Show, wire
J. GEORGE LOOS, Greater United Shows, June 27 to July 4, Alva, Okla.

SMITH'S GREATER ATLANTIC SHOWS WANTS

Legitimate Concessions of all kinds. Good opening for Frozen Custard and Photo Gallery. Will book or buy Chairplane, Door Talkers, Ride Help and Side Show Attraction wanted. Somerset, Pa., this week; Big Firemen's Fourth of July Celebration, Ererson, Pa.; followed by Firemen's Celebration week of July 11. Boswell, Pa. All address **K. F. (BROWNIE) SMITH**, Mgr.

Orange State Shows

Want for American Legion 4th July Celebration, Pearisburg, Va. Rides: Kiddie Ride, Loop-o-Plane or any flat Ride that will not conflict. Showmen—Can place any kind of Show with own outfit. Liberal percentage. Concessions—Can place any kind of Concession that can give out stock. Good opening for Cookhouse. Write or wire.

LEO BISTANY
Stuart, Va.

F. & M. SHOWS WANT AT ONCE

Small Cook House or Grab Joint. **WILL BOOK** Custard, American Palmist, Cigarette Gallery or Long Range, or other Grind Store. **BOOK** Shows with own outfits, 15%. This week, Danville, Pa.; July 4, Pine Grove, Pa. Write or wire

F. L. FAUST

RIDES AND SHOWS

With or Without Transportation. For 4th JULY CELEBRATION ON STREETS AND BALANCE OF SEASON. Corn Game, Concessions, Minstrel Performers, or will consider organized Show. New outfit, H. C. Brown wire at once. Girl Show, Side Show Acts, Special Agent.
MODERN MIDWAY SHOWS, Bonne Terre, Mo.

WANTED RIDES

Merry-Go-Rounds, Ferris Wheels, Chairplanes, Kiddie Rides, Ponies and others. Also 25 K. W. Light Plant. **CAN BOOK** for 10 consecutive weeks with a guarantee in Pennsylvania, short jumps, all good spots, under worth-while auspices. Wire **JERE SHAW**, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennypacker 2177.

WANTED

Rides, Shows, Concessions (no grift). Big American Legion New Home Celebration, July 18-23 inclusive. Write or wire **HAROLD HARD**, Firestone, the big Post No. 449, 1002 1/2 Kenmore Blvd., Akron, Ohio.

American Legion Celebration

Delhi, N. Y., June 30-July 5
Firemen's Celebration, Port Crane, N. Y., near Binghamton, July 7-16.
Can place Shows and Concessions. Address **W. S. MALARKEY**, Ackerman Bldg., Binghamton, N. Y.

GOLDEN GATE SHOWS WANT

Cookhouse, \$40.00 in meal tickets; Lead Gallery, Cigarette Gallery, Show Joint, Ice Cream, Candy Apples, Fishpond, Bowling Alley, Pop Corn, Diggers, Hoopla, Mitt Camp, Agent for Grind Joins, Brass for Jig Show, Ride Help, Effingham, Ill., till July 1; then Louisville, Ill., July 2 to 7; the big 4th around the square. **F. A. OWENS**, Manager.

RUSSELL BROS. CIRCUS

Side Show wants organized Minstrel Show. John Moody and Lowdown Johnson call me long distance telephone collect. Also useful Side Show Acts. Chicago Heights, 28; 91st and Racine avenue, Chicago, 29; Downers Grove, 30; Maywood, July 1; Glen Ellyn, 2; LaGrange, 4. All Illinois. **JACK SAMPSON**, Mgr.

Liberty National: Livermore, Ky.
McGregor, Donald: Sanborn, Ia., 27-30; Lake Park July 2-5.
Magic Empire: Hiawatha, Kan., 27-29; Wahoo, Neb., 30-July 10.
Majestic Expo.: St. Paul, Va.
Marks: Gettysburg, Pa., 27-July 5.
Melvin's United: Emerson, Can., 29-July 1; Park River, N. D., 2-4.
Middleton, Karl, No. 1: Salamanca, N. Y.; Wellsville 4-9.
Middleton, Karl, No. 2: Pittsford, N. Y.; Canaseraga 4-9.
Miller Amusements: Ville Platte, Ia.
Miller Eros: Sioux City, Ia.
Miner Model: Linwood, Philadelphia, Pa.
Miner Model Ride Unit: Downingtown, Pa.
Model: Bowling Green, Ky.; Harford 4-9.
Modern Midway: Bonne Terre, Mo.
Mosher's: Port Austin Mich., 27-July 5.
Motor City: Whitmore Lake, Mich., 1-5.
Nall, C. W.: Prescott, Ark.
New England Motorized: Port Ewen, N. Y., 27-30; Livingston Manor July 1-5; Pittsfield, Mass., 7-16.

Northwestern (Leigh & Portland aves.) Detroit, Mich., 27-29; Adrian July 1-4; Fremont, Ind., 5-9.
Oklahoma Ranch: Taloga, Okla., 2-4; Hammon 7-9.
Orange State: Stuart, Va.; Pearisburg 4-9.
Page, J. J.: Paintsville, Ky., 27-July 4; Lexington 5-16.

Pan-American: Hannibal, Mo.
Patrick: Grangeville, Ida., 2-5.
Pearson: Washington, Ill.
Peerless Expo.: Springdale, Pa.
Ray's Am. Co.: Bens, Minn., 27-30; Floodwood 2-4.
Reading's: Benton, Ky., 27-July 4; Cadiz 6-9.
Red River: (Fair) Carman, Man., Can., 30-July 2; (Fair) Estevan, Sask., 4-6; (Fair) Medicine Hat, Alta., 7-9.
Reid, King: Waterbury, Vt.; Newport 4-9.
Reynolds & Wells: Altoona, Wis.
Rogers & Powell: Tuckerman, Ark.; Portia 3-4.

Rogers Greater: Haymarket, Nashville, Tenn., 27-29; Martin July 1-4; Humboldt 5-9.
Royal American: Davenport, Ia., 27-30.
Royal Expo.: Hastings, Pa.; Altoona 4-9.
Royal Midway: Vincennes, Ind., 26-July 5.
Rubin & Cherry Expo.: Iron Mountain, Mich.
Scott Bros.: Bruceton, Tenn.
Sheesley Midway: Flint, Mich.
Shugart Bros.: Hartshorne, Okla., 2-4.
Slebrand Bros.: Williston, N. D., 4-9.
Silver State: Livingston, Mont., 27-July 5.
Sims Greater: North Bay, Ont., Can.
Skerbeck Am. Co.: Ontonagon, Mich., 28-July 4.
Smith Bros.: Mountain Park, Okla., 1-5; Emerson Grove 6-10.
Smith, J. Lacy: Irvington, Va.
Smith's Greater Atlantic: Somerset, Pa.
Snapp Greater: Waupun, Wis., 28-30; Monroe 2-4.

Sol's Liberty: Galesburg, Ill.
Sparks, J. F.: Lancaster, Ky.
Speroni, P. J.: Walnut, Ill.
State Fair: Red Lodge, Mont., 29-July 4.
Strates: Portsmouth, O.; Washington C. H., 4-9.
Sunset Am. Co.: Oskaloosa, Ia., 1-4; Des Moines 6-16.
Terrill & Morohl: Greenfield, Ind.; Greensburg 4-9.
Texas Longhorn: Electra, Tex., 27-29.
Thomas, Art B., No. 1: Canby, Minn., 30-July 1; Blue Earth 3-4; Mankato 6-9.
Thomas, Art B., No. 2: Clark, S. D., 30-July 1; Plandreau 2-4; Hardwick, Minn., 5-6; Valhalla Resort 9-10.
Tidwell, T. J.: Cushing, Okla.; Tonkawa 4-6; Arkansas City, Kan., 7-9.
Twentieth Century Expo.: Bloomington, Ind., 27-July 4.
Valley: Lake Cisco, Tex., 27-July 4.
Wade, W. G.: Petoskey, Mich.
Wallace Bros.: Noranda, Que., Can.
Wallace Bros.: Estherville, Ia.; Algona 4-7.
Wald, John R.: (Fair) Murphysboro, Ill.; Centralia 4-9.
Weir, M. R.: Hudson, Mich.; Eaton Rapids 4-9.

West Bros.: International Falls, Minn.; Ely 4-9.
West Coast: Everett, Wash., 26-July 4.
West, W. E., Motorized: Tarkio, Mo.; Red Oak, Ia., 4-9.
Western State: Scottsbluff, Neb., 27-July 4.
Wey's World Wonder: Ambridge, Pa., 27-July 1; Marietta, O., 2-9.
Wey's Production Co.: Reno, Pa.; Polk 4-9.
White City: Rupert, Ida., 29-July 4.
Williams, S. B.: Canton, Okla., 27-July 5.
Wilson Am. Co.: Lincoln, Ill., 1-4.
Woods & Knox Am. Co.: Gowrie, Ia.; Stratford 4.
World of Mirth: Portland, Me.
Young, Monty: Logan, Utah, 1-5.
Zeiger, C. F., United: Lander, Wyo., 28-July 4.
Zimdars Greater: La Porte, Ind.; Battle Creek, Mich., 4-9.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Idaho Falls, Ida., 28; Dillon, Mont., 29; Missoula 30; Helena July 1; Great Falls 2; Havre 3; Glasgow 4; Williston, N. D., 5; Sidney, Mont., 6; Dickinson, N. D., 7; Mandan 8; Jamestown 9.
Beers-Barnes: Goshen, N. Y., 29.
Cole Bros.: Newburyport, Mass., 28; Gloucester 29; Lynn 30; Salem July 1; Fitchburg 2; New Bedford 4.
Eddy Bros.: Lee, Mass., 29.
Gould's, Jay: Storm Lake, Ia., 29-30; Cannon Falls, Minn., July 2-4.
Kelley, Al G., & Miller Bros.: Loomis, Neb., 28; Bertrand 29; Elwood 30; Eustis July 1; Farnam 2; Curtis 4.
Lewis Bros.: Albion, Mich., 28; Eaton Rapids 29; Marshall 30; Three Rivers July 1; Vicksburg 2; Hastings 4.
Mix, Tom: Evanston, Ill., 28; Waukegan 29; Racine, Wis., 30; Waukesha July 1; Watertown 2; Madison 3; Portage 4.
Parker & Watts: Havre, Mont., 28; Great Falls 29; Helena 30; Deer Lodge July 1; Phillipsburg 2.
Newton Bros.: Warren, R. I., 29; Uxbridge, Mass., 30.
Polack Bros.: La Grande, Ore., 29-July 4.

MISS FAIRYLAND

SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER—
ORDER A CARTON EACH 18c No. 35

Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Hair Ribbon, Collar, Slippers and Brooch. Height 14 1/2 inches, packed 12 to carton (no less sold).

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GREENUP, KY., MASONIC JULY 4th CELEBRATION

Followed by 16 straight weeks of fairs. NO STILL DATES. Want Stock Concessions except Bingo, Custard, Diggers and Photos. Also want Geek. We have complete outfit ready. Come on. WANT Shows that can play to day and night crowds. Conditions are normal in the Blue Grass Section.
Address

F. H. BEE SHOWS, INC.

Morehead, Ky., Week June 27; Greenup, Ky., Week July 4; Vanceburg, Ky., Fair, Week July 11.

Robbins Bros.: Frederickton, N. B., Can., 28; Houlton, Me., 29; Caribou 30; Woodstock, N. B., Can., July 1; Calais, Me., 2; Ellsworth 4; Dover-Foxcroft 5; Waterville 6; Rockland 7; North Conway, N. H., 8; St. Johnsbury, Vt., 9.
WPA: Jackson Heights, L. I., N. Y., 28-July 2.

Additional Routes

(Received too late for classification)
Craig & Barno Mills Tent Show: Madrid, N. Y., 27-July 2.
Hoffner & LaVell Show: Knoxville, Ill., 27-July 2.
McNally's Variety Show: Gansevoort, N. Y., 27-July 2.
Miller, Al H., Show: Jeffersonville, Ga., 27-July 2.
Princess Edna Show: Quannah, Tex., 27-July 2.
Steiner Trio: (Celebration) E. Moline, Ill., 3-4.
Totman & Newton Tent Show: Melfa, Va., 27-July 2.

REP RIPPLES

(Continued from page 23)

line up with another outfit. . . **FRANK (DOC) BLACK** reports business fair in New Brunswick for his small dramatic trick. . . **MORTON GILES**, formerly well known in rep circles, is directing the Marblehead Players, Marblehead, Mass. . . **THE WOLFE TWINS** left Kansas City, Mo., last week to join the Hila Morgan Show in Iowa. . . **HAL BARBER**, formerly with Jack Collier's Comedians, is now with the Charles Whitchurch Co. playing Northern Missouri. . . **PERCE HALL** and Nellie Kempton are sojourning in Kansas City, Mo., after the closing of the Kirkman circle in Southern Missouri. . . **PARAMOUNT PLAYERS**, who recently closed after two weeks of rain, are said to be making arrangements for reorganization. . . **DENNIE AND DOT-TIE RENO**, of St. Joseph, Mo., are playing dates in the Midwest. . . **JIMMIE AND GOVIE GRIFFIN**, after closing with a Texas show, are visiting relatives and friends in Arkansas. . . **THERE** are approximately 75 tent shows, large and small, playing the Midwest territory at the present time. . . **GEORGE AND ETHEL ADKINS** have terminated their contract with Toby Shelton's Comedians in Arkansas. . . **JEWELL AND JIMMY PARSONS**, after closing with Jack Hart's Comedians, spent a day in Kansas City, Mo., last week en route to Kentucky. . . **COLLEY AND ROSALEA** are closing with Hila Morgan Players in Iowa this week. . . **VIOLA AND JERRY BRUCE** are sojourning in Chicago following the closing of the Jack Kelly No. 2 unit in Michigan. . . **LOUIS DePACH**, former repertoire and circus musician, is now supervisor of athletics for the Kansas City, Mo., police department.

GREAT SOUTHERN SHOWS WANTS

Kid Rides, Shows and Concessions, with or without transportation. This Show carries no grift joints and has Free Gate and the best of Free Acts. **WANT**—Five or Ten-in-One, Snake or Geek Show, Pit and other Shows. **WANT**—Bingo, Fish Pond, Glass or other legitimate Stock Concessions, also Agents for Stock Concessions. Long list of Celebrations and Fairs. Dan Statman, French Marshand and Bill Hickey wire R. L. Wade, Ravenna, Ky., this week. **A. H. MURPHY**, Manager.

NORTHERN MICHIGAN

Largest Fourth Celebration & Homecoming, STREETS, MECOSTA, MICH., JULY 2-3-4. Want Eat Stands, Bingo, Photos and all kinds Games. Shows of all kinds. Rides booked. Wire **CONCESSION COMMITTEE**, or come in.

BRIGHT LIGHT EXPOSITION SHOWS

Wants Shows, Rides and Concessions of all kinds. No Grift. Mitt Camp, Candy Apples, Fishpond, String Game, Hoopla, Lead Gallery, Devil's Bowling Alley. Write or wire **JOHN GEOWA**, Mgr., Brunswick, Md., this week.

Harris Carnival Wants

Good Girl Show, Photo Gallery, Lil White or Pop Kelley wire. Kentland, Ind.; this week; Chrisman, Ill., next.

WANTED

For Big Stone Gap, Va., 4th July Celebration and balance of season: Concession Agents and experienced Bingo Operator. Salary and percentage. Address **BENJAMIN & BUNTS**, care Crystal Exposition Show, Norton, Va., this week.

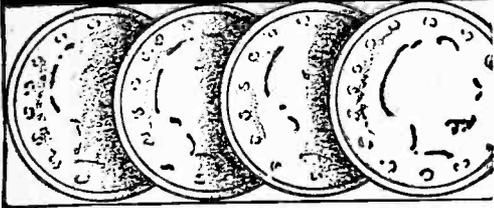
CARNIVAL BOOTHS—RIDES

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WANTED—For biggest Annual Celebrations in Arkansas and Missouri. Portia, Ark., July 3-4; Hardy, Ark., July 6-9; Rossville, Tenn., July 13-16; Reno, Ark., July 20-23; Newark, Ark., July 25-30; Naylor, Mo., August 3-6; Watermelon Festival; Puxico-Morehouse and other good ones following. Have top for Shows. Want Agents for Concessions, Bingo, Diggers, Mitt Camp, Merry-Go-Round and Stock Concessions. **ROGERS & POWELL**, Tuckerman, Ark., this week; then as per route.

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Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

THE TAKE

THE TAKE is an expression that has grown into use to express the amount of cash the operator takes out of the cash boxes of his coin-operated machines. Highly promotional literature in some cases has given the idea that "millions in pennies" or other small coins can be taken out of these coin-operated machines.

Gail Borden, a columnist for The Chicago Daily Times, used to write a series of articles on "Other People's Rackets," in which he described some of the sub-rosa practices about other lines of business besides the columnist's racket.



WALTER W. HURD

Critics of coin-operated machines like to exploit the idea that the operator's take from his machines is too big. Some of these critics like to advance the idea in newspapers that the operator really ought to be in business for his health, and that he should buy expensive machines, service them, and all for the amusement of the public without taking anything for his work or as income on his investment.

In facing such critics perhaps it will be a good idea to use Mr. Borden's tactics and give some publicity to "the take" in other people's rackets. Or, to be more polite, to consider "the take" in many lines of so-called respectable business.

American business has grown up on the idea of "taking" all the traffic will bear. This is not a statement repeated from some radical source. It is a fact that can be substantiated by the statistical reports of such institutions as the National City Bank. The coin-operated machine industry cannot be accused of originating the idea of "the take" or of showing any special prowess at the art. It runs thru business and is so well established as to be a good American custom.

The coin-operated machine industry readily admits that many operators put too much stress on "the take" from their machines, particularly that which they take for themselves. Leaders in the amusement games industry have long preached the idea of liberality in the awards to players that patronize our games. Any operator of experience today can quickly show that it pays the operator to give full value to the public as his customers, whether it be in awards on his amusement games or in the merchandise sold thru his vending machines.

The industry itself has been engaged for years in a program of self-discipline, trying to unite the rank and file of the trade in an effort to play fair with the public. In this effort to police its own ranks the industry has even been obstructed by agencies and persons who, in some cases, would even be surprised at their own deeds. There are many angles to other people's rackets, even the reform racket.

Yes, operators frequently follow the custom of American business and take too much from their machines. Thoughtful people in the coin machine industry today are saying to its members, from manufacturers to operators, that the "big money" days are over and that everybody should adjust himself to new times.

In the most prosperous days of amusement machines our

industry has seen the stock market gambling centers discredited and shackled—because "the take" was too big while the taking was good. All lines of business are fast being discredited in the eyes of the masses because "the take" is too big. Business from top to bottom has been built on the idea of taking all the profits the traffic will bear.

Every informed person now knows that the take in profits for business during the gay days of 1928 and 1929 was so high, and being pyramided so fast, that nothing but collapse and depression could result. But business men still insist on taking all the traffic will bear, both in high prices and in profits.

Reputable statistical agencies like the National City Bank have shown that in 1936 and 1937 "the take" in profits by the 2,000 or more top corporations was so excessive as to be astounding. Thoughtful people in the future will look back upon those two years and wonder what business men had on the brain in taking all the traffic would bear when times were so precarious.

Here is a comment by a well-known Anti-New Deal newspaper on profits in the year 1937: ". . . Dividends to stockholders increased 17 per cent to a total more than five billion dollars. The result was that stockholders in corporations enjoyed the largest proportionate increase of any income group and received about as much as they received in 1929."

The facts from all statistical sources are overwhelming that business has the habit of taking too much. Which means that as long as business keeps up such practices, depressions will come more frequently and each succeeding one will be worse than the last. No amount of pump priming can cure depressions or prevent them when business insists on the take being all the traffic will bear.

At last millions of voters have become suspicious. They may not know who, what, how or why, but they do know somebody is taking too much. No amount of propaganda in the newspapers will ever again convince them things are exactly right. These millions of voters are sore and if business keeps on taking as much as the traffic will bear, business men may some day find themselves in a tough spot.

If the coin-operated machine trade wants to cash in on changing times the best way to do it is to watch the take—and not take too much. The taking ways which business has had since 1926 have at last come home to roost, and the same thing can happen to the coin machine business. The warning applies to every type of machine made and operated by the industry. It applies to everybody in the trade, from manufacturer to operator. It applies especially to amusement machines being operated in resort territories this summer. Watch the take in resort spots, gentlemen, or amusement machines may be on their last legs.

Millions of people are sore. They know somebody has been taking too much. The coin machine industry has been accused of taking too much. Millions of voters hate people who take all the traffic will bear.

Fair Trade Laws

An Address by SENATOR JOHN E. MILLER

A recent speech of Senator John E. Miller at the Fair Trade Forum held during the sixth annual convention of the Retail Tobacco Dealers of America contains in brief a history of the development of fair trade and also quotes prominent persons on the basic ideas underlying the fair trade movement.

Forty-three States now have fair trade laws, which means that business in nearly all the States is operating under fair trade laws of some kind. Business has not yet discovered the full meaning of these laws. In fact, opposition is beginning to organize, as it is discovered how far-reaching some of the fair trade laws may be.

As the meaning of these laws is discovered, they will come to mean more and more to the coin-operated machine industry. Few contacts of the coin machine trade with fair trade laws have been reported up to the present. Yet anyone who gives much thought to such laws can readily see that a lot of possibilities for good or ill lie within the letter of those laws.

In Music Field

In Wisconsin and Arkansas organized music operators have taken steps to use State fair trade laws in promoting fair competition on the matter of commissions to location if possible. They are trying to pioneer an idea under the fair trade laws and see what can be done. If State legal aid can be obtained in compelling operators to observe standard commissions an operator can see what that will mean. But the steps to get such aid under fair trade laws involve intricate legal processes, and even those who are pioneering the idea frankly state that many difficult questions are involved. There may even be adverse reactions that are not anticipated. However, cutthroat competition in the matter of commissions is such a serious problem that any experiments to remedy the situation deserve sympathy.

Personally I would say that fair trade laws have the greatest possibilities for good or ill in the vending machine trade. There are so many angles to these laws, and they differ in the 43 States, that time and experience will have to show what fair trade laws hold in store for the vending trade. If I were manufacturing or operating vending machines I would keep an eye on fair trade laws going and coming.

For Locations

Fair trade laws represent the long fight of retail locations to get government aid in maintaining prices. In part, it has been a move of independent retail locations against chain stores and also against the price cutter among the independents. So operators of all types of coin machines in 43 States are concerned because their locations are concerned. In many States it seems that the fair trade laws have hardly been put into action yet. In many cases the fair trade laws are a voluntary agreement in which locations sign up to

maintain standards or manufacturers of goods require merchants to agree to maintain prices. In other words, the power and methods and objectives of fair trade laws are yet in an experimental state and it is not possible to say what effect they will have or might have on the coin machine industry.

But for the timely information of the trade it seems a good thing to publish Senator Miller's speech, for the senator has been a crusader for fair trade laws, is co-author of the Tydings-Miller law and is an authority on the subject.

As new ideas and methods develop in the field of fair trade laws we will undertake to keep our coin machine readers informed, especially of the relations of such laws to divisions of the coin machine industry.

Senator Miller's Speech

May I at the beginning congratulate the individual members of the Retail Tobacco Dealers of America and the officers actively in charge of its affairs on the splendid work that you have done and are doing to stabilize prices upon an equitable and fair level?

Every true American is proud of his citizenship. He recognizes that he is under the protection of the greatest, strongest and most democratic government in the world, a government that was founded upon the principles of liberty and freedom. Practically all Americans, while appreciating the privileges of citizenship, realize that this citizenship carries with it certain obligations, among which is the obligation to preserve the liberty and freedom we have inherited and which belongs to us as citizens. In an effort to preserve this liberty legislation dealing with practically every subject has been enacted by the sovereign States and by the national Congress.

It is fundamental that a democracy must not only protect the lives and property of its citizens but must secure and protect for the individual citizen an equal opportunity to succeed with his fellows and thus obtain a reasonable degree of independence and happiness in the pursuit of his legitimate business.

It is most difficult, if not impossible, to regulate business in all of its phases by written statutes, but there are certain basic principles or fundamentals underlying business transactions which can and must be protected. Experience has taught us that a great deal of legislation has failed in its purpose, and instead of protecting the individual in the pursuit of liberty and freedom in business it has resulted in ensnaring honest business in endless restrictive regulations that have tended to destroy the initiative and efforts of the individual.

General Welfare

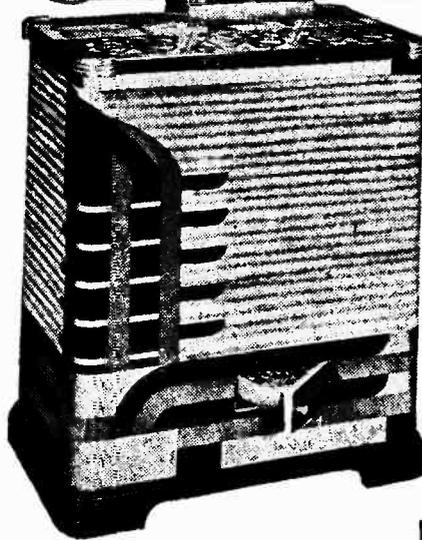
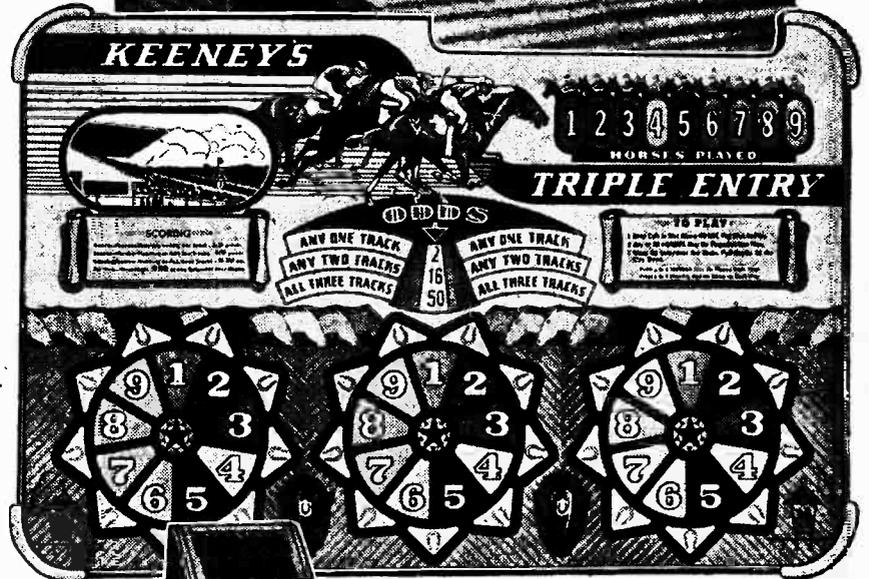
No law can be justified that does not seek to promote the general welfare of the people, and any law that is not based upon that broad principle is likely to prove harmful.

