

The Billboard

The World's Foremost Amusement Weekly

JUNE 17, 1939

15 Cents

Vol. 51. No. 24



**EDDIE
DE LANGE**
And His Orchestra

THE GREAT WILNO

WORLD'S MOST SENSATIONAL EXHIBITION

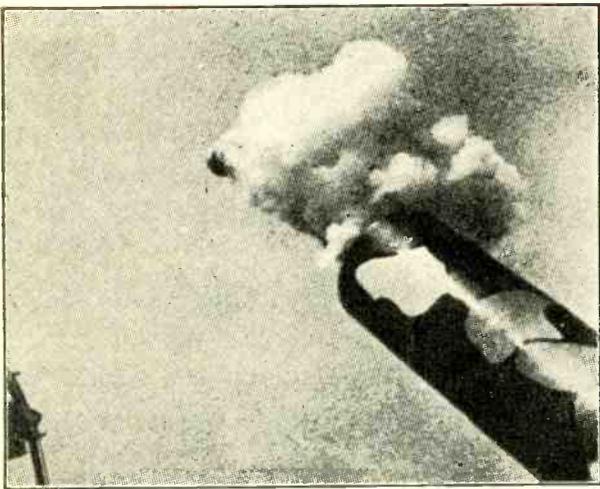
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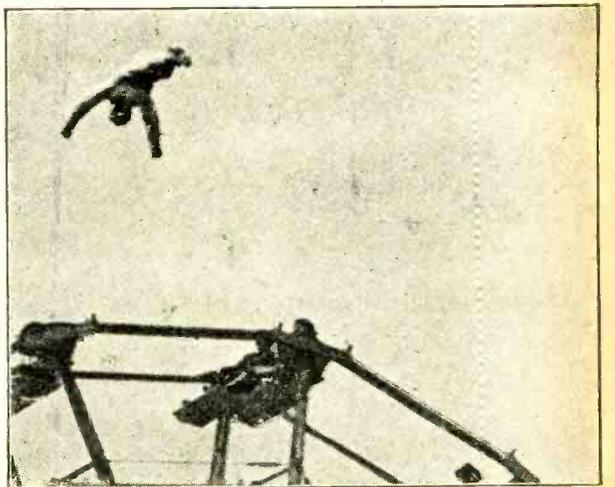
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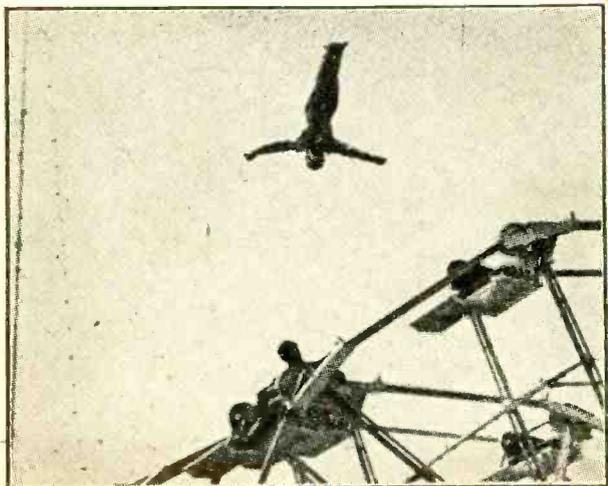


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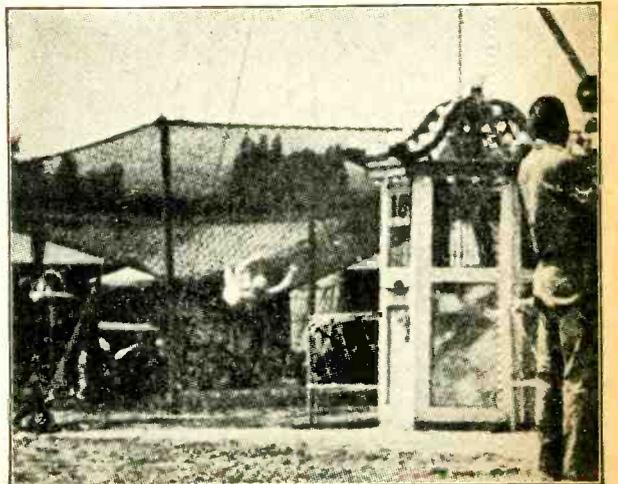


This Act has proved its ability in producing enormous gate receipts.

Attention -- for 1940 Fair Secretaries, Park Managers, Carnival Owners, Write or Wire for details



"The Attraction Unsurpassed"



The Billboard

Vol. 51
No. 24

June 17,
1939

The World's Foremost Amusement Weekly

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STARS, STRIPES AND DOLLARS

500 Refugee Artists in U. S.; Guild Hopes To Put Members to Work by Producing Own Shows

NEW YORK, June 10.—There are now between 400 and 500 refugee performers in the United States, according to Associated Artists Refugee Guild of America, group which has been formed for the purpose of putting refugee artists to work in its own productions.

AARGA's set-up now comprises some 175 members, including performers, writers, directors and designers from Germany, Austria and Czechoslovakia. Each of these pays 25 cents dues per month. Members are given phonetic language instruction and are classified as to whether suitable for vaude, night clubs, legit or any other show business field.

The AARGA hopes to be able to get a production or two ready in the fall, and toward this end has contacted performer unions, including Actors' Equity, Musicians' Local 802 and the American Federation of Actors. No definite agreement has been worked out as yet with these unions. According to Harry Landa, AARGA spokesman, it is practically impossible for most refugees to crack show business here, and therefore the AARGA figures it best to do its own producing.

Group is being financially aided by Herve H. Goldner and Louis H. Solomon, latter being honorary president. Goldner contributed office, phone, etc. Both are expected to help finance a production, tentatively titled *America, Home of All*

People. Landa and aids are also contacting film execs with a view toward pic production.

Employment possibilities for refugee talent are considered very bad. Recent breaks were the *Refugee Revue* at Billy Rose's Casa Manana and *Refugee Theater of the Air* over WHN. Latter was produced under Jewish, Catholic and Protestant sponsorship and was successful in getting a few weeks' work in theaters for about 24 people, as well as single engagements, according to Fred Raphael, program director at WHN. Units played Fay's, Providence; Riviera, Brooklyn, and night spots in Boston and Newark.

Co-ordinating committee, composed of some 26 refugee groups, also says situation for foreign artists is very tough. This group favors resettlement of artists, such as musicians, away from New York and is mulling plans whereby local culture (See 500 REFUGEE on page 15)

Ritz Bros. Plan \$2 Top Unit for Southwestern Tour

PITTSBURGH, June 10.—Road show variety revue is slated for the Southwest, the Ritz Brothers revealed during their engagement at the Stanley last week.

Their plan is to form a company including big acts, a name band and a line of girls to tour Southwestern cities on one-night and longer stands at \$2 top, according to Al. Being considered for the music spot is Matty Malneck. The tour would begin, if present expectations are fulfilled, next winter after the brothers do two more pictures.

A novel radio tie-up that would combine stage production with broadcasting is also in the fire for the Ritzes. The stunt would headline the comedians in a matinee show at 25 cents a head to be aired from various cities that would be the originating point for a network commercial. Two major sponsors are tinkering with the idea.

Cruise Acts Called Employees as Gov't Hunts Employers for Tax

NEW YORK, June 10.—The British Admiralty, maritime unions and the U. S. Government's own navigation regulations are now causing headaches anew on the topic of Social Security for bookers, producers and entertainers. Problem came to a head in past two weeks as cruise bookings started to roll in and agents tried to comply with the SS regulations. They found that their clients were employees all right, but there was no unanimity in determination of employer. The matter has been dumped in the lap of the Bureau of Internal Revenue.

Where bookers operate as contractors or producers, similar to procedure followed in private amusement field, bookers are still responsible as employers. But there arose the question of whether or not the law applies to ship's jurisdiction if vessels are not "within the U. S." but may be in South American waters or in the Mediterranean Sea.

In some instances performers were being listed in ship's articles as members of the crew. As such they may not be taxable because Title VIII of the law

Legit, Cafes, Films, WF Shows, Pubs, Bands Wave Flag for \$\$

Nationalistic sentiment, sharpened by war scares, brings quick response to patriotic themes—shrewd showmen cash in on pro-U. S., anti-Nazi feelings

NEW YORK, June 10.—The succession of international crises responsible for a general increase in patriotism thruout the country has hit the entertainment purveyors right between the eyes. Shrewd showmen are not only seeing stars and stripes, but dollar signs—and practically every branch of the business is attempting to muscle in on the loosened moneybag. Legit, films, radio, vaude, night clubs, burlesque and world's fair concessioners all subscribe to a terrific love for America, and the manifestations of this heart-warming development are various, ranging from the dignified to the ridiculous and exhibiting various degrees of subtlety. But all have the box-office angle. The gents who are basking in this spiritual—if golden—renaissance cover the gamut of the show business including top producers and managers and from Billy Rose down to burly operators.

Rose's Aquacade at the fair winds up with a flag-waving finale, with Morton Downey tonsilling *Yankee Doodle's Gonna Go to Town Again*. Nils T. Granlund's Congress of Beauty at the fair also has a patriotic theme. Cavalcade of Centaurs, a recent Western display at the fair, threw around plenty of the red, white and blue stuff; but this is not unusual in shows of this type.

A more interesting commercialization of patriotism, and one showing an ingenious turn of mind, is undertaken by Miss Liberty Bell at the fair's Crystal Palace. Miss Bell does a peel, stripping the American flag and finally getting down to tights—the piece de resistance.

Legit, Films, Dignified

Legit and films are gathering patriotic shekels in a more dignified way. RKO has purchased Center Theater's current epic, *The American Way*, and *Abe Lincoln in Illinois*. It has been producing *March of Time* reels with a patriotic slant and late this month MGM will announce new patriotic productions. *Abe Lincoln in Illinois*, incidentally, was just one of a cycle of Lincoln plays, the FTP having previously given birth to *Prologue to Glory*.

Other plays of the past season that have used America for their subject matter have been *Everywhere I Roam*, *First* (See STARS, STRIPES on page 24)

AAAA Reports Unfavorably on AFA Conduct

NEW YORK, June 10.—Committee investigating American Federation of Actors and its executive secretary, Ralph Whitehead, for the Associated Actors and Artists of America turned in a report unfavorable for both the officer and the AFA to the international board of the Four A's yesterday. Additional proceedings, however, will be continued Monday to give Whitehead and the AFA time in which to draft a rebuttal. Disciplinary action by the Four A's will be announced at that time. AFA will issue a public statement simultaneously.

Since Whitehead is an elected officer, the international board cannot remove him from office directly without violating AFA autonomy. It is logical to expect, however, that should the AFA reply fail to make a satisfactory defense, parent body would threaten revocation of charter unless membership and council of the AFA replaced the executive secretary with an official whom the Four A's deem more co-operative and who, in their (See AAAA REPORTS on page 69)

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Actor Heads Won't Okeh FTP Shake-Up

NEW YORK, June 10.—None of the major performer unions will more than nibble at the Federal Theater Project reorganization proposal thrown out to them by Paul Edwards, administrator of Project No. 1, and J. Howard Miller, national deputy officer. Plan is an 3 O S to save the project now under terrific fire from the House Appropriations Committee.

In discussing situation, union execs recalled the nose-thumbing they received from FTP moguls four years ago when they offered to help run the project on (See ACTOR HEADS on page 12)

Spending Prospect Bettered by Crops In Western Canada

REGINA, Sask., June 10.—Prospects for showmen in Western Canada this summer may not be so dark after all.

With wheat stalks well above the ground and showing healthy growth, Western Canada's grain belt was soaked with rain during the latter part of May and first week of June, the reserve moisture supply adding to farmers' optimism for a good crop. "Good rains in June mean a good crop" has proved true in other years and prairie agriculturists hope this saying of farmers will justify itself again this year.

It looks as tho farmers will have money to spend this year.

NBC's Weekly Production Costs At 10G in New Tele Schedule

NEW YORK, June 10.—Beginning June 20 NBC-RCA will change its television schedule radically, giving about 10 hours of entertainment weekly instead of two as at present. This is the greatest break for tele talent thus far. Schedule will include three studio evening programs, four combination live talent and film shows at 12 noon, four five-minute news periods and three outside pick-ups. Demonstration film tele casts are being dropped, so that while the total number of tele hours per week is being decreased, number of entertainment hours is jumping up. Demonstration films have been repetitiously from 4-8:30 p.m. on Tuesday, 11-4 p.m. Thursday, 4-8:30 p.m. Friday and 4-9 p.m. Saturday.

New schedule begins with a combination live talent and film show from 12-12:55 p.m. Remaining five minutes of the hour will be a news telecast. Regular hour-studio show will be given Tuesday from 8:30-9:30 p.m.

Wednesday will have the combination live talent and film show, plus five minutes of news during the noon period. Same day there will be an outside pick-up from 4-5 p.m.

Thursday will have the noon combination talent and films, plus five minutes' news, plus a studio show from 8:30-9:30 p.m.

Friday will have an outside pick-up from 4-5 p.m. and the evening studio show from 8:30-9:30.

Saturday schedule includes noon combination live talent and films, plus five

minutes of news, and an outside pick-up from 4-5 p.m.

Until now weekly telecast schedule has comprised two studio programs per week, two outside pick-ups and repetitious demonstration films.

NBC-RCA has made the changes with an eye toward aiding dealers by giving them more entertainment demonstration periods. These periods, it will be noted, have been increased in the evening and scattered thruout the noon hours of the week.

Unofficially it is also felt that NBC-RCA thought fit to revamp the tele schedule in view of the approaching debut of the Columbia Broadcasting System's tele schedule. Added entertainment hours, it is believed, will help entrench NBC with whatever listening audience is available by the time the CBS telecasts break.

When NBC was running two hours weekly in its studio tele shows, production costs and talent salaries totaled \$5,000. Altho the new schedule more than doubles the studio time, the actual talent and production costs will be about doubled, it is said, meaning NBC is spending at the rate of \$500,000 annually, a figure which may be boosted further later in the year. Acts working on Allen Prescott's tele shows are being paid about \$10 each in this tryout stage. Acts feel NBC is justified in low pay basis in view of the great investment it is making. Use of the mobile unit will be boosted considerably and with other outside pick-ups will mean no increased expenditure.

EDDIE DE LANGE (This Week's Cover Subject)

EDDIE DE LANGE'S success as a band leader and lyricist is growing by leaps and bounds as the result of one-nighters, theater appearances, Bluebird records and a steady succession of hit songs. Regarding the latter, Eddie has written the words for "So Help Me," "Deep in a Dream," "Good for Nothing," and the recent No. 1 song of the country, "Heaven Can Wait," all within the short space of a year—a record few veteran Tin Pan Alleyites can top. His collaborator on all of these has been Jimmy Van Heusen, and before this fruitful combination was formed De Lange was responsible for the lyrics of hits like "Solitude," "Moonglow," "Haunting Me" and others.

Eddie was born in Belle Harbor, Long Island. His father, Louis, was a well-known playwright and producer, and his mother, Selma Mantell, gained fame for her appearances in the "Ziegfeld Follies." After graduating from the University of Pennsylvania, De Lange worked in several pictures on the Coast, returned to New York and began his career in the music business.

He formed a band with Will Hudson, one of the best arrangers in the field, and under the name of the Hudson-De Lange Orchestra the group became known for its superior brand of swing and for the introduction of tunes like "Moonglow" and "Organ Grinder's Swing," written by its joint maestro. The orchestra's important New York appearance took place at the Paramount Theater, but thru this and thru locations at the Roadside Rest, Long Beach, and Playland, Rye, N. Y., plus a lot of fine recordings, it built a reputation among swing fans.

Separating from Hudson, Eddie organized his own band and debuted with it at the Show Bar, Forest Hills, L. I. Then came a brief stay at the Band Box, on New York's swing alley, 52d street, one-nighters and a theater tour taking in Loew's State, New York; the State, Hartford, and the Fox, Philadelphia. Followed three weeks at Elych Gardens, Denver, breaking his jump to the Coast, where he is appearing currently.

De Lange is handled by the William Morris office, who landed for him one of the choice radio commercial plums of the past winter, the Dole Pineapple show with Phil Baker. This, together with his popular Bluebird platters on which he features novelty numbers, did much to lift him to his present high position among the country's top flight bandleaders.

New Group Hopes To Bring More Hits to Philly

PHILADELPHIA, June 10.—Pressure group to force New York producers to bring more theatrical productions here will get under way Wednesday with a mass meeting at the Forrest Theater. Group, known as the Theatergoers' Council and formed by Luis J. A. Villalon, editor of *Arts in Philadelphia*, hopes to create an organized audience of 15,000 to agitate for more bookings this coming season. It also seeks to convince producers that here is power enough to guarantee a two-week run for any worthy production. They hope to bring here the majority of the better plays running on Broadway. Villalon cited figures to show the steady decline of local legit theater from 1929's 125 productions, which kept nine houses running full blast, to the present four theaters and 42 shows.

An organizing committee, drafted from social, civic and industrial leaders,

Kick-Back Kicks Back at the Fair's Cuban Village Maestro

NEW YORK, June 10.—Pursuing a "no mercy" policy in its efforts to stamp out kickbacks and underscaling, Musicians' Local 802 here this week expelled from membership Oscar De La Rosa, maestro at the World's Fair Cuban Village. Conviction was based upon evidence submitted by Oscar Calvert, relief leader, to the effect that La Rosa had been getting a total of \$74.35 each week from four members of the afternoon orchestra. Thus far, according to local execs, the Cuban Village management is not implicated.

Expulsion of La Rosa comes at the beginning of Local 802's investigation of music conditions at the World's Fair. Several other spots are known specifically to be under suspicion and slated for an overhauling of pay envelopes. According to Max Arons and George Schector, respectively chairman and member of the trial board, 802 had to

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For LEGIT MUSICAL

JACK COLE—dancer with highly original and effective ideas for ballet or interpretative routines that make him ideally suited as a dance director for smart musicals. Cole's staging of the New York Rainbow Room's *Ballet Intime*—his own routines as well as those in which he does not appear—indicate that he could bring artistry, intelligence and refreshing newness to dance routines for production numbers.

For NIGHT SPOTS

TODD HUNTER—news announcer at WBBM, Chicago. Recently caught at a Chicago Philco radio tele demonstration and showed up as real potentiality for the higher class niteries. Has a suave, yet carelessly pleasant personality, plus a neat way of introducing a show. Would definitely be a refreshing diversion from the gushing, "stupendous" type prevalent in most spots.

One Way To Fill 'Em

REGINA, Sask., June 10. Recent by-law passed by city council forcing all Regina stores to close at 6 o'clock Saturday nights from June 3 to August 15 is making Southern Saskatchewan amusement men happy. Theaters and dances in Regina did a land-office business Saturday, as people who would ordinarily be shopping had no alternative.

has been formed. Included are Charles E. Beury, George H. Earle, Mrs. Harriet Upton Favorite, Isaac D. Levy, Dr. Leon Levy, Mrs. Edgar Allan Poe and J. Howard Reber.

The group seeks to create also a varied price scale commensurate with the quality of the production. Try-out shows will be asked to charge admissions lower than those of established hits, and second runs should be priced low enough to attract new audiences.

fight hard for the Fair jurisdiction and intends to see that it is properly administered. All Fair jobs will be investigated.

Developments leading to LaRosa's expulsion began when 802 members Cubello and Leon lost their jobs at the Village. They squawked to the local, claiming they were fired because they refused to increase the kickback. These men were remitting \$17 a week. Trial board then expelled Calvert from the union, but the next day he appeared before the board and stated that his 802 card was worth more to him than protecting the man who was responsible for the kickback, namely, La Rosa. He then revealed the kickback amounted to \$74.35 weekly.

Board then had Calvert face La Rosa, Calvert stating the money had to be given in order to keep the job. Calvert was given back his card.

Local says its policy is not to expel members and deprive them of a livelihood, but in order to insure proper scales and conduct of a union it becomes necessary to take drastic action when members evade paying salaries due the men.

La Rosa, who was permitted to finish out the week at the Cuban Village, is appealing his expulsion. Claims that he will have affidavits from his men that they did not kick back any part of their salary and that, if there were any pay-backs, Calvert was on the collecting end.



A FORM must go to press. A harassed printer issues an urgent call and while the shock still lingers in our being we are forced to pen these few words about Jackie Osterman while his body is still warm. Maybe by the time this reaches our readers we will be consoled by the philosophical reflection of death's inevitability. But now we can only give thought to the irony of existence that demands that even young, hopeful and talented clowns can in the smallest part of a moment step from pulsating life to the Unknown in eternity; never to be seen and heard again by those who for the time retain their uncertain lease on the opportunity to cogitate about the course of a world gradually going mad; a world that needs so badly the touch of the clown, the entrancement of the troubadour that was as much a part of Jackie as his battered hat and sparkling eye.

JACKIE took his last curtain at a time when it seemed to all of us who knew and understood him that he was on the threshold of a new vista in his crowded, oscillating and brilliant career. Death, it seems, does not stage his visitations in accordance with mundane plans. Death just happens—to the high, the mighty, the fallen and even to those in the highest trajectory of their careers. This son of parents beloved and respected in our theatrical profession displayed his genius for the stage in his very early teens. As the years passed and he grew from the role of infant prodigy to that of a smooth, fast-talking juvenile, comedian and m. c., he gained in stature as an artist despite the ups and downs caused by excesses that the world condones in those touched by the magic wand of genius. In his own way Jackie was a genius.

DURING most of the years covered by his activity on the stage there were few who could approach him in sharpness of wit, cleverness in repartee and deftness in penning skit material. That he failed to make the most of his many talents in entertaining was something that could have been remedied had he been allowed to stay with us a little while longer. We hadn't thought when we witnessed the remarkable feat that at this date we would be writing about an Osterman no longer among the living, but we cannot help referring to the last time we saw him work less than two months ago at his own club. In that low-ceilinged narrow-walled cubicle with a handful of guests forming the audience Jackie entertained as we never saw him entertain before. He was everything in the dictionary of laudatory superlatives. He worked on and off but mostly on for two hours; it seemed like but a few moments. In the years that we have been a part of the theater we don't remember having witnessed such an inspired display of wit, repartee and pure entertainment. In the audience was Kathryn Osterman, she who had been with this high-powered battery of wit thru thick and thin and glorious moments that dot the lives of the stage's satellites; she who has beautiful memories of her own successes to view with her mind's eye. As Jackie kept on at his terrific pace she smiled with him, laughed at his sallies, became a light ball thrown about with ease by his sentimentalities. This was a night that one could hardly forget. Jackie's death coming shortly after made it a night that we shall always remember when we think of him.

TO Mother Osterman show business extends its deepest sympathy. Her grief is great and immeasurable, but she can well be proud of having borne and raised a gem that sparkled brilliantly at the apex of the theater's tiara. May time heal her wounds; may God rest the soul of he who loved her as only an indulgent son can love a mother.

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Broadway Beat

By GEORGE SPELVIN

JUST in case they can't find the "time capsule" at the world's fair grounds, civilization a couple of centuries hence is herewith served notice that they may run across one at Oglethorpe, Ga. . . . Thousands of items characteristic of the 20th Century are being placed in a century-proof Crypt of Civilization at Oglethorpe University. . . . Among other things, symphony, sweet and swing music will be strange bedfellows for the next 6,000 years, the underground vault including recordings of Toscanini, Artie Shaw and Richard Himber. . . . Leave it to the over-anxious song pluggers to make the bad passes in their over-anxiety to weede a radio plug from the band leaders. . . . At Barry Wood's opening at Claremont Inn last Monday, some of the pluggers introduced the maestro to their table-friends as Barry Winton, music maker at Rainbow Grill. . . . *Police Gazette* will soon have to match the competition of RCA Victor. . . . Music dealers in all small towns are being given marked copies of mags carrying Victor record ads to be planted in barber shops and waiting rooms.

CHALK up another long-awaited break for the stand-in. . . . Curtis String Quartet, handling fiddles valued at \$150,000, uses "spares" for its strenuous rehearsals. . . . This fall they plan a special concert using the "stand-in" instru-

It Isn't the Heat; Center Theater Is Ice Boxed

NEW YORK, June 10.—Closing tonight of *The American Way* in Radio City's Center Theater is not prompted by managerial solicitude for vacation for members of the chorus as was widely rumored here. . . . Actually company has been losing \$15,000 a week for the past month. The show is scheduled to reopen July 17, it is hinted that resumption will not go into effect if in this interim box office doesn't get enough advance orders.

ments. . . . Hotel Week, planned by the New York City Hotel Association to combat the bad publicity on raised room rates, has fizzled. . . . Smaller hostilities expected the big rooming houses to foot the expenses. The latter argued that they see no reason for a high-pressure campaign since their rates are still the same, further pointing out that the hotels howling are the very ones that threw out their house guests before the fair started in order to make room for crowds still around the corner. . . . Eddie Cantor is combining his current New York professional commitments with the celebration of his 25th wedding anni. . . . If Gracie Allen, who is still being smart in acting dumb, guests on *Information Please*, as present negotiations indicate, it will be her second time on the air without George. Her first was with Eddie Cantor some eight years ago.

JOE JACKSON, whose stage floor bike rides are legend, is opening a frog farm at his Greenwood Lake, N. Y., household. Patrons at his dining table will be able to go giggling for their own frogs. . . . There's a beaten path between Studio 4 and 5 in CBS' Manhattan headquarters and all because Carl Frank, working in *Big Sister* in the role of Pilot Tom Gale, hotfoots across the hall every five minutes to watch his wife, working *Her Honor, Nancy James* in the title role. They're newlyweds. . . . Basil Loughrane, director of the latter show, is also on commuting time. In this instance, it's to his newly rented summer place at Pleasantville, N. Y. Says he picked that town because the name gives him a good outlook on life.

TIN pan alley threatens to boycott a mainstem hotel's dining room. Boys are still fuming at being blackjacked at an alleged band opening last week when the hotel jacked up the minimum rates after their being seated. . . . "Be nice to all the boys on your way up," is the sage counsel of Billy Shaw, CRA exec, to the up-and-coming band leaders, "You'll have to meet 'em all on your way back." . . . A Pulitzer Prize is in order, piece, for the night club press agent who sent us 100 lines about the songstress star in the floor show without using the words "vivacious" and "charming" more than twice. . . . When Yehudi Menuhin was 10 years old, they say, he had the mentality of the average man of 30—could speak four languages fluently and write essays in the Emersonian manner . . . and now, since he's grown up—he is just another fiddler.

A STAID proprietor of a swiny spot on 52d street tells of a patron who bent his teaspoon in half after three or four nips of giggle zup and became so bewildered by the jamming musicians that he bent his girl friend in half and asked his spoon for a dance. . . . Unlike other members of the movie colony who have entered the ranks of thorbred horse owners, maestro Ted Flo-Rito has had a fair return for his efforts. Since the opening of the Santa Anita track on the Coast last New Year's Day, the Flo-Rito stable has hit over five grand in purses. . . . Bill Robinson, who gave the legless Fred La Reine a wheel chair last year, saw La Reine last week and noted the chair was worn down. He advised La Reine to borrow a temporary chair from the French Hospital and is having Fred's own chair repaired.

Reichman a Wm. Penn Click
PITTSBURGH, June 10.—Success of Joe Reichman in the first of his three weeks' stay at the William Penn Hotel Urban Roof has prompted Manager Gerald O'Neill to consider bigger name bands for the city's swank dancery. Bob Crosby is a tentative follow to Reichman for a five days' stay.

Local 802 Refers Wire Case to AFM; CRA, Dean Involved

NEW YORK, June 10.—Adding to the tempest which will break over radio wires for dance remotes at the musicians' convention in Kansas City, Mo., Max Arons and the trial board of Local 802 yesterday referred to the American Federation of Musicians a case involving a band booking by Consolidated Radio Artists, said case bringing to the fore the matter of wire manipulations.

Specific instance is the booking of Peter Dean into Nick's, Greenwich Village swing den. Altho CRA contract did not provide for installation of a wire, yet the contract shown to the trial board provided for the nitery to pay wire charges for two weeks only on a four-week contract. Appearing before the trial board were Billy Shaw, CRA exec; Anne Richardson, in charge of contracts at CRA; Peter Dean, band leader; Nick, manager of the spot, and J. M. McCaffrey, Nick's attorney.

Nick asked the board permission to discharge the orchestra because CRA refused to install a wire and therefore he (Nick) could not afford to retain the ork. Contract submitted to board by CRA stipulated that Nick would pay \$100 a week for two weeks in advance to cover cost of wire. Nick, whose testimony was substantiated by Dean, said he was to pay overscale amounting to \$50, or \$5 a man, plus \$40 to make up the \$100 for the wire.

Nick interpreted contract to mean that Dean, the band leader, would pay for the wire himself after this initial arrangement.

It is contrary to AFM regulations for a leader to pay for a wire—as would have been the case in this instance after the initial two weeks—and payment of the additional \$40 by Dean would also bring the band's salary below scale.

Decision by Local 802 referred the case to the Federation, with specific regard to CRA's booking of bands under pressure with network wires as bait thru financial arrangements entered into the contracts.

Nick was allowed to discharge the orchestra on provision that he post a week's salary (the band's remaining week as per contract) in escrow at the local.

The Way of All Flesh

REGINA, Sask., June 10.—Idle for a number of years, the Broadway Theater here will reopen in September as a gospel center. A local committee has arranged for the subletting from Famous Players, Inc.

Molly Picon Guest Of Yiddish Group

NEW YORK, June 10.—Molly Picon was the guest of honor at the first annual luncheon of the Ladies' Welfare League of the Yiddish Theatrical Alliance held at the Hotel Edison Wednesday. William Degen Weinberger was toastmaster and addresses were given by Harry Hershfield, Dora Weissman Schorr, Dr. Elihu Katz and Laurence Sincoff. An entertainment was provided by performers from Broadway and the Yiddish stage.

Mrs. Schorr, president of the league and whose father, the late Reuben Weissman, was one of the founders and the first president of the Alliance, paid tribute to Abe Sincoff, co-founder of the Alliance and its president for many years. The speakers paid high tribute to Miss Picon as an artist and a supporter of worthy causes.

Serving on the luncheon committee with Mrs. Schorr were Anna Meltzer Ginsburg, Rae Eisner and Mrs. William Degen Weinberger. More than 700 guests taxed the capacity of the Edison grand ballroom, this representing about 400 more than were expected. The league is but two months old and promises to be one of the important fund-raising adjuncts of the Yiddish theatrical charity field.

S. F. Hotel Resumes

SAN FRANCISCO, June 10.—Palace Hotel's Rose Room, which shuttered several weeks ago, reopened last Thursday under direction of two royal socialites, Prince Vasilii and Princess Natcha. Room has been completely redecorated.

Talent openers were John and Edna Torrence, Bert Prival, Roy Benson, Ernie Heckscher's Orchestra is handling the dance routines.

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AIR LANE'S NEWEST STARS

OK Season for Building Names; Welles Heads New Face Roster

Veterans brought to fore include Hope, Jessel, Abbott, Costello—Oboler top writer—Merry Macs, Bea Wain head singers—Corwin, Kieran and 'Information, Please'

NEW YORK, June 10.—One major radio star moved onto the horizon during the season now being concluded. He is Orson Welles, but in typical radio fashion he is not a pure-bred radio star, hailing from the legit by way of the Mercury Theater. However, radio is primarily responsible for making him a nationally known name, radio stepping in after he had become a legit figure. Welles is the sole name of big league proportions to come out this season, altho several other names became increasingly familiar to the radio public. This list includes Bob Hope, Bob Benchley, Georgie Jessel, Johnny Mercer, Raymond Scott and several others. These names are familiar to show business. Some of them have been for some years, and it is somewhat strange to say that a Jessel or a Hope, veteran stage and vaude comics, are in the category of new names. What happened is that there are a number of performers, including Hope and Jessel, who really got started in radio this past 12 months and who are now clicking regularly.

Both Hope and Jessel, especially the latter, had been on the air before. In the case of Hope, while he had done good work on his Lucky Strike and Woodbury shows, it was really not until he had started on his own Pepsodent series that he drew the recognition he deserved. Likewise Jessel, who in previous radio attempts hadn't hit a satisfactory formula, but who went from feast to famine with two shows a week, for Reid's Ice Cream and Vitalls.

Robert Benchley had been a known entertainment name thru his shorts and writing, but radio this year boosted his box-office value. In most cases a star comedian makes the band on his show, but, oddly enough, this is not the case with Artie Shaw, whose band is on the Old Gold-Benchley weekly. In fact, it's safe to say that Benchley has more listeners because of Shaw, the band name of the year, who probably attracted dialers who otherwise would be playing the phonograph.

Reverse is true of Skinnay Ennis, whose box-office click on the West Coast was aided materially by his appearance each week with Bob Hope. Hope show also helped make Jerry Colonna, former musician who became a nut comic.

Kaltenborn's "New" Rep

Name of Hans Van Kaltenborn has been familiar to radio for years, but it was not until this radio season that he went into the top bracket. This followed his analytical news broadcasting during the European crisis. Situation presented the odd picture of a veteran suddenly catapulted into really big time prominence.

Another familiar theatrical name to get radio recognition this year was Jesse Lasky, pioneer picture producer whose *Gateway to Hollywood* series gave his name household familiarity.

Comedy Division

Comedy division did fairly well. Jack Haley held on to his post, altho not enhanced greatly. Joe E. Brown has been doing moderately well in a show mainly designed, from indications, for his film audience—the kids. However, Frank Gill and Bill Demling, originally writers, assumer performer name proportions in a surprise click on the Brown show. Tommy Riggs, after a somewhat wobbly start, has found his stride and has been clicking for Quaker Oats with his baby-voiced Betty Lou.

Another new comedy name is Kitty O'Neill, brought out of retirement by Herb Rosenthal, CBS artists bureau head, and now a fixture on the Al Pearce show. Miss O'Neill, former vaudevillian, clicked with her laugh routine. She is the wife of Bob Hafta, CBS staff man in Chicago. The stand-by comics, Fred Allen, Jack Benny, Eddie Cantor and Burns and Allen, stayed on top. Some, tho, show signs of a falter.

Songwriters

With radio the principal song-making medium, it also really established two songwriters this past season, both moderately well known before. Johnny Mercer,

formerly a singer with Paul Whiteman and later a film songsmith, made the top bracket with a succession of hit tunes, also hitting the bell as emcee-singer on the Benny Goodman Camel show.

A name switch, combined with bizarre tunes and titles, brought Raymond Scott (Harry Warnow) into the supper register. Scott has been highly successful with his songs and his six-piece "quintet," now on the Lucky Strike Hit Parade. Scott seemed to have been held down before by the shadow of his ork leader brother, Mark Warnow.

Pipes Dept.

Good sets of pipes helped a number of singers into name establishment. Topping the list are the Merry Macs, starting last season on the Fred Allen show and hitting the peak this season. Rhythmists are now in the chips, with two radio shows, records and personal appearances. Nan Wynn, Barry Wood and Bea Wain established themselves in the vocalist category, Miss Wain's warbling with Larry Clinton being credited with a good deal in the successful selling of his phonoplayers. She was chosen as the pet songstress of college editors in *The Billboard's* recent poll. Wood now has his own band at the Claremont Inn, New York. As usual, singing group also saw a number fade. This branch is usually heavy in seasonal fadeaways.

Writers-Scripts

Recognition as radio's No. 1 scribbler went to Arch Oboler during the season past, altho he has been in radio for some years. His NBC series has occasioned much talk in and out of the trade and is a highlight in the season's new programs. Another scrivener to hike his rep this season is Norman Corwin, with another of the season's outstanding script shows, *Words Without Music*, on CBS.

In the quiz division the No. 1 by a few thousand miles continues to be Dan Golenpaul's *Information Please*, with its Clifton Fadiman, Franklin P. Adams and the encyclopedia that talks like a man, John Kieran. Quizzers also developed *What's My Name?* successfully and added to the name stature of Arlene Francis.

Another script show, the *Aldrich Family*, became a aluable piece of property after introduction on the Kate Smith show and is the Jello summer replacement. Smith stanza also established Abbott and Costello, boosting their vaude price and value, the team now being among radio's new comedy list. Fannie Brice and Frank Morgan were responsible for the click of *Good News*.

Outstanding flop of the season was Max Reinhardt's short-lived stay as dramatic boss of the Texaco show, a program that has been in hot water since its inception. *The Circle* was another costly turkey, its principal contribution being the restoration of Groucho Marx to radio's comedy string. Other unsuccessful shows include the Billy House and Shaw and Lee spots for Wrigley gum.

In sports broadcasting Bill Stern came into prominence, while Sam Taub, a veteran, improved vastly and became one of the leading fight broadcasters.

PHILADELPHIA, June 10.—Sports-talks of Kerby Cushing, heard over KYW five days weekly, will be sponsored by Duquesne Brewing Co. of Pittsburgh. The Walker & Downing agency placed the account.

Poor Eddie

NEW YORK, June 10.—Eddie Cantor, after his weekly broadcast, lets the audience ask him questions on anything at all. One woman recently asked him, "Is it true, Mr. Cantor, that Walter Winchell is a relative of yours?"

Answered Cantor, "No, madam, I have no such luck. I have no rich relatives."

Cantor also figures in a recent Fred Allen line, Allen, Jack Haley, Mort and Lester Lewis were at dinner when Jimmy McHigh walked in and said to Allen, "Fred, remember that gag you told me? Well, I told Cantor. It killed him. He died laughing." "Not Cantor," said Allen, "he faked it."

Chi Stations Seek Announcer Gravy

CHICAGO, June 10.—Negotiations here between American Federation of Radio Artists and all local stations, on a code for local commercials, finally reached an advance stage this week when AFRA threatened to go to the ad agencies if the outlets did not co-operate. Result was that the stations' committee reported to AFRA Monday that it was ready with a counterproposal on the scale demanded. AFRA spokesmen agreed to look it over next week, but warned the radio committee that it should not be too far out of line with what AFRA had already designated.

Reason the stations don't want to see AFRA negotiate with the agencies on these local scales, is that it would put a crimp in their announcer biz. In the case of most local commercial shots now, stations get good prices for spellers, but are not paying them anything besides their staff stipends. It is this AFRA demand for pay for announcers working commercials that the stations are opposing the most. AFRA's contention is that if sponsors pay the dough, announcers should share.

Next week's meeting will probably tell the tale, since it was learned that if AFRA does not like the counterproposal from the outlets' committee, the code will be sent to the agencies for signing.

Can't Snipe, So NBC To Build Mon. Eves

NEW YORK, June 10.—After three or more years of watchful waiting, National Broadcasting Co. has given up hope of grabbing the *Lux Theater* away from Columbia, and has decided to concentrate on building up Monday evening. Until now, Monday on the Red has been kept available, in the belief that *Lux* might change, but now NBC is tired of it all. So with *Lux* renewed on CBS, NBC is off on another tack and will try to compete on its own.

Most indicative of this attitude is the placing of *Alan Roth Presents*, package musical variety show, on the Red to compete with *Lux*. Impression at NBC is that Roth will be able to build up an audience among those who do not care for dramatic shows. In addition, NBC hopes to build Roth into a top name attraction.

Line-up on the Red now has Al Pearce at 8 p.m. and *Voice of Firestone* at 8:30 p.m., preceding Roth, and *Carnation* program at 10 p.m.

Dodge WFIL Show Head

PHILADELPHIA, June 10.—Fred Dodge has been appointed program and production director of WFIL. He succeeds Margaret Schaeffer, who left last week. Station spokesman ascribed as the motive for her exit to illness in her family.

Dodge was formerly associated with George Batten and N. W. Ayer agencies. He also conducted his own agency in Binghamton, N. Y.

DES MOINES, June 10.—Eva Greenwood Sargent, known to radio as Louisiana Lou and with WHO for several years, has signed for a Republic picture starring Roy Rogers. The deal was handled by E. W. Kurtze, of the WLS Artists' Bureau.

Sees Wheeling Show Setting a New Style Trend

CHICAGO, June 10.—Wheeling Steel Corp., Wheeling, W. Va., is setting a trend for large commercial radio accounts, according to M. E. Blackburn, radio director of Critchfield & Co., which handles the MBS *Musical Steel-makers* show for that company. Show rounds out its third season June 25 when the entire company goes to the New York World's Fair for its airing.

"Several big industrial outfits have sent representatives to Wheeling recently to look into the production of this program," Blackburn stated, "and without doubt have gone away fomenting similar plans for radio in their own organizations." Henry Ford has already delved into the possibilities of a similar show, but as yet without announcing any immediate action.

In Blackburn's estimation there is a two-way sales impact in this type of radio advertising which other industrialists cannot afford to ignore. First, it has the usual message and plug to the general public, dealers, jobbers, etc., but besides this it serves as a share-the-glory inducement to the employees, definitely making for smoother working relations between them and their employer. Blackburn reports that the enthusiasm displayed among the workers for this Sunday program is almost unbelievable. Rehearsals are called three times a week, besides devoting nearly all of every Sunday in preparation, he says, but this does not deter the employees from coming again and again for auditions to get on the show.

If this type of radio production is taken up by corporations employing large numbers of people, and there are indications that such will be the case, it will no doubt mean a radical change in the talent field, especially where big names are concerned, since it is these companies who have the present heavy talent budgets. Of course, many will be more than likely to stick to the stars, but others may figure along with Wheeling Steel in counting on the gained prestige with their employees to make up for what the company might stand to lose by dropping name entertainment.

Besides the regular crew of the 16-piece ork and other regulars, two new members are featured on the Wheeling show each week. Since the show's inception nearly 800 of these "headliners" performed. Plant and its subsidiaries employ around 25,000. All talent used is either recruited directly from the plant's workers or their relatives. Musicians are paid union scale and an extra stipend is given those others appearing on the show. Program returns to the MBS net of 25 stations on October 8.

WABC Sound Men Shift to AFRA

NEW YORK, June 10.—Sound men of the WABC chapter of the American Guild of Radio Announcers and Producers joined the American Federation of Radio Artists this week, and AFRA on Friday began negotiating a new contract for them. Unit numbers 20 men.

AFRA obtained a contract, which became effective May 1, when 21 sound men of the NBC chapter of AGRAP switched to AFRA.

NBC Rule Shifts Show From Red to Blue Web

NEW YORK, June 10.—Sherwin Williams, thru Warwick & Legler, has contracted for 26 weeks for Metropolitan *Auditions of the Air* beginning October 1, 1939, Sundays at 5:30-6 p.m. on 87 stations of the Blue network.

Agency wanted to put the show on 58 stations on the Red, but could not, owing to 90-day restrictive clause which states that time on Red net cannot be reserved for more than that period. Restrictive clause on the Blue is 120 days.

Talking Shop

By JERRY FRANKEN

Oat Mash

Now look, bud, you and I just won't tell anybody, but honest, don't you think this business of the New York ball clubs squawking about radio is a lot of oat mash? I mean that because the games are being broadcast, gate receipts are just a shadow of what they used to be. Now, of course, you and I don't know anything about sports, especially such a big business as baseball, but just between you and me, why should anybody go to see the Giants or the Yankees play? It's like sticking your hand in water to see if it's wet, that's how inevitable the results will be. The Yanks will win and the Giants will lose and never the twain shall meet until the Giants become a team again. Been to Brooklyn lately, Mr. Terry?

This is supposed to deal with radio, this column, but least of all defensively, since radio has given good indications it needs no defense, which is what the Giants wish they could say. But have the New York clubs taken a gander at the Brooklyn gate lately? They're broadcasting Brooklyn games, aren't they? But show business along Broadway is bad; showmen aren't blaming radio. Baseball weather until the last few days has certainly been bum in New York, but Jupiter Pluvius stated this week, in an exclusive statement, that "Radio had nothing to do with the weather. It was them sea lions off the coast of Burma or some place." And if the fair has helped baseball, I will eat \$6 worth of farina.

If the Giants had a decent team they'd draw. If the Yanks had competition very likely they'd draw. This seems to be one time radio can't be given the rap.

AFRA, NBC Settle Chi Case; Union Victory?

CHICAGO, June 10.—An amicable settlement was finally reached this week over the five-month-old labor board charge filed by the American Federation of Radio Artists against NBC here when the radio union accused the net of coercive measures against production and sound men after those men had been taken into AFRA.

Charge was taken care of in a meeting between attorneys representing both sides before a NLRB examiner. Case did not reach the formal trial stage, since AFRA and NBC had been talking things over in a friendly fashion trying to smooth the thing out since last January.

Terms in the disposition could not be ascertained, but it is generally understood that AFRA has a clear path to bargain collectively with NBC for both sound and production men if it so chooses, and NBC will recognize the union as such an agent.

Sneak Previewed Quiz May Go Philip Morris

NEW YORK, June 10.—You Said It, new quiz show, was given a sneak preview a la Hollywood this week after the regular Philip Morris show. Jack Johnstone and Max Marcin, who work on the Morris show, have the new one and, after the broadcast was over, asked the audience to stick around and listen to the new one. Said is a charade-like show, actors playing sketches representing well-known sayings. Johnstone directs the Morris program, Marcin writing the crime stories dramatized. Ciggie company is interested in Said.

Johnstone also writes, directs and plays in *Buck Rogers*, which the Joe Lowe Corp. renewed this week for 39 platters. Biow agency handles both accounts.

Fox Takes "Magic Key"

NEW YORK, June 10.—*Magic Key* show, June 26, will have 20th Century-Fox supplying talent and RCA giving time. In some quarters unusual tie-up was regarded as being the first move to inaugurate a new policy whereby radio programs would be sold for less than 13 weeks at a clip, but whether this is intended could not be verified.

NORA MUIR and her all-girl band located for the summer tonight at the Terrace at Regina Beach near Regina, Sask. Band wintered at the Embassy, Winnipeg, Man.

Economy

NEW YORK, June 10.—Economy move in the RCA building where NBC has its studios, has three elevators in the studio half of the building closed down.

Last week two news bulletins were kept off the air because of the slow service getting to a studio.

Waxers Use Live Actor Salary Scales Pro Tem

NEW YORK, June 10.—Wax producers, becoming jittery over preliminary work of American Federation of Radio Artists toward setting up of scales for the industry, are phoning the union inquiring the price for different types of work.

Scales have not yet been set by the co-ordinating committee, but in lieu of scales AFRA tells them the live talent price, figuring it can't go wrong on that basis.

Radio Talent

New York By JERRY LESSER

PAUL MONROE, director of *Grand Central Station*, has used an entirely different set of actors in each script since he has taken the program over.

ETHEL BLUM portrayed EDDIE CANTOR'S wife, IDA, on his last broadcast, which celebrated his silver wedding anniversary. . . . MARY LOU FOSTER'S parents celebrated their silver wedding anniversary this week. . . . ELIZABETH DAY has invented a necklace that resembles a lei. Is being featured by a Fifth avenue store. . . . VICKI VOLA plays Mrs. Fredricks on *Easy Aces*. . . . PETER DONALD'S *Listeners' Club*, which went into its seventh renewal this week, is now heard in France, Cleveland, Dallas, Honolulu, South Africa, Florida, Chicago and Canada. . . . SHIRLEY DALE has recovered from a recent operation.

Mitzi Gould (Mrs. Walter Pick) celebrated her second wedding anniversary on June 18. . . . Guy Lombardo's speedboats burning to the water's edge last Saturday left the maestro with two ships of the Lombardo fleet still in commission. . . . Ruth Carhart was hostess at a party for CBS announcers, producers, engineers and musicians who have worked on her programs during the past three years. . . . The regular line of cabmen in front of the CBS building on Madison avenue, have been given invitations by program officials to attend broadcast of "Americans at Work" dealing with hackles this Saturday night. . . . Maurice Wells, who plays the eccentric character on "Big Sister," confesses that he has borrowed many of his acting tricks from Edward Everett Horton, screen comedian. . . . An avalanche

Chicago By HAROLD HUMPHREY

EDDIE CHASE, the *Mythical Ballroom* "maestro" at WAAF, is conducting a new remote shot now from Riverview Park every evening—interviewing customers at the turnstiles. . . . CLIFTON UTLEY has taken over CARROLL BINDER'S *World Affairs* shot on WBBM while the latter is on the mend from an appendectomy. UTLEY is director of the Chicago Council of Foreign Relations. . . . MYRNA DEE SERGENT, fem fashion newscaster at WAAF, will probably switch to WGN in the fall for a St. Louis shoe concern. . . . DICK POST and BILL FIFEILD, a couple of mikesmen from WBBM, are in the midst of comparing bullfighters in Ol' Mexico, where they've booked themselves for a two-week vacash. . . . JUNE LYON, of the MARLOWE and LYON piano duo, hopped off Friday for a Hollywood cure and, incidentally, one of them thar screen tests. . . . BANDMAN BILL CARLSEN gets the call on the *Fitch Bandwagon* show next Sunday, cashing in on the show's summer policy of picking up the newcomers to the name brackets.

Have to take it all back again

Wilkes - Barre Daily Criticizes "Faked" Baseball Re-Enactments

WILKES-BARRE, Pa., June 10.—The feud between broadcasters of Eastern League baseball games and baseball writers in the league cities became increasingly embittered this week when the local paper, *Sunday Independent*, published a column titled *Most Complete Fake Yet Sold the People*, which blasted the recreation of baseball games played away from home.

Article in part read: "It's this business of using a lot of expensive equipment to fill the air with downright lies for hours at a time—under the guise of news.

"It's 100 per cent hoax and if, out of the millions of laws this country has there isn't at least one which could prevent such brazen misrepresentation of facts as they exist, then we could stand one more.

"Making it even worse is the kind of competition which has grown up among 'those recreators.' They joke about the manner in which they think they fool the people who really are doing them the courtesy of listening in. . . . Perhaps joke is the wrong word. They brag. They brag of the number of people they hope they're lying to successfully."

The article is the first in which broadcasters were given the works. Chick Feldman in *The Scranton Tribune* made some mention recently of how an announcer in Scranton went to great trouble to excuse himself for having to go off the air because of other time commitments before the game was over. Feldman said the game was actually over but the broadcast started late.

Harry Thomas, who airs the Wilkes-Barre games, retaliated to *The Independent* blast before the game that day but it wasn't entirely effective. Off the record excuse given for blowing up recreation is that game would sound dead if only bare comment was given.

Before the season opened the Eastern League Baseball Writers' Association went on record as refusing to give official decisions to announcers or Western Union men sending accounts to stations. They have not changed this stand, despite pressure from league president, Western Union and broadcasters. Scribes took stand on grounds that sponsors have cut newspaper budgets to devote money to radio.

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.

SOME really distinctive musical arrangements come down from Toronto Wednesday eves (9:30-10) over WOR, via Canadian Broadcasting Co. Show, a sustainer starring PERCY FAITH and called *Strings in Swingtime*, is worth a half hour of anybody's dialing time. Musical gourmets who relish particularly fine semi-symphonic arrangements of pop tunes and other familiar light music will find it a gift from the gods.

Program was a regular CBC feature during the winter, with Faith starting a new summer series a week ago. Show features DOROTHY ALT, GEORGE MURRAY and the FOUR TEENS, a new warbling line-up for the warm weather broadcasts. The Faith Orchestra is comprised principally of strings, apparently of symphonic proportions from the richness of color, depth and shading Faith is able to bring to fundamentally anemic pops of the *Little Sir Echo* and *Penny Serenade* school. Rhythmic content of Faith's music is also surprising, strings not being the usual medium for interpretation of items like *Limelight Blues* and Alec Templeton's fugue in swing, *Bach Goes to Town*. Also notable on the show caught was Raymond Scott's *Tia Juana*, the fullness of the fiddles a real delight on the piece's main andante movement.

A couple of contemporary ballads and rhythm tunes were divided among Murray, Miss Alt and the Four Teens, mixed novelty quartet. Singers are not outstanding, but don't let down the high musical level established by the ork. Backing by the latter also does plenty for the vocal department. D. R.

PIERRE DAC, who is on his way "to revolutionize French radio," at least as far as the listener is concerned, is developing his program that goes on the air Saturday evening. Show is titled the *Societe des Loufoques* (*Society of Saps*), a takeoff on modern politics. DAC is the "Roi des Loufoques" and in his loopy-doozy fashion manages to broadcast a good comic combination. It's nutty but interesting. "M. le Roi" manages to lose 15 specially minted coins a week, spotted in obvious places thruout Paris and those who find one win the big red apple or a prize of 200 francs each.

Broadcast on the *Poste Parisien* at 8:30 p.m. (Paris time), Saturday. C. M. C.

of commendatory letters in response to the first 10 presentations in the Arch Oboler's *Plays* series, has led NBC to extend for an indefinite period the run of the unique radio offerings. . . . It's fun watching Al and Lee Reiser concoct those new arrangements for their two-piano sessions. . . . Did any of you catch George Hicks, NBC announcer, as he dashed out of that tailor shop in cutaway and top hat to catch a plane to Niagara Falls for the arrival of the King and Queen? . . . The mortality rate in radio show characters is highest during the summer months. Take it from Vivian Fridell, who is Mary Noble in "Backstage Wife," and explains: "Most of the radio actors and actresses take brief vacations during this period. Hence characters go away for an extended rest suffering from pneumonia, a romantic setback, a nervous breakdown and other complications engineered by groping scriptists. Sometimes excuses cannot be dovetailed logically into the story. So the character is 'killed off.' And the two-week vacation means that particular performer is off that series for good—unless he or she is skillful enough to return in vocal disguise." . . . Billy Glason has just completed arrangements with Fred Farnham, of the Jesse L. Kaufman office, to script the "Laff Brigade" on WMCA.

G. PAT COLLINS, ex-movie actor, is skeptical when anyone complains about how difficult it is to break into radio. And with good reason: COLLINS (See N. Y. RADIO TALENT on page 8)

TELEVISION REVIEWS

Advertisers and Agencies

By
PAUL ACKERMAN

Reviewed Friday, 8:30-9:30 p.m. Style—Variety, using live talent. Reviewed on RCA television receiver. Station—W2XBS.

Determined to eventually find the right kind of a variety show to be televised, NBC staff seems to be off on one good track with the *Television Cabaret*. Program presented under this title was well-rounded, full of action and, above all, entertaining.

Show was evidently planned around Ella Logan and Ventriloquist Bob Neller with Reggie. Miss Logan carried off the first part of the broadcast, with Buck and Bubbles stepping in for the lion's share of the honors in the second part. Neller's quick and lively wit furnished sufficient humor to carry the program over the humdrum spots.

Program showed how television opened a field to artists who could never work in radio. Jean and Frank Hubert, Joe Jackson Jr. and Charles Carrer were the symbols. The first two are pantomimists, Jackson a trick bicycle rider and Carrer a juggler.

A number by Frank Novak and orchestra opened. Neller and his dummy, Reggie, emceed in an informal manner. Carrer did the regular old-time juggling and proved his ability when he mixed 10 cocktails at one time. His act of putting four eggs into four glasses simultaneously also showed his versatility.

Since the entire broadcast was from the Cabaret, NBC's camera was able to follow nearly all events with little or no trouble. The singing of Miss Logan was especially well received on the set. There were no close-ups of the orchestra.

Frank and Jean Hubert broke away from a Broadway vaudeville engagement to try television. It was worth while and they clicked well.

Buck and Bubbles humor is rich. Bubbles sang *It Ain't Necessarily So*, with the audience of the Cabaret joining in the chorus. Buck's dance, the first flip of which the camera missed, was well executed and appreciated.

The camera man did a good job in following the Hollywood Jitterbugs, four couples from the West Coast. The act was nothing more than the winners of four jitterbugging contests coming together in a grand finale.

Joe Jackson Jr. could have used more space than he was allotted. However, even within the limits of *Television Cabaret* he was able to turn in an admirable performance. He kept his audience well entertained for the seven or eight minutes he was before the camera.

NBC is gradually working its television programs down to a fine point. The staff evidently realizes that for a broadcast of this type to compete with other entertainment it will have to present top-flight talent, as this show did, and have the entire scene confined to a small area. When these requirements are adhered to, then there will be other good television shows. Nevertheless, the show was tiring on the eyes—a definite strain. Edward Sobol was the producer. Abbott.

Reviewed Wednesday, 8:30-9:30 p.m. Style—Variety, using live talent and film. Reviewed on RCA Television Receiver. Station—W2XBS.

Determined to bring television to the fore by modeling it in as true vaude fashion as possible, NBC presented seven acts in quick succession in an effort to please its small but growing audience. No alibis were offered for this broadcast with the exception that Allen Prescott, emcee, said the first 30-minutes of the program had not been rehearsed. When

the last half of the show had been presented, enabling comparison, no one doubted Prescott's word.

Millard Hooper gave a demonstration of how, as unrestricted checker champion of the U. S., he plays. White and black checkers were used on a black and white board. The audience could easily follow the movement of the white checkers on the black spots. Naturally, there was no contrast with the black checker on the black spots. Since the scene was confined to the limits of the checker board, camera had little trouble in following the action.

With Sprague and Chevale, experts in jujutsu, NBC's camera had a busy day. Only in fast tumbling was the act lost to the audience. Joe Lenzer, as a hill-billy, did a routine with musical saw. On close-ups facial expressions were in good contrast. Close-ups of the bow and saw left much to the imagination.

Emery Gohdon, free-hand artist, engaged in a conversation with the emcee. Gohdon, most adept with the crayon, was lost to his audience on several occasions when he stood directly in front of the easel, allowing the camera to shoot over his shoulder to show his work. However, at no time was the audience unable to follow what was going on.

Czechoslovakian folk song and dance act by Carol Margot had NBC up a tree. Several times she danced toward the camera only to be lost in bad focusing. Prescott began his conversation with her before walking into camera range. A little better timing here would have helped greatly in putting both parties in sight during the dialog. Musical glasses played by Marshall Rogers easy to handle.

In the second half of the show, the Kim Loo Sisters, dancers, proved a little too much for the camera's action. The trio rendered in dance *A Bit of Modern China*. As much as possible they remained in range, but the one at the left of the screen was chopped partly off any number of times during the act. In singing *Jeepers Creepers* as a solo the singer either had too much or not enough arms. Had correct composition been employed—as in stills—this portion of the act could have been as clear as a movie. When the quartet danced the full view was good. Close-ups of an individual showed half of a partner on both sides.

The Valiant, play starring Bert Lytell, and using six people, with the main scene in the warden's office, was received better than the other part of the show. An adjustment was made to the receiver which brought out fine detail in the close-ups. The switch of scene to the governor's home was as smoothly done as in the movies. However, the march to the gallows should have been taken from the front rather than from the side. Abbott.

N. Y. RADIO TALENT

(Continued from page 7)

recently arrived in New York from Hollywood. Having played in *Dead End*, *All's Quiet on the Western Front* and other films, Collins decided to try his luck in radio. He called on a producer, received an audition and the next day went on the air as Jim Grant, sandhog in *Her Honor, Nancy James*. . . . Mrs. Jimmy Lunceford, wife of the band leader who is to be heard on *CBS Dance Hour* this Sunday, has just received her B. A. degree from Columbia University. Husband, Jimmy, has four college degrees to his credit. . . . LOU LEHR currently is boasting about daughter, GLORIANNE, who returned home from National Park School, Washington, D. C., with the highest marks in her class. . . . EDDIE CANTOR'S 25th wedding anniversary broadcast was attended by a theaterful of Idas and Eddies. Tickets were issued only to applicants bearing those names. HELEN CARROLL, of the Merry Macs, and CARL KRESS, crack guitarist, wed some time this summer.

PITTSBURGH, June 10.—John Gordon Kresge becomes librarian at KDKA June 16, succeeding Don Dixon, resigned.

NEW YORK:

SPONSORS of *The Circle* will save \$364,000 in time and talent costs when the show folds for 13 weeks after the July 9 broadcast. Estimated breakdown is \$18,500 for time, with \$9,500 to cast. Lever Bros.' outlay on Lux is estimated as 17 grand for time and 14 for talent. Show bows out for eight weeks. . . . *Circle* returns on a new period in the fall. . . . Alexander Woollcott will be piped in on the *Star Theater* for the last three broadcasts, June 14, 21 and 28. Dramatic sections will be eliminated. . . . Ernest Boyd has resigned from NBC's script division to do freelancing.

Bill Thomas, of Young & Rubicam, to Washington on the *Kate Smith* show. Thence to Waukegan, Ill., for the last Jack Benny broadcast June 28. . . . Virginia Lane, of "We the People," recovering from an appendicitis operation. . . . Dick Powell's Tuesday show becomes a one-hour show for its last two broadcasts, July 11 and 18, because Ed Robinson's "Big Town" folded two weeks earlier than anticipated. . . . Lawton Campbell, of Ruthrauff & Ryan, back in town after trip to Coast on the Dick Powell show. . . . Mary Little, radio editor of *Des Moines Register-Tribune*, and Bill Irvin, radio editor of *Chicago Times*, in town for the fair. . . . Dillingham, Livermore & Durham appointed advertising rep for the Brazil exhibit at the World's Fair.

JACK LEWIS, of Needham, Lewis & Brorby, Chicago, and H. F. Johnson, of Johnson's floor wax, arriving any day now for ganders at the fair. . . . Steve Appleby, husband of Joan Tompkins, of *Your Family and Mine*, is in Orson Welles' tabloid version of *Green Goddess*, currently playing theaters. . . . Bob Crosby comes in June 25 to take over the Camel CBS spot. . . . Betty Randall, society singer, and Ruth Mix, daughter of Tom, signed for radio by Henry Dagand and Irving Strouse. The boys hope

to build a female Hi-Yo Silver around Miss Mix. . . . Julian Fuhs, Germany's Paul Whiteman, is at last set for four half-hour shots on NBC this month. . . . Ethel Merman guests on the *For Men* Only show June 20. . . . Ed East, on his *Name It and Take It* show on WJZ, gives away silver dollars for correct answers. One dead-end kid squawked, "Gee, I thought I was gonna get a buck. Gimme the paper money." . . . Patricia Gilmore, NBC singer, was guest of honor at class night party of NYU seniors Tuesday (6). George Hicks renewed as announcer of the Bob Howard program on NBC-Red. . . . Hugh Gardner, formerly with Smith, Sturgis & Moore, has joined the media department at Compton. . . . William Kostka is now magazine contact for NBC press, replacing Julian Street Jr. . . . Tom Carey transferred from mail to information division at NBC, and Blaine Wright Mallory, resigned from information division, has gone to Borden's.

CHICAGO:

CHICAGO and Milwaukee Steamship Lines will start a three-a-week shot, *Melody Cruise*, June 27 over WBBM, with W. W. Garrison agency doing the time-buying. . . . Critchfield & Co. agency here has arranged to transport the Wheeling Steel program to the New York World's Fair for its June 25 airing over MBS. . . . Yank Taylor, who used to do the radio column for *The Daily Times* some years ago, returned to that slot for a couple of weeks while Bill Irwin vacations. . . . Ken Carpenter, Blue sales manager at NBC, is nursing a bum ankle as a result of his sport's activities. . . . Herb Sherman, WJJD sales manager, is spending a week in New York on business. . . . NAB prexy Neville Miller is expected in this week to address the opening of the Radio Manufacturers' Association at the Stevens Hotel Tuesday. . . . Palmer Clark, radio head of Matteson, Fogarty, Jordan agency, was married Saturday to Lois Jean, a singer who was working in the Old Heidelberg Cafe when Clark met her. . . . Frank Rand, CBS press head, arranged a dinner at the Bismarck Hotel for Orson Welles Friday in conjunction with his opening at the Palace Theater.

Hollywood and Los Angeles

DARRYL CALKER, who did orchestrations of Andre Kostelanetz, signed with Davis & Schwegler to handle part of their arranging. . . . Elaine Sterne Carrington, author of *When a Girl Marries*, CBS dramatic serial, presented boutonnières to the entire cast opening day. . . . Hubbell Robinson, of Young & Rubicam, heads for Waukegan to set stage for Jack Benny's home-town broadcast. . . . George Jay hits the airlines with his new KEHE show, *Relatively Speaking*. Show subs for Listen, Ladies until fall.

Sam Hayes holds the record

From All Around

also has a new series on WCLE, titled "For Farmers Only."

AL CORMACK, Pacific Coast traffic manager for CBS, in San Francisco recently. . . . W. B. Lewis, CBS vice-president, trekked to San Francisco for a gander at the fair. . . . Richard H. Mason, general manager of WPTF, Raleigh, N. C., on a business trip to Atlanta. . . . On Sunday (11), Felix Adams, producer at WSAI, Cincinnati, and his WSAI harmonica band, meet the WLW (Cincinnati) mikes in a baseball game. . . . Broadcast by the Ringling Bros. and Barnum & Bailey Circus Band was scheduled for Sunday (11) from the top at Cumminsville Playground, Cincinnati. Merle Evans conducted with comment by Jerry Burns.

Clayborne Mangum, tenor, returns to WPTF, Raleigh, N. C., Sunday (11) in a new 13-week series. . . . Blenda Newltn, secretary to Philip G. Lasky, vice-president and general manager of KSFO, San Francisco, recently spent a week-end at Catalina. . . . In addition to her 12 programs weekly on food and fashions, Eleanor Hanson, of SHK and WCLE, Cleveland, starts a new series called "Your Child" on WHK. . . . Lew Henry, announcer at WHK-WCLE,

around here for rapid-fire delivery. . . . Don Forbes, KNX announcing chief, heads north for Vancouver vacation. . . . Dick Hurley, who handles Shemp Howard, had to bow out of future radio plans due to ill health. Hurley heads for the desert for a sojourn. . . . Lou Keplinger, manager of KARM, Fresno, back from his Ensenada honeymoon with his bride, the former Zella Pouson, of Colorado Springs. . . . Frances Langford and hubby, Jon Hall, head east after fold-up of "Star Theater" for the summer. . . . Charlie Hamp, old faithful of the airlines, gets new 15-minute morning show over KNX.

KFAB-KFOR, Lincoln, Neb., has a reputation for young announcers. KFOR's chief announcer is Jack Hitchcock, just 18, while the stations recently gave Bob Moon to CBS, Hollywood. He is 21. . . . Phil Weaver, KFOR announcer, is the youngest son of a former Nebraska governor. . . . Dave Haun, KFAB accordionist, has dropped out of radio for the summer. . . . Joe di Natale, KGNF, North Platte, Neb., sales manager, has turned into a luncheon club speaker, having gabbed to 21 clubs in the station's area in the last six weeks. . . . Vera Salzman, 15-year-old KFOR vocalist, is one of the day's strongest listener points. . . . Dixie Dabbles: The love bug bites at staff of WWL, New Orleans. This week, Al Godwin, of the announcing staff, married Thora Spitzfaden, nonpro, and next week Kleve Kirby, announcer and newscatcher, marries sob sis Elsie Bulet, of *New Orleans Item*. . . . Albert J. Cummings, auditor, and Paul Beville, sales manager, both of WWL, were presented luncheons on occasion of their birthdays last week.

WINDOW CARDS

250 Bumper Strips, 5x28, \$3.75.
200 3-color Cardboard Posters, 22x28, \$11.00, or on Bond Paper, \$9.00. 100 Cardboard Posters, 14x22, \$4.00, including Imprinting. Write for Catalogue.

BOWER SHOW PRINT MADE IN U.S.A. FOWLER, IND.

HILDEGARDE

Exc. Rep.: JACK BERTELL.
Per. Mgr.: ANNA SOSENKO.

Featured Singer
RIPLEY'S
"Believe It or Not"
Fridays, 10:30 P.M., Over CBS
Opening June 15th
HOTEL PIERRE, N. Y.

Elliott Roosevelt

Reviewed Thursday, 7:15-7:30 p.m.
Style—News commentary. Sponsor—Emerson Radio and Phonograph Co. Station—WOR (MBS network).

Elliott Roosevelt was doing an adequate job as news commentator on this new series when he went boom and started selling the stuff. Somehow, it seemed below caste and in poor taste for Mr Roosevelt to deliver a commercial for Emerson radios; for while it may be all right for him to do the series, it doesn't seem okeh for him to assume the role of an outright ethereal salesman. This may be tantamount to recognition of an aristocracy, but such is by no means intended.

There can be no denying that young Roosevelt has this series because he is young Roosevelt, thus raising the question that if a young man of the same age as Elliott and named Joe Federba walked into Emerson and said he wanted to do a news commentary series for them, he would meet with what reaction? He would very likely get a fast heave ho. Incidentally, the political beliefs of the individual listener may determine whether he listens to this series.

Bulk of the program caught was devoted to the visit of the King and Queen and their arrival in Washington. It was done as tho it were all too, too wonderful, rather than a purposeful political and economic tour. Some fleeting moments were devoted to international affairs, but not enough to justify a verdict as to Roosevelt's value as a news analyst.

Frank Blair announces and co-sells, program coming from WOL, Washington. *Franken.*

"Cavalcade of Champions"

Reviewed Wednesday, 10-10:30 p.m.
Style—Boxing news and dramatizations. Station—WMCA (New York).

Cavalcade was surprisingly effective in its debut, featuring Barney Ross and Bob Olin, ex-champions of the prize ring, in sport talks with Lester Bromberg, *World-Telegram* sports writer, and Joe O'Brien, WMCA interviewer. Program has Lee Grant Orchestra delivering

Program Reviews

EDST Unless Otherwise Indicated

a few tunes, but the music was leaden this session.

Program in general, tho, is aces, with Bromberg leading off with talk giving the highlights of Ross' and Olin's careers. Ross and Olin then did some speling on their own, and for gents who have been punching for a living they do exceedingly well, talking sensibly and interestingly. For the fight bugs, of course, this will all be nothing short of manna.

Program has two features, one a dramatization of famous fights, and second, information regarding famous fighters now out of the game. In the latter Ross did excellently. In the first the fight reviewed was the Sullivan-Corbett epic, Joe O'Brien giving a "ringside" description in the regular radio style of today. It was swell hoke, notwithstanding fact that the battle was held in 1892. Henry Armstrong guested and was good. Program can undoubtedly do a job for a sponsor. Hal Janis writes and directs. *Ackerman.*

"1001 Wives"

Reviewed Friday, 9-9:30 p.m. CDST.
Style—Dramatic. Sustaining on WENR (NBC-Blue network).

As an initial step in the building up of NBC's Chicago evening originations, the net has definitely stubbed its toe on this one. It has bromides afflicting nearly all radio drama today. Story on show caught was weak, acting in the main was overdone and too much action was squeezed into the half hour for the emotions of the listener to stomach.

Idea behind this new series of once-a-week stories is a complete plot each time but with the underlying formula in each of wives' problems confronting them in everyday life. Betty Winkler, handling the lead every week, does a fair job but makes her performance too tense all the way thru. Bob Griffin, playing the part of her husband, chewed his lines as if a gun were being held in his back, bringing the part almost to the

point of being a burlesque of itself. Philip Lord, with only a bit as the judge in the story, stood out as being the only one of the cast treating his lines as a professional. Fern Persons, Arthur Kohl and Sidney Elstrom did the supporting.

Story revolved around the hackneyed plot of a successful surgeon who has strayed from his marital fold. Suddenly a patient dies on the operating table. Dazed, the doc gets in his car and proceeds to run over a child in the street without realizing it. He's caught in the web of the law, sentenced to a year in the clink, but when he is released the "little woman" who has stuck by all the time is still waiting, and when he starts to confess about the "other woman" wifey says she knew it all along but still loves the sap. *Humphrey.*

"Whooper Club"

Reviewed Thursday, 7:30-7:45 p.m.
Style — Narrative, audience participation. Sponsor—B. & F. Beverage Co. Agency—Ellis Advertising Agency, Buffalo. Station—WEBR (Buffalo).

The *Whooper Club*, introduced locally two weeks ago, specializes in tall tales, far-fetched fibs, lowly lies and pious prevarications. Sponsor has audience write in fabricated stories in form of letters and awards four prizes each week. Winning tales are presented over the air on the program by their originators, or if they are too bashful to do so, substitute narrators tell the lies for them.

Jack Preston is the capable emcee on the show. He is billed as the "Old Colonel," and goes to town with a very authentic - sounding South'n accent. Preston does some clever ad libbing which helps the "Master Liars" along with their tales and also adds zest to the show in general. Tales when show was reviewed were far from being master works, however, with the exception of one fibbing fable about the cleverness of a rattlesnake that became very much attached to a hunter and helped him out

of all kinds of troubles. If the lies were improved somewhat show would really work out well.

Sherwood Goldman writes the script and also edits the submissions. Bob Kliment, of WEBR's staff, does the announcing and gives the well-worded plugs the necessary umph. The length of the commercials might be cut down tho and fashioned more compactly. *Warner.*

"Waterloo Junction"

Reviewed Sunday, 12-12:30 p.m.
CDST. Style—Dramatic series. Sustaining on WENR (NBC-Blue network).

Everyday life in a small village revolving around the hotel, the post office and the railroad station is sliced up and given to the listener in once-a-week portions on this show. Main characters are a couple of old gents and their niece (portrayed by Cliff Soubier, Clarence Hartzell and June Travis) who run the Grand Hotel. For this type the program ranks high. Cast has caught the charm of the ruralites and stuff is not bogged down with heavy plot intricacies.

Show caught dealt merely with a little episode of the niece's cat having a litter and her devoting her time to the new offsprings rather than her uncles, who disliked this arrangement and went out on a wardrobe buying spree to recapture her attention. Old gents don't show up for a few hours and their old clothes discarded in the river lead the natives to believe they have committed suicide in desperation. "Boys" turn up, tho, and gal sends the cats away and everything is hotsy-dandy.

Lines are handled in a straightforward manner and without the serial angle the show is even more entertaining. Written by Hartzell. He knows his onions. *Humphrey.*

Rowe Trib Radio Editor

NEW YORK, June 10.—Ted Rowe became radio editor of *The New York Herald Tribune* this week, succeeding John Bogart, shifted to another post. Daily carries radio news on Sunday only. Week days it limits radio to a log.



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ALLEYES ON KANSAS CITY

Largest Turnout of Delegates At 44th Annual AFM Convention

Joseph N. Weber commands gavel for 39th consecutive year—KC quartered union in 1897 when convention ended in a dog-fight—executive board stays on

KANSAS CITY, Mo., June 10.—It's for the 39th time, consecutive save for the one year he was out because of illness, that Joseph N. Weber calls to order the annual convention of the American Federation of Musicians meeting here June 12-16 at Municipal Auditorium. It's bigger and better each year, say the delegates each time, but this year turnout has exceeded all expectations. The convention in Tampa, Fla., last year brought out 568 delegates. Already 638 have been accredited and total attendance will be close to 700, since many delegates bring their credentials along with them. Federation ruling allows one delegate for each 100 members of a local, but no local can send along more than three delegates. Weber feels the present assemblage represents $\frac{7}{8}$ of the entire membership, the best representation



IT'S THE 44th annual convention of the American Federation of Musicians this week in Kansas City and the 39th consecutive year for Prexy Joe Weber as the presiding officer.

ever. With 712 active locals AFM membership hits around 131,000.

Fact that problems affecting the welfare of the dance musician is taking prominence for the first time is undoubtedly the reason for this biggest round-up of delegates. Apart from representing their respective locals, several hundred of the delegates are band bookers, ballroom operators and dance band maestri. Jules Stein, Music Corp. of America prexy, is a familiar figure at the meets, as delegate from the Waukegan, Ill., local. Paul Specht is a perennial from Reading, Pa., and from the dance temples there is Vincent Weber, operator of Spanish Ballroom at Dover, O.

Concern over resolutions introduced that are aimed at the traveling and local

dance bands is so great that many interested spectators whose business welfare will be directly affected are on hand for the proceedings. Stein brought along a contingent of MCA execs with him; Tommy Rockwell, head of Rockwell-General Amusement Corp., is on hand; Charlie Green, prez of Consolidated Radio Artists, is coming in, as are representatives from Frederick Bros. Music Corp.

Band booking biggies represent the "haves" and "have nots" as far as network wires for their dance bands are concerned. Remote situation will undoubtedly be the most contentious to occupy the attention of the delegates this week since Weber has handed MCA and CRA a clean bill of health in his convention report on alleged monopoly charges against both agencies. With so much pro and con on the matter, feeling is that radio lines issue will be referred to the AFM exec board. Latter started sessions at Hotel Muehlebach on Thursday (8) and will continue in session daily for a week after the convention.

Last time there was a round-up of musicians' union leaders in town was in May of 1897, the second convention of the AFM. The first meet was the previous October in Indianapolis. At that time the National Union of Musicians, a rival union not affiliated with the AFM, also met here at the same time, and old-timers recall that they both had it hot and heavy and both ended in a near-riot. AFM absorbed the National Union several years later.

It won't be all fiery speeches and politics this week. Frank K. Lott, prez of Local 34, which is playing host, has arranged an attractive social program for the delegates, their wives and friends, and William Shaw, prez of Negro Local 627, has provided as much for those representing Negro locals.

FREDERICK BROS. MUSIC CORP. set Jack Denny for June 17 week at Euclid Beach Park, Cleveland, and Don Bestor for the week following. Bookings were made thru arrangements with William Morris office, which handles the bands.



EXECUTIVE BOARD of the American Federation of Musicians meeting last month at the home of President Joseph N. Weber in New York City for a final discussion of convention issues. Seated around the conference table, left to right: Financial Secretary-Treasurer Harry E. Brenton, Boston; James C. Petrillo, Chicago; Vice-President C. L. Bagley, Los Angeles; Walter M. Murdoch, Toronto (absent); Weber; Secretary Fred W. Birnbach, Newark, N. J.; A. C. Hayden, Washington; J. W. Parks, Dallas, and Chauncey A. Weaver, Des Moines.

Especially the Weather!

KANSAS CITY, Mo., June 10.—Maybe the local authorities took it too literally when the convention days drew near, but at the present time the town is closed as tight as a drum.

Police clean-up cleaned out all the Harlem hotteries and whoope jernts for which Kansas City has long been both famous and infamous. However, it's still a hot time in this town these nights. Only in this instance, delegates are referring to the weather, the temperature hitting it at 95 and better.



THOMAS GAMBLE, assistant to Weber.

Clubs Complain Names Draw Big But Leave No \$\$

DETROIT, June 10.—Scramble of civic, charity and fraternal organizations for name bands as an attraction for a benefit show or dance has resulted here in more publicity than profit on some recent engagements.

Typical report of sponsoring dance committees was that on a recent booking of Benny Goodman for a benefit show for the Kiwanis Club at near-by Flint, Mich. Objective was to raise funds for sending youngsters away to a summer camp. Gross take for the benefit was reported at \$2,600, a sizable drawing figure for this town. But Goodman is understood to have gotten \$2,500 for the



G. BERT HENDERSON, assistant to Weber, in charge of the AFM franchises for band bookers and agents.

date, allowing the organization to just about clear total expenses.

There is some indication now at the local booking offices that organizations seeking talent are turning more toward bands of less than stellar rank, at plenty lower asking price, to make up for this big draw but no profit headache.

Jones' \$600 Solo Solid

ROCHESTER, Ind., June 10.—Isham Jones played a \$600 house at Lake Manitau last Wednesday, the night before his opening of a summer season at the Villa Venice, Chicago. At 65 cents to each, about 900 people gathered to Jones' one-nighter.

Command Performance

KANSAS CITY, Mo., June 10.—It takes a mighty good excuse to Prexy Joe Weber when a member of the AFM exec board fails to show up at a meeting. Such was the case of Walter M. Murdoch, of Toronto, whose presence at the last meeting as shown in the adjoining photo was made possible only by the good graces of photography.

Murdoch is leader of the Canadian Champion Band. And when the exec board met several weeks ago at Weber's home to discuss the convention issues, Murdoch was putting his bandmen thru the paces for the King and Queen of England, who were in Toronto that day.

\$1,000 Campaign Fund To Promote Sale of Local Bands

ASBURY PARK, N. J., June 10.—Launching a campaign to promote the use of local dance bands, exec board of the musicians' union appropriated \$1,000 this week for what is believed to be the first step of this kind to be taken by any local in the country.

According to Dave Huggins, member of the board, money was turned over to a six-man good will committee headed by Rudolph Malchow. Group will expend the cash in an effort to stop the influx of outside bands and the use of non-union bands by local nite spots. The idea is still in the experimental stage and nothing has been indicated yet as to its success.

LaMarr on Minute Notice Gave Celeron Dandy \$472

JAMESTOWN, N. Y., June 10.—Impromptu dance at Celeron Park's Pier Ballroom last Saturday turned out to be extremely successful. After a bad start the previous week with Isham Jones, Manager J. G. Campbell decided suddenly on Friday to give the hall another test before considering leasing it out for the season. Ayars LaMarr was procured on a moment's notice.

The one of the worst thunder and rain storms of the season was raging all evening. LaMarr attracted 700 dancers. Ducats peddled at \$1.35 a couple at the door, with no advance sale because of the last-minute booking. A satisfactory gross of \$472.50 was obtained, and a good profit of about \$200 for Campbell.



EDWARD CANAVAN, assistant to Weber.

Music in the Air

By DANIEL RICHMAN

The Reviewing Stand

Bands on Tour

Advance Dates

When Irish Eyes Are Swinging

IT'S always with both surprise and enjoyment that this dialer comes across a remote like that of ART MOONEY (Pier Ballroom, Lake Breeze Hotel, Buckeye Lake, O., WEAF). The maestro's designation as "that genial Irish gentleman" is no misnomer; he announces his program effortlessly and with an affable we-want-to-please-you manner that can't fail to have a warming effect on an audience. His request to listeners to drop him a card with their requests is also a sure-fire personalized touch.

Broadcast opens cleverly with a simulated phoned-in request for a particular song, the "operator" then turning over the "phone" to Mooney who "answers" that it will be the second tune the band will play. Idea isn't carried past the opening, but it's a novel and original introduction. Further appreciated by this corner was the informality of Mooney's directions to dialers as to how to accompany *The Tinkle Song* on glasses, even holding back a tinkle chorus from the band with a repeated vamp while those listeners so inclined were getting glasses and spoons in line with his directions. Programing was mostly pops.

"America's Danciest Band"

THAT bold pieces of descriptive phrasing is tacked on to the remotes of BILL McCUNE (Donahue's, Mountain View, N. J., WNEW), but McCune hardly lives up to it. This half hour was one of those colorless, ground thru broadcasts that only point up the virtues of a cleverly contrived remote like Mooney's—and suffer even more by inevitable comparisons of listeners with such a remote.

McCune's tune selections were better than the average on the broadcast heard. But a remote that's played, announced and arranged dispiritedly isn't worth much, no matter what tunes find their way on to it.

TINY HILL plays a return two weeks at Idora Park, Youngstown, O., starting today (10), with Jack Crawford following on July 1 for a fortnight.

Barry Wood

(Reviewed at Claremont Inn, New York)

WORKING under the handicap of having to hold his music down to little more than a whisper, Wood, CBS singer now branching out as a maestro, still manages to do a nice listenable, danceable job. Due to last summer's complaints from neighboring apartment houses about the loud music from this open-air spot—culminating in court action—Wood keeps his three trumpets constantly muted and his reed quartet blowing thru heavily muffled megaphones. Piano, bass and drums that round out the combo also stay under wraps.

Despite the abnormally sub-tone tooting, the music has enough lift to get them out on the floor and keep them there. Band is styled along the "rhythm-melody" lines of Wood's warbling, with emphasis equally placed on rhythm and tune. Maestro handles the stick easily and attends to all the vocalizing. Library is fairly extensive for a new band, with a generous supply of oldies along with current faves in the books.

Richman.

Bob Hannon

(Reviewed at Continental Room, Stevens Hotel, Chicago)

THIS eight-piece outfit is the result of an ambition by a young man with a mellow tenor voice. Hannon has been a singer with bands in the Windy City and for the last few months warbled the production numbers at Chez Paree nitery. He is fronting seven men who have been filling numerous jobbing dates and to give reason for a union card is infrequently strumming on a guitar when not contributing vocals.

Boys are leaning on the sweeter side and impress as a suitable combo for small hotel rooms and intimate spots. Instrumentation has two brass, one sax and four rhythm, with Hal Munro, former Chicago leader, at the piano. The stuff is soothing to the ears with enough oomph to serve as a dance floor magnet. Boys toss in a few swingers, but don't

go overboard on unorthodox renditions. Their waltzes and Latin strains are best. Vocally, Hannon rates high. His tenor pipes are melodious and delivery admirably reserved. Another vocal contributor is Paul McKnight, who muggs the novelities.

Honigberg.

George Hamilton

(Reviewed at Del-Shore, Niles Center, Ill.)

HAMILTON and his "Music Box Music" have been a bandland fave for the last two and a half years since the leader established this style of rhythm on the West Coast and moved into the Midwest as the Veloz and Yolanda Orchestra. Maestro is a vet musician, having batoned an outfit years ago in Chicago under the name of "Spike" Hamilton.

His present brand is commercially sweet and catchy when styled on the music box order. It is particularly strong on pop dance tunes, blending his various sections with lulling results. Fundamental instrumentation includes a trumpet, three sax, five rhythm and two fiddles, and for variation there are formations of a four brass section and violin quintet for the softer strains.

Leader pitches in with musical support on a violin and has a warm sort of personality that brightens up the general layout. While his boys as a group are not of the jam session type they participate in lively novelities and a few are glimpsed briefly in glee club formation. Solo vocal duties rest on Ed Morley, a young and good looking tenor with a strong, stock voice. He is used frequently but doesn't tire due to his reserved style.

Honigberg.

Bundy's 5C Sat.-Sun. Oke

ROCHESTER, Ind., June 10. — Rudy Bundy played to 1,100 people at Tom Devine's Colonial Ballroom at Lake Manitau last Saturday and Sunday. Gross topped \$500. Jack Devine, owner's son, will be manager of the spot this summer. Nightly dancing there starts June 26, and Bundy may return to remain for the season.

Russ Morgan: Palm Isle Club, Longview, Tex., June 15; Municipal Auditorium, New Orleans, June 16; Pickwick Club, Birmingham, Ala., June 17.

Gene Krupa and Mal Hallett: Battle of music, Lakewood Ballroom, Mahanoy City, Pa., June 15.

Mal Hallett: Sunnybrook Ballroom, Pottstown, Pa., June 16; Hecla Park, Bellefonte, Pa., June 21.

Gene Krupa: Hippodrome Theater, Baltimore, June 16 week; Canadarago Park, Richfield Springs, N. Y., June 25.

Lee Shelley: Palisades Park, N. J., June 17 week.

Emil Velazco: Carmichael Auditorium, Clarksburg, W. Va., June 20; Antioch College, Yellow Springs O. June 22.

Chick Webb: Riverside Beach Park, Charleston, S. C., June 20; race dance, Orlando, Fla., June 21; Greystone Ballroom, Cincinnati, July 2. Leon Lake, Cohocton, N. Y., July 4.

Vido Musso: Lyric Theater, Indianapolis, June 23 week; Stanley Theater, Pittsburgh, June 30 week.

Hal Kemp: Steel Pier, Atlantic City, June 24-25.

Erskine Hawkins: Pythian Temple, Louisville, June 24.

Buddy Fisher: Enna Jettick Park, Auburn, N. Y., June 26.

Duke Ellington: Palace Theaters, Akron and Youngstown, O., June 30 week; Riverside Theater, Milwaukee, July 7 week; Canadarago Park, Richfield Springs, N. Y., July 23.

Rita Rio: Palisades Park, N. J., July 1 week.

Clyde McCoy: Fox Theater, Philadelphia, July 7 week; Strand Theater, New York, July 14 week.

Russ Morgan: Castle Farms, Cincinnati, July 15.

Woody Herman: Paramount Theater, New York, July 19 and 26 weeks.

Eddy Duchin: Strand Theater, New York, July 21 week.

Ramona: Brighton Beach, N. Y., August 20 week.

Larry Clinton: Paramount Theater, New York, August 23 and 30 weeks.

Jimmie Lunceford: State Theater, Hartford, Conn., December 1 week.

Charlie BARNET

and his Orchestra

Opening June 16

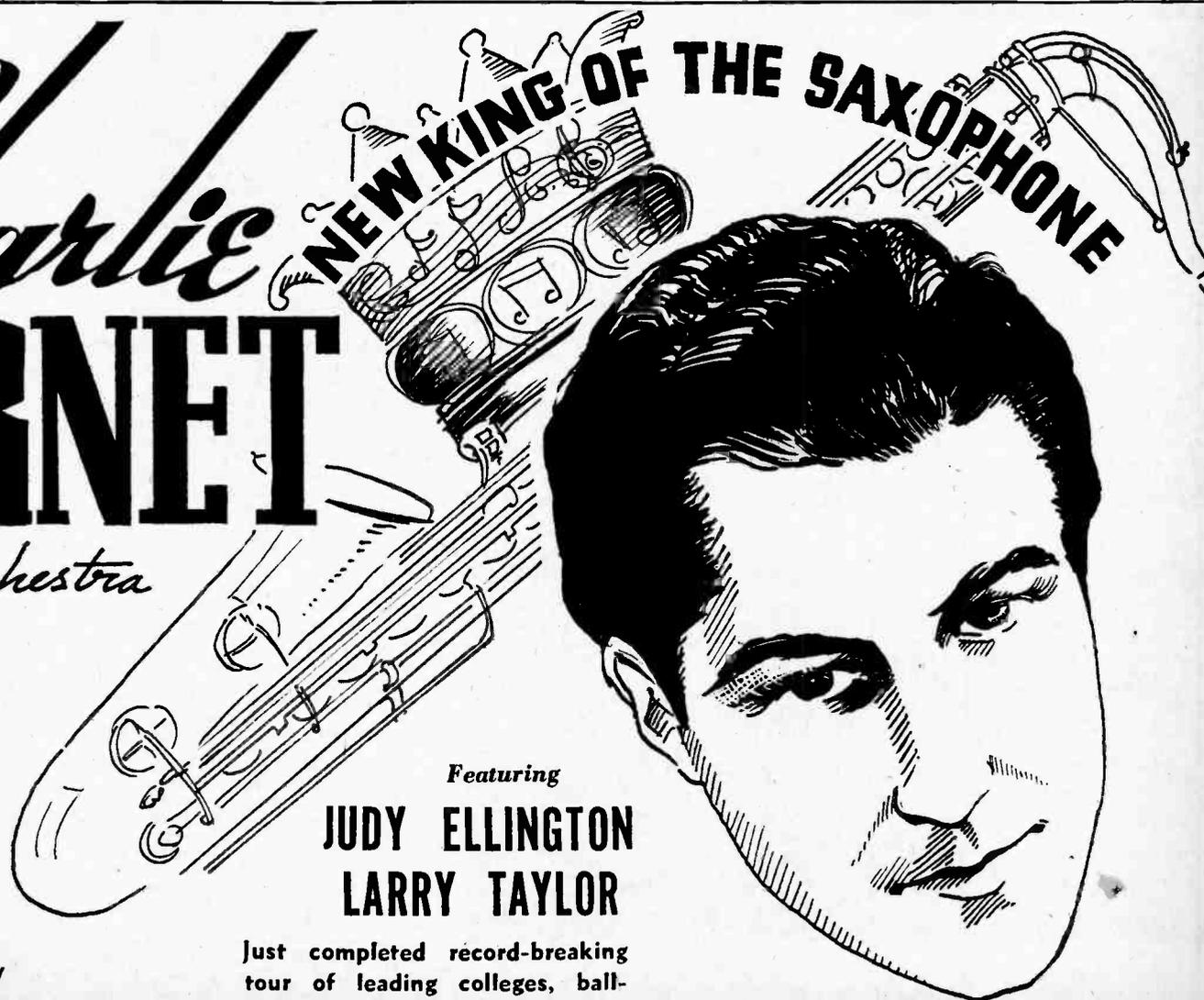
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Exclusive Management,
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D. Hudson Gives Archer's New Val-Air Grand Preem

DES MOINES, June 10.—Tom Archer preem'd his new Val-Air summer ballroom just outside the city last Saturday. Dean Hudson's Ork teed-off with a sock \$1,000 rung up at the gate.

Policy is a 40-cent admish for dancers and 10 cents to enter the gate for those who just want to watch the goings on, but the dime is paid by all regardless. Opening night saw 2,000 anxious hoofers cutting their stuff on the floor besides a few stragglers who just came to case the spot.

ALDEN PORTER takes over the stand this week for the summer at Pinebrooke Country Club, Nichols, Mass. Succeeds Gus Meyers Jr., who has been a fixture here for several summers.

DON RICARDO

AND HIS CAVALIERS

Currently playing
THE DELLS — LANSING, MICH.
Available for summer location.
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"BEHIND the SCENES"

Written on the scene of the
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● M. H. (Oro) Orodener, Music Editor of The Billboard, and a complete staff of newsgatherers will be in Kansas City to bring to you complete, authentic and accurate news about what happens at the Convention.

● For the complete inside story . . . for last-minute hot news . . . for intimate highlights, see next week's issue of

The
Billboard

Orchestra Notes

By M. H. ORODENER

Broadway Band Box

SINCE STAN ZUCKER left his general managership of CRA for MCA, latter's rolls have been enriched by several of the former's bands . . . RUDY BUNDY is getting his release from Consolidated to go with Music Corp., being with MARVIN FREDERICK and JIMMY RICHARDS from the same stable; KING'S JESTERS almost made a clean break, but were trapped by an option, and LEE SHELLEY is willing if the release is ready . . . DICK SHELTON, the original University of Illinois maestro, is also a new addition to the MCA band roster . . . after two years of watchful waiting, Rockwell-General Amusement Corp. figures it's about time to tutor BOBBY BYRNE as a band leader . . . he's the trombone player in the JIMMY DORSEY gang who sounds so much like TOMMY DORSEY . . . after many years of selling bands on giving the Remick tunes a plug, RONNY LAMPHIER straddles the other side of the fence to only sell bands . . . he joins CRA this week as location booker to fill the gap left when RUSS LYONS moved up to head the Chicago office . . . JACK FLYNN, former manager for RUSS MORGAN, joins the William Morris office as band salesman . . . July 15 is the opener for SHEP FIELDS, sans ripples, at Hotel New Yorker . . . FATS WALLER and his manager, ED KIRKBY, cable that they're catching the Ile de France Wednesday (14) to return to the States . . . LARRY CLINTON catches a holdover at Park Central Hotel till July 10 . . . the dipsy doodler's Paramount stand starts August 23 . . . WOODY HERMAN returns to New York July 19 for a couple weeks at the same theater.

In the East

Deal is on fire for PAUL KAIN, Washington maestro, to open an MCA branch at the capital this fall . . . Kain has been handling lotsa stuff for the office and connection may become official in line with Music Corp's plans to plant branches in all important centers . . . he has just concluded his stands at Wardman Park Hotel and as WJSV music director, returning to both posts in the fall, and may get a call this summer for the Rainbow Room, New York . . . BILL MARSHALL, who has taken over the FRANK DAILEY Ork now that Dailey has dropped the baton for good, makes his bow Thursday (15) at The Willows, Pittsburgh . . . also gets a Mutual airing . . . spot goes on the R-GAC exclusive list . . . CECIL GOLLY opens a summer stretch July 1 at the new Beaver Island Restaurant on Grand Island, Old Point Comfort, Va. . . FLOYD MILLS moves on to Rehoboth Beach, Del., to summer at the Indian Beach Club . . . ROSS RAPHEAL is set for the summer at Hogan's Cedar Park Inn, Philadelphia roadhouse . . . RUBY NEWMAN opens Saturday (17) for a fortnight at the swank Casino in Magnolia, rendezvous of the fashionable North Shore society at Gloucester, Mass.

Big-Little Bands

MILT HERTH TRIO moved out of Hotel Edison, New York, to make their Chicago debut Friday (16) at Hotel La Salle . . . JOHN GART FOUR fills in for Herth at the Edison until STUFF SMITH takes over the stand Thursday (15) . . . impressed by the success of the Herth threesome, Maria Kramer is figuring on the Gart gang for her Lincoln Hotel, New York . . . Gart's four takes in his electric organ, electric guitar, trumpet and sax-clary playing music fashioned by CHARLES KOFF, Muzak arranger . . . TITO and his SWINGTET mentioned for the Glass Hat of Belmont Plaza Hotel, New York, July 15 . . . THE CRUSADERS moved into the cocktail lounge of Chicago Blackstone Hotel . . . HAL HARTMAN'S Mello-Aires current at Hotel Maryland, Cumberland . . . EM-BASSY TRIO augmenting PHIL SANDS' week-end music at Westchester Embassy Country Club, Armonk, N. Y., threesome strolling about the open terrace to fill the between-dance moments . . . now in their fourth month, O'BRIEN AND EVANS continue to stroll indef at the Mural Room of Bowman's Restaurant, Aurora, Ill. . . BUDDY RUSSELL'S Manhattans start an indef stroll this week at Syracuse (N. Y.) Hotel.

Culled From California

CHARLIE GREEN, CRA chief, hits Hollywood next week for further discussions on the office band deal with EVERETT CROSBY . . . also plans to

quarter at the San Francisco branch . . . ARTIE SHAW pic deal is at the signing stage, which would give the swingers \$100,000 for a sequence in *Broadway Melody* . . . band meanwhile is penciled in for the July 4 week at Golden Gate Theater, San Francisco . . . JACK KAPP, Decca disk domo, arrived in Hollywood town this week . . . PHIL OHMAN takes over Thursday (15) at Victor Hugo's, Beverley Hills, with SKINNAY ENNIS heading for his first New York vacash since starting on his own . . . Ennis will one-night it back to San Francisco to follow PAUL PENDARVIS, who opens July 17 for four weeks, into Mark Hopkins Hotel . . . ANNE WALLACE starts a third summer's stretch on the 24th at Navajo Ballroom at Big Bear Lake . . . LEE SCOTT, with two months behind him, draws a holdover ticket at Rancho San Pablo, El Cerrito . . . GEORGE OLSEN opens the 27th at Hotel St. Francis, San Francisco, with HARRY OWENS moving on to the Broadmoor Hotel at Colorado Springs near Denver.

Notes Off the Cuff

BILL BARDO takes in a monther, starting Thursday (15), at Roosevelt Hotel, New Orleans . . . IRVING FIELDS summers at Lake Tarlton Country Club, Pike, N. H. . . RAY KEATING gets four weeks at Sherman's Pavilion on Caroga Lake, N. Y. . . DICK BARRIE takes in a fortnight at Kennywood Park, Pittsburgh, starting July 17 . . . TONE MARLOWE continues indef at the Terrace Gardens, Rochester, N. Y. . . NAT BARRICK to one-night out of the office of Bill Siro's Attractions, Houston . . . EDDIE DeLANGE into Peabody Hotel, Memphis, for nine days, winding up Saturday (17) . . . JOLLY COLBURN opens the 30th for the summer at Atlantic City's President Hotel . . . EMERSON GILL starts the same date at Mission Inn, La-trobe, Pa., for two weeks . . . CHARLES STRICKLAND, a famous name of another decade, starts pounding the piano and singing the songs he made famous a quarter of a century ago at Bill Hardy's Gay Nineties Cafe in New York . . . DREXEL LAMB moved in for the summer at Larry Miller's resort at Clarks Lake, Mich. . . BOBBY DAY and his new "Dance to Day Tonight" ork preem Wednesday (14) at Club Evergreen, Bloomfield, N. J. . . FRANCES FOSTER left New York booking circles to take over the one-night desk at Johnson-Foster Agency in Dallas . . . JERRY LIVINGSTON grabs off the call to open Mother Kelly's June 22, new East Side New York spot on site of the old El Rio Club . . . and so we send our cuffs to the cleaners.

ACTOR HEADS

(Continued from page 3)

a "professional basis." They view the Edwards gesture as a subterfuge which will enable FTP execs to hide behind unions' skirts when criticism is leveled at them in the future. Plan, as submitted first to the Associated Actors and Artistes of America last Friday and subsequently to the performers' unions individually, asks that the unions establish qualification boards which would weed out personnel so as to alter structure from "relief project" to an efficient work program and possibly to set groundwork for a national theater.

Paul Dullzell, executive secretary of Actors' Equity, which will probably act specifically at its council meeting Tuesday, dislikes the idea of a union committee passing judgment on its own members. Dullzell feels such a move would tie Equity's hands thereafter. Union spokesman wondered why FTP itself couldn't assemble a list of prominent actor names known to be above reproach and known to have income enough to be indifferent to temptations of FTP politics. Lest the FTP have comeback that union refused co-operation, tho, Equity might submit a list of about 15 names, but will go no further in its commitments.

American Federation of Actors' is unalterably opposed to any plan which, tho giving preference to union members, would cause displacements in the present project personnel. Ralph Whitehead, executive secretary, submitted the following list of names for the committee on condition that there be no dismissals:

Wesley Frazer, Harry Green, Walter Diggs, Mona Lista, Jessie Noble, Joe Smith, Eddie Miller, Joyce Weaver, Ford

EDDIE DeLANGE
AND HIS ORCHESTRA
CLARIDGE HOTEL
Memphis, Tenn.
Exclusive Management
WILLIAM MORRIS AGENCY, INC.



Crane, Gloria Grafton, Lou Taylor and Avis Andrews.

When asked if the FTP had approached his union too, Leo Fischer, executive secretary of the American Guild of Musical Artists, replied: "No, thank God, and I hope they don't. However, if they do call on us we will have to do our job."

George Heller, speaking for American Federation of Radio Artists, said: "We received a letter from Edwards, but we are not inviting him over to appear before our board. We probably won't take any action. If we do, it will be negative anyway."

As outlined before a special meeting of Actors' Equity Council Tuesday, Edwards' plan would set up qualification boards from each union to go over the entire personnel, assorting the more capable and professional from the less capable and recommending shunting to positions other than acting or to projects other than the theater. There would be a shakedown in the supervisory personnel to make room for the performers and actors pulled out of production. Edwards claims this would make room for the 600 actors who are now on relief and who would give the project better shows. After these boards had waded thru and assorted the personnel, they would be dismissed. From their ranks would be selected three who would serve as a permanent qualifications board to pass on all future admissions, dismissals and placements, thus indirectly controlling production. Such a board has been established in Los Angeles with the help of the Screen Actors' Guild. Board members receive \$5 a sitting. Money has been turned back to Motion Picture Relief Fund.

Sheet-Music Leaders

(For Week Ending June 10)

Acknowledgment is made to Maurice Richmond's Music Dealers' Service, Inc., Music Sales Corp. and Ashley Music Supply Co., of New York; Lytle & Healy; Carl Fischer, Inc.; Gamble Hinged Music Co. and Western Book and Stationery Co., of Chicago.

Position	Last Wk.	This Wk.
3	1.	Wishing
1	2.	Three Little Fishies
2	3.	And the Angels Sing
5	4.	Beer Barrel Polka
12	5.	Sunrise Serenade
4	6.	Little Sir Echo
10	7.	If I Didn't Care
7	8.	Little Skipper
8	9.	Don't Worry 'Bout Me
9	10.	I Never Knew Heaven Could Speak
15	11.	The Lady's in Love With You
—	12.	A New Moon and an Old Serenade
6	13.	Our Love
14	14.	Cod Bless America
11	15.	East Side of Heaven

CRA-JOE GLASER COMBINE

Ramona-Denny for Niagara U. Prom Draws Fat \$2,300

NAGARA FALLS, N. Y., June 10.—Junior Prom last Friday at Niagara University was marked by three outstanding "firsts." Dance was the first in the history of the school to use a name band, first to use two bands at same dance and first held on the campus instead of the Niagara Hotel, the usual spot.

With Ramona and Jack Denny on deck, ducats were priced at \$5 per couple. Attendance of 620 persons made a \$1,550 gross. Patron's tickets priced also at \$5 were peddled to 150 non-attending persons, adding \$750 for a total of \$2,300. After deducting expenses, it left a very fine profit of \$950. Chairman of the dance was Bruce E. McEvoy.

Childs' \$220 a Sad Stand

CANTON, O., June 10.—Reggie Childs' one-nighter at Moonlight Ballroom at near-by Meyers Lake Park ballroom last Sunday was a disappointing \$220 date, with only a 400 draw at 55 cents per person. Middle bracket bands have been attracting about the same gate for the past month on Sunday nights. Next name on Sunday (18) is Ozzie Nelson with Harriet Hilliard.

Marcellino-Young Band Battle a Good 12C Gate

SPOKANE, Wash., June 10.—Manager Louis A. Vogel of Natatorium Park had "A Battle of the Bands" last Wednesday between Muzzy Marcellino and Sterling Young to lure 2,000 dancers at 60 cents each for a good \$1,200 gate.

Muzzy was presented a gold cup when an applause meter showed the crowd favored his band. Young's outfit was handicapped because it was the visiting band. Muzzy having opened the Nat season three weeks earlier. Muzzy has

Page Clem McCarthy!

CHICAGO, June 10.—A two-day test battle between Hal Moore's Ork and Keith Beecher's Band of tootlers will take place July 24 and 25 at White City Ballroom here to determine which outfit will fill the bill for a steady run. If the mob, via the applause and whistling route, expresses a desire for one in particular, the other lad will be automatically eliminated.

Jack Belasco, manager of the spot, gave birth to the idea and is hoping it won't boomerang by the customers deciding two bands nightly would be all right, too.

proved so popular his original contract for two weeks has been extended for a total of six weeks until June 24.

Weems Sets a Record Draw

DENVER, June 10.—On the second day (last Saturday) of his 12-day stand here at Lakeside Park, Ted Weems broke all existing records at the El Patio Ballroom, drawing 3,695 cash customers. Opening night previous brought out 2,689 dancers. On closing here, band goes to Catalina Islands, Calif., for a seven-week stay starting June 18.

Lewis Makes a Happy Draw With Near-Record \$1,610

LINCOLN, Neb., June 12.—Ted Lewis drew 1,795 paid admissions, scaled at 83 cents, \$1.10 and \$1.35, at Turnpike Casino, grossing \$1,610 for last Friday night.

Manager R. H. Pauley of the Turnpike first thought Lewis had topped Ted Florito's money, \$1,640, but Lewis was sold to nearly 1,000 at 83 cents, while Florito when setting the money record was lowest at \$1.10. Lewis missed Herbie Kay's top paid admission record of 1,900, but Kay was priced at 75 cents a head.

Separate Department Set Up To Build and Book Colored Bands

Glaser brings over string of star bands headed by Louie Armstrong—Moe Gale status quo—Glaser prez of new corporation, with shares a 50-50 split with Green

NEW YORK, June 10.—A merger of unusual interest in band and booking circles was effected Thursday (8) when Joe Glaser, head of Joe Glaser, Inc., made a deal with Charlie Green, Consolidated Radio Artists' prez, to set up an allied colored band department at CRA to be known as Glaser-Consolidated, Inc. Glaser, who has been foremost in the field of building and booking Negro stars, moves in stock and key with CRA here July 1. New corporation will have Glaser in the prez with a 50 per cent interest, the remaining interest being held by Green.

Saunders, Glaser's band booker, also moves over to CRA as vice-prez of the corporation. However, he will quarter at CRA's Chicago office. Saunders was with CRA for several years, working out of every branch office before going with Glaser. Other assimilation of personnel will be decided upon when Green gets back to New York from his cross-country trip.

In moving over to CRA, Glaser takes along all his band attractions, including Louie Armstrong, Andy Kirk, Don Redman, Eddie South, Roy Eldridge, Hot Lips Paige and Earl Hines. All but the last named are personally managed by Glaser. Hines had been booked by CRA until recently when Glaser took the band over for bookings on arrangement with Hines' personal manager, Ed Fox. Glaser also arranged the deal for Fox in selling Fletcher Henderson's contract to Benny Goodman. Henderson bowed out of the band picture and joins Goodman's staff as pianist and arranger.

In addition to his band holdings, Glaser is also managing over 100 colored acts. He will still hold his personal management contracts with the acts,

while the bookings for some of the bigger names will be turned over to CRA Artists, Ltd., another CRA subsid headed by Charlie Yates.

Glaser's bands will augment CRA's current colored band holdings which include Chick Webb, Erskine Hawkins and Stuff Smith. Webb and Hawkins are personally managed by Moe Gale, of Gale, Inc., with CRA having Webb for dance tours only. William Morris office having the band for theaters. Deal was in the wind for Gale to enter the new set-up, but his interest was lacking. "Gale, Inc., will always remain a separate identity," said Moe Gale. "We are not interested in booking bands, only in building them." Altho there is only a verbal understanding keeping Webb on the CRA books, Gale indicated that he did not contemplate any change in his present relationship with CRA.

Glaser had been operating independently for the past two years. Before that, for some four and a half years, he was linked with the then Rockwell-O'Keefe office.

Parading into our 2nd week . . . Held over at the PARAMOUNT THEATRE, N. Y.

HARRY JAMES AND HIS ORCHESTRA

IN THE PARADE OF FUTURE STARS WATCH FOR THESE SOCK SOLOISTS

- ★ JUMBO JACK GARDNER The Heavyweight Champ of the Piano
- ★ RALPH HAWKINS Chick Webb's Drummer Protege
- ★ DAVE MATTHEWS Sensation on the Alto-Sax
- ★ CLAUDE LAKEY Tops on the Tenor-Sax
- ★ JACK PALMER—Song Stylist

All featured with HARRY JAMES and his Orchestra

All arrangements played by HARRY JAMES and his Orchestra exclusively by ANDY GIBSON and JACK MATHIAS

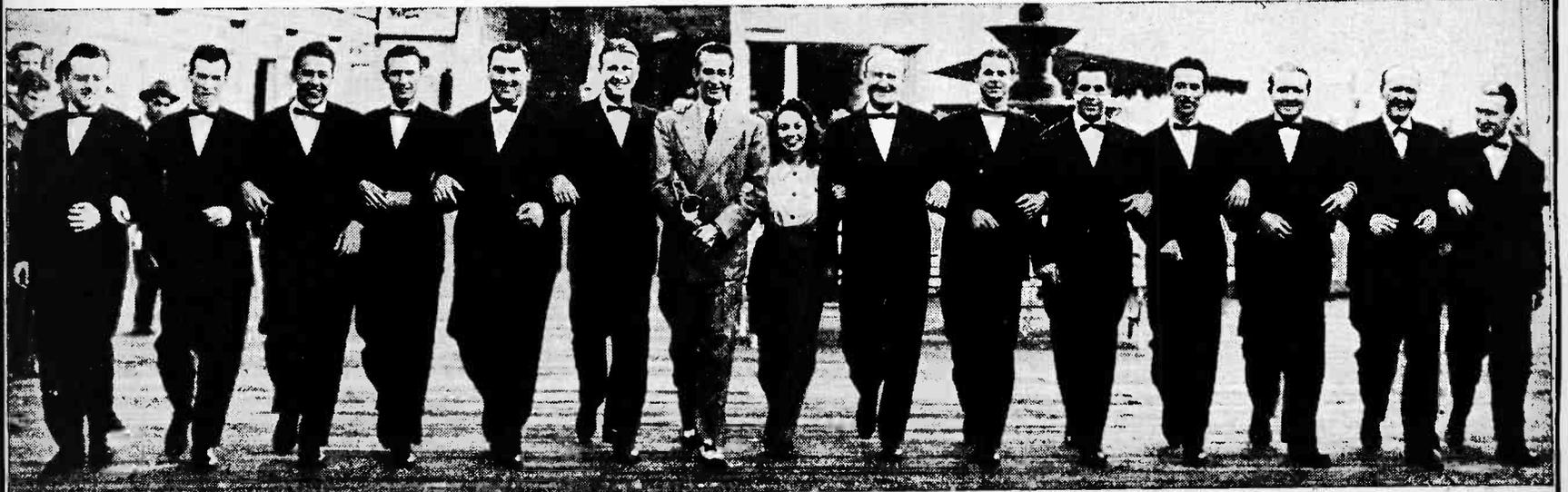
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Orchestra Routes

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

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

A
 Ackley, Carlton: (Rancho San Pablo) El Cerrito, Calif., nc.
 Adams, Johnnie: (Idle Hour) Dayton, O., nc.
 Adler, William: (Ambassador) NYC, h.
 Agnew, Charlie: (Melody Mill) Dubuque, Ia., nc.
 Akin, Bill: (Cawthon) Mobile, Ala., h.
 Alomona, Harold: (City Dump) NYC, nc.
 Angelo: (Bertolotti's) NYC, nc.
 Arthur, Zinn: (Grossinger's) Fallsburgh, N. Y., h.
 Austen, Harold: (Glen Park Casino) Buffalo, b.

B
 Baker, Bob: (Paramount) Ft. Wayne, Ind., t.
 Banaga, Johnny: (Congress) Chi, h.
 Barrows, Charlie: (Brook) Bound Brook, N. J., t.
 Bartel, Jeno: (Lexington) NYC, h.
 Basie, Count: (Sherman) Chi, h.
 Basile, Joe, & His Madison Sq. Band: (Olympic) Irvington, N. J., p.
 Baum, Charles: (St. Regis) NYC, h.
 Becker, Bubbles: (Totem Lodge) Auburndale, N. Y., h.
 Benson, Ray: (Astor) NYC, h.
 Berick, Joe: (Riviera) Pittsburgh, re.
 Bernard, Nate: (Leighton's) Noroton, Conn., re.
 Bernard, Bernie: (Bert Frohman's) NYC, nc.
 Borne, Hal: (Florentine Gardens) Hollywood, nc.
 Beyer, Archie: (Earl Carroll's) Los Angeles, nc.
 Bono, Americo: (Chez Ami) Buffalo, nc.
 Bowers, Stan: (Lansing, Mich.)
 Bradford, Ray: (Utah) Salt Lake City, h.
 Bradford, Vincent: (Belvedere) Baltimore, h.
 Brooks, Billy: (Queen's Terrace) Woodside, L. I., nc.
 Brown, Rudy: (Log Cabin) Atlanta, nc.
 Bryant, Hayward: (Top Hat) Douglas, Ariz., nc.
 Brynd, Jing: (Wendt's Beach) Watertown, Wis., b.
 Bryson, Jack: (Taft) New Haven, Conn., h.
 Bundy, Rudy: (Madura's Danceland) Hammond, Ind., b.
 Burkhardt, Johnny: (Southern Mansion) Kansas City, Mo., nc.
 Burke, Sonny: (Moonlight Gardens) Saginaw, Mich., b.
 Bush, Eddie: (Seven Seas) Hollywood, nc.
 Buteau, Herb: (Melody Mill) Riverside, Ill., ro.

C
 Callaway, Cal: (Pt. Armstrong) Rock Island, Ill., h.
 Californians, The: (Congress) Chi, h.
 Calloway, Cab: (Cotton Club) NYC, nc.
 Camden, Eddie: (Favillon) Mentor, O., h.
 Candulla, Harry: (Lookout Mt.) Chattanooga, h.
 Cannon, Larry: (Palace) San Francisco, h.
 Cappy, Mike: (Wonder Bar) Union City, N. J., nc.
 Carle, Frankie: (Seven Gables) New Milford, Conn., ro.
 Carlson, Bill: (Trionon) Chi, b.
 Carlyle, Lyle: (Vanity) Detroit, b.
 Carter, Benny: (Savoy) NYC, b.
 Caruso, Marty: (El Rancho) Chester, Pa., nc.
 Catzone, Billy: (William Penn) Pittsburgh, h.
 Chatfield, Tommy: (Nat) Amarillo, Tex., nc.
 Chiesta, Don: (Ivanhoe Gardens) Chi, nc.
 Clancy, Lou: (Club Plaza) Biloxi, Miss., nc.
 Claxide, Gay: (Chanticleer) Madison, Wis., h.
 Clarke, Buddy: (Armando's) NYC, nc.
 Clinton, Larry: (Park Central) NYC, h.
 Cloud, Ken, & His Cavaliers: (Lodore Club) Story, Wyo., b.
 Coleman, Emil: (Trocadero) Hollywood, nc.
 Collins, Joe: (Enduro) Brooklyn, nc.
 Collins, Bernie: (Ansley) Atlanta, h.
 Confrey, Zez: (Shelton) NYC, h.
 Cook, Ted: (White City) Chi, b.
 Coon, Dell: (Eden) Chi, b.
 Conn, Irving: (Arrowhead Inn) Riverdale, N. Y., re.
 Connellus, Paul: (Chez Paree) New Orleans, nc.
 Cornwell, Joe: (Newhouse) Salt Lake City, h.
 Cosmo, Ned: (Coronado) Worcester, Mass., h.
 Coetello, Diosa: (International Casino) NYC, nc.
 Courtney, Del: (Bear Mt. Inn) Bear Mountain, N. Y., h.
 Coyle, Sheik: (LeSourdsville Lake) Middletown, O., p.
 Craig, Vernon: (Rathskeller) Fall River, Mass., nc.
 Crocker, Mel: (Lake Cornell) Mt. Vernon, O., b.
 Cromwell, Chauncey: (Paxton) Omaha, h.
 Crusaders, The: (Blackstone) Chi, h.
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.
 Cutler, Ben: (Elitch's Gardens) Denver, b.

D
 D'Artega: (Sun Valley) World's Fair, NYC, re.
 Daley, Jack: (Corktown Tavern) Detroit, nc.
 Dalton, Jack: (Devi-Bara Resort) Devils Lake, Wis., nc.
 Danders, Bobbie: (Gay '90s) Chi, nc.
 Dara, Ronnie: (Kansas City Club) Kansas City, Mo., nc.
 Davis, Eddie: (Larue's) NYC, re.
 Davis, Johnny: (Fox) Phila., t.
 Day, Bobby: (Club Evergreen) Bloomfield, N. J., nc.
 Dean, Peter: (Nick's) NYC, nc.
 Deas, Eddie: (Congo) Boston, nc.
 Decker, Paul: (State) Columbus, O., re.
 Dell, Eddie & Imogene: (Half-Way House) Lake George, N. Y., h.
 Dell, Lou: (Woodside Gardens) Woodside, L. I., nc.
 DeVito, Don: (Berkeley-Carteret) Asbury Park, N. J., h.
 Dickman, Harry: (Club Arcada) St. Charles, Ill., nc.
 Donahue, Al: (Rainbow Room) NYC, nc.
 Dooley, Phil: (Palmer House) Chi, h.
 Dorsey, Jimmy: (Meadowbrook) Cedar Grove, N. J., ro.

Dorsey, Tommy: (Pennsylvania) NYC, h.
 Douglas, Tommy: (Antlers) Kansas City, Mo., nc.
 Duchin, Eddy: (Waldorf-Astoria) NYC, h.
 Duerr, Dolph: (Green Derby) Cleveland, nc.
 Duffy, George: (Cataract) Buffalo, h.
 Duke, Jules: (Tutwiler) Birmingham, h.
 Dunham, Don: (Topper) Cincinnati, b.
 Duranda: (La Conga) Hollywood, nc.

E
 Eddy, Teddy: (Scroon Manor) Scroon Lake, N. Y., cc.
 Elliott, Jack: (Paradise Cave) Detroit, nc.
 Ellis, Joe: (Queen Mary) NYC, re.
 Ellis, Seger: (Nicollet) Minneapolis, h.
 Engel, Freddy: (Rest Ye Inn) Albany, N. Y., re.
 Ernie, Val: (El Morocco) NYC, nc.

F
 Farber, Burt: (Old Vienna) Cincinnati, re.
 Farr, Jimmy: (King & Prince Club) Saint Simons Island, Ga., cc.
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.
 Fidler, Max: (Club Versailles) Hollywood, nc.
 Fiedler, Johnny: (Plaza) San Antonio, h.
 Fields, Shep: (Cedar Point) Sandusky, O., b.
 Fino, Del: (Elton) Waterbury, Conn., h.
 Flo-Rito, Ted: (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Fisher, Jack: (Vienna Room) Boston, re.
 Fiske Jr., Charles: (Radio Springs) Nevada, Mo., re.
 Floyd, Gay: (Rotisserie) Jackson, Miss., re.
 Fodor, Jerry: (Frankie's) Toledo, nc.
 Francis, Lee: (Cocoanut Grove) Chi, ro.
 Francisco, Don, Quartet: (Mark Hopkins) San Francisco, h.
 Franklin, Morton: (Netherland Plaza) Cincinnati, h.
 Frassetto, Joe: (Walton) Phila., h.
 Fremont, Al: (New Penn) Pittsburgh, re.
 Freudberg, Leo: (Essex House) Newark, h.

G
 Gale, Lenny: (Glen Park Casino) Williams-ville, N. Y., b.
 Gamble, Jack: (Lincoln Terrace) Pittsburgh, nc.
 Garber, Jan: (New Yorker) NYC, h.
 Gasparre, Dick: (Ambassador) NYC, h.
 Gates, Bill: (Manoa Inn) Manoa, Pa., nc.
 Gendron, Henri: (Bon Air) Wheeling, Ill., cc.
 Gentry, Tom: (Excelsior Park) Minneapolis, b.
 Gifford, Dave: (St. Nicholas) Decatur, Ill., h.
 Gill, Joaquin: (Neil House) Columbus, O., h.

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

G
 Gill, Emerson: (Westview) Pittsburgh, p.
 Gillen, Frank: (Club Frontenac) Detroit, nc.
 Glass Sisters: (The Farm) St. Charles, Ill., ro.
 Golden, Neil: (DeWitt) Albany, N. Y., h.
 Golly, Cecil: (Rainbow) Denver, b.
 Gonyea, Leonard: (Pine Lodge) Eau Claire, Wis., nc.
 Goodman, Benny: (Ritz-Carlton) Boston, h.
 Gordon, Lloyd: (Michigan) L'Anse, Mich., b.
 Gordon, Herb: (Onondaga) Syracuse, h.
 Gray, Glen: (Palmer House) Chi, h.
 Grofe, Ferde: (Ford Exhibit) World's Fair, NYC, mh.
 Gunier, Johnny: (Perkins Club) Kansas City, Mo., nc.

H
 Hackett, Bobby: (Troc) NYC, nc.
 Hall, George: (Moonlite Gardens) Cincinnati, b.
 Hamill, Mel: (Crystal) Crystal Beach Park, Ont., h.
 Hamilton, Dave: (Oriental Club) Lansing, Mich., nc.
 Hamilton, George: (Del Shore) Chi, cc.
 Hamilton, Johnny: (Trionon Club) Santa Fe, N. M., nc.
 Hannon, Bob: (Stevens) Chi, h.
 Hardy, Bob: (Flamingo) Boston, nc.
 Harper, Nick: (Texas) Fort Worth, Tex., h.
 Harris, Ken: (Stork Club) Providence, nc.
 Harris, Phil: (Wiltshire Bowl) Los Angeles, re.
 Harrison, Will: (Rich's) Old Greenwich, Conn., re.
 Hart, Little Joe: (Glen Echo Park) Washington, D. C., b.
 Hartman's, Hal, Mello-Aires: (Maryland) Cumberland, Md., h.
 Heidt, Horace: (Biltmore) NYC, h.
 Holl, Matt: (Pavilion) Bois Blanc Island, Can., b.
 Henry, John: (Carolyn) Columbus, O., nc.
 Henry, Bill: (Rustic Cabin) Englewood, N. J., ro.
 Herbert, Arthur: (Dupont) Wilmington, h.
 Herman, Pete: (Casa Manana) Boston, nc.
 Herth, Milt: (La Salle) Chi, h.
 Higgins, Pete: (Brown Derby) Boston, c.
 Hill, Teddy: (Savoy-World's Fair) Flushing, L. I., b.
 Hills, Worthy: (Baybrook) West Haven, Conn., nc.
 Himber, Wilson: (Grove) Baton Rouge, La., nc.
 Himber, Richard: (Paradise) NYC, nc.
 Hines, Earl: (Grand Terrace) Chi, nc.
 Hoffman, Earl: (Medinah Club) Chi, h.
 Hogan, Tweet: (Woodlawn Bay) Delavan Lake, Wis., b.
 Hoke, Pat: (Riverside Club) Utica, N. Y., nc.
 Hollander, Will: (New Yorker) NYC, h.
 Holst, Ernie: (Belmont Plaza) NYC, h.
 Hunter, Bob: (Wonder Bar) Cincinnati, nc.

I
 Irish, Mac: (Chanticleer) Millburn, N. J., nc.
 Jaffe, Mac: (Poland Springs) Poland Springs, Pa., h.

Jahns, Al: (Biltmore) Providence, h.
 James, Harry: (Paramount) NYC, t.
 James, Jimmy: (Barney Rapp's) Cincinnati, nc.
 Jennings, Harry: (25 Club) Dallas, nc.
 Jill, Jack: (Cedar Lane Club) Opelousas, La., nc.
 Jones, Isham: (Villa Venice) Chi, ro.
 Joy, Jimmy: (Jefferson Beach Park) Detroit, b.

K
 Kardos, Gene: (Hungaria) NYC, nc.
 Kassel, Art: (Muehlebach) Kansas City, Mo., h.
 Kaye, Sammy: (Essex House) NYC, h.
 Kemp, Hal: (Cavalier) Virginia Beach, Va., h.
 Kenny, Mart: (Royal York) Toronto, h.
 Kendis, Sonny: (Stork Club) NYC, nc.
 King, Billy: (Nite Spot) San Antonio, nc.
 King, Henry: (Fairmont) San Francisco, h.
 King, Don: (Rouff) Oshkosh, Wis., h.
 King, Wayne: (Rosevelt) NYC, h.
 King, George: (Frog Hop) St. Joseph, Mo., b.
 Kinney, Ray: (Lexington) NYC, h.
 Kirby, John: (Onyx Club) NYC, nc.
 Koons, Rex: (Pier) Buckeye Lake, O., b.
 Kraemer, Ray: (Ritz) Superior, Wis., nc.
 Kurtze, Jack: (Deshler-Wallick) Columbus, O., h.

L
 Lake, Sol: (606 Club) Chi, nc.
 Lally, Howard: (Ben Marden's Riviera) Fort Lee, N. J., nc.
 Lamb, Drexel: (Larry Miller's Resort) Clarks Lake, Mich.
 Lang, Lou, Trio: (White) NYC, h.
 Lang, Teddy: (Club Cavalier) NYC, nc.
 Lang, Sid: (Hi-Hat) Chi, nc.
 LaPorte, Joe: (Old Roumanian) NYC, nc.
 Lapp, Horace: (Banff Springs) Banff, Alta., h.
 Le Baron, Eddie: (Rainbow Room) NYC, nc.
 LeHarr, Billy: (Chez Ami) Buffalo, nc.
 Leonard, Steven: (Melody Mill) Chi, b.
 Levant, Phil: (Bismarck) Chi, h.
 Lidenton, Louis: (Cotton Club) Joplin, Mo., nc.
 Light, Enoch: (Taft) NYC, h.
 Livengood, Tinney: (Town & Country) Milwaukee, nc.
 Livingstone, Jimmy: (The Pines) Pittsburgh, re.
 Lopez, Vincent: (Chez Paree) Chi, nc.
 Lopez, Jose: (Stork Club) NYC, nc.
 Lorch, Carl: (Schroeder) Milwaukee, h.
 Loss, Jimmy: (Club Caliente) Calumet City, Ill., nc.

L
 Lyon, Deb: (Cave Under the Hill) Omaha, nc.

M
 McCreary, Howard: (Ambassador East) Chi, h.
 McCoy, Clyde: (Cocoanut Grove) Los Angeles, h.
 McDowell, Adrian: (Andrew Jackson) Nashville, Tenn., h.
 McCune, Bill: (Donahue's) Mountain View, N. J., ro.
 McGrane, Don: (Diamond Horseshoe) NYC, nc.
 McIntire, Dick: (Hula Hut) Hollywood, nc.
 McPherson, Jimmy: (Torch Club) Los Angeles, nc.
 McRae Bros.: (Havana Casino) Buffalo, nc.
 MacDonald, Billy: (Topsy's) Hollywood, nc.
 Madruguera, Enric: (La Conga) NYC, nc.
 Mandella, Frank: (Embassy Club) West Orange, N. J., nc.
 Manone, Winky: (Hickory House) NYC, nc.
 Mansfield, Dick: (Villepuege's) Sheepshead Bay, L. I., re.
 Manuel, Don: (Gig Galleaux) Peoria, Ill., nc.
 Manzanares, Jose: (Colony Club) Chi, nc.
 Marlo, Ray: (Swing Club) NYC, nc.
 Martel, Paul: (Arcadia) NYC, b.
 Martin, Lou: (Leon & Eddie's) NYC, nc.
 Martin, Dave: (St. George) Brooklyn, h.
 Martin, Freddie: (Bon Air) Wheeling, Ill., cc.
 Master, Freddie: (Nut Club) NYC, nc.
 Mays: (Monte Carlo) NYC, nc.
 Mayehoff, Eddie: (Governor Clinton) NYC, h.
 Messner, Johnny: (McAlpin) NYC, h.
 Meyers, Ickle: (Savoy) World's Fair, NYC.
 Meyers, Vic: (Trionon) Seattle, b.
 Miller, Gene: (Colorado) Kansas City, Mo., h.
 Miller, Glenn: (Glen Island Casino) New Rochelle, N. Y., re.
 Milligan, Bob: (Creole Palace) San Diego, Calif., nc.
 Mills, Jay: (Lowry) St. Paul, h.
 Moffitt, Deke: (Beverly Hills) Newport, Ky., cc.
 Molina, Carlos: (Villa Moderne) Chi, ro.
 Monahan, Josephine: (Broadmoor) Denver, h.
 Moon, Billy: (21 Club) Grand Rapids, Mich., nc.
 Moore, Hoopie: (Yellowstone Canyon Lodge) Yellowstone Park, Wyo., h.
 Morton, Hughie: (Anchorage) Pittsburgh, nc.
 Murray, Charlie: (Mon Paris) NYC, nc.

N
 Nance, Skipper: (Beverly Gardens) Little Rock, Ark., nc.
 Nelbaur, Eddie: (Wil-Shore) Chi, b.
 Newman, Ruby: (Magnolia Casino) Gloucester, Mass., cc.
 Newton, Frankie: (Cafe Society) NYC, nc.
 Noble, Leighton: (Baker) Dallas, h.
 Norvo, Red: (Murray's) Tuckahoe, N. Y., re.
 Novy, Misha: (Casino Russe) NYC, nc.

Owens, Harry: (St. Francis) San Francisco, h.
 Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.

P
 Pablo, Don: (Palm Beach) Detroit, nc.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Pancho & Band: (Strand) NYC, t.
 Parks, Bobby: (Castle Harbor) Bermuda, h.
 Paul, Eddie: (Chippewa Lake Park) Cleveland, b.
 Perez, Chuy: (Club Zarape) Hollywood, nc.
 Peyton, Jimmy: (Plaza) Pittsburgh, re.
 Phillips, Ray: (Crawford House) Boston, h.
 Phillips, Wendell: (Tower Inn) Niles Center, Ill., ro.
 Piccolo Pete: (Lazy Hour Rancho) Dunbar, Pa., h.
 Pinky & His Band: (St. Charles) New Orleans, h.
 Pollack, Jacques: (Deshler-Wallick) Columbus, O., h.
 Powell, Walter: (Show Bar) Forest Hills, L. I., ro.
 Press, Jack Arnold: (Merry-Go-Round) Newark, nc.
 Prima, Louis: (Famous Door) NYC, nc.

Q
 Quartell, Frank: (Colosimo's) Chi, nc.
 Quintana, Don: (El Chico) Miami Beach, Fla., nc.

R
 Ramona: (Surf Beach Club) Virginia Beach, Va., cc.
 Ramos, Ramon: (Ambassador) NYC, h.
 Randolph, Johnny: (Dragon Grill) Corpus Christi, Tex., nc.
 Raphael, Ross: (Cedar Park Inn) Phila., ro.
 Ravazza, Carl: (Rio Del Mar) Aptos, Calif., h.
 Ravel, Don: (Greenwich Village Casino) NYC, nc.
 Red Jackets: (Crystal) Fargo, N. D., b.
 Reichman, Joe: (William Penn) Pittsburgh, h.
 Relyea, Al: (Lenox) Troy, N. Y., ro.
 Ricardel, Joe: (Garbo) NYC, nc.
 Ricardo, Don: (Dells) Lansing, Mich., b.
 Rich, Tommy: (Jensen's) Riverside, Conn., re.
 Richards, Jimmy: (Henry Grady) Atlanta, h.
 Rines, Joe: (St. Regis) NYC, h.
 Rittoff, Stan: (Nappo Gardens) Chi, nc.
 Roccaforte, Joseph: (Valenti) Rockaway Beach, L. I., h.
 Rodrigo, Nana: (Havana-Madrid) NYC, nc.
 Rollini, Adrian: (Piccadilly) NYC, h.
 Rodgers, Ralph: (Astor) NYC, h.
 Ruge, Chris: (Hollywood) Bridgeport, Conn., nc.
 Russell, Jack: (Pershing) Chi, b.

S
 Sanabrio, Augusto: (Cuban Casino) NYC, nc.
 Sands, Phil: (Westchester Embassy Club) Armonk, N. Y., cc.
 Saunders, Hal: (Montparnasse) NYC, re.
 Savitt, Jan: (Lincoln) NYC, h.
 Schenk, Clarence: (E. & B. Casino) Pensacola, Fla., nc.
 Sears, Walt: (Athletic Club) Cleveland, nc.
 Shand, Terry: (Bossert) Brooklyn, h.
 Shaw, Artie: (Palomar) Los Angeles, b.
 Sherr, Jack: (St. Moritz) NYC, h.
 Siegel, Irving: (Post Tavern) Westbury, L. I., nc.
 Sissie, Noble: (Paramount) NYC, h.
 Skinner, Fred: (Capri) Hollywood, nc.
 Smith, Joseph C.: (La Rue) NYC, nc.
 Smith, Ray: (Stone's Grill) Marion, O., re.
 Smith, Stuff: (Edison) NYC, h.
 Sorey, Vincent: (Child's) NYC, re.
 South, Eddie: (Trocadero) Los Angeles, nc.
 Spanier, Muggsy: (Sherman) Chi, h.
 Sparr, Paul: (Warwick) NYC, h.
 Spector, Irving: (Breakers) Rochester, N. Y., ro.

T
 Spitalny, Phil: (Drake) Chi, h.
 Steel, Roger: (Little Club) NYC, nc.
 Sterne, George: (Coq Rouge) NYC, nc.
 Stipes, Eddie: (Wolf's Gardens) Toledo, nc.
 Straeter, Ted: (Monte Carlo) NYC, nc.
 Straight, Charlie: (Riverview Park) Chi, b.
 Strong, Benny: (Brown) Louisville, h.
 Stuart, Roy: (Park Casino) Chi, b.
 Sudy, Joseph: (Adolphus) Dallas, h.
 Sullivan, Joe: (Cat Club) Hollywood, nc.

U
 Umpleby, Chet: (I-Cong) S. Austin, Tex., nc.

V
 Vallee, Rudy: (Astor) NYC, h.
 Valencia, Eddie: (Adelphia) Phila., h.
 Van Gelder, Leon: (Melody Club) Union City, N. J., nc.
 Van Osdel, Jimmie: (Lookout House) Covington, Ky., nc.
 Varzos, Eddie: (Coronado) St. Louis, h.
 Versatillians: (Wolverine) Detroit, h.
 Voznan, Nick: (Coq Rouge) NYC, nc.

W
 Wallace, Anne: (Navajo) Big Bear Lake, Calif., b.
 Weber, George: (Henry) Pittsburgh, h.
 Weeks, Ranny: (International Casino) NYC, nc.
 Weldon: (Armando's) NYC, nc.
 Weik, Lawrence: (Edgewater Beach) Chi, h.
 White, Johnny: (Atlanta City Club) Atlanta, nc.
 Wilde, Ran: (Sir Francis Drake) San Francisco, h.
 Williams, Griff: (Aragon) Chi, b.
 Williams, Fess: (Savoy) World's Fair, NYC, t.
 Winton, Barry: (Rainbow Grill) NYC, nc.
 Wood, Barry: (Claremont Inn) NYC, re.
 Woods, Howard: (Village Barn) NYC, nc.

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BRITISH BAND BUSINESS BLAH

"No Home Work for My Men"—Petrillo

CHICAGO, June 10.—Head man of the Chi musicians' local, James C. Petrillo, sent out a warning this week to all contracting radio musicians and directors, that under no circumstances are they allowed to give unfinished work to staff men to do at home outside of the regular basic hours at the studios. Petrillo aimed the edict particularly at staff pianists, organists and record turners, who he claimed had been made the objects of such a practice recently. He did not mention what the actual incidents were or who it involved and no specific cases have been cited.

Petrillo said he placed no blame whatsoever on the radio stations, because he knew that these demands for "homework" were coming from a few contractors who considered themselves "wise guys" laboring under the delusion that they could put this violation over and make themselves a "big shot" with their employer.

It was learned from Ray Jones, secretary for the American Federation of Radio Artists local, that a similar situation is confronted by the radio actor and singer in this matter of homework outside of basic hours. AFRA has handled it differently, however, by assuming beforehand that such demands would be made. As a result scales for singers and groups under eight receive a higher scale to allow for this home-practicing. A soloist, for example, receives four times as much pay as the individual in a double octet, basing it on the assumption that it would be nearly impossible to get a large group in one spot to rehearse after hours. In the case of the actor, if he or she has to make an extra trip to pick up a script to take home and study, this counts as an extra hour on his rehearsal time, for which there is extra pay.

The musikers' overtime problem will have to be ironed out by paid overtime in the studios. Petrillo stated that any further violation of this rule will mean the expulsion of the guilty party by the union.

Success Story

NEW YORK, June 10.—Delving deep into the background of Harry James, erstwhile Benny Goodman trumpet ace and presently maestro of one of swing's up-and-coming orks, reveals what—if we wanted to make something out of it—might possibly be the reason for his success.

It seems that old and musty records unearth the fact that Harry sold copies of *The Billboard* around the Christy Carnival lots at the tender age of seven. His father, Everett James, was bandmaster and *The Billboard* sales agent with the show at that time. Harry's show background, for that matter, goes back even further, since he was born on the lot of the Mighty Haag Show. In fact, he was named after the owner of the show, Harry Haag.

Lincoln Lights Up a Fourth Terp Temple

LINCOLN, Neb., June 12. — Harry Nourse-James L. Stroud Swingeroo, located at the Fairgrounds auto building, is the burg's newest dancery. Operating on a two-bit admish policy four nights weekly (Tuesday, Thursday, Saturday and Sunday), it is closest to town of all the dance places.

Makes four dance spots here now, altho Turnpike Casino, the acer, is shuttered for the summer except for an occasional name band, opening June 22 for Russ Morgan and for Louis Armstrong on July 15. King's ballroom continues three nights weekly at Capitol Beach, as does the Pla-Mor, Matt Kobalter's spot.

Swingeroo was almost never shuttered until the attorney-general's office gave opinion this week that all operations under State fair auspices are immune to county officialdom since it's on State grounds.

PAUL WHITEMAN selected by Mrs. Theodore Roosevelt Jr. to play the ritzy Manhattan Carnival sponsored by the Manhattan Council of Girl Scouts at Rockefeller Plaza, New York, Thursday (15). Proceeds go to the girl scout camp funds.

Songs With Most Radio Plugs

"Enchantment" New Topper; "Lady's in Love" Holds On

Songs listed are those receiving 10 or more network plugs (WJZ, WEA, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Friday, June 9. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs
Last Wk.	This Wk.		Net
8	1. Strange Enchantment (F)	Famous	47
3	2. Lady's in Love With You (F)	Paramount	33
4	3. Wishing (F)	Mills	32
5	3. Don't Worry About Me	Mills	32
7	4. New Moon and an Old Serenade	Berlin	30
2	5. And the Angels Sing	Bregman, V. & C.	22
9	6. East Side of Heaven (F)	Santly J. & S.	20
6	6. Three Little Fishies	Santly J. & S.	20
—	7. Whistling in the Wildwood	Olman	19
5	7. In the Middle of a Dream	Spier	19
—	8. Night Must Fall	Marks	18
6	9. I Never Knew Heaven Could Speak (F)	Robbins	17
10	9. You Grow Sweeter as the Years Go By	Witmark	17
13	10. Blue Evening	Miller	17
1	11. If I Didn't Care	Chappell	16
11	12. Beer Barrel Polka	Shapiro-Bernstein	15
—	12. Begin the Beguine	Harms	15
—	12. Rendezvous in Patee (M)	Harms	15
9	13. Cinderella Stay in My Arms	Shapiro-Bernstein	14
—	14. Yours for a Song (M)	Robbins	12
—	14. All I Remember Is You	—	12
—	15. Tears From My Inkwell	Witmark	11
17	15. Stairway to the Stars	Robbins	11
13	15. Our Love	Harms	11
—	15. Snug as a Bug in a Rug	Paramount	11
10	15. Tinkle Song	Feist	11
—	15. Tain't What You Do	Leeds	11
10	16. How Warm It Is the Weather	ABC	11
12	16. Little Skipper	Feist	10
—	16. How Warm, It Is the Weather	Shapiro-Bernstein	10
—	16. Grateful	—	10
—	16. This Is No Dream	—	10

Steady Work Scarcer as Orks Steadily Decline in Quality

Lack of competish from American bands blamed—leaders in a lethargy as public loses interest—radio no help—scale is rock-bottom and union a weakie

CHICAGO, June 10.—"Confidentially, it's deplorable!" This is a brief description of the band biz in England today as expressed by Leslie A. Macdonnell, head of M. P. M. Entertainments Corp., Ltd., one of the largest ork-booking agencies on the island, now on a visit here. In his 16 years of operation in this field, both in England and on the Continent, Macdonnell states he has never seen it so bad on the British Isle. "The two-way English-American ban on dance orks, the lack of vision and co-operation of the British Broadcasting Co., the bad leadership of the bands over there, the copyists and the lack of good arrangers can be listed as the chief contributing factors to this situation," Macdonnell says. On the other hand, Holland, Belgium, Norway, Sweden and Denmark have become the centers for modern dance orks, complete with jitterbugs and all, according to this booker.

Main hypo needed to remedy the situation is competition from U. S. bands, which have been banned from appearing in England since Paul Ash's visit several years ago, thus leaving a native monopoly of orks in England that has steadily declined in quality and number to a point where there are only around 15 or 20 outfits working steadily. The U. S. has also imposed a reciprocal ban against the importation of English bands and this again works a double hardship on John Bull's orks, depriving them of the opportunity of coming to this country to pick up new ideas. Meanwhile the English populus has lost interest, the leaders are in a lethargy, ballrooms are almost extinct and nitery and hotel ops are putting the accent on their floor shows (many of them using the same band year in and year out just as an incidental background and to play the show).

Bad Remote Set-Up

Second important factor playing a big part, according to this booker, is the lack of showmanship, vision and technical knowledge in the set-up of the BBC. Dance music over the air lanes of BBC is treated as a necessary evil there. Bands aired from the studios are given bad time periods, equal billing is given to "names" and "dog meat" outfits alike, and what few remote hook-ups there are are aired only once a week. On top of this remotes are charged less by BBC than studio originations, giving the orks, therefore, an extra push in the puss.

Good example of this is the case of Bert Ambrose, who Macdonnell claims did more for the English band biz than any other leader. Last year Ambrose and his band did not work at all but sent units out on theater tours. At present he is going into a spot in West End, London, the first date in over a year despite the fact he still has the ace band in England.

Pay Off in Peanuts

It isn't that there aren't any jobs available for a guy like Ambrose, but the spots who can use him are paying their orks off in peanuts, which leads back into the fact that English patrons have lost their taste for modern music, thus completing the "vicious circle." In gone-by years Ambrose paid his men from \$125 to \$450 per week. Now the spot ops are offering that much for an entire outfit. Really, only good money paid to bands over there today is in the theaters and that only to some six or seven bands. English musicians' union is now trying to remedy this low scale, but altho it is improving as an organization, it is still

very weak and in no way comparable to the AFM.

Another example showing the English public's disinterest and lack of enthusiasm for bands is the present status of the one-nighter biz which has slipped into what is known now as "after theater dances." When an ork finishes its last show for the night in an English theater, it packs up and treks out to some road spot close to London and plays a hop there. This is the extent of a one-nighter tour in that country.

Can't Blame War Scare

Macdonnell admits that the war scare and general depression have taken their toll of entertainment budgets in his country but no more so than in other countries, especially in Europe, and it is his opinion that if Duke Ellington can get \$7,000 a week in countries like Denmark and Holland there is something definitely amiss in England. Even Germany and France, which were big band customers 10 years ago, are now at the bottom of the list.

Only big name on the Continent today, he says, is Ray Ventura and his international ork of 23 men. It is an aggregation similar to Fred Waring's, but due to conditions Ventura has played in theaters almost exclusively for the last eight years.

Still Hopeful

Macdonnell's present trip to the States is his fourth in the last three years. He has been tapping our nitery and vaude acts and also lining up concert material which goes big today in England. However, much of his time is taken up listening to American bands. He also represents Rockwell General Amusement Corp. in Europe and says that altho activity is nil at present he and a few other English agents are striving to re-awaken the public there to a taste for bands, have the ban on U. S. orks lifted and in general trying to hypo the situation. Toward this end he is spending a large sum of lucre every year to publicize our bands thruout England in the hope that he will soon have them there in person.

500 REFUGEE

(Continued from page 3)

tural groups can be interested in providing employment thru sponsorship of theatricals, etc. CC claims problem is particularly keen with performers, in that they naturally gravitate to New York.

CC will co-operate with AARGA and may seek to absorb them if developments warrant.

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CONCERTS CUT IN ON ROAD

Road Legit Season—Shorter But Still Profitable; Cohan Tops

NEW YORK, June 10.—Road towns are hammering home to producers, via empty or full cash boxes, the lessons that folks are still willing to pay \$3.85 for an honest-to-goodness star; that shows do better to hit the trail after getting a Broadway reputation; that concert series which are better promoted continue to make inroads on legit grosses, and that George M. Cohan is top draw.

Survey of recent legit season in Pittsburgh, Washington; Kansas City, Mo.; Hartford, Conn.; Memphis and San Francisco bears out, too, criticism which berates producers for expecting the out-of-towners to pay stiff box offices for try-outs. In the first three cities mentioned intakes managed to hold on to figures set per production last year, tho the number of plays touring the country was considerably fewer.

To prove the attraction of a name company, the record reports that Cohan's *I'd Rather Be Right* did better business than all others in 50 per cent of the hinterland. Shows premiering without benefit of Broadway raves did less than half as well as those with established reputations. Even hits, tho, were disappointments when manned by second and third companies. Pittsburgh was most cognizant of the competition offered by touring concert attractions, attributing the shortened season specifically to that factor.

Individual town analyses follow:

Musicals Rated Highest in Pgh.

By MORTON FRANK

PITTSBURGH, June 10.—Musicals again proved favorites at the Nixon in one of its shortest seasons of recent years. Most potent pulling power besides the tunesmiths were personalities with traditional reputations or movie build-ups. Comedies outgrossed serious drama, with problem plays receiving a kick in the pants unless they boasted of a star whose glamour outweighed the dramatic doctrine.

George M. Cohan, in *I'd Rather Be Right*, topped the list of five musicals and 19 straight talkers with a take of \$33,200, largest in several years for the Erlanger house, and only show this year to get \$3.85 top. Total revenue for the season, including 3,940 subscriptions of the American Theater Society, approximated \$323,000. This will be augmented by end of June, when Duquesne University's *Topper and Tails* and the University of Pittsburgh's *Cap and Gown* will have presented their annual revues.

Second best figure lists Helen Hayes' *Victoria Regina* with \$29,000, which included an extra matinee. Third among the heavy dough, *I Married an Angel*, drew \$28,500 in one less performance than ordinarily due to late opening.

Lunts, "Women" Draw

Anomalous were two appearances of Alfred Lunt and Lynn Fontanne. In their first engagement at the Nixon since their historic flight during the flood of 1936 team grossed \$18,500 with *Amphitryon 38* to rank fourth in this season's gate powers. Five months later they returned and in a split week of *Idiot's Delight* and *The Sea Gull* totaled \$15,000.

Contrariwise were two bookings of *The Women*, brought in the second week of December for the play's second appearance here, garnered only \$6,700 at \$2.20 top. Three months later the same company returned and at \$1 top packed away \$12,000. Perennially prosperous was *Tobacco Road*, back for the sixth time and drawing \$17,000 at \$1.65 top.

Gertrude Lawrence, in *Susan and God*, with former Pittsburgher, Paul McGrath, managed a healthy \$17,000 after a slow start. Walter Huston, in *Knickerbocker Holiday*, also brought in \$17,000 at a higher top. *Our Town* slid over \$16,000 with the aid of ATS patronage and Christmas week trade, despite a plethora of snow and ice.

Other shows, in order of pulling power, were *Of Mice and Men*, ATS, \$15,000; *Golden Boy*, boosted by appearance of Frances Farmer, \$13,800; Katharine Cornell, in the premiere of *Herod and Marianne*, during shortened engagement of four days, \$13,500; *Pins and Needles*, with opening night sold as benefit, \$10,000; Ethel Barrymore, in *Whiteoaks*, with heavy matinees, \$9,500; *Angela Is 22*, with Sinclair Lewis as commentator, \$9,000; *Blossom Time*, for the stentch time and featuring Everett Marshall, \$8,000; premiere of Tallulah Bankhead, in *The Little Foxes*, \$8,000; third visit of *You Can't Take It With You*, playing simultaneously with film, after pre-announced \$1 top was changed to \$1.65, \$7,300; *Candida*, at ATS prices, altho not an ATS subscription play, \$7,300; *What a Life*, on a last-minute booking after *Bachelor Born* had been canceled week previously, \$6,000, and the premiere of *The Brown Danube*, booked in with little advance billing, \$5,000.

Premieres Less

Premieres this year were all financially below expectations. *Herod and Marianne* managed only \$13,500 at a \$3.30 top after unfavorable reviews, mainly on the strength of Miss Cornell's popularity. *The Little Foxes* barely hit \$8,000, despite good notices from two of the three papers and news breaks for Miss Bankhead. Even with the ATS backing of about \$4,700 *The Brown Danube* hardly passed \$5,000. The drama critics of the three dailies did not praise it as a noble opus, but recommended it to playgoers as entertaining melodrama.

This year's short season of 24 weeks contrasts with last year's 36 and the Nixon's longest of 1928, when the doors were open all year, playing more than 40 traveling shows and two months of Harry Bannister's stock company.

This year's ATS subscription list likewise fell under last year's, when a high of 4,537 was set. About 60 per cent of the bloc sale is balcony, of which 10 per cent is sold only in groups of five or more. Of six shows promised, *Five Kings* and *The Philadelphia Story* failed to appear. The Lunts' second appearance and *The Brown Danube* were late-season fillers.

Concerts Compete

Serious competition this year to the Nixon was a boom in concert bookings. Between May Beagle's series, an enlarged Pittsburgh Symphony Society season, the Art Society attractions, the Pittsburgh Orchestra Association's traveling symphonies, Burton Holmes and other one-night bookings, many theater patrons found themselves torn between a night at the Nixon and one of several musical dates. In addition, intensive drives for season subscriptions to the various musical series cut a noticeable dent in legit house patronage.

Currently at the Nixon is Duquesne University's *Assume the Angle*. Following it will be annual show of Gene Kelly's dancing school, with Kelly returning from his role in New York's *One for the Money* to take part. After Mamie Barth's school showing and the two-day shindigs at the international Lions' convention June 19 and 20, the theater will close.

The season opened four weeks later than usual. Nixon was dark also during Thanksgiving and New Year's weeks, ordinarily two of the most profitable. Of the 24 shows presented six were return engagements, due to lack of "shows available," according to Manager Harry Brown.

Grosses for the season just closed, week by week, follow:

Week beginning October 3, *You Can't Take It With You*, \$1.65 top, \$7,300; October 10, *Blossom Time*, \$2.20 top, \$8,000; October 17, *Of Mice and Men*, ATS, \$2.75 top, \$15,000; October 24, *Herod and Marianne*, \$3.30 top, \$13,500; October 31, *I'd Rather Be Right*, \$3.85 top, \$33,200.

November 7, *Whiteoaks*, \$2.75 top, \$9,500; November 14, *Amphitryon 38*, ATS, \$3.30 top, \$18,500; November 28, *Pins and Needles*, \$2.75 top, \$10,000; December 5, *Golden Boy*, ATS, \$2.75 top,

BROADWAY RUNS

Performances to June 10, Inclusive.

Dramatic	Opened	Perf.
Abe Lincoln in Illinois (Plymouth)	Oct. 15	275
American Way, The (Center)	Jan. 21	161
Family Portrait (Morosoff)	Mar. 8	110
I Must Love Someone (Van derbilt)	Feb. 7	143
Little Foxes, The (National)	Feb. 15	134
No Time for Comedy (Barrymore)	Apr. 17	64
Outward Bound (revival) (Playhouse)	Dec. 22	199
Philadelphia Story, The (Shubert)	Mar. 24	87
Tobacco Road (Forrest)	Dec. 4	314
What a Life (Mansfield)	Apr. 13	492
Musical Comedy		
Boys From Syracuse, The (Alvin)	Nov. 23	232
Hellzapoppin' (Winter Garden)	Sept. 22	305
Leave It to Me (Imperial)	Nov. 9	248
Pins and Needles (Labor Stage)	Nov. 27	672

\$13,800; December 12, *The Women*, \$2.20 top, \$6,700; December 26, *Our Town*, ATS, \$2.75 top, \$16,000.

January 16, *Susan and God*, \$2.75 top, \$17,000; January 23, *Victoria Regina*, \$3.30 top, \$29,000; January 30, *Tobacco Road*, \$1.65 top, \$17,300; February 6, *The Little Foxes*, \$2.75 top, \$8,000; February 20, *What a Life*, \$1.65 top, \$6,000; February 27, *I Married an Angel*, \$3.30, \$28,500.

March 6, *Angela Is 22*, ATS price, altho not on series, \$2.75 top, \$9,000; March 13, *Candida*, ATS price, altho not on series, \$2.75 top, \$7,300; March 20, *The Women*, \$1 top, \$12,000; March 27, *Knickerbocker Holiday*, \$3.30 top, \$17,000; April 17, *The Brown Danube*, ATS, \$2.75 top, \$5,000; April 24, *Sea Gull and Idiot's Delight*, ATS, \$2.75 top, \$15,000.

D. C. Favored Hayes & Lunts

By EDGAR JONES

WASHINGTON, June 10.—If next year is as good to the National as was the season recently ended Manager Edmund Plohn will be satisfied. The 28 productions booked into the city's only legit house the past winter did better-than-average business.

Helen Hayes, in *Victoria Regina*, rang the bell with a week's gross of \$32,000. Beatrice Lillie's *Set to Music*, a length behind, approximated \$28,000. Others with exceptional box office were *Golden Boy*, *Sea Gull*, *Our Town*, *Of Mice and Men*, *Five Kings* and *Philadelphia Story*. Orson Welles' good business for his expensive production, *The Five Kings*, is attributed to his radio following. Film renown accounts for attraction in Katharine Hepburn's *Philadelphia Story* and John Barrymore's *My Darling Children*.

Gilbert and Sullivan repertoire of the D'Oyle Carte Co. is a consistent business getter. Good crowds also came to see Maurice Evans in *Hamlet*.

Kiss the Boys Goodbye opened local season. *Abe Lincoln in Illinois* passed its tests in the capital before achieving fame in Gotham.

It's difficult to say whether the local audience prefers the openings to road dates of New York successes, for both types did equally well. But it is no exaggeration to say that the average Washingtonian is rather proud that the National gets an early choice for opening dates of new productions.

There was room at the National also for *Knickerbocker Holiday*, *I'd Rather Be Right*, *A Yankee Fable*; Katharine Cornell, in *Herod and Marianne*; Tallulah Bankhead, in *I Am Different*; *Pins and Needles*, a return engagement of *The Women*, *Bachelor Born*, *What a Life*, the sixth engagement of *Tobacco Road* (Barton); Cornelia Otis Skinner, in *Candida*; Gertrude Lawrence, in *Sky Lark*; Nazimova, in *The Mother*, and *I Married an Angel*.

Nothing is known about next year's bookings, but this hasn't dulled the capital appetite for season tickets. Already there are 2,200 paid subscriptions to the Guild productions, with approximately another 2,000 orders hanging on the hook. The National would like to get the Lunts in *The Taming of the*

Shrew *The White Steed* and Family Portrait.

Hartford Closes Meager Season

By JULIAN B. TUTHILL

HARTFORD, June 10.—Season here was slim because attractions are forced to play a 3,300-seat auditorium, requiring sound reinforcement for the balconies. Eight shows visited Bushnell Memorial in addition to *Mask and Wig* and San Carlo Grand Opera.

You Never Know opened the season, playing two days in September for \$9,000. The Playwrights' Co. productions were to have world premieres here, only *Knickerbocker Holiday* came thru. Playing September 24, day after the big hurricane, show had to refund to hundreds who couldn't reach the hall.

Fred Stone's revival of *Lightnin'* was poorly received in December. It was a quick booking without adequate time for promotion. *Pins and Needles*, playing three evenings in January, was good, but not what one might expect in Harold Rome's home town.

What Every Woman Wants was neither an artistic nor a financial success. George M. Cohan, grossing \$12,000 in two nights of *I'd Rather Be Right*, was the season's biggest draw. Maurice Evans, cramming *Hamlet* and *Henry IV* into a single day, did less than he would have if he had broken it up into a two-day stand. Season closed with Ethel Barrymore, in *Whiteoaks*.

University of Pennsylvania's *Mask and Wig* sold out to \$5,000 on a single night. San Carlo Grand Opera rang up a critical triumph following two performances of the Metropolitan.

WPA Federal Theater rang up one hit, a performance of *Porgy* by the combined Negro and white units.

Fewer But Better Shows Hit Tenn.

By HARRY MARTIN

MEMPHIS, June 10.—The road here reached a new quantitative low and a qualitative high during the past season.

Municipal Ellis Auditorium did well with Tallulah Bankhead's single performance in *I Am Different*; Ethel Barrymore, in *Whiteoaks*; Lunts, in *Amphitryon 38* and *Idiot's Delight*; John Barrymore, in *My Dear Children*, and with *Kiss the Boys Goodbye*.

Later show had the lowest grosses owing to Good Friday engagement. *Amphitryon* drew the top figure, \$5,400, in two performances.

Only other legit show hereabouts was *Tobacco Road*, which had a miserable week at the Orpheum Theater after announcing that it had been trimmed to suit the local censor board. Censor Col. Lloyd T. Binford announced also that the Lunts would not be permitted to play here in the future without submitting scripts in advance. Colonel basing his ruling on alleged complaints against the dialog in *Idiot's Delight*, which he avoided seeing.

With the road bogging down in the middle, the new local Civic Theater stepped into the breach with three high-quality amateur productions for its first season. The veteran Little Theater increased its schedule by one play to six shows. All did well. Memphis Open-Air Theater is now rehearsing for five-week season of outdoor musicals a la St. Louis Municipal Opera under production guidance of Reginald Hammerstein.

Big Money for K. C.'s Shows

By BOB LOCKE

KANSAS CITY, June 10.—All legit visiting here this season was booked into Jimmy Nixon's Music Hall. Eight attractions that rolled in proved plenty powerful at the b. o., total lucre minus tax being \$61,600. Season divided into two musicals and six dramas, with four

of the attractions playing less than a week apart in January.

Record was broken here when George M. Cohan's *I'd Rather Be Right* netted \$22,000 for four performances (three nights and one matinee) January 2-3-4. Show came from Chicago, where only \$42,000 flowed thru the tills in a nine-performance week. Similarly Lunt and Fontanne's *Idiot's Delight* netted St. Louis \$18,000 for eight light performances. The next week here (January 30-31 and February 1) the show took in around \$14,000 net for half the number of engagements. Couple returned March 14-15 to draw \$6,800, despite stormy weather.

Pins and Needles opened the season with a three-night date, September 29-30 and October 1, to net a weak \$3,400, show being stocked with a cast which failed to go over. *Edna, His Wife*, a tank townner, was terrific, for \$3,000 November 16. A week later, *You Can't Take It With You* moved in for a poor two-night stand at \$2,100, duplicate motion picture and unknown company cutting off biz.

Ethel Barrymore sold out a Saturday matinee with her *Whiteoaks*, drawing \$6,800 for the engagement January 12-14.

Angela Is 22 did nicely with \$3,100 for three days, considering fact Sinclair Lewis is locally unpopular on account of *Elmer Gantry*.

Fair No Help to Legit in Frisco

By EDWARD MURPHY

SAN FRANCISCO, June 10. — *The Gypsy Baron* will arrive with John Charles Thomas on Monday on heels of *The Cat and the Fiddle*, with Helen Gahagan, which drew \$20,000 for a week at the Curran.

Ziegfeld Follies blossomed ahead of the season, but brought no glamour and little money to Treasure Island at the fair. In town they've just closed *Kiss the Boys Goodbye*. Some old vaudevillians have returned to stay awhile in *Two-a-Day*.

Kiss the Boys Goodbye, a third company, pulled a dismal \$10,000 house.

The year's opener, *Cissy Loftus*, grossed \$3,500 at the Curran week of February 13. The Trudi Schoop troupe was fair for three days.

A Broom for the Bride, another Curran production, with Irene Rich, ran two weeks and took a mere \$8,000.

Our Town, with Frank Craven, starting April 24, did \$16,000 in two weeks. Better was expected.

Whiteoaks, Ethel Barrymore vehicle, was not so good at the Geary.

surrounding cast; to Beatrice Lillie, for remaining the grandest comedienne on the stage, which she practically had to be in order to bring any effect at all to *Set to Music*, Noel Coward's gesture of contempt toward his more rabid fans; and to Richard Haydn, for his imitation of an imitator of the mating cry of a fish, and to Bronson Dudley, for his outstanding and amazing tap dancing, both in the same rather tarnished tunefest.

To Irene Oshler, for the power and fine effect of her work in Paul Vincent Carroll's *The Coggerers*, one item presented by the short-lived One-Act-Play Repertory Theater, a painful interlude that should not, in justice, be held against the one-act play as an art form; to Wesley Addy, for the amazing variety, the glowing life, the terrific effect and the constantly magnificent reading of his performance of Hotspur in the Evans-Webster *Henry IV (Part 1)*—an astounding and tremendous acting job; to Maurice Evans, Mady Christians, Henry Edwards, Donald Randolph and many of the others for their splendid—really splendid—work in that perfect production; to Byron McGrath, who in an infinitesimal bit in *Jeremiah* managed to stand out and offer the only really honest and undoubtedly effective reading in the criminally incompetent hash that the Theater Guild made of one of the great plays of our country; and to Dorothy Libaire, for miraculously bringing sincerity and lovely moving effect to one of the cheap stereotypes in *I Must Love Someone*, Jack Kirkland's odoriferous and lip-licking canard against the Florodora Sextet.

To Ethel Merman, for the lift of her rowdy and infectious hoydenism that brought flashes of humor and effect to the puzzlingly arid stretches of *Stars in Your Eyes*, a large musical that by rights should have been terrific—but wasn't; to Tamara Toumanova, in the same tunefully clay-footed colossus, for both beauty and dancing ability that far surpass similar qualities in many more-publicized ballerinas; to Nadine Gae, for her vivid loveliness and her very great dancing ability, both of which were displayed in *One for the Money*, a strange but svelte musical melange that mixed some of the best and some of the worst numbers known to man or musical-show producer; to Loper and Barratt, an outstanding and brilliantly able ballroom dance team involved in the same merry-merry; to Patricia Collinge, for the pity, insight, heart-catching effect and technical perfection that she brought to her portrayal of a sad Southern lush in *The Little Foxes*, an occasionally effective thud-and-blunderer, in which Lillian Hellman made a frantic bid for importance by trying to drag social significance in by the hair; to Frank Conroy, for his careful and chillingly effective picture of a dying man in the same melodramatic hackwork; to John Williams, for the clean precision of his comedy playing in *Miss Swan Expects*, in which the Spewacks deserted their own *Boy Meets Girl* formula with dire results; to John Beal, for the sincere charm with which he played the hero of the same sorrowful laugh-fest; and to William Bock, in a last-act bit in the same piece, for the ability that brought the only real laughs of the evening.

To Otto Hulett, that always dependable player, for his typically grand work in *Off to Buffalo*, the quick closing of which proved only, I'm afraid, that the old Palace devotees are the real Vanishing Americans; and to a long layout of old-line vaude acts in the same amusing and nostalgic comedy, for the brief bits of their acts that they displayed and also for their work in a number of straight dramatic roles; to Judith Anderson, for the complete sincerity, the breath-catching insight and the magnificent ability of her performance as Mary in *Family Portrait*, a performance that ranks among the great characterizations of our generation in a play that is human, reverent, beautiful and powerfully dramatic; to Margaret Webster, not only for her beautiful direction of the same piece but also for her intelligent, sympathetic and finely effective portrait of the Magdalene; to Evelyn Varden, also in the same play, for her typically effective, human and believable portrayal of a secondary role; to Bill Robinson, for being the fabulously brilliant tap dancer that he is, even amid the disgusting noise, blatanity and fetid taste of *The Hot Mikado*; to Van Heflin, for his splendidly effective performance of a role that is infinitely more difficult

than he made it seem in *The Philadelphia Story*, Philip Barry's gesture of weary contempt in the general direction of the mental level of the critics; and to Shirley Booth, that consistently fine actress, for the sparkle and fiber of her playing in the same somewhat tragic high comedy.

To Margaret Rawlings, for her darkling beauty and her glamorous, sensitive, lovely performance in *The Flashing Stream*, wherein Charles Morgan confused the binomial theorem with sex, and in seeking singleness of mind defeated his end by means of his means; to William Harrigan, for the forthright sincerity of his playing of the father in *The Happiest Days*, which ruefully discovered that headline-writing and play-making aren't quite the same thing; to Jimmy Lydon, a little lad in the same piece, who gave a believable and thoroughly appealing performance; and to Dorothea Ellner, a lass making her Broadway debut in the same play, who scored the hit of the evening with perfect comedy timing and a fine sense of characterization; to Philip Loeb, who by his sincerity and fine knowledge of stage effect offered an oasis of ability in the midst of the asinine posing and nauseating self-consciousness of William Saroyan's ridiculous *My Heart's in the Highlands*; to Robert Fleming, who offered perhaps the smoothest and most polished high comedy pretending of the season in a minor role in *No Time for Comedy*, wherein S. N. Behrman proved that he has his lapses and Katharine Cornell proved that she is no comedienne; to Vicente Gomez, whose wizardry upon guitar strings establishes him as one of the great musical artists of the world, who displayed his magic in the midst of *Mexicana*, the colorful revue thru which the government of Mexico lined itself up with Jake Shubert, Will Morrissey and other notables by entering the ranks of musical-show producers; to Carmen Molina, a vivid and immensely appealing sprite in the same extravaganza, whose droll antics with a pair of male partners were among the high spots of the show, and to Alla Nazimova, for her gallant sincerity and fine trouping in that ill-fated drama, *The Mother*, in which Karel Capek emceed a convention of garbulous ghosts.

To Edith Barrett, for the power, depth and insight she brought to the ridiculously dramatized stage version of *Wuthering Heights*—a performance that was her best in many seasons; to Shirling Oliver, for making the stuffed-shirt Edgar Linton in the same piece a human, believable and even gallant figure; to Jessie Royce Landis, Ernest Lawford, Edgar Stehli and many of the others for their glittering and effective performances in *The Brown Danube*, wherein the Nazis at last found their rightful dramatic place—as the melo-dramatic villains of a thud-and-blunderer; and particularly to Dean Jagger in the same play, for the complete characterization and splendid psychological insight of his high Nazi commissioner; to Hope Manning, for a potentially fine voice and a charming stage presence in the midst of that somewhat dubious addition to American culture, *Susanna, Don't You Cry*; to Pat Gleason, for his uncanny sense of timing and his tremendously dramatic underplaying, which were buried in the putrid morass of *Clean Beds*, a rancid saga of the flop-house, and to the entire company of the Ballet Caravan—but particularly to Eugene Loring, Lorna London and Fred Danielli—and for bringing virile youth and dramatic life to the American ballet.

Sincere thanks to them, every one.

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From Out Front

By EUGENE BURR

LOOKING eagerly for a note of joy in the midst of a world gone mad—a world wherein the ant hill of the legitimate theater is being crushed and overpowered by the gigantic shadows of a trylon and a perisphere (whatever they may be)—this reporter finally realized that he hadn't as yet thanked those players who contributed notably to the pleasures of play-going during the period between Christmas and the present. That's always a pleasant duty—and perhaps it had better be done quickly before the legitimate theater disappears completely. Many more players deserve thanks, of course, than can be listed here—to those omitted—inadvertently or otherwise—my apologies. And my apologies, too, to those who appeared in the few shows during the period that I didn't see.

Thanks, then:

To almost the entire cast involved in that most marvelous ensemble playing of my entire theater-going career, the revival of *Outward Bound*, a play that distressingly demonstrated the inroads that even a few years can make upon a drama considered "important" by Broadway but that was carried to enthusiastic success anyhow by the magnificent work of its cast; to Laurette Taylor, for the luminous beauty, the careful detail, the heart-catching humanity and the unbelievably complete characterization of her performance as the charwoman; to Bramwell Fletcher, whose splendid work as the nice young drunkard was second only to Miss Taylor's; to Vincent Price, for the honesty and fine effect of his clergyman; to Louis Hector for performing the miracle of turning a stereotyped stuffed shirt into a fully rounded human being; to Helen Chandler, for the sensitivity and honesty of her beleaguered girl; to Thomas Chalmers, for the forthright and glowing effect of his examiner; to Morgan Parley, for doing the best work of his career as the steward; and to Alexander Kirkland, for doing the best work of his career as the young husband.

To Mary McCoy, that dainty and charming prima donna, for offering by long odds the finest singing of the entire season in the short-lived umpteenth revival of *Blossom Time*, wherein Schubert and the Shuberts join forces in a militantly fatuous story; to Arlene Francis, for the complete sincerity and unobtrusive honesty of her work in *Michael Drops In*, a glittering vacuum that demanded the all but impossible task of making an audience believe that Cinderella is a real person; to James Todd, in a minor role but annoyingly ungrateful in the same sparkling void, for the quiet perfection of his performing; to Ann Loring, for a luminously beautiful, heartbreakingly sincere job in *Bright Rebel*, in which Stanley Young pulled the edge of his own genius against the sharp outline of Byron's; to Jane Cowd, for the humorously bravura playing which brought brief amusement to the long dull stretches of *The Merchant of Venice*, wherein Thornton Wilder

proved to even his most ridiculous idolators that he is essentially an asinine poseur; to June Walker, for the bubbling life and honest humor of her performance in the same slab of honey-combed tripe; to Ethel Waters, doing her first job on what is facetiously called the dramatic stage and carrying the entire weight of a dull, trite and undistinguished melodrama, *Mamba's Daughters*, upon her own broad and resourceful shoulders; and to Georgette Harvey, in the same play, for another example of playing that ranks her as one of the finest actresses on the American stage.

To Betty Garde, for the warm humanity of her work in *The Primrose Path*, wherein Messrs. Robert Buckner and Walter Hart looked upon harlotry, senile depravity and juvenile delinquency and laughed and laughed and laughed; to Betty Field for her lovely work in the same leer at misfortune, and to Philip Wood, also in the same play, for the perfection of his timing, the complete rightness of his characterization and the fine sincerity of his effect; to Margery Abbott, who was relegated to a long line of minor roles despite (or perhaps because of) the fact that she had by long odds the loveliest voice in the wildly overtouted D'Oyly Carte Co. of Gilbert and Sullivan players; to Frances Anderson, a youngster who played the much-cut role of Jessica in the ridiculous abortion that the Brattleboro Players presented under the title of *Shakespeare's Merchant 1939*, and who was the only one in the company to offer either a fully rounded characterization or the ability to read blank verse; to Jessica Tandy, for her beautiful, glowing performance in *The White Steed*, in which Paul Vincent Carroll double-crossed the critics by descending from half-baked symbolism to bright common sense, from fuzzy mysticism to theatrical effect; and to Liam Redmond, in the same play, for the honesty, sympathy, insight and belief he brought to an extraordinarily difficult role.

To Lucille Watson, for giving us another example of acting perfection; to Reginald Mason, for typically quiet yet effective work; to Lillian Gish, for imaginative sensitivity nothing short of genius in the playing of a stock role; to Rose Hobart, for a vivid, powerful and affecting characterization, and to Helen Renee, a little girl, for the most sensitive and lovely performing I have ever seen offered by a child, all in Dodie Smith's *Dear Octopus*, a tender and charming play that suffered from the critics' delusion that only filth (and never tenderness or beauty) can be realistic and which boasted a cast second only to that in *Outward Bound*; to Jessie Royce Landis, for her glittering and gallant trouping in *Where There's a Will*, which unveiled to Broadway's startled gaze the somewhat flatulent charms of Edward Sterling, idol of the English Theater in Paris, and in which Miss Landis worked like a heroic Trojan to overcome the drawbacks of play and

Int'l Casino Show Revamped; Now Fast, Lively, Sock Revue

NEW YORK, June 10.—Entering its third week under the Alex Finn regime, the International Casino is making budget and show readjustments which, it hopes, will enable it to hold on. Current nut, according to Finn, is \$49,000 a week, with \$35,000 going to salaries of the huge cast and personnel. Finn says the spot must draw 1,600 a night to cover the nut. First two weeks have drawn about 800 dinners and 400 suppers a night.

The club's 116 waiters have been cut to 86 and the huge Georgie Hale revue has already dropped Arno and Arnette, comedy dance team. Virginia Verrill went out Wednesday after her two-week contract expired. Diosa Costello, who leads the Echoes of Cuba Band in the lounge, has been given Miss Verrill's spot in the show. Biggest salaries, of course, are Harry Richman (\$3,000 and 25 per cent of the profit) and Milton Berle, \$2,500. Richman set for two more weeks, with each probably alternating as solo features for two additional weeks.

The colorful Hale revue has been completely revamped since opening night and is now a two-hour show split by a 15-minute intermission. It is now fast and lively. Berle, as emcee, is on just long enough to make himself a great hit. He is a dynamic comedian, doing so much to create a sense of intimacy. He is stimulating both to the eye and ear and knows how to grab audience attention, to hold it and carry it right thru to the very end. Richman does his songs closing the first half and then does the blackface bit with Berle in the last half. He is a great entertainer.

The production numbers are now running smoothly. The Haiti number closes the first half and is a spectacular number, climaxing as it does with flaming torches, simulated flames and steam. The American Sway number, a rousing, red-white-and-blue affair, provides a sock finale to the last half. Paul Remos and his two cute midgets, the Five Jansleys and their punchy Risley routines, and Georgie Tapps and his fancy airy tap dancing are strong specialty turns. Bill Brady and Ellen Glynn are featured in the production numbers.

Allen Roth's Band is still playing the show well and also contributing some of the dance music, along with Ranny Weeks' good dance band. A four-girl band does relief to Diosa Costello's Band in

Coq Rouge Fined In Tax Evasion Suit

NEW YORK, June 10.—Of the seven local night club operators who are under federal indictment for failure to make proper returns on taxes collected, Frank Bonacchini, proprietor of the Coq Rouge, society spot, pleaded guilty in Federal Court and was fined \$250. Parcave Restaurant, Inc., corporation operating the night club, was also fined \$250.

The remaining six, including Charles Miller and S. Jaffa, of the Open Door Cafe; the Plantation; Jack Monroe, Black Cat; Charles Schindler and Matthew Stern, of the Famous Door, all entered pleas of not guilty.

In addition, the night club ops are charged with failure to collect required taxes and failure to turn taxes over to the government.

Detroit Cafes Cutting Shows

DETROIT, June 10.—Local night spots have been dropping acts and floor shows wholesale the past two weeks.

More typical policy is to drop all but one act—usually dance team or an emcee who works with the band and the team to create the impression of a full show.

Of the popular class spots the Palm Beach and San Diego appear to be about the only ones continuing with regular floor shows.

The summer spots are just beginning to offer shows.

Westwood Gardens, built to hold 5,000, opened this week with Shep

the lounge.

The club is depending a great deal on banquets to bolster business and on Thursday had a party of 1,200 fashionists. Spot grossed \$55,000 during its first eight days. It cost \$200,000 to reopen.

Paul Denis.

Louisiana Clubs in Trouble

NEW ORLEANS, June 10.—Night club operators here ran into trouble last week. In the Southwestern area of the State clubs were faced with threats of enforcement of an 1894 legislative act which barred girls of 18 years or under from serving intoxicating liquors. Several clubs in the Southeast were forced to close down from midnight Saturday to Monday night when sheriffs indicted clubs gambling.

For Shame!

WHEN we try to analyze our sentiments about the actor we like to compare ourselves with the man we once knew who would spend hours telling his kinsfolk how little he thinks about them. And the same man would punch the first fellow in the eye who would dare say a thing about his family.

We love the actor because as a class we admire him. We love the actor for an even better reason—because we feel that we understand him. But loving one or a class should not deter us from applying the rod when there is provocation; when we honestly believe that chastisement might bring about improvement or a cure. For years we have been hurling epithets in the general direction of the actor who hurts his standing, takes bread and butter out of the mouths of his colleagues and lowers generally the dignity of the profession by playing benefits promiscuously; by playing benefits for every Tom, Dick and Henry without bothering to inquire how worthy the cause but making sure that an appreciative audience will be present and that he will get a good spot in the show. We've yelled so loud and so long we are becoming annoyed at the sound of our own voice. That is indeed bad for one's self-esteem.

So of late we have been comparatively silent but we haven't stopped taking stock, observing and forming our own opinions of those among the profession who perform lip service beautifully but who falter when it comes to taking action on the tremendously important matter of annihilating or at least keeping within bounds the benefit evil.

So much for retrospection. There will come a time, it is hoped, when show business will get wise to itself and set up its own workable plan to eradicate free shows that are causing performers to lose far more than they earn for theatrical charities by appearing in shows that fill the purses of promoters but help the lame, the halt and the sick so little as to be ludicrous.

What presses heavily on our chest is an incident that occurred last week. Discretion prevents us from identifying the function but since this piece is designed primarily for the purpose of reaching out directly to those whom we condemn, anonymity is not a deterrent. The simple story is this. A notably worthy organization that is as much a part of the show business as grease paint held a luncheon for the purpose of collecting funds to help the needy in a sadly neglected segment of the theater. Members of this organization worked diligently to line up the program and the accompanying show. The biggest names in the theater were included among those who shed alligator tears when told about the purpose of the luncheon. They assured the sponsors with the vehemence that only they are capable of employing that they would be present. The luncheon was held. About 350 were expected at the most. So well did the committee do its work that 700 showed up. The function was a huge success but most of the big shots who promised to attend were conspicuous by their absence. Of course one or two or maybe more could not attend because of indisposition or tremendously important business that had come up between the time they said yes and the time set for the function. But this could not have applied to all. There is no doubt that most of the absentees pulled the usual stunt of gushing all over with sentiment at the promising time and cooling off like a cucumber when the time rolled around for action. Maybe they figured the audience wasn't large enough; maybe they regarded a morning of ease as of more moment than the welfare of poor souls who have nobody to help them because their story is not dramatic enough to unloose the purse strings of a morbid, sentimental public. Whatever the cause or causes it was show business' shame that the very exhibitionists who hop planes, run themselves ragged to show off before a free audience not at all a part of show business consider it too much trouble to lend their artistry for a few moments or their moral support to an institution that is dedicated to the ideal of helping actors who are no longer handsome and beautiful; no longer glamorous and intriguing—on longer able to shift for themselves.

When will actors get wise to themselves? When will they harness the sentiment that God has bestowed so bounteously on their craft to purposes that are constructive; that help their own; that might some day save them from a pauper's grave or from the charity ward, of a pesthouse? Education, ridicule and sharp reality—all or one of these might help to make them come to their senses. The pity of it is that most actors wake up to the realization of what it is all about when it is too late; when they themselves have become the object of charity and when they feel the sting of the hand that is laid on them by those who lend succor without love and sympathy.

An actor who refuses to help his own by turning down appeals to appear at industry benefits deserves the contempt of his colleagues. An actor who uses his big but undiscerning heart but not his head in deciding what free shows to play outside of his own charities deserves as much contempt. The one is a scoundrel in spades; the other does as much harm by his ignorance and his refusal to learn.

Sugar

2 N. Y. Clubs To Open; But 2 Also Close

NEW YORK, June 10.—Joe Helbock's much disputed Key Club, which got its name after he lost a court battle to call it the Onyx Club, shut this week to "install a cooling system." O'Leary's Barn, another 52d street bistro, also folded this week.

But despite the lack of night club spenders, a new spot, Mother Kelly's of Miami, will debut June 22 on the site of the old El Rio, Brazilian society spot, which took the powder this year after a short career. Jimmy Livingston's Band will open the new spot. NTG is also scheduled to reopen his Midnight Sun June 21. The Yacht Club has postponed its opening date indefinitely, until at least, business improves.

One of the spots that has been doing consistently good business is Billy Rose's Diamond Horseshoe, which Rose reports has played to 150,000 people since the nitery's opening last Christmas.

Bon Air 30G Opening Wk.; Chi Clubs O.K.

CHICAGO, June 10.—Bon Air Country Club grossed over \$30,000 in its first week of the season, playing host to some 6,000 people. Spot caught on with the local trade and indications point to a good summer. Starting June 22 it will use book shows, changing ideas and acts monthly. First of series will feature Eddie Garr (if he is in good health by then) and Gertrude Niessen. Freddy Martin's Band stays over. Currently, Tony Martin is responsible for a good bit of the trade. He came in for a month at \$3,000 per week.

Music Corp. of America lost that account the other day, reportedly thru a double booking of a star made both by the New York and local offices. Bon Air is on the open market again, with Sammy Rose, the producer, in charge of the talent.

Chez Paree will close July 5 for several weeks, partly due to local conditions and partly to lack of strong and new cafe names. It is set to get going again late in August, bringing back Abe Lyman and Harry Richman for the first show, with Joe E. Lewis following. Last time Chez closed was in 1935 when remodeling work was under way.

Rumor of closing of Palmer House's Empire Room for summer is denied. Several acts are already holding contracts to play the July and August shows there, altho no band to follow Glen Gray has yet been set. Orrin Tucker has a return engagement coming, but not until fall.

Ball Ball returned to week-end shows, with band music furnished nightly. Augmented floor bills have been booked into the Pow-Wow Gardens, Coconut Grove and Edgewater Beach Hotel's Beach Walk. First two are outside city limits and can operate all hours of the night. Edgewater reopened its outdoor spot today with the usual talent splash.

Albert Bouche imported several foreign acts for his Caprice Oriental revue which opened for the season at his Villa Venice Thursday. Isham Jones Ork on bandstand.

Detroit No Bar To Female Imps

DETROIT, June 10.—No general ban exists on female impersonators in local night spots, says Police Censor Joseph Kollar. A number of impersonators were stopped from working here some time ago, but the rule as now applied is to their engagement in groups only. Single acts are okeh.

Ruling was sought following the appearance of an alleged performer in court on impersonation charges.

Sky Gardens, St. Moritz Hotel, New York

Whereas most local hotels are crying the blues, S. Gregory Taylor's Continental-style hostelry right on Central Park is doing all right. The roof garden, accommodating 350, has reopened for the summer and the dinner is \$2.50 compared with \$2 last year.

The charm of dining or supping here is a combination of the magnificent view of the park and Manhattan, the fine food and service, the excellent music of Basil Fomeen's Band and the brief floor divertimento. Fomeen and his seven men are old favorites in this hotel and know just what the patrons want. The band plays sweetish melodies for dinner and snaps it up later on in the evening. Fomeen's accordion interjects foreign tunes here and there, often right in the middle of pop numbers. The effect is smart and fits in with the hotel's Continental atmosphere.

Relief music is provided by Three Idlers (violin, guitar and small balalaika) whose melodies are sweet and unobtrusive, and also by Angela Velez, a brunet singer who accompanies herself on the accordion. Her singing in Spanish and English and her playing is thoroughly pleasing. Miss Velez and the Idlers double downstairs in the Cafe de la Paix, which brings in Jack Sherr's Band next week.

Floor show on the roof has Peggy Adams, singer, and Collette and Barry, singers-dancers. Miss Adams is a handsome young singer who was featured in *Jubilee*. Has a pleasing clear soprano voice and delivery that is just right for a hotel spot. Sang *Give My Heart, Wishing* and the song she introduced in *Jubilee*, *Why Shouldn't I?* Collette and Barry, young, handsome and clean-cut team, get away from conventional ball-room routines by stressing musical comedy style. They sing passably, handle lines well and dance ingratiatingly thru lively musical comedy routines. Did four numbers, each one successfully different. Roget, ever cordial, is at the door. Bob Reud is still the p. a. *Paul Dentis.*

Hi Hat, Chicago

About the only Rush street spot still battling the 1 a. m. curfew with a comparatively good show. The Falkenstein Brothers, operators, are hopeful that conditions will soon change and will be able to run most of the night again. In the meantime only two shows are offered during the week (three on Saturday).

Topping the bill are Sid Tomack and the Reis Brothers, a trio in the Jackson, Clayton and Durante tradition, fitting okeh in an informal spot of this kind. They sing, gag, mug, and impersonate. Tomack, doubles as emcee. Boys are a familiar act in this town, having played stock at the Royale Frolics the last couple of years.

Garland and Frawley, two girls concentrating on character dance work, open with a rumba and exit to music of a Mexican folk routine. Kids are spirited steppers and numbers are nicely presented. Margo Gavin, torch singer, is another locally known act, having played the Hi Hat as well as other cafes before. Her session is not strong, but on a bill that is bolstered with strong comedy, her contrasting work is passable.

Dorothy Maye, small and capable acrobatic dancer, precedes the trio with a trick-crammed routine. Girl makes a good appearance and works smoothly.

Musical background remains the same, Sid Tomack's combination furnishing the dance and show music and Jimmy Cassidy playing piano solos at intermissions.

Burns and White come in June.
Sam Honigberg.

Club Esquire, Toronto

This spot reopens after being shuttered for nearly three months and is headed by Eileen Terry, erstwhile secretary of Bill Beasley, former owner. The opening day and dated the visit of their majesties, the King and Queen, and a sellout was chalked up at \$5 per head.

George Libby, veteran producer, dished up a real hour's entertainment in keeping with the royal visit. Henry Busse's ork came in for the occasion.

The Esquirtettes opened the bill, nicely costumed and with a royal salute. The number rocked the house. Jack Elliot, emcee, followed, singing *Over the Sea and Old Man River*. He is also billed here as a Warner Bros. star. Masters and Roland, comic team with class, turn the house, singing *I Am a Chiropractor's*

Night Club Reviews

Daughter. Roland returns in a single *Stuttering John*, doing a Dracula in slow motion for a finale.

The Streamlined Cuties returned in a Butterfly number. Audience enjoyed it. Corliss and Palmer took the spotlight to add color to the show with a couple of spicy ditties. *Evolution of Dixieland Craze* and *Little Johnny Stays After School*. The team are pleasant and work hard to put their pop stuff over.

Bonnie Lynd, member of the chorus, displays a neat bit of hoofing on stairs. The chorus closes the show with a French doll number which is a credit to its producer. *Art Woods.*

Les Ambassadeurs, Paris

Ultra-chic night spot across from the American embassy, on the Avenue Gabriel (Champs Elysees), is again showing lights.

After several failures, among them being Georges Carpentier, bad luck has been broomed out by the new owners, Clifford C. Fischer and Henri Lartigue. Parisian Who's Who, with their sweeties, are coming in large numbers to be fed and entertained.

The Adorables are a line of dynamite girls whose lack of modesty is balanced by the non-lacking poise, talent and good looks. All have a certain haughty dignity that causes the diner to imagine he has just seen a Gainsborough lady do a high kick.

Also lending a hand at entertaining the folks are the Four Oriental Boys, acro and hand to hand; Roberto and White, comic dancers, who brought bravos from a difficult audience; and the Four Kraddocks, tumblers.

Moving in for the next program will be Hart and Holland, dance team; the Two Jovers, comedians; Four Comets, skating; Bob DuPont, juggler. The Adorables are being replaced by the George Hale Girls, brought over from London's Cafe de Paris.

Table prices are 100 francs (\$3) and 500 francs Fridays (gala night), when a fashion show is put on by Paris dress designers, hat creators and jewelers. *C. M. Chambers.*

Raleigh Room, Hotel Warwick, New York

This intimate room continues to draw its share of cafe society trade in proper proportion to its large amount of charm and svelte attractiveness. Another reason that the spot remains one of the better cocktail lounges is the Warwick management's shrewd change of entertainment scenery every so often in the astute belief that no matter how smart a room's decor may be the same band stand and floor-show fixtures begin to pall on the steady patronage after a while.

Paul Sparr is back for the music making and turns in his usual creditable job. For a small combo—piano, sax doubling on accordion, bass and the Sparr fiddle—this outfit delivers a particularly listenable and danceable set of tunes, new and old, fox trots, rumbas and waltzes. Dance floor is small, but Sparr gets them out on it, at the same time keeping the tone down so that table conversation can be managed without bellowing. Floor, incidentally, is one of the room's attractions, being made of glass and lit from underneath.

Entertainment, besides Sparr, is limited to the Three Marshalls, NBC trio, who if for no other reason would be unique in that they sing au naturel without the aid of a mike. Threesome has several distinctive arrangements of original and little known novelty numbers and also does well with much battered pops of the *Deep Purple* and *Three Little Fishies* genre.

Spot is bringing back Dell O'Dell shortly, her prestidigitating tricks having gone over well here last winter. Sparr remains for another month or two. A \$1 minimum after 9:30. *Daniel Richman.*

Villa Venice, Northbrook, Illinois

Albert Bouche has again managed to reopen his palatial spot just outside Chicago and this time with one of the strongest dancing shows in seasons. He also engaged Isham Jones and his new

band for the summer and installs an NBC network wire this week.

Bouche needs all this artillery to withstand the talent bombardment from the uncomfortably close-by Bon Air Country Club, which is spending a meaty bank roll this year to attract the trade. A definite asset is the beautiful setting of a Venetian garden, with gondolas, et al., framing the spot. It caters to the wealthy residents of the neighboring suburbs and Windy City socialites spared by the recession. While the minimum is only \$2.50 per person, prices for liquor and food are not within reach of the working class.

The show is decidedly different from a rubber-stamped night club bill and, while almost entirely devoted to dancing, it has enough variety to give it balance and make it thoroughly interesting. Two trios, a double and two singles comprise the dance department, staged within the borders of a parading eight-girl line.

Orlando Ricalde, romantic baritone, supplies the only singing, working in a single spot and returning in the finale to bring back the principals. Has a full voice that lends itself well in semi-classical and standard selections.

Showgirl octet opens in a Harem fantasy, disrobing to a heavy medley of Oriental tunes. Girls are tall beauties and have shapely figures. Vanessa Ammon, dark-skinned dancer, is featured in an interpretative hands-and-arms-movement routine that is keeping in mood with the fanciful opening. It is flashy stuff, altho not particularly dexterous. She returns later on in a sword dance that is typically European—a story-telling offering told with forceful but rhythmical body movements.

Chandra Kaly and two girls (Devani and Madeleine), another importation, are prominent in the revue with weird and whimsical dances. They wear colorful native costumes and work with an abundance of zest. It is not exactly easy to untangle the maze of movements and find a clear explanation for each, but from the average spectator's view their numbers are arresting because of their distance from the beaten path and are generally entertaining. Dance to a strange Oriental piece in bizarre costumes, two return for a novel rumba and near the finale the three are back for a Mexican peasant peasantry.

The Richards-Adrienne Dancers make a solid impression with their straight ball-room work, well-patterned and crowded with exerting tricks. The two men make a fine appearance and the girl is a charming and graceful partner. Their waltz, a strong routine, is particularly showy on this roomy floor.

Charlotte Claire is a captivating exponent of the art of toe dancing, executing turns and ballet movements with high skill. DeQuincey and Givens, mixed team, contribute delightful comedy. Are a young and good-looking pair and are energetic workers. Did satires of a tango

and a musical comedy bit to *Tea for Two*.

Line in picturesque hats and revealing costumes parades once more in the finale. Isham Jones, in addition to playing a fine show, dishes out swing and sweet dance tunes with the relish of a veteran. His band has 16 men (and no girls), recently organized when Jones decided he was still too young to retire. Music is solid all the way and still mel-low enough to please conversation lovers at tables. Eddie Stone, Rip Crowley and Joe Martin, members of the band, double as vocalists.

Intermission entertainment is ably furnished by the Pan-American Trio (Rudy, Tamara and Nina Vasco). Rudy, formerly a vaude single, strums on the guitar; Nina is at the piano and Tamara sings in a number of languages. *Sam Honigberg.*

Meadowbrook, Cedar Grove, New Jersey

After a particularly profitable winter, due to a succession of name bands, Frank Dailey's Meadowbrook heads into the hot months with a band-stand draw every bit as potent as its forerunners.

Jimmy Dorsey opened May 20 for a month and a half, and business the first week-end seemed to indicate a successful stay comparable with the previous engagements here of Larry Clinton, Glenn Miller and Woody Herman. Place is a great favorite with jitterbugging kids and ought to do particularly well with the closing of school next month.

Dorsey crew measures up to the swing job demanded of every band here. Ork is musically fine and, tho it lacks a definite style or distinctive feature (other than Jimmy's great sax work), it's got the lift and drive to keep the kids happy and coming back for more. Only thing the j-bugs may find fault with is the elder Dorsey's reserve and lack of personality on the stand. Instead of letting the band-stand-gapers in on the fun, Jimmy seems to play only to the band and for his own enjoyment. Turning his back on the dance floor, as he does at times, is definitely poor showmanship.

But the swing is in the proper groove, the floor is still one of the most spacious in the surrounding countryside and the \$1.50 minimum takes care of enough food and drinks. No floor show, but the spot has 11 wires a week (NBC and Mutual). *Daniel Richman.*

Al Mercur's Nut House, Pittsburgh

Everything's screwy. It is at the Nut House, anyway.

When customers walk in, a hat-check girl is liable to walk over and plant a kiss on the cheek of a hubby who came in with his wife, and the next minute a tramp (in costume only) may run up and playfully sock the gent in the kisser.

On the tables peanuts are dumped by the pound; on the floor, the shells. Music, if it can be called that, is a mingled contribution of host Al Mercur's slam-bang piano playing and almost anything else in the way of a musical

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Instrument that one of the five other clowns sees lying around. Obviously the entertainment keynote is "being different." No formalized show. No orchestra, altho music rends the air continually from early evening until morning. Club's seating capacity is 450.