For years we have heard and we shall continue to hear a great deal about private monopoly. Sometimes the term is confused with size, and many people have fallen into the error of construing the word "monopoly" to be synonymous with largeness, and many small business men have at times condemned all large establishments because of their size. Many have failed to realize that it is only when men combine their talents or their wealth and thereby seek to control a particular commodity or product to the exclusion of others that a monopoly is created, or where such a condition is created by conspiracy or by action that it becomes difficult or impossible for others to enter the same field of endeavor and to provide competition. Private monopolies are not creatures of the law. They have originated and grown despite the law. They do not add to the welfare of our people. In their very nature they restrict freedom of choice, and I doubt whether there is any way of effectively regulating such a combination except to destroy that combination. The American people are now, as they have been for years, determined to restrict the existence of monopoly as such, and one of the chief problems confronting our government today is how best to deal with the questions that naturally arise

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H. I. DONATI, Donati Amusement Machine Co., Richmond, Va., is a new Popmatic pop-corn machine operator. He plans to increase his route regularly, he says.

in the consideration of this situation. President Wilson many years ago called the attention of the American people to the necessity of regulating competition instead of sanctioning and regulating private monopoly. He was one of the few men who understood fully the necessity of preserving free and open competition in America and clearly foresaw that if competition could be kept free and open that private monopoly could not exist.

Honorable Charles H. March, member of the Federal Trade Commission, in a speech before the National Confectioners' Association at Chicago on May 27, 1937, said:

Fair Profits

"American growth and prosperity have been founded upon competition which in our economic system is relied upon to insure the availability of goods at prices representing efficient cost of production and of distribution, plus a fair profit. No economic system employed in any other part of the world has been so productive of blessings to the people as has ours. This regard of prosperity and progress has been accomplished by initiative, by intelligence, by honesty and by sustained industry and effort and always with a wholesome regard for the rights of others. A competitive economy stands for the rights of others. A competitive economy tends toward freedom and expansion of business activity. Monopoly stifles and restrains it."

Free and open competition in the real safeguard for the consumer, the producer, the distributor and the retailer. Upon that rock all legitimate business is built, and in order to insure the continuation of that business the foundation stone must be kept intact. It cannot be destroyed and the business continue to operate.

President Roosevelt in his message to the Congress on April 29, 1938, said:

"One of the primary causes of our present difficulties lies in the disappearance of price competition in many industrial fields, particularly in basic manufacture where concentrated economic power is most evident—and where rigid prices and fluctuating pay rolls are general."

The President further said in that message that honest competition does not mean exploitation, and further:

"But generally over the field of industry and finance we must revive and strengthen competition if we wish to preserve and make workable our traditional system of free private enterprise."

Honorable Robert H. Jackson, recently appointed solicitor general of the United States, in testifying before a subcommittee of the committee on judiciary of the United States Senate, said:

Open Competition

"I have never conceived it to be my business nor the business of the Department of Justice to maintain a given price level. Our business is to let it be fixed by competition. As I have said, that theory is perhaps misinterpreted in view of the anti-trust laws. The purpose is to regulate business by letting it alone but to see that the process of competition is not interfered with. It is our duty, as I conceive it, under the anti-trust laws not to fix a particular price level, but to see that those levels are fixed by open, free competition; open and free opportunity to business men to bid against each other where they cannot seek to openly combine and defeat the fixing of those prices by the ordinary economic processes of competition."

The traditional approach to this problem on the part of our government has been thru the anti-trust laws. That method of approach should not be abandoned. On the contrary the anti-trust laws should be enforced with an end in

view of guaranteeing free and open competition. I think it is agreed by all that the present anti-trust laws are inadequate, largely because of the tremendous change that has been wrought in recent years in the economic conditions in our country.

A quarter of a century ago unselfish and patriotic business leaders conceived the idea of the fair trade laws in this country. The establishing of resale prices by contract was never regarded as an illegal restraint of trade until the Miles case was decided by the Supreme Court in 1911. In that case Mr. Justice Holmes, in a dissenting opinion, said:

"I cannot believe that in the long run the public will profit by this court permitting knaves to cut reasonable prices for some ulterior purpose of their own and thus to impair if not to destroy the production and sales of articles which it is assumed to be desirable that the public should be able to get."

Prior to 1911

Before this decision was handed down resale price maintenance contracts were considered lawful in this country as well as in most other countries. They had been in operation in England for many years and had been held valid by the House of Lords. They are now and have been commonplace for a generation in Continental Europe. They were accepted in this country as a matter of right prior to 1911, but the effect of the decision in the Miles case was to destroy this right that was supposed to be legal and which had been practiced for many years.

Since the national government was approaching the problem of maintaining free and open competition thru the anti-trust laws it was natural for the proponents of fair trade to appeal to the Congress for the enactment of a national Fair Trade Act, and for many years the Congress gave consideration to the enactment of such a statute, but its enactment was prevented largely because of the claim that such an enactment would in effect repeal the anti-trust laws and would be conducive

Wedding Bells

Barney Kahn, D. Robbins & Co., Brooklyn, and Natalie Flam were married June 25 at Menorah Temple, Brooklyn. The couple left on their honeymoon immediately, destination unknown. Barney is head technician for Robbins and is considered one of the top mechanics in metropolitan New York. Miss Flam is a cousin to Donald Flam, owner of Station WMCA.

to the creation of a monopoly at the expense of the consuming public. Conditions were fast becoming intolerable and private monopoly was growing. The ranks of the independent business men were thinning and the entire merchandising field was fast passing into the hands of a few men when the legislatures of the various States began to give consideration to the question. This association and other trade associations appealed to the State legislatures for assistance, and within the last three or four years 43 States have enacted Fair Trade Practice Acts. These acts are practically uniform and all of them seek to give to business men the opportunity to restore and keep alive free and open competition in the purchase and sale of trade-marked, copyrighted and branded merchandise.

These State Fair Trade Practice Acts are sometimes referred to as price-fixing statutes, but they are not. They do not fix prices or require that prices be fixed. They do not regulate anything nor anybody. They are permissive only. They allow a single producer, if he chooses to do so, to make contracts with distributors of goods identified as coming from him or being produced by him, establishing minimum prices at which the producer's identified merchandise shall be resold.

A great hue and cry was made about these acts. It was claimed that they were unconstitutional, but the Supreme Court of the United States on December 7, 1936, in the case of the Old Dearborn

Distributing Co. versus Seagram Distilleries Corp., held that the Fair Trade Practice Acts of California and Illinois were constitutional. In that case Mr. Justice Sutherland said:

Price Cutting

"There is a great body of fact and opinion tending to show that price cutting by retail dealers is not only injurious to the good will and business of the producer and distributor of identified goods but injurious to the general public as well.

There isn't any doubt about the constitutionality of the State Fair Trade Practice Acts and it should be borne in mind that they are the basis of the fair trade practice contracts or price maintenance contracts.

It should be remembered that when the various States became a part of the Union they thereby surrendered all right to regulate foreign and interstate commerce, but they retained the right to regulate intrastate commerce, but because of the developments in our transportation and communication systems State lines have been practically obliterated and it became necessary for the Congress to enact an enabling act to provide for the efficient operation of the State Fair Trade Acts.

Obviously Congress should never undertake to enact legislation which in itself fixes prices that the consumer must pay, but should be ready at all times to render any assistance that it may to the States in their effort to maintain free and open competition in order that the cost of merchandise may be determined by competitive economic conditions rather than by arbitrary and uneconomical and unjustified methods. Accordingly the Congress enacted what is commonly known as the Tydings-Miller Act. This act amends Section 1 of the Sherman Anti-Trust Act, which was approved July 2, 1890. That section before amendment read:

"Every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce among the several States or with foreign nations, is declared to be illegal. Every person who shall make any such contract or engage in any such combination or conspiracy shall be deemed guilty of a misdemeanor and on conviction thereof shall be punished by a fine not exceeding \$5,000, or by imprisonment not exceeding one year, or by both said punishments in the discretion of the court."

The amendment is inserted following the period at the end of the first sentence and reads as follows:

"Every contract, combination in the form of trust or otherwise, or conspiracy, in restraint of trade or commerce among the several States or with foreign nations, is hereby declared to be illegal: Provided, That nothing herein contained shall render illegal contracts or agreements prescribing minimum prices for the resale of a commodity which bears, or the label or container of which bears, the trade-mark, brand or name of the producer or distributor of such commodity, and which is in free and open competition with commodities of the same general class produced or distributed by others, when contracts or agreements of that description are lawful as applied to intrastate transactions, under any statute, law or public policy now or hereafter in effect in any State, territory or the District of Columbia in which such resale is to be made or to which the commodity is to be transported for such resale, and the making of such contracts or agreements shall not be an unfair method of competition under Section 5, as amended and supplemented, of the act entitled 'An act to create a Federal Trade Commission, to define its powers and duties and for other purposes,' approved September 26, 1914: Provided further, That the preceding proviso shall not make lawful any contract or agreement providing for the establishment or maintenance of minimum resale prices on any commodity herein involved, between manufacturers, or between producers, or between wholesalers, or between brokers, or between factors, or between retailers, or between persons, firms or corporations in competition with each other. Every person who shall make any contract or engage in any combination or conspiracy hereby declared to be illegal shall be deemed guilty of a misdemeanor and on conviction thereof shall be punished by fine not exceeding \$5,000, or by imprisonment not exceeding one year, or by both said punishments in the discretion of the court."

(To be continued)

Review of Tourist Trade Shows 8 Per Cent Goes to Amusements

NEW YORK, June 25.—The eyes of the nation seem to be centered on resort and tourist travel for the summer months, as well as the coin machine industry watching to see how resort trade will boost the intake of coin machines. Newspapers and magazines are getting what seems to be a larger share of resort advertising than in previous years, all of which is encouraging to the coin machine trade and to the nation.

Travel is one business that is going to be good this summer. *Business Week* says in a recent issue. This weekly magazine estimates the 1938 volume of summer travel at from 10 to 12 per cent above the \$5,000,000,000 spent by tourists last year. It suggests that 80 per cent of the travelers will go by automobile. Recent reports from Michigan areas indicated that volume of travel would be equal to or larger than last year, but that people were spending less.

"The traveler spends about 8 cents out of each dollar for out-and-out amusements," says *Business Week* in its survey. The coin machine trade is interested in how much of that 8 cents it will get.

Business Week further says that "on the basis of a \$5,000,000,000 business, transport agencies can look for a \$1,000,000,000 share. Hotels and tourists camps will get another \$1,000,000,000. Food will account for \$1,050,000,000. Department stores, the clothing industry and sporting goods shops will collect \$1,250,000,000 from the vacationist. Sales of candy, chewing gum, cold drinks and light refreshments account for about \$300,000,000 of the tourist's money."

Railroads Help

National parks registered a gain of 23 per cent in tourist travel last year, *Business Week* said, and their popularity seems to be reaching into 1938, with several railroads adding all-expense tour features to regions served by crack new trains. Local business in each of the great metropolitan centers continues to get a flip from fishermen's specials, fold-boat and cyclists' excursions and one-day or week-end tours.

A discordant note in this joyous symphony comes from resort hotels and transatlantic operators. The former ex-

pect more guests but a substantial decline in tourist expenditures.

"Foreign and cruise travel is not going to reach last year's record volume in spite of the pick-up in bookings during the last three weeks," *Business Week* predicted. "A month ago a few authorities estimated that foreign travel would be off as much as 45 per cent. Now they have revised their estimates to something nearer 25 per cent.

"European travel will be off in part because of the war scare and in part because of the general desire to curtail expenses. But cruise business has not yet been greatly curtailed except for luxury accommodations.

"Great Britain and Scandinavia are popular with the travel crowd this year, with considerable interest in Alaska, Mexico (despite recent troubles), Bermuda and Hawaii. The cheap franc is acting somewhat as a counterbalance to fear of trouble on the Continent."

South American travel, the analysis continued, is unsettled by disruption of steamship services down the East Coast, but is likely to benefit when the new luxury liners enter that run next winter.

Lack Cohesive Effort

"We have been much slower than most other countries in advertising our important tourist attractions to the travel public," said *Business Week*. "The United States Travel Bureau has been formed and is operating in Washington and New York, but only on a small temporary appropriation. It has the backing of commercial travel agencies, but can make no extensive long-term plans to promote travel thruout the country until it is put on a more permanent basis."

Analyzing State promotion of tourist travel, including private as well as public funds, *Business Week* called the roll as follows:

Arizona, \$42,633; California, \$352,419; Colorado, \$150,000; Florida, \$500,000; Michigan, \$150,000; Minnesota, \$52,500; Mississippi, \$10,000; Montana, \$20,000; Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island and Vermont, \$100,000; New Jersey, \$150,000; New Mexico, \$60,000; New York, \$152,650; North Carolina, \$250,000; Oregon, \$101,000; Pennsylvania, \$500,000; Washington, \$250,000, and Wisconsin, \$75,000.

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MERCHANDISE MACHINES

Three Doctors in New Firm Set-Up

KANSAS CITY, Mo., June 25.—Three prominent Kansas City physicians are associated with Arthur T. Hamilton in the operation of a new concern here which soon will begin the manufacture and distribution of confection vending machines. Dr. Buford Hamilton and Dr. Hugh G. Hamilton, cousins, will serve as vice-president and treasurer respectively, and Dr. Carl Bryant Schutz will be a director of the concern, to be known as Hamilton Enterprises, Inc.

John W. Hudson, counsel for the Hamiltons, returned last week from a trip to the Pacific Coast, where he arranged for the new firm to have exclusive rights to use the oft-seen and much-publicized Disney animal characters as charms to be used in the machines. Both the charms and the machines themselves have been designed in co-operation with the Disney staff of artists, Mr. Hudson said. Plan of the company later is to have the candy confections, too, made in the form of Disney characters, such as Mickey Mouse, Donald Duck, Three Little Pigs, etc.

Charms will be of wood and are aimed to attract attention of children. Fifteen persons now are on the pay roll and 40 more will be employed after production starts. Jobbing contacts on a national basis now are being made by the company's executives. Exclusive rights with the Disney organization include the use of his characters as charms, forms for radically new vending machines and confections to be mixed with the charms in the machines. Which makes it virtually a 100 per cent proposition, officials state.

A manufacturing plant already has been established on the spacious ground floor and in the basement of a building at 727-729 Holmes street and the first of the new products are in the process of being assembled. Company owns the dies from which the charms currently are being made in a Chicago plant, Mr. Hudson declared today, and it is planned the Hamilton enterprise also will handle the distribution of the candy confections to be used inside the machines.

This is the first new coin machine company to be formed here this year.

Flag Day Observed By Cigaret Men

NEWARK, N. J., June 25.—Since its regular meeting fell on Flag Day, June 14, the Cigaret Merchandisers' Association of New Jersey on that date had a program in keeping with the occasion, which was a surprise idea planned by Vice-President Milton H. Lewis. Rising to speak as soon as the meeting was called to order by President Malin, Mr. Lewis addressed the membership and among other things said:

"No doubt it will not be necessary to remind you that today being designated as Flag Day, it is our duty and our privilege to salute our country's flag. Therefore before Manager Stein reads the roll call and at the sound of the gavel three times the members will rise in tribute to the flag. The officers and members will face the flag and give a military salute. Following the salute and one sound of the gavel from the dais the members will resume their seats."

This ceremony is unique in trade association meetings and is an indication that American business men are loyal to American traditions and that the flag of our own country is the flag which still commands the respect and admiration of our merchants.

Following the Flag Day exercise the association formally adopted its association insignia, which is an outline of the State of New Jersey in the lower portion of which appears the numerals 1938 and in the upper portion the number of each member.

Following the usual custom, meetings during the summer months of June, July

and August will be limited to one regular meeting per month. Manager Stein was ordered to rewrite and mimeograph the constitution and mail a copy to each member of the association.

The regular semi-annual meeting of the executive committee was called for the latter part of the month, when the officers and members of the board of directors will meet at the semi-annual dinner.

Automat Games Completes Plans

CHICAGO, June 25.—Automat Games, manufacturer of the Silver King line of venders, has just completed a remodeling and enlarging program of its plant. The project was carried out as an expression of the firm's confidence in the immediate future of the vending business throughout the country.

"We are looking forward to a sharp upturn in the use of penny venders this fall," stated H. F. Burt. "Anticipating this rise in sales, we have modernized our manufacturing facilities and increased our inventory capacity 40 per cent. In addition extensive experiments are being carried out with 75 or 80 of the existing products that can be sold thru venders to determine the latest and most practical improvements that will be of benefit to operators.

"The present recession has no effect on the income of the operators who can put out more venders to meet the lower sales volume," Burt added. "In fact, more good locations are now obtainable than ever before due to the decreased activities of the operator who has not the requisite confidence in the vending business. The operator who expands now will be the first to reap larger profits at the first swing toward normal conditions."

Pennsy Vending Ops Oppose Tax

HARRISBURG, Pa., June 25.—This city's \$1 annual license fee on vending machines, established May 27 by a city ordinance, was attacked in the Dauphin County Court last week by two distributors as "oppressive, unreasonable, discriminatory, confiscatory, invalid and unconstitutional."

On a petition filed by the Thrift Wholesale Cash and Carry Co. and the Cigarette Service Co. the court ordered the city of Harrisburg to show cause, within 15 days, why the ordinance should not be invalidated.

Counsel for the machine operators who specialize in cigaret machines told the court that cigarets are already burdened with a 6-cent federal tax, 2-cent State tax and 1½ cents hidden tax, totaling 9½ cents, and contended that the new license fee would increase the burden.

The vending machine operators further claim that they already pay a State permit license fee, mercantile tax and other taxes, and declared that the additional license fee would be oppressive and should be regarded as double taxation. The petition further stated that the ordinance does not take into consideration the value of merchandise sold.

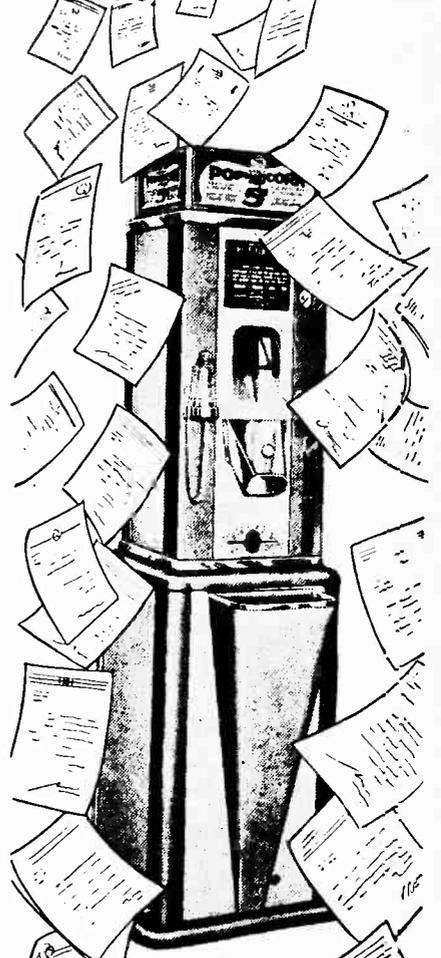
Pop Corn Firm In New Offices

DETROIT, June 25.—Pop Corn Robot Co., manufacturer of the Robot, new-type pop-corn vender, is moving its offices this week to Rooms 501-2-3 in the Central-Detroit Warehouse, 1627 West Fort street. General executive offices and the engineering division of the company will both be located here.

The company plans to have its machine upon the market for national distribution in about 30 days.

They're Pouring in

Very many letters from successful POPMATIC Operators have come to our attention



You too can cash in on the \$100,000,000 Popcorn Industry by operating a route of **POPMATICS**

The **POPMATIC AUTOMATIC POPCORN MERCHANDISER** Pops, Seasons and delivers a brimming bagful of fresh, hot popcorn for each U. S. nickel inserted

We are now making **IMMEDIATE DELIVERIES**

DON'T PUT IT OFF!
Order your **POPMATICS** today while the best locations are still available

PHONE — WIRE — WRITE for complete details and prices.

POPMATIC Manufacturing Co.

5147 NATURAL BRIDGE AVENUE
ST. LOUIS MISSOURI

Coan Champions Candy Bar Sales

CHICAGO, June 25.—J. W. Coan, president of Coan-Sletteland Co., of Madison, Wis., spent a few days here recently to select a location for the new offices which the firm will open in Chicago. Important affiliations in the vending machine field, he said, made it necessary to have branch offices in the Chicago center. Plans are being made for plant expansion in Madison, he said. The company manufactures the U-Select-It candy bar vending machines.

Coan said that coin chute mechanisms had now reached a stage of perfection where slugs are no longer a problem in the vending of candy bars.

Coan says that candy manufacturers are ready to co-operate with operators of candy vending machines in the maintaining of a reputable vending business. He says that operators of candy bar vending machines must maintain high standards and give the public full value if the vending business is to attain its possibilities.

Development work on some new and important vending machines is going forward at the home factory, he stated.

Guarantee Backs Century Vender

CHICAGO, June 25.—Bud Lieberman, executive of Century Mfg. Co., well-known vending machine manufacturer, last week made a statement regarding the "money-back" guarantee under which the new Century penny vending machine is now sold.

Stated Lieberman: "A product to be classified as an outstanding one in its field must of necessity have built into it those qualifications that place it in the 'outstanding' category. Our many years' business experience taught us that first and all-important rule. And, too, that product, whatever it may be, must be backed by its manufacturer with not only enthusiasm but absolute confidence as to its operation, use and ability to be of greater value to the purchaser than that price which he paid for the product.

"Using these general requirements as a standard, we introduced to the coin-machine trade our new penny vending machine, backed by a real guarantee," he concluded.

Safeway Moves To New Quarters

DETROIT, June 25.—Safeway Vending Machine Co. has been reorganized as the Safeway Cigaret Service, with Harry F. Hornstein continuing as representative and manager. New quarters have been secured at 4314 West Warren avenue, which increase the company's capacity about four times that of the former capacity.

The company is concentrating entirely on the operation of cigaret vending machines and has replaced all of its old equipment with new U-Need-a-Pak machines. Mr. Hornstein is very optimistic about the success of his new line.

More Zetas for Stoner

BROOKLYN, June 25.—After a few weeks of parceling out small quantities of Zeta, Stoner's new novelty table, to operators in metropolitan New York, Dave Robbins, of D. Robbins & Co., states that starting this week he is receiving games in carload lots.

"The first carload arrived this week and immediately disappeared among the operators as their orders had already been placed," Robbins stated. "I feel confident that Zeta is one of the finest machines ever produced by Stoner and that as soon as the word-of-mouth plugs get around the sale of the machine will surpass any game produced by Stoner."



THE SUNBURNED BOY at left sure does like Popmaticorn, according to Mr. Krack, of the Krack Drug Co., Memphis.

Latest Boosters' Brigade News To Help Build Up All Business

It begins to appear that one of the best things that all newspapers and publications could do thru the summer would be to publish a page or department featuring the encouraging signs of business that come into view.

In the coin machine section for several weeks now we have been publishing cheerful business news under the general heading of "Boosters' Brigade." The Boosters' Brigade idea was started early in the year by several well-known business and financial editors on the big daily papers who saw the damage being done by the whining of heads of big business, which appeared regularly on the front page, but the news in the financial sections did not justify such whining. Among the business editors who led in this Boosters' Brigade movement were E. F. Hughes, of *The New York Times*, and Robert Vanderpoel, of *The Chicago Evening American*.

Chicago Joins

In Chicago, the coin machine capital of the world, a big national crusade seemed about to develop at a meeting attended by representatives of Chicago firms. The meeting was to boost the recent "Sales Crusade" idea in which sales staffs are marching under the slogan, "Sales Mean Jobs." The movement was started a few weeks ago by George W. Mason, president of Nash-Kelvinator Corp. As this is being written it is not known whether any representatives of Chicago coin machine manufacturers attended the meeting. Meetings have been held in other cities and it is expected that the movement will spread generally.

Bad Psychology

At the Chicago meeting Mr. Mason said: "It is our duty and responsibility to seek means and put forth every effort to put men now unemployed back to work. That is why our attention today is focused on sales."

"I think entirely too much has been printed and said about the curtailed purchasing power in the United States. There is as much real wealth in this country today as there was at the peak of the boom. And the productive capacity of our factories and laboratories was never so great as it is today. It is these things that constitute wealth, and it is the ability to use them that constitutes prosperity."

Hughes Reports

E. F. Hughes, one of the business editors who helped to start the Booster idea, said recently on the financial page of *The New York Times*:

"Certain anti-New Deal editors, after a conference at Washington recently, were reported as agreeing that business and government were not far apart, fundamentally, and that what was needed was an occasional word of encouragement. . . .