The idea of planned informal frolicking goes back two years when Al Mercur leased the one-time Hickey Park Tavern. He decided the fight crowd that patronized the boxing bowl across the highway must have something unusual if they were to be inveigled in for drinks and food. So he papered the walls with covers of old-time pop songs, dressed his entertainers in odd rigs, donned a Barnum era stove-pipe hat and opened the doors. The policy pays dividends. The entertainers roam from table to table, sing, stunt, crack wise.

Talent, usually booked out of New York, is a quintet of male comics. Current are Reggy Dvorak, Nick Sett, Harry Nossokoff, Boogy Sherman, Jo Jo Lee and Jim Buchanan. The "Kernel" doubles as entertainer, greeter and roving host.

Prices are moderate. The spot seems to hit the town's theater pages a couple times a week on some gag or for entertaining visiting celebs. Parking is free, altho an attendant hovers as watchman for tips. The site is near enough to town for short drives and far enough into the country to be cool. Space is expandable due to a movable wall. There's a minimum of 15 cents week days and \$1 Saturdays.

The idea has worked out so well that Al's brother, Lew, who last year operated the Harlem Casino in Pittsburgh, opened a second Nut House this winter in Miami, Fla.

Sid Dickler, sometime band leader, is press agent. *Morton Frank.*

Penthouse Club, New York

This is a unique roof club on Central Park South. On the 15th floor of an apartment house, the club affords patrons an exquisite view of Central Park and is open all day, from luncheon to supper time.

Atmosphere, fine food and service are the attractions, with entertainment coming in as unobtrusively as possible. There's a Russian baritone, Eli Spivak singing softly and accompanying himself on the guitar and sometimes at the piano. Romantic stuff, especially for couples holding hands.

Then there's a charming redhead, Miss Lanius, who reads palms and gives you the lowdown on your character in startlingly accurate manner. She is a definite attraction here. Paloma, Brazilian guitarist-singer, opened here June 1 but was not on the night caught.

Club has two terraces, a bar and cocktail lounge. Informal comfort is the motif. Dinner is from \$2. George Stone Jr. is the owner, and Nicholas John Katenov the host.

Ed Dukoff and Spencer Hare are the press agents. *Paul Dentis.*

Hotel Adelpia, Hawaiian Room, Philadelphia

Newest addition to after-dark entertainment is the Hawaiian Roof, atop the Hotel Adelpia, reopening after nearly a year's darkness. Roof has been extensively refurbished and redecorated in the Hawaiian decor and is designed to cater to those who prefer relaxation in quiet and dignified surroundings. Features atmosphere and a first-rate cuisine.

Entertainment is provided by the unit headed by Eddie Valencia's Hawaiians. Their rhythms are subdued essentially, but can let out when the occasion demands. Their fare consists almost entirely of swiny adaptations of territorial tunes, which compel dance-floor occupancy. Four of the nine on the band stand are natives, the quartet staying on for relief music. The entire crew help matters along with their capable vocals done in glee club and harmonic arrangements.

The show while brief is long on entertaining qualities. Valencia has brought

along a quartet of gals with a wardrobe of sarongs and grass skirts. First is Lulu Kelliholokai featuring tricky vocal effects. After one number she returns to do a comic hula to Frank Fisher's rendition of *The Cockeyed Mayor of Kolakai*. Good reception.

Suni and Siapiafia are next with slinky native dances. Altho the pair work in unison, Siapiafia gets most of the attention, being the comeller of the two. This femme's hula with jitterbug interpolations is a standout. Nani Ahi, also a hula practitioner, is very personable and gets applause for her ceremonial dance.

Thruout the proceedings the boys chime in with their vocals and heighten the effects. Altho one hula may seem the same as another, each dancer's personality more or less dominates the routines. At any rate the show is brief and to the point.

The spot will draw on the strength of the novelty of the idea, this being the first of its type to reach out for the mass trade. No minimum or cover. An additional novelty is the panel on the wall near the band stand which simulates a tropical storm with realistic effects.

MCA supplies the talent, while Howard Niekirk handles the press. *Joe Cohen.*

Marta's, New York

Marta's is one of the many basement niteries dotting Greenwich Village and, altho it's supposedly a Latin spot, it's really quite international. It is owned by two Spaniards and an Italian, and among the acts are a Porto Rican singer, a Spanish-English dancer, and an English band leader fronting a Latin combo.

Band is called Sid and his boys and has five men dishing out good Spanish music, mostly rumbas, tangos and waltzes, with an occasional Conga thrown in.

There's a floor show going on three times a night and has for an emcee, Don Casanova, a tall slick-hair guy with a wide smile and a fair singing voice. He sings Spanish and American pops, getting enthusiastic applause. Dance team is De Roche and Rosana, a small fellow and a showgirl-type partner. Did two numbers, the first a novelty "tropical" number which opens with the man singing and then the girl joining for one of those arm-weaving slow and dull affairs. Their other number was a hot, coochy dance to 1-2-3 tempo. Very sexy stuff and good when the crowd is foggy and bolsterous.

Lita Moya, tall brunet, revealed good technique and lots of grace and feeling for rhythm in castanet dances. Her second number was a fast, flashy affair. Plump Myrta Silva sang a few Spanish songs with rolling eyes, pouting lips and hotcha movements. The crowd loved her.

Two boys (guitar and maraccas) sing and accompany themselves opening the show and also for between-show strolling among the tables. Have nice appearances and soft voices.

Club is large, low-ceilinged, hot and noisy. One dollar minimum. *Paul Dentis.*

Bear Mountain Inn, Bear Mountain, N. Y.

Among the better places for dining and dancing within a 50-mile radius of New York is this well-known restaurant and hotel overlooking the Hudson River a mile or so below the Bear Mountain Bridge.

Spot is operated by the Palisades Interstate Park Commission, which this summer intends giving it a bigger publicity build-up than in previous years. Initial step in the campaign is the instituting of two CBS network wires a week, the first time music from the Inn has been heard on regularly scheduled dance remotes.

Band is the sole attraction. This season it's Del Courtney and his 11-man crew. This outfit's youthfulness, clean-cut appearance and general enthusiasm—all in addition to a first-rate brand of

dansapation—are likely to result in a steady patronage during the hot months due to the favorable word-of-mouth the band is certain to get. Courtney is in for the whole summer, playing seven nights weekly.

Place's other attractions are physical and plentiful. Building is beautifully situated among the rolling West New York hills, and its interior decor lives up to the view on the outside. Supervising the spot for the commission are Kelly Ross and Major Welch. Publicity is in the capable hands of Harry Keller.

Dinner prices start at \$1; no minimum or cover charge during the late hours. *Daniel Richman.*

Casino-on-the-Park, Essex House, New York

Taking full advantage of the hotel's natural environs, being situated directly opposite Central Park, Essex House put out the potted plants on the pavement to make for an Essex Promenade, and with the windowed wall wide open gives the dining room a country club atmosphere as a Casino-on-the-Park.

It's only dancing with the dining and supping here, Sammy Kaye, with his effortless and ever-familiar "swing and sway" music, making the dance more inviting. With singer Tommy Ryan on the sidelines because of a throat ailment, Clyde Burke subs for the singing titles. Jimmy Brown and Charlie Wilson, from the band, and the threesome as the Three Barons lend additional vocal force. Kaye is the ingratiating maestro both on and off the stand.

Band came in several weeks ago, with the summer customs ushered in May 24. Kaye continues here until July 1.

Ruth R. Maler is still handling the publicity. *M. H. Orodener.*

Spinning Wheel, Seattle

A *Playboy Revue* of four female impersonators is the feature here. Versatile are these gentlemen with their quite convincing dress and make-up in a variety of songs and dances.

Milton LeMaire, in top billing, is slender, dark and delicate. Gets a great big hand for his well-costumed impersonation skit, as well as for straight numbers, being the only one of the group furnishing the "out of impersonation" specialties.

Especially pleasing is the gazelle-eyed Milt in his tap dance in top hat and tails and his striking Indian war dance colorfully performed.

Eddie La Rue, emceeing the revue of "gentlemen under their skirts," is also a female impersonator and adds considerable to these Ettings of Today with a torch number. Particularly engaging too is his monolog. With special permission of Dwight Fiske, he offers several Fiske numbers. Folks liked his "two girls going for an auto ride."

Val Rai, in his novelty feminine impersonation, also gives an interpretative dance, while black-faced Verne Valdez, blues singer, in his Aunt Jemina specialty, furnishes some Tucker style vocalizing.

Rendering excellent support are the warbling waiters and comely singing waitresses, the latter being Kittle King, soprano, and Betty Juhlien, contralto, both with particularly pleasing voices. Their work provides cozy and intimate atmosphere 'tween dancing on the stage set on the same level with the dance floor. *C. M. Littelfohn.*

Claremont Inn, New York

This lovely al fresco restaurant shows indications of having one of its best seasons, in spite of the more or less unfavorable publicity received last summer when residents of neighboring apartment houses took their complaints about the loud swing music emanating from the spot to court.

On two of the coolest evenings since it reopened for the season the place was jammed to capacity at the supper hour, indicative of what can be expected during really warm weather.

Inn offers only a band for entertainment, no floor show being necessary in the face of extremely beautiful open-air surroundings, good food and reasonable prices. Current band-stand tenant is Barry Wood, who does a particularly good job for either dancing or listening considering that he has to keep the music down to a minimum of volume. Horns and reeds are muted and muffled, Claremont not wanting any more trouble with cantankerous neighbors. In addition to some better-than-capable music-mak-

ing, Wood delivers the brand of vocalizing that has made him a favorite with CBS audiences.

Dinners range upward from \$1.25; minimum after 9:30 p.m. is \$1. Spot is run by Arnold Schleifer for the city and press-agented by Ed Dukoff.

Daniel Richman.

Jack and Jill's Tavern, Portland, Ore.

The initial floor show under the new policy of Jack and Jill's Tavern, a few miles east of Portland, made its bow June 3.

It consisted of seven acts, with Charla Andrews' girls carrying most of the load and *Elations* as the theme. Included were Jane and June Parker, twins, and Norman Anderson, dancer and member of Paul Lamoreaux's orchestra, the spot's musical background. Charla sang, danced and presided as emcee.

Two shows are given nightly, except Sunday. The girls will be retained and new acts brought in for a new show each Saturday. L. C. Binford, local attorney, is the tavern manager.

It was necessary to build a new stage to accommodate the girls and the orchestra. A special flood-lighting system is controlled by Lamoreaux from his position with the band. *Kenneth Madden.*

Club Talent

New York:

GALI GALI returns after a year in Europe and opens in August at the Rainbow Room. . . . RUTH AARONS AND SANDOR GALNCZ return to the Rainbow Room June 21. . . . MAURICE AND CORDOBA have sailed for London on the Ile de France, opening at the Savoy Tuesday (12), the day of their arrival.

Chicago:

MARGARET FOSTER'S 606 Club line, which has been on a steady job over two years, closes next week to go into Tinney Cosgrove's South Bluff Country Club, Peru, Ill., June 27.

Here and There:

THEODORA is in her fifth week at Jacque's Stop 18 Inn, Columbus, O. . . . COUNTESS ARIEL featured in the new summer show at Club 76, Battle Creek, Mich. . . . LOUIE AMEN, Ripley's "Believe It or Not" pianist, is at Al Ritz's Club Petite in the Ritz Hotel, Pittsburgh. . . . DAVE JEFFREYS is doing a two weeks' stand at Ada Frew's Evergreen Gardens, Pittsburgh. . . . TED AND ETHEL WALKER just finished a four-week run at Cedar Lane Park, Philadelphia, with Jack Dawson, of WIP. ESTRELLITA LUCAS is playing the Lido Club, Vicksburg, Miss. . . . HANK LEWIS is now at Tiny's Hi Hat, Oakland, Calif., for an indefinite stay.

DAWN AND DARROW, current at the Cocoanut Grove, Boston, open at the Ohio Villa, Youngstown, O., June 21. . . . THE REMOS are at Club Saks, Detroit. . . . FLORETTA AND BOYETTE opened the Terrace Cocktail Lounge of the Chelsea Hotel, Atlantic City, last week. Set for 10 weeks. . . . BOBB KICHEN AND PAULA BONNE at Evergreen Gardens, Pittsburgh. . . . Gall Page and Dave Geoffry at the Ritz Hotel, Pittsburgh. . . . WOODS AND BRAY are doing a three-week engagement at the Shoreham Hotel Terrace, Washington. . . . EMIL DE COSTER, after six months on the West Coast, has opened in Rochester, N. Y., booked by the H. S. Theatrical Exchange, that city. . . . JOHNNY GUILFOYLE and his revue are in their fifth week at the Show-Grilla Cafe, Kenosha, Wis. . . . VAL SETZ is headlining the show for the fourth week at Northwood Inn, Detroit. . . . JUDITH LAWTON is set for six weeks at the Henry Grady Hotel, Atlanta. . . . JOE LITTLE is in his fifth week as emcee at Herb's Silver Moon, Washington C. H., O.

HEAR . . . DE LLOYD McKAYE

and her SENSATIONAL PIANOLACY at the

ONYX CLUB, N. Y.

PHILA. DAILY NEWS . . . If it's piano playing you are looking for, I recommend DeLloyd McKaye, who is a blend of Paderewski, Duchin and Ben Greenblatt in femme form. Direction: CONSOLIDATED RADIO ARTISTS, INC.

First N. Y. Appearance

VICKI LAUREN

Stylized Dance Presentations

currently

LEON & EDDIE'S, N. Y.

Recently Concluded 2 Successful Years of Steady Engagements in the Orient.

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

Acts-Units-Attractions Routes

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

EXPLANATIONS 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.

Aerial Sky Rockets, Three: Irvine, Ky.
Akers, Hank (Aquacade) World's Fair, NYC.
Albins, The (Beverly Hills) Newport, Ky., cc.
Alexander, Durelle (Waldorf-Astoria) NYC, h.
Alf, Fe (Rainbow Room) NYC, nc.
Allen, Vicki (Paradise) NYC, nc.
Allen, Roberta (McAlpin) NYC, h.
Allen & Kent (State) NYC, t.
Allen, Stuart (Paradise) NYC, nc.
Aloma, Princess (Jimmy Kelly's) NYC, nc.
Ammons, Albert (Cafe Society) NYC, nc.
Andre, Janis (Paradise) NYC, nc.
Ardath, Fred (Little Old New York) World's Fair, NYC.
Arden, Dorothy (Riviera) San Francisco, nc.
Arden, Eve (Greenwich Village Casino) NYC, nc.
Arleys, The (Steeplechase) Coney Island, N. Y., p.
Arlington, Faith (Troadero) NYC, nc.
Armida (Colosimo's) Chi, nc.
Armstrong, Harry (Diamond Horseshoe) NYC, nc.
Arno & Arnette (International Casino) NYC, nc.
Aristocrats, Twelve (Stanley) Pittsburgh, t.
Arren & Broderick (Pal.) Chi, t.
Arthur, Mae (Black Cat) NYC, nc.

Bachelors, Four (Hollenden) Cleveland, h.
Baker, Bob, & Band (Paramount) Ft. Wayne, Ind., t.
Baldwin & Bristol (Riverview Beach Park) Pennsville, N. J., b.
Ballard & Rae (Commodore Club) Detroit, nc.
Banks, Sadie (Old Roumanian) NYC, nc.
Barclay, Dick & Evelyn (Zimmerman's Hungaria) NYC, nc.
Barlow & Bernie (Wivel) NYC, nc.
Barr & Estes (Earle) Washington, D. C., t.
Barth, Rudy (Evergreen Casino) Phila, nc.
Bates, Lulu (Diamond Horseshoe) NYC, nc.
Beachcombers, The (Cotton Club) NYC, nc.
Beaucaire, Pierre (Monte Carlo) NYC, nc.
Bedini, Jean (Little Old New York) World's Fair, NYC.
Behan, Arthur (Gay Nineties) NYC, nc.
Bell & Grey (Loggin's Grove) Detroit, nc.
Bell's Hawaiian Follies (Riverside) Milwaukee, t.
Belmont, Bob (Bismarck) Chi, h.
Bennet, Ethel (Old Roumanian) NYC, nc.
Bennett & Day (Riverside) Milwaukee, t.
Beno, Ben (Playland) Rye, N. Y., p.
Benz, Betty (Leon & Eddie's) NYC, nc.
Berle, Milton (International Casino) NYC, nc.
Bernard & Henrie (Rose Bowl) Chi, nc.
Bessinger, Frank (Radio Franks) NYC, nc.
Birsa, Daria (Russian Kretchma) NYC, nc.
Bishop, Fred (Radio Franks) NYC, nc.
Bland, Jack (Tony's) NYC, nc.
Blanche, Jeanne (Paradise) NYC, nc.
Blanche & Elliott (Breakers) Rochester, N. Y., h.
Block, Bill, & Stan, Early (Cafe Savini) NYC, nc.
Bockman, George (Rainbow Room) NYC, nc.
Bollero & Dorita (Strand) NYC, t.
Bouvier, Yvonne (St. Moritz) NYC, h.
Boves World's Fair Unit (Buffalo) Buffalo, t.
Brady, Bill (International Casino) NYC, nc.
Brandon, Ann (Lyric) Indianapolis, t.
Brown, Ruth (Melody Club) Union City, N. J., nc.
Brock, Heine (Pan-Pacific Rink) Los Angeles, a.
Burke, Clyde (Essex House) NYC, h.
Burnell, Euster & Billie (Paradise) NYC, nc.
Burns & Burnache (McVan's) Buffalo, nc.
Burns & White (Paramount) Ft. Wayne, Ind., t.
Burns, Billy, & Canary Circus (Village Barn) NYC, nc.
Burns Twins & Evelyn Price (George Washington) Jacksonville, Fla., h.
Byrne, Kathleen (Troadero) NYC, nc.

Cansinos, The (State-Lake) Chi, t.
Carmelita (Club Gaucha) NYC, nc.
Carney, Alan (Music Box) San Francisco, nc.
Carol, Nita (Rainbow Room) NYC, nc.
Carr, Billy (606 Club) Chi, nc.
Carrolle & Dart (Chanticleare Inn) Rocky Hill, Conn., nc.
Carter, Betty (Jimmy Kelly's) NYC, nc.
Carter & Schaub (Jimmy Kelly's) NYC, nc.
Cassandra, Claire (St. Moritz) NYC, h.
Chamberlain, Eddie (Aquacade) World's Fair, NYC.
Chesterfields (Paramount) NYC, t.
Christy, Floyd (State-Lake) Chi, t.
Clare, Jare (New Yorker) NYC, h.
Clark, Buddy (State) NYC, t.
Claudet, Marguerite (Hollywood at the Beach) Madison, Wis.
Collette & Barry (St. Moritz) NYC, h.
Colstons, The (Roosevelt) New Orleans, h.
Conway, Jack (Little Old New York) World's Fair, NYC.
Cook Jr., Joe (Bradford) Boston, h.
Cook, Frank (Astor) NYC, h.
Cooper, Adra (Monte Carlo) NYC, nc.
Coral, Tito (La Conga) NYC, nc.
Corbett & Loraine (Coronada) Worcester, Mass., h.
Corley, Audrey (Bon Air) Wheeling, Ill., cc.
Corliss & Palmer (Queen Mary) NYC, nc.
Cornell, Wes (Ritz Tavern) NYC, nc.
Cordoba, Lolita (Strand) NYC, t.
Cortes, Arturo (Havana-Madrid) NYC, nc.
Cox, Wilma (Rainbow Room) NYC, nc.
Craig, Reginald (Earl Carroll's) Hollywood, nc.
Crawford & Caskey (Hollenden) Cleveland, h.
Cummings, Don (Oriental) Chi, t.
Curran, Helen (Montparnasse) NYC, nc.

D'Arcy Girls (Shrine Circus) Pawtucket, R. I.
D'Avalos, Rodolfo (Versailles) NYC, re.
Daniels, Ted (Rainbow Room) NYC, nc.
David, Johnny (Dog House) Reno, Nev., nc.
Davis, Dolly (Lexington) NYC, h.
Davis, Johnny, & Orch. (Fox) Phila, t.
Day, Ernestine (Rainbow Room) NYC, nc.
De Angelo & Porter (Edgewater Beach) Chi, h.
De LaPlante, Peggy (Jimmy Kelly's) NYC, nc.
De Lima, Alberto (Cuban Casino) NYC, nc.
Del Carmen, Marie (Club Gaucha) NYC, nc.
De Forest, Marie (St. Regis) NYC, h.
Del Rios, The Three (Paramount) Ft. Wayne, Ind., t.
Delahanty Sisters (Club Bartlett) Rochester, N. Y., nc.
Desjardens, Pete (Billy Rose's Aquacade) World's Fair, NYC.

Diamond Brothers (Savoy) London, h.
Donahue, Walter (Village Barn) NYC, nc.
Donnelly, Harry (Gay Nineties) NYC, nc.
Doro, Grace (State-Lake) Chi, t.
Dorn Bros. & Mary (Capitol) Washington, D. C., t.
Downey, Morton (Billy Rose's Aquacade) World's Fair, NYC.
Doyle, Buddy (Diamond Horseshoe) NYC, nc.
Doyle, Dinty (State) NYC, t.
Dracken, Russell (Whirling Top) NYC, nc.
Drayson, Danny (Stevens) Chi, h.
Duckat, Lipman (Rainbow Room) NYC, nc.
Duffy, Douglas (New Yorker) NYC, h.
Durkin, Nellie (Melody Club) Union City, N. J., nc.

Earle, Robert (Crystal Palace) World's Fair, NYC.
Eberle, Ray (Glen Island Casino) Westchester, N. Y., nc.
Eddy, Mattion (Little Old New York) World's Fair, NYC.
Ederle, Gertrude (Billy Rose's Aquacade) World's Fair, NYC.
Elliott, Leonard (Cafe Society) NYC, nc.
Emerald Sisters (Shrine Circus) Providence, R. I.
Emmy's, Carlton, Pets (Paramount) Ft. Wayne, Ind., t.
Enters & Borgia (Capitol) Washington, D. C., t.
Enrica & Novello (Park Central) NYC, h.
Everett & Conway (Lobby Cafe) Juarez, Mex., nc.

Fanton, Joe, & Co.: Cairo, Egypt.
Faye, Gladys (Jimmy Kelly's) NYC, nc.
Fears, Kay (Diamond Horseshoe) NYC, nc.
Fiske, Dwight (Savoy-Plaza) NYC, h.
Fitzgerald, Lillian (Plantation) NYC, nc.
Fleming, Bonnie (Peony Park) Omaha, b.
Floretta & Boyette (Chelsea) Atlantic City, h.
Forrest, Helen (Palomar) Los Angeles, b.
Foster, Gae, Girls (Roxo) NYC, t.
Foster, Gae, Girls, Sixteen (Earle) Washington, D. C., t.
Frances, Emma (Diamond Horseshoe) NYC, nc.
Franklin, Cass (Manny Wolfe's) NYC, nc.
Frazee Sisters (Riviera) Fort Lee, N. J., nc.
French, Eleanor (Stork Club) NYC, nc.

Fuller, Howard, & Sister (Hofbrau Club) Camden, N. J., nc.
Gale, Norah (St. Regis) NYC, h.
Gale Sisters, Three (Tower Inn) Niles Center, Ill., ro.
Gallagher, Rubber Face (Radio Franks) NYC, nc.
Gallagher, Jim & June (Festival Hall-Expo.) San Francisco.
Gallagher, Ruth (Brick Club) NYC, nc.
Garcia, Caridad (Strand) NYC, t.
Gastons, The (Main St. Club) Detroit, nc.
Gavin, Margie (Hi-Hat) Chi, nc.
Gaylene Sisters (Leon & Eddie's) NYC, nc.
Gentry, Tex (Chateau Moderne) NYC, nc.
Georges & Jalna (Bon Air) Wheeling, Ill., cc.
Gerry, Roger (Rainbow Room) NYC, nc.
Gilbert, Ethel (Radio Franks) NYC, nc.
Giovanni (Versailles) NYC, nc.
Glenn & Jenkins (Cotton Club) NYC, nc.
Glynn, Ellen (International Casino) NYC, nc.
Goldie, Jack (Little Old New York) World's Fair, NYC.
Gonzalo & Christine (Jimmy Kelly's) NYC, nc.
Gooding, Sally (Plantation) NYC, nc.
Goss, Ray (Old Roumanian) NYC, h.
Gould, Hal (State-Lake) Chi, t.
Grace & Scotty (Victoria) NYC, h.
Grauer, Bernie (Gay Nineties) NYC, nc.
Grays, Six (Pal.) Chi, t.
Green, Al (Swing Club) NYC, nc.
Greenlaw, Eugene (Rainbow Room) NYC, nc.
Grey, Betty (Bismarck) Chi, h.
Grissold, Larry (Aquacade) World's Fair, NYC.
Guy, Barrington (Plantation) NYC, nc.
Gwynne (Stevens) Chi, h.

Haddon, Harriette (St. Regis) NYC, h.
Hadley, Jane, Dancers (Bismarck) Chi, h.
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.
Hammond & Kennedy (Red Gables) Indianapolis, nc.
Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
Harrington, Pat (Club 18) NYC, nc.
Harris, Steve (Barney Gallant's) NYC, nc.
Harrison, Herbie (Palmetto's Cafe) Detroit, nc.
Harrison, Spike (Gay '90s) NYC, nc.
Harrison Sisters, Three (Beverly Hills) Newport, Ky., cc.
Harvey & Hock (Cocoanut Grove) Chi, ro.
Healy, Eunice (Bon Air) Wheeling, Ill., cc.
Hector (Earle) Washington, D. C., t.
Henri, Harri (Chanticleare Inn) Rocky Hill, Conn., nc.
Herbert, Flore (Bill's Gay '90s) NYC, nc.
Herberts, Grass & Charlie (Whirling Top) NYC, nc.

Hildegard (Pierre) NYC, h.
Hill, Teddy, Band (Savoy) World's Fair, NYC.
Hoctor, Harriet (Chez Paree) Chi, nc.
Holiday, Billie (Cafe Society) NYC, nc.
Holm, Eleanor (Billy Rose's Aquacade) World's Fair, NYC.
Honey, Six (Beverly Hills) Newport, Ky., cc.
Hot Shots, Four (Earl Carroll's) Hollywood, nc.
Howard, Willie & Eugene (Earl Carroll's) Hollywood, nc.
Howard, Joe (Chanticleare Inn) Rocky Hill, Conn., nc.
Howard, Sammy & Helen (Aquacade) World's Fair, NYC.
Howard, Shemp (Stage 1) Hollywood, nc.
Howard, Bob (Mammy's Chicken Farm) NYC, nc.
Howard, Joe E. (Diamond Horseshoe) NYC, nc.
Howard, Jack (Little Old New York) World's Fair, NYC.
Hoysradt, John (Colony Club) Chi, nc.
Huarte, Julian (El Chico) NYC, nc.
Hruba, Vera (New Yorker) NYC, h.
Hubert, Frank & Jean (State) NYC, t.
Hutton, Marian (Glen Island Casino) Westchester, N. Y., nc.
Hutton, Betty (Chez Paree) Chi, nc.
Hyde, Vic (Pal.) Chi, t.

Ide, Letitia (Rainbow Room) NYC, nc.
Ignatenko, Serge (Russian Kretchma) NYC, nc.
Iles, Dorothy (Wivel) NYC, nc.
Illiana (Leon & Eddie's) NYC, nc.
Iris, Esperanza (Strand) NYC, t.
Isles, Steven (Gay Nineties) NYC, nc.
Jackson & Blackwell (State-Lake) Chi, t.
James, Harry & Band (Paramount) NYC, t.
Janis, Mabel (Faust) Peoria, Ill., nc.
Jansleys, Five (International Casino) NYC, nc.
Jansett, Lucille (Le Possonnier) NYC, nc.
Jarvis, Sam (St. Regis) NYC, h.
Jaxon the Ventriloquist (New Frederic) Frederick, Wis., 15-17, t.
Jenkins, Polly, & Her Plowboys (Village Barn) NYC, nc.
Jensen, Lola (Astor) NYC, h.
Jerome, Betty (Cocoanut Grove) Chi, ro.
Johnson, Myra (Cotton Club) NYC, nc.

Johnson, Maxine (Small's Paradise) NYC, nc.
Johnson, Van (Rainbow Room) NYC, nc.
Johnson, Tilda (Diamond Horseshoe) NYC, nc.
Johnson, Lucille (Diamond Horseshoe) NYC, nc.
Jones, Owen (Leone's) NYC, re.
Joy, Lotus (Radio Franks) NYC, nc.
Jozsay, Vilma (Crystal Palace) World's Fair, NYC.
Judels, May (New Yorker) NYC, h.
Julian, Don & Marjorie (Del Shore) Chi, cc.
Juliette of France (Chanticleare Inn) Rocky Hill, Conn., nc.
Kane, Vera (Music Box) Spring Valley, L. I., nc.
Karavaeff, Simeon (Russian Kretchma) NYC, nc.
Karolls (Biltmore Bowl) Los Angeles, nc.
Kaufman, Ben (Place Elegante) NYC, nc.
Kay, Beatrice (Diamond Horseshoe) NYC, nc.
Kelley, Berniece, Circus Unit (Hamid's European Circus) World's Fair, NYC.
Kellerman, Mimi (Troadero) NYC, nc.
Kellum, Corky (Billy Rose's Aquacade) World's Fair, NYC.
Kenney & Burke (Palmer House) Chi, h.
Kenney, Billy (Cortez) El Paso, Tex., h.
Khan-Ashim (Casino Russe) NYC, nc.
Killette & Deane (Wivel) NYC, nc.
King, Eleanor (Rainbow Room) NYC, nc.
King, Lew (Gay '90s) Chi, nc.
King, Charlie (Melody Club) Union City, N. J., nc.
Kramer, Sam (Little Old New York) World's Fair, NYC.
Kreuger, Stubby (Aquacade) World's Fair, NYC.

Lackore, Jimmie (Club Nomad) Atlantic City, nc.
Lamb, Gil (Palmer House) Chi, h.
Lamont's Cockatoos & Macaws (Buck's Show) World's Fair, NYC.
Lane, Mary (Jimmy Kelly's) NYC, nc.
Lane's Lovebirds (Hollenden) Cleveland, h.
Larue, Eddie (Spinning Wheel) Seattle, nc.
Lauren, Vicki (Leon & Eddie's) NYC, nc.
Lavrier, Jack (Capitol) Washington, D. C., t.
Lawrence, Marian (Crystal Palace) World's Fair, NYC.
Lawton, Reed (Lock & Key) NYC, na.

Lawton, Judy (Henry Grady) Atlanta, h.
Le Brants (State-Lake) Chi, t.
Lee, Bob (Wivel) NYC, nc.
Lee, Pinky, & Co. (Oriental) Chi, t.
Lee, Billie (Melody Club) Union City, N. J., nc.
Legg, Harris (Pan-Pacific Rink) Los Angeles, a.
LeMares, The (Ambassador East) Chi, h.
Leonard, Hazel (Roumanian Village) NYC, nc.
Lewis, Meade Lux (Cafe Society) NYC, nc.
Lewis, Dorothy (St. Regis) NYC, h.
Lewis, Joe E. (Riviera) Fort Lee, N. J., nc.
Lewis, Mary (Villepigue's) Brooklyn, nc.
Libuse, Frank (Diamond Horseshoe) NYC, nc.
Light, Enoch (Taft) NYC, h.
Lino, Elisa, & Carlos Trio (El Chico) NYC, nc.
Little Egypt (Leon & Eddie's) NYC, nc.
Lloyd, George (Le Ruban Bleu) NYC, nc.
Lockman, Bill (Blackhawk) Chi, re.
Lolita & Ardo (356 Club) San Francisco, nc.
Lopez, Maria Luisa (El Chico) NYC, nc.
Lorraine, Billy (Gay Nineties) NYC, nc.
Loy, Thida (Dog House) Reno, Nev., nc.
Loyanne & Renard (Hollenden) Cleveland, nc.
Lucas, Estrellita (Lido Club) Vicksburg, Miss., nc.

McCabe, Sara Ann (Beverly Hills) Newport, Ky., cc.
McDonald, Pat (Dog House) Reno, Nev., nc.
McFarland, Frank (Barney Gallant's) NYC, nc.
McKay, Deloyd (Onyx) NYC, nc.
McKay, Mickey (Palmetto's Cafe) Detroit, nc.
McKinley, Barry (Paradise) NYC, nc.
McLean, Barbara (St. Regis) NYC, h.
McLean, Ross (New Yorker) NYC, h.
McNaughton, Virginia (Lock & Key) NYC, nc.
Mack, Marilyn (Ernie's) NYC, nc.
Mack, Gladys (Chanticleare Inn) Rocky Hill, Conn., nc.
Madera, Nedra (Cuban Casino) NYC, nc.
Madison, Rudy (Gay Nineties) NYC, nc.
Malcolm, Dave (Cocoanut Grove) Chi, ro.
Malgan Sisters (Diamond Horseshoe) NYC, nc.
Mann, Peggy (Taft) NYC, h.
Manners, Ginger (Astor) NYC, h.
Marcus, Dr. Arthur (Del Shore) Chi, cc.
Mario & Floria (Strand) NYC, t.
Marlynn & Michael (Rainbow Grill) NYC, nc.
Marsh, Gloria (Jimmy Kelly's) NYC, nc.
Marshall, Don & Ruth (Melody Club) Union City, N. J., nc.
Marshalls, Three (Raleigh) NYC, h.
Martin, Rica (Leon & Eddie's) NYC, nc.
Martinez & Antonita (La Conga) NYC, nc.
Mason, Bud & Gil (Paradise) NYC, nc.
Mason, Lee (Colosimo's) Chi, nc.
Masters & Rollins (Riverside) Milwaukee, t.
Matthey, Nicholas (Casino Russe) NYC, nc.
Maurice & Cordoba (Plaza) NYC, h.
Maxine & Clayton (Blackhawk) Chi, nc.
Maye, Dorothy (Hi-Hat) Chi, nc.
Men of Manhattan, Eight (Rainbow Room) NYC, nc.
Merrill, Joan (Belmont-Plaza) NYC, h.
Merry Maes (Paramount) NYC, t.
Meyers, Ickie, Band (Savoy) World's Fair, NYC.
Mexico Trio (Strand) NYC, t.
Michel, Hermine (Russian Kretchma) NYC, nc.
Michon, Michel (Russian Kretchma) NYC, nc.
Miller, Susan (Earl Carroll's) Hollywood, nc.
Miller, Leon (State-Lake) Chi, t.
Minnevitich Rascals (State) NYC, t.
Mirova, Nadia (Russian Kretchma) NYC, nc.
Mirth & Mack (Astor) NYC, h.
Moffett, Adelaide (Monte Carlo) NYC, nc.
Monohran & Morris (Oriental) Chi, t.
Moody, Gertrude (Village Brewery) NYC, nc.
Moore, Lella (Earl Carroll's) Hollywood, nc.
Moore & Byrd (Black Cat) NYC, nc.
Moore & Revel (Chicago) Chi, t.
Moore, George W. (Adria Cabaret) Warsaw, Poland, nc.
Morales Bros. & Little Daisy (Dog House) Reno, Nev., nc.
Moreno, Consuelo (Cuban Casino) NYC, nc.
Morgan, Johnny (Boulevard Tavern) Elmhurst, L. I., nc.
Murphy, Jimmy (Dog House) Reno, Nev., nc.
Murray & Alan (Maxim's) Bronx, N. Y., nc.
Murray, Jan (Melody Club) Union City, N. J., nc.
Murray, Elizabeth (Diamond Horseshoe) NYC, nc.
Mystic Vibra (LaSalle) Chi, h.

Neller, Bob (Astor) NYC, h.
Nelson Novelties (State) NYC, t.
Nelson, Joan (Crystal Palace) World's Fair, NYC.
Nicholas & Sylvia (Dog House) Reno, Nev., nc.
Nikagosov, Yasha (Russian Kretchma) NYC, nc.
Nirka (Earl Carroll's) Hollywood, nc.
Nolan, Charlie (Palmetto's Cafe) Detroit, nc.

POLLY JENKINS
And Her PLOWBOYS
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Per. Mgr.: EDITH SOLOMONS.
1560 Broadway.

O'Connors, The Four (Lyric) Indianapolis, t.
O'Hara, Pattie (Swing Club) NYC, nc.
O'Neill, Miltzi (Barney Gallant's) NYC, nc.
Olvero Trio (Palomar) Los Angeles, h.
Ortega, Rosita (Havana-Madrid) NYC, nc.
Ortega, Eva (La Conga) NYC, nc.
Osta, Teresita (El Chico) NYC, nc.

Palermo, William (La Marquise) NYC, nc.
Palmoa (Penthouse) NYC, nc.
Palomo, Humberto (Rainbow Room) NYC, nc.
Pancho & Orch. (Strand) NYC, t.
Parker, William (Rainbow Room) NYC, nc.
Parker, Mary, & Billy Daniels (St. Regis) NYC, h.
Parker, Bob (Paradise) NYC, nc.
Parks, Bobby (Plaza) NYC, h.
Paris, Frank, & Marionettes (Riviera) Fort Lee, N. J., nc.
Parsons, Kay (International Casino) NYC, nc.
Patricia & Cesar (Havana-Madrid) NYC, nc.
Patricola, Tom (Diamond Horseshoe) NYC, nc.
Patterson, Jim (Aquacade) World's Fair, NYC.
Paul & Queta (Lantz Merry-Go-Round) Dayton, O., nc.
Pavey, Phil (Lookout House) Covington, Ky., nc.
Pedro & Luis (Shubert) Montreal, Que., t.
Pennington, Ann (Little Old New York) World's Fair, NYC.
Perkins, Johnny (Stanley) Pittsburgh, t.
Perry, Katherine (Cotton Club) NYC, nc.
Petty, Ruth (Paramount) Ft. Wayne, Ind., t.
Phillips, Jimmy (Bill's Gay '90s) NYC, nc.

(See ROUTES on page 64)

Paramount, New York

(Reviewed Wednesday Evening, June 7)

Harry James can consider his New York stage debut as having started off in a most auspicious manner. It's not often that an opening night crowd emulates its jitterbugging predecessors at the early morning and afternoon shows and demands an encore from the band. Swing efforts are usually met with a coldly polite reserve from evening audiences here—despite the house's reputation as a stomp citadel—and James should feel flattered indeed at the reception accorded him here at the last show opening day.

It was his *Two o'Clock Jump* (Basil called it *One o'Clock Jump* when he wrote it, but time marches on) that got them off their hands and that necessitated encoring with an equally scorching version of *King Porter Stomp*, in spite of James' almost frantic attempts to proceed with his introduction of Jane Froman. It was the first time that we have ever seen a band number provide a show-stop at a last show here. But if anything ever merited it, it was the exceptionally solid arrangement James uses on this swing classic.

As a stage band James has a long way to go. Boys do nothing in the showmanship line, altho the lack of tricky stuff wasn't noticed too much in the face of really fine swing tootling, the James trumpet standing out particularly. New maestro might do well to work up more arrangements on the order of his theme, *Artibribin*, with its splendid trumpet passages. The audience would have welcomed more of this combination of swing and virtuosic musicianship. It's a good formula to appeal to a general, all-round trade.

Band's other contributions were an opening swingeroo and an unrelated medley of *Don't Worry 'Bout Me*, *Tain't What You Do* and *Limehouse Blues*, with Connie Haines acting much too cute and babylike for the more or less seriously sentimental wordage of the first-named and Jack Palmer (trumpet) hurrying thru a lyric chorus of the second.

The Stapletons, smart tap duo, lead off with a couple of suave routines that have the added virtue of humor. Team is particularly good looking and works with plenty of finish and polish. Band's ability to play a show was amply proved by its accompaniment to the second routine, an exceptionally intricate one.

The Chesterfields (two men) have a knockabout comedy act slightly reminiscent of Milt Britton. Pair endeavors to give an organ-cello recital with disastrous but somewhat less than hilarious results to instruments, music stands and clothes. Turn could be paced a little faster for greater comic content.

Jane Froman winds up the works with her delightful voice and singing style. Miss Froman is the rare type of songstress who doesn't begin to pall after a couple of numbers. Her projection of five current pops here could well be offered as an object lesson to alleged gal vocalists. Not the least attractive part of Miss Froman's singing is her beautiful diction, each word being easily understandable in every corner of the house. This is pop tune vocalizing at its finest.

Length of screen half, Paramount's *Invitation to Happiness* (Fred MacMur-

Vaudeville Reviews

ray-Irene Dunne starrer), cuts stage time down to 45 minutes. House almost capacity at performance caught.

Daniel Richman.

State-Lake, Chicago

(Reviewed Friday Afternoon, June 9)

Another production show concocted by Leon Miller, this time sold as *The Bandwagon of 1939*. It doesn't have the talent some of the other units boasted, but the work of the girls is in an improved stage and the production scenes serve as advantageous build-ups for the acts on hand.

Miller himself introduces the opening, a peppy rhythm number featuring the 16 line girls in a fast-stepping routine. Grace Doro, next, has a weak theater offering. Does impressions on a piano which are okeh, but her Mae Westish talk is very much in the way. She should concentrate her entire act on the keyboard, particularly when on a vaude stage.

A colorfully costumed Spanish spectacle with the line and eight showgirls brings on Carmela and Gabriel Cansino in a merry cape and castanet item. The boy handles the cape dexterously, and his partner is a pretty and lively assistant.

A singing sextet (three men and three women) from the local Donna Parker shops follow, harmonizing with *Night and Day* and an operatic tune to swing time. Rather mild, lacking in professional polish.

Leon Miller returns to single with a strong session of peppery stepping. Has a youthful personality and works with a charm that has mass appeal.

In the *Secrets of the Harem* scene, another heavily costumed affair, the Le-Brant Trio predominate with their strong hand-balancing tricks. Each of the three men is quite active and each a thoroly capable partner. A brief but good hand-getting session.

Floyd Christy and Hal Gould fit handsomely in the next spot, satirizing as they do the professional athlete. Christy is a funny fellow and his whispering line delivery draws laughs. Gould is a swell straight and a strong physical contrast.

A peasant scene closes the show and brings the line-up back. The Cansinos repeat with a Mexican number, the singing sextet warbles a merry tune, and the Four Biltmores, teeter-board turn, climax the hullabaloo with springboard and gymnastic feats.

On screen Paramount's *King of Chinatown*. Biz fair first show opening day. Sam Hontigberg.

Paramount, Los Angeles

(Reviewed Friday Evening, June 9)

New ice show which hits the boards at the Paramount this week far surpasses the previous ice unit seen here two weeks ago both from an entertainment and performance angle. Show opens with Eric Waite coming on in goofy costume and interrupting proceedings by trying to skate. After plenty of prop falls and tricky stuff done with a comic turn Waite settles down and does some really remarkable stuff. He is a top performer on the ice and manages to use every available trick to get the crowd going for his act. Waite comes on again later dressed as a ballerina, with a blond wig and ballet outfit. He gets plenty of laughs for his antics.

Red McCarthy, billed as the world's fastest skater, presents an eye-filling bit as he glides around the ice at a terrific clip, attired in little more than

a coat of silver paint. McCarthy's natural grace and skating ability put him up in the top ranks of this type performer. For an encore he did his version of *The Dying Warrior*. Very effective, with good lighting effects helping to sell the act.

Orrin Markhus and Irma Thomas, billed as the "Castles of the Ice," did some smooth skating routines. Markhus, weighing well over 200 pounds, shows that he can handle himself on the blades. The team does some fine rhythmic skating and are the ultimate of grace on the ice.

Heading the line girls, all on skates, good-looking Nancy Lee does a hula number. Her dance was capably done but not long enough. A little more flash would have helped her performance.

Thomas Twins presented some good routines on the ice. Both femmes are easy on the eyes and are tops in skating ability. Their teamwork is a little ragged in some spots, but their act went well with the audience.

One of the most beautiful routines was *Red Sails*, done by the line girls. With subdued lighting, the femmes came on carrying red sails. They work well on the ice. They also did a comedy turn called *The Penguins*. For a finale the gals did a precision ball dance. Hard enough to do ordinarily, it was doubly tough with the gals on skates. However, they did a creditable job.

The Four Majorettes did some nice stuff in the baton-twirling department. Bob Pringle and an unnamed jitterbug team rounded out the swell show.

Flicker was *Invitation to Happiness*. Gene Bren fronts pit band, with Carlos Ramero staging the dances for Fanchon & Marco. Biz on the upturn here. Don Rice booked in as new emcee for next week. Dean Owen.

Music Hall, New York

(Reviewed Friday Evening, June 9)

Both the picture attraction, if such it may be called, and the stage show this week are weak affairs. *The Sun Never Sets* is the film and it's really bad. Stage menu is billed as *Angles*, each number preceded by angles—squares, lines, triangles, thrown on the curtain and then revolved quickly.

The ballet opens with Nicholas Daks and Anchutina doing brief dances on a large square stage raised in the middle of the regular stage, as well as one routine behind a scrim inside the square. Unattractive costuming and the silly posturings which are alleged modernistic dancing made the whole thing a waste of time. Richard Liebert, house organist, wrote a special piece, a choppy thing designed for a purpose.

Jan Peerce follows in the first of two numbers, singing *You're the Song in My Heart*, written by house arranger Menotti Salta and Robert Shayon. It's a pleasant enough ballad. Peerce returns later doing *Wishing* with the house glee club in a fine vocal offering, albeit not precisely a masculine choral number. Albert Johnson's backdrop for this number, a simple affair showing men in formal wear to parallel the garb of the singers, was quite effective.

Best dance number on the bill is performed by Jack Cole, Margaret Sande and George Bockman, in one of those story-telling routines of man vs. man over woman. It was highly pictorial slab of terping, with three crack dancers. Miss Sande is excellent, judging from this bit, with both Cole and Bockman socko.

Concluder is a drill routine by the Rockettes in military uniforms. They got the hand of the night. Whole show is topped by a Disney Goofy cartoon. Opening orchestral number was Tschalkowsky *Pathetique* (second and third movements) played in lackluster fashion, Rapee conducting.

Business satisfactory.

Jerry Franken.

Loew's State, New York

(Reviewed Friday Evening, June 9)

Stage show emceed by radio columnist Dinty Doyle is a return engagement for *The Journal-American* writer and is in line with the State's series of similar bookings. Doyle is matter of fact and unostentatious—limiting himself to brief introductions.

Stage is set as a night club, with femmes draped languidly at tables in front of Ruby Zwerling's Band. Show

differs from the usual run by a virtue of its guest-star policy, Doyle bringing in different guests each night. George Jessel appeared Thursday and at show caught the Merry Macs, Buddy Clark and Ad Carter, comic strip artist on Doyle's paper, showed up.

Top billing went to Borrah Minevitch Harmonica Rascals, standard instrumental and comedy group. The lads were in good form and their comedy was all important. Chief laugh getter was the midget, whose slapping and pantomime were strictly sock. Act went off to very strong applause, midget taking extra bows.

Frank and Jean Hubert, mixed drunk comedy turn, do a combination turn comprising acro and knockabout, eccentric hoofing and panto. It has broad humor value and is a top act of its kind.

Alan and Kent, mixed ballroom tap artists, opened with a ballroom tap to tango music which turns into a tap-rumba. Middle-aged second couple are then introduced and illustrate old-time tap hoofing. Act hoofs also as a four-some, Alan and Kent shagging, trucking and pecking. Turn evolves expertly and swiftly and obviously has more than the usual dance act owing to its basic idea—which is to differentiate and then combine modern and old-style dance themes. It's an example of imaginative act building.

The Nelsons, mixed team, offer a delicate novelty—marionettes against a miniature backdrop. Routines of marionettes include foot juggling, drunk clown, skating and skeleton dance turns. Remarkable element of the act is the marionettes' detail of movement. Act will do well in all class spots.

Merry Macs, guesting, delivered their usual sock swing delivery, the girl, Helen Carrol, lending the foursome radiance and class. Carter, creator of cartoon, *Just Kids*, spoke of his characters and illustrated with drawings. Buddy Doyle opened the bill with renditions of *Rosalie*, *Don't Worry About Me* and *And the Angels Sing*. Came over okeh with straight delivery and arrangements.

House had plenty of open spaces during supper show. Pic, *Man of Conquest*. Paul Ackerman.

Palace, Chicago

(Reviewed Friday Afternoon, June 9)

The home folks are getting their first taste of Orson Welles in a sketchy version of *The Green Goddess*. More satisfactory, however, is his curtain speech in which he takes exception to the sign out front reading, "his first and only Chicago appearance." It is a pardonable argument on his part, for he displays enough talent, backed by nation-wide publicity, to earn him many more local engagements in the future.

Welles will undoubtedly attract a good number of his frightened radio fans. Whether or not they will be particularly impressed by his vaude act is something else again. The brilliant portrayal of the Eastern Potentate by George Arliss is still vivid in the minds of many for purpose of comparison and Welles, handicapped in this particular case by a too youthful face and time limitation, does not produce a bright carbon.

A couple of scenes from the movie version are used to bring in the British aviators into the little kingdom's castle to face the ruler whose three brothers are held for murder by British authorities. A cast from the New York Mercury Theater assists Welles, but their parts are scissored to comparative inconsequence.

Entire version takes some 17 minutes and stage is darkened to denote passage of time. Ending is very abrupt, but Welles saves this misfortune with the speech. On his credit side is a mature voice, measured poise and a commercial understanding of audience control.

The skit is sandwiched in between four acts. For the sake of the acts that follow, house would be better off to close the show with the *Goddess*, for the customers start walking after Welles' final exit and almost ruin the succeeding turn.

The Six Grays open with flashy tap and song work. Ensemble numbers by the five girls and boy are freshly costumed and staged with considerable spice. Vic Hyde, the "one-man band," netted a good hand with a hard session of tricky instrument work. His small-town-boy antics with each exhibition look genuine and are thoroly amusing.

Arren and Broderick follow *The Green Goddess*, and when the house is in order again they scoop up an appreciative hand with some piano and prima donna tomfoolery. The woman is funnier than ever. The Variety Gambols, mixed group of acrobats and tumblers in collegiate

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On screen, *Bridal Suite*. Second show business was only fair, but better than usual second show houses.

Sam Hontigberg.

Fox, Philadelphia

(Reviewed Friday Afternoon, June 9)

Summer shows at the Fox are designed strictly with the idea of keeping the nut at a minimum, the management figuring on the pulling power of better grade pics to keep the b.-o. corps busy. Chief lure at the current session is the scat singing of Johnny Davis, heading the crew previously batoned by Vito Musso, formerly with Benny Goodman.

Altho dispensing a good grade of swing with occasional flashes of showmanship, main reason for keeping the pesholders interested in the proceedings is the infectious personality of Davis. Another item appreciated by the audience is the fact that Davis doesn't ask the customers to recall the numbers he helped introduce in pictures. Only tune taken from his pics is *Hurray for Hollywood*, which he uses as his theme.

Johnny prances vigorously in front of his musicians, aiding to incite applause with his capable trumpeting and hot vocals. Best in his collection is the rendition of *Ole Man River* in swing style. *Deep Purple*, delivered with Betty Van at the mike, calls for lighting effects, the stage being practically dark except for small spots on the leader's mitts and the singer's head. The intensity of lights increases until the last few bars of the number have the stage at normal visibility. Most of the tunes delivered by the crew are oldies. Included among his selections are *Back Home in Indiana* and *I Know That You Know*. A concession to the times is made with the playing of *And the Angels Sing* rendered by a quintet of trumpets, with Johnny carrying the long notes.

Other items getting good hands are Vito Musso's tenor saxing and Ralph Collier's drum work. The band thrush, Betty Van, clicks both on looks and singing.

Only outside talent on the bill is the comic work of Lowe, Hite and Stanley, a trio ranging in height from three feet plus to almost eight feet. The team works easily, doing its knockabout comedy with little effort, and gets a swell reception. This is their second appearance here within a year and their routines are practically the same.

Current pic, *Young Mr. Lincoln*.

Joe Cohen.

3 Buffalo Spots Resume; Heavy on Talent Spending

BUFFALO, June 10.—The Showboat Canadiana, owned and operated by the Crystal Beach Co. here, is resuming Sunday night shows tomorrow. Number of acts has been increased and the opening show includes Gloria Love, Ruth Van, Eddie Dale and Scotty Lean, Evelyn Pepper, Connie Bell and Doris Meyers. *Emcee* not yet booked. Mel Hamill's band, a Canadian outfit, will supply the music, and will later be replaced by Harold Austin's crew.

The Glen Park Barn, Williamsville, N. Y., owned by Harry Altman, has increased its show also. Included in this week's talent are Jack McCoy, Lenny Gale, Buddy DuRay, Marge Winters, Ray Dunn, "Heads" Adams' colored band. Spot accommodates 600 and has seen good crowds since its opening.

Martin's Terrace Gardens nitery in Rochester, N. Y., is opening its outdoor terrace for the summer tonight. Show will be increased to 11 persons and billed as Francis Ellwood and his *Flaming Youth Review*. The talent in the above mentioned spots is booked by Walter J. Gluck, Buffalo.

New Nitery Game in Chi

CHICAGO, June 10.—A new cash prize game introduced here by Johnny Farwell and Henry White is used at the Blackhawk Cafe by Jack Teagarden's Band Thursday and Sunday afternoons. It is known as *Musco*, and tests the customers' knowledge of old and new tunes. Same feature will go on the air June 23, when the National Tea Co. begins a week program over WROK, Rockford, Ill.

B'way Houses Improve a Bit; Strand and Roxy Do 42 and 35 G's; Others Continue To Fall

NEW YORK.—Some attractions in the Broadway flesh houses were greeted with an unusual spurt of business last week, proving that the World's Fair hasn't been totally responsible for the poor grosses which the houses have been accounting for.

The Strand, which had been doing poor business (with weak attractions) jumped into the high brackets last week with a \$42,000 take, which can be credited to the opening week of *Juarez*. Stage layout was Pancho's Band and a Latin revue including Marlo and Floria. Over the week-end the house continued to pack them in.

Another not-too-bad week, considering the business conditions of the past few months, was had at the Roxy, grossing \$36,000 with the opening of *Young Mr. Lincoln* and going into a good second week with a stage show consisting of Jack Powell, the Juvelys and Sylvia Manon and Co.

Paramount, Music Hall and State, however, have been taking their usual shellacking. Para, running its fourth week of *Union Pacific*, but with Emery Deutch replacing Richard Hilder on the stage for the last stanza, did a poor \$17,500. New show at that house Wednesday, with Harry James Band on the stage and *Invitation to Happiness*, has been drawing more customers than the past week, but the signs don't look too encouraging.

Radio City Music Hall has picked a couple of duds in succession and *Captain Fury*, running a second week, with Jack Cole's dancers on the stage, only had a gross of \$50,000, which is less than half capacity. Show which opened Thursday doesn't appear to be much better. *Sun Never Sets*, a pic tying in with the visit of their English Majesties, opened poor.

Loew's State fell off again with a thin \$15,000 for a stage show with Block and Sully, Milt Britton's Band and Irving Caesar. Picture was *Lucky Night*, which wasn't so lucky. Dinty Doyle, radio columnist, and Buddy Clark, along with guest stars, are the stage attractions this week with the film, *Man of Conquest*, and is expected to do only between \$12,000 and \$15,000.

Riverside Holding Okeh

MILWAUKEE.—Radio name, Tizzie Lish, connected for a good \$7,200 at the Riverside for week ending June 8. Flesh included Dezzo Retter and Polly Day, Four Gardens, St. Claire and O'Day and Johnny Bryant. Pic, *Big Town Czar*. Previous week, Bob Crosby and ork, with Marion Mann and Dorothy Claire, Orrin and Betty and Rufe Davis, did a strong \$12,850. Pic was *Romance of the Redwoods*. Admission was upped from 30 cents to 40 cents for this layout.

Palace, Cleveland, Fair

CLEVELAND.—RKO Palace, with Gene Krupa, Eddie Rio and Brothers, Hudson Wonders, Tommy Trent and pic, *Man of Conquest*, hit its 15-grand average for week ending June 2. Previous week's take with Mae West, plus *The Gorilla*, was the same.

Hot and Cold in Wash.

WASHINGTON.—Warner's Earle, with *Hot Weather Revue* unit and pic, *Confessions of a Nazi Spy*, grossed \$13,700 as against average of 16 grand for week ending June 1.

Loew's Capitol, with Paul Haakon on stage and pic, *Calling Doctor Kildare*, knocked off 18 grand as against average of \$16,500 for week ending June 1.

Fischer Revue Closing

LOS ANGELES.—Clifford Fischer's *Folies Bergere* was to close a four-and-a-half-week run at the Chinese Grauman Theater June 11. Gross for the first three weeks was \$61,000, the third week accounting for \$18,000. The theater, owned by Fox-West Coast, had hoped to run the revue for another month, but grosses slipped badly after the first three

weeks and the closing date was agreed upon.

Paramount for week ending June 7 dived to a \$12,400 gross with Fanchon & Marco revue and pic, *Gracie Allen Murder Case*. House average is 18 grand.

Fox Goes to 25 G's

DETROIT.—Fox, with Erik Rhodes and Harmonica Rascals, plus *Only Angels Have Wings*, separated the patrons from a good \$25,300 for week ending June 1. Average is 20 grand.

Philly Just Covers Nut

PHILADELPHIA.—Nut on most shows booked here has been lowered. Little expensive talent will be hired for the summer. The Fox, with Chaney and Fox, Cass Daley, Wiers Brothers, Cappy Barra's harmonica swingers and a line of Gae Foster gals, covered the nut with a scant \$16,800. *It's a Wonderful World* on screen.

The Carman cleared \$4,100 with Ross Weise Jr. in the top spot. The Kinley and Grant Revue and Bob Russell complete the bill. Film, *Man of Conquest*.

Midsummer weather gave all houses in town the blues week ending June 1. The Fox, with Arthur Treacher and Jack Norton, Marlon Talley and Charlie Masters' music, hit the season's low with \$15,000. Film, *Bridal Suite* (MGM), also effective in keeping customers away.

The Carman likewise suffered with \$4,200. The program included Deval, Merle, and Bee, Rome and Fisher; Whitey and Ed Ford and the Shanghai Wing Troupe. *The Return of the Cisco Kid* on screen.

Wheeler Bill Poor

PITTSBURGH.—New lows for variety bills are being set by the Stanley. Despite nearly rave notices from dailies' dram crit, a five-act show headed by Bert Wheeler and including Iris Wayne and the Trady Twins grossed approximately \$11,000. On the screen, *Calling Dr. Kildare*. Last week, parade of talent featuring the Ritz Brothers, with *The Lady's From Kentucky* as the film, managed only a few hundred dollars more.

Hillbillies Okeh in Spokane

SPOKANE, Wash., June 10.—The Colorado Hillbillies did good business at Orpheum last week, according to Assistant Manager Jim Keefe. Attracted about 25 per cent fewer customers than they did a year ago on first appearance, but played on a mid-week bill as compared with a week-end last season. They were not quite up to Ezra Buzzington, who made a week-end appearance three weeks earlier.

Chi Grosses Perk a Bit

CHICAGO.—Grosses perked up a bit but still not enough to mean real profits for theaters. Paul Muni in *Juarez* revived the Chicago from a recent red ink spell and wound up the week with a good \$34,500. Staying over a second week with a new stage show including Guy Robertson, Tommy Riggs, Moore and Revel and the Picchiani Troupe should repeat that figure. Flesh end will bring in a few dollars on its own.

Palace has Orson Welles in person and his radio fans will boost till to a good \$17,000. Screen cohort of *Bridal Suite* with Robert Young is no hindrance, but Welles is major draw in this case. Last week screen *Mikado* with Kenny Baker

and five-act show dropped to \$14,500, fair.

State-Lake will do another \$11,500 with a house unit and Paramount's *King of Chinatown*. On same level last week with second-run pic (*Sergeant Madden*) and seven acts. Oriental did \$12,000 last week with an average vaude bill featuring Lew Parker and two so-so films. Will draw a few hundred more current week with revival of two big pictures (*My Man Godfrey* and *The Old Dark House*). Four acts and line on stage.

Indianapolis Below Par

INDIANAPOLIS.—The Lyric for the week ending June 8 dipped below par (\$8,500) to \$6,500. Show headlined Rufe Davis, with the Hudson Wonders, York and Tracy, Joe and Pete Michon, Ann Brandon and Prince and Princess Selandia.

Columbus Area Night Clubs Up Talent Budgets

COLUMBUS, O., June 10.—Night club operators in this area are making ambitious plans for the summer. Many of the major spots are making extensive alterations and operators are increasing their band and talent budgets for the summer. In former years many have shuttered for the summer, but as yet there are no clubs planning to suspend for the hot months.

Tom Jones' Arabian Supper Club has been converted into one of the best night clubs here and opened yesterday. Dancing in the outdoor gardens and three shows later. The Varsity Eight head the opening show, which includes Danny White, Stuart Braden, Mary Ellen Hedges, Howard Montgomery, Dorothy Byton Girls and Dale Stevens Orchestra.

Henry Peyraud, owner of the Wyandotte Inn, has opened a second floor to dancing. Floor shows nightly under direction of Oscar Conrad. Opening bill is headed by Le Pole and Lee, dance team. Music by Rudy and his Kings of Swing.

Pat Conley is opening the Pink Elephant Summer Gardens in conjunction with Pink Elephant Grill.

Completely remodeled, Clown Inn has reopened. Dancing nightly with the Melody Boys Orchestra.

Bond Covers Floor Show

NEW YORK, June 10.—The Russian Arts Restaurant closed last week and the American Federation of Actors' bond was turned in and cashed and the cast's salaries paid. Cast was owed \$350.

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MORE EUROPEAN BOOKINGS

Increase in U. S. Acts Taking Dates as War Tension Relaxes

NEW YORK, June 10.—What with the tension of the international political situation relaxing a bit, there has been an increase in European bookings for American performers, according to Dick Henry, foreign booker for the William Morris Agency. Name performers, however, are more inclined to view the war weather from the angle of Neville Chamberlain's umbrella rather than Henry's prognostications and are sticking close to American soil. In short, they're scared.

Lesser than name acts, tho, are snatching all the foreign work they can regardless of the threats of war, since salaries have gone much higher for American talent than before the war drums started beating. Name performers feel it's safer to stick around the United States and grab occasional dates from those who can afford to pay them, rather than go over to Europe and face the possibility of dodging bullets. It's a question of chance with them and they don't feel like taking it.

Some of the acts booked, however, for England include Jack Durant, who sailed last Tuesday to open at the Palladium Monday (12), and Toy and Wing, opening at the Palladium June 26. Marion Bellitt and the English Brothers sail June 21 to appear in Jack Hilton's show, opening July 3 at the Palladium for a 12-week run. Durant will appear at the London house for two weeks and then go on to Holborn and Blackpool. Toy and Wing

are set for nine weeks.

Other acts signed to appear in London shows include the Three Dandridge Sisters, opening at the Palladium June 12, and Pierce and Harris, who go into the same house June 19.

Quite apart from the European situation generally, Henry claims that the Durant booking was one of the quickest he ever made. Durant was scheduled to appear in *Yokel Boy Makes Good*, new Broadway legit musical, until he quit the cast last Saturday. Henry says Durant came to him Monday and late that afternoon, he had Durant booked for the Palladium, arranged for his passport that day, and the following day he sailed to open in London the following Monday.

Rose Will Not Reopen Casa; May "Retire"

NEW YORK, June 12.—Billy Rose's Casa Manana, which closed down "temporarily" May 20, after dropping approximately \$40,000 on its last production, shut permanently this week. In vacating the Casa, which Rose has operated from January, 1938, he hints at retirement from show business after the closing of the Aquacade, but nobody is taking it seriously.

Rose will move his operations over to the Paramount Hotel, where his Diamond Horseshoe is located, including his business office and press department. The lease Rose had on the Casa was to expire in September, but it is believed he made a termination deal with Shapiro & Blumenthal, who hold the lease on the property.

During the time Rose had the Casa, the spot, which ran 10 months of straight vaude, grossed more than \$1,000,000. While he dropped a chunk of money on *The Big Show*, it is felt he still pulled out very much in the black. He will still continue to operate the Diamond Horseshoe and the Aquacade at the World's Fair.

Hildegard Pays \$1,000 To Clear Colony Contract

NEW YORK, June 10.—Hildegard, singer, who goes into the Pierre Hotel Wednesday, has agreed to pay the Colony Club, Chicago, \$1,000 in settlement of a two-week contract she had with it earlier this year.

The settlement was effected thru the American Federation of Actors, which suspended her for 90 days in March due to her alleged failure to live up to her contract.

The club had complained to the AFA that Hildegard didn't turn up for her date after it had spent \$2,000 advertising her and that it had to substitute Libby Holman at \$1,750 a week. Hildegard was to have received \$675 a week for her Colony Club engagement.

Cafe Television Will Rival Films, Says B. S. Moss

NEW YORK, June 10.—B. S. Moss, veteran showman, sounded a warning to film exhibitors regarding future competition from television shows.

Claims that main competition will come from free tele shows presented in cabarets and night spots, where patrons will be able to drink and watch the program gratis. This, Moss avers, will be tougher than competition in theaters.

Moss avers the time to think of meeting the problem is right now.

Jimmy Kelly's Puts Show On One-Day Lay-Off Plan

NEW YORK, June 10.—Wishing to avoid laying off any of its performers, Jimmy Kelly's night club has devised a day-off plan for its performers, so that now the performers as well as the union band are on a six-day week.

Performers lay off one day a week, rotating so that there are always enough on hand for a show. Get paid six-sevenths of their weekly salary.

Frank Fay in Again; Unit Revived for Flesh House Dates

NEW YORK, June 10.—After several hazardous months of trying to educate the public to vaude at legit prices, Frank Fay's Vaudeville Show becomes a regular unit, playing dates in vaudeville houses. First date is the Palace, Chicago, for one week, beginning June 23. Understood that Fay is receiving a \$4,500 guarantee, with a 50-50 split over an \$18,000 gross.

Negotiations, which are being handled by Charlie Yates, of CRA Artists, Ltd., are also pending for the Lyric, Indianapolis; Palace, Akron, and the Palace, Youngstown. New unit, however, does not include the headliners which played in the New York show on a legit basis at a \$2.75 top. They were Elsie Janis, Eva Le Gallienne, Smith and Dale and the Merry Macs.

Fay's venture into straight vaude, starting early this year, was punctuated with troubles almost from the very start on payoffs and such when the show was not the click it was expected to be. After the show folded in New York, it played two weeks in Boston, which brought about more payoff trouble. It played its last week in Montreal and folded May 21.

Chicago Spots Cut Band Time Due to Curfew

CHICAGO, June 10.—Clamping down on the 1 a.m. curfew here is costing musicians in city night clubs a pretty penny. Operators are closing two to three hours earlier and the scale bands as a result are paid accordingly. It is figured that the boys in the involved spots are having their salaries sliced from \$10 to \$20 per week.

Nearly 70 of the downtown and neighborhood niteries, cafes and taverns using music are affected. Illinois Night Club Owners' Association is claiming unfair discrimination. It states that night spots should not be classed in the same category with taverns selling drinks only and adds this ruling is endangering the jobs of hundreds of employees.

Hotel rooms are not concerned over this condition, closing as they do after midnight, but hotel managers feel that this drive may have unfavorable consequences on future conventions.

CHICAGO, June 10.—City council subcommittee on licenses voted Thursday to recommend a change in the curfew law to 2 a.m. week days and 3 a.m. Sundays, giving night club operators an extra hour to sell drinks. Change will become a law if city council approves Wednesday.

Wheeling Vaude Dropped After 80 Consecutive Weeks

WHEELING, W. Va., June 10.—After 80 successive weeks Capitol here has dropped units and variety bills Saturdays and Sundays and will maintain straight films thruout the summer. House will resume stage attractions after Labor Day.

VICKI LAUREN, recently returned from two years in the Orient, is making her first night club appearance in New York at Leon and Eddie's.

Vaude-Bands for Norwalk

BRIDGEPORT, Conn., June 10.—Connecticut will have its first experiment with outdoor vaudeville-band shows when William (Billy) Madigan, local booker, takes over the Theater-in-the-Woods at Norwalk, Conn., where Greek Evans has been producing operatic entertainment for the past several summers. Madigan's shows will run several nights a week, with Evans, who owns the theater, in an advisory capacity.

STARS, STRIPES

(Continued from page 3)

American Dictator, *Great Lady*, *Missouri Legend*, *Mrs. O'Brien Entertains*, *Knickerbocker Holiday*, *Susanna*, *Don't You Cry*, and *The Devil and Daniel Webster*.

Of the plays with an American theme, the only clean hits were *Abe Lincoln in Illinois* and *American Way*. *Knickerbocker* had a good run, but all the others flopped.

Warners have been producing an elaborate series of two-reel patriotic films in technicolor, including *Song of a Nation*, *Give Me Liberty*, *Under Southern Stars*, *Man Without a Country*, *Romance of Louisiana*, *Declaration of Independence*, *Lincoln in the White House* and *Sons of Liberty*.

Anti-Nazi Theme Popular

In contrast to this straight patriotic treatment, both legit and pics have hit the patriotic theme from a negative tangent thru presentation of shows hitting at the totalitarian governments. *The Mother*, *Brown Danube*, *Lorelei*, *Waltz in Goosestep*, *Glorious Morning* and the WPA Federal Theater's *Professor Mamlock* were all legit hits hitting the Nazi. *Tell My Story*, another legit, was anti-Fascist. Pics were *Confessions of a Nazi Spy* and *Let Freedom Ring. It Can't Happen Here* (MGM) has gone into production.

But legit audiences apparently refuse to pay for flag-waving if the play itself is not of prime caliber, and therefore all of the aforementioned plays proved limberger in the box office.

Foreign film houses, deviating from the general policy, have been exhibiting American product along with their own national films.

Aside from regular presentation of films and legit inherently propagandistic, and aside from the commercial angle, theaters, particularly Warner houses, play *The Star-Spangled Banner* at the beginning and end of the day. Pressure has also been put on Actors' Equity in an attempt to force legit theaters to do the same.

Music Pubs on Job

Tin Pan Alley, whose output always reflects popular sentiment, has recently come across with such items as *The American Sway*, a lyric tailored for Harry Richman, who sings it for the closing production number at the International Casino. Another was *God Bless America*, a ditty by Irving Berlin written for Kate Smith, who introduced it over the radio and recorded it for Victor. Bing Crosby also blurred the tune for Decca. In both instances opposite side of the platter had *The Star-Spangled Banner*.

At the local Paramount Theater last week band leader Emery Deutsch featured his own song, *Beautiful Danube*, *No Wonder You're Blue* (Marks, publisher). The lyric is anti-Nazi in theme and was sung in conjunction with *God Bless America*, with the U. S. flag being screened for background.

Syndicated columnists, particularly those reporting the show business, have gone hook, line and sinker for the stars and stripes, with *The Mirror's* Walter Winchell easily leading the pack as a proponent of Americanism.

Film Producers Rush

Producers, realizing that there's dough in patriotism and eager to ride in with the wave, are rushing their brainchildren before it is too late. For example, Leon Schlesinger, producer of technicolor cartoon shorts for Warner release, rushed thru in nine weeks *Old Glory*, said to be the first technicolor patriotic cartoon produced. This compares with 10 months usually required to produce cartoons. Film will be released July 1 in time for July 4 bookings.

PINKY LEE has been signed by Reeves & Lamport office of England. He opens at the Palladium, London, August 7.

AFA and Agencies Confer on License

NEW YORK, June 10.—American Federation of Actors has resumed negotiations with the bigger agencies here preparatory to issuing licenses to them. Nat Lefkowitz, of the William Morris Agency, conferred with the AFA recently and asked for changes in the license contract.

AFA says other agencies want changes in the license form, too, but declares it will not make concessions.

CHICAGO, June 10.—AFA here removed pickets from offices of MCA and William Morris, acting on an order from the New York headquarters. Meetings are now being held between the union heads and attorneys representing the booking offices.

Mexico City Open To U. S. Talent

CHICAGO, June 10.—The waiters' strike in Mexico City which tied up the hotel and night club activity there has been settled and bookers here are again doing business with spots in that country.

Best accounts there are the Folies Bergere Theater and the El Patio Club, which use acts jointly. Girls and novelty acts are bought from American agents, each playing four shows daily. Contracts for four weeks with options are issued.

Andre Lasky, local unit producer, is in Mexico City now setting dates.

WLW Unit in Theaters

CINCINNATI, June 10.—WLW Boone County Jamboree, hillbilly unit and a regular Saturday night feature over Station WLW from Music Hall here, transfers its air and stage activity to the Keith-Albee Theater, Huntington, W. Va., tonight, and follows with appearances at Beechwood Park, Rockville, Ind., June 11; Grand Theater, Bluffton, Ind., 13; Sipe, Kokomo, Ind., 14; Ritz, Tipton, Ind., 15; Paramount, Anderson, Ind., 18, and Ervin Park, Tuscola, Ill., July 4. The unit played this week at the Wooster Theater, Wooster, O.; Medina, Medina, O.; Palace, Marion, O., and the New, Sardinia, O. John C. Spears is publicity and promotion manager with the unit.

Burlesque Notes

(Communications to New York Office)

NEW YORK:

IDA ROSE, who replaced Kenneth Rogers as producer at the Eltinge, in her first show June 9 week introduced a set of new routines, part of a lot of which she saved up from her lengthy stay as assistant to Fred Clark at the Rialto, Chicago. . . . MICKY SIEGMUND, who was last winter in Miami's bigger niteries, promoted from showgirl to strip principal at the Palace, Buffalo, June 2. . . . ABE AND BEEP, operators of Club 101, Detroit, a rendezvous for showfolk, changed the name of their establishment to the Theatrical Club. Opening May 29 was attended by National Theater personnel, which shelved rehearsals for the occasion. . . . GYPSY NINA, dancer, a late booking for the Eltinge June 2 week, as was Princess Lyandra at the Gaiety.

EILEEN DAWN, formerly of the Gaiety chorus, is with Congress of Beauties over at the fair, and Annette, former strip principal, is one of the grass recliners in the Sun Worshipers part of NTG's show and nursing a third-degree burn from too much sun bathing. Here also is Virginia Curtis, ex-showgirl, one of the horse riders in the ballyhoo. . . . IRENE MARSHALL, former showgirl at the Eltinge, and Etta McDonald and Marlene Parker, ditto of the Star, Brooklyn, are part of the Amazons show at the fair. . . . PAUL DuBOU, gadget maker for burly houses, recommends Lois De-Fee, tallest at the World's Fair Amazon show, as a strip possibility for next season. . . . ALLEN GILBERT'S produced show that opened under the label of Fair Sex June 10 within George Jessel's Old New York at the fair, has Jean Mode, Betty Lowell, Georgia Sothorn, Hazel Rougeau, Ruth Rigg, Ann Nixon, Bobby Drake, Helen McManus and Danny Morton, emcee. All are well known at Follies houses here.

HAROLD MINSKY, playing center field, headed two baseball line-ups, one composed of the Gaiety's cast and house staff and the other being a mixture of Eltinge and bus terminal personnel, for a game on one of the Central Park diamonds as early as 9 a.m. June 7. Prize, a keg of suds, was won by the Eltingers, 9 to 8. Charlie Murray, of the Gaiety, and Mickey Otoro, musician of the Eltinge were the only ones injured in the rather heated melee. . . . PHIL ROSENBERG booked George Murray for two weeks at the Eltinge, starting June 23; "Hello Jake" Fields, Melaine LeBeau and Pat Paige into the Howard, Boston, June 12; Gay Knight, Max Ferman and Isabel Brown, Troc, Philadelphia, June 12, and Janese and Rudy Horn, Eltinge, June 9. . . . DAVE COHN placed Paula Lind at the Eltinge June 9. . . . BILLY FIELDS, Vicki Welles, Leone Thurston, Art Gardner, Louise Rogers and Teresa Masciola replaced Bert Marks, Billy (Bumps) Mack, Kay Johnson and Diane Burton at the Republic June 9. . . . TOMMY RAFT, new comic, June 9, and Harry Clexx, June 16, at the Gaiety to relieve Max Furman and George Murray.

JOEY FAYE, comic, with Bert Grant, straight, left the Continental to open June 24 for four weeks at the Steel Pier, Atlantic City, in the minstrel show in place of Abbott and Costello, now with the *Streets of Paris* musical. Booked by Eddie Sherman. Following the A. C. date Faye will renew his contract with Rudy Vallee for out-of-town vaude dates. . . . JUNE MARSHALL recovering from an operation at the Post Graduate Hospital. . . . GINGER BRITTON, co-featured with Marion Morgan, remains another 16 weeks at the Follies, Los Angeles. . . . USUAL midsummer's rumors about next season's burly spots

have the Irving Place reopening with Charlie Burns again managing, and the Oxford, Brooklyn, to reopen the middle of September with fresh money backing, according to information sent to Patsy Ginger Johnstone at the Gaiety, Detroit. . . . SAM BRISKMAN, Continental's operator, forced thru business deals to postpone his European trip from June 7 to 15.

CHICAGO:

N. S. BARGER, operator of the Rialto, is back from New York. His house remains open all summer, but few changes in the current line-up will be made. . . . MARY SUNDE is the new feature in the Aurora (Ill.) Hotel, succeeding Ada Leonard. . . . COLLETTE opened at Dutch's, summer spot just outside Chicago.

From All Around:

AFTER THE CLOSING of the Roxy, Cleveland, Ruth Bailey, line girl, moved over to the Avenue, Detroit, and Helen Cummings went home to Columbus, O., for a vacation. . . . GAYETY, Cincinnati, after several weeks of sex flickers, following the close of the regular burly season, has boarded for the hot months.

Burlesque Review Troc, Philadelphia

(Reviewed Wednesday Afternoon, June 7)
The Troc, only epidermal emporium left in town, is hoping to remain open the entire hot spell. The chorus has been installed permanently until Labor Day, when road units take over. The management has provided a trio of strippers to be changed weekly for the benefit of patrons paying a 57-cent top to endure the discomforts of this airless house.

Low nut of the current layout can bring a margin of profit even if the house is less than half-filled. When caught biz was fair. The gallery has been shuttered for the season.

The show runs in unit fashion, Paddy Cliff providing capable vocals thru the off-stage mike while Lillian Cairns does acro dancing. The Beverly Carr production moves along briskly, her dance designs make the 13-girl line work hard enough to force them to abandon the usual burly lassitude. The line is better than average on looks and prancing.

Premier strip diva is Steffie, blonde and bordering on the hefty side, who gets down to the legal minimum in three trips. Toni Mitchell and Jean Carter follow the same technique in disrobing down to the G string.

The comic contingent is headed by Bert Carr and Lee Hickman, who let the smut fall where it may. Their skits are not exactly models of originality, probably having seen service during the Taft Administration, but they work hard to get the maximum of laughs out of their lines and so get by. Not exactly the best on the bill is the section of the program which has Jean Carter and Lee Hickman drinking from a bottle and spitting the tuid at each other. Carr, with his Hebrew dialect, is responsible for most of the laughs.

Richard Dana and Paddy Cliff are the straight men, getting their lines in when they can. Dana particularly works hard to give the customers an intelligible idea of what the verblage is all about. Very little is left to the imagination, what isn't said is enacted.

The scenery in the production is on the okeh side. The same, however, can't be said for the wardrobes of the line.

Joe Cohen.

Singer Vanishes From Court Date

DETROIT, June 10.—Disappearance of Belva White, night spot singer, before the hearing for a permanent injunction restraining her from appearing at the Ambassador Club, prevented the case from being heard in Court, according to Dave Saks, manager of Saks Bar, who sought the injunction. Miss White contracted direct to appear at Saks' and showed up to rehearse, but opened instead at the Ambassador.

She disappeared from the Ambassador date, and did not appear in court when

It All Happened to Him

CHICAGO, June 10.—Eddie Peabody, the banjost, can be included among those who claim a high in mishaps during a single performance. In a last show at the Chicago this week he broke a string on each of his two banjos and collided with a stage-hand who was behind the curtain adjusting the screen.

Vaudeville Notes

BOB CONN, dancing b.-f. comedian, has joined Owen Bennett's unit, which opens at the Palace, Jacksonville, Fla., June 16. . . . TOY AND WING sailed on the Normandie to open at the Palladium, London, June 14, following into the Savoy Hotel July 4.

RUDY (RED) NICHOLS, who has been presenting his *Hollywood Premiere* feature in Southern houses, using home talent, passed thru Cincinnati recently accompanied by his assistant, Andy Smith en route to Kansas and then to the Coast.

JEAN MARTIN, tapster and line producer, formerly with the Owen Bennett, Linton DeWolfe and *Showboat Frolles* units, is now playing night clubs in New Orleans.

FREDDIE LIGHTNER and June Havoc have teamed up again as a comedy duo and are playing a series of break-in dates. . . . HERO FANTASY, new adagio act (three men and a girl) do a split-week date, starting June 24, at the RKO Boston and then a week at the Palace, Chi. . . . FIVE JANSLEYS are set for 10 weeks of fair dates with the Mike Barnes show, beginning July 31. . . . TYME TRIO, novelty act, also with the Barnes show on a 10-week stanza, beginning August 6. . . . STUART MORGAN DANCERS arrive from London this week to play on the Eddie Cantor bill at Loew's State, New York, June 29.

WILLIE WEST AND MCGINTY, one of the hits of Billy Rose's Aquacade at the New York World's Fair, are causing Rose plenty of worry. They were signed months ago to appear in the *Crazy Show*, London, opening in August. Rose wants them to remain at the Aquacade and has been burning up the cables trying to set the date back, but London says nothing doing. In terms of the Rose aquacade dictionary, he's aquastuck.

OWEN MCGIVNEY, back from Europe Tuesday (13), goes into the Earle, Washington, June 23. . . . THE COL-STONS, now at the Roosevelt Hotel, New Orleans, booked for the Chicago Theater, Chicago, July 7. . . . LOU NOVA is available for theater dates. . . . BOB HOPE goes into the Orpheum, Minneapolis, June 23; Chicago Theater, Chicago, June 30, and the Paramount, New York, July 12 or 19. Following these engagements he will go to the Palladium, London. . . . CLIFF NAZZARO booked for the Paramount, New York, June 28. . . . HOFFMAN AND SHIBE, old vaude team, were given a feature story in a recent issue of *City Press Weekly*.

MARJORIE ENTERS and Philippe Borgia danced a command performance Friday (9) at the Capitol Theater, Washington, for the King and Queen. . . . SAUL GRAUMAN, musical stardom act, is having a smaller set of musical steps built for appearances in smaller night clubs and theaters. . . . SMITH, ROGERS AND EDDY have been signed by Barnes-Carruthers for fair dates. . . . FRAXSON sails Wednesday (14) on the Normandie, opening Monday (19) at the Savoy, London. He returns to the United States September 20. . . . MR. AND MRS. A. B. MARCUS are holidaying in Bali while their unit plays Java. They expect to return to United States in August.

JACK POWELL will play his second date at Henry Ford's home June 28. . . . ED AARONOFF has left the Moe Gale office and opens his own press agent office this week.

Leroy Miller Turns Emsee

PHILADELPHIA, June 10.—Leroy Miller, custodian of the Musical Klocker program plugging Bluebird records over KYW daily, will make his night club debut at the Little Ritz Cafe near Norristown. Miller will emsee.

the case was slated to come up for hearing, evidently complying however with the temporary injunction against her appearance at the Ambassador.

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The Billboard reserves the right to edit all advertising copy.



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Magic

By BILL SACHS
(Communications to Cincinnati Office)

FLORETTA AND BOYETTE, after six weeks in Havana and Bermuda, opened June 5 at the new Terrace Cocktail Lounge of the Chelsea Hotel on the Boardwalk at Atlantic City. They're set for 10 weeks. The team will play this fall under the direction of Tom Martin, of Rockwell-O'Keefe, opening in the Blue Room of the Roosevelt Hotel, New Orleans, early in September. . . . JERRY FURMAN, former pro magician and now projectionist at the Alamo Theater, Indianapolis, attended the recent IATSE convention in Akron, O., and succeeded in mystifying and amusing his union brethren with his bag of tricks. Furman formerly trouped under the name of the Great Roltaire.

MORE REFUTATIONS to L. O. Gunn's recent claim here of being the first magician ever to appear on television come from John Booth, the Canadian mystic, and Heaney the Magician. Booth typewrites: "Note the controversy re first magish on television. This amuses me, as I played not one but a series of television dates for Sanabria eight years ago. Newspaper clippings for 1931 will prove this, and I know definitely I was not the first magician to televize even then." Heaney puts it this way: "I appeared on a television broadcast in 1929 at the Boston Store, Milwaukee. Presented my card act and it was carried from the basement to the fifth floor. Milwaukee magicians will testify to this." . . . TUCKER KEY and Anita are in their ninth week of

(See MAGIC on page 58)

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RAY LEROY WANTS

PEOPLE IN ALL LINES. CHORUS GIRLS, FOR STOCK BURLESQUE. All Summer's Work. Wire CHEROKEE THEATRE, Augusta, Ga.

Heffner-Vinson Hi-Lites

FALMOUTH, Ky., June 10.—We had rain every day this week, but business held up to standard.

Sunday in Eminence, Ky., the lot was deserted, most everyone going away for the day. Mr. and Mrs. Jimmie Heffner, Ralph and Reba Herbert, Nolan and Kenny, Willey Kilpatrick, Betty and Kaye Lee, Blackie Roberts and Jimmie Heffner Jr. motored to Louisville. Cowboy and Dorothy Gwin and son, Donald; Harry Rollins, Joe Unick and Johnnie Rupee drove to Frankfort, Ky. The writer and daughter, Wyllamerle, remained at home.

Federal States Shows were our opposition Monday. Most all of the carnival folk caught our show. At Frankfort Tuesday we had as opposition the L. J. Heth Shows. Frankfort is Manager Heffner's home town, and the natives sure turned out. At La Grange Wednesday we had a very distinguished visitor here. This is the home town of D. W. Griffith, movie producer. Griffith came to see the show, but remained back stage for the main show and concert. He spoke well of the performance, said some day he was going to put out a tent show. Griffith stayed to watch the boys tear her down. He and Jimmie Heffner talked shop till the wee hours of the morning.

Farmers in Owenton, Ky., said they were glad to see the show come to town, as they needed rain badly and knew they would get it when our show played there. Well, they weren't disappointed.

It rained . . . and how!
Blackie Roberts received quite a shock

Decoration Day. He was listening to the Indianapolis auto races over the radio when word was flashed that Floyd Roberts had been killed. Floyd was Blackie's brother.

The band boys are very much on the job, not one of them having missed a bally for days. Looks like the Relief Club is on its way out.

Shows to the right of us; shows to the left of us. There seem to be more shows in Kentucky than any other two States combined. JACK HUTCHISON.

Cannon Shots

DURBIN, W. Va., June 10.—Cannon's Comedians are in their 10th week, with business just fair. Weather in Virginia was wet and cold.

Last week gave out with swell business in Cass, W. Va., along with good weather. Show has dropped the one-night stands and reverted to week-stands.

Cast, tho smaller than preceding years, is versatile and show is clicking okeh. Featured this year are Jake Rose, comedian; Jimmie Johnston, magician, and Mlle. Louise, mentalist. Orchestra is a corny Dixieland jam band that really gives out.

Members of the opry have visited with friends on the Star-O-Rama, Van Arnam, Ed Reno and Sam Lawrence shows so far this season.

Mush ball seems to be taboo this year, and pinocle has become the favorite form of exercise.

Jimmie Johnston recently acquired his fishing license and already has caught

enough fish to pay for it.

Here's one for the books: Last week the show was rudely interrupted by the snarling, yelling and scrambling that usually accompanies a fight. Members of the crew quickly quieted the gladiators and carried them outside. There their tempers cooled and they went off together, tails wagging. They were a Boston bull and a fox terrier.

BUDDY CANNON.

Christy Obrecht Show

ROCHESTER, Minn., June 10.—The show has begun four-night stands, which are a relief to all. The weather has been hot and yet it rains frequently.

Opened in Rochester Sunday to a good house and an appreciative audience.

Manager Obrecht guarantees \$50 to the first couple to agree to be married on the stage in each town and it has proved an excellent box-office stimulant.

Crew has been depreciated with the letting out of schools, as the children are invaluable in the setting up. Johnnie and Mrs. Sullivan, troupers from Minneapolis, visited the show the first day here.

In spite of clashes with bank nights, graduations and other traveling attractions, the show continues to do a fine business, which we attribute to the fact that for 25 years the Christy Obrecht Show has given the people in this territory the best in entertainment for the money. BUZZ BAINBRIDGE.

Leon Harvey Loses Leg

CINCINNATI, June 10.—Leon Harvey, of the Beth Kinsey Tent Show, had his right leg amputated below the knee at Mt. Carmel Hospital, Columbus, O., Tuesday, according to word received at The Billboard office here yesterday from Eddie and Babe Mason, of the Kinsey organization. Harvey was seriously injured in an auto crash near Mt. Vernon, O., in which Vaufan Snedeker, comedian with the Kinsey company, was fatally injured. Montana Meechy, featured with his cowboy radio unit on the Kinsey show, is trying to arrange a benefit show for Harvey in Columbus. Harvey is a member of the Moose Lodge in Erie, Pa., and the Mt. Vernon, O., Moose have looked after his every want since the accident.

Endurance Shows

(Communications to BILL SACHS, Cincinnati Office)

Joplin, Mo., Contest Reaches Final Stages

JOPLIN, Mo., June 10.—Walkathon which opened here April 19 in the former Oasis night club is now in the final stretch, with better than 1,200 hours clocked off. Dynamite and treadmill sprints are now nightly features. Under the management of Harry Gray, contest has enjoyed satisfactory business. Programs are aired daily over Station WMBH, Joplin, Mo.

The six couples and one solo remaining are Phil Rainey and Doris Nuebert, Billy Willis and Ruthie Carroll, Eddie Anderson and Betty Lauck, Ray and Wanita Gann, Kenny and Evelyn Laux, Larry DeCarrado and Hilda Ladwig. Solo girl is Helen Caldwell.

Personnel includes Hal Brown, head emcee, assisted by Jimmy Bittner; "Little" Frankie Little, comedian; Walt Gross, day judge; Jimmy Smith and Tony Gross, trainers; Jackie Anderson and Francis Shaw, nurses; Johnnie Hubbard, day dietitian, assisted by his wife; with Harry Howell and helper, Willie McKenzie, working the night shift.

CHUCK PAYNE writes that he has left his post as emcee at the Aurora, Ill., show to rejoin his old working partner, King Brady, on the stand of the Alton, Ill., show. Payne will fill the second-man

spot on the three daily broadcasts which Brady handles over WTMV, East St. Louis station. Pete Wilson and Jack (Dead Pan) Kelley are sharing honors as comics at the Alton show. Mickey Brennan is day judge, with Johnny Agrella on the night shift.

AMONG THOSE from the endurance field now appearing in the Frozen Alive Show at the New York World's Fair are Betty Steele, Mille Myers, Marge Berquist and Lucille Delmar. They report that they and the show are doing nicely.

SARGENT (STOOGIE) GATES posts from Baltimore that he will be out of the running for a while, as he is now connected with a freak show with the Kaus Exposition Shows. Sargent says his last two shows were in Hagerstown, Md., and Baltimore.

NICK DE MARCO pens that he has left Charlotte, N. C., and is now residing in North Arlington, N. J. Nick would like to read a line here on Inez Davis.

INQUIRIES HAVE BEEN received recently on Lonny Jackson, Johnny Cahill, Buster Coates, Hal Brown, Wrangler Rumbo, Charlie Smalley, Vivian Branch, Jackie Richards, Margie Bright, Marie Wilson, Louis (Pee Wee) Ellis, George Walker, Jerry Bresnahan, Harry Smyth, Billy Bryan, Bobbie Davis, Thomas Gardner, Joe Nalty, Laverne Hundley, Tex Johnson, Joe Rock, Jimmy Leahy, Ace Adams, Bill Ross, Tom Williams, Chuck Payne, Johnnie Loring, Bill Phight, Sam Howard, Joe Day, Rose Williams, Bill Daniels, Frank Jansen, George Walker and Eddie McBride. Well, kids, how about dropping the column a line and letting all your friends know where you are and how you're getting along in the world.

LAST REPORT we had on Bobbie Allen he was way down under in Sydney, Australia.

Rep Ripples

FRANK (RED) FLETCHER, after several weeks of fishing and swimming in the Gulf at Corpus Christi, Tex., has joined the tab stock at the Joy Theater, Houston, to remain for eight weeks, after which he and Ollie Hamilton will again launch their one-nighter under canvas. "I guess you heard we hit pay dirt last year," Fletcher pencils. "We will have an outfit seating 5,000 people this season. We purchased two more trucks to haul the outfit. We now have 10 pieces of rolling stock, including the tractors.

LEROY TRIO, former repsters, have framed a small unit to make the New England fair. Arthur LeRoy is manager.

AL S. PITCAITHLEY, of the Morgan-Helvey Show, topped Jack Hutchison, of the Heffner-Vinson Show, by one copy on The Billboard sales last week. Al and Jack are Billyboy agents on their respective shows. THAYER ROBERTS is this season again directing and handling the juvenile roles on the Original Floating Theater, which recently began its new season on the North Carolina inland waterways. GLORIA LAVERN and Jayne Kennet have joined the Beth Kinsey Co. in Ohio to handle leads and ingenues, respectively.

LEON HARVEY, of the Beth Kinsey Tent Show, now confined at Mt. Carmel Hospital, Columbus, O., as a result of a recent serious auto accident near Mt. Vernon, O., in which Vaufan Snedeker, of the Kinsey show, was killed, asks us to thank his many friends who have written him and sent him financial aid since his confinement.

"SEABEE" HAYWORTH'S tent opry cracked the season Monday (12) at High Point, N. C. Featured are Hayworth, Marion Andrews and Homer Meachum. Show's repertoire comprises Cheating Women, Little Hitch Hiker, Borrowed Husband, The Life of Mary Baxter, Jesse James and Nine o'Clock Town. THOM'S FUN SHOW reports business as good in Yankton County in South Dakota.

Attention, Contestants

Due to late arrival of Equipment, DECATUR, ILL., WALKATHON has been postponed until FRIDAY, JUNE 16. Will positively open on this date. You still have time to make the biggest show of the year. Up to \$1,750 in Cash Prizes. Everything furnished. Good treatment, good floor money and good sponsors. Come on, contestants, all your friends are here. No collect wires or phone calls accepted. VETERANS OF FOREIGN WARS, Auxiliary Post 1245, Headquarters, St. Nicholas Hotel, Decatur, Ill.

Walkathon Opens Friday, June 16

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George Dale, wire. Elmer and Murphy, wire. Leonard Gibbons, wire. Al Henderson, wire. Jackie Fields, wire. Harold Yeoman, wire.
Top M. C. and Judges, contact. No Collect Wires. Good Sponsors Available.
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Don't Overlook The Suburbs

By E. F. HANNAN

MANY tent-show operators have an idea that they must confine their itinerary to towns of the open spaces. For some reason they seem afraid of or perhaps overlook the suburbs of large cities. If the depression has shown anything of interest to showmen, particularly tent showmen, it is that towns close to big cities are often good show spots. So-called Federal Theater projects have proved this if they have done nothing else. Even New York has turned out to these project shows.

Lots, licenses and other expenses are too high, as a rule, in very large cities for an outfit to tackle the metropolitan districts directly, and in a few of such cities it is not an easy matter to get license to even show at all. But smaller surrounding towns which are, in fact, bedrooms for these metropolises are more than eager to get the license fee. And lots that a few years ago were unavailable are now open to most any kind of show that smacks of decency. Residents of such towns have been trained to take their entertainment in neighborhood cinemas and have learned that a show can be as good in Suburbaville as it is in Big Apple.

Tent shows, and by this I also include dramatic tent shows, should move in closer to places of dense population and in this way take a leaf from Uncle Sam's show book and also from the book of many successful carnival organizations—the latter finding their best spots in places within commuting distance of large centers.

The movies have trained the public to take entertainment in regular weekly doses, and tent shows should come in. They're even easier to please, in most cases, than showgoers of the sticks. Don't overlook the suburbs.

near-by Pittsfield, visited during the day.

DAN BODINE, of the Three Rubes act, is in Pittsfield, Ill., his home village, for the summer. His brother Charley, well-known rep agent, is this season with Paul Zallee. RAJAH KORIE, "man of tomorrow" with the Morgan-Helvey Show, made a hurried trip to Huntington, Ind., after the show at Rushville, Ill., last week and returned sporting a new trailer.

RAY LENHART recently closed with the Morgan-Helvey Players in Illinois to blaze the trail for the Hal Stone Players in Iowa. LAWRENCE DEMING has terminated his engagement as advance agent with Henry L. Brunk's Comedians. HARVEY HAVERSTOCK'S Comedians, who began the season in Texas, are now playing Illinois.

EDDIE AND MONA HART Players are showing three-night stands thru Nebraska and are South Dakota bound. HERBERT WALTERS Comedians are currently at Paola, Kan., within easy driving distance of Kansas City, Mo. Many Kansas City troupers have motored out to catch the opry. HAZEL MCOWEN PLAYERS have opened under canvas in Eastern Nebraska. The troupe played a circle there all winter. ROBERT O. FONTINELLE Stock Co., after rehearsing in St. Louis, opened their under-canvas season last week in Wakenda, Mo.