"If the editors appreciated that point

there is the bare possibility they might trade the brickbats for the encouragement and let their criticism take other channels. But a stronger influence may be at play in the interest of business itself. Advertisers will not say so publicly, but some of them privately admit that trying to sell goods on a page that spreads gloom and promises disaster has obvious difficulties.

"With these new approaches to understanding and the quiet moves being made behind the scenes to get at the roots of the business crisis, more hope is expressed in a practical solution."

The point that business executives who break into print with gloomy predictions are hurting their own advertising and sales was amply illustrated recently when the head of one of the biggest corporations in the country was quoted on the front page in one of his top-ranking predictions of disaster, while advertising of his company's automobiles appeared on inside pages. Dealers and salesmen all over the country felt the sting of that blow.

Printers' Ink

Fortune magazine, among the prominent business publications, recently joined the forward movement in one of the most emphatic editorials yet published on the subject. It was an appeal to big business men to open their eyes before it is too late.

In the issue of June 16 *Printers' Ink* joins the parade in an editorial, "Here To Stay." The point in the editorial is that even if the people do decide to throw the New Deal out in 1940, lock, stock and barrel, yet its reform ideas are here to stay. And business might as well reform itself in keeping with the ideas of the New Deal, or get reformed for all that reform is worth.

The editorial in *Printers' Ink* is an example of a publication that has bitterly criticized the government and now wakes up to find that it might be better to fall in line before worse things happen. It is an example of business men who ought to know better and yet who cling to past notions and whims for dear life. One can read between the lines in the editorial and feel that it is like tearing his guts out for the editor to write it.

It is an editorial for every business man to read who had rather lose money and lose business, and in fact tear his own guts out, rather than admit that times have changed and that maybe he is out of step. The majority of business men today are like that. One cannot listen to them without feeling what funny animals we human beings are.

Why any business man would stubbornly fight against the tide when two grains of common sense would show him a few things is one of those puzzles about the human race that will always remain a mystery.

But a few of those business men are seeing the handwriting on the wall and are catching up with the times even if it kills them. *Printers' Ink* is one of them. Heroes' medals should be designed for all these men who conquer prejudice and bitter partisan feelings to join in the boosters' campaign of the present day.

"FOR THINGS WILL NEVER AGAIN BE AS THEY WERE," mourns *Printers' Ink*. "BUSINESS MEN MAY AS WELL

REVISE THEIR PRESENT POLICY. . . . BUSINESS HAD BETTER GO TO WORK AND GO TO WORK NOW."

A copy of *Printers' Ink* only costs 10 cents, and every business man who is still straining at the bitter pill had better buy a copy of the June 16 issue and take it to bed with him. Read the editorial "Here To Stay."

For Small Business

Here is some really cheerful news from *The New York Times*:

"Research Institute Launched. Organization of the Industrial Research Institute as a means of getting laboratory results for small and medium-sized industries on the lines of large-scale enterprise was carried along at a meeting last week of important executives at Atlantic City. The move has been sponsored by a group of scientists, technicians and industrialists who are co-operating with Maurice Holland, director of the Division of Engineering and Industrial Research of the National Research Council.

"From this effort it is hoped to make available the benefits of research to all business in the country. Mr. Holland pointed out how this country lags despite its industrial progress. There are, he pointed out, only 30,000 research workers in the United States as against 70,000 in Germany and 100,000 in Soviet Russia.

"The program contemplates an exchange of information from which it should be possible to direct research activities along the most effective lines, preventing duplication and concentrating investigations on the most essential problems.

"It is quite likely that despite the expenditures required in a time of straitened income, this new undertaking will bring good response. The search for new industry is all important when millions of unemployed loom as an ever-constant problem. But aside from social reasons manufacturers not equipped for research may welcome the opportunity to engage with others in the search for more efficient processes and new products.

More Good News

And there is a lot more good news at a time when good news is scarce.

John G. Winant has been named the first American director of the International Labor Organization at Geneva and will take office in January.

In case you have forgotten, John G. Winant is the former Republican governor of New Hampshire who when every known power of business and partisan politics was being used to scuttle the Social Security Act during the Presidential campaign of 1936 resigned his position, left his home and business to campaign for the saving of the Social Security Act. When the history of this period is written Winant will get the honor he deserves as being the outstanding patriot of his time. Here is a man who turned his back on party and business, against fearful odds, to help save the United States from being even more backward than Japan in its social security legislation.

Now he goes to Geneva to champion the cause of labor the world over. With such men at the head labor will get its hearing.

Big Gambling

And still more good news. At the head of the New York Stock Exchange is 31-year-old W. McChesney Martin Jr. Even the hidebound *Saturday Evening Post* admits that a revolt has happened in Wall Street and that a new era has come in stock-market gambling.

Martin, the new head of the stock exchange, is typical of those progressive business men today who believe that the biggest gambling center in the country should be legalized and put under proper control. Among the "revolutions" that have happened in this country, he is a leader of the revolution in Wall Street, and the future of stock-market gambling will be different.

If you think the country is going to the dogs notice how many "revolutions" are taking place and how progressive ideas and men are winning!

CALVERT CONVERTIBLE VENDOR

Astounding new Vendor is easily and quickly adapted to several different types of play! Unique portion adjusting device allows use of wide range of merchandise. Many other exclusive features described in attractive circular. Write today for full details of this phenomenal profit-puller!

TOWNSEND MANUFACTURING COMPANY

434 North Front Street,

Baltimore, Md.

Machine Closeouts

Home Stretch	\$10.00	Batter Up	\$11.50
Running Wild	11.50	Bally Booster	10.50
Bally Bumpers	8.00	Stoner Races	18.50
Peace Comet (Se. 35,000 & over)	28.50	Bally Entry (brand new)	69.50
Long Beach	15.00	Tom Mix Guns	89.50
1/3 Deposit With Order.		Post Time	15.00
Ref. Genco Co., Chicago.			

Robinson Sales Co., 2995 Grand River, Detroit, Mich.

cigarette merchandisers' association

Address Communications to *The Billboard*, 1564 Broadway, N. Y. C.

IN EVERY way save one the second annual stag outing and Interstate Cigarette Merchandisers' Association convention held at Camp Stuts, Highland, N. Y., June 18 and 19, was a complete success. That single exception was the fact that the camp boasted of nary a single cigarette vending machine. In fact, no cigs were to be had on the grounds, and before the two-day session was finished many of the 60 hard-smoking lads who attended were out of their favorite brands. Those who had 'em, however, shared their fags with those who didn't, so no one was forced on a tobacco diet. All of the ops present couldn't help speculating on the tidy profit they could have realized if they had toted one of their machines out to the grounds with them.

Most of Saturday was given over to welcoming various delegates as they arrived. Some scrub baseball games were organized, while others played handball, swam and otherwise enjoyed themselves. Several groups formed to discuss cigarette vending problems in their particular States, while others occupied their time with cards.

Festivities really got under way bright and early Sunday morning. The morning hours were devoted to athletic events in which members of various delegations vied for top honors. The team of Koladney and Gluck garnered the doubles handball crown, while Peek and Silverman copped the swimming race. In a special handicap swimming event Peek outplashed the rest of the contestants. Klein and Eskin and Silverman and Pressac finished one-two in the wheelbarrow race. In the doubles canoe race Kesselman and Peek emerged the victors, with Hawthorne and Littleford finishing second.

Before muscles became too stiff and backs too sunburned a halt was called to the athletic activities in favor of the big CMA Interstate banquet. At the conclusion of this meeting the following guests of honor were introduced: Leon Eskin, chairman of the second annual stag outing of the CMA of New Jersey; Samuel M. Malkin, president of the CMA of New Jersey; Martin M. Berger, president of the CMA of New York; Jack Klasz, representing the CMA of Pennsylvania; Matthew Forbes, manager of the CMA of New York; Anthony Masone, secretary of the CMA of Connecticut; Joseph Camp, manager of the CMA of Massachusetts; Lester Paul and Bob Kline, of Stewart-McGuire, Inc.; Messrs. Berger, Gabrielson, Gluck and Greenberg, of Rowe Mfg. Co.; W. D. Littleford, of *The Billboard*; William Weiner and Sam Altholz, of U-Need-a-Pak Products; Messrs. Greenberg, Markel, Lipset and Calloway, of the Universal Match Corp.; Messrs. Babitz and Cole, of National Venders; Polacek and Wigder, of Lion Match Co.; Rosenthal and Burroughs, of Axton-Fisher Tobacco Co.; Al Sharenow and Louis Risman, of the CMA of Massachusetts, and LeRoy Stein, manager of the CMA of New Jersey.

An announcement was also made that the managers of the CMAs of Pennsylvania, New York, Connecticut, Massachusetts and New Jersey had organized a permanent association to be known as the Interstate CMA Managers' Club. LeRoy Stein was elected president of this newly formed group, with Anthony Masone as vice-president, Joseph A. Camp as treasurer and Matthew Forbes as secretary. The executive office of the club is in charge of Matthew Forbes, manager of the CMA of New York, in the Chanin Building, New York City. In announcing the managers' club, the spokesman suggested to the convention that the operators organize a permanent Interstate CMA association. This matter was seriously discussed by members present but no definite action will be taken until some time in the future.

At the conclusion of the banquet members adjourned to the ball diamond, where a bitter grudge game ensued between members of the New Jersey and New York factions. The game was hard fought all the way with New Jersey coming out on top by the score of 5 to 4. This victory gave them the first leg on a beautiful trophy which the CMA of New Jersey has put into competition. The New Jersey group retains possession of the trophy until next year when another game will be played. The trophy will go into permanent possession of the group which is the first to win three games. The presentation of the trophy wound up the two-day conclave. Before leaving, however, the attending delegates gave a vote of thanks to Leon Eskin, chairman of the affair, and LeRoy Stein, manager of the CMA of New Jersey, who staged it. All agreed that it would have been difficult to find a more beautiful spot for the convention. Even the weather was made to order.

Guests attending the stag outing and Interstate CMA convention were: A. J. Masone, LeRoy Stein, Howard Stein, Bob Spiegel, J. A. Camp, Alfred Sharenow, Louis Risman, Charles W. Stange, Dave Calloway, Harry Greenberg, Kalman Davidson, W. O'Leary, Mr. Reinhardt, Mr. Gabrielson, Mr. Gluck, H. Greenberg, W. S. Peek, Mr. Eabitz, M. M. Berger, Sol Kesselman, Leon Eskin, George Von Geldern, M. Horn, John Sharenow, Leonard Ziegler, Mr. Burroughs, Leon Rosenthal, William Cole, Art Finkelstein, Mr. Levine, Lou Lipset, Jesse Markel, Mr. Berlin, B. Rosen, S. Yolen, Mr. Hawthorne, Matthew Forbes, W. D. Littleford, I. Silverman, A. Bresack, Joseph A. Palermo, Jerry Silverman, Jack Grout, M. Polacek, E. Wigder, Michael Herman, Samuel M. Malkin, Harry Malkin, Harry Zink, Harry Koladney, H. Bright, Mr. Martin, Sam Baris, Lester L. Paul, S. B. Paul, Jackson Bloom, J. H. Klasz, Robert Kline, L. Holtz and L. Weiner.

Outdoor Sports Help Scale Biz

CHICAGO, June 25.—"With people outdoors again, an apt variation of 'Hold that line' might be 'Hold that waistline,'" said a Middle Western operator. "People sure are figure-conscious when they get dressed up in sport clothes. A most convenient and accurate way to check up on gain or loss in weight is to step on a LoBoy scale every day. Folks certainly are doing that. My scale route in several summer resorts is doing a land-office business."

This operator's experience with LoBoys is said to be similar to that of other operators who have written reports to the Rock-Ola factory in Chicago. They are consistently making money with their penny scales because the appeal of the scale is irresistible, Rock-Ola officials state. Everyone wants to know his weight, and many people weigh regularly and consider their weight an index to their health.

Cigaret Industry Holding Its Own

(Barron's, June 13, 1938)

The cigaret industry of the United States thus far in 1938 has held its own with a year ago. Prospects are that for the first half of 1938 there will be little change in total cigaret sales compared with 1937.

The constant shifting of popularity of different brands, however, plus the depression stimulus to the ten-centers, has resulted in a change in the division of the total business from the ratios which prevailed a year ago. Lucky Strike, of American Tobacco Co., currently is showing the most strength among the three leaders, and has probably passed Chesterfield, of Liggett & Myers Tobacco Co., for second position in the industry.

Camel, of R. J. Reynolds Tobacco Co., for several years the leader, has suffered a loss in its share of the total business but remains the leader. A year ago, Old Gold, of P. Lorillard Co., was riding on the crest of a highly popular contest, which lifted its volume to record levels. In comparison with a year ago, Old Gold shows a fairly substantial drop, surveys indicate.

The greatest strength in the entire industry has been shown by "all other" brands which include ten-cent cigalets as well as higher-priced brands. Estimates of the current volume of these brands range from 20 per cent to 27 per cent, indicating that at best only 80 per cent of the probable 162,000,000,000 output for the fiscal year to end June 30 will be accounted for by Lucky Strike, Camel, Chesterfield, and Old Gold.

Phillip Morris has definitely moved ahead of Old Gold into fourth place in the industry.

On the whole, manufacturing costs this year should show little change from last year. Tobacco costs may be slightly higher for some companies, but shipping containers and other materials probably will be cheaper.

To date the principal effect of the depression on cigaret sales has been to

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
- ★ Chams
- ★ Ball Gum
- ★ Peanuts
- ★ Candies
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Capacity: 5 lbs. Mdse. — 900 Balls of Gum

Write today for complete details, illustrated circular, low price and terms.

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2047A S. 68th St., Philadelphia, Pa.

NUT VENDOR

Coins Money FOR YOU!

HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS, Many Others.

Establish a permanent paying business in your community with Casterline. Millions of dollars spent monthly for 5c nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the cellophane bags of merchandise. You keep display filled—and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write: **CASTERLINE BROS.** 1316-1928 Sunnyside Ave., Dept. BF, Chicago, Ill.

stimulate cheaper brands. During the last depression there was a sharp increase in the sale of "roll-your-own" tobacco, and this brought volume declines in several years. As yet there is no sign of any sharp pick-up in "roll-your-own" sales.

Except as sales of individual companies suffer from competition of others, there appears to be nothing in the picture at present to bring about radical changes in earning power. Advertising expenditures have an important bearing on net earnings for the year for any one company. Because of the periodic nature of advertising campaigns, however, it is impossible to forecast in June what will happen in this respect in the final months of the year.



HERE ARE THE OPERATORS WHO ATTENDED THE CIGARET MERCHANDISERS' ASSOCIATION INTER-STATE CONVENTION held at Camp Stuts, Highland, N. J., on June 18-19. The two-day conclave was sponsored by the CMA of New Jersey.

Wurlitzer's Party Crew

Big program of 21 regional parties announced for July 6 to August 6

N. TONAWANDA, N. Y., June 25.—“The Wurlitzer Transcontinental Limited,” news of which was made known to the industry last week, is scheduled to get under way next week. Between July 6 and August 6 the cross-country tour will make 21 stopovers in 21 territorial trade centers, Coast to Coast. Written invitations have gone out to more than 10,000 music operators, and acceptances have been flooding the offices of every Wurlitzer district manager at a rate that means virtually 100 per cent attendance.

“Operators have learned to watch Wurlitzer for the kind of program that promises better business and greater profits for every man in the music operating field,” said Homer E. Capehart, vice-president. “The year 1938 is no exception, and ‘WAIT’ is the watchword that’s sweeping the country. It won’t be long now until every operator knows the details of Wurlitzer’s constructive seven-point program and will be able to see how that program will mean immediate, profitable assistance.

“Plans have been perfected for a series of smashing parties to be held in true Wurlitzer style—delicious food, elaborate floor shows, music, movies and dancing. In every city two attendance prizes will be awarded—for the lucky operator, a Wurlitzer phonograph, and for the lucky lady, a Wurlitzer spinnette piano.”

Wurlitzer officials making the transcontinental tour include Vice-President H. E. Capehart, known familiarly to thousands of operators as “Uncle Homer”; J. E. Broyles, Harry F. King, Sales Manager Ernest H. Petering, Advertising Manager Robert B. Bolles, and that ace entertainer and master of ceremonies, Art Leard. Credit Manager Bill Bolles, Assistant Sales Manager Johnny Schwartz, Carl Johnson, Ray Haimbaugh and Walter Reed also will be on hand at several of the cities to greet old friends.

“Wait for Wurlitzer’s Transcontinental Limited to come your way,” Wurlitzer officials say. “That famed Wurlitzer hospitality is going to hit a new high, and Wurlitzer’s 7-Point Program is going to insure continued and greater prosperity for music operators of America.”

Selling Music

By BILL COHEN

Silent Sales Co., Minneapolis

Why do some phonograph operators succeed where others fail? Here is the answer as we see it:

To sell music to the public the operator must be sure that his machine is always clean, the needle is perfect, the records are up to the minute, there are no tubes blown, that the speaker is not defective and that without lights there is hardly any incentive for Mr. and Mrs.

Record-Buying Guide

Going Strong—Keep ‘Em Around

Says My Heart
Cathedral in the Pines
Music, Maestro, Please
You Leave Me Breathless
Oh! Ma, Ma (The Butcher Boy)
I Let a Song Go Out of My Heart

On Way Up—Better Stock Them

This Time It’s Real
My Margarita
There’s Honey on the Moon Tonight
I Hadn’t Anyone Till You
Day Dreaming
If It Rains, Who Cares?

On Way Down—Not Worth Pushing

Love Walked In
Don’t Be That Way
Cry, Baby, Cry
You Couldn’t Be Cuter
I Love To Whistle
A Garden in Granada.



Public to spend their money.

You cannot produce good music if the above faults are common, consequently the public gets nothing—as a matter of fact, worse than nothing—as poor music has a deleterious effect for future patronage.

Truthfully, it’s a pure and simple gyp. Can you expect your phono to get more than the first nickel when your equipment is technically crippled?

Phono operators today are nothing more or less than high-grade merchandisers. You are selling music and that

is just what the public is paying for, hence you must give them the finest entertainment possible if you expect repeat play.

An actor must give an excellent performance in order to get an encore from his public. When your phonograph gives an excellent performance your encore is more nickels.

Good merchandising is to have the type of music your location demands—and that goes for holidays and special events—and keep that service consistent if you expect to make money!

“Heart” Still Tops Tune Heap; “Maestro” Second

By DANIEL RICHMAN

NEW YORK, June 25.—Still leading the field is *Says My Heart*, No. 1 seller and No. 2 air favorite. This tune is a valuable piece of property for the machines. It should be kept in for some little time yet. Next to *Heart* in popularity is *Music, Maestro, Please*, which has everything in the way of style, music and lyrics to keep it much in demand. Altho the two numbers are running pretty much neck and neck, it is probable that *Maestro* will outlast its competitor. This one is definitely a must.

Cathedral in the Pines is selling very well, but has fallen down miserably on the airwaves, hardly living up to the promise it showed when it started. Over-the-counter demand is more important, however, as regards its standing with the nickel-droppers. Keep it prominently on tap in the phonographs.

Not as high on the lists as several others, but more talked about, whistled and liked is Duke Ellington’s ballad, *I Let a Song Go Out of My Heart*. You’ve got to have it. Same thing goes double in spades for *Oh! Ma, Ma (The Butcher Boy)*, a potent novelty ditty if ever one was popular. This streamlined Italian folk song has gotten where it has practically on its own merits, without too much plugging help from its publishers. The customers will want this at least several times during an evening, so don’t disappoint them.

Appeal of a number like *Little Lady*

Make Believe is almost universal. The perhaps corny but always sure-fire sentiment of these “kid” songs has been proven time and again. In addition to its sentimental appeal, this one has the advantage of a nice danceable melody which is an added attraction.

Unless the operator finds his patrons clamoring for *Cry, Baby, Cry* in sufficient numbers, we advise its replacement by some other up-and-coming song. *Love Walked In* also depends on the amount of local requests. This *Goldwyn Folks* tune has been around a long time now, and it’s surprising that it continues to hold its position as a best seller. If there’s no call for it, let it go without hesitancy.

For replacements there are any number. In addition to the six listed under “On the Way Up” in the “Record Buying Guide” on this page, worthy of consideration are “*Why’dja Make Me Fall in Love?*,” *It’s the Little Things That Count*, *When Mother Nature Sings Her Lullaby*, *I Married an Angel*, *Let Me Whisper*, *When They Played the Polka*, *The Girl in the Bonnet of Blue* and several others.

A potential hit is *Flat-Foot Floogie* with the Floy Floy. Coming out of New York’s Harlem, this infectious swing ditty has the makings of a terrific success, and its debut on the radio plug list this week looks like a nice start. Heard once, it demands rehearing.

Boyle Reports on Music Increase

OKLAHOMA CITY, June 25.—Jim Boyle, president of Boyle Music Co., Oklahoma City and Tulsa, and Rock-Ola distributor for the State of Oklahoma, reports a tremendous demand for phonographs within the past 90 days.

The Boyle organization is well known among operators thruout the vast Oklahoma territory. The company comprises two offices—one in Oklahoma City, with 22 employees, and one in Tulsa, with four employees.

Rock-Ola recently appointed the Boyle Music Co. to be distributor for the State of Oklahoma. In speaking of this appointment, I. F. Webb, vice-president and manager of phonograph sales at Rock-Ola, said: “We are proud to have such a fine gentleman, as well as respected business man, as Jim Boyle handling the distributorship of our famous phonographs in Oklahoma. With his efficient organization maintaining these two offices in cities well situated in point of coverage, they are now in a position to offer Oklahoma music operators the best of service and deliveries at all times.”

“A warehouse stock of Rock-Ola’s current models will be maintained at both our headquarters,” Jim Boyle said in accepting the distributorship. “We have known that Rock-Ola phonographs are the finest that money can buy, so we are extremely pleased to be appointed distributor for Oklahoma for this popular and profitable line of automatic phonographs. It is really a pleasure to distribute Rock-Ola phonographs because of the perfection and simplicity of mechanism which eliminates service calls and upkeep expense for the operator. In tone quality everyone agrees that the Rock-Ola is matchless, and as for cabinet design, well, take a look at that display model right here ablaze with beauty. It’s the best money maker in phonographs we have ever operated. It not only collects money itself but the playing of the phonograph actually stimulates general spending in the location.”

Increased Phono Sales in Detroit

DETROIT, June 25.—Pick-up in the music field up-State was noted this week in the order for nine machines by the Coin Automatic Music Co., of Flint. This city is considered the worst hit in the State, because of its almost complete dependence upon the automotive industry, and business has been very poor up there, but evidently it is good enough today to justify this investment in modern music equipment.

More than average number of sales was reported right in Detroit this week as well. Various companies had sales, with honors again going to Wurlitzer. Among the established route operators who were back in the market for more machines were Russell Wagner and Frank Noble, of Detroit, and Neil McAllister, of Highland Park, a suburb.



CHICAGO MUSIC OPERATORS are familiar with the Chicago Simplex Distributing Co. The man at the desk is Laurence L. Cooper. The Wurlitzer 24 is said to be the reason for his smile.

Sheet-Music Leaders

(Week Ending June 25)

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	Position
Last Wk.	This Wk.
1	1. Says My Heart
2	2. Cathedral in the Pines
6	3. Music, Maestro, Please
7	4. Lovelight in the Starlight
3	5. You Leave Me Breathless
4	6. I Let a Song Go Out of My Heart
5	7. Love Walked In
9	8. Oh, Ma, Ma (The Butcher Boy)
8	9. Little Lady Make Believe
12	10. Cry, Baby, Cry
—	11. I Hadn’t Anyone Till You
10	12. Please Be Kind
11	13. The Girl in the Bonnet of Blue
—	14. At Your Beck and Call
15	15. A Garden in Granada

Pennsy Music Men Meet To Organize

WILKES-BARRE, Pa., June 25.—A meeting of Pennsylvania phonograph operators, sponsored by Frank Hammond, was held at the Hotel Sterling, Wilkes-Barre, Monday evening. Twenty-four operators from the surrounding territory attended, together with officials of the associations in Harrisburg, Allentown and Philadelphia.

After perfecting plans for an organization, John J. Martin, of Berwick, Pa., was elected president, and Benjamin Sterling Jr., of Rocky Glen Park, Pa., secretary-treasurer.

After the meeting the operators were the guests of J. A. Darwin, of the Wurlitzer Co., who happened to be registered at the same hotel. Refreshments were served and stories enjoyed until the management put them out at 4 o'clock in the morning.

Fort Worth

FORT WORTH, June 25.—The city council recall election has been ordered by Judge Powers, District Court Judge, and is set to come off within 30 days. Six of the present councilmen are to be recalled in the recall election and at this stage of the game it looks as if they will be defeated. Fort Worth operators are watching the outcome of the recall election with much interest.

Several operators down on coin machine row are going in for motor boating. One op is said to be an outstanding champion racer. Anyway, every afternoon finds their motor boats splashing up the waters of Lake Worth.

Operator Witt, Norman, Okla., was a Fort Worth visitor recently.

Wheat, the new crop, is now reaching the market and is stimulating the play in locations. Especially does the tavern trade feel this renewed business and phonographs can't spin fast enough for the dancers.

Vacations are in evidence for a number of the cowtown ops who have flitted away to parts unknown. However, operator Senter says that they will all be back before long with huge fish stories.

Many merchants of this city are crying their heads off for automatic tables. Requests of various kinds have been presented to the city dads and hopes are running high that something might turn up favorable.

Fort Worth operators are joining with the operators of the nation in their slogan "Summer Time Is Operating Time," and they promise not to let any grass grow under their feet during the warm months. Opines one op, "There is no need for any summer slump in our receipts if we just pin our ears back and hit the ball as Babe Ruth did."

Fort Worth operators are already talking about the big Wurlitzer party which will be held in Dallas July 30. When Wurlitzer holds one of its parties in this section it is nothing short of a small coin machine show. Operators are still talking about the 1937 Wurlitzer party which was staged at the Baker Hotel. It was without question the greatest coin machine gathering ever held in the entire Southwest. Ops know what to expect when Wurlitzer says "Come to Our Party."

Dad Johnson, manager of the Ideal Novelty Co., Fort Worth, and dean of all Texas operators, reports that his music business is holding up nicely but that his other divisions are off to some extent. He states that too many "high pressure" salesmen putting out cheap vending machines are hurting the bulk vending business. Dad also states that the industry has reached a stage where manufacturers must do something to protect the old professional operators and prevent if possible too many new operators from entering the field. "New operators are over anxious to secure the good spots and go 'haywire' by offering as high as 50 per cent on merchandise venders and in addition they will even paint up his store or make a monthly payment on his new car," says

Dad. Dad has always been active in association work and states that he is ready any day to throw every assistance he can toward helping any good operators' association. No one understands people any better than Dad Johnson. For years he was a trouper, touring the world with carnivals and circuses, and he also has more than a dozen coin machine inventions to his credit. "What we need most at this time," says Dad, "is a real association that will protect operators, and unless something is done soon I fear that our business of operating will land on the dump."

Rabbit Clore, pioneer operator of this city and an inventor of note, is busy operating a string of Skee Balls and reports good earnings on each unit. Clore was at one time president of the Fort Worth Operators' Association and has also held offices in the State association. Few know it, but it was he who invented the first shooting duck target pistol some 12 or 15 years ago.

Warren Hightower handles the amusement machine division for the Panther Novelty Co. and is doing a real job for his organization. Warren is one of the oldtimers in the operating business in this city, having started in the game back with the late Johnny Wilson Sr. when Mills and Seeburg were about the only automatic phonographs in the field. Hightower serviced a large string of Mills phonographs that made plenty of money during the old days. Right at this time Hightower is handling an unusually large string of counter units for the Panther firm.

The Frankrich Distributing Co. has moved its headquarters from 1018 Jennings avenue back into its former stand in the Medical Arts Building. "We just like the old stand better, the place is more commodious and better situated," said Leslie Frankrich, president of the firm. They report a nice increase on phonograph and cigaret machine receipts. The Frankrich organization is distributor for the Rowe cigaret machine.

A number of spots in the downtown section have automatic pop-corn machines operating and the general public is taking to them readily. The YMCA headquarters have also installed a pop-corn vender as well as several other leading clubs and social organizations. Several hotels have pop-corn machines in their lobbies.

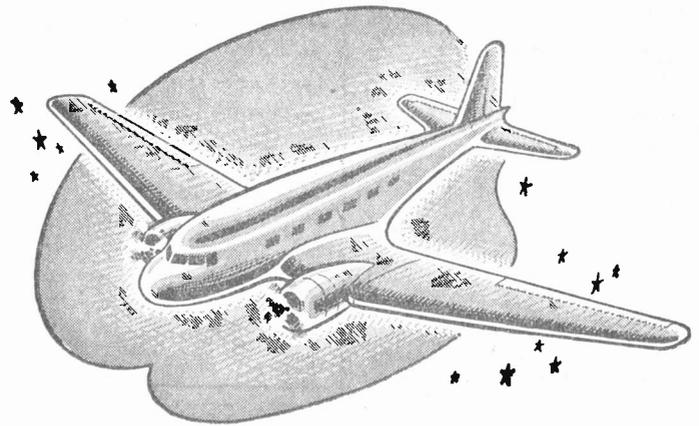
Fort Worth operators are elated over the reports that several large Texas cities are again open to marble games and counter machines. It is reported that five large cities are now letting the machines go.

C. V. Smith continues his slated peanut vender route on an extensive scale. Smith, his son and son-in-law are active in the organization and operate peanut machines exclusively, roasting their own nut meats in their own roasting kitchens.

Houghton Merchandise Operating Co. continues its vending of ball gum and peanuts along with toy venders. They have a number of extensive country routes that keep their service cars busy every day during the week. Mr. Houghton, who heads the firm, is a former El Paso operator.

F. C. Ewing Co. reports a large number of out-of-town visitors during the past week. Everyone reported that their Columbus machines were certainly standing the "gaff" and bringing in the pennies. Ewing ships hundreds of pounds

Streamlining MOVES YOU INTO BETTER LOCATIONS-- FASTER!



SEEBURG Streamlined SYMPHONOLAS

with Seeburg Original

COMPLETE CABINET ILLUMINATION
CONCERT GRAND • CROWN • REGAL • GEM



J. P. SEEBURG CORP.
1500 DAYTON STREET
CHICAGO, ILLINOIS

of fresh roasted nuts to operators in four different States every day. His place on East Lancaster is the merchandise operators' hangout.

Fort Worth dance halls and taverns are again running along smoothly, having gotten the recently passed tax law and restrictions ironed out with the city officials. However, dozens of taverns and dance spots moved their places just outside the city limits in order to avoid the unfair restrictions. There has been no particular kick about the license, the fly in the coffee is the rigid restrictions which, without question, are unfair.

All outdoor spots are open and a nice batch of coin machines are being used at various amusement centers. Casino, Lake Worth, the city parks and several other spots are running along with fair business being enjoyed by operators who have machines placed in these places.

"Dad" Johnson, Ideal Novelty Co., has been out scouting up all types of arcade machines. Just where Dad is going to use all these arcade units we don't know, but you can bet your last dollar that Dad knows what he's doing. To be frank with *The Billboard* readers, it looks like this city will soon have one of the largest penny arcades in the Southwest. Several

EXPERIENCED MUSIC MEN

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Only PERMO POINT is standard equipment on ALL new phonos. It is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

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Ft. Worth ops have expressed themselves to the effect that an up-to-date arcade will pay in this town.

There is very little talk about the coming Chicago shows, and very few operators at this stage of the game show any indications that they will attend either gathering. It is very evident that the holding of two shows is killing the operators' desires to attend the shows. They simply do not like the idea of having to go to two shows in order to see what they could and should see at one show.

H. W. Carpenter, Lone Star Novelty Co., Wichita Falls, was seen passing thru Ft. Worth a few days ago. Carpenter gives the taverns plenty of phonos in the Wichita Falls territory.

Operator Johnny Wilson is constructing an attractive new home on Hampshire boulevard, an exclusive suburban division.



THE WURLITZER CONTINENTAL LIMITED pulls out of Buffalo July 5 for a 35-day 14,000-mile trip, with 21 stopovers. In charge will be Engineer Homer E. Capehart, Dispatcher J. E. Broyles, Yardmaster Harry F. King and Trainmaster Robert B. Bolles (left to right above).

Mutoscope Revives Old Phono Device

NEW YORK, June 25.—Years ago the individual play phonograph created quite a stir in automatic machine circles. Leading arcades in all parts of the country installed the machines which upon insertion of a coin played an entire record which only the patron could hear thru the earphone arrangement. According to reports, however, mechanical difficulties prevented the machine from reaching the height of its popularity.

Bill Rabkin, head of International Mutoscope Reel Co., Inc., bellies the machine still has definite possibilities. He reasons that there are a great many spots in the country where his kind of phonograph will still get the best kind of play. "That's why," Rabkin stated, "we have decided to bring this machine back to life in a new modernistic cabinet with a mechanism that has the same high-fidelity reproduction qualities of the new-type automatic phonographs and all the other features that have made these phonos famous except for the loud speaker arrangement.

"There is no doubt," he concluded, "that hundreds of spots thruout the country are going to find this the hottest machine they have ever had. The common lure of the earphones is well known to those men who have been in this biz for some time, and these oldtimers are sure to cash in on this appeal."

RECONDITIONED

Ready To Set On Location PHONOGRAPHS

Capehart 1935 Model	\$35.00
Mills Dancemaster De Luxe	49.50
Mills Dancemaster	35.00
Mills Troubadour	25.00
Rock-Ola Multi-Selector (1936 Model)	75.00
Seeburg, Model E	20.00
Seeburg Melody King, Model K	225.00
Seeburg Melody King, Model Q	200.00
Seeburg Selectophone	22.50
Seeburg Selectophone De Luxe	35.00
Seeburg Symphonola, Model A (Red or Green)	55.00
Seeburg Symphonola Mod. A (Walnut)	75.00
Seeburg Symphonola, Model A (Slugproof)	82.00
Seeburg Symphonola, Model A (Equipped with Illuminated Grill)	90.00
Seeburg Symphonola, Model B	85.00
Seeburg Symphonola, Model B (Equipped with Illuminated Grill)	100.00
Seeburg Symphonola, Mod. C or D	115.00
Seeburg Symphonola, Model H	150.00
Seeburg Symphonola, Model I	185.00
Wurlitzer P-10	49.50
Wurlitzer P-12	75.00
Wurlitzer P-400	108.00
Wurlitzer 412	95.00
Wurlitzer 1938 Mod. (24 Record)	225.00

Almost all of the Phonographs listed above can be had with Illuminated Grills. ADD \$15.00 EXTRA. Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

BATTISTA TURCOL and SONS

1008 N. UNION ST., WILMINGTON, DEL.

90—1935-'36 Mills Dance Masters	\$ 60 Ea.
80—1936-'37 Mills Deluxe	100 Ea.
18—1937 Do-De-Mi	150 Ea.
2—1938 Mills Studios	350 Ea.
6—1938 Mills Zephyrs	200 Ea.
3—1937 Mills Swing King	125 Ea.
1—1938 Capehart	200 Ea.
2—1936 Rock-Olas	80 Ea.

All these have records on and the location goes with them. They can be bought as many as you want. These must be sold for cash. All these are in "A" condition, look like new.

MUSIC OPERATORS!

Save money! We repoint old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

Operator's Service Supply Co.
2045 Carroll Ave. Chicago

Attention Georgia Phonograph Operators

We can use some OLD PHONOGRAPHS at the present time and will make you very liberal allowances on
NEW - MODEL - SEEBURGS
Let us hear from you what you have and will get in touch with you at once.
SPARKS SPECIALTY CO. SOPERTON, GEORGIA
GEORGIA DISTRIBUTOR OF SEEBURG PHONOGRAPHS.

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

HORACE HEIDT
Brunswick 8148

When They Played the Polka and I'll Still Be Loving You (a perennial fave, Heidt has set a high standard for sweet waxings and maintains it).

ART KASSELLS
Bluebird 7632

You and Me and The Moon Looks Down and Laughs (Art has a Guy Lombardo-styled band but puts greater emphasis on the rhythm. Well known in Midwest areas, he's coming to the East this month and the sentimentalists will like his music as well as the songs).

SAMMY KAYE
Vocalion 4140

I Married an Angel and Whispering (the Angel side from the Broadway hit show is a honey and its plattermate is the Whispering song of yesteryear that puts everybody in a whistling mood).

WILL OSBORNE
Decca 1849

If It Rains—Who Cares! and There's Honey on the Moon Tonight (the sliding trombones add the proper touch to the Osborne tootling and the songs are both on the desirable side).

SWING MUSIC

BENNY GOODMAN
Victor 25871

The Flat Foot Floogie and Big John Special (this is really a Goodman special that sends the nickel-nurses back to swingland).

WINGY MANNONE
Bluebird 7633

Mannone Blues (the real barrelhouse beatings that have that taproomy flavor. Plattermate, Let's Break the Good News, is good news only for Wingy's relatives).

BOB CROSBY
Decca 1850

Tea for Two and Royal Garden Blues (the old musical comedy tea tune features some keen whippings from the piano bench. The blues is a beater in that dandy Dixieland style).

VOCAL

EDDY DUCHIN
Brunswick 8155

O! Man Mose and Between the Devil and the Deep Blue Sea (the keyboard master turns these two standard swing songs over to his singing lady, Patricia Norman. And her cooing-shouting chants, especially 'bout Mose, will keep 'em around the phono after hours).

FRANCES LANGFORD
Decca 1831

Night and Day and Then You've Never Been Blue (movieland's sweetheart of song sings the ever favorites in smooth, silky style).

ELLA FITZGERALD
Decca 1846

Saving Myself for You and We Can't Go On This Way (with a handful of Chick Webb's chicks, his star song lady does some potent song painting for these listenable ballads without tearing down their melodic virtues).

New Orleans

NEW ORLEANS, June 25.—Operator visitors from the interior of Louisiana and surrounding States are bringing in continued heavy orders for new phonographs and other equipment despite the hottest spell of the season thus far. All distributors of such nationally known names as Seeburg, Rockola, Wurlitzer, etc., report a fairly good summer turnover. Recording sales are at peak and sellers credit much of the volume coming from phonograph ops.

Ross Roberts, prominent young operator of the Mississippi Delta country, was in town for a few days this week and placed an order for 10 new Seeburg phonographs. Later Buster Williams, of West Monroe, sent in an order for almost as many Seeburgs for quick shipment to that city to take care of new locations and increasing business. Sam Gentlich, head of the Dixie Music Co., Seeburg distributor, says that the De Luxe models have been biggest sellers of late and hopes that the factory will continue building these machines to handle potential business.

F. B. Stephenson, of the credit department of J. P. Seeburg, visited New Orleans this week for four days and left Thursday for Birmingham. Stephenson is on a wide tour of the South looking over credit conditions and reports he is

highly pleased with business in the Gulf area.

Pipitone and Pace, pioneer operators of this city, has moved to share space at 517 Canal with the Dixie Music Co. "Uncle Joe" Pipitone is in charge of the firm's business and reports a good play this summer for counter games.

One of the biggest sellers to phonograph operators in this section is Decca's No. 1887, featuring a duet of Alexander's Ragtime Band by Bing Crosby and New Orleans' own Connie Boswell. R. N. McCormick, district sales manager for Decca, also reports that Louis Armstrong's My Walking Stick, with singing by the Mills Brothers, No. 1892, is also a big hit in the Deep South. Armstrong is likewise a New Orleans native son.

Chicago bound this week are A. P. Monte, president of the A. & M. Amusement Co., and Dan Cohen, head of the Direct Sales Co., both prominent music ops of this city. Monte and Cohen, a combination to paint even the big Mid-Western metropolis red, will be in Chi about 10 days visiting factories and renewing old acquaintances around Hotel Sherman.

Several block sales of three to 10 machines at a pop were reported at the local Wurlitzer's outlet office this week. Jules Peres, head of the Peres Novelty Co., distributor, finds sales this summer well up to last year's good volume and predicts a record-breaking fall business.

ing service, states L. B. (Mac) McCormick, of the McCormick Machine Co., "many music machine operators were skeptical of our claim that we could put a new point on an old needle that would guarantee 2,000 perfect plays. It was a hard job to convince them that our service would do all that we claimed, but by one these skeptics began to send in a few needles to see for themselves. They sent us some needles that were so worn they looked absolutely worthless. When we returned them to their owners, reports of amazement came winging back to us.

"It has always been our aim to feature parts and supplies that will help the music machine operator make more money," McCormick went on. "In fact, that is the reason why we inaugurated our needle repointing service."

Baby Track Draws Prompt Response

CHICAGO, June 25.—"There are certainly going to be a lot more persons shaving with a Kwik-Shave Electric Dry Shaver from the looks of things," stated Jimmy Johnson, head of Western Equipment and Supply Co. His words were a subtle reference to the large volume of sales already being made on Western's newest counter coin game contribution, Baby Track. Baby Track was introduced to the trade with another of Johnson's special offers. A genuine Kwik-Shave Electric Dry Shaver in being given to any operator for every three orders placed for Baby Track. "Altho Baby Track was introduced only last week, it's already well on its way to setting new high sales marks for this type of game," said Johnson.

"Its immediate success," claims Johnson, "is due to the colorful, flashing, amusing play! As a coin is inserted five dice start bouncing around, turning over, each in separate compartments. On one die is shown the winning number which must be matched by any of the three in the win, place or show compartments after the play has ended. The fifth die shows odds paid the winner for win, place or show. In other words, if the number showing on the die in the win compartment matches that in the selection compartment, player wins awards comparable to the odds showing on the die in the odds compartment."

Gambling Ban To Get Floor Vote

ALBANY, N. Y., June 25.—The Bill of Rights Committee of the New York State Constitutional Convention here finally yielded to liberal pressure in the convention and voted 10 to 1 to report to the convention for consideration the Hirschberg amendment which would remove the constitutional ban on gambling and put complete control of the subject in the hands of the Legislature.

New York coinmen have been hopelessly watching the liberal move. The committee had previously voted by 7 to 1 not to report the amendment to the convention. Coinmen have felt that the liberal move might open the way to legalizing of many types of coin-operated games. Proposals for enabling acts to empower cities to pass certain measures are also before the convention.

If the convention should remove the gambling ban from the State constitution, however, many foresee a long struggle for gambling monopolies, in which the most powerful interests would win. Legalizing of lotteries and gambling in general has generally resulted in such competition for monopoly and some fear it might be repeated in New York.

The demonstration of liberal sentiment on removing the gambling ban and the editorial support of such papers as The New York Times promise to give the initiative to removing anti-gambling bans that will spread to other States. The subject has already been talked in Illinois.

McCormick Needle Service Scoring

GREENVILLE, N. C., June 25.—"When we first announced our needle repoint-

LOOK

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

DEAR AL:

That Mills New One-Two-Three Pay Table is some job! Big illuminated reels, bell symbols, skill control of stops. It's the perfect answer to an operator's prayer and I think you ought to have plenty of them on your route. Call Mills Novelty Company, 4100 Fullerton Avenue, Chicago, Ill., for full information.

Harry

Review Says Market for Vending Machines Is Growing in England

WASHINGTON, June 18.—The Specialties division of the Department of Commerce issued a special circular report, No. 1780, dated June, 1938, which gives a detailed summary of the manufacture and sales of coin-operated machines in England and for the entire United Kingdom.

As to the manufacture of machines, the report says that at present five manufacturers make most of the British-made coin-operated machines in this country. The largest of these is the Harper Automatic Machine Manufacturing Co., Ltd., of Croydon, which in the past 20 years has sold around 65,000 machines and about 8,000 of the machines are in circulation at present. This firm sells and delivers an average of 75 cigaret-vending machines weekly.

The second largest manufacturer in this field is F. Graucob, Limited, of 70-74 City road, London, E. C. 1, which has produced over 27,000 automatic vending machines in the 13 years on location and are averaging about 35 deliveries a week. During 1937 their turnover amounted to approximately \$835,000.

Third in importance is Clement-Garrett & Co., Ltd., of 17 Shaftsbury avenue, London, W. C. 2., whose turnover last year was about \$450,000. The other two firms are the Automatic Machine Co., Ltd., Hong Kong Works, Wembley, Middlesex; and the Bacon Automatic Machine Co., Ltd., 158 City Road, London, E. C. 1, whose turnover was less than \$250,000.

During 1935 the United Kingdom produced 535 tons of coin-operated machines valued at \$1,130,000. This was some increase over the production for 1934, which amounted to 498 tons with a value of \$1,005,000. The production of replacement parts for such machines was valued at \$610,000 in 1935 and \$505,000 in 1934. These figures include coin-operated machines of all types as the Census of Production does not break down the difference between vending and amusement machines; however, in view of the large number of amusement machines imported, it would be safe to say that most of the domestic production is in vending machines.

Foreign Trade

The customs do not sufficiently break down import and export figures to show the number of coin-operated machines in British foreign trade, but the amount exported is very small and those which are exported usually go to other British countries or colonies.

Regarding imports, the principal suppliers to this market are Denmark and the United States and there are a few machines imported from Holland and Germany. During 1937 the United Kingdom imported 102 tons of automatic vending machines from Denmark to a value of \$560,000. Most of these Danish machines were made by the firms of Wittenborg, located at Odense, and Petersen's, located in Copenhagen. These imports from Denmark are considered to be the best of all Continental machines and most of them are marketed by F. Graucob Limited, together with those of their own manufacture.

The latest figures for exports from the United States to the United Kingdom are contained in Foreign Market Bulletin No. 1736, of April, 1938, issued by the Specialties Division. These last figures concern mostly the table type of amusement machines. It is regrettable that the United States figures are according to number while the Danish figures are given in tons. It is estimated that from 75 to 80 per cent of the table type of amusement machines comes from the United States and that practically all of the crane type are American. American machines are sold thru various concerns, while the Danish machines are limited to almost one firm.

As stated above a few machines are imported from Holland and Germany but we do not have any statistics on these small imports. At present the best German vending machine on the market is made by a German firm named Klein and is said to be the only one which approximates the quality of the Danish product. Klein's was the first German machine in this country and their sole agent is Automatic Amusements Limited.

There is a reasonable amount of exports of reconditioned and second-hand coin-operated machines and the best market for these is The Netherlands, where it appears there is a special preference for British machines. This preference may be due to the fact that the British machines are very sturdily built and their mechanical features usually outlive their salability. A few second-hand machines are exported to the Colonies.

There has existed for some time a firm known as British Automatic Co. Limited, Winchester House, Old Broad street, London, E. C., which does not manufacture any vending machines but instead has machines manufactured especially for their use and stamped with their name. British Automatic has a long-standing agreement with all railway and subway companies which grants them a very tight monopoly on all vending machines placed in railway and subway stations. In view of the fact that these agreements exclude all other firms it is noticeable that owing to lack of competition nearly all of the machines in such places are antiquated and unattractive.

Market Factors

In a few places where agreements are about to expire the railroads have informed the British Automatic Co. that they must place new machines in the new stations or else they will allow other companies to do so. Heretofore, English machines have been built extremely sturdy, and constructed with the feature of durability over a long period of time. This, however, has proved uneconomical, inasmuch as the new machines are constantly being designed which have more sales appeal to the public. Also, these machines are so well built as to make their production expensive, while it is felt that there is a definite need for more inexpensive machines which can be paid for over a shorter period and be cheap enough to warrant scrapping in four or five years. There are several points in the law, both national and local, which are both a help and a hindrance to the sale of coin-operated machines. In the case of amusement machines local authorities in several places have tried to ban them with the excuse that they are gambling devices detrimental to the public wel-



"SEVEN GRAND" PROVEN THE WORLD'S GREATEST COUNTER GAME

Reasons Calore - - - It's 2 Games in 1. Convertible from "free" play to Cigarette or other merchandise pay-off in 2 minutes. 20 packages cigarettes or 100 free play top. It's Fast—It's Thrilling—It's Fascinating. Takes 1c-5c-10c-25c coins. Shows last coin. Tilt Device. Positively 3 to 1 coin divider. Two cash boxes. Set of 7 Grand high-grade spot dice for "free play." Set of 7 Grand high-grade cubes with cigarette insignia for "Cigarette" pay-off—with each machine. Four flashy colors.

You Simply Can't Go Wrong With This Winner ORDER TODAY—DON'T WAIT \$36.50

1/3 Certified Deposit, Balance C. O. D. RIALTO SALES CO. Exclusive Distributors. 2302 W. Armitage Ave., Chicago, Ill. Tel.: Armitage 8093.

Guaranteed-Reconditioned GAMES

NOVELTY GAMES

Exhibit Basketball (Floor Sample)	\$ 36.50
Boo Moo	20.00
Crossline	14.50
Dux	27.50
Forward March	19.50
Silver Flash	28.50
Mercury	19.50
Auroran (Floor Sample)	29.50

CONSOLES

Exhibit Chuckalette (7-Coin Drop Head)	\$ 77.50
Exhibit Silver Bells (7-Coin Drop Head)	77.50
Exhibit Races (7-Coin Drop Head)	77.50
Track Time (Red Head)	152.50
Dark Horse	65.00
Paces Races (20-1 Payout)	95.00

PAYTABLES

Golden Wheel	\$ 24.50
Classic	19.50
Arlington	39.50
Fairgrounds	82.50
Snappy (6-Coin Selective)	21.50
Fleetwood	90.00

SLOTS

5c Blue Front D. J.	\$ 42.50
10c Blue Front D. J.	45.00
25c Blue Front D. J.	47.50
10c War Eagle	32.50
25c War Eagle	34.50
5c Watling Rollatop	27.50
10c Watling Rollatop	29.50

Write for our new Price Bulletin listing complete line of Paytables, Novelty Games, Consoles, Slots and Counter Games.

ATLAS NOVELTY CO.

2200 N. Western, CHICAGO 1326 W. Flagler St., MIAMI 1901 Fifth Ave., PITTSBURGH Cable Address Atnovco.

INVENTORY CLEARANCE!

TO PUT MEN TO WORK . . . TO START FACTORY WHEELS ROLLING . . . TO KEEP RAILROADS MOVING . . . TO HELP AMERICA!

BUY NOW AT SACRIFICE PRICES!		
Bally's Reserves, Like New . . . \$67.50	Mills One, Two, Three . . . \$60.00	Western's Golfmore, Brand New, Floor Sample . . . \$60.00
Bally's Fairgrnds. 62.50	Gottlieb Multiple Races . . . 50.00	Wurlitzers, 616 and 716, Like New, While They Last, 40 of Them Left . . . 140.00
Bally's Fleetw'ods 62.50	Quinella, 7-Coin, Brand New . . . 175.00	
Bally's Skill Field, Like New . . . 70.00	Paces Races, Straight Cash Payout, Serial 5400 . . . 150.00	
Bally's Rays Tracks, Latest Model . . . 60.00		

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JUNE CLOSE-OUT SALE

NOVELTY GAMES	
BALLY NEW ROCKET	\$25.00
EL TORO	37.50
EASY STEPS	34.50
MILLS TOURNAMENT	13.50
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HOME STRETCH	15.00
BALLY ZEPHYR	37.50
RICOCHET	7.50
TRACK MEET	18.50
AUTOMATICS	
BALLY ENTRY	\$72.50
FLICKER	14.50
BALLY MULTIPLE	13.50
TOPS (5 Ball) (Like New)	47.50

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IDEAL NOVELTY CO.