CECIL VERNON'S circle, which recently closed temporarily because of Mrs. Vernon's serious condition in a Rochester, Minn., hospital, has reopened. Mrs. Vernon has improved and the troupe will continue on its Minnesota circle. GLEN BRUNK'S Comedians, after a swing thru Kansas, invades Colorado this week. This will make the third Brunk show to play Colorado this season. ART NAMES Players, management of Jack Campbell, are showing in Oklahoma, headed for Southern Kansas.

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BILLY WEHLE'S Star-O-Rama of 1939, featuring Gene Austin, played Jacksonville, Ill., June 3, where several members of the Morgan-Helvey Show, playing

NON-THEATRICAL FILMS

FOR 16mm AND 35mm EXHIBITORS PLAYING IN SCHOOLS, LODGES, AUDITORIUMS AND TOWNS WITHOUT THEATERS

By The Roadshowman
(Cincinnati)

THERE has sprung up within the last few years a new division in motion picture entertainment best described in the trade as the non-theatrical film business and built upon the efforts of the roadshowman or more generally the itinerant independent exhibitor. The latter are the traveling motion picture exhibitors who play lodge halls, school auditoriums, institutions, under tent, behind canvas side walls or even in the streets of towns too small to support a picture theater. They may play a different town each night on the rotary or circuit plan or they may do some of the spots twice a week. It is not uncommon for many of them to continually barnstorm thru virgin territory.

Perhaps one of the reasons for the rapid growth of the business is the fact that almost anyone with an automobile and a few hundred dollars in cash can become a roadshowman. We say they can become a roadshowman, but to make a success of it depends naturally upon the individual himself. Successful roadshowman must have the same qualifications as are required in any other branch of the amusement business. The chief requisite is that A MAN MUST BE A SHOWMAN. Consequently, altho thousands of amateurs have tried and failed, it has been largely former vaudeville, musical comedy, tab and tent rep performers, concessioners, med showmen and the like who have entered the roadshow picture business and made it pay.

There are few limitations to the field. Once a man has his own automobile, his own or rented equipment, the proper advertising material, a screen, tickets and a good source of supply for films and the necessary SHOWMANSHIP, it is not hard to line up profitable audiences. As a matter of fact, it is estimated there are 35,000 spots in the country where a roadshowman is welcome and able to exhibit films without competition to regular 35mm theater exhibitors.

Because 16 and 35mm roadshowmen have become such an important factor in show business The Billboard has inaugurated this new department. It will be published every week. We realize that hundreds of our readers who were previously in other branches of the industry are now itinerant exhibitors or film roadshowmen. To serve this new field is our prime purpose. Nevertheless, we are not overlooking the opportunity of guiding additional men and women who are contemplating entering the roadshow film business. We will try to guide them especially in picking territories that will not cause conflict with established motion picture theater exhibitors.

We want all our readers and advertisers to feel that this is their column. Theirs to read, theirs to criticize and theirs to contribute to. May we hear from you all?

pictures in 16mm in schools, institutions and such other locations where the exhibition in 35mm is neither feasible nor practical.

MORE ABOUT RELEASES: Castle reports some new Terry Toon cartoons. Post has also recently distributed to libraries six new *Flip the Frog* cartoons. Those interested in *Voice of Experience*, one-reelers, will be pleased to know that 10 new ones have recently been released to libraries by Nu-Art. Latter firm also has a one-reeler starring oldtimers, such as Patsy Arbuckle, Mabel Normand, William S. Hart, Enrico Caruso, Ford Sterling, Will Rogers and Charles Lindbergh. Pictorial reports six new Ken Maynard Westerns and a series of five new melodramas produced by Alexander Bros., of Colony Pictures.

Thru the acquisition of prints formerly in the discontinued Kodascope Library, Bell & Howell is now offering several features heretofore unavailable to the 16mm. roadshowmen. These include a series of three Ken Maynard Westerns, *Drums of Jeopardy*, with Mischa Auer; *Murder at Midnight*, starring Hale Hamilton; *The Thorobred*, with Wesley Barry; *X Marks the Spot*, with Sally Blane, and *Paradise Island*, with Kenneth Harlan.

Who is going to be first with the non-theatrical releases on the visit of King George and Queen Elizabeth to the U. S. and Canada?

BENNETT'S WESTERN Trails Show, which opened the season March 15 last, have been enjoying good business to date in its established Arkansas and Missouri territory, according to word from Maxine Bennett. Show is presented under a 30 by 60-foot top, with a seating capacity of 300, and moves on two trucks, two cars and three trailers. The Bennett organization is playing week-stands, using feature pictures and a serial. William Reppine and wife are in charge of concessions. Manager Bennett is contemplating framing another show in the fall to be managed by Mr. and Mrs. Reppine.

IDEAL PICTURES, INC., Chicago, has acquired the 16mm. United States rights on *Murder in Morocco*, starring Lon Chaney Jr. For the present, prints will be confined to their own exchanges.

BERTRAM WILLOUGHBY, president of Ideal Pictures, Chicago, sailed June 7 from New York for a three-month combination business-pleasure trip that will take him to Canada, Scotland, England, Holland and the Scandinavian countries.

Allied Non-Theatrical Film Association, Inc., with headquarters at 1600 Broadway, New York, recently elected the following officers and board of directors at its First Inaugural Election Dinner at the Hotel Astor: Bertram Willoughby, Chicago, president; Harry Kapit, New York, first vice-president; William K. Hedvig, New York, second vice-president; Thomas J. Brandon, New York, executive secretary; Harry Post, New York, treasurer, and Laurence Saltzman, Bloomfield, N. J., A. C. Atkinson, Regina, Sask.; H. Thekeldt Edwards, New York, and J. H. Hoffberg, New York, directors.

The election meeting was attended by over 50 representatives of companies and organizations in the non-theatrical field, and was addressed by guest speakers on various phases of the general topic, *Improving the Non-Theatrical Film Field*. The association was formed to encourage wider use of visual education, to distribute useful information, to elevate the standards of honesty, integrity, courtesy and fair dealing in the trade and to develop better understanding and co-operation with all those who at the present or the future may be in contact with the non-theatrical film field. It will also be the purpose and aim of the association to co-operate with producers and exhibitors in avoiding situations competitive with the 35mm field. Its members are primarily concerned with the development of the use of motion

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Recent Non-Theatrical Releases

(16MM. unless otherwise designated)

Key: Me.—Melodrama; My.—Mystery; Tr.—Travel; Mu.—Musical; Ad.—Adventure; We.—Western; Dr.—Drama, and Co.—Comedy.

Film Title	Length (Minutes)	Talent	Released By
<i>Drag Net</i> (Me.)	70	Rod La Roque	Commonwealth
<i>Cruise of Dr. Crespi</i> (My.)	70	Eric Von Stroheim	"
<i>Cuba Beyond Havana</i> (Tr.)	24	"	"
<i>Federal Agent</i> (Me.)	70	Bill Boyd	"
<i>Burning Gold</i> (Me.)	60	Bill Boyd	"
<i>Racing Luck</i> (Me.)	60	Bill Boyd	"
<i>Go-Get-'Em Haines</i> (Me.)	70	Bill Boyd	"
<i>San Francisco Fair</i> (Tr.)	15	"	Castle
<i>New York, Wonder City</i> (Tr.)	15	"	"
<i>Invitation to the Waltz</i> (Mu.)	85	Lillian Harvey	Hoffberg
<i>Kathleen*</i> (Mu.)	65	Irish Sizing	"
<i>Trailing the Jaguar</i> (Ad.)	33	Tex Stone	"
		Dan Brennan	"
<i>Cavalier of the West</i> (We.)	70	Harry Carey	"
<i>Forbidden Music</i> (Mu.)	70	Jimmy Durante	Gutlohn
<i>The Lilac Domino</i> (Dr.)	70	June Knight	"
		Michael Bartlett	"
<i>Spy of Napoleon</i> (Dr.)	70	Ritch. Barthelmess	"
		Dolly Haas	"
<i>Prisoner of Corbal</i> (Dr.)	70	Nils Asther	"
		Noah Beery	"
<i>When Knights Were Bold</i> (Mu.)	70	Jack Buchanan	"
		Fay Wray	"
<i>Southern Roses</i> (Dr.)	70	George Robey	"
		Neil Hamilton	"
<i>Typhoon Treasure</i> (Ad.)	60	"	Pictorial
<i>The Puritan</i> (Dr.)	70	French Production	"
<i>In His Steps</i> (Dr.)	70	Cecilia Parker	"
		Eric Linden	Nu-Art
<i>Tombstone Canyon</i> (Co.)	70	Bob Burns	Astor
<i>Drum Taps</i> (We.)	70	Ken Maynard	"
<i>Private Secretary</i> (Co.)	70	Edward E. Horton	"
<i>Son of Oklahoma</i> (We.)	70	Bob Steele	"
<i>Desert Justice</i> (We.)	70	Jack Perrin	"
<i>Orphan Boy in Vienna**</i> (Dr.)	70	"	Bell & Howell

*Cannot be shown in New England.
**New England distribution by Cinema, Inc.

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- Barry & DeAlba Chanda, The Magician, 9c
Bennett, Ed. 6c Hilbur, Dick, 6c
Bergquist, Reynolds, 25c Jones, Flo, 10c
Bunts & Benjamin Kimball, R. L., 3c
(Catalogue), 10c Moberly, Glenn, 3c
Cannon, Frank, 5c Oliver, Oda L., 11c
Fleming, Mal, 5c McFarland, John, 5c
Sims, D. W., 10c

Women

- Abshire, Adrian Davis, Sunny
Acord, Ruby Dawn, Thelma
Adams, Elsie Day, Mrs. D.
Adams, Mrs. Day, Mrs. O. T.
Jeanette Dean, Evelyn
Adams, Mrs. L. E. Decker, Mrs.
Adams, Mrs. Will Claude
Adams, Mrs. G. B. De la Torre, Rosalia
Allen, Jean Devine, Mrs. Harley
Allens, Mrs. Kate Gladys
Admirer, Mrs. Carrol
Anderson, Mrs. Dixon, Mrs. Earl
Dobbs, Mrs. Irene
Andrews, Mrs. Doan, Mrs. O. T.
Boots, Katherine Doen, Kitty
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Anthony, Orpha Dose, Mrs. Lillian
Arenz, Mrs. Lucy Drayton Sisters
Arnett, Beth Dressler, Mrs.
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Arnold, Mary DuMont, Cleo
Austin, Bertie Everts, Mrs. Claudetta
Belmar, Mrs. E. F. Farrow, Mrs. E. E.
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Frechette, Evelyn
Barton, Virginia Ferguson, Thelma
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Lenora Fishburn, Fay
Bedford, Pep Fontaine, Lorraine
Bedoni, Mrs. Nellie Ford, Mrs. Greta
Beine, Elsie S. Fowler, Mrs. Alma
Belmar, Mrs. Jack Fowler, Mrs. Jack
Berko, Mrs. Harry Franklin, Irene
Betner, Dorothy Freeman, "Boots"
Billings, Mildred French, Mrs. L. H.
Biron, Pearl Grement, Mrs.
Bixler, Elsie Giguanto, Mrs. F.
Gibson, Mrs. Bert
Black, Irene Gidaro, Mrs. Jean
Blackwell, Mrs. Ambra Gibson, Mrs. Jeano
Gloth, Mrs. Robt.
Goodrich, Mrs. Billie
Block, Laura Gordon, Peggy
Braille, Billie Gray, Mrs. Bruce
Brenzandine, Mrs. Graybill, Henrietta
Elsie Green, Patsy
Britt, May Green, Terry
Brown, Mrs. Billie Greene, Grace
(Lauriella) Hackett, Mrs. Bobby
Brown, Edith Hackett, Mrs. Eddie
Brown, (Donaldson) Hall, Lillian
Brown, Mrs. Helen Halfield, Mrs. Louise
Brown, Mrs. Victor Halston, Mrs. Rose
Lee Hamilton, Dick
Buchanan, Mrs. Patricia Miss
Burgers, Millie Hamlin, Mrs. Berle
Burg, Mrs. Mary Hanks, Lillian
Harper, Kay
Burkett, Margaret Harrell, Mrs. Hazel
Burlingame, Alma Harris, Bessie
Burns, Boots Harris, Jackie
Burns, Mrs. Frank Harvey, Mrs. Pearl
Burns, Mrs. Tillie K. Ringer
Burton, Mildred Hathaway, Geneva
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Bush, Mrs. Laura Hayes, Mrs. Edna
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Cain, Wilda Haywood, Josephine
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Chaban, Amelia Hooper, Mrs.
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Chapman, Helen Horner, Sara & Agnes
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Play Mable
Cummings, Lorcna Johnson, Mrs.
Curran, Mrs. Verna Viron
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Dale, Marjorie Jones, Willie
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Dalrymple, Mavis Joyce, Gene
Kantell, Mrs.
Davenspelt, Mary H. Jackie
Davidson, Mrs. Kelly, Mrs. Andy
B. H. Kelly, Mrs. Thelma
Davidson, Mrs. Kenneth, Arlene
Dorothy Kenneth, Mae
Davis, Babe & Clyde Koonon, Ann
Davis, Mary Jane Kepley, Mrs. Dixie
Davis, Mildred Kester, Elizabeth
Alfred Kester, Mrs. N. E.
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Koehler, Mrs. Harry
Kregor, Mrs. Charlotte
Kreutz, Wilma
Kruse, Lula
Kuhn, Shirley
LaMurr, Pauline
LaRue, Joan
LaTrox, Dream Lee
Lake, Viola
Lamb, Frances
Bernice
Lane, Maxine (Half Lady)
Lane, Peggy
Layton, Mrs. Ruth
Lee, Mrs. Clara
Lefroy, Patsy
Lewiston, Mrs. Rose
Litzenburg, Mrs. Reilia
Lopez, Aida
Lorraine, Jeanne
Love, Billie
Ludlow, Mrs. Harry
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McGloughlin, Frances
McGraw, Mrs. Bell
McGregor, Mrs. Donald
McGuire, Mrs. Lucille
McGuire, Opal
McLaughlin, Helen
McMillan, Melvina
MacNab, Pauline L.
McReary, Mrs. Hazel
Mace, Mrs. Herbert
Mack, Mabel, Mule Show
Maguero, Henrietta
Mahler, Helen
Manning, Mrs. Mary
Maran, Trixie
Marion, Mrs. Grace
Marks, Josephine
Marshall, Mrs. Ed
Marshall, Ruby N.
Martin, Mary
Martini, Mrs. F. J.
Marvin, Mrs. F. J.
Maskem, Trixie
Maw, Doty
May, Thara
Mayvett, Amy
Mekes, Jane
Merkel, Janet May
Merriman, Mrs. Mary
Gibson, Mrs. Bert
Gidaro, Mrs. Jean
Gibson, Mrs. Jeano
Gloth, Mrs. Robt.
Goodrich, Mrs. Billie
Gordon, Peggy
Gray, Mrs. Bruce
Graybill, Henrietta
Elsie Green, Patsy
Green, Terry
Greene, Grace
Hackett, Mrs. Bobby
Hall, Lillian
Halfield, Mrs. Louise
Halston, Mrs. Rose
Hamilton, Dick
Hamlin, Mrs. Berle
Hanks, Lillian
Harper, Kay
Harrell, Mrs. Hazel
Harris, Bessie
Harris, Jackie
Harvey, Mrs. Pearl
Hathaway, Geneva
Hayden, Mrs. N. J.
Hayes, Mrs. Edna
Hayes, Mrs. Helen
Haywood, Josephine
Heam, Mrs. Fay
Hill, Frances
Hill, Rachel
Hilligan, Leona
Hilton, Maude
Hippeher, Helen
Hodge, Lucille
Hoffmann, Mary
Holly, Grace
Holmes, Charlotte
Honey, Chire
Hooper, Mrs.
Elizabeth
Horner, Sara & Agnes
Hornett, Mrs. Beverly
Howard, Mrs. Nina
O'Shea, Mrs. J. E.
Orlagus, Mrs. L.
Orton, Grace
Orton, Grace
Paet, Blanche
Page, Mrs. Ella
Page, Mildred
Parker, Geraldine
Parker, Lucille
Parkins, Mrs. Hedwing
Patison, Grace E.
Peasley, Mrs.
Francis
Pennington, Joy Lee
Penny, Hattie Cox
Perkins, Lela
Perkins, Maxine
Perrin, Mrs. Odessa
Perry, Mrs. Irene
Petit, Mrs. Arthur
N.
Petit, Mrs. Noah
Pister, Mrs. Louise
Pickell, Virginia
Pierre, Mable
Pobuknik, Olga
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Preston, Mrs. Harold H.
Price, Eleanor

Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

- Price, Helen & Walter
Purdy, Gay
Race, Lovetta
Randolph, Mrs. Lena
Rattle Snake, Princess
Reading, Mrs. Louise
Redwine, Polly
Reed, Little Bitt
Rena, Ruth
Rice, Mrs. A. C.
Rice, Mrs. Louise
Richards, Blanche
Richardson, Mrs. C. M.
Richardson, Mrs. E. D.
Richards, Mrs. Helen M.
Riddle, Annette
Riggs, Mrs. Lillian
Riker, Mrs. Hazel
Rinehart, Olive
Rogers, Pauline
Sally
Rouland, Mrs. Leva
Rudell, Ginger
Ryan, Peggy
Sanderson, Blanche E.
Schaves, Bessie
Schultz, Erna
Scott, Mrs. Arthur
Scott, Dinah
Scott, Mrs. Iva
Scott, Mrs. Marie E.
Scott, Viola
Seay, Patricia
Seay, Sibylline
Selby, Arlene & Norman
Senter, Bonnie
Shannon, Virginia
Shaw, Naomi P.
Shueler, Josephine
Signs, Helen
Signs, Shanbi
Simpson, Mrs. Jimmie
Sisson, Mrs. Bernie
Sitts, Mrs. Alvah
W.
Smith, Kitty M.
Smith, Mrs. Marie
Smith, Mrs. Mayme
Ward
Smith, Pearl
Snodgrass, Mrs. Mona
Solovieff, Marie Nora
(His-putin)
Sorensen, Mrs. Seulah
Sorensen, Mrs. Willie
Sparks, Mrs. Frank
Speights, Mrs. Myrtle Lee
Spencer, Mrs. Madge
Spicer, Kathleen
Sprowls, Marie
St. Claire, Betty
Stanley, Daisy
Steinfeldt, Mrs. Mabel
Stewart, Mrs. Donald
Stine, Helen
Stoneman, Mrs. Joe
Stronberg, Mrs. Florence
Strode, Mrs. W. A.
Styles, Nellie
Sullivan, Mrs. Edith
Sullivan, Mrs. Patsy
Summerfield, Mrs. R. B.
Swan, Mrs. Maude L.
Swisher, Kitty
Tarbus, Mrs. Maxie
Tarrant, Corinne
Dearo
Tenjak, Irene
Theodore, Mrs. Grace
Thomas, Mrs. V. J.
Thomaschek, Mrs. Barry
Howard Y.
Travis, Mrs. Arthur
Travis, Mrs. Doc
Travis, Pat
Trivandy, Mrs. E.
Webb, Grace & Frank
Wecker, Mrs. Wm.
Weeks, Mrs. Gerald
Weiss, Mrs. Peggy
Welton, Mrs. W.
Westmoreland, Mrs. Melvin
Wheeler, Mary
Whitaker, Viola
White, Mrs. Willie
White, Mrs. Mae
White, Mrs. Mary C.

- White, Mrs. Zelta
Whiteman, Margaret
Wilhelm, Mrs. Frances
Wilkins, Mary
Willes, Mary
Wilson, Dorothy
Trublood, Marian
Trubart, Mrs. Shirley
Tucker, Robbie
Turner, Mrs. Bud
Turpin, Jean M.
Tyner, Mrs. Carl
Tycar, Mrs. Babe
Van Camern, Mrs. Yannetti, Carmen
Varns, Mrs. Paul
Varns, Theresea
Vaughn, Mattie E.
Yong, Mrs. Essie
Wadsworth, Mrs. E. D.
Wagner, Mrs. Rose
Warner, Mrs. Lena
Basketto
Beggs, Leo
Belange, Howard
Bell, Vern M.
Bennett, H. E.
Bennett, Owen
Bennett, Silas E.
Bennis, Jack
Benson, Joe
Benway, Pete
Bergquist, R. G.
Berger, Milton J.
Bertanazzetti, Albert S.
Bertanazzetti, Albert S.
Biddle, Bill
Biehler, Ray
Biers, Eddie
Billings, Curly
Bills, Sam B.
Bird, Kenny E.
Biscow, Isador
Bishop, Geo. P.
Bishop, Wm. J.
Blackson, Edw.
Blair, Norman
Duke H.
Blake, F. J.
Blake, Samuel
Blanton, Jessie
Blountworth, Jno. H.
Blossom, Alabama
Blue, Matthew
Boardman, O. W.
Boggs, Merwin
Bobache, Mr.
Bolin, Ralph
Bolt, Lloyd J.
Bolton, Willard
Bomp, Matt
Bond, Clark
Bond, Oscar C.
Bonham, Jim
(Broadway)
Bonnell, Jack
"Shorty"
Bonnie, B. C.
Boswell, Edw.
Bourhis, James
Bowen, Peri
Bowman, Harry
Boyes, Chick
Players
Braden, E. B.
Bray, Chas.
Briggs, Geo. M.
Branda, Tony
Branholtz, Jake
Brasfield, Lawrence
Bry, Bill (Whitie)
Brennan, Mickey
Brenner, Edward
Brenton, Bill
Brierton, James
Brobsen, Pat
Brodie, Wm. Neil
Broddo, Ed
Brodrick, Paul
Broerman, Wm.
Brookrow, Woodrow
Brooks, Jimmy & Mary
Brooks, Johnnie
Brooks, Sunny
Brooks, Wm. H.
Brown, Blair
Brown, Carl
Brown, Chick
Brown, Earl
Brown, Ernie
Brown, Ernie
(Toby)
Brown, Jesse
Brown, Paul J.
Brown, Pee Wee
Brown, W. B.
Brownwell, Duke
Brunner, David
Brunst, B. A.
Bryant, B. D.
Brunt, D. B.
Bucci, Tony
Buck, Chas.
(Buddy)
Buckin, Gypsy
Burg, Kenney
Burck, Robert T.
Burd, Fred O.
Burdick, John
Burrell, Jerry

Men

- Adams, Edw. J.
Adams, James F.
Adams, Ned
Adams, Roy E.
Adkins, Wm.
Adolph, Clarence
Agnur, Bill
Abern, Tom
Akens, Chas.
Alberts, The
Alder, Lew
Alexander, James C.
Alia, R. J.
Allan's Confection
Specialties
Allen, Chas. B.
Allen, Eugene
Allen, Harry
Allen, J. J.
Allen, Mert
(Wild West)
Allen, Sam
Allen, Wm.
Allman, W. J. Doc
Alton, Thomas
Alvarez, R. M.
Alzola, Dr. G. E.
Alzola, Karl
Amak, Chief Jas.
Ambrister, Albert
Anderson, Art
Anderson, Paul
Anderson, Sig
Andre, J. A.
Andrews, R. M.
Andrews, Dudley
Andrews, Frank
Angelier, Bill
Anpin, Ralph J.
Araki, Tan
Arenz, Sam
Arenz, Thomas
Arth, Chester
Arthur, Major
Arthurs, Thomas
Ashbury, Russell
Ates, R. J.
Atkins, Tommy
Austin, Fats
Babb, Ed (Printer)
Babcock, Oscar
Baer, John (Dutch)
Bagby, Wm. Max
Baillie, Chas.
Baillie, Jack
Bailey, E. E.
Bain, C. A.
Baker, Edw. Roy
Baker, Sam
Balch, Matt
(Blacklie)
Baldwin, Joe
Baldwin, B. W.
Bancroft, F. F.
Bancroft, Fred
Banks, Alfred J.
Banks, B. E.
Bard, Prof. O. C.
Barnard, Wm.
Barnes, Floyd
Barnes, Gene E.
Barnes, E. Markley
Barnett, O. H.
Barr, Herman
Barr, Johnny
Barrett, Duke
Barrett, Iloy
Barry, Geo.
Barry, Howard Y.
Barry, Medicine Show
Barry, Jack
Bartlett, Geo. D.
Barton, Geo.
Bass, Sam (Doc)
Bassett, Guy C.
Bassiguet, Spee
Batson, Howard
Battendich, C. A.
Bayley, Thomas
Beal, Jack
Beall, A. A.
Bearden, A. E.
Beatty, Earl
Beatty, O. J.
Beatty, Walter
Beaudaun, G. F.

- Costa, Geo.
Costa, Herb & Babe
Costa, Steve
Courtney, "Arkansas" Slim
Cousin, Sam
Coyle, Gerry
Coyote, Ed
Crabtree, Edw. P.
Craft, Robt. Dalton
Craig, Merion
Cramer, Joe
Cramer, Paul
Craw, Hugh
Crawford, Frank
Cregar, Thurman
Cress, Billy
(Troupe)
Creve & Summers
Crockman, Chas.
Crow, Bill
Cruze, Conway
Culbert, E. L.
Wood
Cummings, Clyde
Cummings, Whitey
Cunningham, B. C.
Cunningham, Lester
Curtiss, Jack
Cutler, Louis
Cutler, Louis
Daily, Bill
Daily, Buck
Daley, Slim
Dale, John & Abner
Dalmau, John A.
Daniels, Wilson
Darden, Robt.
Dara, Daniel M.
Daras, W. L.
Davenport, B. C.
Davenport, M. H.
Davis, Jack
Davis, Jean B.
Mgr.
Davis, F. Paisley
Davis, Scout
Davis, Shanty
Davis, Chas.
Davison, Jim
Dawson, Harry A.
(Chittlens)
Day, Dave
DeArzo, Doc. Agent
DeGruley, Geo.
DeLanz, Walter
DeLuzio, Joe
DeMay, Lester
Decker, Stanley
(Toby)
Demetro, Archie
Demetro, Walter
Demorest Jr., Robt.
Demsey, Tiny
Denman, Bert
Dennis, Gene
Densmore, Speedy
Dent, C. R.
Denzil & DePhill
Derbin, Adrian
Dexter, Bob & Pat
Diaz, Pete
Dickson, Hershul
DiCorte, David
Diderot, Mickey
Dillon, John A. P.
Dilton, Ted
Dim, Geo. & Rose
Dimitt, Orval
Dixon, Dix, Pianist
Dixon, Harry E.
Dixon, O. C.
Dixon, W. E.
Doestader, Eugene
Dodson, Wm. F.
Doebber, H. M.
(Duke)
Doggett, Art
Dolan, Roy
Joles, Mickey
Joll, Leo
Donhan, Harry
Doonks, Tom
Doran, Harry
Doret, Jack
Dorsett, Leroy
Dotten, Herb
Doubles, Walter
Dougherty, J. J.
Dougherty, Tom
Douglas, Edw.
Doyle, Larry & Velma
Downes, Geo. R.
Drane, Billy
Dratar, Johnnie
Drew, Harry D.
Duane, John H.
Mgr.
Duke, D. D.
Dunabow, W. L.
Duncan, Dallas
Duncan, C. Ray
Dunlap, Ted
Dunn, Jimmie L.
Dunn, Terry
Dupuis, G. O.
Durette, Tommy
Operator
Eagleson, E. S.
Mgr.
Earl, Billie
Earl, M. S.
Earle, Jack R.
Earley, Wilkes
Easter, Leroy
(Early)
Eder, Ray
Edgar, James
Edwards, C. D.
Edwards, Frank
Edwards, J. L.
Eiler, R. C.
Einhorn, Sy
Eli, Geo.
Eli, Pete
Ellis, Kirby
Collins, Johnny
Collins, Larry
Collins, R. E.
"Slim"
Collins, Thomas
Conger & Sauto
Players
Eule, Jos.
Evans, Albert J.
Evans, Frank R.
Eyer, Walter B.
Eyman, Leo E.
Faley, Frank
Fair, Willie
Falsum, Buddie
Farnelli, James
Farrum, Harold
Farrington, Lester
Farthing, Johnnie
Faul, Emery
Faun, Carl
Faust, Mike
Faust, F. L.
Fee, Frank
Fendericks, Capt. Boyce
Felton, King. Red
Ferra, Don
Fetta, Louis (Tex)
Fieger, Irving
Fine, Al
Finlay, Homer L.
Fiorelli, Alfred
Fireside, I.
Fisher, Mike
Fitch, Lewis
Flitcraft, John K.
Flock, Glen
Florida Amuse. Co.
Floto, Harold G.
Floyd, Billy
Floyd, Linwood
Fobin, Billy
Fontanette, Gus
Foor, Jackie
Forte, Chas. H.
Forsythe, Fred M.
Ford, Chester
Ford, Dick
Ford, Jack
Fordham, Geo. D.
Forsythe, Fred M.
Fotch, Jack
Fox, John D.
Fox, Wm. R.
Frampton, Fred
Francis, Jackie
Francis, Jackie
(Half)
Franklin, Buck
Franks, Bill
Franks, Sammy
Frazier, Larry
Fredricks, Fritz
Freed, Doc
Freed, Ted
Freeman, Blackie
Freeman, W. E.
French, Warren
Frye, James G.
Fuller, Colie
Fulton, Harry
Fulton, Roy
Clifford
Fultz, Choo
Gabbard, Mike
Gabby, Tom & Frank
Gallagher, Franklin P.
Gamble, Ed
Gamble, Paul
Garden Bros. (Bill
Gardner, (Cheerful
Garhart, Vicky
Garstons, H.
Gates, James E.
Gavin, Joe L.
Gavitt, Willie
Gear, Billy
Gebrtz, Burton E.
Gelina, Morris
Gentry, James
George, Phil
Gemunda, Vic
Gibson, A. P.
Gibson, Jack
Gibson, Earle M.
Gibson, Glen
Gilbert, Robert
(Hypnotist)
Gilley, Frank
Gillotson Jr.
Gillson, Osker
Gins, Abbie
Gleason, Frank
Gloth, Joe
Glova, John
Gnazzo, Jos.
Gold, Jack
Goldberg, Neyer
Golden, Geo.
Goldstein, Irving
Goldstein, Sam
Goldstein, (Stash)
Hogan, Larry
Hoke, Mack
Hollifield, H. D.
Hollingsworth, Bob
Holman, Amos
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Houk, Bill
Houston, Leo
Houston, Sam
Houston, W. K.
Howard, Frank
Howell, Capt. Ralph
Howland, G. E.
Hubbard, Paul
Huggins, W. C.
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Hughes, Buddy
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Hughes, Jimmie
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(Bill)
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Griffen, Phillip
Griffin, James
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Hammerschmidt, Red
Hammond, Eddie
Hammond, Cherokee
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Hauneford, Edwin P.
Hanniford, Poodles
Hansen, Fred
Hanson, Louis P.
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Harbin, E. H.
Harlin, Lester C.
Harlan, Dr. Matt
Harnett, Wm.
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Harris, Prof. Geo.
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Harrison, Naylor
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Hagerty, Mike
Haines, Frank R.
Hair, Wm. Claude
Halfer, H. D.
Halke, R. S.
Hall, Birdie E.
Hall, Daniel
Harlan
Hall, Earl
Hall, Ellis (Smoko)
Hall, Major John
Hall, Robt.
Hall, Robt.
Hall, Otis
Hall, Preston
Halls Animal Show
Halm, Eugene J.
Halstead, James
Scotty Johnson, A. J.
Harris, R. B.
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Harris, (Pork Chop)
Slim
Harris, Wm. C. P.
Harrison, Dick
Harrison, Johnnie
Harrison, Naylor
Harrison, Robt. B.
Harskowitz, Sidney
Hart, James
Hart, Thos. D.
Harter, Walter & Family
Hartis, Paul
Hartley, Geo.
Harvey, Al
Harvey Co. The
Harvill, Jos.
Hass, Jack Harvey
Hass, Jack Harvey
Hasson, Tom
Hawk, Geo.
Hawkins, Stuart
Hayden, D. L.
Hazard, Stuart
Head, H. M.
(Harry)
Heckendorff, Clarence
Heller, Red
Heller, W. R.
Helen, Denny
Helly, Tike
Helsey, Ed
Hendershot, J. B.
Henderson, Francis
Henderson, T. M.
Henley, Whitey
Herbert, Paul
Herchie, E. B.
Herdie, Wm.
Herrington, Wm.
Hess, Chas. Jocko
Hester, James
Hicks, J. C. Darby
Higles, Hilton
Hiere, Jack
Higgins, Jerry
Higgins, John W.
Higgins, Raymond
Jordon
Higley, B. F.
Hildebrand, Frank B.
Hill, Ed L.
Hill, Geo. W.
Hill, James W.
Hires, Jack
Hirsch, Doc Sid W.
Hoak, C. H.
Hobson, Tex
Hockenberry, Lewis
Hodge, Ed
Hodges, Jess
Hodges, Jim
Hoffman, Woodrow
Hoffner, Bill
Hogan, Larry
Hoke, Mack
Hollifield, H. D.
Hollingsworth, Bob
Holman, Amos
Holman, S. M.
Holmes, W. M.
Hood, Rev. John
Hooks, Tom
Hooper, Chas. T.
Hooper Bros., W. R. & E. F.
Hooper, Bill R.
Horan, Irish
Horter, Ray A.
Hot Shot, One
Band
Houck, Paul
Houk, Bill
Houston, Leo
Houston, Sam
Houston, W. K.
Howard, Frank
Howell, Capt. Ralph
Howland, G. E.
Hubbard, Paul
Huggins, W. C.
(Hugie)
Hughes, Buddy
Hughes, Harry
Hughes, Jimmie
Hughes, J. W.
(Bill)
Gregory, W.
(Marine Exhibit)
Griffen, Emery
Griffen, Phillip
Griffin, James
Griffiths, Lyman L.
Grindall, Art
Groff, John J.
Groff, Miller
Gower, M. J.
Guido, Deiro
Guiley & Jeanny
Guiley, R. A.
Guinn, J. C.
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Hall, Major John
Hall, Robt.
Hall, Robt.
Hall, Otis
Hall, Preston
Halls Animal Show
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The Final Curtain

BENDER—Mrs. Florence, wife of Philip Bender, concessioner on the Kaus Exposition Shows, in John Hopkins Hospital, Baltimore, June 5 following a month's illness and operation for an enlarged artery. Services in Baltimore June 7. Body was cremated and the ashes interred in Albany, N. Y.

DAVENPORT—Mae, 59, former bareback rider with the Ringling Bros. and Forepaugh-Sells circuses, at her home in Chicago June 5. She was a sister of Orrin Davenport, well-known circus rider and producer of Shrine circuses. Cremation at Forest Home, Chicago.

DAVIS—R. T., well-known outdoor showman, June 5 in Vanderbilt Hospital, Nashville, Tenn., of tuberculosis. Davis entered show business in 1914 and had trouped with many of the leading carnivals. Interment in the family burial grounds, Smyrna, Tenn.

DAVIS—Mrs. Bertha, wife of Joe Davis, music publisher, June 4 in New York.

FITZGERALD—John L., 86, in Pittsfield, Mass., May 28. He was the father of former Mayor John A. Fitzgerald, of Hudson Falls, N. Y., once owner of the Strand Theater there. Services and burial May 31 in Pittsfield.

FROUDE—Henry C., 64, for many years manager of the amusements operated by the Pacific Electric Co. at Redondo Beach, Calif., in Loma Linda, Calif., May 31 after a long illness. Services and interment in Colton, Calif., June 3.

GOUTREAU—Elsie, 6, claimed to be the youngest professional dancer in the world, recently in St. John, N. B. She started dancing in public when four, appearing in dance halls and on the stage in the maritime provinces, with revues and was to have joined a musical revue for a tour of Canada this summer.

HEDDEN—“Frosty,” trumpeter, in Louisville May 20 of a perforated duodenal ulcer after several days' illness. Hedden was one of the originators of the Ashton-Hedden Del Monte Blue Dogs, a popular orchestra of a few years ago. His partner in that venture, Johnny Ashton, died a few years ago, as did Dorothy Bush, child impersonator with the troupe. For the past few years Hedden had played with dance bands in Louisville. Burial in Port Orchard, Wash., his home town.

HUGHES—Harry, 50, musician with Ringling-Barnum circus, of a heart attack in his compartment in the circus train June 6 at Pittsburgh. He had

been with circus bands for many years and had written several marches used by the Big Show band. The body was sent to Atlanta, his home town, for services and burial.

In Loving Memory of
Mme. E. Hudspeth
 Who Died June 17, 1938.
 DR. C. E. HUDSPETH and Daughter GRACE.

JONES—W. A. (Bill), 77, circus and showboat musician, in City Hospital, Parkersburg, W. Va., recently. He spent many seasons on the Capt. Price showboat as cornetist with Ben Gee's Orchestra. He was a member of Local No. 259, AFM. Burial June 4 in Greenlawn Cemetery, Parkersburg.

KIRBY—George, 40, vaudevillian, of the comedy team, Kirby and Duval, killed instantly at Harrison, N. Y., June 5 in a head-on auto collision as he was driving to New York to keep a radio appointment. Besides his widow and partner, Helen Duval, Kirby leaves his mother, two brothers and a sister. Burial in Binghamton, N. Y.

LANGE—Ernest, 59, orchestra leader and musician in Springfield (Ill.) theaters for more than 30 years, in St. John's Hospital, that city, June 5 of heart disease. Born in Holland, he came to America to take a place as violinist in the St. Louis Symphony Orchestra, playing with that orchestra during the World's Fair at St. Louis in 1904. For years he was orchestra leader at the old Majestic Theater, Springfield, which flourished as a vaude house prior to its conversion into a movie house as the present-day Roxy, of the Frisina chain. For the past 10 years he had been orchestra leader at the Orpheum Theater. Before working at the Majestic he was a member of the old Gaiety Orchestra, Springfield. Services in that city June 8. Burial in Oak Ridge Cemetery, with members of the musicians' union acting as pallbearers.

LANQUIN—Noel, 71, Indian medicine show and circus performer who toured the United States and Canada for 30 years, found dead in his cabin near the village of Havelock, N. B., May 28.

LEE—Walter, Wild West performer in circuses for the past 10 years, of a brain tumor in Hackettstown, N. J., June 2. He and his wife, the former Lucille Pickens, were on a honeymoon trip and had been visiting the Eddy Bros.' Circus when he was stricken. Burial in Hackettstown.

LUMB—William C. H., 45, past season with Richard Bros.' Circus, in Memorial Hospital, Pawtucket, R. I., recently of heart disease. Lumb had also been with the Card Brothers and at one time was general agent with Walter L. Main. Survived by his widow and nine children. Burial in Mt. Hope Cemetery, Pawtucket.

LYNCH—E. B., 68, father of Jimmie Lynch, automobile stunt driver, of pneumonia at his home in Texarkana, Tex., June 11. The elder Lynch was well known to many showfolk, who always paid him a visit when in or near Texarkana.

MAY—Rollin, 42, midget racer, of Toledo, June 4 of injuries sustained when he was crushed under his racer at Sportsman's Park, near Bedford, O. His mother and two sons survive. Services and burial in Toledo.

MAYO—Lew Henderson, 37, formerly of the dance team Porter and Henderson, in a Chicago hospital June 1 of pneumonia. For the past five years he had been manager of the Chicago headquarters of the Jean Shoppe, theatrical costume house, and was well known in night club circles there. Survived by his sister, Alice, of Baltimore. Interment in Rosehill, Chicago, June 3.

MILLER—Daniel F., veteran stage manager of the Columbia Theater, Canton, O., of a heart attack backstage May 31. He had been with the theater

35 years. Services and burial in Canton.

MOORE—Owen, 52, matinee idol of the silent film days and first husband of Mary Pickford, found dead in his apartment in Beverly Hills, Calif., June 9. Death was attributed to a hemorrhage. Moore began his screen career in 1910, after 10 years on the stage, and was a popular leading man until the advent of talkies. His last role of consequence was that of Chick Clark in Mae West's picture, *She Done Him Wrong*. Survived by his widow, Kathryn Perry, actress.

Jack Osterman

Jack Osterman, 37, first night club emcee and a vaudeville headliner and musical comedy feature, June 8 of pneumonia in Atlantic City Hospital. His popularity lay in his mastery of ad libbing, his rapid rise to top billing and his general manner of abandon and his squandered fortune. Osterman's real name was Rosenthal, his father, J. J. Rosenthal, having been a top-ranking Broadway press agent and theatrical manager. He took his professional name from his mother, Kathryn Osterman, actress. Figuratively tumbling on to Broadway from the cradle, Osterman wrote his first song, *We're Glad We've Got You, Mr. Wilson*, at the age of 14. He left school for a \$30-a-week role in *Oh, Boy*, which he followed up with *Parlor, Bedroom and Bath*, and before he was 21 was booked for a week at the Palace Theater, New York.

He took to Broadway light musicals in *A Night in Paris*, January, 1926, doubling six months later into *The Merry World* and subsequently appearing in *Artists and Models*, 1927, and *Smile at Me*, 1935. In these heyday years he is reported to have averaged \$1,750 weekly. He boasted of earning \$3,000 weekly in English pictures in 1929. His fortune, spent almost immediately after it was earned, is supposed to have topped \$200,000.

The song and dance and wisecrack manner of night club emsees is said to have begun with him. His gift for repartee made him. He taught Texas Guinan her “give the little girl a great big hand” routine. Two years ago he attempted a comeback. His last venture was his own night club in partnership with Salvy Spitalo, intermediary in the Lindbergh kidnaping. Spitalo sold out his interest to Mrs. Osterman. Osterman left his Little Club last month to rest up in Atlantic City. The club closed two weeks ago and was to reopen when Osterman returned.

His widow, whom he married in 1928, was the former Mary Dolores Daly, one of Ziegfeld's glorified blondes in *The Three Musketeers*. He leaves also his mother and daughter, Kathryn.

NEWCOMB—William, hotel employee and known to theatrical people visiting the Saratoga Springs (N. Y.) spa, June 4 in Ballston Spa, N. Y. Burial in Ballston Spa.

OBER—Kirt, former noted jockey and later in vaudeville, stock and film actor, and for the past several years concession operator, suddenly May 29 at Huntington Beach, Calif., where he was with the United Attractions. Services in Huntington Beach June 3, with interment in Huntington Beach Cemetery.

PARDO—Mrs. Catherine, widow of James Pardo, former Glens Falls (N. Y.) hotel owner, in East Syracuse, N. Y., June 5. They operated the Ruliff Hotel in Glens Falls, headquarters of theatrical troupes playing the Empire Theater there. Burial in Glens Falls.

POOR—Murrell, staff member of Station WMMN, Fairmont, W. Va., and at various times program director, an-

nouncer and producer of the Sagebrush Roundup, a traveling radio show in Fairmont recently. Before joining WMMN he was with stations in Wheeling, W. Va., and Springfield, Ill., and traveled for 15 years in chautauquas. Survived by his widow and son, Robert.

ROSS—MAXINE, 19, girl show operator, night club entertainer and daughter of Mr. and Mrs. Jimmie Ross, of Sol's Liberty Shows, in White Cross Hospital, Columbus, O., May 22 after two months' illness. She had been with Rubin & Cherry, Levitt-Brown-Huggins and C. F. Zeiger shows, and for the past three years had operated her own girl show; two years with Douglas Greater and last year with Miller Bros.; and was contracted for the current season as feature dancer with Sol's Liberty Shows. She was taken ill while appearing at Esther's Supper Club, Columbus. At one time she was a dancer with Joe Kayser's Band. Survived by her parents, who were with her at the time of death. Services and burial in Kennett, Mo., her home town, May 28. Floral offerings were sent by Sol's Liberty, Douglas Greater and C. F. Zeiger shows, Gus Sun office, Esther Jacobs, Charlyne Boher and Liberty Inn, Chicago.

SCOTT—Jack, 36, well-known comedian and character actor, June 5 of a heart attack in Northern Wisconsin, where he had gone for a vacation. Scott, whose real name was Yancey Burch, had worked with some of the better known stock and musical comedy tab shows, starting on the West Coast with the Daltons after leaving the navy. After that he worked for Al and Lole Bridge and then went with Bert Smith, later joining Joe Marion, with whose show he was featured for seven years in character comedy roles. He went to Chicago about six years ago and had been employed at The Spa, a night spot there, the last five years. He was emcee there at the time of death.

VAN DER VEER—Dr. Francis E., one of the American representatives of the International Brotherhood of Magicians, a member of the Society of American Magicians and Past Potentate of the Yaraab Temple of the Shrine, Atlanta, in a private sanitarium in that city May 31. Van Der Veer, a widely known amateur magician, had one of the largest private libraries of magic in the country and was a friend of leading magicians from the days of Herrmann the Great and Madam Herrmann, Keller, Houdini, Thurston, Dante, W. W. Durbin, Blackstone and others. He had retired from active practice of medicine and was chief medical examiner for the Equitable Life Insurance Co. until his retirement and beginning of his illness a few months ago. Survived by his widow; a daughter, Frances, and a sister, Nevada Van der Veer, singer and voice teacher of Cleveland. Services in Atlanta June 2, with interment in West View Cemetery there.

WATERS—Bruce W., 59, former trainman and hostler with Ringling-Barnum, Sells-Floto and the Barnes circuses, of heart disease and hardening of the arteries in Los Angeles May 24. Burial in Los Angeles.

WATSON—Billy (Sliding), 63, known in private life as Billy Shapiro, burlesque comedian, June 4 of heart ailment while on the way to the Metropolitan Hospital, New York. He had been ailing for five years. Previously, however, he played the former Columbia Wheel. Survived by his widow, Margaret. Burial June 6 in the American Federation of Actors' Evergreen Cemetery, New York, by the Actors' Fund.

Marriages

CLARK-KEMPER—Floyd Clark and Irene Kemper at a public wedding on the midway of the W. E. West carnival in Fairbury, Neb., May 30. Bride is with the shooting gallery on that show.

CLARK-JEAN—Palmer Clark, radio account executive with the Matteson-Fogarty-Jordan Agency, Chicago, and Lois Jean, singer, June 3 in Chicago.

DAUL-AMBROSIUS—Joseph N. Daul and Alice Ambrosius, of Alice and Irene, singing duo, heard over Station WTAQ June 1 in Oneida, Wis.

KORDA-OBERON—Alexander Korda, producer-director, and Merle Oberon, screen star, in Antibes, France, June 3.

LE BARON-SMITH—Eddie Le Baron, orchestra leader, and Burnice Smith, nonpro, June 4 in Yonkers, N. Y.

MORGAN-BERNSTEIN—George Leslie Morgan, special agent with Hilderbrand's United Shows, and Ruby Bernstein May 25 in Vancouver, Wash.

George D. Fawcett

George D. Fawcett, 77, stage and screen actor, died of heart disease June 6 at Nantucket Island, Mass. He had been ill for two years.

Fawcett made his stage debut in the Standard Theater, New York, playing in *The Maid and the Moonshiner* August 16, 1886. From that time on he portrayed character roles, ranging from cowboy and tough guys to Shakespearean princes and millionaire noblemen. Following his debut with the Charles and Daniel Frohman production, he appeared in *She*, at Niblo's Garden, and *Paul Kewar*. In his association with Tomasso Salvini he appeared in *Othello*, *The Outlaw* and *The Gladiator*. With Alexander Salvini he played in *A Child of Naples* and *Don Caesar de Bazan*, in which he scored his first big hit as Don Jose. Subsequently he was associated with Nat Goodwin and Maude Adams.

In 1900 he founded his own stock company in Baltimore, producing and managing almost simultaneously with his appearing as the original Captain Joe in *Caleb West*. He was Big Bill in *The Squaw Man* and Jefferson Hunter in *The Silver Girl* and starred in *The Great John Ganton*.

The Majesty of the Law served as his starter in motion pictures in 1915. He was first with D. W. Griffith and later with Famous Players-Lasky Corp. Among his other silent picture appearances were *Java Head*, *Salomy Jane*, *His Children's Children* and *Lost Lady*. His most active screen career dates from 1921 to 1932, when he filled most of the important roles calling for older men, becoming known as “one of the grand old men of the screen.”

Fawcett returned to Broadway legit in 1932 to stage, to produce and act in *Peacock*. He starred as Roger de Brulard, retiring thereafter and serving, too, as third vice-president of Actors' Equity Association and director of the Lambs' Club. He also belonged to the Players' Club and the Green Room. His widow is the former actress, Percy Haswell.

Harry N. (POP) Endy

Founder of the ENDY SHOWS in 1908

Who Passed On June 9, 1932.

The Two Sons, DAVID B and RALPH N. ENDY, have continued since their Father's death, the show now being the ENDY BROS.' SHOWS, INC.

Gone but never forgotten by the Endy Shows' entire Company.



NEW YORK WORLD'S FAIR

Flushing, L. I.

April 30 to October 31

Controversies Aplenty Over Labor, Licensing and Operation, As Well as Other Headaches

NEW YORK, June 10.—Timed almost with the touching of Stars and Stripes soil Thursday by King George and Queen Elizabeth of England, who entered the World of Tomorrow at around noon today following what were probably the most elaborate preparations ever made for receiving and entertaining distinguished visitors, royal or otherwise, were a series of controversies over labor, licensing and general operation, a terrific semi-official beef by foreign pavillion exhibitors which aimed to assume an official complexion, withdrawal of a State government from the expo and a string of other headaches which were widely circulated, in many cases nationally and internationally. That is a long sentence, but it was also one of the longest and most trying seven-day weeks in the history of public relations.

Dr. Nell Van Aken, president of the Foreign Government Commissioners' Club, publicly aired a complaint against the World's Fair and the labor unions, claiming unprecedented bad treatment from both, particularly the unions, charging the latter with holding foreign nations up in the construction and equipping of their exhibits. Dr. Van Aken, secretary of the Netherlands Participating Committee, alleged that many of the countries involved brought over their own

builders and technicians, but that the unions forced them to hire local workers, regardless of their fitness, and in a great many instances these workers stood idly by while foreign builders did the job.

Grover Whalen, fair president, was highly miffed by the controversy, intimating that Dr. Van Aken was not authorized to talk for the Foreign Zone exhibitors. He took the matter into his own hands by (See *CONTROVERSIES* on page 66)

Gross Attendance

Previously reported	5,859,762
Saturday, June 3	265,381
Sunday, June 4	167,515
Monday, June 5	136,879
Tuesday, June 6	144,036
Wednesday, June 7	174,080
Thursday, June 8	157,414
Friday, June 9	146,296
Saturday, June 10 (see below)	

Total

7,051,363
Includes fair employees, concession personnel, school children passes estimated at between 40,000 and 48,000 daily.

At 4 p.m., Saturday, June 10, day of visit by King and Queen of England, gross attendance was 147,529 with about eight hours to go. This figure is way below expectations of the fair. If figure is doubled for total day's attendance, it will still range from 100,000 to 150,000 short of that anticipated. This chart is filed from New York to Cincinnati, home office of *The Billboard*, at 4:30 p.m. Saturdays.

Second Edition Talk

NEW YORK, June 10.—Dispatch from Auburn to *The Herald Tribune* says that "while the New York World's Fair Corp. has declined to confirm reports that the fair would continue thru 1940, inmates of Auburn prison have turned out thousands of automobile license plates for next year bearing the legend, 'New York World's Fair 1940' above the numerals, it was disclosed today (June 5)."

In its May 20 issue *The Billboard* noted that "inmates of Sing Sing Prison at Ossining are already at work on the State's 1940 auto license plates which will again bear plug for New York World's Fair."

AFA—"Beauty Congress" Disputes Are Settled

NEW YORK, June 10.—Prolonged disputes between the Congress of Beauty show at the World's Fair and the American Federation of Actors came to a head Thursday when N. T. Granlund, Charles Hertzog and his son, Manny, and Joe Weinstein conferred with AFA's Ralph Whitehead.

AFA charged them with violating their closed-shop contract and claimed talkers were non-union and paid under minimum. The operators agreed to make talkers join, with minimum salary set at \$50. A canvasman will also join. AFA claimed garden girls (sun worshippers) had no time for meals and ops agreed to give them one hour off in shifts.

Operators also agreed, according to Whitehead, to pay time and a half for overtime to all those doubling into the garden and also promised to return the girls the 50 cents each had paid for World's Fair passes.

Also settled was problem of different types of contracts issued by the show to performers. AFA has been promised that term contracts will not be violated.

Revamped Centaurs Soon; Krinsky Is North's Successor

NEW YORK, June 10. — A revamped Cavalcade of Centaurs is due to be presented a week from today (17) following a shakeup in directing personnel, performers and performance in the fair-financed combo Wild West and Lady Godiva opera which opened May 18 in the commonly held belief that it was doomed to failure from the start.

John Ringling North, who presented the show since its inception with heavy personal billing, quit the outfit officially on Monday, but is still collecting salary of \$750 weekly on a contract which is said to mature July 12, or exactly eight weeks from debut. This will give him \$6,000, small part of the huge construction investment and operating nut.

North is reputed to have blasted away in a communication to Vincent Pach, WF treasurer. In this piece he spoke about "getting the runaround" and "a lot of promises but no action." He is also supposed to have spoken of his personal prestige, stating his refusal to stand by any longer "to see the show with my name on it sacrificed because of amateurish efforts, mad showmanship and disorganization." He alleged that many of the horses were lame owing to conditions in the arena and back yard.

While North was airing his views and arranging to divorce himself from the costly and unsuccessful venture, John Krinsky, fair's entertainment head who

A Plea Not Made by Showmen But for Showmen

Mr. Whalen, you are a reasonable man. You know that midway moguls have sunk millions into the construction of your World of Tomorrow Amusement Area. You know that hundreds of thousands of dollars are going into operation. As a reasonable man and as one of America's foremost business men you know that if the debts incurred by showmen in the construction of their exhibits are to be retired and properly amortized, they, the showmen, must be freed from the shackles of fair-created competition.

They, the showmen, cannot be freed from the shackles of competition exerted by your exhibit area, your foreign zone and your many other free wonders which are so huge and so marvelous and so magnetic that they keep the crowds there until the buildings in the zones in question are closed at 10 p.m.

It would be a peculiar manifestation of ignorance, unprogressiveness and even of civic unawareness to criticize you, if that were indeed logically possible, for having been the key personality in the visualization and erection of the biggest of world's fairs. We can think of no other man in the nation or the world who could have accomplished what you have accomplished in transforming meadows of mire into meadows of magic—from Garbage to Gargantua.

But as a reasonable man, you know that one competitive force exists which can be altered in such a way as to ease the burden of your showmen-concessioners. It is not precisely a competitive force, but more nearly what could be termed a barrier to business. This is, of course, your 75-cent gate. That you give the customers double and more value is, we would say, unanimously agreed. Nevertheless, this is only initial cost. Your own tabulators have reckoned that each person has been spending on an average of \$1.17 in addition.

While we insist that 75 cents is not a lot of money for what the customers receive in exchange, you know that if the average salaried person were offered a \$100,000 yacht or piece of property for, say, a mere \$2,000, he could not effect purchase with wholly-owned cash unless his position and record were such that he could effect a loan. You know, however, that salaried workers do not make loans to participate in world's fairs or amusements. Amusements are budgeted—from current income.

We do not know if this analogy makes sense. We are just trying our best to make a reasonable man and a richly gifted man more reasonable in the direction of the Amusement Area and its showmen, many of whom are richly gifted, too, in their own fields.

It is true that showmen are our friends and we are theirs. That is part of our business. Yet we are not special pleaders. A glance at our pages will prove this. As a friend of the right we are hearty champions. As an enemy of the wrong we think we are pretty good stuff on the battlefronts. As both friend and enemy we think we are objective, tho perhaps not quite as "disinterested" as the public prints for the dissemination of general news. We are in a peculiar trade called show business and we know it, and we tackle our work with that in mind always.

It would be dangerous, purposeless and unwarranted to reduce the gate admission. On the theory, however, that midway caterers will not receive the benefits from attendance during the accepted peak months of July and August; that is, on the theory that they will not gain in substantially greater ratio than resulted from May attendance and attendance thus far in June, owing to the strength and splendor of non-amusement areas, could you become interested in reducing the gate admission at a given period or periods during the day or evening?

There is still enough time left before the heavy traffic flows in to test the effect of a reduced admission price. If the Fair is worth double the 75-cent gate admission because of the exhibit and foreign zone areas alone, it follows that it is not worth nearly that much after sundown, when opportunity to take full advantage of the displays is correspondingly decreased. It is worth even less after 10 p.m. This much you must and, we are sure, will admit.

The advantages to the Amusement Area of a reduced charge at the gate after sundown or 10 p.m. are too obvious, of course, to be related. We can see no disadvantage to the Fair Corporation; on the contrary, we enthusiastically feel it will bring in new customers and more repeaters.

To trim the gate admission and then wait for the effect is in itself worth while as an experiment, especially if the action is announced as an instrument on the part of the Fair Corporation predicated upon easing the burden of showmen-concessioners. At the same time we think the experiment could be more successful than it otherwise would be if the reason for its adoption and mechanical-physical execution is directly justified. By this we mean that the Fair, in its known anxiety to help the showmen-concessioners, could test the cut at the South Gate entrance exclusively to begin with, thus obliging patrons to enter the midway proper and pass thru its two main arteries, at least, the lakefront thoroughfare and the Times Square sector, on the way to non-amusement zones. The City Subway entrance might come under the same test.

We are excited about the possibilities in these suggestions and we feel sure that our zeal in behalf of showmen-concessioners with heavy investments will find a sympathetic champion in you, Mr. Whalen, the living symbol of the World of Tomorrow.

formerly was associated with the show in a direct capacity, was in the background ready to take over, which he did officially with Grover Whalen's blessing following North's resignation.

Krinsky, a Broadway producer and cabaret showman, is aware that he enters the turkey show with two strikes already against him, but said he is determined to give the opera a complete irrigation from front to back in an effort to not only recoup fair losses but come up with something more worthy of fair sponsorship than has been the case with Centaurs. Title, to be changed, was not disclosed, probably because a new one is still under consideration.

been \$14,000, which will be shaved to a reported \$10,000 or much less.

With North's departure William Fields, assigned by him to press agency work only recently, removed himself from the picture.

Milt Hinkle, the rodeo producer first hired as boss of stock and then jumping into assistant directorship capacity, will be in the berth corresponding to arena director, tho no titles are being handed out as such. Hinkle has been active in suggestions for a revised program.

Godiva girls featured in the Coventry Pageant, who were getting \$50 a week, will be shelved and work will be found for some of them, it was said. *Others* (See *Revamped Centaurs* on page 66)

Over-all weekly nut is said to have

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The Flushing Front

By LEONARD TRAUBE

(Taking over in full while Roger Littleford Jr., the "other half," is on vacation from the World of Tomorrow in the World of Today.)

NEW YORK, June 10.—The fair has provided the scenery for converting a lot of people from what they were to their present World of Tomorrow status, but perhaps the most interesting conversion of them is in the case of NTG, the girl-cade gargantua, presenting the Congress of Beauty (40 cents) and a blowoff, Sun Worshippers, with two bits added for that. Nils T. Granlund went from Times Square to tents, the House of Congress being staged under a Baker & Lockwood round top with two middle pieces.

This attraction also serves to bring Phil Wirth, of the Frank Wirth booking office, into his own as a canvas expert. Phil, whom most people in the business think of as the former clown and principal rider who has been in the free-act realm for the last seven years or so, is a handy guy around canvas. He's superintendent of the outfit, and plenty of folks would like to change jobs with him, clothes shedders being in the demand that they are. Or are they? And is it Wirth it? Ouch!

Life Savers Corp. is backing the parachute jump to the tune of \$52,000. For the kind of business it is doing, the excitement it is creating, for advertising value received and by reason of the fact that it is one of the most imposing sights on the fairgrounds, the confection company is getting away dirt cheap.

One of the heaviest money winners in the outdoor fraternity is Ed Coronati, who has equipped a flock of expo shows and concessions, including the erstwhile John Ringling North Cavalcade of Centaurs. George Hamid's Circus in Children's World and others. Coronati dished up canvas, seats and general equipment. Rentals from Cavalcade alone will bring him about \$28,000, counting extras.

Coronati supplies similar service to Mike Jacobs, the boxing promoter, and a key man on the physical end is Lionel Levy, Georgia architect and designer. Coronati tribe is active on the distaff side, the missus, Helen Coronati, being stationed at *The Post's* front-page welcome-streamer-for-50-cents concess, one of the juiciest revenue producers. Mrs. Coronati is credited with giving the newspaper the idea, and near-by showmen are even going for it in a huge way.

Billy Rose claims the Aquacade is playing to 23 per cent of the fair's attendance. He probably means the paid attendance, but even so, if this claim is true, it's a miracle, especially for a world's fair of this magnitude. There is no doubt the folks are flocking to the production in tremendous numbers. Last week's line-up of bona fide grosses attests to that. If it is getting 15 per cent it's a miracle. Of course it is physically improbable to accommodate the Rose percentage claim on week-ends, granting that he can work in an extra show; but for the week days, as a

result of the national build-up and also because of its novelty and production values, not mentioning the cheap general admission of 40 cents. It is highly within the realm of reason to suppose that he can do the almost impossible.

Notes on the Cuff

J. W. Shillan, Tornado Smith and Marjorie Dare, of Meteor Speedway ride, will be off for England next week. Ride is up and operating following months of hectic pre-construction difficulties and long weeks of actual construction setbacks. Shillan will soon return again, accompanied by Mrs. Shillan. Ed Hurley, local p. a., is drum-beating for the thriller.

Moe Gale, boss of the Savoy, left the grounds the other day headed for a week's rest. He was right back on the grind two days later with the explanation that "this is too much fun to miss." Pete Grace and a couple of his former cohorts on the Ringling-Barnum show are working the Savoy front.

Much to the delight of near-by concessioners and their streamlined mentalities, Norman Bel Geddes has changed his classical bally music on Crystal Lassies to simple and sweet modern stuff.

Gus Chan, who won a "barkers'" contest at the Cleveland expo and has been doubling between New York and Atlantic City since, is managing the Lama Chinese Temple for Frank Reilly and associates.

George Hamid is operating a Ferris Wheel in Children's World which is getting a steady play. His associate is Maurice (Pete) Piesen.

It is worthy of note that Gardens on Parade, 40-cent flower-horticultural show in the exhibit area far away from the midway, ranked fourth among the shows in last week's compilation of grosses. (If Aquacade, which is topping, were figured, Gardens on Parade would rank fifth. Rose production is not actually a midway show, however.)

Another attraction in the exhibit zone which is getting good grosses is Railroads on Pa. (See *FLUSHING FRONT* on page 66)

NEW YORK WORLD'S FAIR

Beginning Friday, June 2, 1939

TOM WOLFE'S GLASS BLOWERS OF THE WORLD

A show-exhibit on the entrance arm of the Amusement Area, with theater-type front of 105 feet and 5,000 square feet in building. Designed by Hans Oberhammer from roughs and visuals by Tom Wolfe. Managed by Arthur Hoffman and presented and produced by Tom Wolfe.

BLOWERS:

- 3 Howells, Center Stages 5, 6 and 7
- Reil Howell, Stage 1
- George Hammesfahr, Stage 2
- George Hammesfahr Jr., Stage 3
- Grace Fesselmeier, Stage 4
- Leonard Perrone, Stage 8
- Billy Hart, Stage 9
- Dick Manley, Stage 10
- Jack Garrison, Stage 11
- Irene Hendricks, Stage 12
- Charles Hemphill, Stage 13
- John Deakin, Stage 14
- Jack Hammesfahr Jr., Spinner
- Mrs. George Hammesfahr Jr., Weaver
- Nellie Bryer, Braider
- Bob Leavy, Merchandise Stage
- Grace Howell, Merchandise Stage
- Nellie Leach, Assistants

PERSONNEL:

- Don George, Lecturer
- Arthur Hoffman, Lecturer
- Arthur Irving, Theater Front
- Mike Burjack, Theater Front
- Betts Marshall, Porter

OBJETS D'GLASS

In the auditorium EVENING GOWN on life-size figure. Similar one is said to be on exhibition in the London Museum. STEAM ENGINE in actual operation, composed of approximately 12,000 pieces and said to be a century old. Believed to have been first exhibited commercially in Barnum's American Museum in New York some time between 1850 and 1860. It belonged originally to the Allen Family of Glass Blowers. NIAGARA FALLS replica in spun glass 28 feet wide and 16 feet deep, with lighting and third dimensional effects.

"PROGRAM NOTES"

About 5,000 objects are on display. Production capacity is 50 to 100 complete pieces per day.

The HOWELL FAMILY appeared under the Wolfe Banner a quarter of a century ago on Wolfe's Shows. The HAMMESFAHR FAMILY exhibited at the first Chicago World's Fair in 1893 and at the St. Louis Exposition in 1904. Appearing here are the sons and daughters of that family. Interior color scheme is red and cream. Exterior is yellow, white and blue. Admission is 25 cents for adults, 10 cents for children. Opens at noon.

GOLDEN GATE INTERNATIONAL EXPOSITION

SAN FRANCISCO

February 18 to December 2



Strub, as New Chief Director, Serving Gratis

SAN FRANCISCO, June 10.—Charles H. (Doc) Strub, notably successful operator of Santa Anita, Calif., race track, was appointed managing director of Golden Gate International Exposition yesterday. Expo President Leland Cutler announced that Strub, formerly part owner of the San Francisco baseball club, will serve without compensation. He is a native San Franciscan and widely known in the sports world.

Gwynn Wilson, former graduate manager of athletics at the University of Southern California and Strub's right-hand man for the past six years, will come to the expo as Strub's chief aid.

New Chinese Theater

Appointment of Strub marked the latest move in a shakeup of expo chieftains. He will be No. 1 man at the fair, a post held until recently by Harris Connick, who resigned after a lengthy controversy with midway concession operators. Since the resignation of Connick, H. C. Bottorff, expo secretary; President Cutler and members of the board of directors have jointly managed the fair.

In the Chinese Village construction of a larger theater has begun for the Sen Sing and Traveling Opera troupes. It will seat more than 1,000 and a new show is planned for the 350-seat House of Melody, where both troupes now perform. Chinese Village ranks first as revenue maker among midway attractions.

Revamped and speeded up, *Ziegfeld Follies* is now a fast show and due to stay on for many weeks, since the expo has a \$110,000 investment in the Shubert production.

Budgets for Ballyhoo

There's talk that the *Folies Bergere* may be brought in for a return engagement. Show is playing in Hollywood and will remain on the Coast, leaving the Chinese Theater for a San Diego date the coming week. New routines, costumes and specialty numbers will make the second edition a complete new show.

Some fair experts are now talking of daily attendance figures of 100,000 and budgets are being drawn up which will keep ballyhoo bubbling to entice visitors.

Steps are being taken to promote special events. F. M. Sandusky, fair exec, says he will apply to the State boxing commission for permission to establish boxing as an expo feature.

Gal Show Operator Enjoins Police on "Dress" Rulings

SAN FRANCISCO, June 10.—Elystium Productions, Inc., operator of a girl show at the expo, countered police instructions to "dress up" by obtaining an injunction in Superior Court against any interference in conduct of the show.

Injunction, directed against Police Chief Quinn and Captain John O'Meara, of expo police, was made returnable Tuesday morning.

Bill in Legislature Bans Taxes on Concess Property

SAN FRANCISCO, June 10.—Assemblyman Robert Miller Green introduced a bill in the Lower House of the Legislature to exempt from taxation all personal property of concessioners on the expo grounds.

Measure would apply to taxes levied for the fiscal year 1939-'40 and extend the exemption if the fair should run a second year. It provides for a refund of any taxes collected on such property, and carries a clause making it effective immediately on final passage.

Bill points out that, altho the non- (See *BILL IN LEGISLATURE* page 66)

Paid Attendance

Previously reported.....	3,402,891
Thursday, June 1.....	15,723
Friday, June 2.....	16,553
Saturday, June 3.....	35,059
Sunday, June 4.....	38,876
Monday, June 5.....	17,082
Tuesday, June 6.....	18,960
Wednesday, June 7.....	22,136
Total	3,567,280

CA Protests Expo Handling Of Their Coin

SAN FRANCISCO, June 10.—Awaiting a report of a committee appointed to meet today with the exposition management over alleged expo "gyp" practices, the Concessioners' Association is temporarily withholding action to secure a restraining order to stop the fair management from handling concessioners' money. Riled over exorbitant utility charges and garbage disposal rates declared excessive, the CA at a meeting Monday night decided to bring court action against the exposition if necessary.

The CA bases its charge on the evidence of bills which, it is claimed, run 10 times the amount charged in San Francisco for removal and disposal of garbage. Concessioners are billed by the fair management and deductions are made from gross earnings of concessions.

Main contention is that the expo continues to do a "great injustice" to the concessioners and that the management is "in with everyone and everything" to get all that it can. "We've been taking it lying down too long," one of the ops declared.

When H. S. Bose, committee chairman, presented a proposal that the concessioners bank their own money and post a bond it was met with unanimous approval, altho there was considerable discussion as to legality of the move in view of the contract with the exposition. It was claimed, however, that the expo had violated its contract and that "the management must have known all the time that the concessioners were being overcharged." Tex Cameron, expo restaurant operator and chairman of the CA, said he would protest the bills on the grounds that they were entirely "out of order." "For myself, I'm in favor of handling my own money," he said. Others concurred, adding that the expo management was being "influenced by politics."

Bills were read at the meeting and all were offered to Chairman Cameron as evidence to support the protest. Concessioners said they favored a proposal to pay an equitable rate. They considered an amount double that normally charged in San Francisco. While various suggestions were offered to meet the situation, it was decided to withhold action, other than a formal protest, until after today's meeting.

Gleanings

By WALTER K. SIBLEY

SAN FRANCISCO, June 10.—If what we hear is true we have been having only a preview of this exposition. Real opening is to take place immediately after June 20 with all schools closed, at least 4,000,000 visitors to California starting to arrive, each one expected to attend the fair at least three times, the summer season fairly started, the trade winds losing some of their winter chill and intensity, hundreds of special events slated and all of the deadwood thrown out of the administration building so that the organization can operate efficiently with (See *GLEANINGS* on page 66)

Special Events

June 14-July 2

- June 14: Georgia Day; D. A. R. Day.
- June 15: Oregon Day; Rockland Co. Day; Binghamton Day.
- June 17: Iceland Day; Patriots' Day.
- June 18: Arkansas Day; Fathers' Day.
- June 19: North Carolina Day; Ulster County Day.
- June 20: Bethlehem Day.
- June 21: New Hampshire Day; Norfolk Day.
- June 22: Connecticut Day; Mercer County (N. J.) Day; Catholic Press Association.
- June 23: New York State Day; Orange County (N. Y.); Kiwanis Day; International Grotto Day.
- June 24: Finland Day; West Virginia Day; National Doll and Toy Collectors' Day.
- June 25: Sweden Day; American Turners' Day.
- June 26: Jewish Day; Railroad Day; American Legion.
- June 27: Puppeteers of America.
- June 28: New Jersey Day.
- June 29: Ohio Day; Boy Scout Day; Rotary International Day.
- June 30: Minnesota Day; Columbia County (N. Y.) Day.
- July 1: Canadian Day; Shrine Day; Woodmen of the World.
- July 2: Canadian-American Day; Vermont Day.

Pa. Stands Okeh for R-B

Harrisburg, Allentown big — three air-conditioning units received

HARRISBURG, Pa., June 10.—Ringling-Barnum played here June 3 to crowded houses at both shows.

Three air-conditioning units were received here, but cool weather did not require their use. Frank Braden, press agent, said five more units would reach the show at Cincinnati, making the eight units which the show will use thruout the summer, requiring 50 tons of ice a day for their operation. Each unit will consist of two air ducts into the big top, furnishing it with 16 inlets of cool air.

Braden also stated the show had good gates at Philadelphia, Allentown and Wilmington.

The show here celebrated the ninth birthday anniversary of Andy Harris, giraffe born here in 1930, and first named Sally Harris after a local historical character, but changed later for obvious reasons.

Draft horses have been written off the circus inventory and all heavy train-to-grounds work is now done by elephants, tractors and trucks.

ALLENTOWN, Pa., June 10.—Ringling-Barnum circus was here June 2, arriving at 7:30 a.m. (first section), after a 109-mile run from Wilmington, Del. Afternoon show opened at 4 o'clock to a two-thirds house; night house capacity. Several local tractors were used to speed up the loading at night. Last wagon was loaded about 3 a.m. Formerly, loading was completed at about 1 a.m., with train teams. There were many favorable comments on the performance.

May Cancel Detroit

DETROIT, June 10.—Day and date stand of the Ringling-Barnum circus with the Detroit-sponsored American (See PA. STANDS on page 67)

Cole Has Big Draw In Wilkes-Barre

WILKES-BARRE, Pa., June 10.—Aided by exceptional weather, good publicity and all-round co-operation from the community, the Cole Bros.' Circus drew big crowds here Tuesday. For the first time in many years a circus parade was held and it drew thousands to central city.

Capacity crowds were on hand with many sitting on canvas around the track. City school system also co-operated in making for big crowds by dismissing pupils from classes at 10 in the morning to permit them to see the parade. The order was issued by Superintendent Allen E. Bacon.

About the only thing which marred the circus were clouds of dust which swept over Miner Park, site of the circus. However, by noon a crew of park department workers were ordered by City (See COLE HAS BIG on page 67)

Abernathy Heads Delegation

PITTSBURGH, June 10.—President Leo Abernathy of the Billers Alliance, headed a combined delegation of AFL and CIO union leaders that appeared before Governor Arthur H. James asking him to veto proposed legislation modifying the State labor relations act.

Trends of the Circus

By JUSTUS EDWARDS

A Feature of
The Billboard
Summer Special

DATED JUNE 24



JACK KOFRON, director of the band on the Bud E. Anderson Circus. He also handles The Billboard on the show.

Northern Dates To Be Made By Great American

LOS ANGELES, June 10.—Wayne Dailard, general manager of the Great American Circus, told *The Billboard* representative that steps were being taken to reorganize the show and it would make its Northern dates.

That proper understanding may be had of the show, it can be positively stated that lack of patronage did not cause the closing. Many difficulties beset it. First it was assembled in too big a hurry, and then the advance worked but a few days ahead. Show had stock paper and a new title, then there was a lack of workmen and the doing away of horses. Trying to handle the show by gasoline was not feasible. Light trucks and tractors did not have power. It seemed the show could not be gotten up and down, the workmen being green and lack of pushers on the big top.

The performance was excellent and in every town was highly commended. A matinee was lost at Santa Ana, Calif. There were many hundreds of school children on the lot. It was necessary to refund a great deal of money. Every night house was very good except Pomona.

At Pasadena the lot was swarmed with (See NORTHERN DATES on page 55)

Two Play Cortland, N. Y.

CORTLAND, N. Y., June 10.—Lewis Bros.' Circus played here to fair matinee and night houses May 31.

Cole Bros.' Circus, here June 3, had good matinee and night houses.

JUSTUS EDWARDS, advance press agent for Russell Bros., visited Cole Bros. at Cortland, N. Y., stating that it is a dandy.

Equipment of Main Show Disposed of in Fast Order

CANTON, O., June 10.—The Walter L. Main Circus, which folded here night of June 3, disbanded in an orderly manner over Sunday, and shortly after noon Monday the personnel left the city and equipment disposed of.

William Myers, who owned much of the equipment, operated the side show, took charge of the situation and supervised the disposition of the equipment and clearing of the lot.

A representative of the United States Tent and Awning Co., Chicago, came here Sunday morning and arranged for the immediate return of the big top, reported recently purchased by Manager Frank Ruttman. He negotiated the sale of a smaller new top used for the kid show to Myers, this top also having been purchased by Ruttman.

The grand stand, chairs and some

WPA Has Three Capacity Houses In Bronx, N. Y.

BRONX, N. Y., June 10.—The WPA Federal Theater Project's circus closed its week's engagement here last Saturday afternoon. Tuesday matinee, capacity house; Tuesday, Wednesday and Thursday nights biz was terrible, but Friday night and Saturday matinee there were capacity houses.

Visitors included Sam Handlesman and party (Handlesman is administrative assistant to George Kondolf, director of the Federal Theater for New York City); Charles Johnson; George Callahan, of the department of employment of Federal Project No. 1, and Grouse's Negro Band.

Beginning next week, the show will parade every night, reports Wendell J. Goodwin.

North Shore Towns Fine for Downie

BOSTON, June 10.—Downie Bros.' Circus has been playing to good houses thruout this territory the past two weeks. Business seems to have been exceptionally good in Lynn and the North Shore towns.

Ringling-Barnum on their return trip into New England will play all of the so-called "post road" territory, Worcester, Providence and others of the Boston near neighbors on the ancient 40-mile route, each town having been planned in early days to be 40 miles from the other for the benefit of the post riders.

Down in Pawtucket a Shrine circus is to be staged next week under direction of J. C. Hallacher. Narragansett Park, horse-racing plant, is the scene of operations for the Shrine show.

Keller-Miller Gets Started; Biz Good

MINATARE, Neb., June 10.—The A. G. Keller and Miller Bros.' Circus recently opened the season in Missouri with new outfit. After a few weeks in that State, show moved to Oklahoma, then into its regular Kansas territory. Business has been very good when weather permits. Show has seven trucks and semi-trailers. Professor Miller's thoroughbred trained horses one of the features.

Obert Miller and his two sons are owners-managers; H. V. Darr is contracting agent, 16 days ahead, and Frank Daugan and wife are doing the posting, eight days ahead.

Morris Troupe With Arena

CANTON, O., June 10.—The Morris troupe, teeter-board turn, which was with the Walter L. Main Circus, has joined the Arena Shows as free attraction. Engagement is temporary, the act planning to join another circus for several weeks until the fairs start.

Thought Air-Conditioning Units Were in Operation

ALLENTOWN, Pa., June 10.—That reactions toward practically anything in this world, including the heat, depend upon a person's frame of mind again was graphically illustrated during the afternoon performance of the Ringling-Barnum circus here June 2.

Usually it's mighty hot under a top, but firm in the belief that the air-conditioning units advertised by the circus management were in operation, one man was heard to remark:

"My, isn't it nice and cool in here. That system of air conditioning not only chases the heat but also holds down the dust."

The units were not in operation here.

Blackpool To Have 21-Week Season; Others in England

LONDON, June 3.—Blackpool Tower Circus opened a 21-week season on Monday with a Stanley Wathon booked program which includes Mme. Truzzi's Cavallerie de Grace, Liberty horse act; Trio Carroll, Italian clowns; Seven Martinettis, Australian Risley act; Cavallini's Dogs, Great Wallendas, Lou Lenny's Comedy Mules; Four Van Normans, English clowns; Doodles, and a new mixed group of snow leopards, black pumas, leopards, jaguars and cougars, presented by Alfred Court, the first time, it is said, a cat act of this kind has ever been seen in any part of the world.

Other English seaside resident circuses opening this summer are Great Yarmouth Hippodrome, 12 weeks, June 26; Ginnett's Circus, in Continental construction, Margate, 10 weeks, July 3; Skegness Winter Gardens and Bournemouth Winter Gardens, both 10 weeks, July 10.

The Mills brothers have been doing reasonably well, otherwise business for tenting circuses has not come up to expectations. A new one, Lloyd's Canadian, has failed to make the grade, artists, it is said, leaving with salaries owing.

Gladys Wikoff Training

ANDERSON, Ind., June 10.—Gladys Wikoff, rider and trainer, who has been with Cole Bros.' Circus past three seasons, is breaking a new routine with a group of Palamino Liberty horses recently purchased by John P. Wagner, of this city. She also is working the famous Carioca horse, Sunburst. Miss Wikoff has her own high-jumping horse, Virginia Girl, with her. Three horses, along with several highly bred saddle horses, were shown at Mounds State Park June 4. Several Indiana and Ohio fairs, also horse shows, have been booked.

Sells, Banard, Others Join Great Lakes Expo

CANTON, O., June 10.—Capt. Billie Sells and his lions and Banard's trained animal circus closed with the Main circus here and went to Springfield, O., to join the Great Lakes Exposition Shows. Sells will present his act as a free attraction, and Banard's animals also will be on the midway. Accompanying the two acts were John Hannah and the Pinhead Twins and Sadie Anderson, leopard girl, who were in Bill Myers' side show with the Main circus. They are in the Ten-in-One Show.

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the 17th of a new series of legal opinions. It will be titled *When State or Municipality May Legally Tax Corporations*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

lington split fifth and sixth. Calf Roping—first day, Dave Campbell, Dee Hinton, Ray Mavity. Second day, Arnie Wills, Len Perkins, Oren Fore and Cecil Bedford. Third day, Oren Fore, Len Perkins, Arnie Wills. Finals, Cecil Bedford, Tommy Woods, Oren Fore. Bulldogging—first day, Red Allen, Curley Hatchell, Gene Pruitt. Second day, Curley Hatchell, Ralph Stanton, Goldie Butner. Third day, Frank Van Meter, Ray Mavity, Jack Wade. Finals, Curley Hatchell, Frank Van Meter, Jack Wade. Wild Cow Milking—first day, Oren Fore. Second day, Tommy Woods. Third day, Oren Fore.

SIXTH ANNUAL Arkansas-Oklahoma Rodeo at Fort Smith, Ark., closed a three-day run May 29 to the best attendance in its history. Ideal weather prevailed throughout, and Jack Skipworth set a new record for the rodeo in calf roping, with a time of 12.2 seconds. Andy Curtis set a local record in steer wrestling, with a time of 4.2 seconds. Stock was furnished by Homer Todd, Red Lyons and James Naylor. Features included an eight-horse quadrille, called by Pete Adams; Jimmie Nesbitt, clown; Don Stewart and Pat Clary, juvenile trick ropers and riders; Chester Byers, trick and fancy roper; Josephine Proctor, calf roping exhibition; Alice Sisty, Roman standing jump over an automobile; Pauline Nesbitt, Alice Sisty, Don and Virginia Wilcox, Fred Ryser Jr., Don Stewart and Pat Clary, trick riding; Vaughn Krieg, steer wrestling exhibition, and Louis Tindall and his educated horse.

Staff included R. K. Rodgers, general chairman; A. B. Harper, arena director; Fred Alvord, arena secretary; Jo Ann Lambiotte, rodeo secretary; Floyd Gale and Leo Murray, judges; Tad Lucas and Peggy Long, timers; Addison Wall, musical director; Pete Adams and Pat Garner, announcers. Bill Slates, sports commentator for Station KFPW, Fort Smith, broadcast the afternoon contests. Results: Bareback Bronk Riding—First day, Hoytt Hefner, Gerald Roberts, Vic Schwarz, Jerry Brown. Second

day, Rock Parker, Vic Schwarz; Dusty Doyle and O. B. Lynam split third and fourth. Finals, Hoytt Hefner, Vic Schwarz, Gerald Roberts; O. B. Lynam, Jerry Brown and Eddie Curtis split fourth. Steer Riding—First day, Jim Whiteman, Ken Roberts; Hoytt Hefner and Bob Murray split third and fourth. Second day, Bob Murray; Nub Martin and Rock Parker split second and third; Hughie Long. Finals, Bob Murray, Jim Whiteman, Hoytt Hefner; Ken Roberts and Hughie Long split fourth. Calf Roping—First day, Jiggs Burk, Jess Goodspeed, Herb Meyers, Glen Harp. Second day, Buck Goodspeed, Jack Skipworth, Amye Gamblin; I. W. Young and Everett Shaw split fourth. Third day, Jack Skipworth, Dee Burk, Royce Sewalt, Glen Harp. Finals, Jess Goodspeed, I. W. Young, Glen Harp, Royce Sewalt. Cowgirls Bronk Riding—First day, Doris Haynes, Vivian White, Helen Kirkendall; Grace White and Tad Lucas split fourth. Second day, Vivian White and Vaughn Krieg split first and second; Doris Haynes; Mary Keen, Grace White and Violet Clement split fourth. Third day, Helen Kirkendall, Margie Greenough; Violet Clement and Tad Lucas split third and fourth.

Cowboys Saddle Bronk Riding—First day, Vic Schwarz and Milt Moe split first and second; Ned Ferraro and Ken Hargis split third and fourth. Second day, Ken Roberts, Dude Colbert, Vic Schwarz; Ned Ferraro and Ken Hargis split fourth. Third day, Vic Schwarz; Ned Ferraro and Eddie Cameron split second and third; Milt Moe. Finals, Vic Schwarz, Ned Ferraro, Milt Moe, Ken Hargis. Cowboys Steer Wrestling—First day, Andy Curtis, Tommy Horner, Joe Welch, Dick Truitt. Second day, Hub Whiteman, Herschel Ross, Dick Johnson, Heavy Henson. Finals, Herschel Ross, Hub Whiteman, Andy Curtis, Dick Truitt.

In addition to contest-ronk riding, he will operate the stem for the cowboy events.

CLYDE S. MILLER Rodeo and Show, with Maxine Martin, played a 4-day engagement at Clinton, Mo., June 8-11 under auspices of the Osage Vulture. Deal was engineered by W. G. McLain.

DOUBLE-MUGGING event was added to the program of the annual Llano (Tex.) Rodeo June 9-11, Clinton Hardin reports. Local requests for more roping competition resulted in the staging of the event.

ENTRIES from cowboys and chuck wagon outfits are being received daily, reports J. M. Dillon, arena director of the Calgary (Alberta) Exhibition and Stampede. Contracts have been let for 433 head of stock.

ANNUAL STAMPEDE of the Little Touchwood association will be held soon at Brice's Lake, Sask. Officers are: Dr. William Brice, president; W. F. Adam, vice-president; F. Gaetz, secretary; J. Brice, C. Lupescu, G. Blackbeard, E. Brass, T. Christy, R. Playfair, N. Lupescu, W. Eird and E. Gee.

AMONG the features at the stampede to be held in conjunction with the Swift Current, Sask., International Days Celebration will be the Lee Roys, trick riders and ropers. Manager Don Ferrin and Harold Perrin, assistant manager, report wild longhorn cattle are being brought in for the steer decorating event.

LAS VEGAS, N. M., Cowboys Reunion, after a lapse of several years, will be revived again this year by the Leonard Hoskins American Legion Post. Johnny Mallens has been named arena director and will furnish his string of bucking horses. Legionnaires are busy constructing a new arena, corrals and bucking chutes.

PREPARATIONS for the eighth annual Carmangay (Alberta) Stampede to be held soon are well under way. H. S. Parker has been named president; Peter Holmes, vice-president; Dr. A. F. Wilson, secretary; Fred Whitemarsh and James Davey Jr., assistant secretaries, and Art Hopkins, announcer.

CRAIG WILSON was elected president of the Drumheller (Alberta) Valley and District Stampede and Exhibition Association at its annual meeting. He succeeds P. J. Rock. Others elected were W. E. Lambert, James McKenzie, vice-presidents; Charles Gutterson, business manager; John A. Mackay, secretary-treasurer, and Dick Cosgrave, arena director.

HARRY HUFF RODEO REVUE showed in Sanford, N. C., under auspices of the Sanford Lions Club week of May 29 to large crowds, according to A. R. Miller, chairman of the Lions Club amusement committee. Among features were Helen Hobbs' jumping horse, trained by Babe Moman; five-horse menage number; Jitterbug, high-jumping pony; Jim Wash-

1000 DOLLARS. Purses totaled \$780, and total cash awards were \$1,195. Gene Pruitt was adjudged best all-round cowboy. Winners: Saddle Bronk Riding—first go-round, Stub Bartlemay, Gene Pruitt, Johnny Tubbs and Ray Mavity. Second go-round, George House and Gene Pruitt split first and second; Dick Slappert. Finals, Gene Pruitt, Stub Bartlemay, Dick Slappert. Bareback Bronk Riding—finals, Wayne Louks and Cecil Bedford split first and second; Ralph Stanton and Hugh McAdams split third and fourth; George House and Wade Buf-

OFFICIAL BALLOT FAVORITE OUTDOOR PERFORMER CONTEST

Sponsor: The Billboard

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NAME OF UNIT, ARTIST OR TRAINER	TYPE OR CLASS
1. (10 Points)
2. (9 ")
3. (8 ")
4. (7 ")
5. (6 ")
6. (5 ")
7. (4 ")
8. (3 ")
9. (2 ")
10. (1 Point)

The Billboard is the final judge of all ballots, and decisions made by it are incontestable and cannot be appealed. Contest closes with coupon in issue of November 25, 1939.

Your Name.....
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Affiliation in Show Business or by Whom Employed.....
Signature.....
Ballots without signatures are void

CUT OUT PERFORMER CONTEST EDITOR
AND MAIL TO The Billboard, 1564 Broadway, New York, N. Y.

15 Years Ago

(From The Billboard Dated June 14, 1924)

Sale of the property of Golden Bros.' Trained Wild Animal Circus was ordered by Special Chancellor G. W. Hendricks, of the Chancery Court of Pulaski County, Little Rock, Ark. . . . Campbell Bros.-Lucky Bill Shows had a blowdown at Cassville, Mo., May 28. No one was injured. . . . Pat Valdo was new assistant equestrian director with the Ringling-Barnum show. Dick Willis joined the Side Show at Camden, N. J., and Leo Crook, who left the show quite ill at Reading, Pa., rejoined at Allentown. . . . Whitey Lehrter, of the U. S. Tent and Awning Co., Chicago, left that firm to join the Gentry Bros.-Patterson Circus as boss canvasman. . . . J. E. Corey was in advance of the Mighty Haag Circus. . . . Zaza Davis, clown, was hurt while doing his mule-riding act with Sells-Floto Circus and was in a Canton, O., hospital.

Austin C. King succeeded the late Thomas Ambrose as banner man with the Al G. Barnes Circus. . . . George (Bumpsy) Anthony, clown on the Walter L. Main Circus, had a bad fall in Greenville, Pa., injuring his right shoulder. . . . Alma and Milt Taylor joined the Gentry-Patterson Circus. . . . Patricia Salmon, singing star, formerly of the Ziegfeld Follies, returned to the John Robinson Circus at Buffalo after she had mysteriously disappeared two days before at Warren, O. . . . Sells-Floto Circus closed the biggest week in its history when it rolled off the lot in Boston May 31. . . . Jerry Sullivan joined the Main Circus at Greenville, Pa. George (Pop) Coy became general superintendent of the Main Circus at Bethlehem, Pa. Tuba Sherman, Jerome T. Harriman and Riding Loyds joined the show. . . . Crawford Fairbanks, who had been connected with the Hagenbeck-Wallace Circus, died May 28 at his home in Terre Haute, Ind. . . . James Woodward and Gladys (Jean) Evans, prima donna, with Christy Bros.' Circus, were married in Bedford, Pa., May 31. . . . Atkinson's Circus reported excellent business in Hilo, Hawaii. . . . Donald Clark, slack-wire performer, closed a 14-week season of indoor circus dates.

HARRY LaPORTE, who was with Forrest Brown on the No. 2 car of Lewis Bros.' Circus, left at Kent, O., and returned home.

Bands Improve Biz in Eastwood

Gardens drawing better and park volume holding up with that of last year

DETROIT, June 10.—Business in Eastwood Amusement Park, largest here, is about equal to that of last year, said Manager Henry Wagner. Definite improvement over last year came, however, in Eastwood Gardens, where name-band policy has proved itself. The Gardens, with space for thousands of dancers, point toward a new trend in park operation here, stressing a class outdoor dance floor as the major money-maker of the park. That Manager Wagner and his associate, Max B. Kerner, believe in concentrating on this department is indicated by their budget of \$110,000 for bands for a season of 14 weeks. Joe Sanders and his Nighthawks opened and Bunny Berigan followed, giving way this week to Shep Fields.

Gardens Are Praised

Principal improvements made have been at the Gardens, which have been enlarged. A strong following of younger society people and others who are good spenders is drawn by the Gardens, admission being 50 cents, and this has in turn built up park business heavily, especially in intermission time, when practically everyone patronizes one to several regular park attractions. The Gardens recently received a tribute for the caliber of patronage from Cornelius Vanderbilt Jr. in *Liberty* following a visit here. Air programs again feature the Gardens, with the bands available, a big attraction for any station, especially late at night. Similar band policy is being followed at Westwood, 25 miles across the city, and the twin spots give the management a near monopoly of high-drawing-power band attractions here.

McLain Active Again

"I am not looking for a record year, but business is about equal to last in general," said Manager Wagner. A water ride may be installed next season. Ella McLain, head of Eastwood Coaster Co., operating all rides and the pool, is (See BANDS IMPROVE on page 40)

"New Era" Seen in Opening Of Rockaway Beach Project

ROCKAWAY BEACH, L. I., June 10.—The new \$18,000,000 Rockaway beach-front road and park, embracing a mile and a half of the community's most important amusement district together with the area between Broad Channel and the Rockaway Peninsula, was dedicated at ceremonies presided over by Park Commissioner Robert Moses, daddy of the whole scheme.

Moses said it represented "the new era" in beach recreational get-ups. Former Governor Alfred E. Smith, one of the speakers, said that the improvement is an example of what can be done with "properly used public funds." There were a luncheon and tour of the whole project.

The contractors were handicapped by inclement weather, they finished the work as per agreement. Project is embraced in a space 200 feet wide, half of which is used for motorists, and the remainder for recreational facilities.

PITTSBURGH.—Ken Hoel has assumed post of publicity director of the Harris Amusement Co. for the next three months while George Tyson is in Atlantic City directing the Miss America beauty pageant.

Grinds Like a Book

EDGEMERE, L. I., June 10.—During days Attorney Jack Herman spouts Blackstone in local courts on behalf of clients, and instead of resting his vocal cords at night the barrister takes his place at an archery concession he runs on the Boardwalk near Beach 34th street. He paid his way thru law on money earned largely in the concession trade and has given a highly intelligent touch to his concession "spieling" since he has become an attorney. In his talk to the potential trade he reels off such wordage as "whereupon," "inasmuch" and "therefore," which is solid chatter in the courts but "very fawney" in the trade.

Danes Put Ban On Importing of Foreign Devices

COPENHAGEN, June 10.—Importation of foreign-built rides and amusement devices has been banned in Denmark and park managers and ride operators are obliged to negotiate with foreign manufacturers for the rights to fabricate their amusement devices in Denmark. Denmark has been a good market for rides built in America, England and Germany.

Local outdoor showmen are interested in the New York World's Fair and many will take a trip to New York as soon as the outdoor season ends here. Among those who are planning to visit the New York fair in September are the Stefanens, leading ride operators and outdoor showmen of Denmark, and Percy Platt, English operator who has been operating motordromes and rides in Denmark several years.

Vaude Acts in Parks

Swedish amusement parks and summer theaters are providing work for many vaude and circus acts. Parks in smaller towns usually book units which tour the entire country. A typical unit is the Fritiof Malmstem Artist Co. which presents a program of nine numbers; the Richardos, hand-to-hand; M. George, trumpet soloist; Omori Sisters, Javanese dancers; Dagny Høglund, vocalist; Two Percellys, equillibrists; Beatrice and Carmen, tight wire; Ban Choppi, acro dancer; Three Romanis, musical, and Brick Boys, acro comics.

Cabaret Hall at Liseberg Amusement (See DANES PUT BAN on page 40)

Gleanings From the Field

BALTIMORE.—About 50,000 attended Carlin's Park here on Decoration Day when a bottling company, booked by John T. Carlin Jr., staged a picnic, reports L. E. (Fat) Redding, who is clowning at the park. Olympic Pool got off to a good start.

YOUNGSTOWN, O.—Drilling to a depth of 650 feet in Idora Park here, salt water in sufficient quantity was found to fill the pool daily, said Manager Charles Deibel. Natatorium has been repainted and sand and beach umbrellas have been added.

SIoux CITY, Ia.—Opening day business in Riverview Park here on May 28 was about 15 per cent better than last year, reports C. E. Wirick. Park has 6 rides, 10 concessions, Funhouse and riding stable. Midget auto racing is featured on Sundays and holidays.

CANTON, O.—Paul Haggerty, who started the season with American Expositions Shows, has contracted his Chairplane in Meyers Lake Park here for the season, ride being spotted on upper end of the midway where rides and buildings recently were razed in a \$80,000 fire. Plans are to replace the destroyed attractions next spring.

ERIE, Pa.—With warm weather and little rain, parks in this sector are doing good business. Waldameer Beach Park here and Conneaut Lake Park, Conneaut Lake, Pa., had heavy attendance on Decoration Day, managements reporting business far ahead of last year. New rides at Waldameer are popular, said Manager Alex Moeller. School picnics are under way and will continue thru

Nantasket Beach Playing To Best Gates in History

BOSTON, June 10.—Nantasket Beach is playing to more people than ever before, reports General Manager Dave Stone. Decoration Day drew 100,000 for a new record. Nantasket, with many new rides and shows, has been brightened and renovated, particularly impressive being the new al fresco dining place.

Beach is again co-operating with the Nantasket Lines and excursions are being run daily from Boston, five miles away. Lines are in charge of Harold Greene, general manager, who began work with them only a few years ago as an office clerk.

Rain and cold have hurt somewhat, past week-end being marred by Sunday rain.

Tailspin Distributors Named

NEW YORK, June 10.—Amusement Equipment Mfg. Co., of San Francisco, announced appointment of Bertha Greenburg and Jack Greenspoon as Eastern distributors of Tailspin, the concern's new ride. Greenburg and Greenspoon make their headquarters in this city.

Ott Jones Beach Producer

JONES BEACH, L. I., June 10.—Alexander Ott, who has staged water carnivals at Miami, Fla., and Lake Mchawk, N. J., will produce similar shows at Jones Beach Marine Stadium beginning on July 1. There will be water carnivals at Jones Beach thru summer.