WANTED TO BUY		
Bally Reserves, Derby Day Consoles, Track Times, Tanforan and Reel Spots . . . \$ 8.00	Derby Days . . . 20.00	Long Champs. FOR SALE:
New 1937 Rock-Ola . . . 160.00	High Cards . . . 20.00	Equalite . . . \$ 6.50
Imperial 20 R . . . 140.00	Flashers . . . 75.00	Home Run . . . 6.50
Stoner Champs . . . 20.00	Winner . . . 12.50	Dux . . . 65.00
Photo Finish . . . 15.00	Turf Champ . . . 22.50	Bally Reserves . . . 15.00
Classic . . . 15.00	Bally Skill Field, 1938 . . . 150.00	Boosters . . . 8.50
Caroms . . . 15.00	Liberty Bell . . . 70.00	Hold Em . . . 5.00
Top-Em . . . 12.50	Derby Day . . . 70.00	Mad Cap . . . 5.00
Center Smash . . . 12.50	Tanforan . . . 65.00	Skooky . . . 9.50
Fairgrounds . . . 75.00	Gottlieb Derby Day . . . 65.00	Homestretch . . . 12.50
Preakness . . . 27.50	Long Champs . . . 80.00	Silver Flash . . . 32.50
Mills 1-2-3 . . . 75.00	Dark Horses . . . 65.00	Ak-Sar-Bon Free Game . . . 72.50
Kenney Derby Champs. . . Write		Hare and Hound . . . 29.50
		Long Beach . . . 18.50

CLEVELAND - CHICAGO AMUSEMENT SALES CO., 2729 PROSPECT AVE., CLEVELAND, O.

USED MACHINES LIKE NEW!

DEPENDABILITY In business is a tremendous asset. To be sure, when you send in an order that you get what you want—machines that look like new and work perfectly. This is accountable for our steadily growing business. TURF KINGS . . . \$18.00 AURORAN . . . \$15.00 POWER PLAY . . . \$18.00 HIT & RUN, BALLY BUMPER, CHICO DERBY, \$9 Each. 1/3 Cash With Order, Bal. C. O. D. FREE: Get on Our Mailing List for Weekly Price Bulletin. NATIONAL NOVELTY COMPANY, Merrick, L. I., N. Y.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"

BLOOD PRESSURE SELF-SERVICE SLIT MACHINES BLOOD PRESSURE INSTRUMENTS CO. 4530 PARK AVE. NEW YORK

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 goose-neck coin chute, Ginger turns in substantial profits every week.

Ideal for large route operation
Write for quantity price.

GROETCHEN TOOL COMPANY
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SUMMER SALE

MILLS CHERRY BELLS, Used 3 Weeks, 25c Play, Each	\$60.00
MILLS BLUE FRONTS, In 5c, 10c, 25c Play, Each	45.00
MILLS FUTURITIES, 5c Play, Each	30.00
4 JENNINGS DUTCHESS, 1c Play, Each	20.00
15 MILLS SAFE STANDS, New, Each	8.50
20 WATLING TWIN J. P., 1c Play, Each	14.50

1/3 Deposit, Balance C. O. D.

D. & S. NOVELTY CO.

1005 BROADWAY, ROCKFORD, ILL.

WANT TO BUY

BEST PRICES PAID FOR

KEENEY'S LATE TRACK TIMES—
BALLY SPORT PAGES—FLEETWOOD'S
MILLS CHERRY BELLS—KEENEY'S
SKILL FIELDS—PRAKNESEY'S
JENNINGS LIBERTY BELLS—BALLY
RESERVE—PENNY PACKS—MILLS
50 Q. T.—EVANS BANG TAILS AND
GALLOPING DOMINOES.

WE BUY, SELL OR EXCHANGE.
8147 Locust St.
St. Louis, Mo. **CALL NOVELTY CO.**

fare. While, on the other hand, laws requiring the closing of shops on Sunday, holidays and evenings have helped to bring about an increased use of coin-operated vending machines.

Turn to Venders

Many operators of coin machines have of late months taken up vending machines as a safeguard and a stop gap, in case the authorities decide to extend their operations to include even what are commonly described as straight amusement machines in connection with which neither prizes in kind nor cash is given. Candy and also chewing gum venders stand next in popularity, but as a rule the ranges of size does not get beyond 2½ feet high and a foot or less in width. The peanut venders are still smaller and frequently take the shape of a large glass globe container for the nuts fastened to a metal base in which is placed the operating mechanism. A common practice with operators nowadays is to mix with the nuts a variety of miniature animal and other charms made of ivory, metal and other materials for which there seems to be a collecting craze. As these can be seen thru the glass jar, they are a big incentive to buy the sweetmeats in the hope of securing a charm, and thereby constitute an important sales stimulator.

With the idea of preventing employers from working store clerks overtime one local government after another has enacted laws which require shops to close at 8 p.m. on week days and all day on Sunday and bank holidays. The only exception to this rule is that drug stores may remain open, but even then they must confine their sales after 8 p.m. strictly to drugs and patent medicines. This has caused several drug stores to place on their premises machines to dispense other articles such as tooth brushes, kodak films and other or less standard articles which, although not drugs, are peculiar to drug stores.

Small shopkeepers located in various resorts and seaside towns, particularly during the summer, have found that Sunday is one of their biggest days and therefore if they are forced to remain closed the only alternative is that they sell packaged products thru an automatic machine. As a result, certain commodities are being packaged and sold in this manner which were formerly retailed from bulk, and in turn the same situation causes an increase in the use of the machine similar to the type used in automat restaurants.

Sales Methods

There is a very increased market for coin-operated vending machines in the United Kingdom. In view of the generally accepted fact that the American machine is attractive and of good quality, there is little resistance against the sale of the machine made in the United States, provided the price, including tariff, is competitive. The tariff on vending machines is 20 per cent ad valorem, which is the same as most other types of machinery.

The large manufacturers in this country have their own distributing organizations, which in turn have agents covering the country. It seems that considering the number of weekly sales, an unusually large number of salesmen are employed, but when the large margin of profit is also considered these men appear to make a reasonable amount of money.

Nearly all vending machines are sold on the time-payment plan and some of the more expensive ones require a rather long time to pay for themselves. The prices of these machines are extremely high and when the profit to the manufacturer and distributor is great the turnover is naturally limited. Cigarettes account for the largest use of vending machines. A six-slot cigaret machine retails at about \$645, while an ultra-deluxe machine would cost twice that amount.

Need Popular Types

The need of this market is a machine which has all the attractiveness of the present ones, but with the exception of the coin-selecting apparatus,

THE "COUNTER GAME KINGS" OFFER—
FREE FOR 7 DAYS TRIAL
ON ABSOLUTE MONEY-BACK GUARANTEE

"Joker"

Actually looks like a beautiful radio on the counter. Greatest come-on Poker Play ACTION with JOKER WILD! YOU CAN'T LOSE with The G & G GUARANTEE! RUSH
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\$22.50

GERBER & GLASS
914 DIVERSEY BLVD., CHICAGO



WHAT GAME HAS WON PUBLIC APPROVAL?

Leading operators everywhere report that the only coin-operated amusement device that has gained the instant approval of the public wherever it has been placed is the "Imperial Custom Built Billiard Table."

Because of this fact more and more "Imperials" are being ordered every day. These operators realize that the indorsement of the public and their civic officials means they will be able to continue in a profitable, legal business regardless of whatever changes may occur

in their territory.

The "Imperial" actually gives the operator a backbone of safety on which to build his business. It insures the operator of big, steady, legal profits without headaches or any underground tactics to keep operating. It's the one game that has WON PUBLIC APPROVAL!

For more complete details and prices write today to . . .

BIRMINGHAM VENDING CO.
2117 THIRD AVE., NO., BIRMINGHAM, ALA.

is constructed of cheaper materials and can be economically scrapped in not more than five years.

In 1929, when vending machines were first put on exhibit at the British Industries Fair, there was no thought that this product would develop into a large industry. At the 1938 fair there were not many exhibits at Olympia in London but there was a fairly large display of both vending and amusement machines in Birmingham. Also, during the British Industries Fair an amusement Trades Exhibit was held separately in London for four days and, as the name implies, showed only amusement machines. These were extremely varied and most of them were manufactured by well-known American firms.

There is not at present any tax on coin-operated vending machines. Seven years ago there was a tax of 5 shillings per machine but the cost of collection proved too great. Therefore it will be seen that this industry is not up against any handicap owing to taxes. During 1937 the manufacturers of vending machines reported a very good business. Altho production was not considered as "booming," factories were busy and employment was normal. The amusement industry was reported good in 1937, with considerable profits in spite of a large amount of bad weather, which is likely to have a bad effect on machines placed on piers and open-air amusement parks.

There is still a large amount of business in coin-operated machines to be gained in this country. With suitable distributing facilities and a more inexpensive machine, American firms should find the United Kingdom a good outlet for their product.

CMMA Holds June Business Session

CHICAGO, June 25.—The first business meeting of the Coin Machine Manufacturers' Association since the employment

of James A. Gilmore as secretary-manager was held at the Hotel Sherman on June 21. The meeting opened at 3 p.m. with a session of the executive committee, followed at 4 p.m. by a meeting of officers and directors, at which also all members were invited to be present. The trade press was also invited to be present.

The meeting was so well attended that it overflowed the association headquarters in Rooms 323-324, and was transferred to larger quarters in the hotel. Secretary Gilmore gave a detailed report of his work in building up the membership and selling of exhibit space for the coin machine convention scheduled next January. The report was enthusiastically received by the members.

"Full Speed Ahead had been suggested as their motto by Joe Huber, convention manager, Gilmore stated, "and it will be a good motto for the industry as well. I want to assure officers, directors and members that with hearty co-operation from all there can be no doubt that success will crown our efforts."

Morrie Ginsburg On Vacation Trip

CHICAGO, June 25.—Eddie Ginsburg, Atlas Novelty Co. official, reported this week that brother Morrie and Mrs. Ginsburg had left Chicago and were driving east on a combined business and pleasure trip. Morrie hopes to further the relations of the Atlas Novelty Co. by contacting the many operator-friends of Atlas—"coinmen who more and more each day make Atlas their buying headquarters."

Morrie's intentions were to pause in Detroit, where the Atlas Automatic Music Co.'s office is located, and discuss with Julian Kratze future plans for the exclusive distribution of Seeburg Symphonolas in the State of Michigan. After Detroit it is understood that Morrie will head towards Pittsburgh, where he and Phil Greenberg, manager of the Atlas Novelty Co.'s office there, will formulate future sales plans.

Mrs. Ginsburg, the mother of Morrie and Eddie, Atlas Novelty Co. officials, recently returned from a vacation in Mount Clemens, Mich. Mrs. Ginsburg is a very active woman and is now busy working on preparations for the annual Atlas Picnic at Lake Zurich on July 3. This picnic, incidentally, is one of Mrs. Ginsburg's favorite hobbies.

That Fortune Editorial

"To the Editor: Just a line to say that I read with great interest your comments in *The Billboard* on our editorial in the June issue of *Fortune* magazine. You gave us extremely generous treatment and I take pleasure in having this opportunity to thank you.—ERIC HODGINS, Publisher, *Fortune*."

The letter is in reference to our editorial "New Hope," which appeared in *The Billboard* June 4, 1938.

LOOK
IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIES

Rosy Summer Seen in N. Y.

Big season foreseen as larger ops grow stronger—benefits in move

NEW YORK, June 25.—Now that throngs of vacationers are swarming into the city and the famous resort spots surrounding it, operators here are enthusiastic in their forecasts for a banner summer, according to reports. The consensus of opinion seems to be that with a break from the weather man the months ahead should be real money-makers for coin machine operators.

Many of the men believe that the publicity that resulted from the closeness of the vote when the Constitutional Convention bill of rights committee killed the Hirschberg amendment has done much to effect a more liberal reception of the games on the part of the public as well as to instill greater confidence in the operating fraternity. The committee cut this amendment by the small margin of one vote which would have repealed the constitutional provision against gambling. Some of the men feel that if this action is brought up at the next session of the legislature it may win out.

The demand for good money-making games appears to have been met by the manufacturers. Bally Reserve has been leading the pack but some of the other games are said to be right on its heels. With new games making their appearance weekly there may be many changes in the popularity picture within the next month.

In the operating field reports indicate that the days of the small operator are waning fast. Most of the small operators have sold their routes to the larger operators, who now seem to have the controlling reins in their hands. With the larger operators now in the majority the credit situation is better than it has been for some time. Of course the consolidation of smaller routes has meant hardships for the small-time jobber who now has to look farther afield for his business. In the main, however, keeping the major routes under the control of the larger operators is seen as a panacea for many of the ills which have afflicted the operators here in the past. With the bigger men in the driver's seat local conditions will be carefully watched and improvements in general operating conditions will result, it is believed.

With the consolidation of small routes has come a certain uniformity in the types of equipment being operated, it seems. Most of the men still seem to be phono mad, but indications are that more games are being handled than for some time.

Locations

CAMBRIDGE, Mass., June 25.—Full proof that retail locations did not feel the 1937 depression until about January of 1938 or later is contained in the 18th annual report of the Harvard Business School report.

Full proof that business did pretty well in 1937—not nearly so bad as a lot of the noise then suggested—is also seen in the report.

The report is based on the business of 571 of the larger stores and shows that despite weakness in the last quarter of 1937 the stores piled up both percentage and dollar earnings higher than for any year since 1929, with the exception of 1936.

Students of economics are now beginning to feel that the report is one more proof that business generally tries to pile up profits too fast when times begin to improve, and hence cause another depression. All statistical reports agree on the fact that business generally in 1936 and 1937 was running up profits at a rate which the country could not support.

Oriole Enjoying Good Foreign Biz

BALTIMORE, June 25.—The type of used machines which the foreign markets are demanding these days are not limited to one or two kinds or makes,

He Must Live Right

PHILADELPHIA, June 25.—Again Cy Glickman, of the Glickman Co. here, is being called the luckiest man in the coin machine business. For the third straight time Glickman has won on the Irish Sweepstakes. The two previous races found Glickman collecting \$500 consolation award each time, and this year he won another \$125 bonus award. "Every little bit helps," he states, "and who can tell—maybe next year I'll be riding the big winner."

according to Eddie V. Ross, head of the Oriole Coin Machine Corp. "We have learned from constant dealings with foreign coin men," he stated, "that these men are much like the American buyers of used games in that both want and demand well serviced and reconditioned machines. Games going to foreign ports must be in first-class shape since these buyers cannot afford to send them back should they sprout a mess of bugs."

"By installing a first-class repair shop manned by expert coin machine mechanics plus obtaining the best in used equipment," he went on, "we have been shipping games to our foreign customers of such a high caliber that they are re-ordering more games from us all the time. In fact," Ross concluded, "we are hard pressed at the present time obtaining enough good used games to meet the demands of our customers. Ops who have games on hand that they want to sell or trade will find us a ready market for them."

Many Coinmen Visit Big Town

NEW YORK, June 25.—Local coinmen have been entertaining more notables of the coin machine world in the past weeks than they have seen in many months. Some of the men arrived early last week for the Bill Gersh testimonial dinner at the Casa Manana, while others came on for the big fight.

Among the notables seen here recently have been Ray Moloney, Jim Buckley and Jack Russell, of the Bally Mfg. Co.; Ben Kulick, of Daval Mfg. Co., and Lew Wolf, of Utica, N. Y. Dave Gensburg was on hand to meet the Conte El Savola of the Italian Line that brought in Myer Gensburg with Dad and Mother Gensburg, who have been enjoying themselves in Palestine while the boys kept the home fires burning. Sam Wolberg, of Chicago Coin, also was in town and practically landed a K O punch to the industry here by introducing a charming, beautiful young lady as his daughter. Eddie Ross, of Baltimore, was taking in the sights, as were several other well-know coinmen.

Kansas City

KANSAS CITY, Mo., June 25.—Return of hot weather after a lengthy cool and rainy season finds manufacturers, operators and distributors in the coin machine field here unanimously reporting increased activity. Sales are on the upbeat again after a serious lull. Many men in the field attribute the new situation to the opening of summer resorts, amusement parks and other outdoor establishments boasting arcades, midways and other attractions where coin-operated machines and phonographs are employed as business grabbers. At any rate, a truly big season appears in the offing.

Latest to enter the manufacturing and distribution field in Kaycee is the Hamilton Enterprises, Inc., which this week is opening a plant in the basement and ground floor of a building at 727-729 Holmes street. Arthur T. Hamilton, head of the enterprise, will launch his organization soon when he begins the manufacture and distribution of confection vending machines. Walt Disney's famous characters, for which Mr. Hamilton has exclusive rights to place in venders, will feature the Hamilton line of products.

Carl F. Hoelzel swears he is "busier than ever before" as he attempts to fill orders for machines manufactured and distributed in this section by his United Amusement Co. on Main street. Bally products especially are in great demand, he reports, and many outdoor parks and the like are sending orders consistently to help boost business in general. Hoelzel has been traveling about

considerably of late, learning more about conditions and, incidentally, adding a few sales and live-wire prospects to the United list of customers.

Cigaret machines still selling well here. More and more appear in stores, factories, business offices and the like each week.

Joseph Berkowitz and Dick Chandler are not getting much sleep these warm nights. As executives of the Universal Mfg. Co. they are working night and day with their half-hundred employees in order to ship the new Universal Baby Midgett jar games to tobacco and candy jobbers in Missouri and Kansas. Ever since the company's inception in the fall of 1937 Berkowitz and his genial partner have reported outstanding business. Personnel, including the "head men" of the Universal factory, is working double shifts and as far as things are concerned with the Berkowitz-Chandler group the recession disappeared long, long ago.

Prexy of the Great States Mfg. Co. here is A. E. Sandhaus, an inexhaustible worker and expert on coin-operated machines of all kinds, who today declared the G. S. penny line of venders to be moving swiftly from the manufacturing room in which they are made. Production of a new 5-cent vender, similar in design and color scheme with the now famous penny Sel-Mor, will be begun within the next few weeks.

Mina Wilcox and Mary MacMurray, in charge of phonograph record sales at Jenkins Music Co., Kaycee's largest music store, report more recordings are being sold now than have been sold in any other period since 1925. "The wide use of automatic phonos is definitely responsible," Miss Wilcox declares, "and they have in turn increased our business with private sales. Persons who hear a new tune or a new band on a phonograph in a night club oftentimes come into the store and buy one like it." As a result the automatic phonograph men here have loyal friends at Jenkins and other large stores featuring records, sheet music and the like.

Eighty new parking meters are now being tested in Independence, suburb just east of the city. Mayor Roger T. Sermon believes they will prove popular and solve the traffic problem at the same time.

SKILL DERBY
A GAME OF SKILL

THREE BIG BARGAINS!

"IMPERIAL" BILLIARD TABLE, Almost New \$90 50
BALLY RESERVES 50 50
WATLING SLOT MACHINES, 25c Play 33 50
TERMS — 1/3 Deposit With Order, Balance C. O. D.

OHIO SPECIALTY CO.
129 W. Central Parkway, Cincinnati, Ohio.

New Bally Rocket, \$29.50; Mars, \$24.50; Stcner's Races, \$22.50; Double Track (Genco), \$40.00; Track Meet, Rose Bowl, \$17.50; Bobbs, Forward March, Speed (Daval), \$14.50; Sequence, \$6.50; Short Sox, Neck and Neck, Rugby, \$5.00; Horses, \$2.75; Reel 21, \$3.50; Reel Spot, \$7.50. All in Excellent Condition. — 1/3 Cash.

Capitol Vending Machine Co.
700 1/2 Woodland St., Nashville, Tenn.

IMMEDIATE DELIVERY! STONER'S **ZETA** CIGARETTES

Used STONER VOGUE, \$19.50 | ELECTRO \$30.00
Games TURF KING 15.00 | ROSE BOWL 19.50
AUTO DERBY 10.00

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.

HEY! OPS LOOK! FOUR NEW STARS *** JUST BORN

\$2.65 each

4 FOR \$9.75

COMPLETE DEALS. (Card, Jar, Holder, Tickets)

2280—Doz. \$28.00
2520—Doz. 31.00
2772—Doz. 34.00

REFILLS. (Cards, Labels, Tickets)
2280—Doz. \$22.00
2520—Doz. 25.00
2772—Doz. 28.00

1/3 Deposit With All Orders—Bal. C. O. D.

MONARCH COIN MACHINE CO. 1731 BELMONT AVE., CHICAGO, ILL.

NO MORE CHISELING
POLISHED ALUMINUM SLOT GUARD COMPLETE WITH SCREWS. **\$1.00** EACH

CENTRAL DISTRIBUTING CO.
105 West Linwood, KANSAS CITY, MO.

Thank You for Mentioning The Billboard.

DOING A BETTER AND BIGGER JOB FOR OPERATORS

The Most Preferred and Most Successful Base Ball Game

'PLAY BALL'

Not a Pin Game! . . . No Pins . . . No Bumpers . . . No Ball Lift or Plunger . . . Not a 1-2-3 You're Out Game—but the World's Greatest Baseball Game at the World's Lowest Price . . . Player pitches and bats 15 balls, runners advance on playing field as well as run bases on large back panel . . . Absolutely New and Original . . . 100% Mechanically Perfect . . . Legal Everywhere . . . Get Exhibit's Great Baseball Game Now!

ONLY **99⁵⁰** F. O. B.

The Most Popular Novelty Table

'HANDICAP'

With \$10.00 or More Bank Nite as well as 2-4-10-20 (etc.) SKILL POINT AWARDS . . . high scoring . . . chain scoring . . . progressive scoring—5 BALL PLAY . . . 5 Ball Beacon light Bumpers—that add extra thousands to score. Possible to get extra 4000 with single ball . . . Combines Bumpers and Holes with new Rebound Action to give you the Hit Game of the Year.

7950 **8450**

WITHOUT REGISTER WITH BANK NITE REGISTER

Order From Your Distributor Today or Write Us Direct

EXHIBIT SUPPLY CO.
4222 W. Lake St., CHICAGO

Locations in New Campaign

Move for resident owners of locations said to be making big headway

DES MOINES, June 25.—Retail locations have started a movement here that may have its reactions all over the country and may eventually spread to other lines of business. It is a move to keep retail locations in the hands of residents of the State, or to bar absentee owners of stores.

Such restrictions on absentees have had their counterpart in the coin machine field, one State at least having a license bill introduced in which to obtain an operator's license a person must have resided in the State for two years. Experience has shown that every State or city which licenses amusement games is overrun by outsiders coming into the licensed territory.

The location owners' movement in Iowa is led by the Independent Business Men's Association, which has completed details of its joint educational program with the Freedom of Opportunity Legion, a national organization of business and professional men. This latter organization is a group backing the Patman community preservation bill and the federal business education bill introduced in the last session of Congress.

So it is apparent a vital and well-organized movement is under way to limit ownership of locations and other lines of business to residents of a State.

The Patman community preservation bill will curb the "dangerous spread of absentee ownership in the retail field of distribution and will disperse the concentration of economic power now centralized in the hands of a few nation-wide retail combines," it was said by leaders of the movement.

The federal business educational bill

provides for a fund of \$16,000,000 annually for co-operative education among the States in business and retail subjects. The administration of this act will be under the direction of the colleges of business administration of the State universities and under the general supervision of the Department of Commerce.

Charles G. Daughters, executive secretary of the legion, who has been in Des Moines conferring with Mr. Cavanaugh and assisting in the preparation of the campaign, spoke before a mass meeting of the Des Moines business men, explaining the national program of the legion.

He stated that the legion will endeavor to co-ordinate the activities of the State Associations of Independent Business into a broad national educational and legislative program. This program, he said, is designed to aid in the passage of legislation to curb absentee ownership in retail trade, to disperse economic power and to keep it from being centralized in a few hands, to preserve the freedom of opportunity in the United States and to bring about better educational facilities for those entering trade and industry.

Arrangements have been completed to put on a weekly national radio hook-up with many of the members of Congress who were co-authors of this legislation, Mr. Daughters said. He announced that *Independent Business*, the official publication of the Iowa association, has been adopted as the official publication of the legion.

No Depress for Us, Say Hurvich Bros.

BIRMINGHAM, Ala., June 25.—"What is this thing called depression?" ask Max and Harry Hurvich of the Birmingham Vending Co., after checking over the new orders for their Imperial coin-operated billiard table that have been coming in this past month. "There's no lack of biz here," they went on. "In fact, it looks like we are going to be forced to increase our production facilities to meet the demand."

"The outlook for Imperials is exceedingly bright as far as we can foresee it," they continued. "A recent trip thru various territories in this part of the country revealed that ops look upon our billiard table as the balancing wheel of their routes. Regardless of the ups and downs of other equipment, the Imperial keeps on getting its share of the play."

"If this summer business of ours is any criterion of what is to come," they concluded, "we certainly will have to arrange for larger manufacturing quarters. Orders have been coming in here so rapidly that we believe there is no such thing as a depression. There certainly isn't as far as Imperial is concerned, and that goes for the ops who have this table on their routes, too."

Sphinx Talks on Latest Machines

CHICAGO, June 25.—Bill (The Sphinx) Cohen, Silent Sales Co. of Minneapolis, on his monthly trip to Chicago to "see what is best for the Northwest coin machine trade" picked up an armload of baseballs, balloons, knives, razor blades, etc., all novelty advertising items for new machines being introduced by Chicago manufacturers.

Cohen has just returned from a plane trip to Buffalo on a friendly visit to confer with Wurlitzer officials. Business is fair in the Northwest, commented the Sphinx.

Reporting on machines seen in Chicago, Cohen said, "Keeney is coming out



BUILD YOUR BUSINESS ON A SOLID FOUNDATION

PENNY ARCADES

MANY NEW ITEMS.
MANY EXTRAORDINARY VALUES.
PENNY ARCADE HEADQUARTERS.
INTERNATIONAL MUTOSCOPE REEL COMPANY, INC.,
518 W. 34th St., New York City.

Monopoly

The *New York Times*, June 21, 1938, boldly comes out on its editorial page for legalized gambling. Its suggestion to the New York State Constitutional Convention is that the people be given a chance to vote on repeal of the anti-lottery clause in the State Constitution.