400% Increase in Business At Crystal Pools, Detroit

DETROIT, June 10.—Crystal Swimming Pools here, which opened on May 27, have quadrupled business of 1938 for the same period, said Manager Henning Eylinder. Attendance has been averaging 600 a day. Weather is a principal factor in improvement, pool being open nightly.

New diving boards have been added and a major rebuilding program is planned for winter. About \$12,000 will be spent on bleachers for spectators, tables for serving refreshments and a dance pavilion.

Salt Lake City Openings Curbed by Rain on Holiday

SALT LAKE CITY, June 10.—Good weather brought crowds and business to most resorts which opened here on May 27 and Decoration Day, but a heavy storm early in the evening of the holiday reduced crowds.

Saltair, Thomas M. Wheeler, manager, did big business on Saturday, drawing a record crowd of 4,000 to the dance hall where Jimmy Walsh's Orchestra played, said Dick Harris, press representative. Holiday crowd dropped to about 2,000. Admission to the dance hall is 25 cents. Monday will be 10-cent day at the park and women will be admitted free on Thursdays. Phil Harris' Band is booked for July 9.

Manager Julian M. Bamberger and Superintendent Healey of Lagoon, are again featuring free dancing and Jerry Jones' Orchestra. Improvements include additional boats and larger concession space. Manager Latches, of Black Rock, which opened on May 27, has lengthened the pier and added dressing rooms. Sunset Beach, Ira Dern and Hal Thompson, managers, had added an outdoor dance pavilion. Wasatch Springs opened on May 27.

Pallenberg Praises Park

NEW YORK, June 10.—Emil Pallenberg, trainer of bear act "bearing" his name, received unusual treatment during his 10-day engagement in Kenneywood Park, Pittsburgh. General Manager A. B. McSwigan permitted him to skip the last show Saturday night to make an auto jump to Steeplechase Park, Coney Island, N. Y., opening on time on Sunday. Manager McSwigan and staff are well known for their warm reception to performers. This is Pallenberg's fifth season in Steeplechase's one-ring circus, doing two shows a day and three on week-ends.

High-Wire Acts Progress

By JAMES E. HARDY

A Feature of

The Billboard Summer Special

DATED JUNE 24

Coney Island, N. Y.

By UNO

Sunday, June 4, despite morning rain brought attendance of about 400,000 during afternoon and evening. "Barker" trouble that started on Decoration Day, when 30 summonses were handed out promiscuously over the isle to biggies and smallies of almost every establishment by the local gendarmes, had an airing in court on June 2. Case was deferred to June 16. It was on April 19 at an annual dinner at Feltman's that Albert D. Schanzer, Brooklyn councilman, with offices at 291 Broadway, New York, brought up the proposition regarding local law No. 29, the gist of which was to amend the administrative code of the city of New York in relation to the solicitation of pedestrians by pullers-in. Schanzer then promised that if this law were not interpreted liberally in respect to Coney he would use his influence to see to it that it was repealed or changed so as not to affect Coney Island. All this was brought back to the councilman in a recent letter from C. J. Hilbert, president of Coney's Chamber of Commerce, which also contained another paragraph embodying a request to find out what action could be taken "to relieve Coney Island from this unfair and unwarranted situation which is a serious handicap to business peculiar to this part of the city."

Touching upon the subject, Coney's business men as a whole regard it as peculiar that "barking" is permitted to run rampant and in spots deafening over at the fair, while in Coney, a fair in itself, isolated from residences as much as its larger rival, the "barking" is nixed. Why the Coney discrimination?, they ask.

Freak Show to Grill

Fred Sindell's former freak emporium is being transformed into a bar and grill with an 80-foot bar featured in a sort of barnlike interior. For Sindell himself it will be a change from showman to cafe proprietor. William (Red) Rogers, for a long time a Steeplechase Park attendant, was ordained a Catholic priest in Brooklyn on June 4. Coney Island Times, published by Bert Heller, now occupies an entire building on West 17th street. Premises rented recently from Steeplechase Park. Bob Kirshman, shooting gallery veteran for a long time in Luna Park, now conducts a similar enterprise at Delancey and Essex street on New York's east side.

Frank Parker, radio singer, and Mitzie Green, movie star, whom New York columnists recently publicized as being "this and that way," were a pair of happy patrons of all the Island rides and games last Sunday (June 4) evening. Charles Keane, manager of Ravenhall's, keeps his own bathing suit in constant circulation with as many as six daily dips into the establishment's pool. Julius Kyrimes plans to put up more rides next season. One will be a \$22,000 affair from England for which he is now studying blue prints. Beginning on June 15, all of Surf avenue, Bowers and Boardwalk will be strung with lights, to operate 90 days. World's Fair colors of orange and blue will decorate the poles. Will also adorn most of the establishments.

Louis Carbone, five years shooting gallery owner on Surf avenue opposite Luna and an islander 32 years, was formerly and for 10 years associated as manager with the late James J. McCullough, one of the pioneers in the game and who ran as many as 14 stands at one time in his day. Louis has three brothers, also gallery operators. Wally is at Eighth street and the Boardwalk and Gus and Tony, West Fifth street and Surf avenue. Louis deplors the present heavy price of ammunition and figures the increased cost and taxes have reduced profits by as much as 50 per cent. Sandy Schell, leader of a 10-piece ork, is celebrating his 14th season in Steeplechase Park. Sam Rosoff, subway builder of New York, was once a redcoat attendant in Steeplechase Park. This was directly after emigrating to America.

Holm Given Coney Key

Jack Stern is back in harness super-

vising all shows at Feltman's. Julius Tolces is manager of all the games. Jack's last season's love, old-time movies, is again doing big business. A "Stern" warning on the screen reads, "If your feet are tired check your shoes with the usher." Stern is planning a Garden of Eden, new feature, the personnel of which will have about 10 girls clothed in no more than what the law allows. They will be, he says, all beauty-contest winners and shown in a regular scenic production. Also planning another novelty, the Creation of Eve. Also Venus Alive in the Aquarium or The Girl in the Fish Bowl. Also a marionette show. Erwin Gottschalk, Feltman's genial manager, is a happy man these days because of the recovery of his ma after a siege of pneumonia. Bessie Thomashefsky, celebrated Jewish actress, and Little Johnnie, the Phillip Morris cigaret midget of radio (See CONEY ISLAND on page 39)

American Recreational Equipment Association

By R. S. UZZELL

Leonard Traube, a fellow scribe, has become a close observer in our industry. Here is a recent one from his pen, "Business is tough enough without some of those in charge of the destiny of outdoor amusements going out of their immediate sphere of endeavor into another." And recently at Playland, Rye, N. Y., Herbert O'Malley said the same thing in different words, "Other pastures always look greener" was his version when he talked of some costly blunders by those who should know better.

A resort has recently been taken over by some men with money and influence but with no experience. It is really pathetic to see the costly blunders they are making. An experienced manager's words should be weighed carefully instead of listening to a high-powered manager of a business in no way allied to the amusement business.

Museum Dream Realized

Removal of the big ship from its anchorage at Playland, Rye, affords another fine view from the park. While the fire was a calamity, nevertheless the best has been made of the situation. The burned area is covered with rides now and of such a nature as to afford an open view of the ride in the rear of the burned area and on the water front. This ride which was blocked off by the buildings is now doing better than last year.

Coney Island, N. Y., is still scoring above 1938 and does not suffer the wallop that the World's Fair is supposed (See RECREATIONAL on page 39)

Atlantic City

By MALL DODSON

ATLANTIC CITY, June 10.—Piers, burlesque, niteries and movies are going ahead with season's preparations, looking for things to get really better. Piers are merely coasting now, but both Steel Pier and Hamid's Million-Dollar Pier are lining up name bands. Hal Kemp is in at the former on June 24 and 25 and Hamid's is getting its bally out on coming bands of the caliber of Larry Clinton's. Policy at both spots is to have two or three of the nation's big ones going at the same time. Eddie Morgan and his orchestra are in as house band at Hamid's, playing opposite the name crews, and Alex Bartha performs the same chores at Steel Pier.

Convention Hall, with midget auto racing on Friday and Saturday nights, has Lucky Teter and his Hell Drivers slated for a repeat show on July 1 and 2. Ice Varieties are signed for July 14 to Labor Day, and the show, now being built on the Coast, will move in on July 5.

Press Club's courtesy drive to please the patrons of the resort has met with much success. Co-operating are railroads, trolley companies, jitneys, piers, theaters, restaurants and just about everyone else. Stunt is pulled daily with an airplane flying the length of the Island, towing a sign bearing a "Welcome to Atlantic City" slogan. Operators are fairly optimistic, considering the poor start and prospects this year.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Competitions Ring Bell

Now that the outdoor swim season is well under way, with a few exceptions, of course, it might be wise for those in aquatic biz to catch their breath following the rush of opening. Don't run headlong into ideas and new propositions without seriously considering all aspects of proposed plans. The season may be young, but that's no reason to be immature in reasoning and management.

One thing to study in this all-important breathing spell is value of competitive events for your swim establishment. Most open-air aquadromes conduct some kind of swim meets unless this type of event has proved unsuccessful in the past. But enough pool men do not realize that swim races are not the only brand of competitish that can be staged. Handball lends itself well to competitions. Most plunges operate handball courts, but when it comes to holding contests or tourneys in the game operators seem too busy running their 50-yard free-style and back-stroke swims to be bothered with this so-called minor sport. However minor handball may be, experiences have been relayed to this office where pool operators report great success with handball championships. The sport is such as to entice bathers interested in both participation and observation. And one Eastern pool man reports his weekly handball contests outdraw his swim meets.

Another sideline activity which could be put on a competitive basis for promotional purposes concerns horseshoe pitching or quoits, an activity entertained by most pools. This type game has steadily gained in popularity and such competitish is certain to attract attention. There are many other swimming-pool sports and games that could be built up via the competitive route. Shuffleboard is interesting when people compete against one another, as are also shinning and other gymnastics. Even punching bags can be developed into competitive scoring and added interest created. It's all right to have sideline activities, but don't forget to play them up. Staging competitions as described is one sure way of letting the public know of your different attractions, and these competitish can actually be made to draw people.

Men and Mentions

Joe Pringle, swim-pool restaurant concessioner, hasn't the swim eatery at Bronx Cascades, New York City, this summer. However, he still serves at Riverside Cascades plunge, Manhattan, N. Y., and at Sunnyside (L. I.) tank. Harold Ashley, operator of Lido out- (See POOL WHIRL on page 39)

Long Island

By ALFRED FRIEDMAN

Chiccozola's, roadside spot in which Jimmy Scribner is interested, is a new and clever wrinkle in that field. Place is of rustic get-up and original and was doing biz while in a construction stage. Roadside Rest, near Long Beach, is going in for extensive exploitation, concentrating in near-by Island resorts. Ostend Beach Club, Far Rockaway, sponsoring weekly water shows, and will continue this policy thru summer.

Summer program for Jones Beach will be in weekly sections until Labor Day, with varied events featured each week. Rockaway Point, the 2,000-cottage summer community at the tip of the Rockaway Peninsula, is open for the season, with Bill Austin, beach realty mogul, directing. Austin is also directing destinies of Atlantic Beach near by.

ROCKAWAY BEACH: At Rockaway, as in Jones Beach, Commissioner Moses has adopted the ship's deck as a background or design, and he follows thru with it successfully. On the Boardwalk at refreshment stands rest zones, etc., the atmosphere of the deck of a luxury liner prevails. Maintenance squads and attendants will be in nautical costumes. Illuminating system does away with glaring lights of the past and replaces them with a soft and pleasing type. By collecting a 10-cent toll from motorists coming to and from the Rockaways, authorities hope to underwrite after many years the \$18,000,000 cost of the development.

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UNTIL SEPTEMBER 10. Suitable Flat Ride for Beach or Park. Answer quick, Western Union; full particulars. BILL BATSON Carolina Beach, N. C.

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Penny Arcade, High Striker, Candy Floss, Legitimate Concessions, Funhouse, Loop-o-Plane, Kid Ride, Steam Train or Octopus. Well advertised park. Free Moving Pictures, Free Acts. Many picnics and home-comings booked. Write or wire LAKEVIEW PARK, Jackson, Mich.

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For Summer Season on Percentage.

MILTON GARDENS PARK

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Brockton To Change Shows; Mutuels Out

BROCKTON, Mass., June 10.—Pari-mutuels will not be in effect at the 1939 Brockton Fair. Neither will a proposed three-to-six-week horse race meeting be held at the Brockton plant. After voting 4 to 1 in favor of legalized betting on horse racing, Brockton city council reversed its action by reconsidering and voting 6 to 0 against pari-mutuels. It had been planned to stage 30 days of racing during the summer on Brockton Fair grounds and to install a complete mutuels plant. Merchants appeared to have put in a knock against the plan and councilmen speedily went into reverse.

But Secretary-Manager Frank H. Kingman is working for the biggest and best fair that Brockton has ever seen. He has been in New York and will soon have an announcement to make, but it is said the following program is about certain for the 1939 Brockton Fair:

An outdoor flower show with about 30 gardens, an increased zoo, Horse Show from Tuesday thru Friday, Dog Show from Monday thru Wednesday, usual boys and girls' departments; Cattle, Poultry and Pigeon shows; horse-pulling contest, Fashion Show afternoon and night, Food Show and merchants' exhibits, Women's Needlework Show, World of Mirth Shows on the midway, IMCA auto racing on Friday and Saturday with John A. Sloan in charge, nightly displays by American Fireworks Co. and Thrill Show by Jimmie Lynch from Monday to Thursday. One of Secretary Kingman's ideas for grand-stand shows is to have three different shows with a new band, new star and new acts for each, so that the fair may honestly advertise a complete change of shows.

Permission had been sought from city council and was later to be sought from the State Racing Commission for pari-mutuels. No trouble had been anticipated in securing the State permission. Massachusetts has 30 days still unallotted for pari-mutuel racing, since Suffolk Downs, East Boston, takes only 60 of the 90 days permitted under State racing laws. Under these no horse-racing track is permitted to operate between August 15 and October 1, thus removing competition from fairs then running. Fairs may, however, in operating in a county where pari-mutuel betting is permitted, install such plants if given permission by State and local authorities.

Annual Sponsorship Planned For New West Virginia Fair

CLARKSBURG, W. Va., June 10.—Under present plans, new six-day Great Central West Virginia Fair, sponsored by civic clubs here, will become an annual, reports R. C. McCarter, general manager. Proceeds will be used for improvement of the \$60,000 Fairground Park, recently purchased by the city and turned over to the park board for installation of permanent facilities. A midway, fireworks and grand-stand attractions are planned.

Committee is conferring with race commissioners for permission to hold pari-mutuel races. Horse and dog shows and stock and agricultural exhibits are planned. Officers are Oscar J. Andre, secretary; A. Brooks Blair and George M. Brase, chairmen.

HARWINTON, Conn.—Lou Campbell, manager of the Four Casting Campbells and Four Peerless Campbells, aerial acts, at the past town election here was elected prosecuting attorney.

How To Sell the Public on Talent

A Feature of
The Billboard
Summer Special

DATED JUNE 24

Michigan Notables

DETROIT, June 10.—Plans for a gathering of notable natives of Michigan is planned by Dr. L. W. Snow, manager of Michigan State Fair here, to celebrate the fair's 90th anniversary this year. Among those slated to be present are Col. Charles A. Lindbergh, Gene Buck, Jay N. (Ding) Darling, Thomas E. Dewey, Edna Ferber, Norman Bel-Geddes, Clarence Budington Kelland, Frank Murphy, Gene Markey, Colleen Moore, Rex Beach, Arthur Pound and William E. Boeing, with show business contributing more than a casual percentage of the names of honor.

Ohio To Adopt Toll System for Autoists

COLUMBUS, O., June 10.—Auto traffic entering the 1939 Ohio State Fair here will be handled under a system similar to that at toll bridges. Ticket booths will be erected in center of each entrance driveway. One man at each booth will sell tickets and make change. Another stationed farther along the driveway will take tickets and deposit them in a box. At end of the day ticket takers' tickets must balance with ticket sellers' cash. System is designed to speed-up traffic, eliminate congestion and provide a double check on admissions.

Col. Lynn Black, head of Ohio Highway Patrol, who will be in charge of traffic, recently spent much time on the grounds checking detail and laying plans for a traffic school for members of the Highway Patrol on the grounds a week before the fair.

Appointment of Jed Webster, Pomeroy, as supervisor of all admission sales and ticket takers, is announced by State Fair Manager Win H. Kinnan. He has had 23 years' experience handling tickets for fairs and sports events and at Ohio State Fair and National Dairy Show in 1937.

Recognizing a growing demand on the part of statesmen and lay leaders for greater national emphasis on spiritual needs, Director Brown announced appointment of two interdenominational and lay committees to arrange for religious services on opening Sunday. A committee, mostly of young people, will plan a morning service for more than 1,500 boys and girls expected to be quartered there, members of 4-H Clubs, Future Farmers of America, Junior Grangers, Vocational Home Economics girls, Boy Scouts and Girl Scouts and All-Ohio 300-piece Boys' Band.

Grounds Superintendent Homer Sutherland and crew are planting thousands of hardy plants and flowers. There will be a daily parade of farm tractors in front of the grand stand with all types and sizes of tractors. Ohio State University building on the grounds, damaged by an incendiary fire last winter, is being repaired and equipment destroyed will be replaced.

Array of Features For New Erie Annual

ERIE, Pa., June 10.—Clarence Cummins, manager of new five-day Tri-County Fair here, has booked an extensive array of attractions, including the Marks Shows for the midway and George A. Hamid acts to appear in a tented arena.

Among acts scheduled to appear are the Roxyettes, Dr. Bernard's Elephants; Five Albanis, aerialists; Frank Mazzone and the Four Abbott Girls; Kanazawa Troupe, jugglers and gymnasts; White Brothers, acrobats; Two Kays, roller skaters, and a comedy mule. There will be nightly fireworks.

In an effort to increase interest Manager Cummins has omitted the conventional premium book, substituting 40,000 copies of an inexpensive tabloid newspaper containing premium lists and news. Horse racing will be eliminated in favor of contests and prizes will be awarded in new departments for camera, school and transportation displays. Advance sale will offer five tickets for \$1.

Dallas Directors Continue Policy To Pep Up Counties

DALLAS, June 10.—The 51st annual State Fair of Texas is being planned to include largest commercial and industrial exhibits and attractions the management has ever presented. President Harry L. Seay said directors had voted more than \$70,000 in premiums for agricultural, poultry and live-stock shows. Stock Show to run the 16 days of the fair.

Reservations of space for farm machinery have already exceeded the 200,000 square feet set aside last year. Directors will continue the policy of awarding \$125 to each county that maintains a creditable agricultural display, the awards, instituted last year, bringing more exhibits and a better attendance for the agricultural division than at any previous show. Cash awards will be made for best displays of 4-H Clubs and Future Farmers.

Directors have authorized sale of \$175,000 of 4 per cent, 20-year bonds to complete new financing plans.

Bigger Amusement Program Planned for Cambridge, N. Y.

CAMBRIDGE, N. Y., June 10.—Biggest amusement program in 10 years has been booked for four-day Cambridge Fair here. Jimmie Smith and his Thrill Drivers will be featured on opening day. New England Motorized Shows has the midway contract and 12 free acts will be presented. There will be two days of harness racing and auto races on closing day.

Officers are Harry Griffin, president; Arthur H. Starbuck, vice-president; C. E. Babcock, secretary-treasurer, and assistant, Philip Holton.

Ohio's Night Fairs

COLUMBUS, O., June 10.—Ninety fairs, State, county and independent, will be held in Ohio this year, reports Director of Agriculture John T. Brown. Eighty-four will have night sessions, largest number in Ohio history. Only two, in Brown and Morrow counties, will not have night shows, and only four of the 14 independent fairs, Bluffton, Hartford-Central, Putnam-Allen and Randolph, will not be open at night. Ohio State Fair here will be open day and night. Season will be started by Fayette County Fair, Washington C. H., and Richland County Fair, Mansfield, and will close with Putnam-Allen Fair, Columbus Grove. Last year 2,000,000 paid to attend Ohio fairs, greatest paid and total attendance on record, according to official reports of the department of agriculture, State Fair division.

Fair Elections

MELVILLE, Sask.—Melville and District Agricultural Society elected: President, Charles Haylock; vice-president, J. W. Auckland; secretary-treasurer, E. W. Cooke.

BRANDON, Man.—Directors of Manitoba Winter Fair here re-elected S. L. Singleton, president; James Turner, W. J. McGougan, vice-presidents; executive, R. Macpherson, J. Turner, J. R. Hulme, A. McPhail, C. S. Unicume, G. Coleman, W. J. McGougan.

MEMPHIS.—Richard H. Bodine, elected president of the Cotton Carnival for 1940, succeeding Russ Pritchard, has been a member of the board six years and an officer three years. George Treadwell, William Kent, H. O. Person, Albert H. Mallory were elected vice-presidents; Howard Netterville, promotion director; Lovick P. Miles Jr., treasurer; James E. Harwood, secretary.

DE WITT, Ark.—Arkansas County Live-Stock Association incorporated to hold annual live-stock shows here, with Otto Leibrock elected president, and R. H. Maddox, secretary-treasurer.

OSHKOSH, Wis.—A. F. Schroder, vice-president of Winnebago County Fair Association, was named president, succeeding the late James Weller. Charles F. Warning was named vice-president, and Levi Jones, a director and superintendent of the horse department.

KENOSHA, Wis.—Assistant County Agent Mannie Frey was named chairman of Kenosha Junior Fair Association. Other committee members are Scout Executive Howard Gatley, Girl Scout Executive Mrs. Elmer Pedley, and Mrs. Ray Schlax, representing 4-H Clubs.

Fair Grounds

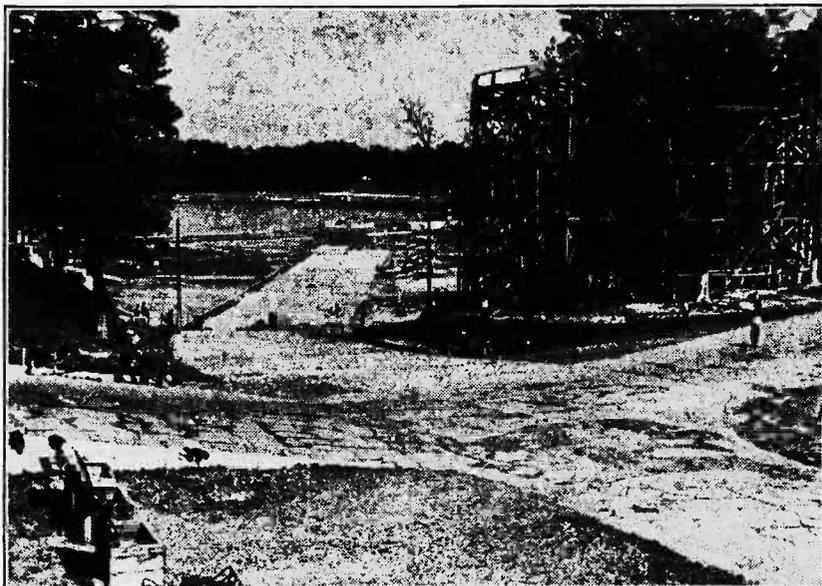
EDMONTON, Alta.—Organization of Edmonton Exhibition Association's summer fair parade has been started by Douglas A. Grout, parade manager, and business houses and individuals will enter floats. He said there will be more than 100 units, including 20 bands and varied floats.

SWIFT CURRENT, Sask.—Work has started on the site of Swift Current Fairgrounds. Concrete has been poured for foundation of a large grand stand and area for a rodeo to be held in conjunction with the Kinetic Club's International Days' Celebration is being fenced.

MADISON, Wis.—Hundreds of schools in the State have taken advantage of the State Fair film service established several months ago by the State Department of Agriculture to show colored movies of last year's fair to pupils to arouse interest in the 1939 fair.

WEST POINT, Miss.—Directors of Clay County Fair Association adopted a budget of \$2,225 and voted to co-operate with county Chamber of Commerce in hiring paid secretary to also work for Northeast Mississippi Live-Stock Association, which holds an annual here.

SPRINGFIELD, Mass.—Live-stock judges for the 23d annual Eastern States Exposition here will include George M. Newlin, Farmington, Mich., Guernseys; Cuthbert Nairn, Ellcott City, Md., Ayrshires; Prof. M. H. Campbell, Burling-



INCLUDED IN MUCH CONSTRUCTION work supervised in Lakewood Park and Southeastern Fair grounds in Atlanta by President Mike Benton and Secretary Virgil Meigs are improvements to the amusement zone. When the Beckmann & Gerety Shows move onto the grounds for the 1939 Southeastern Fair there will be a paved midway from one end to the other. This is a picture of the "lower side," after leveling, while paving was under way. Photo by Dadsell.

ton, Vt., Jerseys; Vere Culver, New York, Holsteins; W. Arthur Simpson, Lyndonville, Vt., milking Shorthorns; Prof. E. A. Trowbridge, Columbia, Mo.; Aberdeen Angus and Herefords; Prof. H. L. Garrigus, Storrs, Conn.; Brown Swiss; John Gifford, Sutton, Conn., Devons.

FRANKLIN, Tex.—General Amusement Co. has been booked for the midway attraction for four-day Robertson County Fair here, said V. M. Harris, secretary-manager. W. W. Sandifer is president.

WEST JEFFERSON, N. C.—Ashe County's first fair here in 25 years will be sponsored by the Rotary Club, American Legion Post and Auxiliary and Women's Club. Bullock Amusement Co. will furnish midway attractions and work on a premium list is under way.

AMHERST, N. S.—Cornerstone of an arena under construction at the Maritime Winter Fair plant here was laid by J. A. McDonald, Halifax, Nova Scotia minister of agriculture, ceremony being in conjunction with annual meeting of Maritime Stock Breeders' Association, co-sponsor with Amherst Fair Commission of the annual fair. The arena, long needed, will seat 5,000 and be ready for the 1939 fair.

NAPLES, Italy.—Foundations have been laid for a large amphitheater on the Phlegraean Fields by the organizing committee of Triennial Overseas Exposition to be held in Naples next year. Amphitheater will be used for theatrical performances, concerts and sports events, seating capacity to be for 12,000.

Ill. Free Gate Bill Nixed

SPRINGFIELD, Ill., June 10.—House committee on agriculture in the General Assembly recommended non-passage of a bill to create a free gate at Illinois State Fair here. The measure, sponsored by Representative R. A. Dillinger, Decatur, also provided for an admission charge of at least 50 cents to grand stand and Coliseum.

POOL WHIRL

(Continued from page 37)
door tank in the Harlem environs of Greater New York, won't open his beach emporium until next week, being the last commercial natatorium in these parts to swing open its gates. He feels that the municipals which surround his place do the biz in May and June and by stalling the inaugural of Lido he can create great interest in the plunge.
Capt. Ken Blake and wife, Viola, blew into town recently to have a look at the World's Fair.

On June 18 the Paul Wing Spelling Bee program over WEAF and the NBC Red network from 5:30 to 6 p.m., EDST, will be devoted exclusively to Joe Day's Manhattan Beach, Coney Island, N. Y. A team of Manhattan Beach life guards will compete against a group of Manhattan Beach fem swimmers.

Dare-Devil Jack Lathkowski is featured this month on the cover of Family Group mag, which contains a swell life history of Jack plugging his high diving.

RECREATIONAL

(Continued from page 37)
to hand it. Having held up this far it may hold its lead remainder of the season.

Saw Harry C. Baker recently at Playland, Rye. He is making the grade and should be back on the job again soon.

WANTED

FREE ACTS OF MERIT

Fair Week, September 19-22, '39.
R. A. HEDGPETH, Secy.,
Robeson Fair Assn., Lumberton, N. C.

CONCESSIONS WANTED

ALEXANDRIA FAIR
Alexandria, Ky., Saturday, Sunday and Labor Day,
September 2, 3 and 4
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835 York St.,

RIDES WANTED

Other than Ferris Wheel, Merry-Go-Round, Chairplane.
September 12-15

TRI-COUNTY FAIR

Petersburg, W. Va.

FAIR SECRETARIES

News and chatter about the bands and acts that will draw more people to your fair appears in The Billboard this week and every week in the

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NIGHT CLUB-VAUDEVILLE DEPARTMENTS

Read Them Regularly!

His sturdy physique entitles him to a long run yet.

In about 10 days the outdoor amusement fraternity will be welcomed at the new home of your museum.

The insurance policy on employees has been obtained and sent around to the officers to sign their exemption from coverage to keep the cost at a minimum for actual employees on the premises. A list of all donations toward the opening and operation of the building will be published in due course. Latest is a turnstile from Perey Turnstile Co. to record admissions to the building. Who can take more joy out of it all than those who have worked for and dreamed of it so long?

Clair Strong for N. E.

Arch Clair, who was here from New England, shows that his interest in the New England association and his loyalty to it remains unabated. He once served as its president, has been its program chairman and having managed Norumbega Park, Auburndale, Mass., nine years he does know New England park questions. He made Totem Pole Ballroom at this park noted over New England. His broadcast from the park was a big factor in keeping the place alive and he has worked out a unique method of getting maximum results at a fee that is within the range of such an enterprise. It will be remembered that he followed the late Will White, who left the New England spot to join the staff at Playland, Rye, and who left Rye for Danny Bayer in New Bedford, Mass., where Will died.

George P. Smith Jr., it is reported, is boss of the midway at the World's Fair. We venture the opinion that he will be as easy on the boys as he can, as he was once in our ranks and knows the headaches.

CONEY ISLAND

(Continued from page 37)
fame, were guest stars at Feltman's last Sunday. Lucy, cashier at Feltman's restaurant on the Boardwalk, is receiving lessons in cigaret smoking from Julius Tolces.

Mike Reich and little Willie Gottlieb are operating a guess-your-age stand on Surf avenue and hit the right answer 9 out of every 10 customers. Eleanor Holm, Aquacade star at the fair, was presented with the key to Coney by Chairman Hilbert, of the Commerce board, when that august body made a special visit to Flushing Meadows the other day to view the spectacle called Coney Island in 1905, one of the attraction's feature numbers. It was a royal reception tendered the board, topped by an announcement over the mike, "on behalf Mr. Billy Rose, the Aquacade extends a grand welcome to Coney Island's Chamber of Commerce." Joseph Balsamo, George Tillyou's chauffeur, is looking forward eagerly to a visit from the stork, due almost any day now, the second in his six years of married bliss. And Rocco Orato, head cashier of Steeplechase and brother of Manager Jimmie, announces his engagement to Ann Crescenzi, a Brooklyn society miss, with the wedding bells set to chime in October.

Park Free Acts

FREE attractions were off to good starts in Green Bay, Wis., and Stevens Point, Wis., on June 6 and 8, respectively, with Col. Edward F. Mumm, presenting acts. In the former city weekly variety shows are held in Bay Beach Park under sponsorship of merchants, and in Stevens Point in Iverson Park under Junior Chamber of Commerce. Opening attractions included Al Lyman, magician; Bob White, WLS Whizbang Doughboy; Harry Ferris, ventriloquist; Doris Del Rio, acrobatic contortionist, and Reese Sisters, dance duet.

A FEATURE of the Walter L. Main Circus which closed in Canton, O., on June 3, Powers Elephants were booked for a two-week stay as free act in nearby Meyers Lake Park.

MANAGER A. M. Brown, Buckeye Lake (O.) Park, who announced continued policy of free acts, is currently presenting Edward Le Roy, high wire.

With the Zoos

NEW ORLEANS.—Female Kodiak bear has been shipped out of Alaska by an unnamed donor for Audubon Park Zoo, Frank Neells, superintendent, reports. Knowledge of the gift, a mate for Richard, male Kodiak in the zoo, came thru copy of a shipping permit from Washington.

MILWAUKEE.—Ernest Untermann, director of Washington Park Zoo, plans sale of ostrich eggs and peacock feathers, receipts to go into a fund for purchase of new animals.

MOOSE JAW, Sask.—A yak was born in Moose Jaw Wild Animal Park on June 4.

CALGARY, Alta.—Buddy, big white polar bear in Calgary Zoo, was found dead on June 6 by zookeeper Tom Baines. Cause of death is not known. Once a mounted police pet at an Arctic post, Buddy was taken to Banff, Alta., where he remained many years until on the park's branch decision to do away with the zoo at the mountain resort, he was donated to Calgary Zoo.

APPLEWAY, Wash.—A. E. Warsinske, former fur-farm operator and for the past 12 years manager of the zoo at the annual Spokane Sportsmen's Show, opened an 18-acre zoo here recently with monkeys, bears, badgers, cougars, Canadian lynx and birds.

COLUMBUS, O.—The zoo here now ranks among those in Class A, in the opinion of Heintz Ruhe, of the New York animal importing firm, who visited recently and conferred with officials. Negotiations were launched for acquisition of a number of new specimens.

A FOREPAUGH

(Continued from page 33)
haved, which was a very good thing, and the barrel-kicker was good. Loyal went out of the cannon just about on time with the firing of the squib inside the gun. The clown was stale, and the incessant bragging about the cost of things and their great superiority over everything else of the kind by the ringmaster was distasteful and tended to detract from what might otherwise have been considered pretty fair features.
"It was the first time Forepaugh used two rings, and if the French girl's failure to appear on the velocipede was a disappointment to the Michigan reviewer it might have been due to the fact that it was near the end of the season and it was considered too risky for a one-day stand. The rider didn't disappoint audiences in Chicago earlier in the season, where a critic wrote: 'The act of the lady who performed on the tight wire would be infinitely more agreeable to audiences if a net were spread under the wire.'" HARRY W. COLE.

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Every Second—
Is THRILL!
Fair Secretaries

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World's Highest Aerial Act! Sensational and breath-taking, night or day, from beginning to end. High Swaying Pole—Trapeze—500-Ft. Slide for Life. A great finish to your grandstand program. Write or wire.

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Can furnish any kind of Acts and Revues for any indoor or outdoor events.

MARJORIE BAILEY



The Sky Lady

Positively the Highest Aerial Act in the World, Barring None. Starring in Capt. Cushing's DEATH'S HOLIDAY, Gigantic Thrill Circus. Now Featured With ERIC S. HYDE SHOWS.

CARNIVAL WANTED CUSHING DIST. FAIR

CUSHING, OKLA., WEEK OF SEPT. 4th.
Write R. V. SLAGEL.

An Attractive Proposition For the Right Kind of Carnival. TIPTON FAIR & HORSE SHOW

August 16, 17 and 18.
FERD. W. SCHMID, Secy., Tipton, Mo.

BETTER ACTS FOR LESS

LARGE AND SMALL REVUES. HIGH AND SENSATIONAL ACTS. NOVELTIES AND ACTS OF ALL KINDS. SIDNEY BELMONT AMUSEMENT SERVICE Fullerton Bldg., St. Louis, Mo.

SCHUYLKILL COUNTY FAIR

POTTSVILLE, PA.
Always Opens Labor Day. 5th Largest in Pennsylvania. Can Use a Few Concessions. CHARLES HAUSSMANN, Treas.

CARNIVAL WANTED

For Bolivar, Mo., Fair, July 3 thru 8, 1939, and also Fair, Eufaula, Ala., first or second week in October. Must have 10 Shows and 12 or more Rides, all clean. Answer at once. L. J. LUNSFORD, Owner and Manager. P. O. Box 242, Bolivar, Mo.

LOCATIONS

AT REVERE BEACH Building suitable for Penny Arcade, Side Show, etc. Also large open lots for Rides, Reel, Outdoor Attractions. Heart of Amusement District. TOM HARDING Virginia Reel Bldg., Revere Beach, Mass.

ATTENTION FAIR AND RODEO MANAGERS

Montie Montana and Troupe

WITH 4 COMPLETE ACTS: Trick Riding, Trick Roping, 4 Dancing Horses, Western Liberty Drill. Just finished the World's Fair Rodeo on Treasure Island and am furnishing all the Trick Riders and Trick Ropers at Salinas, Calif., and Cheyenne, Wyo. Am also booked at Reno, Salt Lake City, Great Falls, Pueblo, Colorado Springs and many other major shows. Open for dates after Labor Day. Write or Wire MONTIE MONTANA, Box 228, North Hollywood, Calif.

Rinks and Skaters

By CLAUDE R. ELLIS (Cincinnati Office)

CARMAN RINK, Philadelphia, closed for summer on May 27 and regardless of torrid temperature more than 300 skaters were out for the closing session. During summer a new floor will be laid and other improvements made for reopening early in September. Chez Vous Rink, Upper Darby, Pa., after a successful fall and winter season, closed on May 28 with more than 600 on the floor. Buffet lunch was served, this having been an annual affair for several years. During summer many improvements will be made, including a new sound-proof floor.

IN A NEW RINK recently opened in Ocean City, N. J., John Miller, formerly connected with Chez Vous Rink, Upper Darby, Pa., has been installed as manager. As Ocean City allows no Sunday amusements, a six-day run will prevail.

ENLARGEMENT is planned for the 60 by 132-foot rink which opened at Old Dominion Golf Club in Newport News, Va., last October, reports W. R. (Bill) Tomlinson, proprietor.

NEW Taft (Ore.) Roller Rink opened recently for daily matinee and night sessions. Equipment includes a Hammond electric organ.

BUSINESS has been good at Circus Roller Rink, Bloomington, Ill., since opening on April 12, reports Manager G. R. Moyer. Rink operates seven nights weekly with two matinees. Virginia Moyer and Ted Wigginton, floor manager, were married in the rink on May 11.

TOM BOYDSTON, who operates Lincoln (Neb.) Rink, played host to show business of Eastern Nebraska on June 13, an annual event held after regular sessions. Invitation list embraced movies, parks, danceries, tent shows and swim pools. Operator Boydston, tying up with the amusement page of *The Sunday Journal and Star*, came off with a neat publicity spread.

FAIR PARK Rink, Dallas, closed on June 5 for remodeling and laying of a maple floor. Manager Shearman Johnston said 3,100 square feet of floor space will be added. The revamped rink, planned to accommodate 700 skaters, will have a children's nursery, beginners' practice room with 2,000 square feet and new lounge and powder room.

CIRCUS Garden Rink, Philadelphia, to remain open until about the middle of June, has many parties and benefits booked. Rink has had a very successful run. A new floor will be laid during summer with other improvements. It is possible national championship speed events may be held there early in September. A new rink in the Frankfort District of Philadelphia will be opened about September 15, sponsor being James Hanson, formerly a star member of Carman Rink roller hockey team.

E. M. MOOAR, who has been in Philadelphia since the Mineola (L. I.) convention. Left there last week to open a rink in Pendleton, Ind., for George W. Pierce, Anderson, Ind. Rink will have all modern equipment, including a Hammond organ. It is planned to open on June 15.

MR. AND MRS. SACHS, two ardent Philadelphia rink fans, decided they would not get tired dogs when they visited the New York World's Fair. They took their shoes and skates along, the latter being equipped with rubber rollers. They got thru every building except one. Mr. Sachs reported that they were asked by a number of people where they had rented the skates. Looks as tho a good-paying concession was overlooked. Anyway, the idea is not a bad one for future thought.

RIVERVIEW Beach Rink, Pennsville, N. J., a Morey Amusement Co. enterprise, under direction of Earl O'Brien, had its summer opening on May 30. One of the largest crowds ever in attendance was on hand. Four sessions were held to accommodate skaters and everything pointed to a successful season.

AS PART OF Nassau (L. I.) County Week Celebration at the New York World's Fair a group of skaters, representing Mineola (L. I.) Rink participated in an exhibition at the fair's Court of Peace. A new outdoor roller rink has been dedicated at Rockaway Beach, L. I., near Beach 80th street and Beach Front road. The rink, free to the public, is under supervision of New York City department of parks. Skate rentals, however, will be in hands of private parties. Rink measures more than 75 yards in length.

DECORATION DAY was observed in Lexington Rink, Pittsburgh, where Manager H. D. Ruhlman arranged a program for skaters' participation. Building business by sponsoring activities akin to club functions, he is planning a picnic for patrons in July, has sent skaters to Skateland Rink, Johnstown, Pa., to appear in a revue and is currently sponsoring a waltz contest. Medals will be given to winners. Lexington will remain open all summer.

HERB GROTTKE, who opened roller skating in Grand View Hall, New London, Wis., on June 8, has sessions Tuesday, Thursday, Saturday and Sunday nights and Sunday afternoons.

GUS FISHER, who operated the roller rink in Chippewa Lake Park, near Medina, O., last season, is again in charge, sessions being held nightly and Saturday and Sunday afternoons. Matinees are held when there are picnics in the park. Rink has been reconditioned and some new equipment added.

A 30-DAY graceful skaters' contest in Pullman's Skateland, Fort Worth, Tex., drew contestants from Dallas, Denton, Greenville, Sherman and Waco, Tex., as well as from Fort Worth, according to Bill Pullman, who with his wife, operates the rink. Best couples were chosen nightly for competition in finals. Final winners received skates and shoes as prizes. Business has been good ever since operator Pullman opened Skateland last year. Rink is open nightly and Saturday afternoons. Mr. and Mrs. Pullman plan a trip this summer to inspect Eastern rinks.

Does Rink Competition Pay?

By MR. and MRS. H. J. WARNER

A Feature of The Billboard Summer Special

DATED JUNE 24

Roller Profiles

FRED A. MARTIN

Conceived and approved by William F. Sefferino, president of the Rollerdom, Cincinnati.

Fred A. Martin, or Freddy as he is known to members, is and has been secretary of the Roller Skating Rink Operators' Association of the United States since its inception. His efforts in this direction have been maintained at so strenuous a pace that only recently his doctors advised him to reduce his activities or suffer the consequences. Fred did ask to be excluded from the governing circle of the association at the recent election, but instead the members re-elected him to his former position with the proviso that, should he definitely decide to withdraw from association activities, he could resign.

Fred Martin did not resign. He pitched into work on several fronts, where he is making rapid progress. Soon the results of these efforts will make news. Can any organization manned by such a stalwart be anything but a success? Like his staunch friend Vic Brown, Mr. Martin is in the midst of a good life. His entire career has been devoted to roller skating. He has known the thrills and drama of speed skating, for he is a former successful speedster. In fact, his exploits placed him among the speed marvels of his generation.

While Mr. Martin has never relinquished his interest in speed skating, he has been one of the leading promoters of both figure skating and dance skating. He is sponsor of the present national figure-skating champion and also the national champion dance team. The skill of these skaters speaks well for the abilities of their teacher.

Mr. Martin is well dressed, quiet, suave, even scholarly and ever the perfect gentleman. Being one of the founders of the RSROA, he is ever ready to give advice and even material assistance to fellow operators. He is definitely a person that every rink manager in the country should put on his list of men to meet.

CAP SEFFERINO.

DANES PUT BAN

(Continued from page 36)

Park, Gothenberg, opened at the end of May with a vaude bill including the Three Dukes, American tap dancers; Cy Landry, comedian; G. and P. Renner, jugglers; Delya and Dragor, acro dancers, and the Hiller Girls.

Four American acts, Roth and Shay, acro comedians; Juanita and Ganjou Brothers, adagio; Don Del Monte, wire walker, and Ray Vaughn, xylophonist, are featured at the China Theater, Stockholm. Others on the bill are Rebla, comedy juggler; Ketty Mara, dancer; Cresso Brothers, acrobats; Gall Gall, magician; Mary Datrix, parodist; Eliza and Hedda, dance team, and Edgar Frank's Ballet.

BANDS IMPROVE

(Continued from page 36)

back on the job daily, following a long illness that kept him away last year. Henry Dunigan is ride superintendent. Ride business is reported better than last year's. Principal pick-up has been in groups of young couples, who appear to have enough money to spend to patronize several rides in succession.

A large number of organization parties, especially evening affairs, have been booked. Tendency at Eastwood is to encourage parties rather than picnics. Space is well utilized in the park, making a large picnic ground difficult to plan, and the regular party is more

profitable in that it is not necessary to include several free rides in the promotion.

Palisades, N. J.

By CLEM WHITE

Weather well-nigh perfect has made for smiles wreathing faces that can vie with hollied windows at Christmas Eve. Crowds exceeding expectations. But along with all, the locals are not spending as in years past. Jack and Irving Rosenthal, who personally followed the trend for one day, found in swimming pool checking facilities addresses from 21 different States. Possibly the reason why receipts are above normal. Charles (Doc) Morris, promotion chief, modestly predicted 4,000 for his first pre-season outing. If the 13,000 who reported are an index, rubber gates will be in order when the season for picnics really starts.

Free-act shows now divided between music and thrills. Current are Ann Du Pont and her orchestra for short swing concert, followed by the Great Peters, whose "hanging act" is well received. Benny Meroff and his orchestra follow in a return appearance that couples them with the Three American Flyers as show climax. New Park Casino with free dancing featured now well under way, with Ray Curtis again at the helm. Radio audition contests weekly with jitterbug dance contests supplementing the dance music of Henry Daye and his orchestra. Eight broadcasts weekly helping to popularize the band.

National Showmen's Association starting even stronger drive for memberships during this season, with Joe and Al McKee taking all the worries. Now that the pool is open, afternoon crowds have taken their usual level. Phil Smith, head man there, still looking for new ideas for sun-bath and sports-minded addicts. New water spray with sundown rainbow effect creating comment that leads to season ducat business. Sol Prisco now sporting a new roadster that bids fair to make things a little tough for the rest of the local swains. But with Johnny Lannon for an attorney, Solly may listen to papa and make home the first and last stop.

New tune, *On a Ferris Wheel With You*, meeting with popularity, with the bands being presented as the major portion of the free show. Irving Rosenthal may sponsor a movement to make it the official theme song of all outdoor amusement places. It seems to fit well and certainly is adapted to the outdoor-minded. Most of the old crowd is back.



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Little Sir Echo	March 160
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 are exceptionally strong, light and speedy. Used and endorsed by the fastest skaters.
THERE IS A REASON
 CHICAGO ROLLER SKATE CO., 4427 W. Lake St., Chicago, Ill.

CORRECTION
 Our Advertisement in June 10 issue of THE BILLBOARD should have read:
No. 97-39 WINDOW CARDS
 at 10c ea. or \$8.00 per 100
 No. 97-38 Window Cards are all sold out. However, we will fill any orders that have been mailed prior to June 15th with No. 97-39 at the Advertised Price.
CHICAGO ROLLER SKATE CO. 4427 W. LAKE ST. CHICAGO, ILL.

B-V Get-Together Party Successful

PEEKSKILL, N. Y., June 10.—First get-together party on B. & V. Shows on June 1, during the stand here, proved highly successful and similar events to be held weekly are planned for remainder of the season. All present were called upon to do their bit, with Sally Murley and Johnny Anastasia getting things started with a jitterbug dance. This was followed by a tap number by the Robert Thomases. Colleen Crawn contributed a shuffle number to *Hold Tight*.

Other features included the showing of pictures taken on the shows' midway at the Flemington Fair last season by Lillian Kolb, who took the pictures and edited the film, and sales talks in behalf of the National Showmen's Association by Mr. and Mrs. Feldberg. Party was concluded with everyone participating in a big apple dance.

Shows' bingo game is owned by Ted Lewis and Sal Marcella, with the former as manager. Frank Turner is caller, assisted by Johnny Braun. Leo LeSan joined with his cookhouse, replacing Mr. Flours. Mrs. LeSan and Whitey Fowler are assisting him. Willey McMurdo has the pop corn, and Abe Finklestein the frozen custard, with Bill Brodie assisting. Matt Crawn's Arlene Show is doing okeh. Since the weather has been favorable for the past two weeks, much painting has been done and all equipment is in good shape. Katherine Gitrie has re- (See B-V GET-TOGETHER on page 46)



"WELCOME to the Rubin & Cherry Exposition," says Robert L. Lohmar, general manager of that Amusement Corp. of America organization, to Stella Royale, midget singer and dancer who quit California to resume her place in the midway world. Stella's sister and brother, Teddy and Henry Boers and a number of others are in the R-C Lilliputian opera. Photo by Dadswell.

Jolly Jaillet Off Favorably in Polk

OAK CLAIR, Pa., June 10.—Jolly Jaillet Shows rolled in here last Monday from West Middlesex, Pa., following a successful opening in Polk, Pa., under local Drum and Bugle Corps auspices. Several bands, bugle corps and fire department paraded on the midway and played before the show opened in Polk. Visitors sighted there included Ed C. Cole and son, Fred, and Randall (Monk) Myers, Merry-Go-Round foreman on the shows last season. Line-up for 1939 follows: Rides—Merry-Go-Round, William Colwell, owner; Frank Durey, foreman. Loop-o-Plane, Mr. and Mrs. J. A. Heeter, owners-operators. Office-owned Chairplane, Gene Evens, operator. Al Tustin is ride and lot superintendent.

Shows: Girl and Snake, owned and operated by Mr. and Mrs. Frank C. West. Concessions: Cane rack, Gary F. Campbell. Luder concessions arrived in time for opening in Polk and included spindle, dart game, shooting gallery, hoop-la (See JOLLY JAILLET on page 46)

Brown Novelty's First Home Stand Okeh; Roster Listed

CLEVELAND, O., June 10.—After playing Georgia for the past few years, Brown Novelty Co. moved into home territory, with the first date here giving fair results. Roster of the shows for 1939, as reported by Orita Winters, includes F. Z. Vasche, owner-manager; James A. Winters, assistant manager and general agent; George Pence, general superintendent; A. A. Spillman, mail man and *The Billboard* agent.

Rides: Merry-Go-Round, Ferris Wheel and Chairplane, Ralph Zeigler, Russell Grafford and J. L. Miller, foremen; J. W. Cobb, Wilbur Hall and Victor Maes, assistants. Kiddie Autos, G. B. White, owner-operator.

Shows: Lee Wyatt's Midgets, Lee Wyatt, front; Princess Marguerite and children, Rose Marie and Andre. Loftstom & St. Elois' Monkey Revue, Loftstom and St. Elois, front and tickets; Raymond Audette, trainer and emcee. Temple of (See BROWN NOVELTY'S on page 46)

Penn Premier Gets Good Business at Initial Pa. Stands

TAMAQUA, Pa., June 10.—Following the best opening stand in its history at Stroudsburg, Pa., and a highly successful engagement in Lehighton, Pa., under local Lions Club auspices, Penn Premier Shows wound up a week's stand here last Saturday, under Citizens Hose Co. auspices, with a banner engagement. All attractions reported good results and the committee co-operated.

Tommy Fallon's Girl Show topped the midway, with Joe Ricco's Athletic Show (See PENN PREMIER on page 43)

Fair at Home Personnel Is Announced by Parker

WHITE PLAINS, N. Y., June 10.—Thomas Parker, advance agent and assistant manager of Fair at Home Shows, recently announced the following line-up for the organization: Staff: George W. Traver, owner-manager; Mrs. G. W. Traver, secretary - treasurer; Minerva Traver, auditor and press department; Robert Robertson, chief electrician; Joe Casey and Harry Weston, assistants; (See FAIR AT HOME on page 43)

W. C. Huggins' Roster And Staff Is Revealed

VICTORIA, B. C., June 10.—Roster and staff of the W. C. Huggins Shows, as reported here recently by S. S. Arthru, includes W. C. Huggins, owner-general manager; T. D. Newland, assistant man- (See W. C. HUGGINS' on page 46)

Showmen Draw Blanks All Along Royal Visitors' Route in Canada; Some Hustlers Make Long Hops

NEW YORK, June 10.—According to Canadian and U. S. showmen and free-lance correspondents, grand stands all along the route except in Edmonton played "awful blanks" during the British royal party tour. City of Edmonton erected about four miles of grand-stand accommodations with seating capacity of 86,000. Many seats were free to school kids, war vets and the aged. Remainder were almost a sellout in perfect weather.

Edmonton was also one of best towns for hustlers (called hawkers in Canada). Maxie Tubis, New York, had a crew of four, including Beau Brummell Walker, Miami. Tubis said his best spot from Quebec City to Saskatoon was the latter. He did not go to the Pacific Coast, hitting for Calgary from Edmonton and to

New York and the World's Fair on Tuesday from Toronto. He and crew probably made the longest hops, and with what is described as "real showmanship" were able to work most towns without readers. Crew sold out completely, it is stated, in midafternoon at Saskatoon.

Another spot where a few grand stands made money was Winnipeg, where whole blocks of seats at \$10 per copy were sold weeks in advance to Americans from across the border. Winnipeg had the largest crowd from the United States, but it rained all morning during festivities and thousands sat in the showers for hours. Winnipeg's pre-holiday celebrations, with street dances, midway and vending, were "a complete flop," according to newspaper men.

Red River Shows, operated by Tom Baker, Winnipeg, set up at Edmonton a block from the Canadian National Railways and directly in front of royal party activities. This is believed to be the first carnival their majesties saw when the show was alongside Canadian Pacific tracks in Medicine Hat on May 25.

Carnival layout that King George VI and Queen Elizabeth could not help but see was W. C. Huggins' Carnival and (See SHOWMEN DRAW on page 43)

Final Week's Date On Toledo Lots Is Good for Barkoot

TOLEDO, June 10.—Barkoot Bros.' Shows wound up their last stand on local lots last Saturday with business which was far beyond expectations, reports W. Terry Martin. All rides did capacity business each night and Manager K. G. Barkoot was the recipient of many congratulations on the shows' appearance.

Staff has K. G. Barkoot, general manager; H. G. Hockett, general agent; Mickey Hockett, secretary; W. Terry Martin, special agent; Harold Cramer, electrician and ride superintendent. Rides are Twin Ferris Wheels, Merry-Go-Round, Tilt-a-Whirl, Dual Loop-o-Plane, Chairplane, Dipsy Doodle, Kiddie Auto, Acroplane and Kiddie Ferris Wheel.

Shows include Eddie Herman's Girl Revue and Miss America; Maggie's Flat, funhouse.

Concessioners are Babe Barkoot, bingo, cigaret shooting gallery and ham and bacon; Harry Burgess, 6; Sam Housner, 3; A. T. Lylo, cookhouse; Mrs. Sam Housner, ball game.

K. G. Barkoot played host to members of Dodson's World's Fair Shows on Sunday night. Also seen on the midway were C. G. Dodson, Mel Dodson Sr., Mel Dodson Jr., Jack Baillie, Johnny Hoffman and Toy Jones.

Royal United Line-Up For '39 Is Completed

DE KALB, Ill., June 10.—Staff and roster of Royal United Shows as announced here by Secretary Marvin (Moon) Laird includes John Toffel and William M. Tucker, owners; James Winters, agent; George Paige, special agent; Mrs. Mildred Laird, *The Billboard* and mail agent and front gate; H. Smith, electrician; Terry Templeton, night watchman; H. Clayton, canvasser.

Rides: Blue Goose, Ray Tucker and Claude Smith; Baby Merry-Go-Round, Bert and Sheets Godden; Kiddie Auto, Mrs. Toffel; Kiddie Swing, Mr. Toffel; (See ROYAL UNITED on page 43)

Jack Hoxie Joins Convention Shows; Also Plans Film

CINCINNATI, June 10.—Over long-distance phone from Hornell, N. Y., yesterday Clay Mantley, manager of Convention Shows, stated to *The Billboard* that Jack Hoxie had just closed with Lewis Bros.' Circus and is to be a feature attraction of the Convention organization for the remainder of the season.

Hoxie is now at Hornell with his company preparing to open with the Convention Shows at Wellsboro, Pa., next Monday. He also has with him a camera man and five technicians, and in conjunction with his appearance with Mantley's organization will produce a motion picture for a recognized company entitled *The Range Tramp*, Mantley further stated. A portion of the picture is to be made each week at the stands played by the show. Dixie Starr will be leading lady.

Lee Bros. Score Okeh Results on Iowa Tour

HARTLEY, Ia., June 10.—Lee Bros.' Shows, which concluded a week's stand here recently to fair results, played to satisfactory takes in Iowa territory. During the stand in Atlantic, business was good, with all attractions getting some money. Jack Wallace, of the cookhouse, purchased a new truck there and visitors included Mr. and Mrs. Tom Wells; Pete Wright, of the shows bearing his name, and Mr. and Mrs. Jimmie Blotey.

At Emmetsburg, Ia., business was good, with rides doing well and shows and concessions working to fair results. Visitors here included Mr. and Mrs. Nelson Wells, Frisk Greater Shows; Mr. and Mrs. Earl Pierce and family, of cookhouse note, and Mr. and Mrs. Walter Savage, of the shows bearing their name.

First Five Weeks Are Fair for Nail

MAGNOLIA, Ark., June 10.—Now in their fifth week of the season, C. W. Nail Shows rolled in here last week after playing to fair results in Cotton Valley, La., where rain prevailed most of the time and little co-operation was received from sponsoring committee, reports L. M. Brown.

Minden, La., under VFW Post auspices, proved the best stand thus far. New public-address system arrived in Minden and is being used on the Minstrel Show. Rex Sanders joined here with bumper, ball game and fishpond, as did E. D. Avery with snow and Earl Swindell with slum spindle.

Ferris Wheel leads rides thus far, while the Minstrel Show is best in its line. Bob Wright joined here to handle the Athletic Show.

Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DeBELLE

Dog Ban, N. D.,
Week ended June 10, 1939.

Dear Mixer:

The show's cookhouse general agents, without portfolio, really put up a holler when they learned that we were booked in Dog Ban under auspices known as the Curb-Your-Dog Club's Sidewalk Sanitation Week. From the common run of cookhouse conversation, Trucklow apparently had put the entire personnel in the 10-card hole as well as turning on the back-with-it heat. From what the press department could learn from the midway's unofficial investigators our general agent had told the committee, "This show is an anti-dog carnival." Thru *The Billboard* we wish to let the

world know that this show boasts of prosperity and a dog in every stateroom.

The arrival of our train was a dog fancier's dream. Every known species of the canine family was well represented, barking, whining, snapping and snarling from each berth and stateroom window. Naturally, the dogs that dwelt in the upper berths were not represented. When our committee arrived in the dining car to greet the bosses and witnessed the feeding of several pooches at the tables they were set to cancel the show and lammed out. When the porters released 5 wolves and 10 coyotes from the 'possum bellies of the coaches that was the proverbial straw. As soon as the cars were (See BALLYHOO on page 43)

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the 17th of a new series of legal opinions. It will be titled *When State or Municipality May Legally Tax Corporations*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Showmen's League of America



165 W. Madison St.,
Chicago, Ill.

CHICAGO, June 10.—No meetings during summer but President McCaffery has adopted a plan of calling members together for Dutch treat luncheons from time to time to discuss league affairs. Last one was held on May 8 in the Medinah Club. Those responding were President McCaffery, Past President Sam J. Levy, League Counsel Morris A. Haft, L. C. Kelley, G. L. (Mike) Wright, Harry Bert, Robert E. Hickey, Lew Keller, Past President C. R. Fisher, M. J. Doolan, Arthur H. Davis, William Carsky and Secretary Joe Streibich.

Definite assignment of publicity was given Bob Hickey and Morris A. Haft. Arthur Davis spoke of the contemplated special train to Toronto for the November convention. His committee will get busy sending out mail outlining the trip and will make an effort to get a quota large enough so that all may go on the special. He requests that you respond when mail is received. The dates are November 27-29, with the banquet and ball on the 29th. Chairman Elwood A. Hughes is laying groundwork for the banquet and is expecting larger attendance than we had at Toronto in 1934. Harry Bert and Clifton Kelley have been appointed a special committee to cooperate with the membership committee and Ned Torti may expect some real aid

How To Get More Newspaper Publicity

By C. A. UPCHURCH JR.

A Feature of
The Billboard
Summer Special

DATED JUNE 24

from them.

Application of Joe Coyle was presented and he was elected to membership. Action has been taken that on all applications approved and accompanied by the \$20 fee, a paid-up membership card to September 1, 1940, be issued. A card from Orville Whitey Harris sent greetings to the boys and advised that he has put in a number of pleasant weeks at the New York World's Fair. Jack Gallupo, of John Francis Shows, asked for applications. Nice work, Jack. Secretary Streibich and party spent a pleasant evening on the Barnett Circus in Park Ridge as guests of Mr. Cox and Ralph Cautin. Reports tell us that Brother C. D. Odom is back in the hospital, having suffered a relapse. R. F. Trevellick and Hopple are still under care of Doc Max Thorek. Paul Herold, of the Conklin Shows, came in for attention at the American Hospital. Ray Oakes has returned from his Canadian trip. Nat Hirsch is still in Chicago. He says he is not sure just when he will take to the road. George and Fred Bischoff were in town for a day and were welcome callers at the rooms. Brother I. J. Polack advises that he will be in Chicago on business in a few weeks. Irving, Ginger Nye and M. J. Doolan plan to continue bingo in several locations this summer.

Have you paid your dues? Better give it attention. Final notices have been sent out. Please respond. Busy season is on and Vice-President Frank P. Duffield is stepping on it. Last week's issue of *The Billboard* carried facsimile of our pledge card for the Showmen's Home. The time is ripe to revive work on this. If you are in need of a card contact the secretary and we will be pleased to send cards. Or you can fill out the copy in *The Billboard*.

Ladies' Auxiliary

On the night of June 8 the auxiliary met in the clubrooms in the Sherman Hotel. Members were sorry to learn that Sister Minnie Murdo had been taken to American Hospital after an automobile accident. Sister Mrs. Charles Driver is still ill in her home. Some members are anticipating a visit to the Beckmann & Gerety Shows in Milwaukee.

Application was sent in by Sister Grace Goss for Dolly Victoria Snapp. Letters were received during week from Sisters Hallie McCabe, Mrs. Louis Henry, Mrs. Charles McDougall and Ercell Baldwin. Some members visited the Mighty Sheesley Midway last week and enjoyed themselves immensely. Next meeting will be on June 15 in the Sherman Hotel.



Heart of America Showmen's Club

Reid Hotel

KANSAS CITY, Mo., June 10.—Clubrooms are filled with troupers daily. Many shows are playing this vicinity and visiting is the order of the day. The Gay Way Shows continue to good business at local spots, as do the Midwest Shows. J. L. Landes Shows moved to Lawrence, Kan., where they were reported to be doing capacity business. President W. L. Mellor and wife returned from business trip in the East. Brother Jimmy Morrissey and Melford Smith, of Baker-Lockwood Co., also returned. Brother Buster Shannon is visiting shows with which he has his rides. Brother Roy Marr, All-American Exposition Shows, made a hurried business trip here. Brother and Mrs. Gather came in from Miami, Fla., where they operate a tourist camp. Joseph Marshall, a former member of the Club, passed away Friday, June 1, at Joplin, Mo. He was at one time manager of a Peck's Bad Boy Co. playing the Midwest.

Brother Russell Hull and Mickey Wil-

son left the J. L. Landes Shows to join an Eastern show. Brother George Gordon is contemplating joining a show in the East. Brother Whitey Ivan joined the Goodman Wonder Shows, and Brother Fred Wilson and Dutch Ross went with the J. L. Landes Shows. Brother R. C. Rice is out of the hospital and reported recovering rapidly.

Brother Dave Stevens is still in Menorah Hospital here. Club was grieved to learn of the death of Brother N. B. Creswell's son who drowned May 28 at a local lake. Bill Myler, wife and daughter, of the J. L. Landes Shows, were in the city several times last week.

Summer lull in club activities has set in, but a few members are still on the job. Two new members were passed on by the summer membership committee this week. They are Emily Wilson, of the Beckmann & Gerety Shows, and Mary Galther, of Kansas City.

Helen Brainerd Smith returned from a trip to New York, where she was a guest of Mrs. Madge Hamburg Bloch and Mrs. Eddie Vaughn while attending the World's Fair and one of the meetings of the Ladies' Auxiliary of the National Showmen's Association. She also was a guest of Mrs. Tom Allen in St. Louis.

NSA Members Added At Lewis Jamboree

NEW YORK, June 10.—Fifty members were added to the roster of the National Showmen's Association at an impressive jamboree, dedicated to President George A. Hamid, held the night of June 8 on Art Lewis Shows in Morristown, N. J. Vice-President Art Lewis proved a genial host, providing delegates and guests with an excellent steak dinner and a varied program recruited from various shows with his organization. He plans weekly jamborees and a concentrated drive for record membership.

Delegates were Mr. and Mrs. George A. Hamid, Mr. and Mrs. Joe A. Hughes, Max Hofmann, Mr. and Mrs. Sam Rothstein, Herman and Midge Cohen, Executive Secretary John M. Liddy, Ladies' Auxiliary President Dorothy Packman, Elsie Goodman and John Benton.

Among members, all connected with Art Lewis Shows, are Michael Farino, Henry Minash, Isadore Brodsky, Harry Dries, Art Martin, Jim Robertson, William (Doc) Nelson, Albert Shone, H. Rosen, R. L. Sleight, J. N. Howard, George Ruby, Laurence Seydell, Wayne Levin, Frank Lentz, Jack Ellis, Harry Fries, Henry Scibelli, Eddie Madigan, Casper Rynard, Douglas Bartly, Dr. Zaza, Skippy Benton, Bob Lee, Art Henderson, D. Donium, C. Quinn, Dave Kabakola, E. C. Weber, Captain McVey, Harry Sopiner, Rudolph Dane, E. Heald, Earl Knaup, Jimmie Anderson, Jack McCormick, Sam Serling, Dr. Wilson, Ben Knowfield, Ken Fletcher and Russell Tulley.

Los Angeles

LOS ANGELES, June 10.—O. H. Hilderbrand, after a brief business visit here, returned to the Hilderbrand's No. 2 unit. Business at the beaches has been good, with Decoration Day giving satisfactory results. Frank W. Babcock Shows opened at the Hynes Fiesta to fair business. Hermosa Beach drew one of the largest crowds in its history for the Decoration Day week-end. United Attractions reported a good opening at Huntington Beach, Calif. Charley Walpert visited briefly while en route to Long Beach, Calif., to join Mike Krekos' West Coast Amusement Co.

M. Dessauer and Joe Jacoby came in from the East by auto. They are doing the beaches en route to the Golden Gate International Exposition, San Francisco. Charles Guberman, well known West Coast showman, is seriously ill at his home in Boyle Heights. Val Vino is reported as doing okeh at the Rest Home.

Jack Burslem left for San Francisco after closing of the Great American Circus. Arthur Windecker also left to join the exposition showfolk. Dan Dix came in from San Francisco for a brief stop. Nick Chevalo, loop-the-loop performer, returned after a world's tour. He will work on the West Coast. Joe Rodriguez is contracting special events for his act in Southern California. Al M. and Babe Miller have augmented their concessions at Venice and Ocean Park. John R. Ward came up from the beaches and reported business was picking up. Harry Hargrave states the rides are doing okeh. Al Anderson reported business at Balboa Park



Palace Theater Building,
New York.

NEW YORK, June 10.—One thousand new members by 1940 is the organization's slogan. Art Lewis, Max Linderman, Dave Endy, Oscar Buck, Jack and Irving Rosenthal, Sam Rothstein and George Hamid have gone on record and pledged to bring 50 or more members, and life members, Joseph A. and Alfred G. McKee, have indicated they will duplicate last year's record of 100 paid-up members.

Executive Secretary Liddy is making the rounds and reports the Coney Island sector is doing okeh. Sam Wagner's World Circus Side Show got off to a good start, as did Sam Taffet's bingo. Endy Bros' Shows at Summit, N. J., was another stop and Liddy discovered the show has instituted a series of jamboree nights for their Benevolent Fund and will stage a mammoth benefit for the NSA Welfare, Hospitalization and Cemetery Funds at the Mincola (L. I.) Fair in conjunction with Frank Wirth. Liddy also stopped off in Carlstadt while in Jersey and visited Harry Heller's Acme Shows.

World's Fair: No major complaints, almost everybody seems to be satisfied. Brothers Dufour, Rogers and Frank Miller, you know, are opening a restaurant in the amusement area.

Prior to leaving for New England Vice-President O. C. Buck visited daily. Art Lewis was in town informing that his show is currently in Morristown, N. J., and acquainting everybody with the fact that President George A. Hamid was to attend a special jamboree night. Daily visitor to the clubrooms is Tom Brown, who formerly had his own show traveling thru Puerto Rico.

Doc Garfield, with Cetlin & Wilson Shows for years, is identified with the Fairly & Little Shows. Murray Zand came in asking the whereabouts of the boys. Happy White's first question is always, "Any mail?" Custodian James Roland is a character of note.

New membership card has been worked out in World's Fair motif, orange and blue colors predominating. Dues period is from July 15-July 15. Have you received your new card? A score or so are paid to 1940, are you? Incidentally, mail held at the club for those members who neglected to advise of their whereabouts.

Birthday congratulations to Jack Rosenthal, Bill Powell, June 18; Jesse Kaye, June 19; Clarence V. Groud, June 20; J. Fletcher Creamer Jr., June 21; Elwood A. Hughes, Harold Barnes and Dave Lodge, June 22.

Ladies' Auxiliary

It is with deep regret the club reports the death of the sister of Loretta Raab. Sister Lena Keeney, of Springfield, Mass., sent a check to the Bess Hamid Sunshine Fund as commission on ticket sales. Wedding congratulations went to Sister Pearl Walker, of the Max Linderman's World of Mirth Shows. Club is grateful to Brother George Bernert for his splendid help with the drill team. Helen Brenner has been proposed by Sister Dolly Udowitz.

Missouri Show

Women's Club

ST. LOUIS, June 10.—Club met in the clubrooms at the Maryland Hotel on the afternoon of June 1 with Nell Allen as hostess. Games were played, with first prize, donated by Nell Allen, going to Grace Goss. Second prize, donated by Grace Goss, was awarded to Ethel Hesse. Visitors to the rooms included Mrs. Dolly V. Snapp, Mrs. Lillian Chalkias, Mrs. Ana Wilson and Mrs. Jeannette Waters, all of the Snapp Greater Shows. Those present included Nell Allen, Grace Goss, Millicent Navarro, Ethel Hesse, Florence Parker, Irene Burke, Gadette Storm, Gertrude Lang, Lula Dunn, Clela Jacobson and Kathleen Riebe.

was holding up well and that Decoration Day attendance was up 20 per cent over the same period last year.

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THE 7-CAR PORTABLE TLT-A-WHIRL

.. TEN YEARS OF EXPERIENCE
.. TEN YEARS OF SATISFACTION

Kept up-to-date with annual improvements. A tried and true ride with an assured long life of high profit production.

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SHOW and TRAILER CANOPIES
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Fulton Bag & Cotton Mills
Manufacturers Since 1841
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SAVE MONEY **MOTORIZE** SAVE MONEY

SPECIAL FINANCE PLAN SPECIAL
WRITE CHAS. T. GOSS
WITH STANDARD CHEVROLET CO.
EAST ST. LOUIS, ILL.

SECOND-HAND SHOW PROPERTY FOR SALE.
\$35.00 Metal Sword Box with Blades and Shipping
Crate. \$100.00 Dope Show, life size woman, model
and pictures. \$90.00 Horse-Drawn Roman Chariot,
fine condition. \$160.00 Flying Dutchman Kiddle
or Adult Ride, cost \$1,000.00. \$20.00 Metal Fun
House Mirrors, 5 1/2 ft. high, 2 ft. wide. We Buy
All Kinds of Rink Skates and Penny Arcade Ma-
chines. WEIL'S CURIOSITY SHOP, 20 S. Second
St., Philadelphia, Pa.

Pacific Coast Showmen's Assn

632 1/2 South Grand Ave., at Wilshire

LOS ANGELES, June 10.—Monday's bi-monthly meeting attracted 61 members. Officers present were Harry H. Hargrave, president; John R. Ward, vice-president; Ross R. Davis, treasurer; Ben Dobbert, secretary, and Lou Johnson, executive secretary. Lights were dimmed in a short memorial service for the late brothers Phil Williams and Henry Froude. Minutes of the last meeting were read and approved and the secretarial report which followed revealed the club finances in excellent condition.

Communications were read from Mrs. Phil Williams, Brothers Mike Krekos, J. C. Crouch, Will Wright, J. Ed Brown, C. E. Zeiger, Bill Hobday and Frank Burke. Current bills and propositions for reinstatement were read and the former ordered paid. Brother Jack Bigelow reported on the mission of the special committee, which decorated Showmen's Rest at Evergreen Cemetery Decoration Day. Dr. Ralph Smith, in an effort to obtain some special entertainment, proposed a hook-up with the magician's society for a preview in magic. Idea was well received, but will not be passed on until the next meeting.

Again, please let the club have your mail address. Next meeting will be held June 19. Nick Wagoner continues as club chef, while Jack Bigelow still supplies the refreshments.

Health Course for Gruberg

CHICAGO, June 10.—Rubin Gruberg, of the Rubin & Cherry Exposition, entered a Battle Creek (Mich.) Sanitarium this week to take a reducing course. His health is good but he figured he was putting on too much avoirdupois.

PENN PREMIER

(Continued from page 41)
and Doc Wise's Ten-in-One following in that order. Ferris Wheel topped the rides. Merry-Go-Round was second. Staff includes Lloyd Serfass, general manager; Tommy Fallon, assistant general manager; Ed Fraleigh, general and business agent; Ken Reuben, chief electrician; Edward Turner, stock clerk; William Jones, billposter; Bart Bartoli, sound system and advertising; Walter Countermaness, ride superintendent, and George Stiff, assistant on Kiddie Autos.

Rides: Merry-Go-Round, Joe Chatlas, foreman; Tony Gardner, assistant. Octopus, Joe Tilmin, foreman; Bill Clemms and Harry Peters, assistants. Ferris Wheel, Lynn Porter, foreman-owner; Angelo and Henry Dill, assistants; Venetian Swings, Sam Liebolt, owner; Red Shay and Jake Tibbits, assistants.

Shows include Tommy Fallon's Girl and Posing shows; Wilsie's Ten-in-One; Tony Gallaher, living duck boy; William Strouse, talker. Joe Ricco's Athletic Arena, Tony Ricco, talker. Minstrel, Sol Speight, manager; Willie Lee Weather, Johnny Wise, Cindy Jones, Hartince Abney, Cana McKeythens, Herbert Taylor, Samuel Madder and Johnny Place.

Concessions: Cookhouse, Bill and Grace Nuss, owners; Kelly Ed Colligan and John Melsh, griddle; George Heller, Tom Brown, Sam Fenner and Jim Nash, assistants. Bingo, Homer Boyd. Photo gallery, Tom Tuilly. Pitch-till-you-win, Marge Fraleigh. Short-range gallery, Cowboy Strouse. Pop corn, Homer Boyd. Candy apples, Tony Nocerno. Custard, Jimmie Nocerno. Bottle games, Herman and Murray Schneider and Marion Santos. Over and under, Bill Schloer. Cats, Frank Torello. Diggers, William Peoples and Dutch Rosquin. Pitch-till-you-win, Jerry Wright. Penny Pitch, Charles Hermance. Balloon, Mrs. Hermance. Penny pitch, Mrs. Del Zarus. Free acts include the Flying Del Zarus, and Frosto, human icicle. Bill Jones is mailman and *The Billboard* agent.

FAIR AT HOME

(Continued from page 41)
Frank Pelitler, lot superintendent; Milford Spence, assistant.

Concessions: Cookhouse, Eddie Davis, manager - owner; cashier, Mrs. Ruth Davis; head waiter, Maxie Crawford; short order cook, Gus Woodall; Eddie Yeager, Morris Helm and James Doss, waiters; Willie Kline and Charles Moore, counter men; kitchen, Strong Jackson, chef; Henry Anderson, second cook; LeRoy Small and Billy Gibson, dish-washers; commissary department, Tim Carroll; Frank Kline, assistant; Scotty Whitacker, night man; Tom Carroll and

Red Howell, truck drivers. Bingo, Benny Weis, owner; Leonard Ross, manager; Gene Camble, Joe Koski, Eddie Dusko and George Julian, callers. Ball game, Francis J. Kelly, owner-manager; Mrs. F. Kelly, in charge; Viola O'Keefe and Betsy Morris, agents. Roll-down, Fitzzy Reynolds, manager; Harry Arnold, A. Mayor, agents. Radio store, John Lane and Peter Sadie. Ham and bacon, Louis Miller and Whity Small. Ball game, Mrs. Molly Decker, in charge. Mouse game, Phil Heath, Arthur Mullholland and Frank Wilson. Collier pan game, Steve Morris, manager; Harry Allen Bill Kalh, agents. Ball games, Thelma Furgeson, Viola Kenedy, Betty Lynch and Margy Meyers. Penny Pitch, Mildred Westfall, Bootsey Mack, Vivian Decker and Gladys Clarke. Balloon store, R. J. McCaskill and M. McCoy. Diggers, Dell Barfield, manager; Nolan Barfield, assistant. Ball game, Tex Van Horn and Frank Howell. Blanket store, Molly Decker in charge; Ellis Wilson, agent. Duck pond, Mr. and Mrs. L. Rosenbom and Roy La Duke. Ball game, Marge Dorso. Custard, Danny and Al Dorso; Mrs. Dorso, owner-manager. Peanuts and pop corn, Harry Lencon, owner-manager; Abe Hammerstein, assistant.

Rides: Charles Houston, ride superintendent. Tilt-a-Whirl, Bob Gruver, foreman; Clarence Reed, Robert Jautra and William Zyn. Kiddie Rides: Aeroplane, Spence Milford, George Murtha and Bill Zyn. Autos, Bob Clarke and Billy Pasqua. Ferris Wheel, Hank Moore and Frank Howard. Merry-Go-Round, Frency Pelitler, in charge; Milford Meyers.

Mix-Up, Harry Weston, foreman; Harry Murphy and Bob Long, assistant. Ferris Wheels, Freddy Holmes, foreman; Jimmie Dress, Charles Griffin, George Murray and Walter Morris. Merry-Go-Round, Jimmie Gourly, foreman; Frank Ford, Manuel Cabrera and Johnny Lynch. Boomerang, Charles Allen, foreman; Harold Fuller, Alexander Soos, Clyde Norton and Carl Meyers. Leaping Lena, Joe Casye, foreman; Eddie Ford, Pete Mason and Red Howell. Whip, Edmond Pasqua, foreman; Billy Goodman, James Weston, Frank Moore and George Ellis.

Shows: Monkey, Clyde Howey, owner-manager; Mrs. C. Howey, trainer; Elwood Gibson, stock man; Clyde Harrison, opener, and Ferdinand Milton, tickets. Paris Follies, Clyde Howey, manager; cast, Mitsy Spencer, Betsy Moore, Elsy Wilson, Lois Shepfield and Chester Lyn. Crime, Ray Sheldon, manager; Jerry Sheldon, inside; Henry Wilson, front; Beatrice Newton and Ray Black, lecturing. Athletic, Ned Bevan, manager; Tarzan (Kid) Black, Sailor Burke and Joe Ellis, wrestlers.

Free act is the Viera Four. Gus Woodall is *The Billboard* agent and mail man. Minerva Traver is on the front gate ticket box, with Mrs. H. R. Weston on the rear gate.

BALLYHOO

(Continued from page 41)
parked our 434 dogs and wolves quickly raced to the neighboring lawns for an airing.

Rushing to the baseball park in which we were to play, our committee started to lock the gates to keep out the show, but to its dismay it discovered that our 65 house trailers, loaded with more dogs, had already taken squatters' rights and defied the committee to lock them in. After watching two of our best dogs laying out the lot, one carrying the layout pins for the lot boss while the other stepped it off, the committee soon realized that the dogs were very essential to the show.

The bosses were soon busy buzzing the committee and later announced that the members' minds had been changed and that the event would be called Canine Welfare Week. The press department was instructed to run ads reading, "Bring your dog with you and be admitted to everything free." Monday's opening brought out some 5,000 dogs, and their owners were quickly informed that each pet must be clipped and vaccinated by our veterinary to secure free passes. To handle the rush every man available was given a set of clippers and the work was on. A \$4 service charge per dog was collected, the office taking its customary 80 per cent.

By Saturday night the lot was a mass of dog hair and patrons. So sold were the bosses and the committee on the idea that they demanded that each of the show's dog owners stand for the same clipping or leave. This held up the train on Sunday until 12:30 p.m. It was then that the office realized that as long as the show was in the town our auspices was cut in. The train was given the highball and the work was finished in the staterooms on the run.

"ROCKET" A Sensational Ride

BY ALL MEANS INSPECT THIS BIG MONEY GETTER!
Carrying over 9,000 people daily Saturdays and Sundays at W. 8th St. and Surf Ave., Coney Island, N. Y. A gorgeous flash and real profit builder at Palisades Park, N. J. Topping all rides on O. N. Crafts Shows in California. Opens this week at Riverview Park, Chicago. Opens Decoration Day at Rockaway's Playland. Now operating on Miller's Amusements, Chicago. Opens this week on Gray's Greater Canadian Shows. Factory working full speed, prompt shipments!

SHOWMEN — ORDER NOW — DELIVERY IN TIME FOR YOUR FAIRS.

Permanent and Portable Models. Enormous capacity, 88 adults or 110 children every 2 1/2 minutes! Entire center dome revolves constantly and in opposite direction from the 22 stainless steel cars. It's Speed and Thrills they want! **ROCKET** satisfies! Kiddie Auto Rides, Modernistic Decorations for Carrouseils, Ro-Lo Funhouses, Complete Carrouseils, all sizes.



The Latest and Best in the Ride Field.
ALLAN HERSCHELL CO., Inc.
North Tonawanda, N. Y.

BOOMERANG

The Famous Ride Sensation
Send for Illustrated Circular.
BOOMERANG MFG. CORP.
HARRY WITT, Sales Mgr.,
366 HAMILTON AVE., BROOKLYN, N. Y.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.
OVER 40 YEARS OF SERVING THE OUTDOOR SHOWMAN, WITH AN UNDERSTANDING OF HIS NEEDS AND OPERATING PROBLEMS. DEAL WITH THE HOUSE "WITH AND FOR YOU."
701 North Sangamon Street (Phone: Haymarket 0444), Chicago, Ill.

"THE RIDE OF TOMORROW"

SILVER STREAK

with three mechanically banked trains - tandem seating - bullet speed on live rubber tires with perfect comfort and safety - fluorescent type lighting - the most modern, beautiful, portable ride produced - capacity over 960 per hour. Available in 18, 15 and 12 Car Sizes.

Portable Stages—Ridee-O—Auto Speedway—Carrouseils—Light Towers—Hi-De-Ho Fun Houses—Dodgem and Scooter Buildings.

SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.
World's Largest Builder Of Amusement Devices

INSURANCE

Carnivals, Parks, Concessioners
CLEM SCHMITZ Radio City NEW YORK

Thus this doggerel ends, with the committee begging for another well-populated canine carnival, the independent show and ride owners in the doghouse and the Ballyhoo brothers doing a dog trot to the bank.

MAJOR PRIVILEGE.

SHOWMEN DRAW

(Continued from page 41)
Combined 10-Cent Circus in Victoria. Made a good flash and the royal party must have passed it on numerous occasions.

Newspaper men were on the lookout for Clark Gable, who was rumored to be on a hunting trip in near-by Olympic Mountains, Wash. One correspondent writes:

"I am sure I could have had Gable presented to their majesties, as I was told by one of the party's councilors to be sure to bring him to press headquarters at the Empress Hotel. This was the same as saying that Gable 'would be presented,' as their majesties are avid film fans. I was also told that if I could have Shirley Temple at Washington, D. C., or New York they would be glad to receive her."

It was said that J. W. (Patty) Conklin did not fare so well on grand-stand sales at Toronto and Winnipeg, using the old Tom Mix stands. Many portable stands were noted in Montreal. Barricades erected in most towns were described as "useless," only spot where they were really needed was Regina, where the crowd was dense due to city hall ceremonies across the street.

"Many a man lost his shirt erecting stands, loading up on 'larry' novelties left over from the coronation and re-

CANDY FLOSS & CORN POPPERS
ALSO HAND-OPERATED ORANGE SQUEEZERS

Cheapest, Best, Genuine.
Original ball bearing Motor.
10 patents. Last 5/23/39.
Originator, one-piece bands.
Double Heads 100% true
No wobbling. Guaranteed.
See Them—World's Fair.
1 lb. Sugar Nets \$2. Cata-
log Free. **NAT'L FLOSS MCHN. CO.,** 310 East 35th Street, New York, N. Y.

WANT

FOR BRUSH, COLO., JULY 34
LEGITIMATE SHOWS AND CONCESSIONS
Ten County Fairs and Four Street Fairs Following.
Will buy or book Eli Wheel, Flat Ride or Loop-o-Plane. Address
RAPP'S RIDES AND AMUSEMENTS
4119 S. Penn St., Englewood, Colo.

freshment stands," one correspondent stated. Colorful spots were Calgary, Edmonton, Saskatoon, Moose Jaw, Victoria, Regina and Winnipeg, with latter getting hours of heavy rain. Many local cowboy and hillbilly bands along route.

Monarchs are due in New York today, with trip to the World's Fair featuring the visit.

ROYAL UNITED

(Continued from page 41)
Merry-Go-Round, Ferris Wheel and Chairplane, Johnny Toffel; Tilt-a-Whirl, William M. Tucker and Chet Holland.
Shows: Mazon, Mr. Mazon. Illusion, Mr. Phillip. Athletic, Rough House Nelson, Swede Begg and Tommy Marrin. Girls From Kokomo, Case Corbin and girls. Royal Revue, Cox-Patterson and Co. Vaude, Flemming Brothers.

Midway Confab

By THE MIXER

(Communications to 25 Opera Place, Cincinnati, O.)

GREAT days under the "blue sky"!

FOLLOWING a two-year stay in Honolulu, Delbert Dorrance rejoined American United Shows in Pasco, Wash.

FORMER ride owner Buddy Veys is now in bakery business in East Moline, Ill.

JAMES AND HARVEY DREW, the Georgia Boys, were in New York recently looking over the World's Fair there.

FRED (TEX) LEATHERMAN is foreman of the Ridee-O on John H. Marks Shows, with Buddy Barr assisting.

COAL strike came near causing some wildcatting.

ELMER LAUGHLIN joined Federal State Shows as special agent during the stand in Eminence, Ky.

BILLY DICK, with his circus side show, joined Hippodrome Shows in Piedmont, Mo.

PETE HOLMES and Louise Williams, tattoo artists, are in their second season with Mark Williams' Side Show on West's World's Wonder Shows.

DEATH VALLEY, jungle exhibit, under management of Jack Loyd, is latest addition to John H. Marks Shows, reports Walter D. Nealand.

FORMERLY with J. George Loos Greater Shows, Cliff Matter is lecturing on the Nature's Mistakes pit at the New York World's Fair.

JOINING World's Exposition Shows in Herkimer, N. Y., as free attraction, the Flying Lesters will remain until opening of their fair dates, some time in August.

CHARLES GARDINER, who left Crowley's United Shows in Emporia, Kan., because of illness, has recovered and may wed and settle down to farming, reports Doc Waddell.

"MEN seldom make passes"—at ball-game queens over 80!

IN LINE-UP on Joe (Dutch) Kantell's Athletic Arena on Crowley's United Shows are Rough House Nelson, wrestler, and Farmer Fredericks, boxer and wrestler.

GENERAL AGENT Jimmy Rates, who replaced the recently resigned Herbert Wiggins on Eric B. Hyde Shows, was

Those Show Ads

WHEELING, W. Va. — Dear Mixer: No truer words ever were written than those in your columns in the issue of June 3, "Some showmen's local ads should be copyrighted by a funny-paper syndicate." For the best examples I have ever seen of how right you are I respectfully submit the enclosed clippings. They speak (or do they?) for themselves. To me these are sparkling examples of the nadir in theatrical advertising.

I have never been a part of an outdoor amusement organization, altho I have always nurtured a keen desire to be, and I'll grant that it offers unique problems that will always be obscure to an outsider (a "townier," if you prefer). I do submit, however, that it is a business and should be sold as such, fully as much as a shoe merchant, a clothing merchant, etc., must necessarily sell his business to the consumer thru intelligent advertising so that he can survive. (Stop me if I am wrong.)

While this old mill is functioning I would like to let loose a gripe or two. Firstly, why do carnivals insist on advertising some such pooh-bah as "20 RIDES—20 SHOWS" when, by actual count they number barely five of each. Secondly, why hasn't circus advertising changed? It seems to me that even that of the Big Show has been the same ever since I was a kid. Or am I too loud? Excuse, please, but I didn't mean to run on like this for so many paragraphs (altho there could very easily be a few more). I meant merely to submit atrocious examples and call it a day.—IVAN E. MYERS.

AFTER closing with the John R. Ward Shows in Poplar Bluff, Mo., G. A. Sutton went to Oklahoma City, where he is working in a cafe. He pens that he plans to quit the road.

SKY-HIGH ALCIDOS, free act with West's World's Wonder Shows, enjoyed numerous visits from members of the Ringling circus while playing Trenton, N. J.

"HE may think he's a lot man, but he has put the drome between two lecture shows."

JOINING Blue Ribbon Shows in Bloomington, Ind., with eight concessions, Joe Baker has taken over the business manager's duties on the organization, reports William R. Hicks.

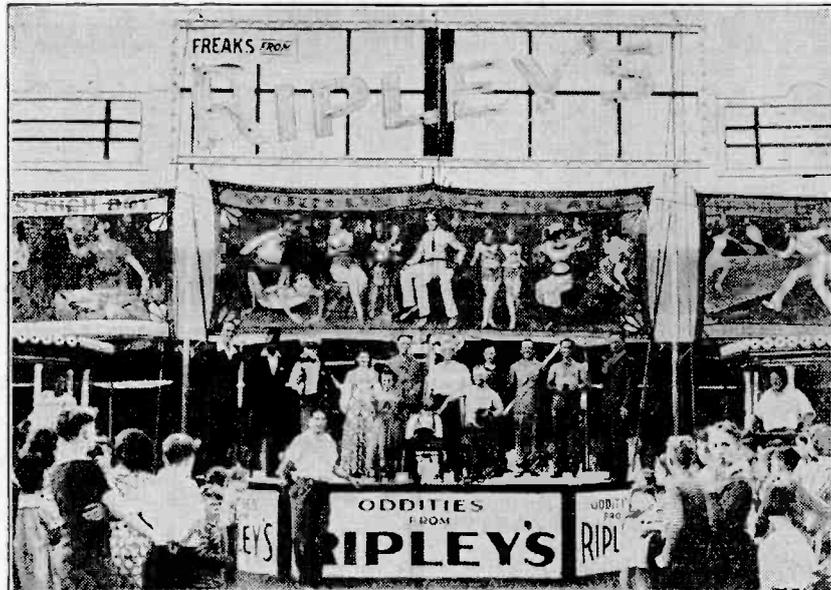
DURING Crowley's United Shows' stand in Fort Madison, Ia., Harold Gerdes and wife, Pearl, entertained Otis and Mildred Vaughan and the Crowleys at their summer cabin north of Fort Madison.

BOB AND DOT CRAWFORD, who started the season with a new cork gallery, recently added a new ball game to their concessions. They have been playing lots in Columbus, O., with an F. E. Gooding unit.

JACK GALLUPPO, operating manager of Novelty Concession Corp., pens from Harvey, Ill., that he and Ben Bergen left Gooding Greater Shows and joined Greater Exposition Shows in St. Louis with six concessions and grab stand.

SOME committees are busy tightening up the gate while the boss is busy fixing "holes" in the back end.

HAVING signed their two sound trucks and ball game concession with New England Motorized Shows, Betty and Albert Farley joined the organization re-



CENTER SECTION AND BALLY PLATFORM of the 220-foot-long front and part of the personnel of the Oddities from Ripley's Side Show on Rubin & Cherry Exposition. Standing in front of the bally is Thomas J. Rankine, manager. On the platform, left to right, are C. L. (Twisto) McCormick, emcee and anatomical wonder; Lenton (Popeye) Perry; Capt. Ringman Mack, weight lifter; Corinne Frissora, shock-proof girl; Lillian MacGregor, iron eyed girl; Alfred Green, alligator boy; Stan the Monkey Man (seated); Frank Lentini, three-legged man; Harry MacGregor, king of fire; Louis-Louise Longden, annex attraction; Tex Pugenat, annex talker; Joe Novello, torture-proof man, and Roy Dessereau, front lecturer. Danny Wilson is in the left ticket box, with Howard Quimley in the right. Mrs. Thomas J. Rankine (Zilla), mentalist, was not present when the picture was snapped while the shows were playing Champagn, Ill. Photo furnished by Roland W. Richards.

OPERATING a service station in Bessemer, Ala., W. P. (Bill) Crowson pens that he plans to return to the road about July 1 with a grab stand.

VETERAN PASSES: T. W. McMahon in Marysville, Kan.

AFTER NEARLY four seasons with Blue Ribbon Shows, Pop and Mom Wheeler left in Vincennes, Ind., heading for California.

JOHN KUNZE letters from Harvey, Ill., that he is operating a grab stand for Jack Galluppo on Greater Exposition Shows, with Chester White as assistant.

JACK (BURNED ALIVE) BRUCE scribes from Willow Grove, Pa., that he has been playing to satisfactory results at the Old Dutch Mill there.

MELVIN ELLIOTT cards from Williamson, W. Va., that he is operating his two photo machines there, where he plans to remain for the summer.

HE master-minded a 20-car railroad show down to a ride unit.—Colonel Patch.

stricken ill while the shows were playing Bristol, Va., and sent home.

IN ADDITION to his duties as electrician, mail man and The Billboard agent on Ziegler & Pollie Shows, William L. (Red) Munger is also handling the p-a. speaker on Johnny Pollie's corn game.

"ENJOYED a swell visit with Eastern Bazaar Shows, owned by Roy Coffin, in Waterville, Me., recently," letters Don Rockwood. "I was on the lot daily and was pleased to see such a clean show."

CANADIAN hustlers also found that there is no royal road to mazuma.

MRS. C. J. SIEG, wife of the billposter on New England Motorized Shows, spent an afternoon and night visiting friends on the Ringling circus during the stand in Harrisburg, Pa.

RAJAH RODAH and Madam Maxine, who recently joined the side show on the Reynolds & Wells Shows, report it one of the best attractions on which they have ever worked.

PROVEN MONEY MAKERS

LOOP-O-PLANE OCTOPUS ROLLO-PLANE

Leading All Sales for 1939

Visit the Octopus and Rolloplane Rides, New York World's Fair and Golden Gate International Exposition, San Francisco.

WRITE FOR DESCRIPTIVE LITERATURE.

EYERLY AIRCRAFT CO.

Salem, Ore.

ARNER K. KLINE, Sales Mgr.

European Suppliers, LUSSE BROS., Ltd., Blackpool, England.

PENNY PITCH GAMES

Size 46x46", Price \$20.00.
Size 48x48", With 1 Jack Pot, \$30.00.
Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-15-20-24- and 30 number wheels. Price \$12.00

BINGO GAMES

75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE. Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Canes, etc.

SLACK MFG. CO.

124-126 W. Lake St., Chicago, Ill.

ASTRO FORECASTS AND ANALYSES

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00
Analysis, 3-p., with Blue Cover. Each03
Analysis, 8-p., with White Cover. Each15
Forecast and Analysis, 8-p., Fancy Covers, Ea. .05
Samples of the 4 Readings, Four for 25c.
No. 1, 34-Page, Gold and Silver Covers. Each .30
Wall Charts, Heavy Paper, Size 28x34, Each 1.00
Gazing Crystals, Ouija Boards, Planchettes, Etc.

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Polity. 1200 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper, Sample \$0.15

HOW TO WIN AT ANY KIND OF SPECULATION. 24-Page Booklet, Beautifully Bound. Samples, 25c.

PACK of 79 EGYPTIAN F. T. CARDS. Answers All Questions, Lucky Numbers, etc., 35c.

ZODIAC F. T. CARDS. Pack 35c

MENTAL TELEPATHY. Booklet, 21 P. 25c

"WHAT IS WRITTEN IN THE STARS." Folding Booklet, 12 P. 3x5. Contains all 12 Analyses. Very Well Written. Per Doz. 50c; Sample 10c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D., 25% Deposit. Our name or ads do not appear in any merchandise.

SIMMONS & CO.

19 West Jackson Blvd., CHICAGO
Instant delivery. Send for Wholesale Prices.

BUDDHA PAPERS—SUPPLIES

1939 ASTRO DAILY, HOURLY FORECASTS, Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts, Crystals. Most comprehensive line of Apparatus and Supplies in the World. 158-Page Illustrated Catalogue 30c.

NELSON ENTERPRISES

198 S. Third St., Columbus, O.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.

WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES

State salary and all details in first letter. Open All Year Round.

SCHORK & SCHAFFER

Northern Exposition Shows

WANT Strictly Sober Advance Agent that can book Free Act. Good wages to the man who can produce. No second-raters need apply. WANT first-class only. CAN BOOK the following Concessions: Devil's Bowling Alley, small Knife Rack, Rumper Joint, Fish Pond, Candy Floss. Everything else booked. Route, all in North Dakota: Stanton, June 15, 16; Halliday, 17, 18; Carson, 19, 20; Zap, 23, 24.

Atlas Greater Shows

Want Ferris Wheel Shows, American Palmistry, Stock Concessions, Bingo, small Grab, Have Free Act. No gate. No gift. Jamestown, Ky., this week; Albany, Ky., next week. ATLAS GREATER SHOWS, VON K. JOURDAN.

BE READY FOR THE BIG ONE!

JULY 4th the HIGH SPOT OF THE YEAR.