This is a bold step for so conservative a newspaper.

It was *The New York Times* that bestowed editorial favor on novelty pinball games as against payout games back in 1935. I have always felt that if the coin machine industry had capitalized on the pinball editorial at that time perhaps a better history could have been written for the amusement games today.

Now the amusement games industry is confronted with a more serious problem than ever. When such papers as *The New York Times* indorse legalized lotteries and pari-mutuels that means it is on the way.

But legalized lotteries and pari-mutuels have always meant giving a monopoly to certain interests. Only the most energetic and organized campaign by amusement games interests can prevent such monopolies.

Pari-mutuel and lottery interests always oppose slot machines, and slot machines cannot win against them.

Slot machine interests oppose the table games, and the table games cannot win against slots.

Payout games oppose novelty pinball games, and the novelty games cannot win against payouts. And so the story goes.

The movement to legalize lotteries and big-time gambling means that a bitter fight must be put up against monopolies. The odds will be against the simpler games and perhaps against slots.

The New York Times editorial and the dangers to amusement games in gambling monopolies will be discussed editorially in an early issue.

with a new console that has real promise. We also have Keeney's Winning Ticket on test in our territory and find it better than Handicap. Jimmy Johnson's new game is proving wonderful in tests and also the new Johnson coin chute. Mills has a fast action double tube payout unit. Demand in our territory for new Mills brown club (blue front mystery payout) model Bell exceeds the supply. Pace will announce something radically new soon."



NEW REELS, JR.

This baby brother of the famous "NEW REELS" does not require a jackpot card or holder. The thrill of playing a Slot Machine, opening the tickets with regular slot machine combinations, in six colors.

169 WINNERS
Takes in 1260 @ 5c. . . \$63.00
Pays Out (Actual) . . . 41.00

PROFIT (Actual) . . . \$22.00
SAMPLE DEAL COMPLETE . . . \$3.45
Deposit Must Accompany All Orders.

Write for complete catalog describing 58 real live money makers, NEW IDEAS—NEW DESIGNS—NEW STYLES

HARDEN SUPPLY COMPANY
802 West Seventh St., Sioux City, Iowa.

Jobbers, Distributors Write for Quantity Prices.

Must Sell — All Machines in A-1 Condition from locations.

PAYOUTS.		SLOTS	
Fair Grounds	\$85.00	Callies 25c	\$ 8.50
Fleetwood	90.00	Jennings Chief, 5c	32.50
Preakness	32.50	Paces Comets	29.50
Rover, Bally's	29.50	Ben Hur Spinner, 25c	23.50
Arlington	35.00	100 Watling Roi-O-Tops, 1-5-10-25c, guaranteed like new. Each.	39.50
Stoner Airways	34.50	50 Watling Roi-O-Tops, Small Jackpot, 5-10-25c. Each.	19.50
Ten Strikes, A-1	24.50	50 Watling Roi-O-Tops, Large Jackpot, 5-10c-25c. Each.	24.50
Bally Classics	24.50	Steel Cabinet Stands, Each	5.00
Snappy	18.50		
Challenger	18.50		
Broadway Angels	23.50		
One Better	23.50		
Leather Necks	12.50		
Pamco Ballot	12.50		
Rodeos	6.50		
Jennings Extra Bonus	\$ 8.50		
Trojans	7.50		
Jumbos	12.50		
Peerless	12.50		
Double Header	10.00		
Pamco Parlay	12.50		
All Stars	12.50		
Rays Track, 1937	98.50		
Paces Races, 1937	129.00		
CONSOLES			
Dark Horse	\$89.50		
Bang Trails	98.50		
Galloping Dominos	105.00		
Silver Bell	78.50		
Joker Console	98.50		

ALL MACHINES LISTED INSPECTED AND ARE ALL IN A-1 OPERATING CONDITION.
1/3 Deposit Required, Balance C. O. D.
ELMER F. DARKOW AMUSEMENT CO.
CEDARBURG, WISCONSIN.

OPERATORS—Collect Over \$10.00 Weekly

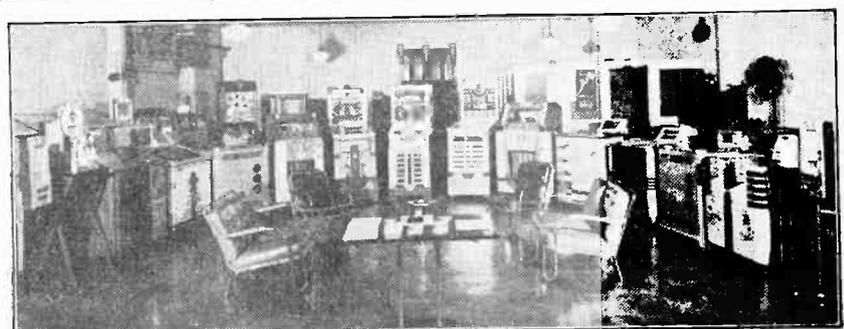
ON \$9.50 INVESTMENT. Be the first in your territory to cash in on "SKILO," a new 1c Counter Game that is played like Beano or Bingo. A Penny Skill Game that takes in from 2 to 5 pennies on every play. Beautiful cabinet, trimmed with chrome. Plenty of flash and player appeal. Compact size, width 9 1/2", depth 6 1/2", height 14 1/2". Send \$3.00 cash with order, balance, \$6.50, C. O. D. JOBBERS AND DISTRIBUTORS WRITE, TERRITORY GOING FAST.

BONUS SALES COMPANY, 15 UNION STREET, LAWRENCE, MASS.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co. D. Gottlieb Co. Dával Mfg. Co.
H. C. Evans & Co. A. B. T. Co. Western Equip. Co.
Groetchen Mfg. Co.

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.



SAM MAY & CO., Baltimore distributors, show a wide line of machines, from vendors to consoles, in this display room.

ACME'S BARGAIN SPECIALS

BALLY-RESERVES 5 BALL NOVELTY GAME WITH JACKPOT *Used only one week* \$49.50

MILLS BIG RACES AK-SAR-BEN (New in original crates) \$129.50

KEENEY'S DERBY CHAMPS ONLY WHILE AVAILABLE SUPPLY LASTS... \$187.50

BALLY FLEETWOODS \$79.50

BALLY FAIRGROUNDS DOUBLE RECTIFIER PACKS \$79.50

WESTERNS AK-SAR-BENS LIKE NEW... \$79.50

GOTTLIEB MULTIPLE RACES \$89.50

GOTTLIEB GAMES WITH CLOCK \$32.50

DERBY DAYS-HI-CARDS-HIT PARADES \$32.50

CAROM-CLASSIC-WINNERS \$12.95 2 for \$25.00

BALLY MULTIPLES EQUIPPED WITH PACKS \$17.50

GOTTLIEBS FOTO-FINISH \$17.50

SEEBURGS RAY-O-LITE GUNS LOTS OF 3 SINGLE \$124.50 \$100.00

KEENEY'S TRACK TIME 7 COIN PLAY-RED CABINET \$119.50

CLUB HOUSE 7 COIN PLAY FLOOR SAMPLE \$79.50

SKILL FIELD 7 COIN PLAY FLOOR SAMPLE \$149.50

EXHIBITS JOCKEY CLUB OR RACES \$59.50

EVANS GALLOPING DOMINOES 89.50

PACES RACES \$79.50

PACES RACES SERIALS \$149.50

PACES RACES \$189.50

BLACK CABINET BROWN CABINET-PLAIN & CHECK SERIAL 5400 PLAIN and CHECK

Acme Novelty Co.
1124 HENNEPIN • ALL PHONES AT. 5509 • MINNEAPOLIS MINN.

Midget Counter Game Is Pick-Em
(New Game)

KANSAS CITY, Mo., June 25.—American Sales Co., headed by Jules Samuelson, this week placed on the national market a distinctive new midget counter game which is called Pick-Em and which is being manufactured in the American factory here following a long test period on location. Game is made of hardwood and aluminum, is artistically finished and has plenty of color. An advantage, too, is its small size, for it measures only 8 by 13 inches and is less than five inches high.

"The player gets a real thrill playing Pick-Em," President Samuelson reported today as he thumbed thru orders for the clever new product. "He places a coin on the horse he selects to win the race and then by flipping a celluloid shaker containing two ivory cubes determines how many moves he gets. Six brightly colored horses ripple across the track, passing each other until one hits the tape first. Changing odds pay as high as 10 to 1. But it's strictly legal and a barrel of entertainment for players and operators alike.

"Three different ops here said Pick-Em paid for itself in one hour's play. Another admitted it took 95 minutes. But with players enthusiastic over their winnings and with storekeepers declaring it to be a small gold mine operators are finding the unique game to be one of the most profitable available on the market today," Samuelson continued.

"As many players as want may play at the same time. And not only is the game a good looker and business getter, it also attracts other biz into the store.

"All tests have proved sensational during the last six weeks. Others in the field, including a competitor or two, are convinced Pick-Em will be the most successful midget counter game to be introduced this season. Orders now are being taker and samples are being sent live-wire jobbers thruout the nation."

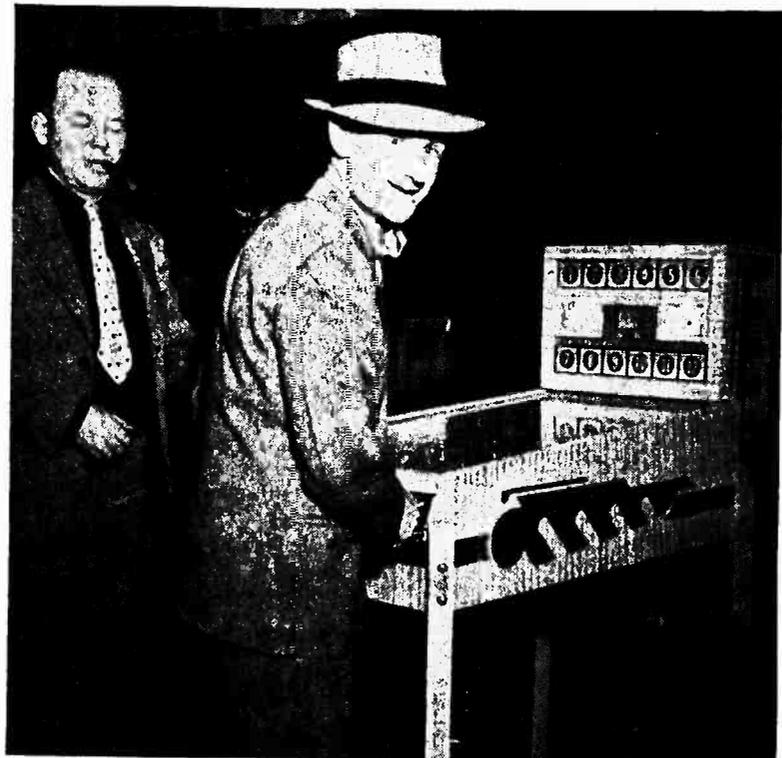
Arcade Dominated By Bowling Games

DETROIT, June 25.—Continued importance of amusement machines in outdoor show business has been testified again and again in local parks by new locations and buildings constantly being devoted to them. Walled Lake Park, northwest of the city, has almost doubled the size of the penny arcade, and installed more machines to make it one of the most attractive layouts of its kind in the territory.

Much of the charm of the new arcade,

which is being operated directly by the park management, controlled by Fred W. Pearce, of Detroit, is due to artistic decorations and layout carefully designed to fit the atmosphere. The dominating machines in the arcade are a battery of the bowling-alley type of games. They occupy a position facing up to one wall, and up above them the park artist has painted a life-size mural, extending the full width of the wall, showing the famous Seven Dwarfs at play, bowling on the green, and the alley they use looks very much like one of the coin-controlled alleys beneath. Similar motifs are carried out, and other famous Disney characters, such as the Three Little Pigs, appear around the walls. All are done in brilliant colors and with strong brush technique, making them remarkably realistic.

This attention to atmosphere has done much to transform the arcade from just another building into a definite amusement center with its own unique associations, and proves once more the importance of proper attention to display and surrounding environment for any type of machine location.



FREDDIE FISHER, of Schnickelfritz Band fame, snapped while playing a Bally Reserve in Jax Bar, Minneapolis. Chris Christman, Schnickelfritz manager (left), is watching the ball take the bumps. The Schnickelfritzers were on their way to New York when the picture was snapped by Don Leary.

Defends Pinball

In Milwaukee, where amusement games have been harassed in many ways, the following letter in the department "Letters to the Editor" appeared in *The Milwaukee Journal* June 19, 1938. While the coin machine industry has no desire to speak a word against the automobile industry because of accidents or against roadhouses as such, yet the letter expresses an idea that pinball games may not be as serious a problem as some other things:

"Worse Than Pinball"

"To *The Journal*: In regard to cleaning up pinball machines, it does seem queer that there's such a campaign against said machines when so many worse things go on as they are.

"No one tries to force us to play and we can quit at any time. In a poker or crap game it's difficult to check out. No one speaks about stopping poker or crap games.

"We have hazards far worse. For instance, cars driving like mad on our highways, endangering the lives of little children. Especially thru small towns cars go 40 to 65 miles an hour. Talk about danger! Pinball machines never killed a child nor an adult. They keep people busy.

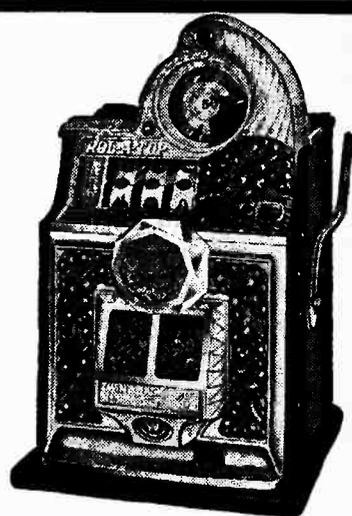
"It's a little diversion for most of us. Why not cut down on reckless driving and cut out the roadhouses? Cut out some of the vile stuff and give cities and villages that run, as a rule, good places a chance!

"If some of the narrow minded would go out to see the bad roadhouses—come on girls are in them—and poker games in dungeons, all under cover, then there wouldn't be one thing printed about the pinballs.

"Funny that some of the real danger and rot can't be cleaned up, seeing it's housecleaning time!—ONE WHO HAS SEEN ALL SIDES, Bloomington, Wis."

Arcade Opens in Ohio Resort Spot

SANDUSKY, O., June 25.—Penny Arcade at near-by Cedar Point, renovated and enlarged, has been reopened under the management of J. Bernie, of New Jersey. Set-up is one of the best ever offered at the well-known Lake Erie resort, some 100 varied types of machines having been installed. Majority of the machines, according to Bernie, are new this season and include practically all of the newly introduced types of coin machines. Arcade is spotted in the center of the resort's spacious midway, is well lighted and efficiently operated and the building housing it is resplendent in new paint and decorations.



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: OOLumbus 2770.
Cable address "WATLINGITE," Chicago.

\$400 Monthly Income from PENNIES!

Dropped Daily Into the HAMILTON Person Weighing SCALE

(New 8th Anniversary Model) You can't beat Hamilton Scales for moderate investment and prompt profits. Build your own business and have it paid for in 6 to 10 months. Get your first "Hamilton" at our special introductory price, pick the right spot for it and compute the "net" on the basis of your own test. Any town, large or small, will produce \$4 or better average monthly profits per scale. Experience unnecessary. We give you all the suggestions needed for successful operation. Nothing To Pay After First Cost. We Guarantee Every Hamilton Scale Against Repairs for 1,000,000 Operations.

WRITE FOR THE FACTS TO America's Largest Exclusive Makers of Person-Weighing Machines.

HAMILTON SCALE CO.
Dept. B, 1910 Vermont Ave., Toledo, O.



New Money-Maker for Every Counter

MIDGET—"PICK-EM" On Test LOCATION "PICK-EM" PAID FOR ITSELF THE FIRST HOUR. COMPARE "PICK-EM" AT \$4.50 WITH ANY \$300.00 RACING cabinet as to playing power. Not automatic payout.

HOW GAME WORKS Flip celluloid shaker with two red cubes which determines horse's moves. Six horses ripple across the track, packed with thrill. ODDS 2 for 1 to 10 for 1. Play 5c, 10c, 25c.

PROFITS Big profits for storekeepers and players. GUARANTEED best counter game ever operated. BIG PROFITS FOR OPERATORS WITH OUR SUCCESSFUL METHOD OF OPERATION WITH STOREKEEPER.

SAMPLE \$4.50 Cash. No personal checks. Quote Quantity Prices F. O. B. Factory. Counter Size 8"x13"—2 1/2 lbs. Cheat Proof.

AMERICAN SALES COMPANY
1439 Grand Ave., Kansas City, Mo.

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

Minneapolis Paper Poll

Mixed trade views on newspaper poll of people's views on slots

MINNEAPOLIS, June 25.—In keeping with the popular practice of conducting polls to determine what the people think about certain questions *The Minneapolis Journal* conducted a telephone poll of representative citizens and published the results of the same in a page feature article Sunday, June 19. The poll question was simply, "Do you favor licensing of slot machines?" The result as announced by the newspaper gave a vote of 7 to 5 against the licensing of slot machines which, according to the paper, is "a slender majority. But still a majority."

In its review of the poll *The Journal* published samples of opinions expressed and in many cases giving names and addresses of the persons who expressed them. The weight of opinion of those opposed to licensing was by far based upon the objections that the morals of youth are corrupted, that the machines are controlled by racketeers, and that the machines are "fixed" to return nothing to the player.

In Minneapolis the table games with token awards have been licensed for some time and seemingly with apparent satisfaction until the competition of table games with slot or bell machines recently caused friction. In the poll conducted by *The Journal* it was easily discoverable that the big majority of the people voting against the licensing of slot machines were not accurately informed as to the difference in slots or bell machines and the modern table games, trade members said. Most of them expressed the well-known phrases they have seen in the press for years—that "youth is corrupted, that racketeers control the machines, and that the sucker doesn't get a break."

None of them seemed to be well informed on the development of the modern games business, with its employment rolls, its aid to the retail business, its use of vast quantities of glass, lumber and other industrial materials. The continuous attack on the slot or bell machines thru the years had not only disgraced such machines with these people, but they had a tendency to associate most devices having a "slot" in the same group.

Members of the amusement games industry readily admitted the difficulty of informing the public about the difference between a modern table game and the conventional slot or bell machine when the bell mechanisms are sometimes installed in tables or other similarities develop. The competition between the table games and bells which always develops when the table games are licensed also greatly com-

plicates the matter in the minds of the people, representatives of the coin machine trade also stated.

Promoters of the slot or bell machines express satisfaction that in spite of the continuous drive against slot machines, with nothing said in their favor in the public press, five out of 12 citizens still favor licensing them.

The majority of the people in the coin machine business seem to favor a license plan for the table games, allowing token awards only, and banning the slot or bell machine and all cash awards. They say that such a license system, if left free from interference and abuse, would prove satisfactory to all concerned. They resent the appearance of bell machines wherever a license for table games is adopted, they state. They argue that the manufacture of the table games means much more to employment and in the use of industrial materials in manufacturing.

In the poll conducted by the newspaper here the prominence of the names of ladies is noticeable, and also the variance of their opinion pro and con.

Oklahoma City

Rice Music Co. reports nice sales on Wurlitzer phonos during the last few weeks and predict that they expect the sales to hold up. Wurlitzer service man, R. E. Scott, has been in the State assisting phono ops in getting equipment well lined up for summer.

Florida has a new visitor—a dapper coin machine man in the form of Bernard Boyle. Bernard intends to do some real fishing in Florida waters. We will hear all about the "big one" at offices of Boyle Amusement Co. as soon as Bernard returns home.

Attractive and serviceable slip-on cabinets for phonos have been demonstrated to phono ops the past few days by E. F. Cowfal, of the Lumi-Chrome Mfg. Co., of Omaha. The cabinet is well lighted and converts old model phonos into swell-looking units.

The head of Trimount Coin Machine Co., maker of the Snacks merchandise vender, Boston, was a visitor in Oklahoma City recently. He was none other than David S. Bond. Dave and Mrs. Bond made a swing across the country to California, mixing a little business with pleasure.

So after a two-year absence from operating activities Fay Horaney lines up again at the rail and says, okeh ops, let's go. Glad to have you back in the operating fold, Fay.

Harold Miller, Miller Novelty Co., is becoming real active in his campaign for State representative. It looks like Miller will make a good race and stands a swell chance to go into office. Every coin machine man in the State of Oklahoma should get in and support Harold to the hilt. He can do the industry a lot of good if elected and he needs every ounce of support that can be given him. Let's put Miller into the office.

Several New Mexico operators were seen along coin machine row the past week. Yep, they always buy equipment

Personal, peppy service.

Only the better games.

No false testimonials.

Surer, quicker profitmakers.

Extra-fast deliveries.

Right in price!

GEORGE PONSER ORGANIZATION

33 WEST 60th ST., NEW YORK CITY

11-15 East Runyon St., NEWARK, N. J.
1435 Bedford Ave., BROOKLYN, N. Y.
900 North Franklin, PHILADELPHIA, PA.

when they come into town, these New Mexico ops.

The Sooner Novelty Co. reports good sales on its cigaret counter games. This firm has taken over the offices of the Electro Ball Co., of Dallas, which had a branch house in this city.

Both operators and distributors are expecting a nice run of business during the summer and early fall months.

Fitz To Fine-Comb N. Y. Territory

NEW YORK, June 25.—With the demand for the new novelty games on the increase, John A. Fitzgibbons, Bally's eastern factory representative here, reports: "This increase in biz during the past weeks is definite proof to us that ops will buy games that have real money-making power. We have hung up new sales records with Bally Reserve and Bally Bambino, and present signs indicate that these machines will be hot sellers for months to come."

"The present demand for good money-making games has led us to the point where we've decided to fine comb this territory so well that every operator will find it easy to pick up the games he wants. To do this job we may have to add to our sales force, but our reports show there is so much of the surrounding territory being neglected here that coverage of some sort must be had to help the operator. We intend to supply that coverage as completely as possible," he concluded.

Foreign Trade

Do you know what it means to sell amusement and vending machines (American made) on the continent of Europe?

Only those exporting these articles understand what they must contend with in order to compete with home industry and other countries with favored nations trade treaties. One of the hardest problems, however, is the matter of money exchange and also the coin used to play machines. We are giving a table below which shows the popular coin used in various countries on amusement and vending machines and also the value of the coin in United States money, using the penny as the unit of value. This ratio is based on the exchange rate of the day.

GAMES		VENDERS	
Country	Coin Used	Coin Used	U. S. Value
England	Penny	1 to 6 pence	to 12 cts.
France	25 to 50 centimes	Franc	3 cents
Holland	5 cents	10 cents	5 cents
Germany	10 pfennig	20 to 50 pfennig	6 1/2 to 18 cts.
Bulgaria	1 lena	5 lena	5 cents
Greece	1 drachma		
Lithuania	5 cents	10 to 20 cts.	1 and 2 cts.
Norway	10 ore	25 and 50 ore	4 1/2 and 9 cts.
Sweden			
Portugal	20 and 50 centavos	1 escudo	4 1/2 cents
Roumania	2 lei	5 lei	4 cents
Switzerland	10 centimes	20 centimes	5 cents
Czecho-Slovakia	50 heller	1 couronne	4 cents
Russia		15 kopecks	3 cents

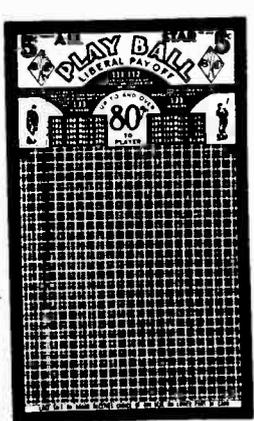


WATCH GENCO NEXT WEEK!

NOVELTY GAMES

Bally Bumper \$ 9.50	Happy Days \$ 9.50
East and West 9.50	Long Beach 17.50
Electric Score-board 9.50	Neck 'n' Neck 5.00
Exoel Lite 5.00	Mad Cap 17.50
Genco Football 12.50	Mercury Running Wild 14.50
Hold 'Em 9.50	Replay 9.50
High Ball 9.50	Ricochet 9.50
Home Stretch 12.50	Short Sox 5.00
	Skooky 12.50

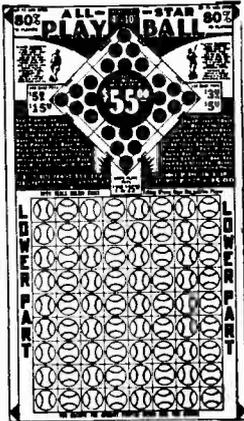
Terms: 1/3 Deposit, Bal. C. O. D.
WE BUY, SELL OR EXCHANGE.
2447 Locust St., St. Louis, Mo. CALL NOVELTY CO.



"Sock it out of the Park!"
"All-Star"

The newest sensation in Barrel Board Deals! Made in either 2280-holes or 2520-holes size. Shows \$40.31 profit on 5c board; \$69.18 on 10c. Base hits touch proper bases. Made in thick and thin. Sold to operators only. Write for details.

SUPERIOR PRODUCTS, INC.
Dept. X,
14 N. Peoria St., Chicago, Ill.



MILLS ONE-TWO-THREES

Payout Units, never used, \$55.00 Each. Only 89 Left. Orders Filled as Received.

Send 1/3 Deposit With Shipping Instructions.
BILL FREY, INC., MIAMI, FLA.