Is your Power Equipment able to "TAKE IT"? If not, better buy an ELI POWER UNIT.

ELI BRIDGE COMPANY
Builders of Dependable Products,
N. West Street, JACKSONVILLE, ILL.

cently, moving over there from Broadway Shows of America.

JACK (TEX) HAMILTON, who still has his girls playing night clubs in Austin, Tex., reports preparations are being made to play a string of fairs and celebrations in the North. Roseta, Spanish dancer, is a feature.

OPERATORS of a photo gallery on K. G. Barkoot Shows, Mr. and Mrs. Bill (Circus Slim) visited Ziegler & Polle Shows in Morenci, Mich., recently and spent much of the time recounting their circus experiences of 20 years ago.

VISITORS to K. G. Barkoot Shows' midway during the Bryan (O.) stand included Doc and Vera McDiarmid, operators of the photograph concessions on Ziegler & Polle Shows, and their daughter, Haroldine.

ONE g. a. who craves only railroad shows has about made 'em all. He may have to frame one for himself.—Whitey Cooks.

AMONG RECENT visitors to B. & V. Shows were Ralph Endy and Matthew J. Riley, Endy Bros.' Shows; Oscar C. Buck, of the shows bearing his name, and members of Frank West's World of Mirth, World's Exposition and Art Lewis shows.

ROBERT THOMAS, ride boy on B. & V. Shows, narrowly escaped drowning recently in a pool near the shows' lot in Peekskill, N. Y., when he jumped into deep water. Sandy Ramonowski dived in and pulled him safely to shore.

ADDITIONS to Federal State Shows' line-up, reports Danny Jones, include Jerry Lazzaro, peanut stand; Roy and Dave Vanoy, two ball games, and J. J. Beard, who is working in Bill Askin's bingo.

TALKER, manager and electric steel guitar player, Prof. Ludy Kay is now in his 20th season in outdoor show business. He reports he's doing okeh with the Hollywood Follies on Great Sutton Shows.

MANAGER of the Great Experiment Shows is said to be spending more to keep it going than his friends can afford.

FRED SAWYER is making second openings on the Club Chocolate Minstrel Revue on John H. Marks Shows. Evelyn Redding (Aunt Jemima) is talker and producer, and Doc Anderson has the swing band.

WIFE of Fred Newman, concessioner on the Model Shows, Claire Newman, has landed a contract with Street & Smith publications to do a number of stories, reports J. Walter Stevens, who visited the midway desk last week.

FOLLOWING a successful winter in Texas, Eddie Kaylito reports he joined Dona Keefer's side show on the Elite Exposition Shows and finds the organization has a good line-up of acts and costumes.

BILL KARSKY, of Casey Concession Co., and wife returned to Chicago from

"Rainmaker" Marks

CLARKSBURG, W. Va., June 10.—Citizens here are calling John H. Marks, president of the shows bearing his name, the "Rainmaker." It's a local axiom that whenever a carnival comes to town it usually rains all week. Last year Marks Shows encountered heavy rains during their week's engagement and for the four days they remained over it rained in torrents. This year when it was announced that the organization would play here the week of May 26 farmers and others hailed the news with joy in the hope that a downpour would save their crops. According to officials, the last heavy rain fell on April 16. During the first three days extremely sultry weather prevailed, but on Thursday came one of the heaviest storms in the city's history, which natives termed "The \$1,000,000 Rain." In the first hour it measured one inch. It continued all day Friday and again on Saturday. Some of the more enthusiastic farmers were in favor of petitioning Marks to remain over another week, but he demurred, moving on to Parkersburg, W. Va., the next stand, with the thanks and plaudits of a grateful Clarksburg populace ringing in his ears.

a 10-day combined business and pleasure trip to New York. They visited numerous showfolk at the World's Fair and Bill came back with some nice orders.

COOKHOUSE gossip: "He was getting plenty of money with it but the boss' wife saw its strength and demanded the ex on it."

"**VISITED** Groves Greater Shows in Lebanon, Ind., recently," letters K. E. Simmons from Crawfordsville, Ind. "Owner Groves has a nice-looking organization and I had a pleasant visit with him, Capt. Ralph Harell and several others."

MEMBERS of Endy Bros.' Shows who visited the New York World's Fair while the organization was playing Summit, N. J., included Mr. and Mrs. W. J. Tucker, Jack Ormsby, Johnny Risley, Irish Kelly, Professor Kuntz, Chuck Connors, Lou Powers, Dick Nufer and Charles Hulfish.

PLUTO, Boston Bull terrier owned by Sailor and Pearl Harris, died in Council Bluffs, Ia., recently, reports the former, tattoo artist and side show manager. Harris says Pluto was known by numerous side show folk as the rock-carrying dog.

RECENT additions to the Side Show, under direction of Bill Sylvan, on Gruberg's World's Exposition Shows, include McGee, lightning cartoonist; Hanson's dog, Queenie; Ray Doolin, ventriloquist and juggler, and Jack Yarbrough, second openings and inside lecturer.

HAD an argument about the purpose of The Mixer's columns. I contended the contents

reports the shows make a nice appearance and that Mr. and Mrs. Reynolds and Mr. and Mrs. Izzy Wells are old friends.

FAMOUS last words: "Three of 'em played the town, day and date. They'd been keeping their routes under cover and none of 'em knew the others were in that territory."

ELSIE ADAMS, two-bodied girl, cards that she lost money, costumes, jewelry and clothing valued at \$450 recently in Paterson, N. J., when her suitcases were stolen from Art Lewis Shows. She adds, however, that a new wardrobe was obtained and not one performance was lost.

DON FOLTZ cards from Eureka, Kan., that among recent additions to the Circus Side Show operated by Mr. and Mrs. Keefer on Elite Exposition Shows are Eddie Kaylito and wife, knife-throwers, and Milly House, milk-can escape, and a double-bodied pig. Kaylito also is making openings.

HAVING BEEN released from a Shawnee, Okla., hospital, where he was suffering from a broken neck, sustained while he was doing his free act on the J. George Loos Shows, Capt. George Webb returned to the organization where his wife has a girl show. He is in a cast which he must wear for at least five months.

SIDE-SHOW impresario on the John H. Marks Shows, Herman Singer recently added a headless woman illusion to his line-up. Dr. Bud Cowan is



SCENE ON HAL COMPTON'S ODDITIES OF THE WORLD Side Show on American United Shows' midway during the recent stand in Missoula, Mont. In the center between the crowd and bally platform is Manager Compton. On the platform, left to right, are Hucce and Tiny March; Patie King, Mystery of India; Professor Marlo, pain-proof man; Miss X, annex; Princess Naja, iron-tongue marvel; Great Ferus, fire-eater; Madam Zalada, human corkscrew; Bill Cochran, talker; Great Othello, little giant and mystery man. Jack Ewell is in the ticket box on the left with Orlando Allen, co-owner of American United Shows, substituting for Jimmy Burns, who was absent, in the other.

are for thinkers and morons alike. Wasn't I right?—Cousin Peleg.

FISHERMEN who were limit catchers in near-by rivers during Hilderbrand's United Shows' Salem, Ore., engagement included Art Anderson, Bill Holt, Vic Davis, W. J. Brown, Jess Jordan, Harry Merkle, Ralph Balcom, Johnnie Hicks, Jimmy LaRue and Jack Dykes.

FORMERLY with Hess & Hay, Wallace Bros., Bright Light, Smith's Atlantic, Stanley Bros. and Copping shows, Jack Smith, vet showman, is critically ill in Veterans' Hospital, Dayton, O. His wife, who has been at his bedside day and night, pens he is desirous of hearing from friends.

MRS. ELIZABETH CARROLL CURLEY, well-known trouper, is in a serious condition at her home, 647½ North High street, Columbus, O. Helplessly crippled from arthritis she recently contracted tuberculosis and is desirous of reading letters from friends, reports Mary Bartley.

A MEMBER of Fuzzell's United Shows, Mrs. Sarah Buley, pencils from Cresco, Ia., that she recently had an enjoyable visit on Reynolds & Wells Shows. She

handling front openings and presenting his trained police dog, Frost King Jr., and his vent act. Agnes Smith, rubber-skin girl, is among features, while Lou-Lucille is in the annex.

IF that General Agents' Association were still in existence a big convention could have been held recently almost anywhere along the boundaries of West Virginia.

"**VISITED** Hippodrome Shows recently in Piedmont, Mo., and found a neat organization," scribbles Louis E. (Roba) Collins from Lesterville, Mo. "Shows are growing weekly and making friends in each town played. This is my first season in some time away from the carnival field. Gene Knight and I have our Gene's Wonder Med Shows on the road."

WHEN Eric B. Hyde Shows played Bristol, Va., recently, Manager Hyde was host to kiddies from the police department's children's home and the event was aired thru remote control by Station WOPI. George Oliver was announcer for the shows, and Bill Moore, concessioner, was emcee. Later in the engagement Boise DeLegge and talent from his Bandana Minstrels presented a half-hour broadcast from WOPI and on two afternoons

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WORLD FAMOUS ATTRACTIONS DRAW THE CROWDS

EVANS' MERCHANDISE WHEELS

Flashiest wheels made! Designed for the professional concessionaire! Extra durable, perfectly balanced—uniform percentage always. \$750 Made in all standard sizes and combinations up

EVANS' ALUMINUM MILK BOTTLES

Best on the Market! Far superior to wood bottles. Sound like falling glass when knocked over, creating its own bally. Indestructible, natural-looking.

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 468-470 SENECA ST.
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ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS

talent from Gypsy Myers' Parisian Follies were on the air for 15-minute broadcasts from the same point. Guest artist with the last-named group was Mrs. Ben Motie, wife of the owner of the Midway Cafe on the shows.

ED REITER has replaced Ed Brunke as construction superintendent on Dodson's World's Fair Shows.

NEW OWNER of the She Show on Dodson's World's Fair Shows is Fluffies Jackson, reports Roy B. Jones. Esther, Alice, Durinda and Dolly Snow are doing the entertaining.

IN ITS issue dated May 31 *The East Liverpool* (O.) Review devoted a half-column story to favorable comment on Ceflin & Wilson Shows; Zacchini, free act, and Speedy Merrill's Wall of Death. Shows appeared there in Columbian Park in the East End under auspices of East Liverpool American Legion posts. A two-column cut of Merrill's attraction accompanied the story.

ASSOCIATED with carnivals for 14 years as general agent and business manager and appearing with such shows as T. M. Collins, A. F. Crouse and O. J. Bach, James A. Currier for the past five years has been operating an advertising company in Auburn, N. Y. He reports that his 15-year-old stepdaughter, Alma Van Alstyne Currier, is taking a course in tap dancing.

FUNLAND SHOWS' midway notes by Ted C. Taylor: Salyersville (Ky.) date, which ended on June 3 under police department auspices, was good when weather permitted. . . Shows' route has been changed considerably because of conflicting dates of other shows.

WANT

Sensational Free Act for balance of season. Want party for Posing Show. Also Girls for Hula Show. Can place a few more Shows for the best string of fairs and celebrations in Montana, Wyoming and Nebraska. Want experienced Ride Help. Can use a few more Concessions. Address

SILVER STATE SHOWS

Newcastle, Wyo., week June 12; Hardin, Mont., Rodeo, week June 19; Billings, Mont., V. F. W. Convention, week June 26.

J. F. SPARKS SHOWS WANT - WANT - WANT

One or two small Grind Shows. Girls and Manager for Girl Show. Will sell exclusive Frozen Custard, Candy Floss and Apples. Book Fishpond, Lead Gallery, Guess Your Weight. Readers for neatly framed and flashy Mitt Camp. Foreman for seven-car Tilt-a-Whirl. All replies to J. F. SPARKS, Ravenna, Ky.

GREAT SUTTON SHOWS

Wanted at once for long season. We have a real 4th of July and have 7 good fairs and good still dates. Want Kid Auto Ride and one Flat Ride and Loop or Rolluplane. Will sell Ex on Photo Gallery and Pop Corn. Will book any Stock Concession. Want Mouse Joint. Mr. Warner, wire. Can place Musicians and Chorus Girls on Minstrel Show. Wire F. M. SUTTON, Fairfield, Ia., June 12-17.

P.S.—Party that bought Jim Patterson's Kid Auto Ride, can place all your stuff.

WANT FOR

Firemen's Spring Frolic on the Streets, Loyall, Ky., and largest July 4 spot in the Kentucky coal fields: Tilt, Grind Shows and Legitimate Concessions, Grind Store Agents. Want people for Minstrel, Stumpy, write. MODERN AMERICAN SHOWS, Barbourville, Ky., this week; Loyall, Ky., next week.

SAM E. SPENCER SHOWS

Want Girl Show. Have beautiful front, top and complete outfit for same. Ride Help. Concessions of all kinds, including Bingo. This week Rouseville, Pa., Home-Coming Celebration; then Franklin, Pa.

WANTED

A-1 Tilt-a-Whirl, Ferris Wheel and Merry-Go-Round operators. Must be sober and reliable.

MILLER AMUSEMENT ENTERPRISES
530 W. 59th St., Chicago, Ill.

FOR SALE

Dodge Truck, 35 Model, A-1 condition. Cookhouse, 16x20 with 5 ft. awnings. Equipped. Used one season. Cash.

1120 N. High, Columbus, O.

However, none can play them all the same week and there's enough spots to go around. . . New circus free acts, plus Walter March's Band, helped boost attendance.

WHERE the customer is always wrong. Shows with this motto sooner or later will have to be disposed of by the business as a whole for the benefit of the business as a whole.

PERSONNEL of the side show on Reynolds & Wells United Shows includes Dick Hard, front talker; Jack Topman and Gilbert Latiner, tickets; Duke, tattoo artist; Professor Berry, magic and Punch; Capt. Del Rio and sisters, Ethel and Ruth, knife throwing and whip cracking; Bertha Hard, blade box; Rajah Rodah, hypnotist; Buddy Hard, fire king; John Flannery, electric chair; Modern Maxine, mentalist, and Anna Flannery, nurse.

MEMBERS of Hilderbrand's United Shows have taken to horseback riding in a big way, reports Walton de Pellaton, and there are daily jaunts over bridge paths by Jimmie Heller, August Hustrel, Tommy Miller, Dave Pennington, Alphonse Hustrel, Reggi and Arlene Marston, Franc and Willie Hustrel, Billie and Buck Ritchey, Arlene Knowles, Emmett Turner, Delliene Renee, Clara and Danny Barnett, Frank Graham, Maurice Lahey, Betty Tweedie, Fred Lider, Dorene Summers and E. Tweedie.

WHILE Art Evans, concessioner with Rubin & Cherry Exposition, was driving a truck belonging to Ford Smith, another concessioner, thru Elkhart, Ind., recently en route to Battle Creek, Mich., from Bloomington, Ill., he asked a policeman to direct him thru towns. The cop agreed but instead took him to Police Court to answer for not being on the truck route. Some reprimanding on the part of a judge settled the dispute and, relieved and pleased, Art proceeded on his way.

BERNIE MENDELSON, of O. Henry Tent and Awning Co., recently returned from a two-week business trip from which he reports obtaining considerable business. He received an order from Rubin & Cherry Exposition for all new tents for the shows, this in addition to earlier orders for concession tents, ball games and corn games. He also received an order for three tops from Beckmann & Gerety Shows. "My visit to a number of shows indicates that this should be a very good season," says Mendelson.

TURNING the office wagon into an entertainment spot for noisy committees, to the distraction of employees who must keep their noses, is a good way to assure loose morale all around the midway.

ROSTER of Novelty Concession Corp., reports John Kunze, includes Jack Galuppo, operating manager; Ben Bergen, supervising manager; Sol Selzer, secretary. Cookhouse. Susie Jenkins, kitchen, assisted by Carl Brady; Chester White, Charles Redman, Joe Willis, waiters; Henry (Red) Hill, Blackie Sanford, counters; Bozo Long, griddle; Arthur Woodrow, Walter Rideout, tables; Sol Selzer, cashier. Frozen Delight, Carl Riese, front; Ivy Red, helper. Candy apples, John Lin; cotton candy, Bill Marvin; waffles, George Long.

WHILE Hilderbrand's United Shows where playing Salem, Ore., the Abner K. Klines, with Walton de Pellaton as chef, entertained members of the shows at a French dinner. Among guests were Mr. and Mrs. Everett W. Coe, Mr. and Mrs. Lee Eyerly, Mr. and Mrs. Claude Barie, Mr. and Mrs. Joe Steinberg, Hazel Fisher, Verna Seeborg, Viola and Gordon Schaffer and Mrs. O. H. Hilderbrand. Later in the week de Pellaton entertained the same group at an Italian dinner in the Salem Hotel and a day later Verna Seeborg and Hazel Fisher were hosts to the group. Mr. and Mrs. Claude Barie staged an after-the-show supper for them on the last day in their cabin. Women were presented with gardenia corsages at the dinners.

LECTURER on Posing Show: "Ladies and gentlemen, our next living picture will be a reproduction of that famous painting" (pulls curtain) "Faith, Hope and Charity." Voice from audience: "Which is Charity?" Lecturer: "No remarks, please; this presentation is strictly moral, elevating and refined."

"SINCE leaving Tarpon Springs, Fla., on January 1 I've toured nine States and encountered 12 carnivals, none of which were doing much business," letters Tom

"Sister Sue"

WASHINGTON, Pa.—"Sister Sue" has arrived on the Johnny J. Jones Exposition. Nearly every troupier everywhere knows Sister Sue. If perhaps you are not acquainted with her, she is one of the most beloved little ladies in the realm of the tented world and sister of the late Johnny J. Jones, founder of the show. Accompanied by Mrs. Hody Jones, who had spent several days at her home, she arrived on the midway for her annual visit.

This yearly visit means much to her and is considered an event to look forward to by every member of the show. To oldtimers on the show, it is more than event; it is a treat, bringing back memories of bygone days. Hearty handshakes and greetings, filled with respect and sincerity, extended to her from every part of the lot made her "Welcome Home."

"Sister Sue" is Mrs. Grant Smith, of Crooked Creek, Pa. Having lately celebrated her 75th birthday anniversary, she is a picture of health and happiness. Leading the grand march, arm in arm with E. Lawrence Phillips, at the show's social ball, her silvery gray hair done up in a Eugene wave, she appeared younger than ever. "Sure, I love the show and all troupers," she says. "But it's also great to live on my farm and at home."—STARR DeBELLE.

C. Rogers from Garden City, Kan. "Starting for California I got as far as Liberal, Kan., when I met Art Converse, who has the World Fair Freaks on Anderson-Strader Shows, and joined as inside lecturer. Line-up includes Converse, owner-manager; Jackie Frances, annex; Lady Crystal, mentalist; Princess Yucama, anatomical wonder; Mickey and Mike, midgits; Randy Webb, magician; Dee Webb, illusions; Maxine, half-lady; Rosa, snake enchantress; Excello, contortion; Earl Carroll, human salamander; Rapoh, human pincushion; Earl Clouse and Henry Johnson, tickets; Charles Byington, boss canvasman, and Jerry Mack, in charge of the wooden-headed family.

"ATTENDANCE and weather at the Speedway here was excellent, but spending, from concessioners' reports, was only fair," pens Ralph Beck from Indianapolis. George Golding employed many at his inside stands, as did Pop Meyers. Sixteenth street, opposite the speedway, looked like a midway. Dusty Eaton had several stands there. Slim McKnight had novelties; Roy Dolen, pennants; Buddy Paddock, jewelry; J. J. Javinek, jewelry; Ivan (Champ) Champion, two pennant machines and a guess-your-weight. Champion operated one pennant machine, while Charlie Miley had the other. Jack Wheeler worked the scale, assisted by B. Harris, B. Feiner and Jack Lee. Claude Oliver had his cookhouse in operation and further down the street the Weer Shows were located. Hustlers sighted were Joe Perry, John Cunningham, Claude Loughtner, Jack DeVore, Morris and Sammy Bluestein, Lefty Grissom, Jack Wright, Alonzo, Roy Gregory, Cliff Overton, Paul Munson and Art Bemus.

W. C. HUGGINS'

(Continued from page 41)

ager and legal adjuster; Joe DeMouchelle, general agent; W. H. Meyers, manager; W. G. Tremain, secretary-treasurer; Jack Sagemister, master of transportation; Joe Bland, chief mechanic; Jack Osborn, chief electrician; Boots Langley, superintendent searchlights; L. Morgan, superintendent light towers; George Murry, superintendent front door; Guy Mains Jr., superintendent No. 2 door; Ray Tullis, superintendent No. 3 door; George Watson, superintendent sidewalk crew; Fred Prussing, special officer; Dick Cannon, musical director; Chet Sanders, chief announcer; John Glover, ride superintendent.

Rides: Ferris Wheel, Bud Sanford, foreman; Everett James, Merry-Go-Round, R. G. Corey, foreman; Eddie Ringuette, Hans Christensen. Loop-o-Plane, Hans Peter Marcher, foreman; Kenneth Schoonover, Lindy Loop, Everett Christensen, foreman; Vernon Christensen, Earl Beyers, Heyday, Stanley Laabs, foreman; Joe Haag, Stewart Lile and Willard Neff, Dodgem, Les Sanford, foreman; Bernard Hinneber, Claude Ringuette and Floyd Benton. Ride ticket sellers: Mrs. Les Sanford, Geneva Sanford, Mrs. Earl Eagers, Mrs. Benton, Mrs. Everest Christensen and Mrs. Dodge.

Shows

Hi De Ho, Fred Cook, manager; Alfred Smith, Conrad Fehrenbach. World Fair Circus Side Show, Joe Glacey, manager; Jimmie Hurp, talker; Arthur Hann, Anna John Budd, Leona Sanford, Clara Huffman, Ernestine Dove, Pete Flores, W. Ferdna, Josephine Hurp and Clyde Critchfield. Congo Village, Ed Kemper, manager; Flo Jones, inside lecturer; Byron Moorhead, talker. Avon Gaylee Follies, Genevieve Mills, manager; Dave Mills, talker; Olive Moore, Venetta Dessebrat, Marion Higgins, Joyce Murry, Francis Bason, and George Black, superintendent of canvas. Crazy House, A. G. Heinickel, manager; Katherine Heinickel, tickets; Pete Chilberg and F. Ewert. Thrill Drome, H. E. Speedy Bauer, manager; George Pixotto, talker; Henry Stir, Dorothy Patterson, Mildred Bailey and Ethel Munson, riders. La Vampire, Chet Sanders, manager; Lee Gorman, George McCarthy, Hollywood Chimps, Charles Lewis, trainer; Frank Smith, talker and tickets. Free acts are the Clarke Family.

Concessions are Eddie Flynt's Cafeteria; Mr. Nesbitt, head chef; George Dayton, second cook; John McFadden, night cook; Mrs. Nesbitt and Ruby Pennington, counter girls; Eddie Pennington and Bob Armstrong, waiters; Lois Claman, cashier. Lunch stand No. 1, Jimmy Lacey, manager; lunch stand No. 2, Doc Cronen, manager; candy floss, Mrs. Eddie Flynt; pop corn, Mrs. Dayton. Fritz Hinkle has six concessions and his agents are Virgie Waters, Bob Peters, Slim Nation, Al Steel, Lem Harvey and Mrs. Marchers. Shaffer Bros. have three concessions, with Jack and Frank Schaffer and Jockey Moore in charge. Tom Hyde, 3; Tom Hyde, C. Claman, K. C. Moe; Ralph Lacey, 2; Mrs. Lacey, 1; Smith Brothers, of Victoria, 4; Harry Barron, 1; Jimmy Smith, 1; Sammy Comes, 1; Jack O'Connors, 1; A. Romaine, 1; Penny Clarke, 1; E. C. Bennet, 1; L. Christmas, 1; Mrs. W. C. Huggins, 5; A. C. Houseman, 2; A. C. Wells, 2; G. Tremain, 1; Spike and Dee, 3, and Mrs. D. Newland, 2.

B-V GET-TOGETHER

(Continued from page 41)

placed Jerry Outten on the high dive act and Greta Bender joined the Girl Show. Al Bydair's Skooter is topping the rides, with Tilt-a-Whirl and the Ferris Wheel running close up. Mrs. Ann Kantor joined here with her pitch-till-you-win and Mrs. Van Vlies added a penny pitch. Louis Grosko is banner man. Virgil McClean is building a new layout for his snake show, and Ruth and Little Joe Kane returned after a six-week's absence.

JOLLY JAILLET

(Continued from page 41)

and two ball games. G. M. Minner has the ice cream stand; G. A. Grant, Mickey Mouse game, balloons and photos. Cookhouse is owned and operated by Kitty and Tommy. Whisky bottle ball game is operated by Jack Rankin, and penny pitch, bingo and bird stand are office owned. Mrs. Howard Jallet has pop corn and root beer stands, while William Colwell has the cork gallery, plaster and merchandise stands.

BROWN NOVELTY'S

(Continued from page 41)

Mystery, George Gillen, front and tickets; Mrs. George Gillen, entertainer, Monkey Motordrome, Doc Kinley, manager and talker; Mrs. Kinley, tickets. Concessions: Cookhouse, Art Hinnart, manager; Albert Powell, chef; Raymond Williams, griddle; Robert Culver, kitchen; Lilly Mae Hinnart, waitress. Pitch-Till-U-Win, Art Hinnart, manager; Ruby Hinnart and Tom Thomas, agents. Fishpond, Art Hinnart, manager; Diana Hinnart and Jack Rowe, agents. Hoop-La, Mr. and Mrs. Walter Anthony. Long-Range Shooting Gallery, Lenox and son, owners-operators. Pop corn, Mrs. G. B. White. Photos, A. A. Spillman. Penny Pitch, Mrs. F. Z. Vasche, owner; Everett Hall, agent. Corn game, Mrs. F. Z. Vasche, owner-operator; Edward Frances, assistant.

Pence & Winters' concessions: Ball game, bowling alley, darts, cork gallery, cane rack and rat game; George Pence, James A. Winters and Orita Winters, owners; Orita Winters, manager-treasurer; C. D. McGowan, Jack Ballard, Gerald McGowan, Jack Cochrane, Johnny Dundee, William Shoffett and Mrs. William Shoffett, agents. A new transformer truck was added here. New equipment enables Earl (Dick) Spillman, electrician and master mechanic, to wire the show in good time.

FULL-DATE
CARNIVAL
SHOW LETTERS

Direct From the Lots

BY THE SHOWS'
OWN NEWS
REPRESENTATIVES

Johnny J. Jones (Railroad)

Pittsburgh. Second week ended June 3. Business, good first half. Weather, bad last half.

Second week here started off with big crowds, which were in a spending mood. Decoration Day crowds arrived at noon and lingered until closing time. Wednesday business dropped off, and the latter part of the week was ruined by inclement weather. Second social of the season was staged Thursday night after all the attractions had closed. Highlights included Sister Sue (Mrs. Grant Smith) and E. Lawrence Phillips leading the grand march, followed by Mrs. Harold Paddock and Hoot Gibson. Western movie star, and Mrs. Hody Jones and Bill Hammond, another visiting Western performer of the Russell Bros.' Circus.

Another wagon for light towers was completed here, and Tom Salmon, builder, arrived and has taken up his shop duties. Charles Tashie joined with his reptile show. Jockey Rolan's Race-o-Drome topped the midway. The Bar-room Trio, including Rube Nixon, Doc Reynolds and Gene Nadrue, is rehearsing its songs daily. Visitors included Bill Martin, concession manager of the Tampa (Fla.) Fair; Mr. and Mrs. Harry Wilson, Bantly's All-American Shows; Bob Corbett, formerly with the Ringling circus, and William C. Murry, Sam Spencer Shows. STARR DeBELLE.

Ideal Expo (Motorized)

Oil City, Pa. Week ended June 3. Business, good.

Decoration Day turned out well and shows were open from 1 p.m. until midnight and good grosses were registered. Charlie Headrick, city treasurer, co-operated, as did city officials. A performance for the shows' Good Fellowship Club was staged Wednesday, and quite a sum of money was added to the fund. Joe Johnson, Rocket foreman, sustained a head injury Monday night and was taken to a hospital for observation. He's back on the job, however. Mr. and Mrs. Leo Brennan joined with their four ball games, as did Mr. Wiendemann with his concession.

Fred Zschille's four concessions are getting their share of the money. Because of the long run several trucks arrived late, but shows were ready to go Monday night. As Dubois, Pa., is Mrs. Gilck's home town, a number of her friends and relations visited the shows. Mrs. Harry Lewiston went to the New York World's Fair. Doc Weber, of the pony ride, has a new truck.

EDDIE LIPPMAN.

Goodman Wonder (Railroad)

Lincoln, Neb. May 30-June 3. Auspices, National Guards. Location, fairgrounds. Weather, variable; Thursday lost to rain. Business, fair.

Shows took advantage of an opportunity to get in a Sunday date by remaining in Grand Island, Neb., May 28, giving them the day before Decoration Day to move in here and get up in time for the holiday. Lincoln was in the arid belt until just before the shows arrived, but the weather man relieved that situation so well that the shows made no attempt to open Thursday night. Friday was clear except rain in the afternoon, but it did not dampen the ardor of those attending at night. Business for the week was fair. Sponsors co-operated. BEVERLY WHITE.

John H. Marks (Baggage cars and trucks)

Clarksburg, W. Va. Week ended June 3. Auspices, Tall Cedars of Lebanon. Location, Nixon Plaza showgrounds. Weather, variable. Business, good.

Always a good stand for the shows, which have played here annually for the past several years. This year's business was not up to the standards of previous seasons. It was good, tho, considering the variable weather.

Show arrived from Elkins, W. Va., early Sunday afternoon, and everything was ready for the Monday night's opening. Ideal weather prevailed Monday and

Decoration Day produced big business. A deluge, first rain here since April 14, flooded the midway Thursday afternoon. Rain continued Friday and late Saturday afternoon, but the midway enjoyed a big play Saturday night. A scheduled half-hour broadcast over Station WLBK for Wednesday was called off when fire destroyed the Robinson Grand Theater, where the station is located. Local papers co-operated, especially *The Evening Telegram*. Frank E. Carpenter, managing editor and formerly of the Sheesley Shows, visited nightly and entertained John H. Marks and members of his staff during the week. Leo T. King, city editor, also was on hand.

James Keenan, circus fan and retired showman, visited with Charles A. Abbott, general agent. George T. Chesnut, advertising agent, had the show well billed, and C. Ray Miley, superintendent of transportation of the Monongahela Street Railway Co., placed the dashboard signs on all street cars running in and out of the city. C. Jack Shafter received a new top for his penny arcade. Harry (Cyclone) Baker, Motordrome manager, now is an office attraction, with Mazelle Logan Hurd and Speedy Logan as the featured riders. Sheriff Moore F. Reynolds, well known to showmen, received a hearty welcome on his numerous visits.

ration Day, it was satisfactory to all. Attendance on Friday and Saturday nights was good, with most of the shows and rides doing excellent business.

Carriers for *The Mt. Carmel Item* were entertained Friday night and all executives of the paper co-operated. Chock Phillip's Vanities topped the shows, altho the *Miracle of Life* had its best week here. Mr. Vann's pony ride did well. James R. Kelleher, who has been absent on business since the Danville stand, came in for the week-end. Hazel Rocco, of the palmistry stand, combined business with pleasure and made a trip to the New York World's Fair. Sol Solzberg, concession manager, did a clever blackface sketch at the weekly meeting of the personnel Wednesday night.

PAT BUCHANAN.

Dee Lang's (Motorized)

Austin, Minn. Week ended June 3. Auspices, VFW. Location, Mower County fairgrounds. Weather, warm, with rain Friday night. Business, good.

With ideal weather long jump here from Muscatine, Ia., was made on schedule, and all rides and shows were ready for opening Monday night. Good business prevailed thruout, but Friday night

guidance of Sammy Solomon, came out with a new line of wardrobe. Al Pollock has been added on the front to make openings. Children of Satan added Malvern Douglas, mechanical man, to the bally. Daily bulletins of the condition of Owner-Manager Max Gruberg are centers of attraction for the personnel. Latest one indicates he will return about June 8.

Mrs. Gruberg installed a new freezing plant in her custard machine. Udowitz joined here with three concessions. Visitors were W. Cracraft and Kelliher, James E. Strates Shows; Messrs. McCormick and Beuhler, members of the Utica, N. Y., American Legion Post committee; Rev. Perfaerato; Messrs. Vedder and Brauder, Happy Valley Rangers, and Jack Allen, manager of the Hi-Boy Rangers. G. HODGES BRYANT.

Rubin & Cherry (Railroad)

Battle Creek, Mich. Week ended June 3. Auspices, American Legion Post. Weather, fair. Business, satisfactory.

Train under direction of Trainmaster P. J. McLane and Charles W. Lovell, his assistant, made run here from Bloomington, Ill., in good time. Committee, in charge of Post Commander Lorin Keeney and George Dorman, committee chairman, co-operated, but the week was only satisfactory. Show encountered some opposition billing of a smaller carnival and circus. Children's 5-cent matinee Saturday was light because of heavy rains on Saturday morning. Altho the rain stopped at noon and the lot was perfectly dry, only a fair crowd turned out. Mrs. Rubin Gruberg underwent a minor throat operation while away from the show for couple weeks, but she returned on June 1. Mrs. Max Kimerer, who with her husband owns the Giant Monsters, left here for a two-week sojourn with her husband. Meanwhile the show is in charge of Andy Taylor, who has been employed for 14 years by the Kimerers.

Neon department, in charge of Maurice L. Huck, has added much neon lighting to rides and show fronts. Carl Sedlmayr, president of Amusement Corporation of America and general manager of the Royal American Shows, visited on June 3 and extended his customary friendly greetings. Peggy Shooks' sister joined her on Kenneth Vogstad's Streets of Shanghai illusion. Lee Young, talker on Carlson Sisters, fat girl show, had his two nieces join him here. They returned to Lansing on the show train June 4.



AMONG THOSE PARTICIPATING in celebration of *Mardell Clark's third birthday anniversary on May 25, on the Greater U. S. and Dailey Bros.' Shows* were, top row, left to right, *Kathryn Hamilton (holding baby), Frankie Braham and Joy and Wanda Lee Yoder and Pugie Burdette. Seated, left to right, are: Billie Joe, Mardell Clark and Little Smithie. Photo of the party, which was held in the cat rack concession, furnished by W. S. Butcher.*

Harry Ramish, for many years with the shows, is slowly recovering in Memorial Hospital, Richmond, Va., where physicians are now hopeful of his recovery. He was stricken with a cerebral hemorrhage the day before the shows opened in Richmond. Thomas W. Rice, contracting agent, is clicking with his advertising trailer office. Bert Britt, chief electrician and ride operator, has recovered from a week's illness. "Buddy" Spain is handling refreshment stands for Mack A. Glynn, and John Caldwell is headwaiter. WALTER D. NEALAND.

James E. Strates (Railroad)

Mt. Carmel, Pa. Week ended June 3. Auspices, West End Fire Co. Location, Legion Field. Weather, ideal. Business, fair.

Train from Camden had quite a layover at Sunbury, Pa., and Dick O'Brien, special agent, had a big task in keeping the midway staked out. There was a constant flow of visitors Sunday and Monday, so that gross receipts Monday night were a bit disappointing. Weather continued warm during the week and attendance increased steadily. Altho only a few adults were on the grounds Deco-

was lost to rain and a cold wave. New crescents were completed for the *Dodgem*. *Daily Herald, Mower County News* and *The Unionist* co-operated, as did Station KATE.

Ted Reed closed here and Mr. and Mrs. H. E. Blackburn took over the minstrel show. J. Ross now has Nina, headless girl, while William (Bill) Mitchell has the funhouse. Committee, municipal and county authorities also co-operated. C. C. Youngdahl and August Summers, committee heads, visited almost daily. Kids matinee Saturday was okeh, as was Sunday. C. F. ARMSTRONG.

Gruberg's World's Expo

Herkimer, N. Y. Week ended June 3. Auspices, Young Republican Club. Location, Manion's Field. Weather, showers Wednesday and Saturday nights. Business, fair. Ten-cent gate.

Located on a lot so small that three shows could not go up, week opened slow and finished strong on Friday and Saturday. Two late days were not enough to chalk up anything but a fair week, however. Paint brushes were evident during the week, Doc Murray leading the way overhauling and painting the Ferris Wheel. Rainbow Frolics, under

3000 BINGO

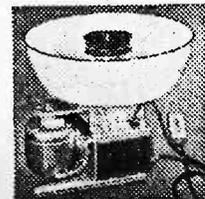
Heavy weight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11; 250 cards, \$13.75; 300 cards, \$16.50. Remaining cards, \$5.00 per 100. No. 140—Extra Heavy Green Both Sides. Per 100, \$8.50.

3000 KENO

Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Light weight card. Per set of 100 cards, tally card, calling Markers, \$3.50. All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7. LIGHT WEIGHT BINGO CARDS. Black on white, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50c. Automatic Bingo Shaker. Real Glass. \$12.50. 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000, \$1.25. Lightweight Lapcards, 6x18. Per 100, \$1.50. Stamping Bingo cards, or sheets on same, extra per C. 3,000 Featherweight Bingo sheets, 5 1/2 x 8. Loose, \$1.25 per M. Stapled in pads of 25. Per M. \$1.50. Postage extra on these sheets. 25,000 for \$1.25. Dice boards and pads, wardrobe checks, coupon books, subscription books, misc. items. Cat and sample cards free. You pay any C. O. D. fees. No personal checks accepted. Instant delivery.

J. M. SIMMONS & CO. 19 W. Jackson Blvd. Chicago

MAKE \$50.00 A DAY ON CANDY FLOSS



Our New SUPER WIZARD with a heavy double head and larger spindle. We have sold this machine to the Concession for the New York World's Fair, Spint Candy Floss, FASTER and FINER. For full details write or wire ELECTRIC CANDY FLOSS MACHINE CO., 202 Twelfth Ave., S., Nashville, Tenn.

Teddy and Henry Boers, midget acrobats, have been transferred to midget show on Royal American Shows.

ROLAND W. RICHARDS.

Sims' Greater

(Baggage cars and trucks)

Belleville, Ont. Week ended June 3. Auspices, Belleville Beaches Association. Location, Cricket Field. Weather, good. Business, good.

Working under auspices of the same committeemen for the past 10 years, this engagement proved successful for all. Boys' band headed the parade from the post office to the showgrounds on opening night and the opening address was delivered by President Imlah of the association. Secretary Reg Moncreif and Owner F. W. Sims also delivered brief talks. Belleville Intelligencer, thru its representative, George H. Carver, co-operated.

Shows and rides were liberally patronized, but the last few hours on Saturday night were marred by showers. Pennyland added a number of novelty machines. Joe Harris, Mike Kabin and G. Lobb made several trips to Toronto during the week. WILLIAM DAVIS.

Blue Ribbon

(Motorized)

Vincennes, Ind. Week ended June 3. Location, B. & O. showgrounds. Auspices, American Legion Post. Weather, rain two days. Business, fair.

Despite two days of rain, shows came out with a fair week's business. That is, the shows and rides were busy, but concessions did little. Modernistic Revue, under direction of Irvin Lewis, debuted here. Manager L. E. Roth has been repairing the rides which were stored in Linton, Ind. Several new people joined the Brown-Skin Vanities. Wednesday matinee was given over to entertaining all the orphans in the county and over 300 were guests of Manager Roth.

Special Agent E. K. Johnson had the town well billed. New Posing Show front is well under way and will be finished soon. Both the calliope and sound system were used here. Roy Hayden, former carnivalite who has a sign business here,

visited nightly. Mr. and Mrs. Art Alexander added two more concessions to their string. Connie Ann Massaro and Johnnie Galligan Jr. are mascots of the shows. WILLIAM R. HICKS.

Bantly's All-American

(Baggage cars and trucks)

Vandergrift, Pa. Week ended June 3. Auspices, Fire Department No. 1. Location, Jackson avenue showgrounds. Weather, fair except Saturday. Business, fair.

Business wasn't so good on Monday, but Decoration Day made up for it. Remainder of the week not so good and it started to rain at noon Saturday. Altho it continued to rain, a parade was held and brought out a large crowd, which remained on the grounds despite the damp condition. Even the rides did well.

Mr. and Mrs. Joseph Yevah and some friends from Ambridge visited, as did Charles Hartzberger and Mr. and Mrs. Cook, of the Keystone Shows. While en route for a visit with friends, Bennie Smith swerved his car to keep from hitting another one, which was on the wrong side of the road, and turned over in a ditch. He mashed and severely cut his hand and 14 stitches had to be taken. Altho unable to work, he's up and around.

Bud Brewer has taken over the Posing Show in addition to his Paris Nights and Jimmy Cunningham is managing the Posing Show for Brewer. Buddy Rilee has charge of the Side Show as well as the Unknown Show. Glenn Kishko, in addition to his scenic artist duties, is in charge of the Funhouse. Goodfellows' Club, with Bud Brewer as emcee, had its largest gathering and best show of the season. Committee co-operated.

WILLIAM S. WHITMORE.

Wallace Bros.

(Baggage cars and trucks)

Mt. Sterling, Ky. Week ended June 3. Auspices, LLL. Location, fairgrounds ball park. Weather, warm and clear except showers Friday and Saturday. Business, fair. Pay gate.

Last of 10 weeks in Kentucky, some of which were good, bad, poor and indifferent. After a short run from Danville all equipment was in town before noon but could not unload until after 5 p.m. because of a long-drawn-out ball game. Rides, gate and shows did satisfactory business, but concessions did not fare so well.

Members of the Chit-Chat Club, women's social organization, held their regular monthly meeting and all reported an enjoyable fiesta. Those attending included Mesdames Farrow, Tillotson, Frank, Taylor, Hall, Adams and Wallace. Ernest E. Farrow Jr. joined from Murray, Ky., to spend his vacation with his parents. Jack L. Oliver is ill with another attack of malaria. W. L. Harrell, mayor of Moss Point, says "never again." Superintendent Ross Crawford is anxiously awaiting the return of Mrs. Crawford from Arkansas. Visitors included Mr. and Mrs. D. C. Davies; Mr. and Mrs. Charles Drill; F. H. Bee Shows; Edw. J. Breese and C. D. Scott.

WALTER B. FOX.

Eric B. Hyde

(Baggage cars and trucks)

Bristol, Va. Week ended June 3. Weather, showers most of week, excessively hot. Business, good.

Once more lack of proper parking facilities prevailed and it required one of the biggest Saturday nights of the season to turn the stand into a good date. However, one of the year's largest gates filled the midway and gave shows, rides and concessions capacity business. Gypsy Myers' Parisian Follies clicked here, topping the shows. George (Book 'Em Butch) Oliver's Circus Side Show is rounding into shape. DeLegge's Minstrel Show is among the money-getters. Henry (Duke) Hyatt is doing a good job with his lectures in Life, where the Babe LaBarre is the annex attraction.

Mrs. Marion Lehman added new talent to her Posing Show. Herbert still handles the production end. Frog Boy, who joined here as an annex attraction, has been switched to an independent attraction. This week's meeting of the Hydaway Good Fellows' Club turned into a legislative session and a celebration of a wedding and a birthday anniversary. After the by-laws were adopted meeting was turned over to Babe LaBarre, who presented a good entertainment program in which Tom Hale and Mrs. Ben Mottie clicked. Pete Carsella and Buddy Dunn, from Capt. Frank Cushing's Death's Holiday, free act, also partici-

pated. Climax came with the presentation of gifts to Mr. and Mrs. Jack Santo, celebrating their fifth wedding anniversary, and the writer in celebration of his birthday anniversary. Major George W. Scott, mall and The Billboard agent, who had been ill for several weeks, was sufficiently recovered to resume his duties here.

Transportation superintendent Jack Firpo and master electrician Ernest Firestone assembled the Whip, stored since last fall at Abington, Va. Tex Christman is acting as billposter temporarily and Mrs. Willis Anderson is cashiering at the Tilt-a-Whirl. Alec Cole, of Gallipolis, O., spent the week-end with his father and mother, Mr. and Mrs. Hode Cole. Mrs. Ann Drumm is cashiering at the Merry-Go-Round. A. C. Jones, Jack Farris and Frank Ryan did some light housekeeping here, and visitors included Attorney Earl Lanagham and party from Pennington Gap and Secretary Kennedy, of the Wise, Va., Fair.

CARLETON COLLINS.

Pan-American

(Motorized)

Clinton, Ill. Week ended June 3. Auspices, Merchants' Jubilee Week. Location, East Main street. Weather, fair. Business, fair.

Lot was located beside a roller rink, but afternoon attendance was nil. Kaw, advance agent, joined at Mattoon, Ill., last week, and McCreavy was replaced on banners and paper by Mrs. Kaw. The Tilt-a-Whirl, with Jack Middleton on

home here. Mr. and Mrs. Roman were hosts to Mr. and Mrs. Martin Roman on Tuesday. Nancy and Lucy Roman, daughters of the shows' restaurateur, were in the party.

Louis A. Rice's parents were welcome visitors. Mrs. David B. Endy's sister, Mrs. Russell Armstrong, and her husband spent a night here, as did George Berunan, who recently sold the shows a new fleet of trucks and trailers. John Kelly renewed old acquaintanceships. Mrs. Wilno reports her mother's condition is unchanged. She has been ill for several weeks at her home in Peru, Ind. Wilno continues popular. General Agent Matthew J. Riley left for a trip to Canada.

GLENN IRETON.

O. C. Buck

(Baggage cars and trucks)

Kingston, N. Y. Week ended June 3. Auspices, Excelsior Volunteer Fire Co. Location, Powell's showgrounds. Weather, fair and warm. Business, good.

Shows, rides and concessions registered another good week, with Lloyd Coffee's Varieties topping the shows, followed closely by Jim Thompson's Illusion Show. Rolloplane chalked its largest gross of the year here and all rides did well. Col. Arthur Lee Sykes-McRorie and William Stillwell, master builders, have a large crew working daily. Mrs. O. C. Buck, after being on the sick list for the past few days, is recovering.

Weekly social club meeting was held Thursday night to good attendance. Show was provided by Mrs. Lloyd Coffee and among the features was a dance specialty by Miss Jackie Kern, of Posing Show note. Bingo party was held Friday afternoon in Bill Jones' emporium, swelling the benevolent fund to well over the first hundred. Bill Jones visited and reported he was pleased with the business done. Mr. and Mrs. William Barnett visited, as did General Agent James Quinn. Mr. and Mrs. Freddie Munn's Trained Animal Circus is clicking. The "Rib and Jackpot Society" holds daily meetings in front of the office wagon and in Ray Highsmith's Midway Cafe. Free circus program, featuring Fearless Falcons and Flying Behrs, continues popular. The Kingston Daily Freeman was liberal with space. Chairman Bill Martin and committee co-operated. JOHN WILSON.

J. J. Page

New Boston, O. Week ended June 3. Location, Peebles showgrounds. Auspices, Ohio National Guard. Weather, fair. Business, fair.

This spot turned out to be a foul ball, altho the gate was the second best of the season. Bill Peebles, head man of the committee, co-operated, but for some unexplainable reason the money wasn't there, yet there were pay days thruout the valley. Billy Bryant's Showboat and a VFW Rodeo day and dated the shows. Hollywood Revue took first money among shows, with Athletic and Minstrel shows close behind. Tilt-a-Whirl, Twin Ferris Wheels and Merry-Go-Round led the rides. Because of the location of grounds it was necessary to draft three ticket takers to handle the crowds.

Town was pass conscious and had Billie Clarke cornered every minute of show time. Visitors were Pete and Naomi Jones, erstwhile showfolk, accompanied by Shelby Christian, of Huntington, W. Va.; F. H. Bee Jr., owner of F. H. Bee Shows; Jake Shapiro, Triangle Printing Co.; Freddie Boswell, general agent Broadway Shows of America; Walter Fox, general agent Wallace Bros. Shows; Elmer Weaver, of the Gooding interests; Jim Lloyd, of Charleston, W. Va., and former agent of Dodson World's Fair Shows, and Ben Fowler, agent of the Hit Parade.

R. E. SAVAGE.

W. C. Kaus

(Baggage cars and trucks)

Salisbury, Md. Week ended June 3. Auspices, American Legion Post. Location, Salisbury boulevard. Weather, fair. Business, fair.

Show opened Monday night to fair crowds and business. Decoration Day was good and shows and rides did well. Thursday night was lost partially to the weather. Ferris Wheel topped the rides and Charlie Johnson's Girlie Revue was best among shows. Concessions had a fair week. M. M. David, assisted by Mae Chunas, did well with his ice cream and candy apples. Mack McIntyre left show with his cookhouse. Owner Kaus' children, Billie Jr. and Kathleen, and Mrs. Ethel Richards and children, Audrey



SAID to be the youngest "agent" for The Billboard in carnival circles, three-year-old Arlene Iris Rettliff is the daughter of Mr. and Mrs. Carl E. Rettliff, Broadway Shows of America, of which her father is secretary. Arlene, reports her dad, knows everyone on the organization and can call all by their first names. Photo was snapped during the shows' Mt. Washington, O., stand by Sims Brothers, concessioners, who have the photo gallery on the organization.

tickets, topped the midway. Pat Moore is still on the corn game, while Bud Arlington has the revue and Kolen the Athletic Show. V. L. Latiker, ride foreman, has all the rides in good shape. Hawkshaw is the first man on the Loop-o-Plane. Blackie Woods, boss canvasman, has organized a band. Pete and Frankie Lou Woods, free act, are popular. JAMES ARNETTE.

Endy Bros.

Summit, N. J. Week ended June 3. Auspices, Summit Athletic Club. Location, Collin's showgrounds. Business, fair. Weather, perfect.

Two days' work with a bulldozer again was necessary to put the lot in shape here. Sid Smith took first place among shows, while the Boomerang was best among rides. Date gave many showfolk an opportunity to visit the New York World's Fair. John M. Liddy, secretary of the National Showmen's Association, visited and left with the assurance that owners David B. and Ralph N. Endy would conduct a 100 per cent membership drive. Sid Smith framed a new show tagged Shanghai. Mr. and Mrs. Bill Purchase joined with their funhouse. Mrs. Michael Roman entertained wives of staff members at her suburban

FEATHERWEIGHT BINGO SHEETS

Size 5 1/2 x 8. Very large numbers. Packed 3,000 to the Carton. Weight 13 lbs. Numbered from 1 to 3,000. Printed on white and 8 additional colors. Serial number in red. Sold in blocks of 1,000, 1,500, 2,000, 3,000.

PRICES: Minimum Quantity 1000.

Postage Extra.

Loose Sheets (not in Pads), per 1,000, \$1.25
Numbered Pads of 25 Each, per 1,000
Sheets, 1.50
Largest Sheet on the market. Immediate delivery. Samples free.

J. M. SIMMONS & CO.

19 W. JACKSON BLVD. Chicago, Ill

MINER MODEL SHOWS WANT

All Kinds of Concessions—Frozen Custard, Photos, Girl Shows or Shows with own for Alpha, New Jersey, Firemen's Celebration and Old Home Week, June the 19th to the 25th. This includes Sunday. Boys, if you want to make some real money this is the spot. Address all mail to

R. H. MINER, Milford, N. J., this week.

GREAT LAKES EXPOSITION SHOWS

Want at once General Agent who can produce. Good proposition. Salary no object. Can also use good live Second Man. Want capable Working Act for newly framed Side Show. Can also place Fishpond, Bowling Alley, Ball Games and all kinds of Slum Stores. Want Girls for Ball Games. Want two Wheel Men. No boozers. Everybody address

AL WAGNER, Dayton, O.

A NEW OPPORTUNITY FOR YOU

Beginning with this issue, The Billboard is publishing each week a new column giving news and tips about the 16mm and 35mm film business. The field is new; it is full of opportunities, and it is wide open to every capable showman. Don't miss it on page 27.

Every Week in The Billboard

and Jay, joined here. They had been in school at New Bern, N. C.

Babs Harlow's bottle game did okeh. Sponsors co-operated. W. C. Kaus visited in Woodbury and Camden, N. J. Capt. Henry VonDerheid purchased a new bear for his Monkey Circus and Sammie Harris left here. Beverly Sheets now is working for Eagle LaRue. Mrs. Louie Weinstein opened a cigaret gallery, while Mr. Chase opened a penny pitch. Jack Castle, Bobbie Leslie and the writer spent Wednesday visiting at Ocean City, Md. Wild Bill Hart, banner man, spent the week with the show.

WILLIAM (BILL) RICHARDSON.

Crystal Expo
(Motorized)

Thomasville, N. C. Week ended June 3. Auspices, American Legion Post. Location, Myer's Field. Weather, fair. Business, good.

Despite a Ladies' Night Monday, 1,400 paid admissions marked the opener of a good week. Each night was a winner excepting Friday, which was marred by rain. Kiddies' matinee, Saturday, and Saturday night's business excellent, with much of it due to newspaper tie in the neighboring towns of Lexington and High Point and plenty of paid and free space in local Times-News. Committee co-operated and, as usual, the Boy Scouts in ticket boxes added prestige.

Rides and shows registered gratifying grosses. Sol Unger joined with his photo gallery, as did J. Henderson with two concessions. Visitors from the Galax, Va., Fourth of July Celebration committee included Fire Chief Lundy and Assistant Chief Todd. Leonard Price, Ferris Wheel employee, injured his arm Saturday night when it became entangled in the Ferris Wheel spokes. He was rushed to a local hospital for treatment and his hand and arm put in cast and splints. H. NELLA.

Beckmann & Gerety
(Railroad)

Decatur, Ill. Week ended May 27. Weather, good except Saturday. Business, good.

With good weather prevailing, except for a cloudburst Saturday night that flooded the lot for an hour, this date proved a good one. Many old acquaintances were renewed here between city and show officials, and former Police Chief Wills, now retired, visited Fred Beckmann. Rubin Gruberg, Fred Wingfield, Tom Rankin Jr. and Roland W. Richards, of Rubin & Cherry Exposition, visited, as did Sam Gordon, who was identified for many years with the B. & G. concession department. Mrs. Gordon also spent a day here.

Col. B. J. Palmer, owner of the Palmer College of Chiropractic and ardent show fan, and party were guests of the management Thursday night. Clint Finney, general agent of the Goodman Wonder Shows, spent a few hours shaking hands around the lot. Buddy Veys, former ride owner, and his family visited nightly. Paint department has completed its job of redecorating and painting the train and wagons.

GEORGE W. WESTERMAN.

Hilderbrand's
(Motorized)

Salem, Ore. Six days ended May 28. Location, 14th and Madison streets. Auspices, DVA. Business, fair. Weather, rain. Pay gate, 10 cents.

Showfolk did not make much money here, but they had a lot of fun. It was a week of continual feasting with dinners and after-the-show suppers. Because of rain business did not come up to last year's mark. Long journey from Klamath Falls was filled with mishaps and wrecks as the shows passed thru snowstorms and rain en route. Girl Show truck containing Claude and Leone Barie's French Casino equipment went over a bank, but fortunately no one was injured and the damage was remedied before the truck resumed its journey. Among the showfolk experiencing breakdowns were Johnnie Cardwell, Ed Smith and Ed Lahey. Three shows and the Loop-o-Plane failed to arrive for opening. DVA committee co-operated. Mr. and Mrs. Abner K. Kline gave the showfolk a royal welcome, entertaining at six dinners. Hazel Fisher and Verna Seeborg entertained Portland relatives all week, as did Johnnie and Giggles Cardwell and Ralph and Margaret Balcom. Mrs. Anne Lahey celebrated her birthday anniversary, as did Mrs. Mae Stewart. Mrs. O. H. Hilderbrand and daughter, Betty-Joe, arrived from Portland and spent the week as the house guests of

Johnnie and Giggles Cardwell. Dorothy Hilderbrand arrived from Estacada and was the guest of Ralph and Margaret Balcom all week. Showfolk made daily trips into Portland and Jack Hobday arrived from Altadena, Calif., and assumed Delbert O. McCarty's sound technician duties during McCarty's absence in Los Angeles on business. Among visitors were Mr. and Mrs. Bill Browning and personnel of the Browning Shows. The Flying Squadron again made daily flights here, distributing advertising material. Hustrel Troupe, Hollywood Sky Rockets, Charles Sodderberg and the Henry Duo, free acts, were popular. Mr. and Mrs. Bob Perry's Wall of Death topped the midway, with Claude and Leone Barie's French Casino second. Octopus was best among the rides. Daily papers featured Dad Hustrel in his creation of the aerial strip tease and hula dance. The Abner K. Klines gave a fried chicken dinner on the eve of the shows' departure for Eugene and open house was held in their garden. Mrs. Art Anderson celebrated her birthday anniversary with a party in the privilege car. Tommy Miller, of the privilege car, was forced to walk 28 miles after Ed Smith's car broke down crossing McKenzie Pass in six feet of snow. WALTON DE PELLATON.

Fair at Home

(Baggage cars and trucks)

White Plains, N. Y. Week ended June 3. Auspices, West Harrison Republican Club. Location, West Chester avenue. Weather, fair. Business, light.

After a two-week stay show closed to business which was not up to last year's gross. Weather was ideal the second week, but the people did not seem to be ready for a show this year. A new calliope arrived from Hartford, Conn. Benny Weis, of bingo note, visited with Mrs. Weis on the Endy Bros.' Shows in Summit, N. J. Manager George W. Traver left on a booking trip and Gus and Mrs. Westfall are getting new Billboard customers lined up. Leonard Ross, manager of Benny Weis' bingo, is sporting a new Ford. Clyde Howye received a new shipment of animals for his wild animal circus and four new girls arrived for the Paris Follies. Eddie Yeager and Maxie Crawford went bathing daily in West Harrison Recreation Park. Mrs. Traver visited her son, George Jr., at his home in Chatham. Minerva Traver is preparing for her annual skating party at Lebanon, N. H. THOMAS PARKER.

Buckeye State

(Motorized)

Bald Knob, Ark. Week ended May 27. White County Strawberry Festival. Location, on the streets. Weather, Thursday, Friday and Saturday lost to rain. Business, poor.

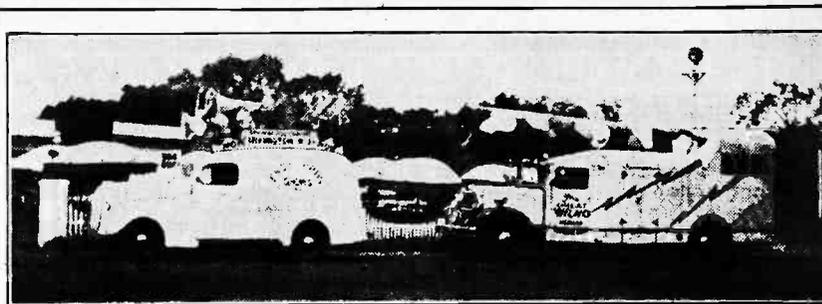
Short move from Searcy brought the shows here early Sunday, but it took much work for Lot Superintendent Bill Brown before the shows could be put up on the narrow streets. Capt. Freddy Leach's high dive had to remain down until the division superintendent of the Illinois Central Railroad was reached over distance phone Monday night for permission to set it on the railroad's property. All co-operated here, but a three-day deluge cut a huge figure in grosses. George and Robert Evans joined here from the Wolcott Minstrel Shows. Carrie Pearl (Mrs. Charles) Harvey is doing well with the ball game and Mr. and Mrs. Hullett joined here after spending the winter operating a radio shop in Searcy, Ark. Joe Brown bought a new camera for his photo gallery. Mrs. Pat Brown has recovered from a serious bout with high blood pressure and is back on the front of the long-range shooting gallery. Mrs. Herbert (Peggy) Allen joined her husband on the Life Show, and Frances Warren left to visit her father in Columbia City, Ind. White County Review, which co-sponsored the festival, and the Memphis Commercial Appeal and Searcy Citizen co-operated. TED JOHNSON.

Kaus Expo

(Baggage cars)

Baltimore. Week ended June 3. Location, O'Donald and Haven streets. Weather, good. Business, fair.

Show originally was not scheduled to go on this lot, but last-minute difficulty in signing up the intended lot forced a quick change. As a result Monday night lost. Thursday night was lost to rain. Attendance was light the first half of the week, but good crowds filled the midway Friday and Saturday nights. Spending rather light, however. The



WILNO
ON PARADE DAILY
Featured the second season
with Endy Bros.' Shows

SOFT DRINKS! SNOW BALLS!
FROZEN CUSTARD! POPCORN!
Yes, we have a complete line of Flavors for all of them. Flavors with the rich, full-bodied flavor of the real fruit, full strength and complete with color and fruit acid.
For Popcorn try our **GOLDEN GLOW** for that creamery butter color and **BUTTERIT** to give your seasoning the flavor of fresh country butter. Be sure to try these out.
A postcard will bring you the latest price list on all of them. Send for yours today.
GOLD MEDAL PRODUCTS CO., 133 E. Pearl Street, Cincinnati, Ohio

CARNIVAL OWNERS

The next issue will be the **SUMMER SPECIAL**. There will be a good representation of Carnival Advertising in it.

SEND YOUR ADVERTISING COPY EARLY

For position in the Carnival Department your copy must be in Cincinnati by Thursday, June 15.

Late ads will be taken care of in General Outdoor but no telegraphed or telephoned advertisements can be accepted after 10 A.M. (Eastern Standard Time) Monday, June 19. Wire important Late Show Ads Sunday night or phone before 10 A.M. Monday.

hamadryad in Jimmie Kane's Jungle Show escaped when keeper Pat Haley left the door open while cleaning the cage. He wandered thru the girl show amid screams, invaded the Cotton Club, causing a near panic, and then calmly wandered back and entered his cage. Ray McWethy returned from a visit with his wife, who has bingo on the Sam Lawrence Shows. Mrs. James Burns, secretary, sustained a sprained ankle and John Koval bruised some toes when a Scooter plate fell on them. Art Prestly is the new talker on the Cotton Club. Mr. and Mrs. Clarence Weisman visited Mr. and Mrs. Sam Sissine here.

LESTER KERN.

for Sammie George. Rassie Palmer is clicking with Queen, performing elephant. Col. Bob McConnell and wife, Rose; Hon. R. C. Toby and Anna Mae Strauss visited and honored the writer and his immediate friends with a chicken dinner. C. E. Fritts, Kansas City, took orders for new uniforms for ride foremen, helpers and ticket sellers. Thursday and Saturday, pay days, boosted business slightly. Visitors were Jack Thompson, C. L. Walton, H. W. Power, I. W. Sears, Aldo Trucano, Hon. John Mayhew, May E. Jackson, Rev. William Bailless and wife; R. N. Vanscoy, Sam Williams, George Boice, Eddie Price.

DOC WADDELL.

Crowley's

Fort Madison, Ia. Week ended June 3. Location, Eagles' ball park. Auspices, F. O. E. Pay gate, 10 cents. Weather, perfect. Business, poor.

This proved the worst stand of season financially. Dr. Philip Mather got his Law of Nature opened here, and Capt. George Hershby operated the Hall of Oddities. Dad Nelson has added some wax figures and a row of new bandit pictures. Joe Louis, with Bob Wyatt's Harlem Minstrels, went to Detroit, where his mother died. Tom Perry is scoring with scales. Henry Wilson was on the midway here. Postcards were sent to Chief James Deer, who is in Riverside Hospital, Yonkers, N. Y. Mrs. June Tetts was honored on her 23d birthday anniversary Thursday. Visits were exchanged with the Great Sutton Shows at Burlington, Ia. Keith Gordon and wife left here. A. M. Sovern, Fort Madison tent and awning maker, delivered concession tents. Ned Torti, of the Wisconsin De Luxe Co., and Darby Dobson were banqueted here, and John Webkas, brother of Peggy Waddell, and wife were given a twilight dinner. Guy Kimbrell, concessioner, stopped en route to Beckmann & Gerety Shows. Gordon Browning is grinding

Great Southern

Friendsville, Tenn. Week ended May 27. Weather, fair. Business, good.

I. C. Hamlett arrived with Chairplane and Manager A. H. Murphy purchased a Ferris Wheel and Merry-Go-Round, which arrived Friday. All rides and concessions discarded at Hampton were replaced with up-to-date stuff here. Manager Murphy is away looking after fair dates and booking other attractions. Charles Bounding Johnson, free act, continues popular. Sidney Wells has the sound car, Morris Dewitt is general agent; Pop Clyde is general superintendent and Walter Cove is in charge of the Ferris Wheel and kiddie rides. Jim Beacher has the light plant and is electrician. Two new tops were added here. SIDNEY WELLS.

Liberty National

Cave City, Ky. Week ended May 27. Weather, fair. Business, good.

Shows had their first red date of the season here on a lot joining main street, where the fair is held. All reported a good week. Tony Martini has the shows painted. Mrs. Reading purchased a new cookhouse top. Mr. Stoddard is receiv-

GREATER UNITED SHOWS

WANT ROLL-O-PLANE AND OCTOPUS, WHIP OR SCOOTER, HIGH FREE ACT. CAN PLACE SIDE SHOW, SNAKE, MECHANICAL AND CRIME SHOWS. CONCESSIONS: CUSTARD, SCALES, AMERICAN PALMIST, COUNTRY STORE OPEN.

18 - FAIRS - 18

WOODWARD, OKLA., CELEBRATION, June 30-July 4.
CHERRYVALE, KAN. (REUNION), July 24 to 29.
FREDONIA, KAN. (REUNION), July 31 to August 5.
CHANUTE, KAN. (FREE FAIR), August 7 to 12.
PARSONS, KAN., TRI-STATE FAIR, August 14 to 19.
GIRARD, KAN. (FREE FAIR), August 21 to 26.
OTTAWA, KAN. (FREE FAIR), August 28 to September 2.
WEWOKA, OKLA. (FREE FAIR), September 4 to 9.
BEEVILLE, TEX. (FREE FAIR), November 6 to 11, and others.

ARDMORE, OKLA. (DISTRICT FREE FAIR), September 11 to 16.
ADA, OKLA. (FREE FAIR), September 18 to 23.
HUGO, OKLA. (INDIAN CAVALCADE), September 25 to 30.
SHERMAN, TEX. (FREE FAIR), October 2 to 7.
TEMPLE, TEX. (FREE FAIR), October 9 to 14.
YORKTOWN, TEX. (LITTLE WORLD'S FAIR), October 16 to 21.
ROBSTOWN, TEX. (FREE FAIR), October 23 to 28.
GOLIAD, TEX. (FREE FAIR), October 30 to November 4.

1940 OPENING DATE FEB. 17th Washington Birthday Cel. LAREDO, TEX.

WIRE J. GEORGE LOOS

Week June 12, Ponca City, Okla.
Week June 19-28, Wichita, Kan.

FIREMEN FREE STREET FAIR

MIDDLEPORT, O., JUNE 19 TO 24.

WANT—SHOWS: Big Snake, Mechanical City. RIDES: Octopus, Roll-o-Plane. CONCESSIONS: Ball Games, Slum Joint, Bowling Alley, Snow Cones, Ice Cream, Candy Apple, or any 10c Concessions, Agents for Grind Stores. Red Conway, Dick Knight, wire. Exclusive for sale on Frozen Custard. Have 14 Fairs to follow.

WALLACE BROS.' SHOWS

Jackson, O., this week; Middleport, June 19 to 24.

Goodman Wonder Shows

Can place for balance of long season: A-1 Monkey Show with or without equipment. Also other outstanding Shows that do not conflict. American Palmistry, Candy Floss. Need Cooks and Waiters. Mason City, Ia., week June 12; Duluth, Minn., following. Have excellent Still Dates and outstanding Fairs.

GROVES GREATER SHOWS

WANT for WABASH, IND., JUNE 12-17; DELPHI, IND., JUNE 19-24; BUSHNELL, ILL., JULY 3-8 and Balance of Season:

Mouse Game, Legitimate Concessions of all kind. Kay Wallace Wants Performers and Musicians for Colored Minstrels. Dr. Lowell Wants Acts for 10-in-1. Want Manager for Athletic Show. Chief Trueheart, answer.

Write or wire ED GROVES, as per route.

YELLOWSTONE SHOWS WANT

ATHLETIC SHOW, POSING SHOW, HAWAIIAN SHOW. Must have flash and ability. Have complete frame-up for same. Also good Griddle Man. Must be sober and reliable. Can use three Griddle Men week June 29-July 4 at Flagstaff, Ariz.

Can place the following Concessions: Photo Gallery, Lead Gallery, Cigarette Gallery, Hoopla or any Merchandise Concession. Also Ride Help on Wheel, Loop, Swing, Tilt-a-Whirl, Mix-Up, Johnnie Bridge, wire; Mr. Frenche, come on. Have sixteen Fairs and Celebrations to follow. Wire

W. S. NEAL, Mgr., Holbrook, Ariz., Week June 12-18.

Blue Ribbon Shows, Inc.

WILL PLACE Photos, Cigarette Gallery, Pitch-Till-Win, String Game or any Stock Concession. SHOWS: Snake, Crime, Illusion, or any Show that does not conflict. Snowball wants Performers and Musicians for Minstrel Show. Useful Show People, come on. Seymour, Ind., this week.

FIDLER'S UNITED SHOWS

PLAYING LEGION CENTENNIAL, SAGINAW, MICH., WEEK OF JUNE 18; NEXT COOTIES EXPOSITION, LANSING; THEN FOREST FESTIVAL, MANISTEE, WEEK OF FOURTH; AFTER THAT GREATEST CELEBRATION IN MICHIGAN, CHERRY FESTIVAL, TRAVERSE CITY, AND A LONG ROUTE OF FAIRS AND CELEBRATIONS TO FOLLOW.

CAN PLACE CONCESSIONS OF EVERY DESCRIPTION. Playing best money spots, large pay rolls. WANT Girl Show, Illusion, Grind Shows, and Penny Arcade. A-1 Lot Man and Builder, also Electrician. ONE MORE SENSATIONAL FREE ACT (Fire Dive preferred). Write, wire FIDLER'S UNITED SHOWS, Adrian, Mich., this week; Saginaw next.

DIXIE BELLE SHOWS

WANT ALL KINDS STOCK CONCESSIONS THAT WORK FOR 10c. PRIVILEGE, \$12.50. Come on. X sold on Bingo and Photo for season.

WANT Shows with or without Tops. WILL BOOK First-Class Girl Show. Must have own outfit and at least 4 Dancers for Best July 4th Celebration in Kentucky, HARTFORD, KY.

WILL BOOK three Grabs or Cook Houses for this spot. Will sell X on Big 6 and Diggers. Will not tolerate any form of grift. Rockport, Ind., this week; then several weeks in Kentucky, Hartford July 4th.

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

ing compliments on his sound system. Mrs. Page returned to her home in Earlington after visiting her husband for two weeks. Mrs. Charley Hister is still visiting. Mrs. Raymond Clark joined husband, who is swing foreman here. Uncle Abner and radio gang, who had been broadcasting over WOMI all winter, are popular.

Manager and Mrs. Whitefield returned from a booking trip. All ride boys have new red caps bearing shows' name. Mr. and Mrs. Stoddard and daughter returned after attending Mrs. Stoddard's father's funeral. LOVIE HOSTALIK.

W. E. West

(Motorized)

Fairbury, Neb. Week ended May 27. Weather, fair. Business, good.

Owner West purchased a new truck and sound system, making two, one for the advance and one to remain with the show. Johnny Shaw took over the Athletic Show; Footh Rhoades, the bingo, assisted by Chuck Fernandes. Floyd Clark is the new Merry-Go-Round foreman and mechanic. Mrs. Stanley went to Omaha to visit friends and returned with a new car. Mr. and Mrs. Chick Boyes, of the Boyes Players, were entertained at a chicken dinner recently by Mr. and Mrs. West. Fire Department auspices prevailed upon Owner West to remain over until Tuesday night, when Irene Kemper, of the shooting gallery, was married to Floyd Clark in a public wedding on the midway. The bride's apparel was the gift of Carl Carlotta. Maybelle West and Wanda O'Day were bridesmaids. Dorothy Kemper was the matron of honor and little Georgia White the ring bearer. Donald Kemper, brother of the bride, was best man. A Frederick gave the bride away. The arrangement committee included Mrs. Val Fortune, Mrs. S. Rhoades, Maxine Frederick and Carl Carlotta. Bill Clark, show electrician, decorated the stage. Night proved the banner one of the season for rides, shows and concessions.

CARL CARLOTTA.

World of Mirth

(Railroad)

Clifton, N. J. Week ended June 3. Location, Olympic Park. Auspices, American Legion Post. Weather, good. Business, fair.

Despite good weather and plenty of people, this spot fell off slightly from last year's gross. A new location was necessitated when the State cut thru the old grounds with a new highway. Neon trimming for the towers was experimented with here for the first time and found satisfactory. Installation on the towers will be directed by J. W. Edwards, chief electrician. Group insurance plan, recently adopted by General Manager Max Linderman, is in effect, with everyone on the show covered for natural and accidental death in addition to illness and accidents.

John Liddy, executive secretary of the National Showmen's Association, visited and announced plans for benefit performances and membership drives, which will be started soon. L. Harvey Cann, general agent, is the show's candidate for a gold card this year. Mrs. Elsie Kelly, who has been ill since the shows' Philadelphia engagement, left for her home in Des Moines, where she hopes to benefit from an extended vacation.

JIM McHUGH.

Great Sutton

Monmouth, Ill. Week ended May 27. Location, Patee lot. Auspices, American Legion Post. Weather, fair. Business, good.

Date resulted in good business for all. Location was close to center of town and the American Legion co-operated. Almost all on the organization received a card from Pete Sutton, who graduated from the Osceola, Ark., High School on May 30. Minstrel Show band gave nightly concerts at the front gate here. New front for the Dipsy-Dooodle arrived. Manager Sutton has been enjoying many visits from friends welcoming him back to show business. Among those sighted one day were Charlie Goss, John R. Ward, and T. J. Smith, of Four States Exposition. Concessions are being added daily, and Betty-John, who has named her side show People Who Make the News, has added some new attractions. Mrs. Doc Day's sister visited her almost all week here. BETTY-JOHN.

W. C. Huggins

(Motorized)

Victoria, B. C. May 24-31. Auspices, Chamber of Commerce and B. C. Agriculture Association. Weather, good. Business, good.

Shows arrived here in good time and opened at 10 a.m. May 24, the queen's birthday anniversary, to wonderful business. On May 29 King George and Queen Elizabeth arrived for their part of the celebration on May 30. Midway was jammed with visitors from all parts of Canada and the States almost all week. Local papers were liberal with space and all city officials co-operated.

Owner W. C. Huggins took 15 acts to the Children's Hospital on Friday and staged a show. Among the acts were the Clarkonlan flying act; Pedro, the rubber man; the Clark Trio; Ernestine Clark, riding act; Congo Show, pygmies and giants; Charlie Lewis' Hollywood Chimps, Clarkonlans' Scotch Riding Act. Joe Glacey, manager of the World's Fair Circus Side Show, introduced all the freaks to the little folks. Jimmie Hurd was equestrian director. S. S. ARTHUR.

Byers Bros.

Unionville, Mo. Week ended June 3. Location, city park. Auspices, VFW Post. Weather, good. Pay gate.

Move from Centerville, Ia., was made without mishap. Mayor Clyde Forbes and other city officials and sponsors co-operated and shows enjoyed the banner week of the season here. Paid admissions Saturday night were more than twice the city's total population. Peerless Potters, free act, were popular. J. M. (Dad) Byers, injured in an auto accident two weeks ago, was removed from the hospital at Fulton, Mo., and visited the show for a few hours before going to Lenox, Ia., for a few weeks' rest. A four-team soft ball league has been organized on the show and the teams are the Peerless Potters, Showmen, Concessioners and Ride Men. First named is leading the league. Recent arrivals were Mrs. F. D. Robinson and daughter, who brought Patty and June Byers with them. Visitors were Bill Stark and Paul Beer from Centerville, Ia.

Golden State

Gilroy, Calif. May 30-June 4. Auspices, Chamber of Commerce. Weather, good. Business, good.

This year's business was far above last year's. However, this was the first spot where the show had good weather. Committee co-operated and town was decorated in grand style and a big parade of cowboys and cowgirls was held Saturday, opening day. Skooter topped the rides, with the Merry-Go-Round taking second money. Athletic Show led the shows, with the Girl Show and Ten-in-One taking second honors. Trip here from Santa Maria was a tough one.

Mrs. Katherine Warren left for Los Angeles. Bill Hobday, chairman of the membership committee for the Pacific Coast Showmen's Association, has started the new campaign. Visitors were Mr. and Mrs. O. N. Crafts, Mr. and Mrs. Roy Ludington, Spot Ragland, Harold Mook, Mr. and Mrs. Lou Korte, Mr. and Mrs. Ed Kanthe, Mr. and Mrs. Bill McMahon. BILL HOBDAY.

Frisk Greater

(Motorized)

Worthington, Minn. Week ended May 27. Location, fairgrounds. Auspices, Nobles County Fair Association. Weather, warm; last three nights rain. Business, fair.

First three nights business was fair, but because of terrific rainstorms the last three nights were canceled. Mouse game, watchla, balloon dart game and a ball game were added. Lee Moss has (See FRISK GREATER on page 58)

Federal State

Eminence, Ky. Week ended June 3. Location, city lot. Free gate. Weather, variable. Business, fair.

Shows opened fair on Monday night and continued until Friday night, when rain drenched the midway and crowd (See SHOW LETTERS on page 61)

WANTED FOR SIDE SHOW

Magician that Lectures. Other Acts. State all JOHN T. REA General Delivery, New Castle, Pa.

Classified Advertisements

COMMERCIAL

10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY

FOR THE FOLLOWING WEEK'S ISSUE.

Advertiser's Name and Address must

be counted when figuring total number of words in copy.

ACTS, SONGS AND PARODIES

SOPHISTICATED SONGS—SPECIALLY WRITTEN MATERIAL. Thematic description on request. **GLENN C. LEAP**, 1798 Bedford Ave., Brooklyn, N. Y. Bu. 7-2092.

AGENTS AND DISTRIBUTORS WANTED

A MARVEL OF THE AGE! PITCHMEN, DISTRIBUTORS, State Managers Wanted. Inventor awarded first prize National Inventors' Congress. Exhibited on Pathe, Paramount News. Featured on "We The People Program." Written up by "Life" and all other leading publications throughout the World. What is it? Powdered Ice! A chemical powder when dissolved in water produces temperatures below freezing. Uses: For Picnics. By Dairy Farmers to chill milk. For killing pain, checking fever, emergency operations; wherever ice is used in Medicine or Surgery; Ice Packs. No competition. Will sell like "Hot Cakes." We Challenge You! Do you want a non-competitive item worth thousands of dollars, with exclusive franchise? If so, make your own demonstration; sell yourself on its tremendous potential possibilities. Here's How—send \$1.00 money order, receive generous supply for testing, together with full text of Deal. Result getters make \$50.00 daily. Rehabilitate your economic life with only thing of its kind in the world. A hot weather "natural." Window men clean up. Each demonstration sells 90% of crowd. Men needed in all sections of America. Would you spend \$1.00 on a chance of earning thousands? If so, send your order now; territory going fast; first come, first served. Don't wait. Act Now. Delays are costly. You owe yourself this opportunity, 1,000 representatives wanted. Peak Season everywhere approaching. Casual Reader, Note: If you know a worthy man out of work, send him this advertisement. **POWDERED ICE SALES COMPANY**, Barborton, Ohio. x

AGENTS-DEMONSTRATORS—RUG GUIDE! Darners, Hemstitchers, Embroidery Guides, Threaders, Good sellers. Samples (2), 25c. **COLBERT**, Box 494, Santa Monica, Calif. je26

AGENTS—ALL PIPE SMOKERS WILL BUY Crackproof Transparent Tobacco Pouches at 25c. New item. Your cost \$1.00 for ten postpaid. Assorted colors. Or order two samples for 25c today. **AMERICAN MDSE. CO.**, Dept. B, Asheville, N. C. x

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Write immediately for particulars and free samples. **AMERICAN LETTER COMPANY**, Dept. 20, Dunellen, N. J. x

CHINESE BACK SCRATCHERS—NEWEST Novelty. Agents making big money. Sells everywhere. **HAMBURGER**, 218 W. 40th St., New York City.

BIG MONEY APPLYING INITIALS ON AUTOMOBILES. Easiest thing today. Free samples. Also, sideline salesmen for short order Decalcomania Name Plates. "RALCO," 1305 Washington, Boston, Mass. x

DRESSES, 10c; SUITS, \$1.50; COATS, 50c; Shirts, 15c. Many other low-priced bargains. Catalogue free. **FAIRMOUNT**, 162-B Monroe, New York. jylx

EARN \$15 DAILY AND MORE—SELL NEW Modern Floodlights every park, service station, used car lot, tourist camp, sports field. A red hot prospect. Valuable literature sent free. **NATIONAL FLOODLIGHT CO.**, 122 W. Jackson St., Elkhart, Ind. x

EXPERIENCED RURAL ROUTE SUBSCRIPTION Men Wanted for attractive Club National Magazines. Liberal proposition. **PUBLISHER**, 630 Shukert Bldg., Kansas City, Mo. jylx

EXPERIENCED SALESMEN—\$50.00 DAILY with our New Business Stimulating Plan. Must have car and be able to finance themselves for short time. Nothing to buy. Exclusive territory given. State selling experience. **FLECK NOVELTY SALES**, Columbia City, Ind. je24x

GIVE THE PUBLIC WHAT THEY WANT AND Will Buy—Big profits. Sells fast. Sample 2 dimes. **SIDELLA**, Pottsville, Pa.

IMPORTED PRETTY GIRL PHOTOS, BOOKS and Novelties—Big sample assortment for \$1.00. Catalog 10c. **B. B. BRAUN**, 353 W. 47th, Chicago, Ill. x

LORD'S PRAYER, TEN COMMANDMENTS. Crucifixion on U. S. Pennies—Individually carded, \$4.50 gross. Samples 50c doz. **B. B. PERKINS**, 1109 Lawrence, Chicago.

NEW FLEXIBLE GARMENT AND SHOE BRUSH—Fits vest pocket. Sells 25c. Two samples, 25c; gross, \$6.75. 25% deposit. **NORTHLAND MFG. CO.**, 518 W. Cherry St., Milwaukee, Wis.

PITCHMEN—TO SELL WONDERFUL LAXATIVE Powder and Book on Health (13th Edition); also to take subscriptions to dollar-a-year Health Magazine. The most unusual proposition you ever heard of. Write **SPOT LIGHT PRESS**, Orlando, Fla. x

SELL BY MAIL—FORMULAS, BOOKS, PICTURES, Novelties, Signs, bargains! Big profits. Particulars free. **F. ELFCO**, 438 North Wells St., Chicago. tfrnx

SELL S. O. S. FOOT COMFORT—GUARANTEED to stop perspiration of feet or money back. 25c size, dozen \$1.25; sample 25c. Exclusive territory. **ELSTEIN**, 3853 Jackson, Chicago, Ill. ju24x

WHERE TO BUY AT WHOLESALE 500,000 Articles. Free Directory and other valuable information. **MAYWOOD B. PUBLISHERS**, 1107 Broadway, New York. jylx

75c PROFIT ON \$1.00 SALES—NEW PRODUCT. Cleans automobiles and chrome parts. Removes bug spots from windshields. Free sample or a \$1.00 can 25c postpaid. **NUWAY WAX COMPANY**, Dept. C, Dayton, O. x

107 WAYS TO MAKE MONEY IN HOME OR Office. Business of your own. Full particulars free. **ELITE**, 214 Grand St., New York. ju24x

ANIMALS, BIRDS AND PETS

ALIVE TEXAS HORNED TOADS—ONE, 50c; \$2.00 doz., prepaid. Trade for saleable merchandise. **C. H. SCOTT**, 411 1/2 S. Oakes, San Angelo, Tex.

ALLIGATORS, SNAKES, LIZARDS—10 LARGE, Harmless Snakes, \$10.00 den. Wire via Ocala, Fla. **ROSS ALLEN**, Silver Springs, Fla. jy8

BIG ASSORTMENT OF ANIMALS—INCLUDING Mother and Baby Ringtail Monkey, Pacas, Peccaries, Kinkajous, Badgers, Kangaroo Rats, Prairie Dogs and Black Squirrels; also Iguanas, Dragons, Gila Monsters, Horned Rattlers, Pythons and Mixed Dens. Macaws, Parrots and Parakeets for concessions. **SNAKE KING**, Brownsville, Tex. jyl

BIGGEST SHOW IN AMERICA—SACRED White Monkey, absolutely snowy white, enormous Kra Macaque. Better draw than any chimp or gorilla, opportunity for plenty spiel, \$250.00. Also, Giant Pigtail Monkey, \$65.00. **FOEHL ZOO**, Williamstown, N. J. ju24

COCKATOOS, MACAWS, MONKEYS, TOUCANS, Storks, Marmosettes, Sun Bears, Parakeets, Lovebirds. Write for complete list. **BIRD EXCHANGE**, Box 7, Ball, Calif. ju27

HAIRLESS MARE—NINE YEARS OLD, weight 1,400 lbs. Government Veterinarian health certificates. Write **CHAS. PHILLIPS**, Box 267, Valley, Wash. x

LIVE ARMADILLOS—SPECIAL, EACH \$2.00; Pair, \$3.25; Family, \$7.50; all sizes. Good feeders. Prompt delivery all orders. **ARMADILLO FARM**, Comfort, Tex. ju17x

PLENTY SNAKES, HORNED TOADS, ALLIGATORS, Iguanas, Gila Monsters, Armadillos, Dragons, Agoutis, Monkeys, Coatimundis, Peccaries, Ringtail Cats, Prairie Dogs, Rats, Mice, African Lion Cubs, Puma Cubs, Peafowl, Parakeets. Wire **OTTO MARTIN LOCKE**, New Braunfels, Tex. jy8

SHELTAN PONIES FOR SALE—RANDLE PONY FARM, Mendon, Ill. jylx

WRITE FOR OUR BIG NEW SPRING CATALOGUE. It covers the Animal Kingdom. **MEEMS BROS. & WARD, INC.**, OceanSide, N. Y. Direct importers from all over the world. x

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GASOLINE BURNERS, PRESSURE TANKS, CORN Poppers, Giant Geared Aluminum Popping Kettles, Caramelcorn Equipment. Lowest wholesale prices. **NORTHSIDE MFG.**, 1925 10th, Des Moines, Ia. au5x

IT'S A RAINBOW—MAKES FLOSS IN Colors. Now located Middle West. Call and see demonstration or write. **RAINBOW FLOSS CANDY MACH. CO.**, 128 W. Second St., Dayton, O.

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. je24x

PUBLIC AUCTION—THEATRE PROPERTY and Equipment, located on Main St., in Mt. Sterling, Ky. Recently built, thoroughly modern, cost \$80,000, now leased for \$4,380 per year. Will be sold at Court House door, Mt. Sterling, Ky., Monday, June 21, 1939, at 1 p.m., to settle estate of N. H. Trimble. Terms: 6-12 and 18 months, or cash. **THOMAS D. CRUBBS**, Assignee. x

SELL SNOW BALLS—OWN A BUSINESS. 400% profit. Outfits \$4.75 up. Flavors 50c pint up. Circular free. Instructions 10c. **SNOW BALL CO.**, Jacksonville, Fla.

COIN-OPERATED MACHINES SECOND-HAND

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Only advertisements of used machines accepted for publication in this column. Machines of recent manufacture and being advertised extensively in The Billboard by manufacturers, distributors or jobbers may not be advertised as "used" in The Billboard.

A REAL BARGAIN LIST—OVER 500 RECONDITIONED Machines. Payouts, Phonographs, Legal Machines. Write today and save money. **BADGER NOVELTY**, 2546 N. 30th St., Milwaukee, Wis. ju24x

AIRWAY, \$12.50; BALLY RESERVE, \$12.50; Fleet, \$19.50; Palm Springs, \$17.50; Jennings Good Luck, \$49.50; Skill Times, 1938, \$89.50; Track Times, 1938, \$89.50; Triple Entry, floor sample, \$119.50; Rotaries, escalator model, \$49.50; Penny Packs, \$5.50; Groetchen Zephyr, \$8.50; Gingers, late model, \$12.50; Skill Draw, \$7.50; Kounter King, \$7.50; Deuces Wild, \$7.50; Hawthorne, floor sample, \$69.50; Fairground, \$19.50; 1-2-3, \$19.50; Sport Page, \$64.50; Preakness, etc., \$9.50; Columbias, like new, \$39.50; Jennings Cigarola, \$89.50. Write for list. **BOYLE AMUSEMENT CO.**, Oklahoma City, Okla.

ARCADE, \$10.00; ODD BALL RESERVE, \$20.00; Bally Reserve, \$9.50; Exhibit Review, \$10.00; Palm Springs, \$17.50; Rover, \$10.00; Classic, \$10.00; Carom, \$7.00; Arlington, \$17.50; Fleet, \$15.00; Preakness, \$15.00; Golden Wheel, \$15.00; Challenger, \$10.00; Red Sails, \$8.00; Springtime, \$10.00; Multi-Free Races, \$37.50; Triple Play, \$27.50; Keeney Hit Play, \$25.00; Bambino, \$12.50; Gottlieb Multiple Races, \$35.00; Pamco Parlay, \$8.00; Naturals, \$10.00; Post Time, \$10.00; Pamco Races, \$15.00; Bally Derby, \$10.00; Bally Multiple, \$8.00; Mammoth, \$7.00; Pamco Palooka, \$15.00; Turf Champ, \$15.00; Ten Strike, \$10.00; Paces Races, \$75.00; Mazuma, \$8.00; Pop-Em, \$10.00; Futurity, \$8.00; Jumbo, \$8.00; Round Up, \$8.00; Daily Double, \$8.00. **DIXIE MUSIC COMPANY**, 517 Canal St., New Orleans, La. x

BARGAINS—THESE MACHINES IN A-1 condition; no better buys anywhere: 5c Mills Mystery Roman Design, DJG, 357142; 10c Extraordinary Golden Ball, 346677; 10c Mills Roman DJG, 353594; Chicago Metal Double Weighted Stand, Revolve, new, each \$17.50. 5c Mills Dean Triple Front, 205438, \$8.50. Mills Disappearing Safe Stand, brand new; Chicago Double Safe, new front and back doors, each \$15.00. Mills Double Safe; Mills Change Maker, each, \$7.50. Mills Weighted Stands, each, \$2.50. 5 Easy Pickin' Jars, with Bells and Holders, complete, each \$1.50; 2 Easy Pickin' Electric Jars with Lights, each \$2.50; Bally Saddle Club, Bally Turf Special, Pacific Domino, Stoner's Zipper, 4 Preakness, 1 Rover, each \$10.00; 1c Baseball Counter Game, \$3.50; Foto Finish, \$8.00; Mills Big Race, with legs, \$12.50. Send 1/2 deposit with your order, balance C. O. D. **JACK ABRAHAM**, Bristow, Okla. x

DERBY DAYS, GOLDEN WHEELS, CLASSICS, Racing Forms, One Betters, \$7.00; Photo Finish. One-Two-Threes, Arlington. Rovers, Preakness, \$12.00; Aksarbens, Multiple Races, Fleetwoods, Mills Big Races, \$20.00; Penny Packs, \$6.00; Jennings Good Luck Counter Games, \$32.00. **WESTERN SALES CO.**, 301 E. Third, Tulsa, Okla. x

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FOR SALE—PHONOGRAPH RECORDS, \$3.00 hundred; Radio Tubes, any type, 69c each. Guaranteed. **PARAMOUNT**, 358 E. Market, Wilkes-Barre, Pa.

FREE PLAY MAJORS AND SPOTTEMS, \$59.50 each; Free Play Chief, \$49.50; Free Play Midway, \$40.00; Free Play Rink, \$45.00. Plain models lower. Any games you want, write us for quotations. **LEHIGH SPECIALTY CO.**, 2d and Green Sts., Philadelphia, Pa. x

GOOD RECONDITIONED VENDING MACHINES—Send for our Bargain List and save money. **RAKE CO.**, 3 S. 22d St., Philadelphia, Pa.

JENNINGS TRIPLEX DEMONSTRATOR, \$64.50; Blue Fronts, A-1 condition, \$35.00 to \$47.50. Request list. Want Penny Machines. **COLMAN NOVELTY**, Rockford, Ill.

FOR SALE—BUBBLES, STOP AND GO, CIRCUS, Rink, Trophy, Chief, Side Kick, Miami, all free play, \$45.00 each; Chubby, Spottem, Major, Contact, Pot Shot Multiple, all free play, \$55.00 each; Multi Free Races, Free Races, Paramount, all free play, \$35.00; Ragtime, free play, \$27.50; Circus, Fire Chief, Paramount, novelty, \$35.00 each; World's Fair, Palm Springs, Hilo, Green Lights, \$20.00 each; Rays, \$25.00; Airway, \$10.00; Power Play, \$10.00; Long Beach, Chico Derby, Stoner Races, Running Wild, Skipper, Bally Booster, '37 Sensation, \$7.50 each; Bally Bell, \$20.00; Rays Track, \$27.50; Western Fast Track, \$25.00; Pamco Bells, \$20.00; Gottlieb Console Derby, \$25.00; Multiple Racer, \$85.00; Late Model Vest Pockets, \$30.00 each; Late Model F.A.B.T. Targets, \$12.50 each; 1c Watling Twin Jack, \$12.50; Daily Races Jr., \$7.50; Scotty Line Up, Queen Mary, Stampede, Sunshine Baseball, \$5.00 each; Bally Entry, \$25.00; Flicker, Challenger, \$7.50 each; 5c Tally, \$10.00; Pick 'n Shake, \$3.50; Life A Pax, \$12.50; 2 Rock-Ola Rhythmic Kings, 12 Records, \$45.00 each; Mills Do Re Mi, \$39.50; Ciga Rolas, \$90.00; Superior Cigarette Machines, similar to Ciga Rolas, \$50.00; Gottlieb Three-Way Grip Scales, \$9.00; Mills Q. T. Free Play, \$40.00. One-third deposit required. All machines offered subject to prior sale and F. O. B. Nashville. **H. G. PAYNE CO.**, 312 Broadway, Nashville, Tenn. x

JENNINGS CHIEFS, LIKE NEW, PERFECT CON- dition, 5c Chiefs, \$27.50; 10c Chiefs, \$32.90. Money back if not as represented. **GEORGE ROCHE**, 2301 Fairfield Ave., Fort Wayne, Ind. ju24

KEEP POSTED WITH THE LATEST PRICES OF Like New Models and Used Equipment of all kinds. Weekly list mailed to all wide-awake operators. Get on our mailing list at once. **SAM MAY & CO.**, 2011 Maryland Ave., Baltimore, Md.

ONLY \$99.00 FOR THE LUXURY MARBELITE Counter Model, the best Counter Model buy in America. **EAST COAST**, 625 10 Ave., New York.

PACES RACES—BROWN CABINETS, 30 TO 1 Odds, \$110.00 each; Old Style Galloping Dominos, \$60.00 each; New Style Galloping Dominos, \$100.00 each. These machines are being sacrificed. All machines are guaranteed to be in good condition. Send your order immediately. **M. PARDEE**, P. O. Box 874, Norfolk, Va. ju17x

RECONDITIONED PHONOGRAPHS ON TERMS to Kansas, Iowa, Nebraska, South Dakota Operators. **W. R. BURTT PADFIELD**, 1418 S. 16th, Omaha, Neb.

ROCK-OLA WORLD SERIES—GUARANTEED to be in perfect condition, \$79.50. 1/3 cash, balance C. O. D. **BIRMINGHAM VENDING COMPANY**, 2117 3d Ave., N., Birmingham, Ala. ju24

ROWE 7-COLUMN 5-CENT GUM AND MINT Machines at \$12.50 each. One-third cash, balance C. O. D. **J. & R. AUTOMATIC SALES**, 28 Charles St., Holyoke, Mass.

SEIDEN'S HAVE IT!—EUREKAS, \$67.50; Spinner, \$22.50; Chubby, \$45.00; Multi-Races, \$29.50; Key Lite, \$25.00; Robin Hood, \$12.50; Tom Mix Rifle, \$39.50; Counter Games, \$1.50 each. 1102 Broadway, Albany, N. Y.

SLOT MACHINE CLEARANCE—14 MILLS Blue Fronts, 5c, 10c and 25c, \$35.00 each; 8 Watling Treasury, 5c, 10c and 25c, \$22.50 each; 11 Watling Rol A Top, 5c, 10c and 25c, \$27.50 each; 20 Jennings Chiefs, 5c, 10c and 25c, \$22.50 each; 3 Mills Kounter Kings, \$12.50 each; 12 Slot Machine Weighted Stands, \$4.50 each; 2 Mills Skyscrapers, 1c and 5c, \$17.50 each. Excellent condition. 1/3 deposit, balance C. O. D. **BIRMINGHAM VENDING CO.**, 2117 3d Ave., N., Birmingham, Ala. ju24x

THIRTY WURLITZER PHONOGRAPHS— Ready to operate. 616s, \$90.00; 412s, with Illuminated Grills, \$60.00; 312s, with Slot Guides, \$60.00; P-400, with Light Up Grill, \$50.00; P12s, with Light Up Grills, \$40.00. Forty thousand used Records, \$2.50 per hundred. One-third deposit, balance C. O. D. **C. L. WHITEHEAD**, 1205 Market St., Wilmington, N. C. ju17x

THIS FIRM MUST BE CRAZY—GIVING Everything Away. Mills Blue Front Slots, 5c Play, \$29.50; Jennings Chiefs, 5c, and Pace 1c Play, \$25.00; Rock-Ola Imperial 20 Phonograph, \$99.50; Metal Folding Stands, \$1.00; Wurlitzer 616-A Phonograph, \$99.50; Rock-Ola World Series, \$79.50; Exhibit Playballs, \$15.00. Closing out all machines in first-class shape. Send one-third cash with order. **BIRMINGHAM AMUSEMENT CO.**, 1424 Third Ave., N., Birmingham, Ala. x

U-POP-IT POPCORN MACHINES THOROUGHLY Reconditioned and Guaranteed, \$44.50. Terms, one-third cash, balance C. O. D. **MILLS AMUSEMENT CO.**, 1669 Main St., Buffalo, N. Y. ju24x

WANTED—ROBBINS 2-1 ONE-CENT VEND- ors. Detector model 1937. Please give full particulars with letter; condition, price, quantity. **BOX 970**, care The Billboard, 1564 Broadway, New York.