NATIONAL'S BARGAIN COLUMN

SLOTS

Mills Blue Fronts, 10, D. J.	\$ 39.00
Mills Blue Front, 10c, S. J.	47.00
Mills Blue Front, 5c, D. J.	47.00
Mills Blue Front, 5c, 10c, Gold	45.00
Award	45.00
Mills Blue Front, 5c, 10c, 25c, D. J., No G. A.	45.00
Jennings Chief, 5c, 10c, 25c	32.50
Jennings Chief, 50c	55.00
Jennings Chief, Console, 50c	75.00
Jennings Chief, Console, 25c	69.50
Callie Bells, 5c, 10c, 25c, Serial Nos. over 91,000	24.50
Callie Bells, 5c, 7 Slot	110.00
Watling Rol-A-Top, 5c, 10c, 25c, Serial Nos. over 67,000	28.00
Watling Rol-A-Top, 5c	35.00
Bally Radiance Dice Game	22.50
Groetchen Columbia	29.00
F. O. K. Silent Escalator	19.50
Paces Comet All Star, 5c	35.00

PAYOUTS

Fairgrounds \$85.00	Center Smash Ticket	\$18.00	
Breakneck Ticket	38.00	Preview Ticket	18.00
Breakneck Ticket	35.00	Royal Races Ticket	18.00
Arlington Ticket	35.00	Lite-A-Pair Ticket	18.00
Clocker Ticket	35.00	Classic Ticket	17.00
Foto-Finish Ticket	27.00	One Better Ticket	15.00
Latonla Ticket	25.00	Credit Tic.	12.00
Golden Wheel	24.50	Bluebird	13.00
Turf Champs	24.50	Multi-Play	9.00
Derby Day, no clock	24.00	Queen Mary	9.00

NOVELTY GAMES

Bally Reserve	\$18.00	Long Beach	\$18.00
Daily Ocean	\$59.00	Boo-Hoo	15.00
New Aurorin	35.00	Out Board	15.00
Silver Flash	32.00	Auto Derby	14.50
Hare-N-Hound	32.00	Chico Derby	13.50
Tops	29.00	Home Stretch	12.50
Stoner Races	22.00	Double Action	10.00
Dux	22.50	Ricochet	9.00
Genco Football	19.00	Home Run	8.50
		Bumper	8.00

COUNTER GAMES

Gottlieb Triple Grip Tester	\$10.50	Groetchen "21"	\$7.00
Gottlieb Single Grip Tester	\$8.50	Reel Dice	6.00
Zephyr	9.50	Superior Cig. Mach.	6.00
Reel Spot	9.50	Puritan Cig. Mach.	5.00
Penny Pak	7.50		
5 New Gottlieb Derby Consoles	\$125.00		
Gallopng Dominos	95.00		
Paces Races, 20-1 Odds, Black Cab.	69.50		
Tanforan	65.00		
Rotary Merchandiser	59.00		
Bally Bells, 5c, 25c Coin Chute	47.50		
DeLuxe Bells, 5c, 25c Coin Chute	48.00		
Keeney Bowlette, 14-Ft.	35.00		
18 Double Cabinets, Like New	22.50		
25 Single Cabinets, Like New	16.50		

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.

WANTED

MILLS MELON BELLS,
MILLS CHERRY BELLS,
MILLS BLUE FRONTS,
BALLY BABYS.

BOX D-126, care The Billboard,
Cincinnati, O.

Cleveland Jobber Holds Open House

CLEVELAND, June 25.—Modern Automatic Exchange, jobbing firm, held open house June 20 and the party was reported to be a success. About 160 operators from Cleveland and Northern Ohio attended, and all reported that they had a fine time. Refreshments were served, and while this proved to be a decided drawing card, most of the operators expressed themselves as greatly surprised at the large stock of new and used machines and especially at the large, well equipped repair shop maintained by the company.

As E. J. Fields, manager, expressed it, "Coin-operated games have become complicated, complex mechanisms, and the jobber who sincerely wants to render a real service to his customers should make his repair shop an important department in his business, rather than just a necessary evil. We are proud to say that we have one of the largest and most completely equipped shops maintained by any jobber. We employ five mechanics who were trained at the factories in Chicago, and when we put an O. K. on a used game, whether it is one of our own or a customer's, it is really in good, workable order. That's why we use the slogan 'Buy from us with confidence' and it has proved to be very profitable indeed."

Gambling Is Not So Big

Pegler says actual records deny big estimates of people's gambling

NEW YORK, June 28. — Westbrook Pegler, well-known columnist, has evidently decided to be serious in his campaign to insist that the estimates frequently seen in newspapers of gambling running into the billions of dollars are not true.

Since the Constitution convention at Albany considered and rejected a plan for a State lottery, Pegler has been arguing that money spent on the races and other forms of gambling does not run into the huge sums that it is supposed to do. And Pegler quotes the actual figures from pari-mutuels, which are legal in about 20 States. He cites other figures also where it is possible to get actual statistics on gambling.

This is proof, he says, that gambling is not the big business it is supposed to be, and that government lotteries would not take in so much after all.

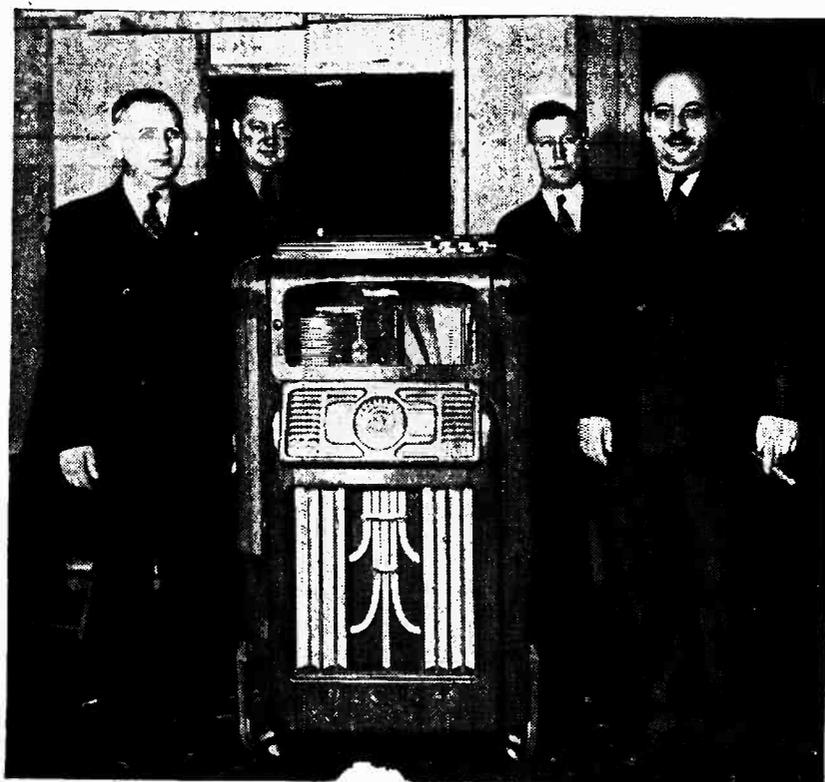
But Pegler himself has been guilty in the past of quoting wild figures on gambling. For some reason when agitation was rife against the Florida slot machine license law Pegler quoted some excessive figures of the huge sums the licensed slot machines were supposed to be taking in. Pegler seemed to oppose the licensed slots for some reason. The excessive sums which he quoted as evidence against the slot machines now seem to have come from racing interests who were bent on killing the slot machine license. The federal government may eventually release some authentic figures on the slot machine take in Florida, but meanwhile the figures which Pegler quoted seem to have been greatly exaggerated.

Royal Expecting Big Holiday Biz

CHICAGO, June 25.—Reynold Pollard, head of the Royal Coin Machine Co., last week expressed the belief that from the looks of things this Fourth of July week-end will be one of the biggest the coin machine trade has ever known.

Stated Pollard, "If business here at Royal is any indication of the activity going on in other sections of the country, then I predict this Fourth of July week-end to be one of the most profit-

able in the history of the coin machine business. We have been doing plenty of extra hopping around this past week satisfying the requirements of operators everywhere, who tell us they are preparing for a gala Fourth. They all report that they want to have their locations in thoro readiness with equipment that will really go to town in earnings, and that is one reason why they've ordered so much equipment from the Royal Coin Machine Co."



JOE GREEN (LEFT) of Portland, Me., say that of quantities. Standing at Wurlitzer organization.

(RIGHT), Hub Automatic Sales Co., Wurlitzer M-report phones in big rig and J. A. Mollhenny, of the

LOWEST PRICE FOR A big profit CONSOLE

ONLY \$119.50 PLUS TAX

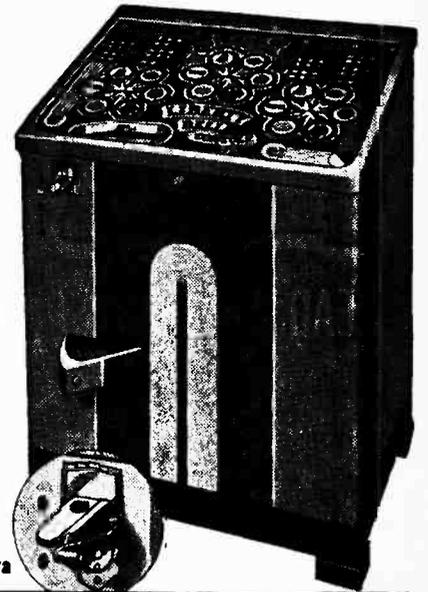
Derby Day playing field (race horse symbols) \$2.50 extra.

Equipped with "Easy-Push" Coin Chute \$5.00 extra

O. D. Jennings & Company, 4309 West Lake St., Chicago, Ill.

LIBERTY BELL

You know of Liberty Bell's tremendous earning power and its trouble-free operation — but did you know that you can now buy this outstanding machine at this ridiculously low price \$119.50 plus tax. Think what this means to you — Operating the biggest profit producing console with the smallest cash investment — and mister, that's smart operating. Act quickly, as this special low price is for a limited time only.



SUMMER CLEARANCE SALE

EXTRA SPECIAL VALUE:

20 Bally Turf Specials, Consoles (Brand New, Original Crates)	\$79.50 Ea.
3 Bally Saddle Club, Consoles (Brand New, Original Crates)	85.00 Ea.

AUTOMATIC PAYOUT GAMES:

3 Bally Racing Forms (Brand New)	37.50 Ea.
1 Bally Stables, Floor Sample	74.50 Ea.
1 Bally Stables, Floor Sample, Ticket Mode	78.50 Ea.
1 Western Ak-Sar-Ben	69.50 Ea.
1 Western Winner	12.50 Ea.
1 Bally Preakness	34.50 Ea.
1 Bally Hi-Leash	17.50 Ea.
8 Mills 1-2-3 (Large Power Pks.)	72.50 Ea.
1 Mills Big Race	79.50 Ea.

CONSOLES:

1 Exhibit Longchamps, Ticket Model	129.50 Ea.
1 Evans Gallopng Dominos	119.50 Ea.
1 Evans Skillo, Late Model	165.00 Ea.
2 Paces Races, Black Cabinet	124.50 Ea.

NOVELTY GAMES:

5 Bally Reserves, Slightly Used	62.50 Ea.
1 Bally Booster	11.50 Ea.
1 Bally Skipper	14.50 Ea.
2 Stoner's 'Round-the-World'	12.50 Ea.
1 Stoner Stadium	17.50 Ea.
4 Genco Silver Flash	22.50 Ea.
1 Mills Forward March	22.50 Ea.
3 Genco Ski Hi	29.50 Ea.
1 Genco Carnival	22.50 Ea.
1 Exhibit Track Meet	17.50 Ea.
1 Gottlieb Elec. Score Board	18.50 Ea.
1 Chicago Coin Dux	19.75 Ea.

COUNTER GAMES:

20 Deuces Wild, Brand New, Gum Venders	21.50 Ea.
5 Deuces Wild, Used	15.00 Ea.
10 Bally Lite-A-Pax, Like New	14.50 Ea.
2 Exhibit Skill Draws	14.50 Ea.
1 Reel Spot	7.50 Ea.
6 A. B. T. Target Plaots, Latest Model	14.95 Ea.

SLOTS:

Jennings Chiefs, 25 Nickels	34.50 Ea.
10 Dimes	34.50 Ea.
4 Quarters	34.50 Ea.
6 Half-Dollars	49.50 Ea.

Mills Cherry Bells (Like New):

1 Dime	57.50 Ea.
1 Quarter	57.50 Ea.
2 Nickels	19.75 Ea.
1 Dime	19.75 Ea.
2 Nickels	14.50 Ea.
3 Dimes	14.50 Ea.
2 Quarters	14.50 Ea.

Watling Rol-A-Top:

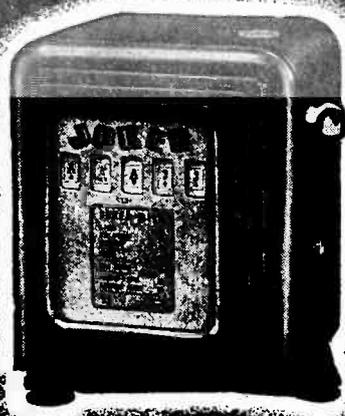
20 Nickels	22.50 Ea.
5 Dimes	22.50 Ea.
4 Quarters	22.50 Ea.

All above Slots Mystery Payout; In good mechanical condition. Terms: One-third Deposit with Order, Balance C. O. D. Reference: First National Bank of Valdosta.

STAR SALES COMPANY
108 W. HILL AVE., VALDOSTA, GA.

JOKER WILD POKER GAME

The perfect
counter companion
to Track Reels!



READ THE FACTS!

AT LAST! THE NEW STYLE COUNTER GAME YOU'VE BEEN WAITING FOR! BRINGS THE GREATTEST 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 BIRDSEYE MAPLE WITH EXCLUSIVE DAVAL SWIVEL TURNABLE BASE!

JOKER IS PRECISION BUILT! REMOVABLE MECHANISM IS SILENT CHEAT-PROOF AND FOO-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

SALESBOARD OPERATORS

Read "DEALS"

A column about new salesboard ideas, deals and personalities.

In the

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

When looking for dependable and good earning used and new equipment, write to

SEIDEN DISTRIBUTING CO.
1240 Broadway, Albany, N. Y.

Keeney's Multi-Free Races a Hit

CHICAGO, June 25.—"Our original Free Races is still doing such a good job on location that we naturally expected favorable reaction to our new Multi-Free Races, but we didn't look for the first run to be sold out within two days of our announcement of the new game. Multi-Free Races is clicking," said J. H. (Jack) Keeney, "to even a greater extent than the original game, because the 1-to-3 coin play has stepped up both the play interest and earnings."

"While Multi-Free Races employs the same free-game idea as the earlier Free Races, the play principle has been changed," he said. "A lighted horse appears on a backboard track with the insertion of the first coin and the object is to make a hole matching the number opposite the horse."

"If only one coin has been played then game issues award in free game, which is doubled if two coins have been played or tripled if player inserted three coins."

"Horses can be advanced and odds altered by balls passing thru rollover switches, and a dally double feature which provides a skill shot for each of the five balls in either obtaining or in bettering a score, also adds interest to the game."

"The second run of Multi-Free Races was released this week," he concluded.

Interested in Old Card Venders

"To the Editor: I would appreciate it if you can obtain some information for me regarding a horoscope or penny post-card machine originally manufactured by the Advance Mfg. Co., of Chicago. These machines are finished in black with nickel trimming and are a two-column affair. As I understand, it is no longer being manufactured, as the machine is obsolete."

"I intend using these machines for experimental purposes and am in a position to buy quite a number at a very reasonable price. If the article proves successful we would have to junk the machines and construct new ones to meet our particular needs.—W. H., St. Louis, June 4, 1938."

Demand for 3-Up Increases Output

CHICAGO, June 25.—Repeat orders on the 3-Up game has made it necessary to increase production, Rock-Ola officials report. "The steady earning power of the table," they state, "together with the opportunity of piquing interest thru changing the game right on location to an entirely new game by merely changing the backboard panel glass and the award chart panel glass, is extremely attractive to operators because it saves them money and makes

them more money on the one game. Actually for one price the operator gets two games. Simply by changing the 3-Up panel with the popular fruit symbols to the Across the Board panel with the horse-race symbols transforms the game to a brand-new one in 15 minutes without taking the game off the location."

"Send us more 3-Ups' are typical demands in wires and letters received daily at the Rock-Ola plant. As one operator said: I never had a game that worked so smoothly and perfectly without a single service call. In fact it is almost unheard of in a pin game of any kind—novelty or payout. Of all payout tables 3-Up, in my opinion and experience, is tops."

Hot Discussions On Trade Subjects

HOT SPRINGS, Va., June 25.—At the meeting of the Associated Grocery Manufacturers of America in session here fair-trade laws, advertising allowances, loss leaders and the use of premiums occasioned warm discussion and also brought some surprise moves from nationally known manufacturers in the field.

While the use of premiums has declined in the coin machine field, it is worthy of note that one of the warmest discussions, continuing late into a night session, was on the subject of the use of premiums.

There was wide variation of opinions as to distribution of premiums in the grocery trade. Many manufacturers consistently oppose this form of sampling and advertising. It was pointed out with some success that a form of premium distribution used by the soap industry would have no application to the cereal industry. In fact, it was said again and again that the real trouble is that so many manufacturers push their premiums at the same time, all in competition with each other, so to speak. This loads up the retailers, who in turn object to the practice when it becomes so prevalent.

Dallas

DALLAS, June 25.—The winding up of State tax collections on vending machines in this section has been the cause of some operators pulling in their older pieces of equipment. Some local operators are now buying new equipment to replace the old machines withdrawn. Local operators are experiencing less trouble from city authorities than heretofore. With the payment of State taxes out of the way operators will have no trouble with Texas enforcement officers, as their only worry from this source has been the payment of State taxes on machines. State officials do not bother machines that have paid the State levy.

Tommy Lott, one of the oldest and best known of local operators and who has over 200 merchandising venders on

location, has recently moved his operating headquarters from 3826 Main street to 204 Center street.

Harry P. Drollinger, of Wrenn Sales Co., returned to Dallas Saturday after spending several days in the East Texas oil section. He visited Gladewater, Killgore and other East Texas cities in the interest of his extensive music operations in that section.

T. A. Daniels, of Paris, Tex., one of the most successful music operators in East Texas, was in Dallas this week. Mr. Daniels purchased 10 new phonographs to add to his already extensive phonograph operations in the East Texas city.

George C. Kidd, president of Kidd Sales Co., is sporting a brand-new Packard sedan this week which he purchased to travel the rapidly extending territory his company is covering in Texas, Oklahoma, New Mexico and Arizona. Mr. and Mrs. Kidd left Dallas Saturday for a 10-day trip to West Texas, Arizona and New Mexico. George is one of those aggressive manufacturers that believe in giving their operators a straight deal and then working with them to see that they get results. His company is building a fine business on jar deals and salesboards and is shipping merchandise to all sections of the country.

Y. C. Meyers, aggressive operator of Commerce, Tex., was shopping with local jobbers the past week. While in Dallas Meyers bought 10 new phonographs from the Simplex Distributing Corp., local distributor.

W. S. Harper, of the firm of Harper Bros., Brownwood, Tex., was purchasing machines and merchandise in Dallas this week-end. Other operators paying visits to the local market were Howard Demard, of Mineola; A. E. Stokes, of Tyler, and Ed Malone and E. W. Malone Sr., of Marshall, Tex.

Mr. and Mrs. G. C. Kidd returned to Dallas last week from a 10-day trip to West Texas and New Mexico. They enjoyed a combination business and pleasure jaunt in their new Packard. Mr. Kidd said he found business good in the West Texas area, especially the section around Big Springs and El Paso. The Kidd Sales Co.'s new Seven-Eleven jar deal is still going strong with ops in West Texas and New Mexico. Kidd said he found locations having from two to five of the Seven-Eleven deals per week.

Kidd did some missionary work with Charles F. Van Slyke, his distributor, in El Paso. While in El Paso Mr. and Mrs. Kidd took a jaunt over to Juarez and its night spots across the border. B. Reichel, Kidd Sales Co. representative in New Mexico, is doing a fine business in that State.

Mrs. E. C. Patton, wife of one of the well-known ops of Mineral Wells, Tex., was pinch hitting for her husband when she visited the Dallas operators' market last week. Mr. Patton was called to another part of the State and Mrs. Patton did friend husband's shopping for machines and merchandise among local jobbers.

Bert Davis, representative of the Wrenn Sales Co., accompanied by Mrs. Davis, left Dallas this week for New York City. Mr. and Mrs. Davis will sail from New York on June 25 for a 60-day cruise to Europe. They will visit England, Scotland, Norway, Denmark, Sweden, France and Germany before they return to Dallas early in the fall.

A decrease of \$6,000 per annum in cash receipts from the city of Dallas parking meters has caused the city to consider bids for new meters. The city's take from parking meters last year was over \$160,000 and city officials say this can be materially increased with installation of more modern machines, as many of the present meters are out of order. Dallas was one of the pioneer cities in the installation of parking meters to increase its tax returns, and representatives from several cities in the United States have come to Dallas to look over the city's meters and its system of operation.

Increased oil activities in West Texas section has helped biz for ops of that section, especially around Wichita Falls, where the KMA field is getting a good oil play. New oil production in that area has increased the spending on coin-operated devices, according to operators in cities like Jacksboro, Olney, Wichita Falls and Vernon.



THE NEW KEENEY "HONEY" Introduced this week and called

three-dial Console game.

New Orleans

NEW ORLEANS, June 25.—Even if dogged with a prolonged season of warm weather, Louisiana is blessed with thousands of miles of winding bayous that contain teeming numbers of denizens of the deep, and here at the shores of these waters are the operators and distributors of New Orleans and other Louisiana cities, forgetting the troubles of business and heat of the asphalt-topped city streets. But even into the depths of the bayou country, where people are met at every turn of the streams who have never gazed on the big city, the widely distributed coin machine is seen and played to the enjoyment of the "back country" people. Picture shows are unknown to them; night clubs are unheard of, but the cheap entertainment of slots and pin games is theirs for the asking just like their bayous have the fish for the taking. It's a bit of game of give and take for both parties and no one has yet complained of bad odds.

While New Orleans still remains closed to the slots and pay-off pins, operators of claws and merchandise venders report that business is holding its own despite the warm days. Phonograph operators are likewise getting a fair return on their wares, and in all it doesn't look like a bad summer in the Deep South.

Down this way on a fishing trip this week came O. D. Jennings, head of the manufacturing firm of Chicago. Mr. Jennings likes this part of the country for its hunting and fishing, maintaining one of the best equipped farms in this section at Port Gibson up on the Mississippi River.

Several local operators have signified their intentions of going to see the big fight up in Gotham next week. Charles Soldano is one of those who has missed very few of the big matches and he refuses to tell us whom he is placing on. Of course, the German descendants of the local colony, and one in particular, are wishing real hard for the older Max.

And the latest on a local operator is his sudden flare up over finding that roaches have been playing havoc with his merchandise stock. At least a dozen fellow ops have been trying to figure out a way to kill the invaders without hurting the stock or placing destroying elements where the patrons can see them. To get roach-proof stock seems like the best suggestion brought up to date.

Ruth Henschel, secretary of the Bell Distributing Co., is leaving this weekend for a two weeks' vacation at the ole home town, Mt. Vernon, Ala. Ruth was recently awarded \$50 as a prize for naming the Dixie Belle for the O. D. Jennings Co. She gave the check immediately upon its arrival from Chicago to a poor widow whose home was destroyed by fire. A bird told us about this kind act.

Charles Glorioso, operator of Thibodaux, La., was in town for a short time this week and bought several new machines for his expanding locations. Glorioso reports a good summer business thruout that section of the sugar belt.

Bambino Features Last-Ball Suspense

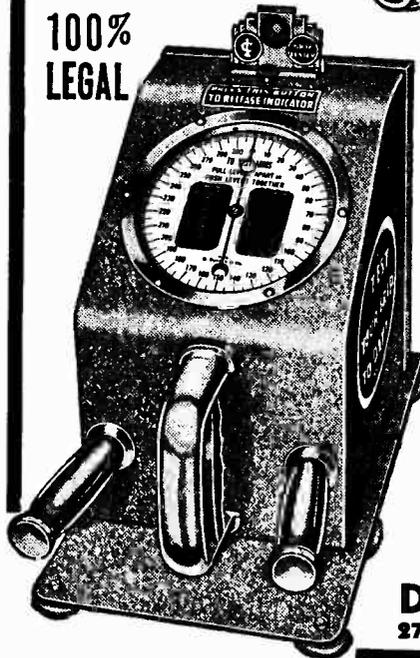
CHICAGO, June 25.—"Another case of where 'almost' does the trick," declared Jim Buckley, general sales manager of Bally Mfg. Co., discussing the popularity of the Bambino bumper baseball game. "The home-run rollover," Buckley explained, "operates only when there's a man on home plate.

"The last bump with the last ball may bring a runner home from third and put a man on the home plate just in time to score a home run, thus often pulling a hopeless game up into the pennant-winning class or so close to victory that the player simply can't resist 'going to bat' again. The players are going for this idea in a really big way and as a result Bambino is as big a hit in the regular novelty class as Bally Reserve is in the 'reserve' class."

DAILY RACES JR. COUNTER GAME

Famous Daily Races in midget! First counter game with illumination, Mystery Selection and Mystery Odds! Coin brings up one or more horses, finish position and odds, all illuminated! Two dice show winning horse and finish position to win! Odds 2-1 to 30-1. Ball Gum Attachment filled without opening machine. ABT slot, last coin visible and illuminated!

100% LEGAL



SIZE: 8 1/2" Wide, 11" Long, 5 1/4" High.

10, 5c, 10c, 25c or Combination Slot.

\$24.50

110 V. A. C.

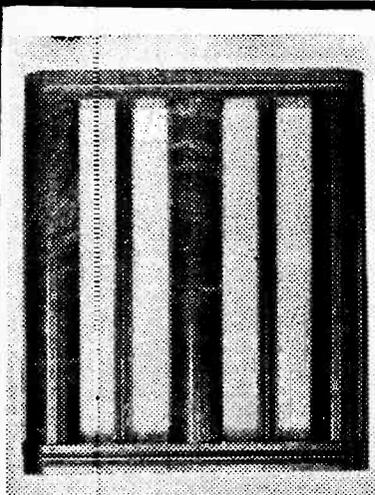
DE LUXE GRIP SCALE 3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 suction-cup base; new Button Indicator Control for competitive play! Chrome Handles throughout; Anti-Tilt, Tension-Adjustment to suit location; Bell Adjustment to ring at any number; Non-Clog Slot; Separate Cash Box, etc. Metal Stand, \$2.50 Extra.