Additional Ads Under This Classification Will Be Found on the Next Page.

WANTED — ONE HUNDRED GOOD USED Three-Way Cottlieb Crippers and A.B.T. Targets. Prices must be right. **ENGLAND & WHITTINGTON**, Purdy, Mo.

WILL BUY MILLS BLUE FRONTS — NICKEL, Dime, Quarter. State lowest price, condition and serial numbers. Also want Mills Bonus Machines. **BOX C-159**, Billboard, Cincinnati. July 1

WILL PAY \$3.00 FOR CLEAN WORKING 1c Master Vendors (porcelain, three glass sides). Also buy others. **N. SHARP**, Woodlawn, Md.

WILL PAY \$20.00 EACH FOR MILLS VEST Pocket. Wanted: Wurlitzer Amplifiers and Speakers. Control Boxes. **O'BRIEN**, 89 Thames, Newport, R. I.

WRITE US FOR PRICES ON NOVELTY GAMES —Regattas, Paramount, Peppys, Klicks, free play; Nags, Green Lights, Palm Springs, Reviews, World's Fairs, Bally Reserves, Fleets, Snappys, Swings, Cargos, Ski Hi, Splash, Jungles, Rose Bowls, Beamites, Airways, Daval Baseballs. **LAMBRY NOVELTY COMPANY**, 213 S. Poplar St., Charlotte, N. C. ju24x

5/8" BALL GUM, FACTORY FRESH, 11c BOX; Tab, Stick, Midget Chicks, every Vending Gum. **AMERICAN CHEWING**, Mt. Pleasant, Newark, N. J. jy1x

20 ROLL CHUTE MUTOSCOPE DIGGERS, \$30.00. Eries, Buckleys, Merchantmen, Rotaries, cheap. Magic Fingers, Arcade Machines. **NATIONAL**, 4242 Market, Philadelphia, Pa.

40 LATEST IMPROVED MILLS VEST POCKET Bells — Practically new, \$29.50 each; 30 Grotchen Zephyrs, almost new, Cigarette or Fruit, \$7.50 each; 4 like new Keeney's Spinner Winner, \$12.50 each; 4 Deuces Wild, \$5.00 each; 2 Tallys, 1c, \$7.50 each. **FRANCO NOVELTY CO.**, Box 927, Montgomery, Ala. x

\$50.00 EACH — FREE PLAY, SPOTTEM, CIR- cus, Chubbie, Rink, Natural; Free Races, \$27.50; Palm Springs, \$15.00; Nags, \$12.50. Write for complete list. 1/2 deposit. Will ship subject inspection. **GENERAL NOVELTY CO.**, Chanute, Kan.

COSTUMES, UNIFORMS, WARDROBE

A-1 COSTUMES, \$1.00 UP; SHOES, 50c; Gowns, Hulas, \$3.00; Fans, Headgears, Bundles, \$1.00. Bargains. **CONLEY**, 310 West 47th, New York.

RED BAND COATS, RED CAPS, TENT CUR- tains, Oriental Costumes, Ballyhoo Capes, Cellophane Hulas, Minstrels, Clowns, Regulation Band Coats, Caps. Bargains. **WALLACE**, 2416 N. Halsted, Chicago.

SUMMER DRESSES — FACTORY SPECIALS. Organdies, Polkadots, Sheers, Poplins, in Navy, Wine and White backgrounds. Factory to you for \$1.10. Real values. Sizes 14 to 52. **LAUREL FASHIONS**, 1502 Linn St., Cincinnati, Ohio.

FOR SALE—SECOND-HAND GOODS

ALL KINDS OF GOOD USED FIBRE SAMPLE Trunks, only \$5.00 each. Send M. O. with order. **WILLIAN LESSER**, 517 W. Monroe St., Chicago.

CORN POPPERS—FEARLESS, ALL-ELECTRICS, giant geared popping Kettles, Caramelcorn Equipment. Get our prices before buying. **NORTHSIDE CO.**, 1925 10th, Des Moines, Ia. ju17x

NEW VELVO FROZEN CUSTARD AND ICE Cream Machines — Complete freezing and storage unit, \$169.00. Write **FROZEN CUSTARD COMPANY**, Gastonia, N. C. jy1

RAINBOW FLOSS MACHINES—SOME SLIGHT- ly used ones at good reduction. Full price allowed later in exchange new one. **RAINBOW FLOSS MACHINE CO.**, 128 W. Madison St., Dayton, O.

FOR SALE—SECOND-HAND SHOW PROPERTY

BALL-THROWING OUTFITS—BOTTLES, CATS, Dolls, Kids, Tenspins. Electric Corn Popper, Electric Floor Sander. **LAMANCE**, 782 Marion, S. E., Atlanta, Ga.

CIRCUS BLEACHER SEATS, ALL SIZES, NEW and used, out or indoors, with or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 West Thompson, Philadelphia, Pa. ju17

FOR SALE—SIXTEEN AND TWENTY-FOUR- Seat Adults Chair Planes; Kiddy Aero Plane, Kiddy Chair Plane. **CALVIN GRUNER**, Pinckneyville, Ill. ju17

FOR SALE — MECHANICAL ELECTRIC MAN. Finest in America. Human action, head turns, bows and bows, movable eyes, forehead raises, mouth and lip movements, both arms movable. Waves and taps on window; 42 inches high, full dress. Cost in Europe \$700. Last a lifetime. Window display to advertise anything. Price \$100. **JAMES SHROPSHIRE**, 808 E. 2d St., Maysville, Ky.

FOR SALE OR TRADE — COMPLETE RESTAU- rant Trailer, factory made, very attractive, almost new. Money getter. Will trade for Kiddle Auto Ride, House Trailer, Light Truck or what have you? Singer Power Hemstitcher for Electric Popper. **H. H. ZUGG**, Lancaster, Mo.

Show Family Album



THREE men well known in the amusement business are shown in the picture at the left, taken in Hot Springs, Ark., about 1926. J. Ed Brown, who had executive positions with the Texas Centennial Exposition, Dallas, and Fort Worth Frontier Exposition in 1936-'37, is at the left. He is now connected with the concession department of Golden Gate International Exposition, San Francisco. The late Jerry Mugivan, of the American Circus Corp., which operated the Hagenbeck-Wallace, Sells-Floto and John Robinson shows at one time and partner of the late Bert Bowers in the ownership of other circuses, is in the center. The photo was snapped on his 52d birthday anniversary. At the right is the late George Ryan, who was also a circus man.

At the right are the original Ty-Bell Sisters, aerial butterflies, snapped in the spring of 1908 in Denver before joining Howe's Great London Shows. They later appeared with the Ringling and Sells-Floto shows. Left to right are Etta, Violetta and Rita. Etta is now the wife of Joe Hodgini, bareback rider. Violetta is retired and living in Chicago. Rita is the wife of Buck Owens, motion picture, radio and circus cowboy.

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.

KENTUCKY DERBY (PORTABLE)—12 UNIT. Cost \$1,000.00. In fine condition. \$150.00 cash for quick sale. **BOX C-209**, Billboard, Cincinnati, O.

MINIATURE RAILROAD—LIKE NEW, \$1,500. Portable Track, Streamlined Locomotive, 4 Cars seat 40. **R. HAMMER**, 3796 Olentangy River Rd., Columbus, O.

RIFLES — LIKE NEW, MODEL NO. 24 Auto- matics at \$6.00; Winchester Pumps, 22 S., \$5.00. One-third deposit. **MUTUAL AMUSEMENT CO., INC.**, Wildwood, N. J.

ROLLER-SKATING RINK — A-1 MONEY maker. Modern and exceptionally beautiful. New floor and equipment. Downtown location. Low overhead. \$3,200 cash. **BERT ROBSON**, Ft. Scott, Kan.

5 HOOKER SHORT-RANGE GALLERIES—PAT- ented Trap, \$25.00 each; Evans Pool Table, \$10.00. **HARRY CUMMINGS**, Old Orchard Beach, Me.

HELP WANTED

DANCE ORCHESTRAS, TRIOS, ETC.—ORGAN- ized and rehearsed. Jobs all over America. **NATIONWIDE ORCHESTRA SERVICE**, 56 W. Washington St., Chicago.

DANCERS FOR GIRL SHOW—EXPERIENCE UN- necessary. Hawaiian, Tease, Strip. Salary. Also Male Accordionist. **PRINCESS SANDRA**, General Delivery, Grand Rapids, Minn.

DRUMMER - SAXOPHONE - TRUMPET — FOR Girl Dance Orchestra. Read, fake. Non-union. Write **LOUISE LEWIS**, General Delivery, Baltimore, Md.

GIRL AND BOY TO ASSIST MAGICIAN — Gentiles. Summer tour. Apply immediately. **RAYMOND COX**, 406 W. 39th St., New York City.

SECOND TENOR SAX — MUST PLAY "GO" Clarinet, Tenor; also 2d or 3d Trumpet. Modern take-off essential. **WIT THOMA**, Albert Lea, Minn.

WANT MAN TO OPERATE MARBLE BOARDS in South Carolina. **WEST COAST AMUSEMENT CO.**, 820 S. Lisbon Ave., Tampa, Fla.

WANT COMEDY BAR PERFORMER — WILL consider good amateur. Opportunity for right party. **CARROLL**, care N. V. A., 225 W. 46th St., New York.

WANTED — FAST BLACK FACE THAT PLAYS his own music. Must join on wire. State salary. Address **JOE EDWARDS**, General Delivery, Madison, Wis.

MAGICAL APPARATUS

AT LAST — VENTRILOQUIST FIGURES, \$8.00; regular \$30.00 outfit (Fast Woodcutting Machines). Instructions, Acts. **J. C. TURNER**, 405 Empire Trust Bldg., St. Joseph, Mo.

CATALOGUE OF MINDREADING — MENTAL- ism, Spirit Effects, Horoscopes, Forecasts, Buddha, Crystals, Lucky Pieces, Palmistry, Graphology Charts. Wholesale prices. World's largest stock. New 156-page illustrated catalogue, 30c. **NELSON ENTERPRISES**, Nelson Bldg., Columbus, O. ju17

LARGE PROFESSIONAL MAGIC CATALOGUE, 25c. **MAX HOLDEN**, 220 W. 42d St., New York City. ju17x

VENTRILOQUIAL FIGURES—24-PAGE ILLU- strated Catalog, 10c. **FRANK MARSHALL**, 5518 S. Loomis Blvd., Chicago, Ill. Used by all leading ventriloquists. ju24

MISCELLANEOUS

ARMADILLO BASKETS, LAMPS, ETC.—THEY are different and distinctive. Write for prices. **APEL ARMADILLO FARMS**, Comfort, Tex.

KNIFE RACKS AND SUPPLIES — RACKS 7-9- 12-15 Feet long, with high panel backs. mahogany finish, gold trimmed. **A. W. DOWNS**, Marshall, Mich. ju24

M. P. ACCESSORIES & FILMS

ATTENTION — HUNDREDS SHOWMEN MAK- ing good money year around showing theatreless towns. Sound Projectors, Weekly Programs rented. **521 STATE THEATRE**, Pittsburgh, Pa.

EXCEPTIONAL BARGAINS — 35MM.—16MM. Portable Sound Projectors, Supplies and Complete Equipment. Free Catalogue. **MONARCH THEATRE SUPPLY COMPANY**, Memphis, Tenn. jy8

FOR SALE — TWO SIMPLEX SOUND PORT- able Machines complete, Amplifier, Speaker, Screen, Reels, etc. Like new. Bargain. **BOX 662**, Gainesville, Ga.

TALKIE SPECIALS — SOUND PROGRAMS, Rented, \$7.50 two days; \$15.00 week. Silent Film cheap. Lists free. **SIMPSON**, 1275 S. Broadway, Dayton, O.

MOVIE ROAD SHOW BARGAINS — 35MM. Sound Portables, complete. Limited quantity. Universals, with Amplifiers, Speakers. Equipment fully guaranteed. At attractive low prices. Request Special Bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATRE SUPPLY CORP.**, 1600-B Broadway, New York, N. Y. x

UNUSUAL BARGAINS IN USED OPERA CHAIRS, Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue 5 free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. jy8

WESTERNS, ACTIONS, HORROR, COMEDIES, Dramas offered for outright sale for first time. 35MM. only. Lists. **RELIABLE**, Box 352, St. Louis, Mo.

16MM. SOUND FILM PROGRAMS AND PRO- jectors for sale and rent. Free catalog. **SOUTHERN VISUAL EQUIPMENT CO.**, 494 S. Second St., Memphis, Tenn. ju24

35MM. SOUND ON FILM—WESTERNS, AC- tions, War, Gangsters, Medical. Write **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J.

35MM. SOUND FEATURES, SHORTS, SERIAL— Reasonable rental rates. Perfect prints only. Lists free. **OAKLEY FILM EXCHANGE**, 242 Kontner, Nelsonville, O.

35MM. FILMS FOR SALE CHEAP — LIST 3c. Want to buy 16MM. Sound, or will trade 35 for 16. Films rented, \$5.95. **BOX 163**, Hastings, Mich.

PARTNERS WANTED

WANTED — PROFESSIONAL MALE DANCING Partner. I do Tango, Adagio, Rumba, Bolero, Apache, etc. **SONIA GAYAS**, 66 Eliot St., Detroit, Mich.

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ACT NOW — 4-FOR-A-DIME OPERATORS. Send today for information on the new Studio Foto-Flash full-figure outfit. Takes pictures size 3 1/4x5 1/2. **MARKS & FULLER, INC.**, Dept. BC-11, Rochester, N. Y. ju24x

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PHOTO MEN—WHY WASTE TIME AND PAY privilege on an out-of-date single machine when you can get over twice the money with the New Crescent Double Outfit, which makes both the four for a dime and the three for a quarter size photos? Make close ups, full forms and groups. Discard your old outfit, get in the money with the New Crescent Outfit. \$159.00 complete with best lens money can buy. Write **HASSAN**, Box 971, Parkersburg, W. Va. jy1x

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SALESMEN WANTED — EXPERIENCED FRAN- chise Salesmen to sell to operators a nationally known product backed by radio and national advertising. Good territory given and protected. Must be financially able to carry self. Opportunity to earn from \$150 and up per week. Give reference and details in length in first letter. Address **BOX C-205**, care The Billboard, Cincinnati, O.

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Book Matches, Advertising Gummed Tape, Advertising Pencils, Sales-books, Rubber Stamps, Pricing Sets, Advertising Specialties. 35% commission. Money-making specials. Free sales portfolio. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. JO, Chicago. x

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BEST CARNIVAL AND SIDE-SHOW BANNERS on Earth. Positively no disappointment. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. ju24

TENTS—SECOND-HAND

SIDEWALL BARGAINS — 7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Slightly Used Tents, 20x30, \$74.00; 20x40, \$110.00; 32x32, \$92.00. **KERR COMPANY**, 1954 Grand Ave., Chicago. ju24x

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BUMPER SIGNS—50 6x18", 5x20", \$1.50; 100, \$2.25; 100 14x22" Window Cards, \$2.50; 2 Colors Ink, \$3.00; 100 2-Color Letterheads, \$1.39; with 75 Envelopes, \$1.89, prepaid. Prompt service. **SOLLIDAYS**, Knox, Ind. ju17x

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Cards for one dollar. Satisfaction guaranteed.
JENSEN SOUVENIR CO., 281 Fourth St., San Francisco, Calif.

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One hundred 14x22 3-Color Non-Bending Cards, \$3.00; 200 for \$5.50. **TRIBUNE PRESS**, Fowler, Ind.

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250 8 1/2x11 20-LB. WATERMARKED BOND
Letterheads, \$1.00; 250 6 3/4 24-lb. White Envelopes, \$1.00. Both for only \$1.50 prepaid. **VICTOR'S PRINT**, Exeter, N. H.

500 ENVELOPES, 90c; 1,000 ENVELOPES,
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1,000 9x12 OR 6x18 HANDBILLS, \$2.75;
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WANTED TO BUY
WANTED — AEROPLANE IN FAIR CON-
dition. **J. H. SHEA**, 152 Vinal St., Revere, Mass.

WILL PAY CASH FOR USED GUESS YOUR
Weight Scale Chair, tripod type. Quick. **WM. F. JOHNSON**, General Delivery, Adrian, Mich.

WANTED — AEROPLANE IN FAIR CON-
dition. **J. H. SHEA**, 152 Vinal St., Revere, Mass.

ALTO SAX - CLARINET —
Fine Arranger, Singer. Own P.-A. System. College student. Resort work preferred, anywhere. **FRANK CLINE**, 1501 Wall, Joplin, Mo. ju24

AT LIBERTY — BARTONE
Join on wire. You may wire at my expense. State salary. **LOUIS MITTENDORF**, New Braunfels, Tex. ju17

FAST SWING OR LEAD
Tenor, Clarinet—All essentials. Just closed at Providence Biltmore. **MUSICIAN**, 75 Thomas, New Bedford, Mass.

MODERN SWING DRUM-
mer—Finest of equipment. Young, go anywhere, cut anything. Write or wire, **RAY STANSBURY**, 301 W. 11th, Hutchinson, Kan. ju17

MUSICIAN — (PIANO AND
Violin). Wants work on ship or in summer resort. **K. MACFERRAN**, Apt. 9, The Devan, Topeka, Kan. ju17

STRING BASS MAN—
Schooled. Four years' experience with radio and dance bands. Age 22, college, union, neat, no bad habits. Interested in making connections with an up and coming dance band. Bass played in tune with a lift. Will go anywhere. State all. All answered. Write **BERT PIERSON**, Elkview, W. Va.

TRUMPET — READ, FAKE,
team, tone, experience. Prefer second chair. Young, sober, union. Have car. Give full particulars in first. **FRED LINES**, Wynne, Ark.

ALTO SAX, BARITONE SAX AND CLARINET—
Desire connection with band on location, especially hotel band. Union, sober. No take-off. Can arrange, sing a little. All propositions considered. **GEORGE HAYWARD**, 1933 S. 9th St., Omaha, Neb.

AT LIBERTY — TRUMPET, EXPERIENCED
theater, circus, all lines. Address **MUSICIAN**, 379 Sherman St., Albany, N. Y. ju24

AT LIBERTY—STRING BASS, DOUBLE GUITAR.
25, sober, reliable, ambitious, appearance. Good equipment. Consider only dependable offer. Prefer location. No panics. Available immediately. State all in first letter. **PAUL L. MCCOY**, 212 Grace St., Grove City, Pa.

BANDMASTER—TRUMPET, VIOLIN, BANNER-
Man, Sign Painter. Troupe or locate. Address **BOX C-212**, care Billboard, Cincinnati, O.

BUSINESS CORNETIST FOR CONCERT BAND—
Good morals, appearance. Only reliable offers considered. **BOX C-203**, Billboard, Cincinnati, O. ju17

CLARINET—EXPERIENCED CIRCUS, CONCERT,
some symphony. Sober, reliable, references. **CHAS. O. MEDCALF**, 230 W. 14th St., Cincinnati, O.

CORNET — GOOD TONE, RIDE, WORK IN
section. Vocals. Young, reliable. **BOX CH-56**, Billboard, Chicago, Ill.

DRUMMER — WANTS LOCATION. AGE 24,
sober and reliable. Plenty experience. Fine outfit, vocals. Have car. Can go anywhere. Must give short notice here. No panics. **GENE GEIL**, 1065 N. Topeka, Wichita, Kan. ju17

DRUMMER — EXPERIENCED ALL LINES. AGE
29. Prefer small band. **BOX 39**, Elberton, Ga.

DRUMMER — VIBS—UNION, SOLID RHYTHM.
Read, cut floor shows. Join immediately. **FRANKIE ROSS**, Hotel Stephens, Joplin, Mo.

ELECTRIC GUITARIST — INCLUDING P.-A.
System, wants job with Hillbilly orchestra which plays for parks, fairs or carnivals. Good vocalist. Own car, go anywhere. **CECIL R. MILLER**, Oxford, Pa.

EXPERIENCED MODERN DRUMMER — RUDI-
mental foundation, all essentials. Past two years with fine band. **REX LE MON**, 126 Hillside St., Hillside, Mich. ju17

EXPERIENCED TRUMPET—CIRCUS OR CAR-
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GIRL VIOLINIST — DOUBLE TENOR SAX.
Clarinet, desires position in hotel or resort. Young, attractive, union. **SHEILA SENARD**, 101 Cherry St., Punxsutawney, Pa.

RHYTHM GUITARIST AND VOCALIST—GOOD-
looking, American. Age 23, single, sober, dependable, union. Read, jam, improvise. New \$300 Epiphone Guitar. Have arranged for 12 pieces. **BOB JUDSON**, 113 W. 10th St., Auburn, Ind.

STRING BASS—SWING, SLAP OR BOW STYLE.
Experienced dance musician. Read, jam, play in tune. Sober, reliable, references. Prefer location. **CHAS. O. MEDCALF**, 230 W. 14th St., Cincinnati, O.

STRING BASS PLAYER — UNION, EXPERI-
enced, neat, sober, reliable. Age 25. **JOE VESTAL**, 3107 Enslow Ave., Richmond, Va.

STRING BASS, DOUBLING VIOLIN—EXPERI-
enced. **BOX C-154**, Billboard, Cincinnati, O.

TENOR SAX - CLARINET — READ, GOOD
tone, take-off. New horn. Young, sober, neat appearance, union, experienced. Only reliable offers considered. State salary. Write or wire **MUSICIAN**, 2140 Delano Drive, N. E., Atlanta, Ga.

TENOR SAX - CLARINET—TRAVELING SHOWS
or location. Nice tone, read or jam. Write **ART MYERS**, Sheridan Hotel, Lexington, Va.

TENOR SAX - CLARINET—WANTS STEADY
job with swing band. Can ride, strictly chords. Experienced, reliable, age 21. Likes traveling. **WM. N. GLOVER**, 175 N. West St., Waverly, Pa.

TWO CORNETS AT LIBERTY—EXPERIENCED,
one or both. Write or wire **SID ANTELL**, General Delivery, Cairo, Ill.

TRUMPET—IMMEDIATELY, LARGE OR SMALL
band. Age 21. Read well, sing good. Union. **ROBERT LINTZ**, 448 E. North St., Kenton, O.

TRUMPET—READ, FAKE, EXPERIENCED. BILL
ROBINSON, Dyersburg, Tenn.

ACCORDIONIST — Double Violin, some Guitar.
Expert. Experienced in all lines. Good sight reader. Age 30. Library. State particulars completely. **PHILIP CARL**, 7706 S. Marshfield, Chicago.

ACCORDIONIST—Young man with plenty of ex-
perience would like connection somewhere with combination or alone. Exceptionally large and varied repertoire of modern and Continental numbers; tangos, classics, novelties, etc. Perfect "request" man. Have worked in the finest cocktail lounges, radio, vaudeville and clubs. If you can use a good, clean, solid accordionist that reads, fakes and understands music, has a fine appearance and likes his work, I guarantee you will be satisfied. Have plenty of publicity and write-ups. Will send photo and more details on request. **BOX 971**, care Billboard, 1564 Broadway, New York City.

ACE SAXOPHONIST — Doubling Clarinet, Read
and fake. Hillbilly or swing. Sing Tenor. Twelve years' experience in radio and dance work. Fine appearance and dependable. Wants steady location with reliable band. **JOHN KIDWELL**, Crittenden, Ky. ju17

ALTO SAX—Doubling Clarinet, Baritone and Vocal.
Experienced, reliable, good reader, tone and take-off. Age 28, single. Go anywhere. Write or wire **FRENT JAMESON**, 1321 S. Gallatin St., Marion, Ind. ju17

COLLEGE COUPLE—To join reliable, union en-
semble, swing or concert. Man plays cello, alto sax, clarinet, wife, violin, viola, cello, guitar, sings. Arranges. Union. Write **BOX C-188**, Billboard, Cincinnati, O. ju24

DRUMMER—Age 26, reliable, solid rhythm. Ex-
perienced full or small combination. Want in band that swings and works steadily. (Who doesn't!) No panics, on one now. **BOX C-194**, Billboard, Cincinnati, O. ju17

DRUMMER — Specialty vocals. Age 20, union.
Finest equipment. Have good location job. Want change on good, steady band. Go anywhere. **DRUMMER**, Wabasso, Minn. ju24

DRUMMER — Very disgusted with panics. Young
and know the score. Best of references and ability. Cut or no go. Leaders who can use an asset in their rhythm section, write at once to **DRUMMER**, 107 S. "A" St., Gas City, Ind.

MUSICAL TEAM — Lady Violinist and Pianist.
Summer resort or good cocktail lounge. Play anything. Address **MURRAY AND RAMSEY**, 4239 Drexel, Chicago, Ill.

MUSICAL DIRECTOR - LEADER — Unit, Musical,
etc. Location, travel. Formerly Loew. Well experienced, fine appearance. Baton, Violin. Lead. Excellent references. **KURTZ**, 451 Kingston Ave., Brooklyn, N. Y.

TRUMPET — Experience in many lines. Age 30,
sober, competent. Will accept modest salary if sure. Disappointment caused this ad. **BOX C-203**, Billboard, Cincinnati, O. ju17

AT LIBERTY
PARKS AND FAIRS

A BALLOONIST AVAIL-
able at All Times—Lady or Gentleman Parachute Jumpers. **CONTINENTAL BALLOON CO.**, care Billboard, Room 390, Arcade Bldg., St. Louis, Mo. ju17

BALLOON ASCENSIONS—
Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER**, 4704 W. Washington St., Indianapolis, Ind. ju24

BALLOON ASCENSIONS —
All occasions. **JACKSONVILLE BALLOON CO.**, East Detroit, Mich. ju8

BALLOONISTS AND AIR-
plane Parachute Jumpers — May have unit traveling in your State. Investigate. Coast to Coast service. **THOMPSON BROS. BALLOON AND PARACHUTE CO.**, Aurora, Ill. Established 1903. ju17

BALLOONIST — CHAS.
SWARTZ, Okem. Write for terms. Address, Humboldt, Tenn. ju17

BALLOONIST OPEN FOR
Engagements. **HARDIE DILLINGER**, P. O. Box 1673, Little Rock, Ark.

TUMBLING ATWOODS —
Originators Raggedy Ann, Swaying House, Clown. Billboard, Cincinnati. ju17

AERIAL ACT FOR ALL OUTDOOR EVENTS—
High Swaying Pole and Trapeze. Appearance guaranteed. **BOX C-200**, care Billboard, Cincinnati, O. ju26

BALLOON ASCENSIONS—WITH ONE OR MORE
Parachute Drops furnished for all occasions. Modern equipment. **HENDERSON BALLOON CO.**, Haskins, O. ju17

BALLOON ASCENSION—WORLD'S CHAMPION
Lady Parachute Jumper doing one to eight parachute drops on one ascension. Write **ETHEL PRITCHETT**, 329 Indiana St., Danville, Ind. ju17

CARMENE CIRCUS REVUE—FOUR COMPLETE
and distinct free acts. Price and literature sent on request. **BOX 21**, Williamston, Mich. ju15

DIXIE DANDY DOC AND MONKEY CIRCUS—
Animal Entertainment Deluxe. 3830 Drake-wood Dr., Cincinnati, O. ju17

Additional Ads Under This Classification
Will Be Found on the Next Page.

At Liberty Advertisements

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AT LIBERTY

ACROBATS

BAR PERFORMER AND AERIAL OR GROUND
Bars—Straight or Comedy. **LOUIS OCZVIRK**, Billboard, Chicago. ju24

GROUND TUMBLER — First class, wants connec-
tion good Acrobatic Act or Troupe. Work reasonable but must be steady. Pairs or circus. **ANGELO MAURO**, 530 Bainbridge St., Brooklyn, N. Y. ju17

AT LIBERTY

AGENTS AND MANAGERS

GENERAL AGENT—PRESS, SPECIAL AGENT.
Close contractor. Best references. State salary. Join on wire. **L. B. SANDERS**, General Delivery, Muskogee, Okla. Give time for mail to be forwarded.

AT LIBERTY—Agent. Close Contractor, Biller,
Press, Banners. Auspices or straight. Handle any kind show. Your limit. **TOM ATTON**, Park Hotel, Cleveland, O.

AT LIBERTY NOW — Hustling Circus or Minstrel
Show Agent. Strictly sober. Good brigade agent. **LARRY WILSON**, 3346 W. 25th St., Cleveland, O.

PUBLICITY AND ADVANCE AGENT—Twenty
years' experience. Will consider Western Hillbilly Novelty, All-Girl Band or Orchestra, Acrobats, String Ensemble, etc. First class only. State all and you'll receive all. **AGENT**, 5208 S. Artesian Ave., Chicago. ju17

AT LIBERTY

BANDS AND ORCHESTRAS

TEN-PIECE ORCHESTRA —

Four Saxes, three Brass and three Rhythm. Organized five years. Large library of arrangements. Own transportation. All equipment. Available for ballroom, hotel or restaurant. **EDDIE THIESSEN**, Kiel, Wis.

AFTER JUNE 15TH — HIGHEST CLASS ENTER-
taining Quartette. Strolling or darcee. Feature Girl Singer, Vocal Trio. Novelties. Many effective doubles, including Vibraphone and Accordion. Now on location. **BOX C-119**, The Billboard, Cincinnati, O. ju17

AT LIBERTY—JOHN WYNNIE AND HIS ORCH.
One of the most danceable orks in Eastern North Carolina. Twelve pieces. Write or wire **DARRELL CLARK**, 153 W. Main St., Washington, N. C.

DON MOSS AND HIS MERRY MEN—EIGHT
young men, together two years, desire steady summer spot. Play sweet or swing. Full equipment, include vocalist and arranger. All offers considered. Non-union. Write, wire **DON MOSS**, New Windsor, Md. ju24

"THE MEN OF NOTE"—COMMERCIAL SWING,
our own style and arrangements. Two saxes, trumpet, drums and piano. Transportation, P. A., etc. Ample recommendations on request. We are reliable and expect you to be likewise. **GOODIE**, P. O. Box 798, San Bernardino, Calif.

ATTENTION—Club, Hotel, Cocktail Bars and Re-
sort Managers. Here's a Swing Quartet that gets the business. Four men doubling eight instruments. Piano, Bass and Guitar, Alto and Clarinet, Drums. Two Vocalists. 500 tune library, many novelties. Been on present spot one year. Send photo on request. **BOX C-211**, The Billboard, Cincinnati, O.

AVAILABLE FOR High-Class Hotel, Resort or Club
—Seven Musicians and Versatile Girl Vocalist. Featuring Hammond electric organ. Capable, union musicians, attractive fronts, uniforms, complete equipment. Cut any show. Special arrangements. Sweet, swing and novelties. Now working but desire change. Write or wire **NEIL WRIGHTMAN**, 69 W. Washington St., Chicago. ju24

CLOWNS NOVELTY BAND—Eight pieces, Radio,
Minstrelsy Maids, Ten Girls, Specialties and Novelties. Percentage dates considered. Theaters, Fairs, Parks. Agents and Advance Men, write. All friends write. **CLIFF D. SEAW**, 70 West Grand Ave., Chicago, Ill. ju17

COLLEGIANS' 10-PIECE BAND—Desire location,
summer resort, club, hotel. Smart styled music. Consider anything reasonable. August or cut. **BOBBY ESTES**, 280 Antwerp, Birmingham, Ala. ju17

"DOC" COOK'S NBC ORCHESTRA—Eleven Art-
ists, Vocalists, Glee Club. Novelties, special arrangements. Band sweet swing style. Room and board with salary considered. **BOX 534**, Perth Amboy, N. J. ju17

JOE COOKE'S ORCHESTRA of 10 Pieces with
Girl Vocalist—Open for summer engagement. Prefer New England or New York. Will travel. Carry own P.-A. System. Uniforms and stands. Arrangements. Organized 5 years. Play floor shows. Photo on request. Union. Wire or write **JOE COOKE**, 17 Gridley St., Bristol, Conn. ju17

ROY SANDERS' SYLVANIANS—11 Men, union.
Desires location. Now playing first-class club. **DEL EDWARDS**, 1017 N. 9th St., Reading, Pa.

TRIO — Highest type. Violin, Cello, Piano.
Doubles, Vocals. Two men and girl with personality. Thoroughly experienced concert, dinner, dance. Hotel, resort location after June 21. Union, reliable. **BOX C-183**, Billboard, Cincinnati, O. ju24

AT LIBERTY

CIRCUS AND CARNIVAL

HALF AND HALF — NICE WARDROBE, CLEAN
Lecture and Exhibit. No sex expose. Annex only. Show playing Michigan fairs preferred. Letters only. Write **BOX 283**, Ashland, O.

KIDDIE RIDE MANAGER AT LIBERTY — FUR-
nish own auto and airplane rides, in first class condition; 200 miles from Baltimore. **J. HILGENCA**, Thompson Seagirt House, Baltimore, Md. ju8

RIDICULOUS TRIO—Three Regular Clowns, best
of props. Four acts. Go anywhere. Address care The Billboard, Chicago, Ill. ju17

AT LIBERTY

DRAMATIC ARTISTS

CHARACTER MAN - DIREC-

tor—Have scripts. Don't have car. Do have ability, appearance, wardrobe, good study. **GEORGE O. LEGGOTT**, care Billboard, Chicago, Ill.

YOUNG TEAM — Erman Gray, age 35, General
Business Man, Clarinet, Alto Sax, Marimbas; Thelma, age 25, 5 ft. 7, weight 120. Blonde, Ingenious or as cast except Characters. Single and Double Specialties. At liberty June 17. Address General Delivery, Lubbock, Tex.

AT LIBERTY

MISCELLANEOUS

A-1 MEDICINE LECTURER — DR. JOHN E.
(ORIENTAL) FOYE, General Delivery, West Frankfort, Ill. ju17

GRADUATE FOOD SCIENCE WANTS ENGAGE-
ments to lecture. **MISS A.**, 3405 N. 19th St., Philadelphia, Pa.

ARCADE MECHANIC—A-1 on all old and new
machines. Also all makes of slots. Was former operator. Also was with Luna Park, Euclid Beach Park and Jean's Museum, Cleveland. **THOMAS HUSA**, 4087 E. 108 St., Cleveland, O.

PUBLIC ADDRESS OPERATOR or Motion Pic-
ture Operator—Locate or travel. Single, sober, dependable, reliable. Plenty references. Will operate public-address for dance band or any organization which pays off each week. Do not have any equipment. Non-union. Wire or write **OPERATOR** 130 Congress St., Bridgeport, Conn. ju17

AT LIBERTY

MUSICIANS

ABLE ORGANIST — WITH
Complete Hammond Equipment. Swing, sing. Travel. Large repertoire. **BOX 972**, care Billboard, 1564 Broadway, New York.

52nd ANNUAL REUNION & HOMECOMING

Celebrating the 100th Anniversary of the Founding of the Town of

ENGLISH, INDIANA

ENGLISH PARK, JULY 17-22, 1939.

WANT High-Grade Concessions, Attractive Shows (No Flats, No Gypsies). Rides and Corn Game booked.

Write or wire KENNETH J. LUCKETT, Secy., Community Club, English, Ind.

Concessions Wanted

3-DAY 4TH CELEBRATION, JULY 2, 3, 4. American Legion, East Moline, Ill.

HAVE RIDES and Bingo booked. CAN PLACE all other Legitimate Concessions, Skill Games, Photos, Milk Bottle, Ball Games, etc., \$1 front foot. WANT High Diver or other Sensational Act for Midway. Write DON SWEET.

ADRIAN JULY 4th CELEBRATION

SOUTHERN MICHIGAN'S BEST. Sponsored Annually by the Business Men of Adrian.

For Concessions address F. L. FLACK, 36 East Woodbridge Street, Detroit, Mich., who has sole charge of the Midway. Concessions joining at Adrian can continue on and make our complete circuit of Celebrations and Fairs.

WANT

Shows, Rides, Concessions. JULY 4th, BATH, N. Y.,

STEBEN COUNTY AGR'L SOCIETY

J. VICTOR FAUCETT, Secy., Bath, N. Y.

WANT

Free Acts and Rides, JULY 4th CELEBRATION.

Contact BERT RANEY, care Chamber of Commerce, Carmen, Okla.

15th ANNUAL STREET CARNIVAL

ROCKFORD, O., MAIN STREET, JULY 10-15, INCLUSIVE.

Rides and Free Acts contracted. Need Athletic, Girl and Musical Shows. CAN USE more Concessions. No gift. FIREMEN LEGION, Jno. W. Lloyd, Secy.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Communications to 25 Opera Place, Cincinnati, O.)

Talent Array Booked For Providence Date

PROVIDENCE, June 10.—Indoor circuses previously held under auspices of Pawtucket (R. I.) Boys' Club and Providence Shrine will be combined and staged in Narragansett Park here under direction of J. C. Harlacker on June 12-17. On executive staff are Earl C. Whelden, manager; Dick Reynolds and Bill Morton, press representatives, and George Dean, equestrian director. Al Martin booked acts.

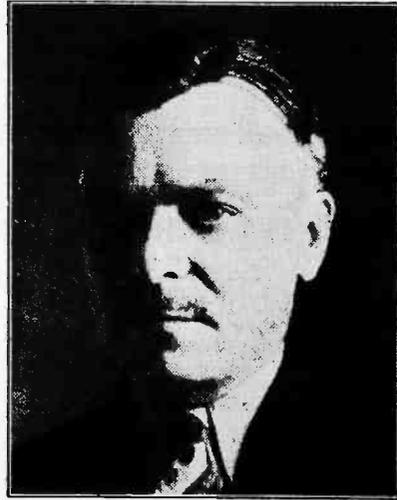
Among acts scheduled to appear in six rings are Christy's Elephants and Horses, Armstrong's Bucking Ford, Delmar's Lions, Martin's Mule, Adele Nelson, elephants; Maybelle, high-school horses; Herb Taylor and Company, Ethel Johnson, ponies; an aerial ballet, Sol Solomon's Water Revue, Four Queens of the Air, Seven Sons of the Desert, Three White Whirlwinds, Six Jordans, Flying Sullys, Four Comiques, The Gretonas, Bob Eugene Troupe, Flying LaMarrs, Great Forbosque, Three Monarchs of the Air, Six Antileks, Spiller's Seals, Emerald Sisters, Four Skating Carters, Capt. T. Fred Marsman's Horse, D'Arcy Sisters, Three Flying Harolds, Sensational Marions Voice Comedy Bar Act and the Wolandis.

Program Set for Ill. Event

EAST MOLINE, Ill., June 10.—Wide variety of attractions are planned for three-day second annual American Legion Post Celebration here, reports Don Sweet, manager. Henry Hoffner's Merry-Go-Round, Ferris Wheel, Kiddie and pony rides will be on the midway with Dutch Dillinger's bingo. Wilkes Fireworks Co. has a \$700 contract for day and night displays. Program of 10 free acts is planned. Acts booked include the Romanoffs, teterboard; Seven Avalons, tight wire; Aerial Dukes, high pole, and Wally and Ruth, roller skaters. Added feature will be a parade.

Midway Helps Pa. Firemen

NORTHUMBERLAND, Pa., June 10.—Aided by attractions, the first large-scale, six-day Firemen's Fair and Carnival ending here on June 3 was success-



WILLIAM J. LEWIS, writer, known in the Middle West as "That Fella Down in Streator," was re-elected for the fourth consecutive year general chairman for the seventh annual one-day Streator (Ill.) Celebration. County Treasurer F. J. Hart was renamed secretary-treasurer for the seventh consecutive year. J. E. Hall is co-chairman; Paul Uebler, assistant secretary; Mayor T. R. Halfpenny, finance chairman. Rides, shows and concessions will be centrally located, bordering a 14-acre city park. Five counties are being billed. Attendance of 40,000 is anticipated. About \$2,500 will be expended for free acts, balloon ascensions and fireworks.

ful, reports E. J. Fultz, general chairman. There was a parade with 42 organizations participating. William Fleming's Chairplane, Venetian Swings and Swan and Kiddie rides were on the midway. LaFavor and Dolly were free act. Concessioners were E. J. Evans, hoop-la; John Lorenze, pitch-till-you-win; W. A. Straub, pop corn; Naylor Harrison, palmistry; Hartzel, frozen custard, and Rohrbach and White, penny pitch. Pat Grande's revue was an attraction.

Classified Advertisements

(Continued from page 53)

CARL CLARK'S (ORIGINAL) TRAINED ANIMAL Circus Revue—Pony, Dogs, Goats and Hogs. Five separate and distinct acts. A feature Free Act for parks, fairs, celebrations, etc. For literature and prices address F. M. CARLIN, Mgr., 7404 Miller Ave., Upper Darby, Pa. Telephone Boulevard 3125. jy8

FOUR HIGH CLASS ACTS—WORLD'S GREATEST Slack Wire Act, real Comedy, Trump Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. jy1

HIGH SWING POLE AND TRAPEZE ACT—Literature on request. BOX C-206, Billboard, Cincinnati, O. jy1

JAMES COGSWELL—CLOWN ON HIGH STILTS, a feature comedy novelty for celebrations, fairs, parades, street ballyhoo. Write for literature. 1433 Rose, Lincoln, Neb. ju24

THROUGH THE ART OF NUMEROLOGY AND with special gift as Psychometrist, I will work on percentage summer park or any high location. G. CRISTA, 1672 70th St., Brooklyn, N. Y. ju24

TWO COMPLETE STANDARD ACTS—ACT NO. 1, beautiful, elaborate Hand-to-Hand Balancing Novelty Act; Act No. 2, Comedy Novelty Acrobats. Price, literature at your request. Address HAROLD LEMBECK & CO., 2030 Hannah St., Ft. Wayne, Ind.

WASHINGTON LOG ROLLERS—ONE OR MORE in original exhibitions at fairs, parks or celebrations. Includes world champion log-birler. H. E. COONS, Mgr., Lilliwaup, Wash. jy24

AT LIBERTY—Four Separate Acts. Wire Act, Comedy Balancing and Juggling Act. Comedy Trapeze Act and Dog Acts, with Buster, the Wonder Dog. Almost human. HUBER'S FREE ATTRACTIONS, Wabasha, Minn. ju17

AT LIBERTY—Four Different Free Attractions. Dancing, Tight Wire, Balancing Trapeze, Iron Jaw Butterly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. THE GUTHRIES, 1806 Vine St., Cincinnati, O. ju24

CHARLES LA CROIX—Original, Outstanding Novelty Trapeze Act. High-class platform free attraction. Available for Fourth July celebrations, street fairs, etc. Attractive equipment. Large advertising posters furnished. Wonderful act, costumes, drawing card. Priced reasonable. CHARLES LA CROIX, 1804 S. Anthony Blvd., Ft. Wayne, Ind.

BINGO SUNSHINE, CLOWN—A real Clown Cop and all-around Clown that always satisfies. Book him now. Address BINGO SUNSHINE, 4562 Packard Ave., Cudahy, Wis. jy8

CLASSY TRAPEZE ARTIST—Committees wanting real feature novelty act as free attraction for 4th July celebration and other events, write me. Act can be erected on your platform, featured. Flashy apparatus, real act. Literature, price on request. CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

CLEVER COMBINATION—Comedy Slack Wire and Juggling Act, my own original novelty, at liberty for fairs and celebrations. DONALD CLARK, Route 1, Springfield, O.

CLOWN AT LIBERTY—June and July only. Carry more sure-fire stuff than any other single clown in the entire show business. Best of props, make-ups, wardrobe and numbers. None better. ROY BARRETT, Billboard, Chicago. ju17

DASHINGTON'S ANIMAL CIRCUS—Dogs, Cats, Monkeys. Two distinct acts. Act No. 2, Acrobatic Clown, a guaranteed attraction for celebrations, fairs, circuses. Sixteenth Ave., Moline, Ill.

FOUR DIFFERENT Free Attractions—Dancing Tight Wire, Balancing Trapeze, Iron Jaw Butterly and Double Trapeze. Lady and Gent. Beautiful wardrobe. Reasonable. THE CLAYTONS, Billboard, Cincinnati, ju24

HERE IS SOMETHING—Unit of Novelty Acts and Clown Bits. You can buy bigger units, but you cannot buy any better. Address CLOYD HARRISON, Billboard, Cincinnati, O.

PANAHASIKA'S Famous Dog, Pony, Monkey and Tropical Bird Circus. Standard attraction. Management GEO. E. ROBERTS, Panahasika's Studio, 3504 N. 8th St., Philadelphia, Pa. SAGmore 5536.

PROF. PEAK'S Punch and Judy. The real block heads. Open for resort. All summer or special engagements. Address 3504-N. 8th St., Philadelphia, Pa. Tel. SAGmore 5536.

THREE NOVELTY ACTS—Tight Wire, Rolling Globe and Slack Wire. All acts first class. Write for prices and literature. THE THREE CHRISTYS, Keokuk, Ia. jy22

TWO ACTS—Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. BOX C-201, care Billboard, Cincinnati, O. au26

AT LIBERTY PIANO PLAYERS

ARRANGER - PIANIST - AVAILABLE JUNE 17. Age 20, single. Modern take-off, read, fake. BOB SMITH, 136 Camby Ct., Marion, O.

PIANIST—DOUBLE PARTS, BITS, STRAIGHT Acts. Age 38. Join on wire. JOE SCHULKEN, Lowry Players, Dublin, Va.

PIANIST—UNION, AGE 21, CONGENIAL. Read well, fake, arrange. Join immediately. State particulars. ALAN JERRICK, 2535 S. Lawndale Ave., Chicago, Ill.

PIANIST—READ, FAKE, SOBER, RELIABLE, capable and experienced. BOX C-207, care Billboard, Cincinnati, O.

PIANO PLAYER—READ, FAKE, TRANSPOSE. Double Bits, Acts, Banner Painter and Solicitor. Single, sober, dependable. Have small car. Don't ask my lowest; state your best. Join on wire. CHET HUGHES, Felicity, O.

PIANO PLAYER—AVAILABLE AFTER JUNE 25. All essentials, sober, reliable. Experienced with dance orchestras and shows. Write, wire details. EDDIE FELLOWES, 3962 Wallace St., Philadelphia, Pa.

EXPERIENCED PIANIST—Wants job with dance band. Age 21, clean, sober, dependable. Read anything at sight, fine take-off. Arrange for any size band. Can play swing electric organ. "SPARKY" DALE THURMAN, Oseola, Mo.

FOR THE SUMMER—Solid rhythm, modern take-off, young, experienced, dependable. Join immediately. State particulars. PIANO MAN, 640 S. McDonough St., Montgomery, Ala.

THE ERNIE YOUNG AGENCY

162 N. State St., Chicago, Ill. Can furnish any kind of Acts and Revues for any indoor or outdoor events.

WANT MERRY-GO-ROUND AND FERRIS WHEEL. AMERICAN LEGION CELEBRATION

JULY 3-4. Address C. E. JENSEN, City Hall, Green River, Wyoming.

GENOA COMMUNITY DAYS

FRIDAY AND SATURDAY, JULY 21-22. Rides and Concessions Wanted. Write W. A. SKINNER, Genoa, Ill.

WANT A Clean-Cut Carnival

FOR WEEK OF JULY 17-22 FOR Soldiers and Sailors Reunion. H. E. PUCKETT, Chairman, La Harpe, Ill.

CARNIVAL WANTED

WEEK OF JULY 2 to 8. Big Celebration. AMERICAN LEGION POST 68. A. K. MERRIMAN, Sullivan, Ill.

CARNIVAL WANTED

To Play July 4 Picnic. RUSSELL SPRINGS, KY. May Play All Week If You Wish. RUSSELL COUNTY FAIR ASSN. W. W. OWENS, Secy.

CONCESSIONS WANTED

July 4th Celebration. AUTO RACES, BALL GAMES, HORSE RACES. Sponsored by VETERANS OF FOREIGN WARS. Post 1461, Belvidere, Ill.

AT LIBERTY VAUDEVILLE ARTISTS

FOR STOCK OR REP

Young General Business Woman. All essentials, sure fire specialties. Address VIOLET WILLIAMS, 5511 Genevieve, St. Louis, Mo. ju24

AT LIBERTY—REP, MED DANCE TEAM. Strong specialties, single, double acts, bits. Sober, reliable, car, trailer. Man, straights, second comedy, trumpet, violin, orchestra. Girl sings, novelty dances. Beautiful wardrobe. Salary your limit. Can join on wire. Iowa, Minnesota preferred. JACK AND EVELYN BENNETT, General Delivery, Des Moines, Ia.

SKETCH TEAM—BOTH SINGERS. MAN Black or Novelty Acts, Contortion, Trapeze Rings, Bumps, Juggling and many others. State salary. Change week or longer. KAY AND EDWARDS, Petersburg, Va.

AT LIBERTY—Young Man. Med, Vaude or Rep. Work in acts, bits and after pieces, straight or eccentric comedy. Song, dance specialties, double music. Trap drums, have outfit. State best salary, etc. Write or wire ROY WYANT, 221 S. Lincoln St., Ponca City, Okla.

EMSEE—Can deliver; 24, personality, clothes, looks, don't drink. Experienced stage, clubs, radio, impersonations, comedy. Salary \$18 weekly. Write immediately. JACK SPARKS, Lexington, N. C.

PIANO-PLAYING STRAIGHT MAN with plenty Specialties, now in Oklahoma, wants immediate connection. Experience, appearance, ability, sobriety principal qualifications. BOX C-179, Billboard, Cincinnati.

VERSATILE TEAM—Man, Comedy, Straights, Novelties, Lady, A-1 Pianist, read, flashy fak-ing. Cut it. Singing. Wardrobe, good specialties. Prefer med show. All offers considered. FRANKLIN B. WHITE, General Delivery, Cherokee, Okla.

Stunter Injured in Fall At Successful Colo. Event

WALSENBURG, Colo., June 10.—Gene (Whitey) Wilson, member of Wild Bill Cathorn's Death Riders Troupe, sustained a broken pelvis and other injuries in a fall from a 20-foot pole while performing before the grand stand on opening night of Black Diamond Jubilee here on May 26, reports L. C.

Bailey, general agent. Wilson was taken to a local hospital.

Good business was recorded on opening night despite damp, cool weather and capacity crowds attended on the following two nights. Scheduled to open on May 25, the festival was postponed one day because of rain.

Attractions for Ind. Festival

ENGLISH, Ind., June 10.—Concessions and Rumble's rides have been booked and a free act is planned for six-day 52d annual Reunion and Home-Coming here, officials report. Theme, sponsored by the Lions Club and Firemen's Association, will be the 100th anniversary of the founding of the town. Proceeds will be devoted to community building fund. Kenneth J. Lockett is secretary. Attendance has increased yearly, an estimated 30,000 attending on three nights last year.

Shorts

RIDES of Western States Shows have been booked for two-day Gering (Neb.) Oregon Trail Days, and concessions and other attractions, including prize parade, are planned. On the committee are M. E. Downar and Martin Farrell.

EAST CANTON (O.) STREET FAIR scheduled for June 12-17 under auspices of JOUAM has been postponed, reports George Marlow, chairman.

VETERANS of Foreign Wars Post, Bloomington, Ill., plans to feature rides, concessions and a water show among others at their celebration on Circus Park show lot, owned by Mr. and Mrs. Bert Doss, retired circus performers, the committee reports.

FOR the 1939 Carroll County Fall Festival, Carrollton, Mo., George G. Hattell has been named general chairman.

SPONSORED by the Business Men's Association and Boy Scouts, six-day Kannapolis (N. C.) Celebration will feature midway attractions, free acts and fireworks. There will be a 40-cent gate, parade, public wedding, style show and prize award of a trip to the New York World's Fair.

ANNUAL Genoa (Ill.) Community Days will again be sponsored by the fire department, reports Fire Marshal W. A. Skinner.

JAYDEE THE GREAT (Jerry D. Martin), aerial contortionist, has been booked thru C. A. Klein Attractions for six-day Reno (Pa.) Volunteer Firemen's Celebration.

FREE ACTS and carnival attractions are planned for six-day Newell (W. Va.) Volunteer Firemen's Street Fair. Clyde Peltz, Fletcher Williams, Harold and Emmet Bailey and Curtis Frampton are committeemen.

J. R. EDWARDS' rides will be on the midway for the Northeastern Ohio Firemen's Convention in Norwalk, O., and Steiner Trio has been booked by C. A. Klein Attractions.

W. T. JESSUP, general agent West Coast Amusement Co., reports the show has been booked for five-day Tacoma (Wash.) Golden Jubilee Celebration.

TWO STREET FAIRS will be held in Shelby, O., this year, one sponsored by the Street Fair Association and Better Business Club, featuring rides, concessions and free acts under direction of C. L. Beal, and the other under auspices of Veterans of Foreign Wars Post, for which Gus Culbertson has booked six rides.

FREE ACTS, a \$500 fireworks display, contests, band concerts and exhibits will

New Series of

Legal Opinions

In the next issue, in the Carnival Department, will appear the 17th of a new series of legal opinions. It will be titled *When State or Municipality May Legally Tax Corporations*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

CELEBRATIONS - PICNICS

SAXTON, PA., OLD HOME WEEK, WEEK JUNE 12.
 KELSO-KRINGS JUBILEE, JOHNSTOWN, PA., WEEK JUNE 26.
 PATRIOTIC WEEK-4TH JULY CELEBRATION, CLAYSBURG, PA., JULY 3-8.
 PORT MATILDA, PA., OLD HOME WEEK, WEEK JULY 10.
 SOMERSET CO. FIREMEN'S CONVENTION AND FAIR, FRIEDENS, PA., WEEK JULY 17.
 HENRIETTA FARMERS' REUNION, JULY 24-25-26-27.
 Others to Follow.
 WANT Photos, Cigarette Shooting Gallery, Novelties, Fish Pond, High Striker. Ben Chappell wants Mitt Readers. "Doc" Wise, come on. Good opening one more show. Write or wire M. A. BEAM, Midland, Md.

BROOKLYN PARK CARNIVAL

GOV. RITGHIE HIGHWAY AND 11TH AVENUE, ANNE ARUNDEL COUNTY, MD.
 On Outskirts of Baltimore.
 ATTRACTIONS EVERY NIGHT.

WANT—Merry-Go-Round, Whip and other Rides, Penny Arcade, Custard, Cane Racks, Hoop-La, Shooting Gallery, Penny Pitch, Cat Game, Ball Game, Mitt Camp, Waffles and other Stock Concessions. No grifters. Correspond with B. C. SALES CO., 4009 Frederick Ave., Baltimore, Md. Tele. GII 8168.

WANTED CONCESSIONS, SHOWS, RIDES

FOR ST. ROCCO CELEBRATION, JULY 17 TO 23, INCLUSIVE.
 QUEEN CONTEST. FIREWORKS DISPLAY 2 NIGHTS.

Our Free Attraction: WILL H. HILL'S ANIMAL CIRCUS. Ideal spot on main highway (Route 702), between Pen Argyl, Bangor and Roseto, Pa. All communications, write or wire J. P. GALLAGHER, 605 E. Main St., Pen Argyl, Pa. No Grift.

HURRY DIAMOND JUBILEE AND OLD HOME WEEK HURRY CALL

SHAMOKIN, PA., JUNE 26 TO JULY 1.
 The Largest Celebration Ever in the Coal Region.
 Parades every day—Fireworks, Monday, June 26; Foresters' Day—Pets Parade, Tuesday; Industrial Day, Parade of Industry and Fraternities, Bands and Floats, Wednesday; Parade of Education, School Bands and Drum Corps, Street Festival and March Gras, Thursday; Firemen's Day, Parade of Fire Companies and Bands, Friday; Youth Day, Baby Parade, Saturday; Veterans' Day, Gigantic Military Parade, Bands, Drum and Bugle Corps, Veterans' Arms and Equipment; Keystone Fire Chiefs' Association convention. CAN USE all Legitimate Concessions, also a few small Rides. WHAT HAVE YOU? Midway in center of city. No Grift Wheels or Roll-Downs; save your time. Write, wire or call FUN NOVELTY CO., Shamokin, Pa.

be featured at a celebration sponsored by Veterans of Foreign Wars Post in Kenton, O., said Saylor Wise, chairman.

AL DURANTE and his Auto Maniacs drew good crowds to Newfield Park, Bridgeport, Conn., on June 1-3, under auspices of American Legion Post.

FOUR-DAY Jersey County Centennial, Jerseyville, Ill., has booked nightly John B. Rogers pageants and Royal Midway Shows as principal attractions, reports Earl Carpenter, pageant master. Harry S. Dorrington and Martha Jean Robinson, of the Rogers company, are assisting in preparations.

FOUR PEERLESS Campbells, aerialists, have been booked for Conshohocken (Pa.) Firemen's Carnival.

NORTHERN DATES

(Continued from page 32)

people for the matinee. Failing to put the "main fall" on, ropes breaking, letting the big top down twice made a matinee impossible. The side show, which got up in every town, was a money-maker.

The difficulty encountered by the show with the AFA is just a bit hard to figure out. It was stated that no attempt to organize the show had been made on the lots, no AFA members or the band had been talked with, and the abrupt running of the show to Baldwin Park was entirely unexpected by most of the troupe.

Eagles, Daillard Statements

The following is from Paul Eagles, business manager. He stated that at the night show in Pomona Jack Kramer and men from the AFA called out the AFA members and the band and that every effort to effect a truce had failed. Daillard stated that the AFA had submitted a scale, first \$60 a month minimum for workmen, then down to \$45 a month; clowns, \$30 a week, and so on. He stated that the AFA demanded a closed shop to which they would not agree at the time. Marco Wolf, who was interested in the show, it was stated, wished to avoid trouble with the AFA on account of the many acts they booked in theaters and would not agree to the closed-shop idea.

Kramer stated he had submitted the scale to executives of the show and they all thought it too high and would not agree. He stated further that he told them that their refusal would occasion him closing the show. So 357 people were thrown out of work. Many had come from long distances at much expense only to get one week's work. Asking Kramer how the band was called out, all of whom were members of the AFM, he stated they were called out by the AFM.

Everyone was paid in full.

CARNIVAL WANTED

Week of July 3. Fourth of July Celebration sponsored by Fair Association and Chamber of Commerce, Auto Races. Will draw from community of 17,000.
 Write GERALD L. LARSON, Harlan, Ia.

NEW HOLLAND, O., 19th American Legion Fall Festival

SEPTEMBER 6, 7, 8, 9
 Independent Rides, Shows, Concessions. Book early as space and Ex limited. Z. L. SMITH, Secy., Rt. 2, Williamsport, O.

RIDES AND CONCESSIONS

Wanted for Biggest Fourth of July Celebration in Iowa at Hawkeye Downs. Write B. D. SILLIMAN
 902 American Trust Bldg., Cedar Rapids, Ia.

WANTED FREE ACT

—for—
BYESVILLE HOMECOMING
 July 25, 26, 27, 28, 29, 1939
 Write ROY A. COX, Secretary, Byesville, O.

ANNUAL STREET CARNIVAL

STOCKTON, ILL., JULY 28-29.
 Sponsored by Commercial Club.
 WANT CONCESSIONS, FREE ACTS, ETC.

WANT

Merry-Go-Round, Ferris Wheel, other Rides. Concessions—Scales, Photo, Penny Arcade and others. No Grift. For June 18. COMMERCIAL CLUB AND FARM PICNIC. Attendance expected, 15,000. \$500.00 in Prizes. Write or wire SHERMAN W. FEE, Roberd's Lake Resort, Faribault, Minn.

WANT

Shows, Rides, Free Acts and Concessions for one of the biggest celebrations in the East—FIREMEN'S OLD HOME WEEK AND CELEBRATION, July 31-August 5, 1939. Palmistry, Candy Apples and all other Concessions, write. Mines working every day. Big pay day. Write or wire W. F. SNYDER, Secy., for space at once. Rural Valley Firemen, Rural Valley, Pa.

WANTED

Free Acts, Shows, Concessions
 MARSHALL, IND., ANNUAL HORSE SHOW & HOMECOMING
 JULY 7-8
 Concessions—E. R. PEFFLEY.

WANTED

Rides and Concessions
 AMERICAN LEGION CARNIVAL
 August 16, 17, 18, 19
 ELLIS F. JONES, Commander, McComb, Ohio.

WANTED

Rides, Shows, Concessions for big celebration under auspices of War Veterans' Organization. Well advertised. Nine towns to draw from. Mining district. Around the square, Girard, Ill., July 3-8. Address E. W. SCEARCE, Girard, Ill.

RIDES WANTED

Merry-Go-Round and any other Rides except Ferris Wheel. Also Concessions of all kinds. Bingo still open. Can place one good show.
 For Big Celebration July 3-4 Licking, Mo. Address ENOS SISK, Licking, Mo.

Annual Celebration

JULY 4, 1939
 CROWN POINT FAIR GROUNDS
 Wanted Rides and Legitimate Concessions. Write RALPH PIEROE, Crown Point, Ind.

J. R. EDWARDS SHOWS WANT

Legitimate Concessions and Shows with own outfits at 30 per cent for following fairs and celebrations. (Ohio's Best Shows.) Bowling Green, Norwalk Firemen's Convention of NV Ohio, Ashland, Napoleon, Bucyrus, Putnam Pumpkin Show, Quaker City, Elyria Fair, Berea, Painesville, Warren, Burton, Andover, Wooster and Ashland Fairs, Napoleon Fourth of July Celebration on streets. Address all mail to J. R. EDWARDS SHOWS, Bowling Green, O.

WANT

Merry-Go-Round, Ferris Wheel, Free Acts
JULY 4th
 Second Annual Exchange Club Community Carnival
 On Route 20 in Girard, near Lake Erie. Give description. State rates.
 Write WAYNE H. PRATHER, Chairman, Girard, Pa.

CARNIVAL WANTED

One week in August. Send your open dates.
 H. A. BRUEMMER, Comm.
 Ruf Marchain Post 404, American Legion, Carlyle, Ill.

Oregon Trail Days

Western Nebraska's Biggest Event,
 GERING, JULY 13-14.
 M. E. DOWNAR, Attractions,
 MARTIN FARRELL, Concessions.

RIDES and CONCESSIONS WANTED

July 4, Hampshire, Ill.
 F. C. PETERSEN, Pres.

WANT

Small Carnival and Independent Concessions for Fourth of July Four-Day Celebration. Best crops in years around here.
 Wire or write
 ED J. KEBERLEIN, Harper, Kan.

WANT

INDEPENDENT RIDES, JULY 18-19-20.
 CENTRAL N. Y. STATE FIREMEN'S CONVENTION.
 10,000 Attendance Assured.
 Write MR. R. E. WINNE, Central New York Firemen's Assn., Hancock, N. Y.

WANT

FOR 4th of JULY WEEK, 2nd to 8th
 On Main Street, Toluca, Ill.
 Rides, Shows and Free Acts. Concessions all kinds or Carnival. M. J. DRUGGER.

Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by MAYNARD L. REUTER—Communications to 1564 Broadway, New York

Carnival Concessioners Anticipate Big Business

1939 season off to brilliant start as ops prepare to give more and better merchandise—new items to prove helpful during summer months

NEW YORK, June 10.—Aided and abetted by ideal weather which ushered in the season for four days during the Memorial holidays, concessioners reported an upward trend in receipts with indications for an unusually good business thruout the summer. Carnivals report good receipts and managers are optimistic. With the 1939 season off to a brilliant start, concessioners are becoming convinced that success lies in the distribution of more and better merchandise. Veterans such as E. C. Evans and Mrs. Evans, of O. C. Buck Exposition Shows, are pushing good merchandise over their counters. This policy exists with the ops with the Reading Shows. Dad Reading, Mrs. Williams and George Curtis have again assured themselves of top receipts by adhering to this plan.

Midwest Biz Good

Carnivals opening in the Midwest reported good takes. The Anderson-Srader Shows, despite a cold, driving rain which greeted the opening at Wichita, Kan., attracted fair crowds, with attendance perking up over week-ends. Weather hampered the staking of the show, but despite this obstacle receipts were above expectations.

At Litchfield, Ill., grosses of the Al Baysinger Shows were reported as fair, but inclement weather prevented peak receipts for the initial performance. However, a spokesman for the show reported that the crowd spent freely.

Fairly & Little Shows at Fort Dodge, Ia., battled rain and snow but reported crowds larger than average.

South's Business Up

In the South, despite recession and low-priced cotton talk, managers reveal biz above that of the past two years. The Sam Lawrence Shows filled a satisfactory engagement at Morristown, Tenn.

Bingo Clicks

In the bingo field concessioners are enlarging quarters. Paul Prell, owner of the game managed by Jimmie Peasley with the World's Fair Shows, declares that plans are shaping nicely for a banner season. Again, it is revealed, quality merchandise is the foundation upon which Prell is building his business.

New items are aiding concessioners in making flashy displays. Boardwalk spots are colorful with loads of attractive prize awards. The trend, it is said, is to higher priced numbers such as self-powered, portable radios and candid-type cameras. Prizes which may be utilized by housewives are growing in popularity. However, stuffed animals, plaster dolls, canes, whips, novelty jewelry, flashlights and leather goods still command enviable positions.

Much optimism for the season has been shown by concessioners in general. Ops believe the takes of the opening week-ends will be repeated and even increased after schools and colleges are dismissed and the vacation season gets under way.

for the type and amount of free advertising the bingo game or series will command.

DON'T WAIT TOO LONG to start plugging the game. About a month in advance give the newspaper a story on the date the event will be held. Tell some of the highlights and give names of committee members. Names make news and readers want to know who is heading the series. A week later release another story using, perhaps, the angle that plans are advancing. Be certain to bring in several points not covered in the first story. The next week submit another story. Five or six days before the event, try to have something new in the paper every day. If proper con- (See BINGO BUSINESS on page 58)

Merchandise at the World's Fairs

A Feature of The Billboard Summer Special

DATED JUNE 24

Novelties Click At Shore Points, Checkup Reveals

ASBURY PARK, N. J., June 10.—A comprehensive survey of beach-front stands in this area revealed that vacationists, especially week-end crowds, are buying novelties of the lower priced field. Seasonal commodities such as sunburn lotion and sun glasses were reported near the top of the sales list.

Noted among best sellers in the jewelry field are women's whitestone sterling silver rings. This number, probably because of the flashy display concessioners are giving it, has commanded sensational demand. Rings with colored stones for men and women are also receiving good play.

Spurred on by the royal visit and by the approaching July 4, stuffed dolls for canes, especially those of the drum-major type, and American flags with pin attached are in the limelight. Since the trend seems to be to flash and color, hand-painted floral-design parasols have been disposed in large quantities by dealers.

The advent of warm weather has also boosted sales of coolie and miniature straw hats. Among the minnies, those with colored feathers seem to lead the parade.

Flying birds and canes, always consistent sellers, are holding their own. Stuffed dogs are moving as prizes and claim much attention where a tag with the name of the resort is around the neck.

Legal Status of Bingo Is Still Uncertain in Pa.

HARRISBURG, Pa., June 10.—Altho bingo flourishes in Pennsylvania with top authority seemingly vested in 67 county district attorneys, three measures to give the game State-wide indorsement failed to get proper support in the Legislature.

A House bill was introduced to allow churches, clubs, lodges and associations to conduct bingo upon payment of a \$15 annual license fee. The measure remained in the House Committee on Law and Order. The second bill to authorize non-commercial groups to conduct games upon payment of a \$1 permit fee, which would be effective for 24 hours from time of issuance and could be continued at the same rate, failed to see light of day after being sent to the Committee on Ways and Means. The third legislative move, which would have taxed all bingo and radio game operators \$25 annually, with no qualifications for licenses and opened the field to all operators on a State-wide basis, was never reported from the House Ways and Means Committee.

items which cannot be purchased in retail stores. Operators have found from experience that an item protected in this manner will in most cases move much faster and have a longer life. Their customers have no way of checking the cost of the premium and there is no danger of the item being murdered by cut-throat retail competition.

Time and again we have said we would be glad to receive and run squibs on new items. How about it, Mr. Manufacturer? Drop us a line if you have anything which may interest the boys.

Jay Credit Sales Co., a firm interested in serving operators, has just been or- (See DEALS on page 58)

Pitchmen Note Upswing in Biz

NEW YORK, June 10.—Pitchmen report continuation of the good biz which began during the four-day Memorial Day period. Fair weather over the holidays was responsible for peak takes.

As expected, World's Fair numbers are receiving the biggest share of attention from the boys who work the cities and along the highways leading to the event at Flushing. Pennants, sailor and commodore caps and scarfs bearing the trylon and perisphere insignia are moving in quantities. Souvenir stands feature a varied line of thousands of numbers licensed by the fair and designed to catch the eye.

Over week-ends streetmen were on hand with a galaxy of balloons, both of serpentine and toss-up varieties. New toss-ups, including Ferdinand the Bull, Popeye, Wimpy, Dopey the Dwarf and Mickey Mouse, already proved money-getters, were on hand to capture their share of the take.

At resort spots sun glasses, sunburn lotions and beach balls are reported to be commanding popularity. At camping sites mosquito death-ray lamps, insect repellants and campfire necessities are said to be leading the list of products in demand.



By BEN SMITH

Manufacturers who ignore the sales-board market are overlooking one of the finest outlets available for distribution of products. Year in and year out cards and boards turn over quantities of merchandise running into millions of dollars. The manufacturer who is not getting his share of this business is missing something, and business generally is not so good that anyone can afford to disregard a market which offers such an opportunity for profitable sales. And that isn't all. The manufacturer not only has a chance of making large sales to operators directly, but indirectly, thru the latter, he can stimulate demand for his goods in retail channels. When an item is illustrated on a card it receives invaluable direct-to-the-consumer publicity, and quite often people who became acquainted with the premium thru the salescard will walk into a store and buy it.

Manufacturers have also found it very much worth their while to produce items exclusively for salesboard and salescard promotion—merchandise which they do not make available to the public in any other way. The operators will work any premium which has flash and consumer appeal, they are especially partial to

WE'RE FILLING ORDERS AS FAST AS WE CAN!

for the **GREATEST PREMIUM PROMOTION EVER OFFERED!**

The World's **SMALLEST**
PORTABLE



**MIGHTY MONARCH
OF THE AIR!**

POWERFUL
SUPERHETERODYNE
RADIO

**NO PLUG IN —
NO AERIAL —
NO WIRES!**

**NO LARGER THAN A
CAMERA!**

**\$1495
LIST
\$995
COMPLETE**
with Shoulder
Strap—Ready
To Operate
**CONFIDENTIAL
DISTRIBUTORS
PRICE**

WEIGHS JUST OVER 3 LBS.

This superheterodyne radio is the most powerful sales-getter in the entire history of radio! Salesboards available.

**THE BIGGEST
RESPONSE THE
PREMIUM AND
SALESBOARD
WORLD HAS
EVER SEEN!**

TERMS: 1/4 Dep. with Order, Bal. C.O.D., F.O.B. Chicago.

**A WORLD WIDE EXCLUSIVE
EVAN'S PROMOTION!**

EVANS NOVELTY COMPANY 946 DIVERSEY PARKWAY • CHICAGO, ILL.

Popular Items

Write to The Billboard, Buyers' Service department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

New Speak-o-Phone Unit

A compact, efficient, recording, playback and public-address assembly complete in every detail is now available as "the only popular-priced recorder that records on both acetate and aluminum alloy," the Speak-o-Phone Recording and Equipment Co. reports. Unit is equipped with amplifier, speaker, microphone and floor stand, motor and turntable cutting head, playback pick-up and illuminated dial meter. The amplifier is a three-stage high fidelity four-watt true recording amplifier and distortion is less than 1 per cent, with hum level held to a minimum, the firm states. With this unit, it is said, concessioners are able to make big money on a midway, since everyone wants to make a record of his voice. The set is also in demand for studio and home recording. The item comes in a deep rich cordovan leather-type carrying case 16 by 10 by 20 inches in size, and weighs 34 pounds.

Electric Chair for Flies

Entostat is the name of a new electric fly killer which has the appearance of an indirect lighting fixture. It is now in demand for premium and prize use, according to the makers, Middlebury Electric Clock Co. When plugged in the tube glows, attracting the fly. When the fly alights on one of the grids surrounding the light an arc of electricity passes thru the fly to the next grid, causing instant death. There is a receptacle be-

neath the grids. The current, tho fatal to insects, is of such a low amperage that it is harmless to humans, it is reported.

Spe-D-Cycle

Beckley-Ralston Co. is distributing a new Spe-D-Cycle, built for children 3 to 10 years old, and operated by hand. It is strongly built, yet light in weight and easily operated because of its full ball-bearing drive. Its appearance is neat and colorful. Item is clicking as a child appeal prize and the price is reasonable, the firm reports.

Flo-Ting Swim Cap

Here's a new number that looks like a winner for resort and vacation areas. It is a swimming cap with balloon-like float attached, developed by Goodrich for the Redwine Corp. Not only is the Flo-Ting Cap recommended as a safety device for novice swimmers, but it is in demand as an accessory for water sports, the firm reports.

Individual Tables

A clever and useful number that is reported to be gaining popularity with users of quality prizes is the set of individual tables recently announced by Swift Novelty Co. The tables, six of which are boxed in a self-merchandising carton, are designed to hold an average

No. 864
\$6.00 Doz.
(No less sold)

No. 1370
\$1.25 Ea.
\$13.80 Doz.
(Complete with Case)

HEADQUARTERS FOR CORN GAME MERCHANDISE

**HUNDREDS OF NEW AND NOVEL ITEMS FOR
5c & 10c CORN GAMES . . . AT LOW PRICES!**

Live-wire Corn Game Operators in all parts of the country are making their 1939 merchandise selections from our extensive new lines. They're finding just the items they want . . . at the prices they want to pay!

This year, as always, we are featuring the newest in "Beacon" Blankets and Shawls, "Fiesta" Colored Glassware, Chromium Goods, Electrical Appliances, Luggage, Enamelware, Stuffed Animals and Dolls, Chinaware, and Concession Merchandise of all kinds . . . AT PRICES THAT DEFY COMPETITION!

**SEND FOR YOUR FREE COPY OF OUR
NEW 1939 GENERAL CATALOG —
FIRST WITH THE NEWEST AND BEST!**

No. 5163
\$5.50 Doz.
(No less sold)

GELLMAN BROS. 119 North Fourth St MINNEAPOLIS, MINN.

BULOVA - GRUEN - ELGIN - WALTHAM

Start at **\$2.95**

NORMAN ROSEN

801 SANSOM ST., Wholesale Jeweler

**Wrist & Pocket Watches
FOR LADIES AND GENTS**

Reconditioned. Guaranteed Like New. 1939 Styles now available. Write for Our New Catalogue.

PHILADELPHIA, PA.

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.

OUR BIG NEW CATALOG B-132

The Real Buying Guide of the Show World

IS READY FOR MAILING

SEND FOR YOUR COPY NOW!

When Writing State Business You Are In As We Do Not Sell Consumers



CANES
 B16N132—Chesterfield Cane with metal inlay. Per gross—\$7.50
 B16N70—Bamboo (light). Per gross—\$4.00
 B16N101—Bamboo (heavy). Per gross—\$8.00
 B15N100—Pennant Canes (for Dolls, Pennants, etc.). Per 1,000—\$8.75



FUR MONKEYS
 B38N256—6 1/2" high. Per gross—\$ 3.75
 B38N82—8" high. Per gross— 6.00
 B38N84—10" high. Per gross— 7.50
 B38N235—12" high. Per gross— 14.00

STUFFED DOLLS FOR CANES
 Celluloid head. Stuffed body.
DRUM MAJOR
 B38N14—9 inches high. Per gross—\$ 8.50
 B38N15—13 inches high. Per gross— 19.50
COWBOY DOLL
 B38N16—9 inches high. Per gross—\$ 8.00
 B38N20—13 inches high. Per gross— 19.50
MEXICAN DOLL
 B38N75—9 inches high. Per gross—\$ 8.00
 B38N76—13 inches high. Per gross— 19.50

O-U-DOG
 Genuine, 3/4 inches long. Each in box.
 B38N14—Per gross—\$9.00

DRUM MAJOR GIRL DOLL
 Feather dress. Celluloid body.

B34N59—4 1/2" doll. Per gross—\$4.50
 B34N60—7" doll. Per gross—\$8.00
 B34N61—10 1/4" doll. Per gross—\$16.50



RAYON PARASOL
 28 inch, 8 rib. Hand painted, floral design.
 B28N104—Per gross—\$17.50
 Rayon Parasol, 23 inch, 6 rib Floral design.
 B28N118—Per gross—\$9.75

FLYING BIRDS
 Large size, tricolor with tinsel head and inside hummer.
 B38N71—Per gross—\$2.45
 Large tricolor bird with outside hummer.
 B38N68—Per gross—\$1.90

MINIATURE STRAW HAT
 4 in nest. Colored feather.
 B45N9—Per gross Mats—\$3.75

COOLIE HATS
 B45N15—12 inches wide. Per gross—\$ 9.60
 B45N14—18 inches wide. Per gross— 15.00

Beacon Blankets

YOU WILL FIND OUR PRICES ARE ALWAYS RIGHT. We have a complete line of Beacon Blankets and Shawls in Stock for Immediate Delivery.

N. SHURE CO., 200 WEST ADAMS ST., CHICAGO, ILL.

TODAY'S HEADLINER!

LEVIN'S



NEW CATALOG

NOW READY

ARE YOU INTERESTED IN BARGAINS? If so, send for a copy of LEVIN BROS.' NEW 1939 CATALOG. It is brimful of the Biggest and Best "BUYS" the market offers in Watches, Jewelry, Carnival Goods, Leather Goods, Novelties, Cutlery, Sporting Goods, General Merchandise and Electrical Goods of All Kinds.

LEVIN BROS. Terre Haute, Ind.

BINGO OPERATORS--CONCESSIONAIRES--PITCHMEN
 NOVELTY MEN--PARK MEN

NEW CATALOG JUST OUT

COMPLETE STOCKS ON HAND IN OUR 3 CONVENIENT LARGE NEW STORES

B. & N. SALES

HOUSTON, TEX. 707 Preston | DALLAS, TEX. 2030 Commerce | KANSAS CITY, MO 310 West 9th
 HYMIE SCHREIBER, Representative

dinner plate and accessories and are easily assembled or taken down for storage. The tops are of black, oil-tempered Masonite, which is impervious to anything but fire. Item is a natural for salesboards and its low price also makes it ideal for concession and bingo use, the firm reports.

Fur Tails With Slogans

Addition of a tassel and two snappy sayings printed on a card attached to

fox tails is reported by the Carnival Novelty Co., Inc., to be creating sensational demand. The new novelty, the firm reports, gives carnival concessioners added opportunity to start off the sales talk by calling out the slogans, which are certain to claim attention. Jalousy owners find the slogans, in many instances, the correct answer to wise-cracks hurled at them from the curb. Tails are in the approved style and come in four sizes, 8, 12, 16 and 20 inches in length. Since it is predicted that popularity of this article will increase, interested dealers are invited to write for samples.

Swimming Pool Novelty

Operators of swimming pools will welcome the introduction of this new badge as a promotion measure, says Reskrem Silver Mfg. Co. These buttons, more than an inch in diameter, are strongly constructed and bear the slogan, "Keep Cool in Our Swimming Pool." Item has a pin back, picture of a girl swimmer, together with the name and address of the pool or club. An assortment of colors is offered. Since promoters will be searching for a smart item before real hot weather sets in, details are now available, the firm reports.

Brush and Shine Units

Two items for brushing garments and also for retaining a high polish on shoes are claiming demand, according to J. S. Walsh, manufacturer. Both items are said to be compact and employ no grease, paste or liquid in the operation. Concessioners and pitchmen emphasize compactness and the ease and safety with which they are carried either in vest pocket or women's purses. Special designing permits insertion of four fingers thru a strap for holding while the items are being used, the firm reports.

BINGO BUSINESS

(Continued from page 56) facts have been established and interesting stories printed, worries are practically over.

CHECK OVER the prizes. If the plan is to distribute more and better merchandise and your publicity campaign has been properly executed, success is in the bag.

DEALS

(Continued from page 56) ganized to create and distribute deals, premium merchandise and sales stimulators. The men at the head of the outfit are experienced operators and know what it takes to make a deal go. They are already testing a number of camera deals on location and expect to break with one of them in a week or so. Sid Bauman, of Jay, says they are also working on a new premium which is radically different from anything now on the market. They are planning on springing this soon, also.

Playland Supply Co. may also announce something new shortly.

HAPPY LANDING.

FRISK GREATER

(Continued from page 50) completed his new front for the Penny Arcade. Jack McCarthy has new equipment for the interior of his Girl Revue and has completed arrangements for another show, to be managed by Chuck Stafford. He also purchased a new trailer. N. Lannigan's Motordrome chalked its best night of season here. G. R. Hoeschen is being complimented on his efficiency in his managerial capacity. Visitors included the advance crew of Bud Anderson's Jungle Oddities. Tommy Wells and family and members of the Lee Bros.' Show staff.

Faribault, Minn. Week ended June 3. Location, Sixth street and Second avenue. Weather, warm. Business, light.

Because of poor location and small lot business was light the first part of the week. Saturday matinee and night were successful, however. Rides played to fair business and Athletic Show experienced its best week of the season. N. Orvis joined on with hoop-la and S. MacDonald took over management of the reptile show, adding a new front and banners. N. Lannigan is putting the finishing touches on his new neon front on the Monkey Motordrome. Russ Morse joined the Athletic Show and Tex Caya is painting new banners and redecorating fronts. Bingo did well. William Wolfe, of the Wolfe Amusement Co., and Lew Hoffman visited. BING WIEST.

W. S. Curl

Washington C. H., O. Week ended May 20. Auspices, American Legion Post. Business, good. Weather, fair. Free gate.

Shows and rides did good business. Doc Edwards did a good job of laying out the midway. Concessions reported good results. Committee and officials co-operated. Ike Chapman's brother visited show for a few days. Shows had a little light trouble Monday night, the first time in five years. It was remedied quickly, however, by Don Wagner, electrician. Pat Hardin, in charge of trucks,

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 ACE HIGH SINGLE-EDGE BLADES. Packed 5's. Cello. 1,000 4.10
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has the shows moving smoothly. Mr. and Mrs. Curl enjoyed numerous visits from friends. Doc Edwards' Girl Revue topped the midway, and Doris McLane, fat girl, continues popular. Mr. Shouse's diggers are clicking. Mr. McCumber, The Billboard agent and owner of the Kiddie autos, and wife are spending their second season here. Ora White's Monkey Show and Mrs. Edwards' hoop-la and penny pitch are doing well.
 DOC EDWARDS.

Fuzzell's United

(Motorized)
 Keokuk, Ia. Week ended May 27. Auspices, VFV Post. Location, Highway 61. Weather, light rain Friday, rained out Saturday. Business, fair.

Rides and shows had to be carried off of lot to the street Saturday night because the mud and water was too deep for the trucks. Visitors were Mr. Ryan. Crowley's United Shows; Mrs. Otto Stromeier and Walter Hartsock. Hartsock Bros.' Shows; Jimmy Laughlin, of West Bros.' Shows. Art Conner, of the Cotton Club, tendered showfolk a fish fry here.

Oelwein, Ia. Week ended June 3. Auspices, VFV Post. Location, uptown. Weather, good; one night lost to rain. Business, good.

Move here was made with little trouble and shows located on a grassy lot on the main highway near the business district. Good crowds prevailed every night, and pony ride and kiddie cars had a very good play all week. Among visitors were Mr. and Mrs. George Holt; Mr. and Mrs. Pete Wolleson and daughter, Brooke; Slim Johnson, Midwest Novelty Co.; Slim Lindsey, Reynolds & Wells Shows, and General Agent Riel, of Wyse Shows.
 F. W. PRATT.



With the Circus Fans

By THE RINGMASTER

President
MELVIN D. HILDRETH
716 Evans Bldg.
Washington, D. C.

OFA

Secretary
W. M. BUCKINGHAM
Thames Bank
Norwich, Conn.

Conducted by WALTER HOHENADEL, Editor
"The White Tops," care Hohenadel Printing
Company, Rochelle, Ill.)

ROCHELLE, Ill., June 10.—Elmer C. Lindquist, historian of the Bluch Landolf Tent of Hartford, Conn., recently completed his season's indoor circus dates as an amateur clown. Since last fall he has appeared in 101 performances. Lindquist, whose clown name is "Metoo," gets a real kick out of this work.

Jim Hoyer, of Hartford, caught Eddy Bros.' Circus at Westfield, Mass., June 3. Bill Montague, of West Hartford, saw Eddy Bros. in Northampton, Mass., June 2. He visited with the Hunt family and others. Other fans who made the show were Ben Perkins, Ray Bickford, Charley Davitt and Joe Beach.

Vera Maude Loeser and Russell Edward Davis were married June 3. Davis is the son of CFA Charley Davis, of the Hartford tent.

Mr. and Mrs. Walter M. Buckingham took a week-end trip to Newburyport, Mass., and spent the evening on Downie Bros. The next morning they went to Nashua, N. H., where they visited Mrs. Bessie Castello, Mrs. Joe Siegrist and daughter, representing three generations who are presenting the riding act at Benson's Animal Farm. Joe Siegrist has charge of the parking lot.

F. E. Loxley, Cranston, R. I., reports that he attended Downie Bros. twice at Fall River, Mass., and Newport, R. I. He also saw the World's Championship Rodeo at Providence.

Mrs. Alonzo C. Hagan, of Uniontown, Pa., writes: "Saw Downie Bros. here in Uniontown. Nice show and very good crowd at night. I went to Pittsburgh to see the J. E. Rodeo. I met Colonel and Mrs. Eskew when they were in Uniontown several years ago. Russell Bros. raised top on a farm of my brother-in-law, George West, one mile out of Brownsville and 12 miles from here, where I spent the day visiting. On June 7 the Big Show was on a lot just one block from my home. Spent the day taking pictures and renewing acquaintances."

Mr. and Mrs. Charles Collins, Mrs. Collins' father and their daughter, Walter Krawiec and E. L. Williams, all of Chicago, and W. H. Hohenadel, of Rochelle, attended Barnett Bros. at Park Ridge, Ill., June 3.

Fred Scheel, who was injured on the Downie show when it played Norwich, Conn., has been discharged from the hospital and returned to his home in Nutley, N. J. to recuperate.

Likes Parade Feature

Editor *The Billboard*:
I was glad to read where Cincinnati had a parade a few weeks ago. I think they can still be staged in most cities thruout the States and Canada, even if it is necessary, in some cases, to route parade off the main traffic stem. Managers Adkins and Terrell are to be congratulated for keeping the parade feature going.
W. F. HEWITT.

LEWIS BROTHERS' CIRCUS

Wants Singing, Yodeling Cowboys and Cowgirls, or any other strong Concert Feature. Acrobatic Single or Double Acts, Oriental Dancers and Side Show Acts, Colored Musicians and other useful people. Enlarging show. Write June 14, Kent; 15, Oberlin; 16, Port Clinton; 17, Gibsonburg, all Ohio. June 19, Kendallville, Ind.

Atterbury-Coleman Circus

Want the following people to enlarge show: Billposter with car, Hawaiian Team, Trap Drummer and other Musicians. All Concessions open, anything that can get money. Can use good High Pitch, Banner Man and all other useful people. Write or wire. Janesville, Minn.

TIGHTS

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Four Large Ones Touring Sweden

STOCKHOLM, June 10.—Four of the more important circuses touring Sweden under canvas this season are the Circus Schumann, Circus Mijares-Schreiber, Circus Scott and Circus Altenberg. Many circus acts are also appearing in the amusement parks and indoor spots thruout Sweden.

Feature attractions with the Circus Altenberg are the Altenberg horses and Togare and his tigers. Horse numbers are presented by Albert Altenberg, director of the circus; Mrs. Altenberg, C. Lindberg and the Three Reinsch Brothers, one of whom does a horse-to-horse somersault. Other acts with the show are the Three Goretis, acrobats; Three Belgas, jugglers; Mabel, Sid and Chester, acrobats; Ten Mexicana Ladies, accordionists, and Four Albanos, clowns.

Circus Scott is under direction of two of the Bronett brothers, former members of the Bronett troupe of clowns, well known in America as well as in Europe. Several horse and pony numbers are presented by Tully Carre and his wife. An unusually good tumbling and perch act is offered by the Two Albertinis. Other acts on the bill are Schultz's group of mixed animals; Dubskys, comedy acrobats; De Rocroy, illusionist; Four Perez, instrumentalists; Joe and Jan, acrobats, and Totto and Partner, clowns.

Maximo, the well-known slack-wire performer, and Tom Mix, the movie cowboy, are featured with circuses in Denmark this season. Several circuses, including that of Jean Houcke, are playing indoor dates in Copenhagen, and several small circuses are touring under canvas. Newcomer is the Circus Bergmann-Madsen, which is operated by the Danish film comedian Pataschon and books its acts thru Kinow Stanley, a former member of the Stanleys, hand-to-hand balancers, who toured America in the days when vaude still thrived. Rainy weather has kept down business of the tent shows.

Grady Associated With John Benson

BOSTON, June 10.—John J. Grady, former producing clown on the Ringling-Barnum show, is now associated with John Benson as aid and liaison officer for the Benson Wild Animal Farm in Nashua, N. H. He is already using some of his original ideas in installing new attractions at the farm, where it is not unusual for 20,000 persons to attend on a single Sunday.

Charles W. Phelan, radio magnate, has his new wild animal farm in operation at Georgetown, Mass. He has some 60 cages of animals. He recently purchased an elephant from the Ringling show.

Harvey Keddy and Bill Bailey, former front-door men with the Ringling show, were recent Boston visitors. Keddy, whose home is in Pennsylvania, was en route to Maine, while Bailey, whose home is now in Baltimore, was journeying to Newburyport, Mass., to visit his mother.

Injured Rosello Leaves Hosp; Future Uncertain

NEW YORK, June 10.—Rosello the Man in the Moon, whose real name is Friedrich Kotsis, injured while coming down the rope at finish of his high aerial turn in the Garden April 6, second day of Ringling-Barnum run, was released from Polyclinic Hospital Saturday after more than eight weeks' confinement.

It was said his condition is such that he will not work for an indefinite period, if ever. His right hand from the elbow down to the wrist is lined with steel plates, a fact which stiffens the hand and prevents him from using it professionally. His legs and parts of his body are not fully healed, it was stated.

Claim for compensation has been filed for the performer by the American Federation of Actors, which is handling the case. Rosello, who was imported by the show under the usual bond, is a native of the Sudeten. He is living with his wife in an apartment on West 51st street. Jose Foular, of Jose Foular and Co., aerialists, has been acting as interpreter and assisting him in general, as Rosello does not talk English, altho he speaks three languages, French, Italian and German.

Favorite Outdoor Performer Contest

See Coupon on page 35

First Three Are Fems

Feature of the past week's polling is that the first three positions are held by females, none of whom, incidentally, is connected with a circus, all of them being with carnivals.

1. *Mabel Stark	2,412
2. *Bee Kyle	2,010
3. *Marjorie Bailey	1,999
4. *Hubert Castle	1,974
5. *Aerial Apollos	1,419
6. *Oscar Babcock	1,384
7. *Flying Behrs	1,379
8. *Capt. Frank Cushing	1,372
9. *Blondin-Rellims	1,260
10. Flying Concellos	1,109
11. *Carver's Diving Horse	1,071
12. Clyde Beatty	1,005
13. Flying Behees	1,003
14. Terrell M. Jacobs	951
15. Schaller's 4 Queens	935
16. *Mary Gordon	919
17. Capt. Speedy Phoenix	892
18. *Dorothy Herbert	866
19. *Mickey King	861
20. *Guice Troupe	857
21. *Dime Wilson	838
22. Arthur Henry	816
23. Harold Barnes	803
24. Bert Nelson	791
25. Arthur (Buddy) Dunn	767

A complete list of divisional leaders and runners-up (first five; first ten in several cases) will appear in *The Billboard's* Summer Special Number dated June 24. That's next week's issue.

26. *Cristiani Troupe	743
27. Charles Siegrist Troupe	739
28. *Wild	728
29. Great Wallendas	705
30. Stratosphere Man	697
31. Raymond Gould	695
32. Otto Griebing	692
33. Ben Beno	672
34. *Great Fussner	625
35. Dave Geyer	604
36. Rudy Rudyhoff	596
37. Hazel Cotter	581
38. Billetti Troupe	580
39. Ed and Jenny Rooney	548
40. Con Colleano	538
41. *Joe Jackson	537
42. Charles Fortuna	527
43. *English Macks	469
44. Maximo	464
45. *Yacopis	461
46. *Will Hill's Elephants	444
47. Capt. Sol Solomon	434
48. Capt. Ernest Engerer	422
49. Valentinos	421
50. Rita and Dunn	420

*Leader in own division.
**Do several acts.

A Forepaugh Notice

DETROIT, June 10.—A review of Forepaugh's show in a Michigan college town October 4, 1880, said: "We didn't notice any electric light at Forepaugh's circus; nor any velocipede riding on a wire; nor any walking on stilts on a wire; nor any wire 60 feet from the ground (show only advertised it as 50 feet); nor any tin horns—except the ones the clown had. But notwithstanding that several important things advertised were omitted from the performance, it was a very good show. The tumbling was good; the horizontal bar performance was good; the trained elephants were good; the audience was well behaved."
(See A FOREPAUGH on page 50)

Paw Paw, W. Va., Best Stand for Silver Bros.

OLDTOWN, Md., June 10.—Silver Bros.' Circus, now out six weeks, has been having good business. Paw Paw, W. Va., was the best stand. Show has a few stands in Maryland, then goes into Pennsylvania. Show has been cut down from last season, using a public-address system for music instead of band. Recent visitors were Colonel Maitland, Doc Etting, Bob Noel, Charles Van Buren, also advance agent for Jarvis, magician.

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

Under the Marquee

By CIRCUS SOLLY

MOTHER CORNING, of Elgin, Ill., will be 84 July 18.

BEN R. JONES is connected with a midget race track in Cleveland.

RUSSELL BROS. canceled Little Falls, N. Y., June 17, due to rerouting of show.

WORD COMES to Solly that Hoot Gibson left Russell Bros. at Geneva, N. Y., last Saturday.

EVA ERWIN, wife of C. H. Jack Erwin, is dancing in Side Show of Cole Bros. Circus.

HARRY M. SEISLOVE, who trouped with the Barnum & Bailey show in 1903, saw Ringling-Barnum at Allentown, Pa.

WILLIAM NEWTON JR. is operating the Honest Bill Shows. It has been in Missouri, playing Dixon, Waynesville and other stands.

AL OSBORN advises that Parker & Watts had big business at Sturgis, Mich. A three-ring show and fine people, he adds.

A LION CUB, 11 days old, was presented to Mayor and Mrs. Arthur L. Blakeslee, of Kalamazoo, Mich., by Barnett Bros. Circus.

DOWNIE BROS. will play Augusta, Me., June 28, under American Legion. Ringling-Barnum will be in Portland July 8.

GEORGE JESSEL will be the Fall Guy at the luncheon of Dexter Fellows Tent, Circus Saints and Sinners Club, at Hotel Astor, New York, June 14.

PHYLLIS DARLING is manager of the dancing girls on the Walter Gentry Circus, which opened at Hinckley, Minn., June 8.

THE GREATEST human achievement is to be useful.

FRANK B. HUBIN, showman of Atlantic City, who is traveling in Atlantic County boosting the county Firemen's Association, reports that membership has been increased.

REX A. OAKHAM, with Cole Bros., who has been suffering from a broken toe for six weeks, has been treated by Fritz Partello, also with show. He is coming along okeh.

AUSSIE AND CZECH are not with the Circus Schumann as mentioned in a recent issue. They are with the Bertram Mills Circus and are booked for next year.

EARL SHIPLEY, clown, who was with the Walter L. Main Circus, is in Cleveland marking time until he joins the Davenport-Stinson Legion Circus in Detroit. His wife is with him.

TOMMY MADDEN, veteran clown, attended Cole Bros. at Olean, N. Y., reporting good afternoon house, straw at night and an enjoyable performance. He met many old friends.

WILLARD J. OAKLEY saw the Downie show at Lynn, Mass., stating there was straw house at night performance and that there has been a pick-up in attendance in New England.

AL HILEMAN (Democrat), mayor of Geneva, O., will be a candidate for reelection. He was manager of dining car on the Walter L. Main Circus in 1897. Main, also Democrat, will be a candidate for council.

FLYING COVETS, after playing a two-week engagement at Idlewild Park, Ligonier, Pa., jumped to Dubuque, Ia., opening June 5 for four weeks in that State, following which they will fill dates for Barnes & Carruthers.