\$19.50

IMMEDIATE DELIVERY

D. GOTTLIEB & CO. 2736-42 N. Paulina St. CHICAGO



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
ACME ELECTRIC SHOCKER
SAMPLE - \$9.00
LOT OF 10 - \$8.50 EACH
LOT OF 25 - 8.00 EACH

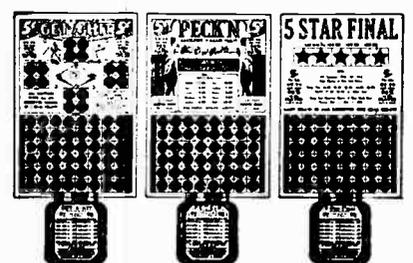
Operators of Paces Races, we can fill your orders for parts for Paces Races, such as Paper Rolls, Mercury Switches, Brakes, Crank Shafts and other parts at a saving to you.

- Pin Games, Slightly Used and Like New
- 1 Jennings De Luxe Sportsman \$22.50
 - 1 Pamco Chase, perfect 12.50
 - 2 Jennings Hunter, perfect 7.50
 - 2 Daily Races, pay table 12.50
 - 2 Golden Wheels 22.50
 - 2 Classics 12.50
 - 1 Rambler 7.50
 - 1 Post Time, like new 15.00
 - 1 Great Guns, perfect 7.50
 - 2 Breakneck 32.50
 - 5 Bally Reserves, like new 60.00
 - 1 Mills Big Race, like new 70.00
 - 1 Recorder 30.00
 - 1 Bally Entry, used 2 mo. 65.00
 - 1 Chicco Derby 17.50
 - 2 Mills Flasher, like new 60.00
 - 1 Reel (21), like new 3.50
 - 1 Trio Pack, like new 6.50
 - 3 Bally Bumpers 9.00
 - 1 Skipper 10.00
 - 1 Bally Skillfield 95.00
 - 1 Peerless 7.50
 - 1 Bally Zephyr 27.50
 - 1 Bally Bonus 7.50
 - 4 Reel Races, no gum ven. 3.00
 - 1 Reel 21 3.00
 - 1 Bally Bull's-Eye 30.00
 - 1 Power Play, novelty game 7.50
 - 1 Ray's Track, check sep., 5c. Ser. 9314 75.00
 - 1 Ray's Track, check sep., 5c. Ser. 4531 90.00
 - 3 Galloping Dom., 5c check sep., old style head 95.00

PHONOGRAPHS S. U.
22251 Ser. 22904, 28252 \$75.00
1 Mills Dance Master, Ser. 11468 35.00
1 Rock-Ola Multiselector, Ser. 6629 50.00
2 Mills De Luxe Dance Master 55.00
All orders must be accompanied by 1/3 deposit in the form of P. O. Express or Telegraph money order. All used machines are offered subject to prior sale. Write and ask us to put you on our mailing list. Get our complete list of bargains before you buy elsewhere, as we will save you money. The above prices are effective July 2, 1938.

MOSELEY VEND. MACH. EX. Inc.
80 Broad St., Richmond, Va.
Day Phone 3-4511. Night Phone 5-5328.

\$1.25 Per DEAL



GET A HIT. 1260 Tickets @ 5c, \$63.00. Av. Payout, \$40.50. Av. Profit, \$22.50.
PECK'N. 1260 Tickets @ 5c, \$63.00. Av. Payout, \$42.00. Av. Profit, \$21.00.
5-STAR FINAL. 1260 Tickets @ 5c, \$63.00. Av. Payout, \$38.85. Av. Profit, \$23.15.

THE HOTTEST MONEY-MAKERS, at the lowest prices, IN THE HISTORY OF THE JAR DEAL BUSINESS! Sold under our famous 7-day money-back guarantee. PRICE \$1.25 per Deal in dozen Lots for Refills. Refills include 1260 Tickets, Jackpot Card and Jar Label. Jars 25c Each. Card Holders 25c Each. Complete Deals \$1.75 per Deal in Dozen Lots. Sample Deals \$2.25 Each Complete or \$6.00 for all three complete. 1/3 Deposit With Order, Balance on Delivery.

WINNER SALES CO.
PICK A WINNER WITH WINNER.
3307 ARMITAGE AVE., CHICAGO, ILL.

Send your correspondence to advertisers by mentioning The Billboard.

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 NATIONAL LEAGUE

PAYS \$500 PAYS \$100

HIT BY PITCHER 50¢ SACRIFICE HIT 40¢ LEFT FIELD FLY 25¢

STOLEN BASE 20¢ LINE DRIVE 15¢ RIGHT FIELD FLY 10¢

WIN \$1000 WIN \$1000

LAST PLAY IN EACH SECTION RECEIVES ONE PRIZE IN HOME RUN BASEBALL

Summer Sale-500 Games-A-1 Condition-RUSH YOUR ORDERS

- | | | |
|--------------------------------------|--------------------------------|------------------------------|
| Auroran \$ 9.50 | Carnival \$14.50 | Ricochet \$ 7.50 |
| Bobs 22.50 | Chico Baseball 26.50 | Races 8.50 |
| Bumper 8.50 | Easy Steps 29.50 | Silver Flash 21.50 |
| Buttons 7.50 | Equalle 7.50 | Sensation 11.50 |
| Batter Up 7.50 | El Toro 29.50 | Speed 11.80 |
| Beam Lite 22.50 | Fire Cracker 7.50 | Ski Hi 28.50 |
| Bulls Eye 29.50 | Mercury 11.50 | Track Meet 14.50 |
| Basketball (Exhibit) 14.50 | Power Play 10.50 | Turf King 18.50 |
| Cargo 33.50 | Rose Bowl 14.50 | War Admiral 19.50 |
| | | 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.

GUARANTEED

1/3 Deposit, Balance C. O. D.
PACE COMETS — Like New, 5c Play, \$42.50 — 10c Play, \$45.00.
DOUBLE SAFES, Like New, \$22.50 — SINGLE SAFES, Like New, \$17.50
BALLY RESERVES, A-1 Condition, \$55.00

THE MARKEPP CO., INC.
CINCINNATI, OHIO, 1412 Central Parkway. CLEVELAND, OHIO, 3328 Carnegie Ave.

14-FOOT SKEE BALLS and BANK ROLLS, \$49.50

- | | | |
|---|--|--------------------------------------|
| Bumpers \$ 7.50 | Silver Flash \$29.50 | Turf Champs \$22.50 |
| Genco Football 19.50 | Short Sox 8.00 | Hialeahs 19.50 |
| Hare n' Hounds 29.50 | Ski Hi 29.50 | Fair Grounds 69.50 |
| Home Runs 7.50 | Slippers 12.50 | Stables 59.50 |
| Madcaps 6.00 | AUTOMATICS. | |
| Master Vendors (Toys, Peanuts) Like New. 6.00 | Classics \$22.50 | Tanforan (New) 74.50 |
| | Daily Races 19.50 | RAY GUNS. |
| | Golden Wheels 25.00 | Shoot-a-Lite \$25.00 |
| | All Games Guaranteed Perfect—1/2 Cash With Order, Balance C. O. D. | Seeburg Lay-O-Lites 119.50 |
- MYCO AUTOMATIC SALES COMPANY, 746 S. High St., Columbus, Ohio

BAMBINO

- REAL BASEBALL THRILLS!
- PLAYERS RUN BASES!
- 20 RUNS POSSIBLE!
- NEW HOME RUN LIGHTS!
- ALL AWARDS METERED!

Proving as great a sensation in regular novelty class as Bally Reserve is in "reserve" class! Try at least a sample and let the cash box convince you.



PAT. NO. 2109678.

\$10.00
\$2.50, \$5
\$7.50
BANK NIGHT
Award Cards



PATENT NOS. 2063108, 2082708, 2109678

BALLY RESERVE

Thousands on location 1 to 3 months . . . now earning more than ever! Collections excel pay-out profits in many locations! Order BALLY RESERVE today for the biggest dollar's worth of earning power and long life you've ever known.

Write for circulars on MILLWHEEL, LITE-A-PAX, LINCOLN FIELDS, SPORT PAGE.

BALLY MFG. COMPANY

2640 BELMONT AVE. CHICAGO, ILLINOIS

Paris Show Is Success

Reward for French inventions draws big showing of new ideas

PARIS, June 25.—Fourth annual exposition of coin machines came to an end with good reports from all concerned. The show was said to be unique in several ways. It was the first devoted entirely to the amusement type and vending machines; it was the first to exhibit a large number of French-made machines. The 5,000-franc premium offered was the magnet that drew them in; it was the smallest and one of the most successful that has been held.

When the doors closed at 4 p.m. all had smiles, manufacturers, dealers, operators and buyers, with perhaps Rene Godin, sponsor, and the two French beauties who were acting as hostesses having the widest grin. Salesmen representing the exhibitors, while not divulging the number of machines sold, said they were satisfied.

Highlights

At this, the smallest of the expositions, there were 31 exhibitors, showing 250 machines, 12 showing 36 games of French design.

All the local dealers handling American machines showed their latest importations. Mico, representing Genco and the Chicago Coin Machine Co., had the largest display with 18.

The machine winning the 5,000 francs offered by *Revue de l'Automatique* for the most popular French-made game was the Dynamic, manufactured by Michelet. It is of the bumper type, built high, having a vertical table; it should have much appeal, being cheap and occupying little space.

Many interested English visitors were noted while we were looking around. Among those we saw were Messrs. Goddard, Sheffers, Mellor and Main and many others whose names we did not get.

The attendance was strictly invitational. Police at the door kept the crashers away.

About 90 per cent of the machines on display were of the bumper type, the others Football, Hockey, etc., had a fair success, but the luxurious American tables, about 75 per cent of the total, had the appeal and the crowd.

Bob, the bartender, and a half dozen waiters were kept busy serving a thirsty crowd. They were the only ones without a smile. All had a sour puss thinking of the forthcoming convention at the same Salle, the Temperance League.

Rene Godin expressed regrets that the usual large contingent of British dealers, buyers and newspaper men were unable to make the trip.

What you don't know **WILL** hurt you

In these days of intense operating competition you can't afford NOT TO KNOW just exactly what each machine you buy will do for you. If you want the TRUTH about each machine so that you can really get your money's worth . . .

NEXT TIME TRY...
ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.
—ALSO AT—
Pittsburgh • Washington • Buffalo

Pat Newnam Dies In San Antonio

SAN ANTONIO, June 25.—Pat Newnam, pioneer operator of San Antonio and an outstanding leader in coin machine activities in Texas for several years, passed away at his home here June 21 after an illness of several months.

The passing of Newnam leaves the San Antonio operating group sad and without a much-cherished leader, and the entire State of Texas will feel the loss of his influence and good counsel. He served as an officer in the State operators' association and was always a leader in his local association activities.

Newnam had been called "out" a lot of times, but on June 20 the Great Umpire called him out for the final time at bat. He won't face the pitcher on this side of life any more as he did for several years as a professional baseball player. He was a former Texas League baseball player, manager and umpire. Newnam was with San Antonio, Beaumont and Galveston during his playing days and also managed these clubs. He served as a Texas League umpire in 1924. He also played with the St. Louis Browns in the American League. He had a wide friendship among both the players and executives of organized baseball.

5 BASE BALL 5
Takes In . . . \$50.00
Pays Out . . . 24.65
Featuring 1 \$10, 1 \$5.00
Now Only **\$1.72** Plus 10% Tax.

600 HOLES
Takes In . . . \$30.00
Pays Out . . . 15.25
Featuring 2 \$5.00.
Now Only **\$1.14** Plus 10% Tax.

NEW LOW PRICES NOW IN EFFECT
Ask for Our New, Low Price List.

GLOBE PRINTING CO.
1023-27 Race St. PHILADELPHIA, PA.

TWO HITS

BASEBALL | **PLAY BALL**
1,000 Holes. | 600 Holes.

NEW LOW PRICES NOW IN EFFECT
Ask for Our New, Low Price List.

GLOBE PRINTING CO.

1023-27 Race St. PHILADELPHIA, PA.

WURLITZER \$149.50 ea.

— 616 —

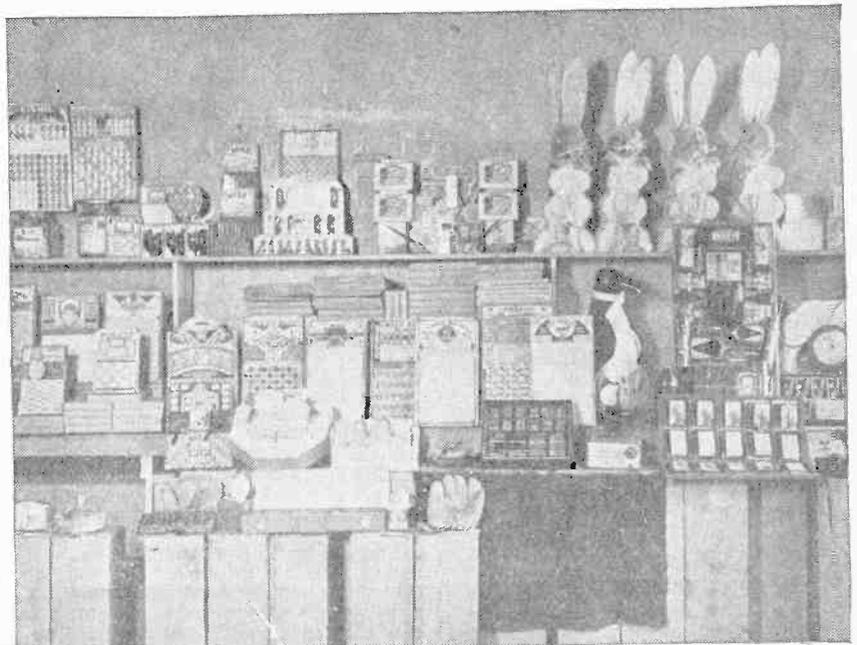
(Lots of 10)

SINGLE MACHINE—\$169.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50.
ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.
ROWE ARISTOCRAT (6 Columns) . . . **\$22.50**
STEWART & MCGUIRE (6 Columns) . . . **\$27.50**
NATIONAL 1937—9-30 . . . 574.50

BOWLETTE \$39.50
(PRACTICALLY NEW)
50% Deposit. Balance C. O. D.

BABE KAUFMAN MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.



A PARTIAL DISPLAY of a complete new line of premium and salesboard items featured by Seiden Distributing Co., Albany, N. Y.

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

JUST RECEIVED NEW GAMES OF MERIT - WIRE FOR DETAILS!!

JOE CALCUTT'S 20TH ANNUAL SALE OF Summer Specials!



JOE CALCUTT

"VEMCO" ALWAYS HAS IN STOCK THE MOST COMPLETE SELECTION IN AMERICA OF GUARANTEED RECONDITIONED AND NEW MACHINES INCLUDING

SLOTS, PHONOGRAPHS, 1-BALL AUTOMATICS, CONSOLES, NOVELTY PIN GAMES, COUNTER GAMES, VENDORS, SCALES, ARCADE MACHINES, PARTS, SUPPLIES, ETC.

GUARANTEED SLOTS

- 15 Mills 5c Cherry Bells or Venders \$74.50
- 27 Mills 5c Blue Front Mystery Bells or Venders with or without Gold Award 59.00
- 17 Mills 5c War Eagle Bells or Venders 45.00
- 12 Mills 5c Skyscraper Bells 37.50
- 12 Mills 5c Lion Head Bells 34.50
- 4 Mills 5c Cross Diamond Escalator Mystery Front Venders 42.50
- 1 Mills 5c Escalator Silent Front Vender 29.50
- 1 Mills 5c Single Jackpot Front Vender 12.50
- 7 Mills 10c War Eagle Bells 45.00
- 11 Mills 10c Blue Front Mystery Bells or Venders, with or without Gold Award 62.00
- 4 Mills 25c War Eagle Bells or Venders 45.00
- 9 Mills 25c Blue Front Mystery Bells or Venders, with or without Gold Award 65.00
- 2 Wading 5c Twin Jackpot FOK Venders 22.50
- 2 Wading 5c Ro-la-Top Mystery Bells 35.00
- 1 Wading 25c Twin Jackpot Bell 22.50
- 1 Wading 25c Treasury Bell, Mystery Payout 35.00
- 1 Jennings Single Jackpot Bell 12.50
- 1 Pace 5c All-Star Comet Mystery Bell 29.50

COUNTER GAMES

- 2 Jennings Racing Clubs \$ 29.50
- 2 Keeney Navy 19.50
- 4 Mills Clockers 39.50
- 7 Mills Big Races 79.50
- 41 Mills 1-2-3 Tables, furnished either with fruit or tobacco reels \$62.50 each or five for 300.00
- 2 Mills Post Times 22.50
- 2 Mills Railroads 18.00
- 1 Mills Tycoon 14.50
- 2 Pamco Royal Races 14.50
- 3 Stoner Air Races 19.50
- 2 Stoner Turf Champs 24.50

COUNTER GAMES

- 4 Daval Reel Spots \$ 8.00
- 7 Deuces Wild 18.50
- 5 Exhibit Skill Draws 18.50
- 4 Exhibit Red Dogs 18.50
- 6 Daval Penny Packs, Latest Model 11.75
- 1 A. B. T. 5c Five Jacks 11.75
- 1 Exhibit Love Meter 15.00
- 1 Exhibit Disposition Register 15.00
- 1 Exhibit Personality Indicator 15.00
- 3 Exhibit Track Time 17.50

PERFECT CONSOLES

- 14 Brown Cabinet 5c Cash Mode Paces Races \$195.00
- 7 Brown Cabinet 5c Check Model Paces Races 215.00
- 11 Black Cabinet 5c Cash Model Paces Races 125.00
- 4 Black Cabinet 5c Check Model Paces Races 140.00
- 5 Cash Model Bally Ray's Track 90.00
- 4 Check Model Bally Ray's Tracks 95.00
- 7 Jennings Derby Day Consoles 62.50
- 5 Jennings Liberty Bell Consoles 62.50
- 4 Jennings Flashing Thru's with Stands 37.50
- 9 Bally Skill Fields 99.50
- 2 Evans Bang Tails 115.00
- 3 Evans Galloping Dominos 115.00
- 3 Bally Club House 65.00
- 5 Check Model Pace King Pins 195.00
- 4 Check Model Marathons 215.00

VENDING MACHINES

- 100 assorted Columbus Venders, operated only one week and absolutely like new. Write for prices and other information.
- 12 Sel-Mor Merchandisers \$ 5.00
- 1 Model 32 Columbus Vender 10.75
- 1 Columbus 5c OK Vender (Sample) 6.00
- 2 Century Merchandise Venders (Samples) 5.75

ARCADE MACHINES

- 1 Bang-a-Deer Rifle Machine, used three weeks \$199.50
- 1 Blow Ball (Floor Sample) 79.50
- 1 Bingo Moving Picture Machine, original price \$275.00. Now only 69.50
- 7 De Luxe Grip Scales 12.00
- 1 Keeney Target Ray Gun 49.50

NOVELTY PIN GAMES

- 3 A. B. T. Archers \$ 7.95
- 3 Bally Air Ways 19.50
- 2 Bally Springs 17.50
- 1 Bally Cross Line 7.95
- 1 Budget 5.00
- 4 Chicago Coin Dux 29.50
- 2 Daval Speeds 19.50
- 1 Daval War Admiral 37.50
- 3 Exhibit Basket Balls 27.50
- 1 Genco Ski-Hi 32.50
- 3 Genco Juniors 14.50
- 1 Buckley Hop Scotch 5.00
- 1 Mills Tournament 14.50
- 3 Mills Forward March 15.00
- 1 Mills Neighbor 5.00
- 1 Rock-Ola Jig Joy (Brand New) 22.50
- 1 Stoner Races 21.50
- 5 Stoner Stadium 18.00
- 2 Stoner Stadium (Brand New) 27.50
- 1 Stoner Around the World 15.00
- 3 Stoner Auroran 22.50
- 1 Stoner Daytona 19.50
- 1 Shyvers Line Up 5.00
- 1 Totalite 5.00

SCALES

- 7 Rock-Ola Lo-Boy Scales \$38.50
- 3 Pace Aristo Scales 29.50
- 2 Watling Scales 49.50
- 5 Mills Dial Scales 15.00
- 5 Jennings Premier Dial Scales 15.00
- 5 Jennings Vender Scales 15.00

PARTS & SUPPLIES

- Front sections of crown for Mills Blue Fronts, 5c, 10 and 25c, complete with frame and reel glasses \$4.00
- Without frame and reel glasses 2.75

- Front sections of crown for Mills War Eagle, 5c, 10c or 25c, complete with frame and reel glasses \$3.00
- Without frame and reel glasses 1.75
- Aluminum rear sections of crown for Mills Escalator Type machines 4.00
- Reel Strips for Blue Fronts—per set of three .50
- Reels (tin part only). Each 1.00
- Genuine Bell Locks for slot machines 1.25
- Locks for pin games .65
- Cloth bags to cover slot machines 1.00 (Phonograph Accessories)
- PHONOGRAPH RECORDS—Some of all kinds such as Decca, Brunswick, Victor, etc., packed 100 to carton, no less sold—assorted, no two alike, per 100 3.00
- Auxiliary Speakers for Mills Phonographs 7.50
- Amplifiers for Mills DeLuxe and Regular Dance Masters (Brand New) 32.50
- Amplifiers for Mills DeLuxe and Regular Dance Masters, and Model 801 HiBoys (used) 24.50
- Rotary Converters, either 32 or 110 Volt DC 37.50

- (Supplies)
- Adams Five Star Ball Gum, per half case of 50 boxes \$ 6.00
- Per case of 100 boxes 11.75
- Mints, per single case 7.75
- Five-case lots, per case 7.25
- Ten-case lots, per case 7.15
- 100 or more cases for same shipment, per case 6.50
- VEMCO SPECIAL Collection Books, per dozen 1.50
- Standard Collection Books, 3 dozen (no less sold) for 1.00

NOTE: All machine parts listed are either used or closeouts, are offered subject to prior sale, and after this lot is sold, the prices will again be regular.

POOL TABLES

- CALCUTT DELUXE ARISTOCRAT COIN OPERATED POOL TABLES, SIZE 4 1/2 x 9', NEW \$262.50
- SLIGHTLY USED . . . 187.50
- CALCUTT DELUXE ARISTOCRAT COIN OPERATED POOL TABLES, SIZE 4 x 8', NEW \$237.50
- SLIGHTLY USED . . . 162.50

TERMS

To speed deliveries 1/3 Certified Deposit must accompany all orders. We ship Balance C. O. D., F. O. B. Fayetteville, North Carolina.

REFERENCES

Bradstreet & Dun; any Bank in Fayetteville, N. C., or your own Bank.

READ WHAT THEY SAY ABOUT VEMCO-

"WITHOUT ANY DOUBT THE GAMES YOU SENT US ARE THE CLEANEST AND BEST WE HAVE EVER RECEIVED."

"FOR THE BEST MACHINES AND SERVICE CONSISTENTLY I ALWAYS BUY FROM VEMCO."

"LIKE EVERY OPERATOR WHO DEALS WITH YOU I CAN ONLY EXPRESS MYSELF BY SAYING 'YOU'RE THE TOPS!'"

THE VENDING MACHINE COMPANY

205-15 FRANKLIN STREET, FAYETTEVILLE, N. C. "Call for Catalogue"

HURRY! BUY FROM "VEMCO" TODAY! SAVE MONEY - BUY FROM "VEMCO" TODAY!

AMERICA'S MOST SUCCESSFUL MUSIC OPERATORS REPORT

NATION-WIDE DEMAND FOR 24 RECORDS

..THEY MEET IT WITH WURLITZER Model 24



MORRIS HANKIN, Hankin Music Co., Atlanta, Georgia, says: "We go for the Wurlitzer Model 24 in a big way. In addition to many other advantages, we find that we save time and money on records, replacing a few new 'hits' each week without changing the entire set, and the customers still have a larger variety to select from."



F. A. BLALOCK, F. A. B. Amusement Co., Pensacola, Florida, tells charming Mrs. Blalock and operators everywhere: "Our trade is demanding 24-record phonographs from us in no uncertain terms. I trust the Rudolph Wurlitzer Company will always put at least 24 records on any models they manufacture."

VICTOR CORNELIUS, Eastland, Texas, says: "I have never seen so many profitable features built into one instrument as there are in the Model 24. The 24-record capacity pleases the public. The distinctive cabinet illumination pleases the location owner. There's no service trouble . . . and that pleases me!"



ROY BANGS, DeLuxe Novelty Co., Little Rock, Arkansas, reports: "Response to the Model 24 has been most gratifying. Both locations and patrons are more satisfied, because the 24-record capacity gives me greater opportunity to cater to individual tastes. Without exception my locations have shown a very worthwhile increase in weekly take."



Music operators know what America wants in automatic music entertainment. From coast to coast they report a demand for the widest possible music selection—for rich, lifelike tone—for fully changeable cabinet illumination. . . . The Wurlitzer Model 24 Automatic Phonograph meets all these demands. That's why established music operators, the country over, are strong for Wurlitzer. It's the finest guarantee of sound, substantial profits!

The RUDOLPH WURLITZER CO.
NORTH TONAWANDA, N. Y.
Canadian Factory:
RCA-Victor Co., Ltd., Montreal,
Quebec, Canada



SOLD
ONLY TO
OPERATORS

WURLITZER AUTOMATIC PHONOGRAPHS