THREE LARCONIANS, with Gray's indoor circus, are clowning, doing come-in and presenting acrobatic act. They will play fairs this season. Show was recently at Bismarck, N. D., under the Elks. Thomas Ward says that biz was good.

C. D. (DAN) ODOM, who underwent a kidney operation some weeks ago, is back in Washington Boulevard Hospital, Chicago, having suffered a slight relapse

when pus formed in the incision. He is reported to be getting along satisfactorily.

TENACITY is the thing that tells whether you are on your way up or on your way out.

ALFRED J. MEYER, of Long Branch, N. J., having seen Ringling-Barnum at four stands so far this season, writes: "The Cristianis, riders, are the tops. That synchronized jump of the five brothers is marvelous and receives a great hand at every performance."

BARNETT BROS. CIRCUS (advance five days ahead) whipped into Kalamazoo, Mich., two days ahead of Parker & Watts, but didn't take any other opposition towns. Cole Bros. and Lewis Bros. circuses and Floyd King's Hit Parade will make Michigan territory.

GEORGE KIENZLE JR. attended evening performance (May 29) of Hamid-Morton Circus at the Hershey (Pa.) Arena. Biz at this show very light. Kienzle, John Adams and Ray McCleary saw night show of Ringling-Barnum at Harrisburg, Pa. Attendance good.

ROY BARRETT, clown, closed his indoor season of 22½ weeks at Montreal May 27. Was with Hamid-Morton show there. He will be at the Legion Circus in Detroit for Orrin Davenport. Roy saw the Cole show at Buffalo.

PARKER & WATTS played Niles, Mich., June 6 to good business. W. W. Dunkle, a representative of The Billboard, and party of Circus Fans from South Bend, Ind., attended as guests of W. E. Keene, purchasing agent.

JOHN McCLOSKEY, formerly on staff of Cole Bros. and Robbins Bros., has been in a New York hospital for several weeks with a fractured ankle. He's just been released, but will be unable to return to his position with a shipping firm until midsummer.

HARRY CHIPMAN, Barnett Bros. Circus p. a., made a fine hook-up with a baking company in Kalamazoo, Mich. Company printed 20,000 kids' tickets, which were sold at a special price, and it also gave the show a plug on its radio programs. Chipman also successfully worked a June bride stunt.

INTELLIGENT, effective advertising is not an expense—it is insurance against the loss of business that the other fellow is fighting for.

DAN KENNEDY pens that the crew of Downie Bros. did a good job of billing in Lawrence, Mass. Abe Attelman, G. A. McGrath, J. R. Morris and Hewett visited the Moulin Rouge, owned and operated by the widow of Mike Lyons, who died



JAKE POSEY, retired, shown at the main entrance of the Yankee-Patterson Circus. The boss hostler of 40-horse hitch fame still thinks fine baggage stock is the best drawing card of the circus.

May 1 last year. He was manager of the Cole No. 2 car.

J. R. RAMSEY, billposter on the car of Cole Bros., suffered a broken arm when he fell at Erie, Pa., June 3. He was working from a ladder at 19th and Myrtle street when he fell. The fracture was reduced at Hamont Hospital and he accompanied the car when it left for St. Catherines, Ont.

MRS. LEONORA SMITH ROBINSON, widow of John Robinson III, presented a flag to the village of Terrace Park, near Cincinnati, last week. The village did not own one. The old Robinson circus maintained quarters there for many years. Three elephants owned by the Robinson family are still quartered there.

DOLLY AND TERRELL M. JACOBS renewed a friendship begun in South Africa with Charles Urquhart, KDKA production manager, when in Pittsburgh June 5-6 with Ringling-Barnum, in a broadcast from the NBC studio in the Grant Building. They were escorted from the circus lot to the station and back to the grounds by a police motorcycle escort.

DR. W. E. BURKE, known to circus people for his charitable deeds, died May 22 at his home in St. Louis of a heart attack. He and Mrs. Burke were lifelong friends of Lulu Davenport. He gave free service to performers who were ill or hurt while playing St. Louis. Dr. Burke became a lover of showfolk in 1914 when he first met Miss Davenport. (See UNDER THE MARQUEE page 68)

Dressing Room Gossip

RINGLING-BARNUM.—Among visitors have been Lew Fahey, Hoyle P. Pepper, George B. Beal, Gladwin Hill, William Hosberg, the Canestrellis on their way to the George Hamid Pier, Atlantic City; Harriet Snellen, Daisy Polidor and father, Harold Genders, Duke Rhodes, Claire LaVine, China Durbin, Harold Ward and Flying Siegrists. A number of tiny tots are with show, furnishing backyard entertainment. Hilda Vorhees, a newcomer from Trenton, N. J., has been kept busy with family and friends. Claire Sisters, dance team, also have been entertaining family.

Johnny Farthing has been hopping back and forth visiting his wife, Dorothy Herbert. William Heyer has been ill. Is in Trenton Hospital, but hopes to be back soon. Paul Jung, who was ill in Philadelphia, is back and feeling fine. Performers gave shows in hospitals in Boston, Philadelphia and on Long Island. Willie Moser's club is still going strong. Joe, the chimp, who rides on Ruth, the elephant, in spec, is a show in himself. He entertains in backyard every day. Harold Genders and wife have a baby boy. Wonder if he also will be a flyer.

COLE BROS.—Mrs. Arnold Maley (Esma Wilson) visited for a few days. Mrs. Frankie Orman is on show for a visit with Mr. Orman. Suicide Ted Elder visited all his Wild West friends at Buf-

falo and had his boxing kangaroos in concert. Mickie Freeman took one look at the kangaroos and felt right at home. Thought she was back in her native Australia. Ray Collins Jr. had a relapse in Buffalo but is recovering. Howard Y. Bary was on lot all day at Jamestown, N. Y. Kelly, on front door, took time out at Buffalo to visit his mother and family. Side show has added Scotch Highlanders. Pete and Florence Mardo were on lot all day at Akron, O. Pete and the writer went over the old days on the Ringling show. Frank Shepard is having slop-shoe trouble. Ask Butch Burkhart, Winn Partello and the writer who won the fight in New York. Betty Waters is back in harness after a bad leg injury that looked serious for a while. Show packed 'em in, both performances, at Scranton, Pa. Mr. Mills, of Mills' Olympia Circus, London, saw the show at Scranton. Was with Jess Adkins. Mrs. Art Mix, out of the Wild West with a very bad rope burn, is in capable hands of Fritz Partello. Longest parade so far this season was at Buffalo. Some of the nicest wardrobe this writer has ever seen is worn by Jack Wolf, of Wild West fame, and he makes it himself.

FREDDIE FREEMAN.

RUSSELL BROS.—While coming into Butler, Pa., every piece of equipment was

stopped by the highway patrol and on one pretense or another about half the drivers were thrown into jail. Private cars, as well as show-car drivers, including some performers, were taken along. All that would have been necessary to put on a show in the local calaboose was a few props. It was a shakedown, pure and simple. One of the chief charges was that the mufflers on the cars made too much noise.

Mr. and Mrs. Harry Frobus were visitors, also Walter L. Main and Rich Barnsdale. The writer and wife were guests of Barnsdale and visited the Johnny J. Jones show. Also seen taking in the carnival were Hoot Gibson, Billy Hammond and Rex Rossi. Danny Gordon left to join the Jimmy Arbaugh bar act playing fairs. Of all the pictures that were taken on the show by representative of Life magazine, Sober Sam, one of our Side Show attractions, took the laurels. His picture appeared in the May 29 issue.

The only one on the sick list last week was Freddie Guinup, our flagbearer. Pennsylvania evidently broke down and repented the business she has been giving us, as Erie, our last stand in the State, was capacity at night. Gibson has made the front page of almost every paper. He has made several broadcasts. One of the busiest men on the lot, Butch Cohen; one of the swiftest persons, Madame Bedini. The latest addition to menage number is Rose Steele, riding the Madame's horse, Silver Queen.

BOB ATTERBURY.

PARKER & WATTS.—The show had pleasant days in the lake region of Ohio. Passed thru a portion of Indiana where crops are suffering from heat and drought. Show is now in Michigan for a short tour.

We were welcomed back from parade by Al Connors and Mrs. Charles Brady in a new-fad headgear. The most popular organization in the backyard is "Liars Club," with Jimmy Thomas, president, and Joe Webb, vice-president. New Philadelphia, O., is the home of Jean Sullivan and Marion Wallick, and both had hosts of friends visiting. Mr. Wallick's mother entertained a group of showfolk at dinner there. Red Monroe passed another birthday anniversary recently and celebrated by buying a clown cake and pop. The ig celebration was when Mrs. (Red) Monroe visited last week.

Among visitors from Peru were Nick and Dorothy Carter, Eddie Woekener, Mrs. Buffington, George Bryan, Mrs. Roscoe Herd and family, Nonie Grund, Red Finn, Jim Tinkom, Mr. and Mrs. Mike Wissinger; Keyes Brothers, of indoor circus fame; Joe Wallace, Wexie Dyke, Omer Holman and family, Casey Carson; Alice, Florence and Nancy Jane Bell; Grover Seifert and wife and Mrs. Castle. Other visitors were Mr. and Mrs. Earl Shipley, Walter L. Main; Aerial Soltz, from Denver; Aerial Romas; Roger Ludy, of Portland, Ind.; C. Hibbard, Sturgis, Mich.; Elliott McKnight, CFA, Gardner, Mass.; Bob Printy, Lagro, Ind., en route from Rochester to Detroit.

GEORGE L. MYERS.

Pepple Succeeds Wiley As Agent for Russell

CINCINNATI, June 10.—T. Dwight Pepple has taken over the duties of general agent of Russell Bros. Circus, succeeding Oscar Wiley. Pepple is a showman of long and varied experience and was formerly associated with Polack Bros. Circus. He is now in his second season with the Russell show, having previously been in charge of special promotions.

The Russell show concluded its dates in Pennsylvania, at Erie, Wednesday, and entered New York State next day at Dunkirk.

Erie, Pa., Very Good

ERIE, Pa., June 10.—Getting away from the soft coal district of Western Pennsylvania, where the show was booked for nearly a month under auspices during the mine shutdown, Russell Bros. Circus played here Wednesday before heading east thru New York State.

With good weather, the show had two good houses here, with the Hoot Gibson Wild West concert also getting a heavy play.

Cole Bros., booked here for June 11 posted no "wait" paper and followed its 1939 program, confined most of advertising to windows, omitting all door daubs in the rural area.

The Cole show goes from here Canada for a quick trip across On and back into the States in Mich

Stamp Your Own SOCIAL SECURITY and 25 other Name Plates **DOUBLE your PROFITS!**

Social Security Plates
24 Gauge
\$3 Per 100
Write for New 1939 FREE CATALOG!
COMPLETE NAME PLATES AND STAMPING MACHINES

THE IDENTIFICATION CO.
(World's Largest Distributors Name Plates and Stamping Machines)
1560 BROADWAY, NEW YORK CITY

PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

GEORGE HANEY, youthful pitch exponent, is still clicking with the graters in Pickering's lobby, one of downtown Cincinnati's best pitch locations.

LES D. POWERS is working Neisner's, Cincinnati, with her hair curlers to good results.

THE REALLY big man is the one who can do the little things in a big way.

GEORGE HESS JR. and brother, Eddie, are working the Fair Store, Cincinnati, with a recently introduced shoe polish and, according to reports, are garnering their share of the folding dough.

ANDRE GEORGE MACKOUL, affable Eastern pitch exponent and demonstrator, left Neisner's, Cincinnati, last week after clicking with shampoo there for more than a month. He's en route to the East. During a visit to the Pipes desk while sojourning in the Queen City he said he'd like to read pipes from Eddie Huttenger, George Thurmen and Jimmy Hendriks.

ROY CHILDERS, who has his med show playing Indiana territory to fair-to-middlin' takes, rambled into Cincinnati recently to purchase stock and visit with Old Gas Bill. Assisting him on the med unit are Cowboy Rex Terry, Roy Jr. and Mrs. Childers.

LOOK AHEAD further than your nose.

CHARLEY CORTEAUX is reported to be working Northern Ohio spots with julkers to fair results.

CHIEF RED FEATHER worked East St. Louis, Ill., the past three weeks to fair biz. He ran into Madaline Ragan and Chief Red Wing and split time in Brooklyn, Ill., with them for two days to good business. "St. Louis is tough on the boys," reports the Chief. It costs \$8.40 for a reader for lots only and you have to have a merchants' license. There's no money in St. Louis either."

MADALINE E. RAGAN informs that sales in Lebanon, Pa., have fallen. Says she expects to work the New York World's Fair in a few weeks. Her sister, Mary, is still getting folding money with herbs at Crystal Market, San Francisco.

FROM DOC GEORGE BLUE "It seemed like old times again to see Kid Carrigan passing out shoe laces at a Columbus, O., market Saturday, June 3."

SINCE the season has turned the weather should be more settled and business on the up, at least that's what can be gleaned from the optimistic reports hitting the pipes desk.

DOC L. E. MCKEE, who opened with Hunt's Remedy Co. in Continental, O., June 1, says opening business was good. The roster comprises A. C. Hunt, concessions and general manager; Doc L. E. McKee, lecturer and

straights and orchestra; Mrs. L. E. McKee, characters and orchestra; Mrs. A. C. Hunt, secretary-treasurer and characters; H. W. Miller, blackface and orchestra. Outfit moves on two house trailers, a truck and three cars.

LOUIS E. (ROBA) COLLINS discloses from Lesterville, Mo., that the Kight & Collins Wonder Show is still going in the sticks of Missouri to fair business. Collins writes: "Lee Cogdell, of the Hofeller Candy Co., is visiting and calling on near-by shows. I visited with friends on the Al Hansen Shows several times the past two weeks. Mr. Cooper, of Cooper Bros. Tent Show, visited at Redford, Mo., recently."

FRANK SCOTT blasts from Allentown, Pa.: "Things are very bad here. Saw Professor J. Wagner, who says no more horoscopes for him. He is now selling Buddha. Saw him with Cole Bros. Circus. Streets are closed here, so demonstrators and pitchmen, keep away from Allentown."

HAVE YOU gandered the Letter List recently? Give it the once-over; there may be mail advertised for you.

C. W. (SPIDER) JOHNSON is in Minnesota, working pins and rings to capacity business. He says North Dakota and Minnesota look very good because of recent rains, a boon to coming crops.

DOC PHIL BRADLEY is asked to contact his home at once, as his mother is ill, according to word from Madaline E. Ragan.

CHIEF BLACK HAWK drops a line from Beaumont, Tex.: "I have been around this town most all winter. The refineries here and at Port Arthur are okeh for a new face, but catch them on or after pay day. Liberty, Tex., is open on o.m. and Dayton the same. Galveston is open; but remember, med workers, you should have your product registered at the health department in Austin, as it will save you lots of trouble, and it only costs \$1 a year. Louisiana has a strict law concerning med, so boys save your gas. One can work soap there all right. Tom Broussard, my partner, and I are opening a six-people med opry until the fair season; then we'll make fairs."

WHY NOT make preparations for a long fall season?

MA GOODWIN'S med show at Bessmay, Tex., is reported having good crowds and plenty of folding money.

HARRY CORY pipes from Cheyenne, Wyo.: "So far, it looks like virgin territory out here. I have had the auction store on the Hennies Bros. carnival for the past five years. We just played Denver, and I had the biggest still-date week since joining the show, notwithstanding the fact that several jam men told me I'd play a blank there. This may seem like a jackpot, but several pitchmen were in my tips all week. All who doubt that it was a big week may ask Bob Hanley, who saw several pitches, also Leonard Rosen, who was in on all the pitches. Friday and Saturday nights I sold everything but the light globes."

HOW WAS Decoration Day business? Tell Bill about it.

GEORGE GREENALD scribes from St. Joseph, Mo., that he's still doing his regular line—herbs, and getting his share. He tells: "I started getting old and losing my knack of getting a crowd, so now I'm using a ventriloquist dummy. What is it about one of those dummies that attracts so much interest? Now, I'm not a ventriloquist; that's where the trouble lies. I get a crowd with the dummy, then I have a heck of a time getting rid of the dummy.



FERDINAND THE BULL INFLATABLE TOY

OAK'S newest novelty gives you Walt Disney's hit character in popular form. This item is not a balloon, but a toy made of heavier rubber. Printed in black and red. It's a great flash on road stick or cane—and this season's biggest money getter.

At Leading Jobbers
Copyright by Walt Disney Productions.

The OAK RUBBER CO. RAVENNA, OHIO.

Concessionaires.. NOVELTY SUPPLY-FOR FAIRS, CARNIVALS, CIRCUSES, GRIND STORES, WHEELS, PARKS, CORN GAMES, ETC. Catalog with New Low Prices THE TIPP NOVELTY COMPANY TIPP CITY, OHIO

SELL... ACE RAZOR BLADES
Single, Double Edge, Snappy packages, LOWEST FACTORY PRICES. FREE SAMPLES
Free Delivery
ACE BLADE CO., 60 N. Division, Dept. 1-M, BUFFALO, N. Y.

Toot-Master
New Invention
Nothing Ever Like It
Automatically makes Auto Horns yodel in loud clear staccato notes. Hottest car item in years. Installed in two minutes. Pushing horn button quickly attracts crowd of buyers everywhere. 25 million car owners our market. Write for quantity prices. Sample, prepaid, \$1.50. Order today and convince yourself that we have something.
MASTER PRODUCTS CO.
3005 12th Ave., So., Minneapolis, Minn.

DREXEL BLADES
Buy Direct From the Manufacturers.
30 Million DREXEL Sold in 1938.
D. E. DREXEL Blades, 100 (20 Pkgs. 5s) 65c
Send 10c for Samples and Info. on FREE CANDID TYPE CAMERA DEAL.
DREXEL BLADE CO.
134 W. 32d Street, NEW YORK CITY.

SOCIAL SECURITY PLATES
S. S. Plates, 24 Gauge, Size 2x3 1/2, 5 Different Types of Plates—Gold Effect, 100, \$3.50; 4 Different Types of Colored Plates, 100, \$6.00. Double Faced or Three Compartment Wallets for a Picture, 100, \$2.50. Single Cases, 100, \$1.25. 5 Compartment Wallets, 50, Each, 100, \$4.50. Send 25c for Samples, 3 Plates and 3 Wallets. Various Type of Automatic Stamping Machine, Complete Die Set, Letters and Figures and Gauge, 100 S. S. Metal Plates, 100 Double Window Cases, all for \$9.00. Better Die Set for \$12.50.
FRANK BONOMO,
Dept. B-17, 65 Central Ave., Brooklyn, N. Y.

Latest in JEWELRY
Fine Catalog showing Newest Items, Highly Polished in 1939 Engraving Pins, Lockets, Crosses, Cameo and Whitestone Rings. Send \$2.00 for Samples.
JACK ROSEMAN CO.,
307 Fifth Ave., New York City.

NEW WORLD'S FAIR MODEL
Just Out... The Pen of Tomorrow. Sample Set 50c.
PEARL PLUNGERS, \$18.00 Gross PENS • PENCILS • COMBOS.
JOHN F. SULLIVAN
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WORLD'S BEST VALUES in fast-selling, NEWEST Whitestone and Cameo Rings, LOCKETS, Crosses and Costume Jewelry for Demonstrators, Resorts, Engravers, etc. Send \$2.00 for samples or write for FREE NEW CATALOG.
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PITCHMEN... DEMONSTRATORS SHEET WRITERS
Write today for newest and most complete Fountain Pen Catalog ever offered. Best quality merchandise at lowest prices ever quoted. Everything in the Pen and Pencil line.
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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.
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Key Check Stamping Outfits
Social Security Plates, Emblem Key Checks, Key Rings and Chains, Leather Key Cases, etc. Catalog Free. 25c brings Sample Check with name and address.
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463-B East 178th St., New York City.

Big Profits!
Own your own business, stamping Key Checks, Social Security Tags, Name Plates, Sample, with name and address, 25 cents.
HART MFG. CO.
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RED -- HOT
Write Personal Names on Leather, Pin on Bars With an Electric Pencil. Biggest Selling Fad this season. So easy a child can do it. \$10.00 starts you off into the money. No bad spots with this winner. Write
CHICAGO GOLDPRINT CO.
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REX HONES 3c Each
Now Less Than \$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. Hone men are cleaning up. ACT QUICK. **REX-HONE MFRS.,** 1500 West Madison, Dept. BR-6, Chicago, Ill.

MEDICINE MEN
Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
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Manufacturing Pharmacists
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BIG SALE ON SOCIAL SECURITY PLATES and Double Fold Cases. Don't miss this opportunity. All prices are below cost price. Send your order today. Last Call: everything must go. 100 Social Security Plates, \$2.90; 100 Double Fold Cases, \$2.40; 100 Single Cases, \$1.20; 100 Billfolds, \$5.00; Complete Hand-Stamping Sets, \$5.00; 100 Automatic Machines, \$35.00 up. F. O. B. New York. 25% Deposit with order.
ALEXANDER REIMAN,
P. O. Box 34, Sta. L., New York, N. Y.

Working Chain Stores on Your Own
By **ART NELSON**
A Feature of **The Billboard**
Summer Special
DATED JUNE 24

FOX FUR TAILS

With Snappy Sayings on Assorted Colored Cards (As Illustrated) Attached With Silk Tassels.

In 100 Lots.

- 8 Inch Each 3c
- 12 Inch Each 5c
- 16 Inch Each 7c
- 20 Inch Each 10c

Sizes are average tail lengths. Size quoted does not include tag size. All come complete with tag and tassel attached. Two different sayings on each tag. Send 50c for 4 samples (we pay postage). Remit 25% deposit with quantity order.

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EXTRA PROFITS DAILY—FOR YOU!

WITH FULL LINE OF POPULAR SUMMER ITEMS:

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| Moth Cakes | Fly Swatters | Goggles—Cameras |
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GET SAMPLE CASE FREE WITH FIRST \$7.50 ORDER

CHAMPION SPECIALTY CO., 814-E Central St., KANSAS CITY, MO.

SPECIALI DOUBLE EDGE BLUE BLADES
5s — 1,000
\$2.50 25% Deposit
FREE CATALOG

HERE'S AN AMAZING DIAMOND OFFER!

GENUINE DIAMONDS

SET IN SOLID GOLD LADIES' OR MENS' SETTINGS.

THIS SALE 10 DAYS ONLY!

CASH MONEY BACK ORDER GUARANTEE

PRESS AND SONS

DEPT. 629A CHESTNUT ST., PHILADELPHIA, PA.

Generation!

ORDER BY WEIGHT

- 1/4 CARAT DIAMOND RING \$6.25
- 1/2 CARAT DIAMOND RING \$9.38
- 3/4 CARAT DIAMOND RING \$12.50
- 1 CARAT DIAMOND RING \$18.75
- 2 CARAT DIAMOND RING \$50.00

BARGAINS—ALWAYS

- RABBIT'S FOOT CHARM, with Chain attached. What a Number! **\$.30**
- DOZEN COMPLETE **1.50**
- POCKET COMBS. Dozen to the Box. Special. GROSS. **.72**
- PIPES, Dozen on Attractive Display Card. American Made. DOZEN. **3.00**
- FLY SWATTERS, Wire Mesh, Felt Binding. Good Buy. GROSS. **1.00**
- FLY RIBBON, Fresh Stock, 100 **.65**
- ROLLS THUMB TACKS, Special, 36 in. Box, 100 BOXES. **.60**
- PETROLEUM JELLY, White No. 2, Attractively labeled. GROSS. **2.60**
- SUN GLASSES, Individually Carded, Closeout. GROSS. **4.50**
- UNIVERSAL WHOLESALERS CUSTOMERS, NOTE Through special arrangement all orders for UNIVERSAL WHOLESALERS shipped by us. Deposit of 25% with all O. O. D. orders. 100's other bargains. Free catalog on request. Send ALL ORDERS to NEW YORK only.

MILLS SALES CO.

901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALERS

DEANE'S D. E. BLADES

FINEST SWEDISH SURGICAL STEEL. Every Blade Unconditionally Guaranteed. IN DISPLAY CARTON, 100 (20 Pkgs. 5s), 40c. Send 10c for Samples and Info. on FREE CANDID TYPE CAMERA DEAL.

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We have a bigger and better line of Engraving Merchandise this season at lowest prices. Lockets, Charms, Guns, Rings, Bracelets, Pins, Big Line. Also the Famous "MOORE'S ELECTROGRAVER" Send for Catalog B NOW.

WILLIAM MOORE MFG. CO. 651 S. STATE ST., CHICAGO, ILL.

A NEW OPPORTUNITY FOR YOU

Beginning with this issue, The Billboard is publishing each week a new column giving news and tips about the 16mm and 35mm film business. The field is new; it is full of opportunities, and it is wide open to every capable showman. Don't miss it on page 27.

Every Week in The Billboard

COMIC SHIMMIE DANCERS

For World's Fair. New, Spicy, Funny. 4 different each in pocket case. Wholesale 10c Sellers. Big Profit. Dozen 85c; Gross 4.00 (4 Samples 25c). Monk Cane or Ash Tray, 2.75 Doz. COMIC COCKTAIL STIRRERS, 1.00 Doz.; Shooting Aspirin Box, Doz., 50c; Mystery Hippo, Doz., 70c; Doggie Spinner, 50c; Behind the 8 Ball, Doz., 50c. And many others in new Bulletin. Send for your copy, or 2.00 for 50 samples of Fast Sellers.

MAGNOTRIX NOV. CORP., 136 Park Row, N. Y.

to be here about eight months before moving on to India or South Africa, depending on just what season we leave here."

RED WINTERHALTER . . . was seen working juicers in Milwaukee recently.

STANLEY NALDRETT . . . informs that business is bad in Milwaukee, where he worked the H. L. Green Co.

Pitchdom Five Years Ago

Dick Peebles joined the Freeman Medicine Co. in Kansas to do lecturing. . . . Doc Rockwell, who was working blades in Seattle, infoed that Frank Bush and Al Warner were also there with blades. . . . Carl and Bess Parker, after working rad for a week in Seattle, departed for the South. . . . Gene Delmar blew into Seattle from Oakland, Wash., with Professor Lycender, who was working horoscopes. . . . Slim Maxwell and Babe Rachell had one of the biggest days of their lives May 30 at Beaufort, S. C., when their show was the only one in town and they packed them in from 9 a.m. until 11 p.m. . . . Doc E. N. Moss told of good business in the Texas Panhandle country, where farmers were harvesting a bumper barley and oats crop. . . . Jeff Farmer ran into Doc French and Doc Brummitt in Salem, Ind., on Decoration Day. The three consolidated and set up their stands in a line. French stuck the knife thru his arm and Jeff took his ventriloquial figure and they dragged the streets, making all spots with menders, sharpeners, oil, solder and razor hones. . . . Peggy Davis, animal trainer with Doc H. Becker's Oriental Players, was in Jasper, Ind., which proved to be one of the best towns of the season. Personnel of show included Wilds Brothers, Chet and Lee; Patsy and Al Brown and Jack Davis. . . . Doc Carl Edward Smith, with the Riley Medicine Co. early in the season, opened his own platform show in Oklahoma. . . . Hal Curtis, one of the old-timers in the med field, was living in retirement in Glendale, Calif. . . . Jimmie De Forrest, of the De Forrest Players, visited the Ricton Show at Crab Orchard, Tenn. . . . Henry Riley shot from Ottawa, Kan., that he was working a grind during the day and a med show at night to excellent results.

I sat up last night, practicing with the boy on my knee—felt awfully foolish too—and I swallowed a chew of long green going down for a guttural tone."

DOC BRUMMETT . . . writes that Lancaster, Ky., a town of 1,600, grows to 5,000 on Saturdays and takes to pitchmen like children do to castor oil. He says the reader is \$15 per year and that you can work a block from the square. Doc says he will go to Ft. Wayne, Ind., June 12.

BERTIE DARNOC CONRAD . . . recently arrived in New York to attend the fair. Says he will open a med opry the middle of July.

IF YOU must employ someone get the fellow who has a personality which attracts, not the one who repels interest in what you're selling. Make some observations on this. They should prove interesting.

BABE SHERWIN PLAYERS . . . operating in Central Oklahoma, report excellent business in repeat towns of last season's route. Mrs. Bessie Mae Dawson writes: "Manager and owner Dan Sherwin and Mrs. Babe Sherwin celebrated their 15th wedding anniversary May 28, with a wedding dinner to friends, relatives and members of the show. The show is attractively set up, with free seating for 1,200 people. It carries five living trailers and two trucks. Roster includes Mr. and Mrs. Dan Sherwin, Mr. and Mrs. Fred Hutto and daughter, Billy Lou, Norma Brock, Mr. and Mrs. Harry A. Dawson, Phillip Wagoner and Harry Langston. Each member doubles in the orchestra, which is directed by Bessie Mae Dawson. Recent visitors were Doc Hathaway, Mr. and Mrs. F. C. Keith, Mr. and Mrs. Doc Landrum and Webster the Magician."

DO YOU make the citizens want you back in their town?

EDDIE AND LUCILLE GAILLARD . . . horoscope workers, who left the States last October, pipe from Melbourne, Australia, that they have been doing a wonderful business. "We completed our New Zealand tour four weeks ago and expect

New Series of Legal Opinions

In the next issue, in the Carnival Department, will appear the 17th of a new series of legal opinions. It will be titled *When State or Municipality May Legally Tax Corporations*. One of these articles appears in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

Events for 2 Weeks

- (June 12-17)
- CALIF.—Beaumont. Cherry Festival, 16-18. King City. Stampede, 17-19. San Diego. Old Town Fiesta, 14-16. Santa Cruz. Dog Show, 17-18. Sonoma. Rodeo, 18.
 - ILL.—Evanston. Dog Show, 17.
 - IND.—Gary. Dog Show, 18. Huntingburg. Legion Celebration, 12-17.
 - KY.—Bowling Green. Policemen's Carnival, 12-17.
 - MASS.—Norwood. Elks' Carnival, 14-17.
 - MO.—Farmington. Flag Festival, 14-17.
 - MONT.—Ennis. Rodeo, 17-18.
 - NEB.—Bee. Firemen's Picnic, 16-18.
 - N. Y.—Herkimer. VFW Carnival, 12-17. Sherman. Firemen's Celebration, 15-17. Sea Breeze. Monroe Co. Field Day & Tournament, 17-18. Syracuse. Dog Show, 18. Troy. Dog Show, 17.
 - N. D.—Aneta. Spring Festival, 15-16. Northwood. Spring Festival, 14-15.
 - O.—Alliance. Field Artillery Expo., 15-17. Canton. Jr. Order Jubilee, 12-17. Holland. Strawberry Festival & Homecoming, 17-18. Silvertown. Spring Festival, 13-17. Zanesville. Celebration, 12-17.
 - OKLA.—Ardmore. Rodeo, 16-18. Seminole. Round-Up, 16-18.
 - PA.—Ambler. Legion Celebration, 16-24. Fredericktown. Legion Celebration, 12-17. Hollidaysburg. Horse Show, 15. Hyndman. Homecoming & Firemen's Jamboree, 12-17. Parkers Landing. Home Week, 12-17. Seward. Firemen's Jubilee, 12-17. Sunbury. Friendship Fire Co. Jubilesta, 11-17. Wellsboro. Celebration, 12-17.
 - R. I.—Providence. Shrine Circus, 12-17.
 - TEX.—Kermit. Winkler Co. Rodeo, 16-18. Spur. Round-Up, 16-17.
 - VA.—Colonial Beach. Legion Festival, 16-18.
 - WIS.—Superior. Centennial Celebration, 14-16.
 - WYO.—Pinedale. Chuck Wagon Days, 17-18. Shoshoni. Rodeo, 17-18. Wheatland. Stone Age Fair, 15-17.
- (June 19-24)
- CALIF.—Atascadero. Fiesta & Rodeo, 24-25. Long Beach. Dog Show, 24-25. Santa Ana. Horse Show, 24-26. Solvang. Danish Days Celebration, 24-25.
 - IDAHO.—Coeur d'Alene. Swedish Festival, 24-25.
 - ILL.—Jerseyville. Jersey Co. Centennial, 22-25.
 - Warren. WLS Rodeo, 24-25.
 - IND.—Marengo. Reunion, 19-25.

NEW 1939 ENGRAVING PINS

We carry a big line of 1939 Engraving Jewelry—exclusive styles—all the best sellers in Pins, Bracelets, Signet Rings, etc. We have the best-selling styles in Cameo and Whitestone Rings—also Photo Jewelry. Same day service on orders! Write for Catalog No. 23 today.

WORLD'S FAIR SOUVENIRS!

A very big line of New York World's Fair Souvenir Jewelry. Write direct to Pakula and Company, 303 Fifth Ave., New York City. Stock for same day delivery.

A very big line of Golden Gate Exposition Souvenir Jewelry. Write direct to Pakula and Company, 704 Market St., San Francisco, Calif. Stock for same day delivery.

HARRY PAKULA & CO.
5 No. Wabash Ave., Chicago, Ill.

BIG PROFITS WIND SOCK PENNANTS

New patented Pennant attaches to hood of car with suction cup. Send 25c for sample and money-making particulars. Sold with money-back guarantee. Exclusive territories to live wires. Act now.

SPORS FREE Wholesale Catalog

Revised Issue. Just Off the Press. Shows over 4,000 bargains, 260 pages of tested fast sellers, novel selling plans, trade stimulators, salesboard items—For salesmen, dealers, operators, etc. Send for your copy today.

SPORS CO., 8-39 SUPERIOR ST., LE CENTER, MINN.

- IA.—Grundy Center. Fun Days, 22-24. Guttenberg. Celebration, 24-25.
- New Sharon. Rose Festival, 20-21.
- KY.—Irvine. Irvine-Ravenna Kiwanis Club Flower Festival, 19-24.
- MICH.—Pt. Austin. Bass Festival, 23-25. Whitehall. Mid-Summer Festival, 23-24.
- MONT.—Dillon. Rodeo, 24-25.
- MO.—St. Louis. Lions' Celebration, 22-25.
- NEB.—Ponca. Days of '56, 23-24.
- N. J.—Rumson. Dog Show, 24.
- N. Y.—E. Rochester. Fire Dept. Celebration, 20-24.
- Staten Island. Dog Show, 25.
- N. C.—Asheville. Rhododendron Festival, 18-24.
- O.—Ashland. Dog Show, 25. E. Palestine. Summer Festival, 19-24. Norwalk. Northwestern O. Vol. Firemen's Assn., 20-22.
- Philo. Booster Carnival, 21-24.
- PA.—Lebanon. Lions' Blind Fund & Merchants' Expo., 19-24. Meadville. Vernon Township Vol. Fire Co. Celebration, 19-25. Mifflinburg. Firemen's Nite Fair, 19-24. Saxton. Old Home Week, 19-24.
- S. D.—Lennox. Anniversary Celebration, 20-21.
- TEX.—Big Spring. Rodeo, 23-25. Mason. Rodeo, 20-22.
- WIS.—Random Lake. Firemen's Tournament, 24-25.

Next Issue LIST NUMBER

Will Feature the Following Lists:
FAIRS COMING EVENTS CONVENTIONS DOG SHOWS FRONTIER CONTESTS 4TH OF JULY CELEBRATIONS

Order a copy from your news-dealer NOW or mail 15c in postage or cash to

The Billboard
Circulation Dept., 25 Opera Place Cincinnati, Ohio

McCoy Claims Adjusted With Few Exceptions

WILMINGTON, Del., June 12.—Howard Duane, Industrial Trust Building, this city, attorney for Sybil U. Ward, the trustee for wage claimants of the Tim McCoy show, states that all of the claims mentioned in story in *The Billboard*, issue June 3, with exception of those of Jack Fenelon, Francis Davies and James McQuade, as assignee of C. W. Finney, have been properly adjusted. He further says:

"The trustee is appreciative of the cooperation so far received from the various claimants who have sent in their consents and have thus adjusted their claims to the proper amounts. Richard A. Harman, of Washington, D. C., representing nearly 100 claimants, was especially co-operative in that regard. In view of the adjustments already made, the trustee is extremely hopeful of paying the wage claimants whose claims have been adjusted by the latter part of June. All but 44 wage claims, excluding those of the Indians, which are being adjusted thru the Department of the Interior, have so far been adjusted, and forms of consent were being received daily up until June 10, when none were received. The making of distribution prior to the end of June depends, to a substantial extent, upon the receipt of further consents from claimants and, in particular, those who have filed duplicating claims.

"Following is a list of wage claimants whose claims have not been adjusted up to the present writing. It is possible that some of them may not have received the letter and form of consent sent to them by the trustee and if they will communicate with the trustee advising as to any new address, the trustee will be glad to send duplicates of the letters and forms of consent already sent out: James McQuade, assignee of Lester Bidwell; Jack Chandler, Fred Crowther, C. W. Finney, Lee Jordan, Mike Kitzman (two claims), Claude C. Morris (two claims) and Raymond Morris (two claims); J. Raymond Morris, Kern William Dickman, W. Norman Hanley, Homer Tanner, Harold Eugene Beal, Oscar Kenneth Boyer, Benjamin Ladd Cook, Francis Davies, Earl H. Faust, Jack F. Fenelon, James David Franks, William Goode; John Demyan Jr., assignee of L. B. Greenhaw; Christian Hanson, William H. Hommel, Leonard Karsh, Col. Tim McCoy, Capt. John Moore, William O'Connor, Hermann Ostermaier, George C. Reader, Robert J. Reynolds, James O. Rinehart, Basil Stadnik, Marcus Stanfield, M. O. Stanfield, Lucius B. Stratton, John W. Tull and Bill White."

Dodson Folk Hurt; 3 Tents Destroyed In Storm at Toledo

TOLEDO, June 12.—A terrific wind and rain storm on the midway of Dodson's World's Fair Shows here on Saturday at 10 p.m. injured four members of the show and destroyed the Gay Paree, Harlem Hot Spots and the side-show tops. Fronts on shows were badly twisted but held with some slight damage, reports Roy B. Jones.

C. Guy and Melvin G. Dodson, owners, estimated damage at between \$4,000 and \$5,000. About 2,500 were on the midway when the storm broke, and while no spectators were injured, the four show members met with accidents as they attempted to get patrons out from under canvas. Ruby Dodson and Jessie Clarke, of the Gay Paree Show, sustained slight limb injuries, while Willard Davenport and one of the choristers of the Harlem Hot Spots were taken to a hospital.

Management reported that new canvas is being rushed from Kansas City, Mo., and it was expected everything will be ready for opening in Lorain, O., tonight.

A NEW OPPORTUNITY FOR YOU

Beginning with this issue, *The Billboard* is publishing each week a new column giving news and tips about the 16mm and 35mm film business. The field is new; it is full of opportunities, and it is wide open to every capable showman. Don't miss it on page 27.

Every Week in *The Billboard*

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 10.—We are pleased to note receipt of a novel advertising picture postcard from Cetlin & Wilson Shows, wherein that organization weekly, to a select mailing list, sends out photographic reproductions of some of its features. Last year we commented favorably on use of this medium and can but reiterate our approval. We should like very much to see other member shows use the same or similar features and would appreciate having their reaction as to the reception with which this medium is being met. We would appreciate receiving other items of novel publicity for files of the association.

Owners of motorized shows will undoubtedly be interested in the address of Congressman Cartwright, of Oklahoma, on May 29, in which he discussed plans for the future of highway improvement and in which he pointed out in detailed manner his views upon the subject generally and reasons therefor. Details of his address are too involved to attempt to even summarize in this column and we shall be pleased to make this information available to members of the association upon written request.

We are still awaiting word from a few members relative to annual visitations to their shows and we ask that they communicate with this office at once upon the subject if it is their desire to be included in this year's visitation schedule.

Lynch Gets Word Of Father's Death Following Crack-Up

CINCINNATI, June 12.—Jimmie Lynch, head of Jimmie Lynch's Death Dodgers, had a narrow escape from death yesterday afternoon while appearing at River Downs race track, just outside the city limits. In doing his wall-of-fire stunt, shortly after the show started, a board from the wall struck the windshield of his speeding car and caused the machine to swerve, before plunging thru a second wall of fire, into two new parked cars used in the exhibition. Lynch's right leg was badly cut at the shin and his right arm slightly injured. Despite the injuries he went thru with his remaining stunts, which held the spectators spellbound. While the show was in progress Lynch received word that his father, E. B. Lynch, 68, well known to showfolk, was dying of pneumonia at his home in Texarkana, Tex. After the performance and as he was preparing to fly to Texarkana he received another message that his father had passed on.

The show yesterday afternoon, the second performance given at River Downs (the first one was Sunday, June 4) under auspices of the Knights of Columbus, Cincinnati Council, drew a crowd estimated at 10,000. On the previous Sunday the attendance was around 5,000. The public went for the routine of really dare-devil stunts, numbering about 10 and interspersed with a fine brand of comedy by two clowns, in a big way. Pat Purcell handled the publicity very creditably, assisted by Irish Horan, who also officiated at the mike.

Reich Bans Freaks

BERLIN, June 3.—The exhibition of all side-show freaks and monsters, dwarfs, giants, two-headed calves, bearded women and such has been banned from all circuses and fairs thru-out the Reich by an order issued by Dr. Himmler, chief of police. Booth-holders have also been forbidden to exhibit faked photographs of catastrophic fires, rail and marine disasters.

Harriman's Mother Dies

ALBANY, N. Y., June 12.—Word was received here by Jerome T. Harriman, contracting press agent of the Ringling-Barnum circus, that his mother, 84, passed away in Baltimore June 10 and he immediately left for the Monumental City. During his absence Earl DeGlopper will make this city, Springfield, Mass., and Hartford and New Haven, Conn.

Hannon in Hospital; Hurt by R-B Elephant

CINCINNATI, June 12.—Harry F. (Jocko) Hannon, of Lewistown, Pa., watchman on the squadron of the Ringling-Barnum circus, was hurled to the ground by Rosie, elephant, at the runs here yesterday and then stepped upon before other employees could come to his rescue. He is in Good Samaritan Hospital, and physicians described his condition as fair. He suffered several broken ribs.

Walter McLain, superintendent of elephants with the circus, said witnesses told him that Hannon rapped the elephant with his hand in passing. McLain attributed the bull's action to nervousness rather than meanness.

SHOW LETTERS

(Continued from page 50)

scurried to cover. Rain again Saturday morning and night cut attendance in half. Elmer Laughlin, joined here to do special agent work. Princess Olga's Ferris Wheel is still leading, with Mrs. Carrie Sickle's Chairplane next in line. Ed Sickle's has redecorated and painted the latter ride. Chief Twohouse's Indian Show is topping the shows, with Jim Bear's Athletic Arena next. Nelson Newbank's girl revue is clicking, and the Jungleland Show is getting its share. William A. Houk returned from Horse Cave, Ky. Management is still building banner lines and show fronts, and Mr. Askins added an eating emporium. Jack Duncan stopped en route to Iowa.

Taylorsville, Ky. Week ended May 27. Location, public square. Auspices, Weather, good. Business, excellent. Free gate.

Shows were ready for opening Monday night. Committee and local papers co-operated, and shows, rides and concessions opened to good business. Bob Sorenson's Kiddie Cars had their best week thus far. Concessions reported good results. Bob Sorenson sold his girl revue to Nelson Newbanks, who joined here with his snake show and talent for the revue. Manager R. D. Jones is away on a booking tour.

DANNY JONES.

Dodson's

Toledo, Week ended June 3. Location, Monroe street and Stanard drive. Auspices, American Legion Post. Weather, moderate. Business, fair.

This highly touted city did not come up to expectations, but at the end of the engagement C. Guy and Mel Dodson reported a slight profit. Limited parking space was one of the many faults and working conditions were way below normal. Committee, with Frank Riebe in charge, co-operated. Many local celebrities and showfolks visited and complimented the management on the new streamlined midway. Ellis O'Leary's Legion Cafe has been enlarged. New general agent, James Lloyd, returned for a hurried business conference. Mel Dodson Jr. is now in his second year as special agent. Several broadcasts from Station WTOL, featuring midway celebrities with Charlie Clarke's Band and Ruby Dodson, were staged here. Local papers were greedy regarding space.

Jessie Clarke, manager of Gay Paree, is making front openings in place of George Duvall, who resigned recently. Ed Breur left to take a position as agent with Crowley's United Shows. Iris Taylor joined Ollie Hager's Wall of Death as rider. Mrs. Eunice Snow is on the front of the She Show. Lucille Fineman is clicking in Ches LaFemme. Mose Kalin and number of boys attended baseball game in Cleveland. Jo Jo and his clown alley made downtown appearances daily. Band on Willard Davenport's Harlem Hot Shots has new uniforms. Jackie Baillie, corn game operator, is ill. DeWitt Hudson handles the mike at front entrance. Among the ride foremen on the midway are Johnny Bordeaux, Ridee-O; Pete Loftis, Heyday, and Bill Daniels, Ferris Wheels. New school for the 14 midway children opened in charge of Mrs. Bert Brundage. After considerable work Bert Brundage streamlined his Whip and built a modern front for the arcade.

ROY B. JONES.

All-American Expo

(Motortized)

Chillicothe, Mo. Week ended June 3. Auspices, American Legion Post. Weather, warm. Business, good.

Everything opened Monday to good crowds and business and committee and

MAKE UP TO \$100.00 EXTRA PROFIT PER WEEK

Operators who are money-wise are swelling their cash income with the handsome profits from an ADVANCE Popcorn Machine. You, too, might just as well be making \$40, \$50, \$60—even \$100—extra a week as others do.

INVESTIGATE WITH AN OPEN MIND

Get the facts—see what an ADVANCE Machine will do for you. These fine new Popcorn Machines, with lights, color and motion, draw trade and get profits. 70c profit on every dollar! Simple and easy to run—more efficient—pop more corn—and produce more business than out-of-date machines.



All sizes \$96.50 up from

EASY TERMS Why Pay More?

Write For Free Catalog

ADVANCE MFG. CO. 6322 St. Louis Avenue, ST. LOUIS, MO.

OHIO VALLEY SHOWS WANT

Athletic Show, Grind Shows. All Concessions open except Bingo. Want Small Cookhouse, Chairplane, Loop-o-Plane. Have Pennsboro Fourth of July; none better. Moundsville, W. Va., this week; Cameron next. Wire or write F. J. SWEENEY, 1150 Water, Wheeling, W. Va.

WANTED

July 3, 4 and 5—Acts or Show. Franklin, West Virginia, Volunteer Fire Dept. Can Use Any Show That Has Tent. O. W. NEVILLE, Pres., Franklin Volunteer Fire Dept., Franklin, W. Va.

Nye Amusement Co.

Nitro, W. Va., This Week. Want Legitimate Concessions, Free Act, Promoter. Address B. H. NYE, Lee Hotel, Charleston, W. Va.

WANT

FOR BUD E. ANDERSON JUNGLE ODDITIES AND 3-RING CIRCUS. Big Show Performers and Useful People. Detroit Lakes, June 15; Mahanomen, June 16; Thief River Falls, June 17. All Minnesota.

LOCATIONS

AT REVERE BEACH. Building suitable for Penny Arcade, Side Show, etc. Also large open lots for Rides, Rodeo, Outdoor Attractions. Heart of Amusement District. TOM HARDING. Virginia Reel Bldg., Revere Beach, Mass.

officials co-operated. Members of the show paid their respects to the resting place of William Berkshire on Decoration Day. Services were conducted by Tommy Arende, of the Side Show, and large wreath was placed on the grave by show members. New Rolloplane and Ferris Wheel were ordered and new trucks and semi-trailers were ordered for them. New corn game top also was ordered. One light tower was completed last week. Visitors included Charles Lenz, insurance man, and Ben Roodhouse and Glenn Yder, of Eli Bridge Co. J. W. PRINZ.

Brown Novelty

Cleves, O. Week ended June 3. Auspices, Volunteer Fire Department. Location, Cleves park. Weather, rain two days; remainder fair. Business, fair.

After a couple of years in Georgia shows have entered home territory with the first stand north of the Ohio River at Cleves. Business as a whole was fair, and all shows, rides and concessions received a satisfactory patronage. Shows plan to play Northeast Ohio and Pennsylvania territory. ORITA WINTERS.

Hartmann's Broadcast

MOUNT AIRY, N. C., has a theater operator who has been in show business for nearly 40 years. He is P. A. Boone, who has been with such outdoor branches as circus, park, fair and carnival. For the last 18 years or so he has been in the theater business. He manages two houses in Mount Airy, the Grand and the Earle.

Boone, instead of opposing outdoor amusements, finds it benefits him to aid them. He says he read with great pleasure our comment on the question of opposition and ethics in the June 3 issue and fully agrees with it.

"First," he writes, "how can opposition be unethical? Did not our forefathers run stores and even trade horses with and against one another with no hard feelings (I lived in a horse country)?"

"Secondly, you are in a good-sized city and I am in a small town, yet we have the same problem. There are numerous stores (grocery, clothing, meat and fish and shoe), garages and so on. Are they not opposition?"

"Opposition is not unethical by any means. If it were it would be against the Constitution of the United States. As an old saying goes, 'Competition is the life of trade,' and lots of times it will make a man get out and hustle when he otherwise would get in a rut.

"The man who knocks any traveling outfit is only knocking himself, for, as you know, when on the road performers and others in this business talk a lot, and that does not help a town or an individual.

"In all my experience I have never done or said one thing about a man or show that was not a boost. You can verify this by writing to any city or county official here, the Bank of Mount Airy or the Curry County Loan and Trust Co., Jess Adkins, John Marks, Bill Moore, Charlie Sparks, Billy Wehle or any of the major film companies. Almost forgot my friend Ray Rogers.

"I have every location worth a darn, daubs and all, tied up in and within 50 miles of the town. Write Bill Backell, Clyde Willard, George Orth or anybody with any of the shows that play our town or close to it and they will tell you they never fail to get plenty of paper—and it does not cost them one red cent.

"I know just about every agent in the country, and when a show is contracted for Mt. Airy, Winston-Salem or Greensboro I get in touch with them

and do everything within my power to make the engagement a success. And I have always gained by this, for the shows never fail to do me great favors in one way or another.

"No, it is not opposition that is unethical, it is the tactics, principles and methods used that sometimes are.

"Right today I have heavy opposition. I am running my two theaters exactly as I did for 10 years before we had the newcomers. I believe in the old saying, 'Work with 'em and they will work with you.'"

† † †
SEASON of 1909 the Two Bills Show played Winnipeg. Arriving late, all hands were given instructions to turn to and help "put it in the air." One man rebelled and was immediately discharged. He was a ticket seller on one of three ticket boxes of the side show which was managed by Harry G. Wilson. A program vender approached Wilson, asked for and was given the job. Imagine that nervous young man perched in one of those great big side-show ticket boxes selling tickets for one of the greatest collections of side-show freaks and curiosities ever put together. Imagine his first day with literally thousands of people milling and pushing to get in to see the wonders brought to them. Then picture that same young man the night after his first day counting his money to find that he was short. What would the average side-show man have done? He would have run the new ticket seller off the lot. But not Wilson. Wilson talked with the young man, coached him, showed him and bore with him till he understood what it was all about.

"That was Wilson's way," says Harry E. Dixon, "and so when I read in our *Billboard* that Harry G. Wilson was gone I thought I just must write to say that I was the young man who was short in his collections the first day, and that while it has been my privilege and pleasure to have worked under some of the finest men in the circus and carnival business, Harry G. Wilson will always have a bright spot in my memory as one of the grandest and kindest men that ever lived. If he could be so good to me, a total stranger, I am sure that he was good to others, and his name and his deeds will remain in the hearts of many of his fellow showmen forever."

† † †
AN OLDTIMER saw several carnivals recently and here's how he describes them. See if you can name them (to yourself):

Finely equipped; very few concessions and all conducted in excellent manner; no shills.

Very beautiful show with abundance

of light; four free acts; all games owned by show and operated in strict manner.

Poorly lighted midway and many girl shows; quite a few concessions and plenty of grift.

Fair line of attractions, with girl shows predominating; good lighting; concessions run strong.

Poor line of attractions, with girl shows predominating; concessions run strong.



Leonard Traube

Personals Column

(Time Out for "I" Stuff)

FIVE or six years ago I beefed when Madison Square Garden exiled Harold J. Dibblee to Boston Garden after the major had labored for years to build up the booking department which he handled so well. Dibblee, squarest shooter in the outfit, was finally recalled. They threw a testimonial dinner for Dib the other night, but no chow, however prepared by whatever expert cuisinists, can ever hope to be as good as the Dibblee administration. Food for thought, if I may be permitted a trite pun.

Talking about the Garden, I saw Shorty Flemm, the clown, expounding with considerable authority on the comparative merits of tobacco with the clerk in the corner cigar store as sounding board. Chewing the rag instead of the quid, if I may indulge in another alleged pun.

Howard Y. Bary, the circus operator currently inactive, is wrong about what he said to a colleague of mine. If I were to pay any attention in a retaliatory way to purely personal remarks I would render myself unfit for the job. Those who are affected by printed barbs often try to justify them by claiming they spring from personal dislike. To use an ancient pun, Dickens, Howard, Burns, eh?

My apologies to Mrs. Victor (Mother) Lee, of the Art Lewis Shows, and Mrs. Arnold Maley, the former Esma Wilson, aerialist, for not being able to see them when they called. I was working against time when they came in to say hello. Please try again, both of you swell guys. (Aside to Esma: I saw you dashing around town in that yellow job of yours with the Georgia license plates.)

Eugene J. Murphy and his partner, Sedge Meikle, co-managers of the Del Rio midgets, are having a headache with the Lilliputians, they tell me. Royal American Shows booked the little people, who are so tiny that Murphy and Meikle were trying for days to locate them, the trail finally leading to Cedar Rapids, Ia.

I had a nice chat with Arch Clair, who recently resigned from Boston's Norumbega Park after nine years' service as manager. Clair spent several days in Baltimore on leads and two days at the World's Fair.

Last week when I questioned the showmanship and value of the Miss Nudity contest stunt held in the Cuban Village at the World's Fair I failed miserably to anticipate that such eminent as Mayor Fiorello H. La Guardia of New York and the National Association of Accredited Publicity Directors, Inc., would support me. Mayor La Guardia, in suspending jail sentences and fines on the village operator and his press agents, said: "I think you are not only guilty of rendering a great disservice to the city of New York but of casting disrepute on your profession. The publicity business has developed into a reputable profession in this country. The wording of your releases shows you went far beyond the legitimate, proper, decent and lawful use of publicity."

A letter from the National Association of Accredited Publicity Directors to the mayor read, in part: "We wish to thank and commend you for your verbal chastisement of those individuals who by their actions at the World's Fair tended to cast disrepute on the publicity and public relations profession. The services of the reputable members of the profession are too valuable to be placed in

jeopardy by occasional statements and actions of irresponsible or unethical practitioners."

Pat Purcell, general representative of Jimmie Lynch and his Death Dodgers, rises in all his majesty as one of nature's supreme noblemen to answer the question posed here recently as to whether Irish Horan will sing the praise for Lucky Teter and his Hell Drivers this year. "Quiet the rumor," observes Pat, "Irish Horan is now a Death Dodger."

Joe Liebling, of *The New Yorker*, has come up with some terrific breezy biographies in and out of show business, but I think his top effort was on Dr. Martin A. Couney and his Infant Incubator career as profiled in the June 3 issue. Dr. Couney is at the World's Fair with his "preemies." For stories with lift and lots of oomph, I like Liebling.

Notes From the Crossroads

By NAT GREEN

WONDER if the popularity of the headless woman is going to be responsible for a renaissance of illusions! One showman of our acquaintance is talking of a show composed entirely of the old standard illusions, such as the spider girl, the half lady and others. Riverview Park has a variation of the headless woman—a headless soldier. Now who'll spring a headless family? . . . One of our correspondents sends a clipping from a Buffalo newspaper column telling of a circus that pays its girls \$5 a week and the workmen \$1.50. Says our scout: "I believe Argus Eye No. 32 listened to some wild rumor or else had been drinking freely of wild cow's milk." . . . Can any reader tell where copies of the old *Opera House Reporter* can be obtained? We have had several inquiries for the sheet and even Bill Bruno, of K. C., can't give us a clue. . . . Praise Agent Bob Hickey in front of the Harris Theater at intermission chuckling over smart lines in the show *One for the Money*, beat of its kind since the *Little Show*. . . . Mike Wright back from a motor trip to the West Coast.

A local agent had a call for a thrill act the other day. He had none available, but kiddingly he said to his phone caller: "How would you like Dare Devil Dan? He's got a high-pole act that would make your hair curl!" Dare Devil Dan was a figment of the imagination, but—here's one of those believe-it-or-not things—the next day the agent received a letter from a Dare Devil Dan offering his act.

C. W. Hinck, Minneapolis thrill impresario, was in town to get the okeh of the U. S. department of commerce for a new end novel thriller in which 40 balloons are used. . . . Mr. and Mrs. Oscar Bloom, of the Gold Medal Shows, in town for a day and report their show doing excellent business. . . . That was "Reachover" Sweeney and "Pittsburgh Yellow" confabbing over a scuttle of suds in a Lake street hangout. . . . Clint E. Beery, former president of the Circus Fans' Association, has been very ill for several weeks, but is improving. . . . Sunny Bernet is burning up the Iowa roads in that new bright yellow car that makes the gals crane their necks for a second look (hope his wife doesn't see this). . . . Ned Torti, Milwaukee Adonis, visiting shows in Michigan.

Dapper Harry Bert, cool as an autumn breeze, blew in from Milwaukee and made a bee-line for the gadget counter in the Sherman. Ask him to show you the new Scotty dog gadget. A nationally-known electric company is said to have an interest in it. Invented by one of the company's workmen, the company claimed ownership and a compromise was effected. The half-buck price is too high for wide distribution, but doubtless it will be halved before long and will then be a good item for pitchmen. . . . Harry Chipman, publicity man for Barnett Bros.' Circus, did some nice work in Kalamazoo. He had a 14-day-old lion cub telegraphed from Oak Park, Ill., and arranged to have it presented to Mayor Arthur Blakesley. Story netted a swell Sunday spread with two and three-column art in *The Kalamazoo Gazette* and also hit the AP and UP. Lion stunt story is to run in all the Lion Club magazines. . . . Harry Bentum, veteran high-dive impresario, in town arranging for remainder of season after a disappointing experience with a small carnival.

WANT FREAKS

Grace McDanials and Agnes Schmidt, can place you.

T. W. KELLY

World of Mirth Shows, New London, Conn.

Crystal Exposition Shows

WANT FOR BALANCE OF SEASON:

Legitimate Concessions, all kinds. Will sell X on Diggers and Custard. WANT Trombone Player for Colored Band. Mary Webb wants Side Show Acts, also Talker. Ride Help. WANT Fireman for Loop-o-Plane, Ferris Wheel and Tilt-a-Whirl. Salary sure. Address Charlotte, N. C., this week; Mooresville, N. C., next week.

CONCESSIONS WANTED NATIONAL SPEED BOAT REGATTA

DUBUQUE, IA., JULY 3 and 4.

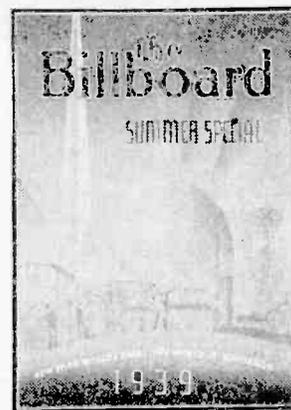
Biggest event in Dubuque in years. 60,000 persons expected. Scale Men, Pitch Joints, Portable Dance Floors, Rides of all kinds. Exclusive right grants are permissible. Contact DAN PATCH, Dubuque, Ia. Phone 3575.

CONVENTION SHOWS

WANT FOR NEW YORK-PENNSYLVANIA FIREMEN'S CONVENTION, CALETON, PA., JUNE 19-24.

Shows and Concessions. No exclusive, but reasonable limitation. WANT Set of Rides and Shows for Number 2 Unit, to play bona fide Conventions. Jack Hoxie wants Rodeo People. Red Lunsford, wire quick via W. U. Address CLAY MANTLEY, Mgr., Wellsboro, Pa., this week.

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New Use for Canvas Tops

CHICAGO, June 10.—Use of the huge 200 x 300 foot top by Northwestern University for its music festival last month has opened a new field in the canvas business, according to Bernie Mendelson, of O. Henry Tent & Awning Co., which furnished the top.

"This particular usage of a canvas top," says Mendelson, "opens a new field in the canvas business and in the use of outdoor stadiums ordinarily only used for about seven football games each year. We already have had numerous inquiries from other organizations interested in converting their stadiums for occasions of this kind. The music festival, held May 16, 18 and 20, was a huge success. The acoustics were perfect and the arrangement worked out to the entire satisfaction of everyone concerned."

The top used is 200 feet deep, 300 feet wide across the back end and 110 feet wide across the front. There is a section 70 x 106 feet that does not have any poles whatsoever, being suspended from cables. The center section has no poles with the exception of one mast, the entire center being suspended from cables.

ROUTES

(Continued from page 21)

Pobedina, Jenia (Russian Kretchma) NYC, nc.
Poliakova, Nastia (Russian Kretchma) NYC, nc.

Pollard, Harry (Little Old New York) World's Fair, NYC.

Pope, Glenn (Earle) Washington, D. C., t.
Preston, Esther (Astor) NYC, h.
Punjab (Louis Cafe) Hollywood, nc.

Quentmeyer, Bill (Gay Nineties) NYC, nc.

Radio Rogues (Belmont Plaza) NYC, h.

Rae, Loretta (Larry Miller's Resort) Clarks Lake, Mich.

Ray, Joey (Village Barn) NYC, t.
Rayes, Billy (Strand) NYC, t.
Regas, Belle (Oetjen's Cafe) Brooklyn, nc.
Reiter, Erle (St. Regis) NYC, h.
Remos, Paul (International Casino) NYC, nc.
Randolph, Amanda (Plantation) NYC, nc.
Renee & Stella (Havana-Madrid) NYC, nc.
Revere, Amy (Little Old New York) World's Fair, NYC.

Reyes, Eva & Raul (La Conga) NYC, nc.
Reynolds, Jane (Club 18) NYC, nc.
Rhodes, Dottie (Black Cat) NYC, nc.
Rhythm Ramblers (Dog House) Reno, Nev., nc.

Rhythm Rockets, Twenty (Capitol) Washington, D. C., t.

Richards, Harold (St. Regis) NYC, h.
Richman, Harry (International Casino) NYC, nc.

Riggs, Tommy (Chicago) Chi, t.
Ringo, Red (Barney Gallant's) NYC, nc.
Rios, Rosita (Havana-Madrid) NYC, nc.
Roberts, Whitney (Palomar) Los Angeles, b.
Roberts & Farley (New Yorker) NYC, h.
Robertson, Guy (Chicago) Chi, t.
Robins, A. (Lyric) Indianapolis, t.
Robinson, Bill (Cotton Club) NYC, nc.
Rollickers Trio (Deshler-Wallick) Columbus, O., h.

Rolling Ramblers (Dog House) Reno, Nev., nc.
Ronne, Edith, & Cecelia Cameron (Dog House) Reno, Nev., nc.

Rosella, Jessie (606 Club) Chi, nc.
Rosini, Paul (885 Club) Chi, nc.
Ross & McCain (Small's Paradise) NYC, nc.
Ross, Lee, & His Singing Violin (Lobby Cafe) Juarez, Mex., nc.

Rowland, Adele (Elysee) NYC, h.
Royce, Rosita (Crystal Palace) World's Fair, NYC.

Russell, Slim: Santa Fe, N. M.
Russell, Lynn (Half Moon) Coney Island, N. Y., h.

St. Clair, June (Nappo Gardens) Chi, nc.
St. Fanny, & Mule Abner (Old New York) World's Fair, NYC.

Satz, Ludwig (Old Roumanian) NYC, nc.
Sautlers, Dorothy (Kit Kat) NYC, nc.
Saunders, Milton (Ambassador) NYC, h.

Sava, Marusia (Casino Russe) NYC, nc.
Scheff, Fritz (Diamond Horseshoe) NYC, nc.
Schulman, Francis (Tony's) NYC, nc.
Schweg, Hans (Little Old New York) World's Fair, NYC.

Scott, Mabel (Key Club) NYC, nc.
Searles & Lene (Palomar) Los Angeles, b.
Shannon, Terry (Jimmy Kelly's) NYC, nc.

Shaw, Ralph (Holland) NYC, h.
Shaw, Bert (Belmont-Plaza) NYC, h.
Shaw, Esther (Lexington) NYC, h.
Sheely, C. Whitney (Opera House) Hollywood, nc.

Shipstead, Roy (Pan-Pacific Rink) Los Angeles, a.

Shore, Willie (Colosimo's) Chi, nc.
Short & Bowman (Small's Paradise) NYC, nc.
Sidell, Bob, Trio (Beverly Hills) Newport, Ky., cc.

Siegfried, The Great (Sun Valley & Winter Wonderland) World's Fair, NYC.

Simpson Sisters (St. Regis) NYC, h.
Solorzano, Consuelo (Club Gaucho) NYC, nc.
Son & Sonny (Cotton Club) NYC, nc.

Spivy (Tony's) NYC, nc.
Spizle & George (Small's Paradise) NYC, nc.
Staples & Cerny (Palmer House) Chi, h.

Stapletons (Paramount) NYC, t.
Slate Bros. (Stanley) Pittsburgh, t.
Stephens, Mildred (Merry-Go-Round) Dayton, O., nc.

Sterling, Dolly (606 Club) Chi, nc.
Stern Sisters (Chez Paree) Chi, nc.
Stewart, Bernice (St. Regis) NYC, nc.

Stone & Lee (Capitol) Washington, D. C., t.
Sullivan, Freda (Village Barn) NYC, nc.
Sullivan, Lee (Bon Air) Wheeling, Ill., cc.

Sullivan, Maxine (Onyx) NYC, nc.
Sutherland, Ann (356 Club) San Francisco, nc.
Swifts, Three (Earl Carroll's) Hollywood, nc.

Sydell, Paul, & Spotty (Bon Air) Wheeling, Ill., cc.

Tabor, Desree (New Tokay) NYC, nc.
Talbot, Judy (Lyric) Indianapolis, t.

Talley, Marion (Stanley) Pittsburgh, t.
Tanya (Jimmy Kelly's) NYC, nc.
Tapps, Georgie (International Casino) NYC, nc.

Taylor, Irene (Netherland Plaza) Cincinnati, h.

Tharpe, Sister (Cotton Club) NYC, nc.
Thomashefsky, Boris (Rainbow Inn) NYC, re.

Tisdale Trio (Coq Rouge) NYC, re.
Titan Trio (Stanley) Pittsburgh, t.
Tomack, Sid, & Reis Bros. (Hi-Hat) Chi, nc.

Tonak, George (Bill's Gay '90s) NYC, nc.
Treachler, Arthur (Capitol) Washington, D. C., t.

Twardy, Ray (Aquacade) World's Fair, NYC.
Tyne Trio (Oriental) Chi, t.

Tyner, Evelyn (Capitol) Washington, D. C., t.

Vagabonds (State-Lake) Chi, t.
Valentine's Sensational Flyers: Alma, Mich.

Valentinoff, Valya (Paradise) NYC, nc.
Valero & Dorita (Strand) NYC, t.
Valli, Pedro (Gaucho) NYC, nc.

Van, Gus (Beverly Hills) Newport, Ky., cc.
Vance, Valeria (Jimmy Kelly's) NYC, nc.
Variety Gambols (Pal.) Chi, t.

Velez, Angela (St. Moritz) NYC, h.
Velez, Lupe (Chez Paree) Chi, nc.
Vincent, Romo (Chez Paree) Chi, nc.

Virginians, The (Earle) Washington, D. C., t.
Vodery's, Will, Choir (Cotton Club) NYC, nc.

Waldron, Jack (Paradise) NYC, nc.
Wallace, Beryl (Earl Carroll's) Hollywood, nc.

Walsh, Mary Jane (Plaza) NYC, h.
Walters, Gene (Jimmy Kelly's) NYC, nc.
Wanda & Evans (Lock & Key) NYC, nc.

Ward, Joy (Cinderella Club) Denver, nc.
Ward & Milford (Lyric) Indianapolis, t.
Waring, Fred, Glee Club (Billy Rose's Aquacade) World's Fair, NYC.

Washington, George Dewey (Grand Terrace) Chi, nc.
Wayne, Marshall (Billy Rose's Aquacade) World's Fair, NYC.

Weber, Rex (Paradise) NYC, nc.
Weeks, Marion (Little Old New York) World's Fair, NYC.
Weissmuller, Johnny (Billy Rose's Aquacade)

World's Fair, NYC.
Wellies, Orson, & Co. (Pal.) Chi, t.

Wells, Billy, & Four Fays (Leon & Eddie's) NYC, nc.

Wences (Dorchester) London, h.
West, Frieda (Palmetto's Cafe) Detroit, nc.

White, Allan (Game Cock Cafe) NYC, nc.
White, Jack (18) NYC, nc.
White, Jerry (Radio Franks) NYC, nc.

White, Belva (885 Club) Chi, nc.
White, Dorothy (St. Regis) NYC, h.
White, Billy (Boulevard Tavern) Jamaica, L. I., nc.

Whitney, Dorothy (Radio Franks) NYC, nc.
Wicke, Gus "Popeye" (Radio Frank's) NYC, nc.

Williams, Gwen (Village Barn) NYC, nc.
Williams, Dolores (St. George) Brooklyn, h.

Williams, Fess, Band (Savoy) World's Fair, NYC.

Williams, Frances (Billy Rose's Aquacade) World's Fair, NYC.

Willard, Harold (Gay Nineties) NYC, nc.
Willie, West & McGinty (Aquacade) World's Fair, NYC.

Wilson, Charley, Trio (Le Possonnier) NYC, nc.
Wink, Paul (Stork Club) Providence, R. I., nc.

Withee, Jerri (Walton) Phila, h.
Wolandi (Shrine Circus) Providence, R. I.
Wood, Johnny (Earl Carroll's) Hollywood, nc.

Worthy, Mildred (Diamond Horseshoe) NYC, nc.
Wright, Charlie (Buckingham) NYC, h.
Wright, Edythe (Pennsylvania) NYC, h.

Wynn, Nan (Waldorf-Astoria) NYC, h.

Yedia, Max (New Tokay) NYC, nc.
Yero, Vincent (Merry-Go-Round) Dayton, O., nc.

Yola, Rosemary (Show Bar) Forest Hills, L. I., nc.
Yost Men, Four (Diamond Horseshoe) NYC, nc.

Yurka, George (Casino Russe) NYC, nc.
Ygor & Tanya (Earl Carroll's) Hollywood, nc.
Yvonne (Yacht Club) NYC, nc.

Zavatta Troupe (Lyric) Indianapolis, t.
Zeke & Elmer (Village Barn) NYC, nc.

Zink, Betty (Merry-Go-Round) Dayton, O., nc.
Zita (Black Cat) NYC, nc.

DRAMATIC AND MUSICAL

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

Rarrymore, John (Selwyn) Chi.
Hit Parade Revue: Dunkirk, N. Y., 13; Conneaut, O., 14; Ashtabula 15; Ravenna 16; Wooster 17.

One for the Money: (Harris) Chi.
Tobacco Road: (Fox Arlington) San Bernardino, Calif., 14; Visalia 15; (White) Fresno 16-17.

CIRCUS AND WILD WEST

Anderson, Bud: Pelican Rapids, Minn., 14; Detroit Lakes 15.

Attorbury: Spring Valley Minn., 13; Stewartville 14; Hayfield 15; New Richland 16; Janesville 17.

Cole Bros.: Altoona, Pa., 13; Johnstown 14; McKeesport 15; Butler 16; Erie 17; St. Catharines, Ont., Can., 18; St. Thomas 20; Windsor 21; Chatham 22; Sarnia 23; Stratford 24.

Downie Bros.: Fitchburg, Mass., 13; Greenfield 14; Keene, N. H., 15; Claremont 16; Laconia 17; Woodsville 19.

Gould's, Jay: Lakota, N. D., 12-13; Coopers-town 14-15; Ellendale 16-17; Ipswich, S. D., 19; Sioux Center, Ia., 21-22; Odebolt 23-24.

Honest Bill: Urbana, Mo., 15; Hermitage 16; Kelley, Al G., & Miller Bros.: Sutherland, Neb., 13; Lewellen 14; Oshkosh 15; Minatare 17; Lyman 19; Morrell 20; Mitchell 21; Bayard 22.

Polack Bros.: (Armory) Tacoma, Wash., 12-17; Ringling Bros. and Barnum & Bailey: Louisville, Ky., 13; Indianapolis, Ind., 14; Dayton, O., 15; Marion 16; Toledo 17; Defiance 18; Cleveland 19-20; Buffalo, N. Y., 21; Rochester 22; Syracuse 23; Utica 24.

WPA: Springfield Gardens, L. I., N. Y., 13-17.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American: Afton, Ia., 12-14; Eagle Grove 15-17; Grundy Center 22-24.

American United: Helena, Mont.
Anderson-Strader: Hays, Kan.
Arena: Greenville, Pa.

Atlas Greater: Jamestown, Ky.; Albany 19-24.
B. & H. Am. Co.: Enoree, S. C.
B. & V.: Hudson Falls, N. Y.

Bantley's All-American: Indiana, Pa.
Barfield's Cosmopolitan: McRoberts, Ky.
Barker: Fairmount, Ill.; Newman 19-24.

Barkoot Bros.: Coldwater, Mich.
Barnhart's Golden West: Breckenridge, Minn.; Erskine 19-24.

Baysinger, Al: Maquoketa, Ia.
Bazinert: Grand Rapids, Minn., 13-18.
Beckmann & Gereby: Milwaukee, Wis.

Bee, F. H.: Cynthia, Ky.
Blotner: Fort Kent, Me.
Blue Ribbon: Seymour, Ind.
Blue Ridge: Mansfield, O.

Bortz: Greenville, Mo.
Boswell, Fred C.: Chelvan, W. Va.
Bremer Tri-State: Eau Claire, Wis., 12-18;

Black River Falls 20-26.
Bright Light Expo.: Westland, Pa.

Brown Family Rides: Oconee, Ga.
Brown Novelty: Zanesville, O.; Ashtabula 19-24.

Buck, O. C.: Rutland, Vt.
Buckeye State: Vicksburg, Miss.; Walnut 19-24.

Bullock Am. Co.: Montcalm, W. Va.; Princeton 19-24.
Burdick's All-Texas: Cleburne, Tex.
Burke: Fairmount, Ill.

Byers Bros.: Clarinda, Ia.

C. J. Midway Attrs.: White Earth, Minn., 14-16.

Calumet Am.: Chesterton, Ind.; East Gary 19-24.

Celebration: Houston, Tex.
Central States: Belleville, Kan.
Chanos United: Kenton, O.

Coleman Bros.: Hudson, N. Y.
Colley, J. J.: Okemah, Okla.
Conklin: Timmins, Ont., Can.; Fort Frances 19-24.

Convention Shows: Wellsboro, Pa.
Clyde's United: Phillipsburg, Pa.; Curwensville 19-24.

Crafts: Redwood City, Calif., 13-18; Pittsburg 20-25.

Crowley United: Boone, Ia.
Crystal Expo.: Charlotte, N. C.; Mooresville 19-24.

Cumberland Valley: Nashville, Tenn.
Cunningham's Expo.: Laurelville, O.

Curl, W. S.: Wilmington, O.
Davis & Parrott: St. Matthews, Ky.
De Luxe Am.: Manchester, Conn.

Dixie Belle: Rockport, Ind.
Dixie World's Fair: Lorain, O.
Dudley, D. S.: Memphis, Tex.; Wheeler 19-24.

Dyer's: Albany, Wis.
E. J. C. Canadian: Rivers, Man., Can., 14; Pilot Mound 15; Manitow 16; Piney 17; Morris 19-20; Minnedosa 21; Deloraine 22-24.

Edwards, J. R.: Bowling Green, O.; Norwalk 19-24.

Elite: Osawatimie, Kan.
Ellman: Wauwatosa, Wis., 12-18; (16th & Cleveland) Milwaukee 19-25.

Empire State: Riverhead, N. Y.
English Greater: Houston, Tex.
Fair at Home: Pittsfield, Mass.

Fairly & Little: Webster City, Ia.
Fairway: Ancton, N. D., 15-16.
Federal State: Warsaw, Ky.

Fidler's United: Adrian, Mich.; Saginaw 19-24.
Flying Millers Midway Attrs.: Brownwood, Tex.; Winters 19-24.

Franks Greater: Abbeville, Ga.
Frisk Greater: Duluth, Minn.; Eveleth 19-24.

Funland: Louisa, Ky.; Irvine-Ravenna 19-24.
Fuzzell: Cedar Falls, Ia.
Gold Medal: Decatur, Ill.

Golden Arrow: Gifford, Mo.
Goodman Wonder: Mason City, Ia.; Duluth, Minn., 19-24.

Great Joyland Midway: Waukegan, Ill.
Great Lakes Expo.: Dayton, O.
Great Southern: Gatlinburg, Tenn., 12-24.

Great Sutton: Fairfield, Ia.
Greater Expo.: Hammond, Ind.
Greater U. S. & Daley Bros.: Hampton, Ia.

Greater United: Ponca City, Okla.; Wichita, Kan., 19-28.

Groves Greater: Wabash, Ind.; Delphi 19-24.
Gruberg's World's Expo.: Watertown, N. Y.

H. B.: Round Oak, Ga.
Hames, Bill: San Angelo, Tex.
Happyland: Alma, Mich.

Hartsock Bros.: Keithsburg, Ill.
Heller's Acme: Fairfield, N. J.
Henke Bros.: (S. 35th st. & Burnham) Milwaukee, Wis.

Hennies Bros.: Ogden, Utah.
Henry's, Lew, Riggs: Elkton, Va.
Heth, L. J.: Jeffersonville, Ind.; Henderson, Ky., 19-24.

Hilderbrand's United: Seattle, Wash.; Bellingham 19-24.

Hippodrome: St. James, Mo.; Rolla 19-24.
Hoffner, Wm., Am. Co.: Polo, Ill.; Oregon 21-24.

Hughie Bros.: Odin, Ill.
Hyde, Eric B.: Harrisonburg, Va.
Ideal Expo.: Bradford, Pa.; Warren 19-24.

Imperial: Centralia, Ill.
Jolly Jailett: Penova, Pa.; Sheffield 19-24.
Jones, Johnny J.: Expo.: New Brighton, Pa.; Akron, O., 19-24.

Kaus Expo.: Roselle, N. J.
Kaus, W. C.: Manville, N. J.
Keystone Modern: Canonsburg, Pa.

Krekos West Coast Am. Co.: (Italian Fair) San Francisco, Calif., 13-18; Mt. Shasta 20-25.

HELP CHARLIE PHILLION

Wants Criddle Man for Crab Joint. Boozers and chasers, can't use you. Wire or write. CHARLIE PHILLION, J. J. Page Shows, Covington, Ky., this week; Newport, Ky., next.

WANTED QUICK!!
Concessions of all kinds. No exclusive. Celebrations start this week. Salem, Mo., Fourth of July Celebration booked. Best spot in State. Capable Merry-Go-Round Foreman, other Ride Help, Cable Lot Man, Shanty Cross and Roy Edison, wire. Want high-class Performers and feature Freaks for Side Show. Small, neat Cookhouse wanted with own transportation. Reasonable privilege. **HIPPODROME SHOWS**, St. James, Mo., Firemen's Jubilee, week of June 12; Rolla, Mo., Spring Festival, week of June 19.

WANT

Ride Foreman who knows how to set up and operate Rolloplane. All summer at the beach. State experience and salary expected in first letter. Write F. A. GRIFFEN, Mgr., Griffen Amusement Park, Jacksonville Beach, Fla.

EUREKA SHOWS WANT

For Fairview, N. J., on the streets: Shows of all kinds. Can place Merry-Go-Round and Loop-Plane. Want Concessions of all kinds, especially Cookhouse, Diggers and Custard, exclusive. Long route of celebration and fair. Address **STANLEY ROBERTS**, Manhattan Hotel, Paterson, N. J.

FALLS CITY SHOWS WANT

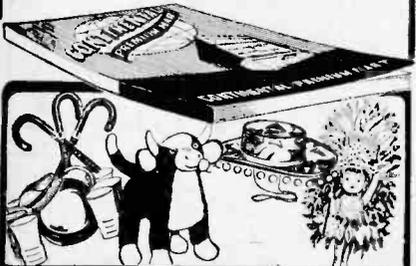
For six weeks in Louisville, Ky. Nine Kentucky and Tennessee Fairs to follow: Chairplane, Tilt, Shows with own outfits and transportation. Fishpond, Lead Gallery, Bowling Alley, Frozen Custard, Want Merry-Go-Round Foreman, Second for Eli, Man to handle gate and sidewall. Bardstown, Ky., this week.



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PRUDENT AMUSEMENT SHOWS WANT

Man to take full charge of 10 Concessions. Must have some money to invest in the proposition. SHOW IS CONTRACTED FOR ENTIRE SEASON ON LONG ISLAND.

This week, June 12 to 17, playing Baldwin, L. I. Address: MIKE PRUDENT, Owner, 124 Cedar Ave., Patchogue, L. I., N. Y.

RUSSELL BROS. CIRCUS WANTS

Side Show Attractions, Feature Freaks. For Big Show Band: Trombone and Cornet. Also Feature Big Show Act. Tuesday, June 13, Canandaigua; 14, Fulton; 15, Oswego; 16, Watertown; 17, Ogdensburg; 19, Rome; all New York.

PARTNER WANTED

Own three beautiful Arabian Horses, blue ribbon winners, called most photographed horses in America. Have a real Arab Shuck to ride; also Costumes. Want financial backer, capital to buy pair Camels. Also want Booking Agent. Big Attraction for Fairs, Horse Shows, Charity Affairs, World Fair. Sure profits. BOX 3132, Dunedin, Fla.

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Pet Show Acts, Hula Dancers. Will furnish outfits for any show of merit. Will book Kiddie Rides, Loop, Tilt, Want Foreman for Merry-Go-Round. Want Mouse Game, Custard, Mitt Camp, any Concession that works for stock, Concession Agents, Ball Game Agents. We have no pay gate. Privilege reasonable. St. Elmo, Ill., this week; Nokomis, next. FOUR STATES EXPOSITION SHOWS.

Want Manager

for Hula Show. Hays, Kan., June 12 to 17. McPherson follows. ANDERSON - SRADER SHOWS.

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Rides, Shows, Concessions for July 4 Celebration at Cobb, Wis. Good territory. Big crowd assured. Small town 50 miles west of Madison, State all. Write or wire JOHN F. LOUTHAIN, Platteville, Wis. Phone 53-R 8.

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Corn Game, other Concessions and Shows. Waverly, Ill., week June 26 and five other celebrations. OLIVER AMUSEMENT CO., 1417 Grattan St., St. Louis, Mo.

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Lagasse Am. Co. No. 1: Lexington, Mass.; Marlboro 19-24.

Lagasse Am. Co. No. 2: Worcester, Mass., 12-24.

Landes, J. L.: El Dorado, Kan. Latlip Home State: Bassett, Va.; Tazewell 19-24.

Large, H. P.: Brookville, Miss. Lawrence, Sam: Keyser, W. Va.; Frostburg, Md., 19-24.

Lewis, Art: Easton, Pa. Liberty National: Greensburg, Ky.; Campbells-ville 19-24.

McKee, John: Osborne, Kan. McMahon: Blair, Neb. Magic Empire: Olathe, Kan. Marks: Fairmont, W. Va.; East Carnegie, Pa., 19-24.

Martin United: Albany, Ore. Melvin's United: Adams, N. D. Middleton, Karl: Batavia, N. Y.; Franklinville 19-24.

Mighty Monarch: Oak Hill, W. Va. Miller Am.: Frazee, Minn.; Detroit Lakes 19-24.

Miner Model Midway: Milford, N. J.; Alpha 19-24.

Miner Ride Unit: Easton, Pa.; Alpha, N. J., 19-24.

Modern American: Barbourville, Ky.; Loyall 19-24.

Model: Conshohocken, Pa.; Troy, N. Y., 19-24.

Moonlight: Ivanhoe, Va.

Motor City: Owosso, Mich.; Pontiac 19-24.

Naill, C. W.: McGehee, Ark.; Crossett 19-24.

New England: Barre, Vt.

Northern Expo.: Hope, N. D., 13-14; Stanton 15-16; Halliday 17-18; Carson 19-20; Zap 23-24.

Nye Am. Co.: Nitro, W. Va.

Ozark Am.: Caldwell, Kan.

Page, J. J., Expo.: Covington, Ky.; Newport 19-24.

Pan-American: Pontiac, Ill.

Pearson: Roodhouse, Ill.

Penn State: Hyndman, Pa.

Penn Premier: Mauch Chunk, Pa.

Pine Tree State: Berlin, N. H.

Playtime: Bristol, R. I.

Pryor's All-State: Greenfield, Ind.

Reading's: Burkesville, Ky.

Reid, King: Rouses Point, N. Y.; Potsdam 19-24.

Rainbow Am. Co.: Grant City, Mo.

Reynolds & Wells: La Crosse, Wis.

Rogers Greater: Benton, Ky.

Rogers & Powell: Marked Tree, Ark.

Royal American: Moorhead, Minn.

Royal Midway: Mt. Vernon, Ill.; Jerseyville 19-24.

Rubin & Cherry Expo.: Dearborn, Mich., 12-24.

Scott Bros. Mayfield, Ky.

Shugart, Doc: Weir, Kan.

Silver State: Pocatello, Ida.; Idaho Falls 19-24.

Silver State: Newcastle, Wyo.; Hardin, Mont., 19-24.

Sims Greater: Lachute, Que., Can.

Skerbeck Am. Co.: Wakefield, Mich.; Crystal Falls 19-24.

Smith Bros.: Halleyville, Okla.

Smith's Greater Atlantic: Boswell, Pa.; Somerset 19-24.

Sol's Liberty: Streator, Ill.

Southern Attrs.: Stillmore, Ga.

Sparks, J. P.: Ravenna, Ky.

Spencer, Sam E.: Rouseville, Pa.; Franklin 19-24.

Speroni, P. J.: Coal City, Ill.; Oswego 19-24.

State Fair: Casper, Wyo.

Stephens: Lorimer, Ia.

Stritch, Ed: Marfa, Tex.; (Fair) Ozona 19-24.

Strates: Carbondale, Pa.

Sunset Am. Co.: Macon, Mo.

Tassell, Barney: Luray, Va.

Texas Kidd: Hillsboro, Tex.

Texas Longhorn: Kingfisher, Okla.

Tidwell: Pampa, Tex.

Tilley: Kewanee, Ill.; Ottawa 19-24.

Tybee United: Tybee Beach, Ga.

Wade, W. G.: Iron River, Mich.

Wade, R. H.: Tarentum, Pa.

Wallace Bros.: Jackson, O.; Middleport 19-24.

Wallace Bros. of Canada: Neranda, Que., Can.; Fort William, Ont., 19-28.

Ward, John R.: Princeton, Ky.

Wehrley Attrs.: Ft. Wayne, Ind.

West Bros.: Sioux Falls, S. D.

West, W. E., Motorized: Norfolk, Neb.

Western State: Dalhart, Tex.

West's World's Wonder: Lebanon, Pa.

Weyl's Production Co.: Parkers Landing, Pa.

White City: Boise, Ida.

Wilson Am.: Watska, Ill.

Winters Expo.: Lisbon, O.

World of Pleasure: Iron Mountain, Mich.

World of Fun: South Boston, Va.

World's Fair: Drexel Hill, Pa.

Wyse Greater: Waterville, Minn., 15-18; Shell Rock, Ia., 22-23.

Yellowstone: Holbrook, Ariz., 12-18.

Zacchini Bros.: Lima, O.

Zeiger, C. P., United: Scottsbluff, Neb., 16-21.

Ziegler-Pollie: Redford (Detroit), Mich.

Zimdars Greater: East Grand Forks, Minn., 14-17.

MISCELLANEOUS

Arthur, Magician: Weir, Ky., 14-15; Kirkmansville 16-17.

By-Gosh Tent Show: Rockwood, Pa., 12-17.

Campbell, Loring, Magician: (Hardin Jr. College) Wichita Falls, Tex., 14; (State Univ.) Austin 15; (State Teachers College) Livingston, Ala., 19.

Daniel, B. A., Magician: Cedar Point, Ill., 14; Magnolia 15; Grandville 16-17.

De Clez, Magician: Mount Victory, O., 12-17.

Fern, Vera: (Mayflower) Akron, h., 12-17.

George, Great: Farmington, Mo., 12-18.

Ginnivan, Norma, Show: Bryan, O., 12-17.

Ginnivan, Frank R., Co.: Maumee, O., 12-17.

Hayworth, Seabee, Stock Co.: High Point, N. C., 12-17; Siler City 19-24.

Hermes, Magician: Noranda, Que., Can., 12-17.

Juanita & Her Champions: (Milano) Milan, Italy, t., 12-17.

La Voia, Don. & Carlotta: Cripple Creek, Colo., 12-17.

Lewis, H. Kay, & Hollywood Varieties: Rudyard, Mont., 15-16; Kevin 17-18; Sunburst 19-20.

Long, Leon, Magician: Santa Fe, N. M., 17-19.

Long, Leon, Magician: Santa Fe, N. M., 17-19.

McCall Bros.' Show: Dallas City, Ill., 14; Lomax 15; Raritan 16; Stronghurst 17.



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PLACE Tilt-a-Whirl, Octopus, Ride-o or any Flat Ride, any Show of merit. ALSO PLACE any legitimate Concession. We play best Fourth July in country and choice spots in Coal Fields, Gary, Beckley, English, Princeton and many others. WANT high-class Promoter. Address GEORGE GOFFAS or N. P. ROLAND, Oak Hill, W. Va., this week.

WEST BROS.' SHOWS

WANT Concessions that work for stock. Motor Drome, will build or buy for reliable party. Snake Show, Pit Show People, have swell Frame-Up, Ride Help, come on. WANT capable Man to assist Manager. must belong to several orders. I must know you. Girls for Revue and Posing Show. Salary and percent. WANT Corn Game Help. Sioux Falls, S. D., this week; Aberdeen, S. D., week June 17; Fargo, N. D., week June 26. Best Fourth on the streets in Minnesota.

McNally's Variety Show: New Paltz, N. Y. 12-17.

Mammoth Expo. Train: (Hutton & Anderson's) Covington, Ky., 12-15.

Miller, Al H.: Show: Byron, Ga., 12-17.

Power's Elephants: (Meyers Lake Park) Canton, O., 12-17.

Princess Edna Show: Memphis, Tenn., 12-17.

Ricton's Dogs: Huntsville, Tenn., 12-17; Jamestown 19-24.

Sadler's Own Co.: Clovis, N. M., 17.

Schaffner Show: Mt. Pleasant, Ia., 12-17.

Victor, Prince: (Egyptian Tea Room) Louisville, nc., 12-17.

Virell, Magician: Del Norte, Colo., 15; Monte Vista 16; Manassa 17; Alamosa 19; Walsenburg 20; Cripple Creek 22-23.

LATLIP HOME STATE SHOWS WANT

Cookhouse to join at once. One or two more Shows. Like to hear from Minstrel Show. Have complete outfit. Any kind of Legitimate Concessions. Mr. Strube, can use your Kiddie Ride and Show. Wire or write LEO BISTANY, Bassett, Va., this week; June 19, Tazewell, Va.

Ripley Vs. World-Mirth Settled in New Britain

NEW YORK, June 10.—Robert L. Ripley's \$200,000 writ of attachment Thursday against World of Mirth Shows, current New Britain, Conn., charging illegal use of Ripley name in front of T. W. (Slim) Kelly's side show, was dissolved at a hearing this afternoon before Judge John A. Cornell in Superior Court, Hartford.

There was "substantial cash award" agreed to by show plus \$2,100 in box-office receipts taken in while writ was in force, during which period, on Thursday, show remained closed.

Plaintiffs were, in addition to Ripley, Believe It or Not, Inc., and International Oddities, Inc., who were represented by Thomas Spellacy, mayor of Hartford; John H. Yeomans and Bruce Caldwell, former Yale football star. Defendants were Max Linderman, general manager; Frank Bergen, assistant general manager, and Kelly, who were attorneyed by William F. Mangin. Acting for Ripley were Douglas L. Ripley, his brother, and John McMahon, Ripley's associate in Broadway Odditorium, which opens next month.

Defendants agreed to permanent State and Federal injunction in Connecticut and the entire United States restraining them from use of Ripley title on banners, billing and lectures. Show reopened Friday and moves to New London tomorrow.

GLEANINGS

(Continued from page 31)

the least lost motion, etc., etc. These are the things that they tell us now and if they don't turn out to be true that old "wailing wall" will have to have a deeper ditch dug around it to carry off the tears of the crying concessioners who have been counting the days.

Leo Singer, of midget fame note and operator of the Midget Village, who says business is good, is putting a blow-off in one corner of the village and changing some of the stores on the inside so that they will be in keeping with midgets, using miniature things instead of rugs and linens. Chuck Bedell, who resigned from the Nudist Colony of Sally Rand, will handle front of the new posing show being put on by Max Schwartz, of the Candid Camera concession. This frame-up is next to the Miss America show owned by Sally and one building removed from Daydreams, all similar shows. Harry Taylor, associated with Johnny Branson in a number of ventures, has bought an interest in a clothespin game. Herman Zapf, who operates the Penny Arcade and calls Cleveland home, says his wife has been trying to get a reservation for two weeks on a crack train for San Francisco in July but has not as yet succeeded. Ben Lexel, horoscope "king," has returned from the big town where he visited the other fair. Alex Finn, owner-operator of International Casino, considered the greatest show of its kind, was one of my "boys" at one time, which makes me feel proud. Rudolph Tillmans, who operates two steak sandwich stands, has taken another in Television City.

Tex Cameron and Elmer H. Bose went to Sacramento to do some lobbying for the bill that the Concessioners' Association is trying to put thru the Legislature, cancelling tax on concessions. Ralph Fogelman, owner of the big horse, Brooklyn Supreme, who considered pulling out because of poor location, talked to his father by phone at his home in Iowa. Fogelman Sr. advised Ralph he had better stay, saying that everyone that he knew in Iowa is coming to the fair. APA organizers claim the Ripley show is 100 per cent union now, about the last show to capitulate. H. A. DeVeau, manager of the Children's Playground, is getting together a fine lot of children's playthings and rides. Now that the big windbreak is finished there is an appreciable increase in business. D. C. Cross, operator of the twin-seat Octopus and Rolloplane, says he had the biggest play that either of these rides have had on Kids' Day, May 29, prices being 15 cents to kids and 25 cents to adults. Nate Miller doesn't have much to say about his Skooter ride, but it appears to play to capacity every day that there is a lot of kids on the grounds. Diving bell operated by Ed Martine is almost the same as that used to save sailors of the "fated Squalus and consequently his is doing a good business these Walter Oswald, coin-machine who has an interest in Hollywood Beauties attraction, is giv-

ing much attention to this end of his business.

It is reported that William Russell, who promoted the Scotch Village and was called back to Glasgow for a meeting of directors, may return to take charge again. Mel Smith, making openings on the Rand Nude Ranch, knows how to sell prospects without too much exaggeration, which cannot be said of many openers on the Gayway. Tom Ryan, who visited the expo with his sister, is a veteran showman, retired and living in the mountains near Santa Cruz. George Dyman, old-time cookhouse man, visited with J. Ed Brown recently. Tex Cooper, resplendent in a snappy costume of the days of '49, blew in from Los Angeles. He has been in Movieville some time, doing pretty well, he said, but as movie magnates have cut down on pictures of the type in which Tex could work, he decided to give Hollywood a rest. Morris Goldstein, upholding the musical ability of the Goldstein family with his Hum-a-Tones, simulates every kind of musical instrument with the device. Because of his capability as a performer and his expert salesmanship, he will carry plenty of gold from the California hills when he decides to trek. S. B. Cordell is taking a licking with his Tilt-a-Whirl with a smile. His tough location may improve when all schools close. J. M. Anderson's miniature train, an exact reproduction of a transcontinental flyer, is doing fine business. Mrs. Anderson sells tickets. Charlie Davis runs 18 novelty stands with a minimum of difficulty, all doing well despite a terrific nut.

There's many a business here that would not amount to so much were it not for the ladies. Mrs. Tom Wolfe manages two shows in the absence of her husband, Holyland and Glass Blowers. Mrs. Freda Wilson seems to run her monster show just as well as husband Cliff. Mrs. Clive handles the Rope Trick show like a veteran. Mrs. Fred McFalls manages the shooting galleries as well as the late Annie Oakley might have. Mrs. Tex Cameron looks after the 1,000 or more employees of the Cameron interests. Dr. Judas does the best she can with the Estonian Village. Sally Rand, Well, she put the Gayway on the map. In almost the same class with Sally is Dolly Gee, of the Chinese Village. She made it spin and keeps it spinning. Adoree Berry runs the pirate doll stands with color and charm. Mrs. Ralph Fogelman assists husband Ralph and does it well. Mrs. George Haley jumps into the breach whenever necessary to give hustling George a lift. Sally E. Michaels' courtesy has made many a friend for the fair. There are many more, each doing her part to put over the fair, especially the hundreds of young ladies who are furnishing entertainment for patrons of the attractions.

Someone got their figures mixed. The 50,000 Shriners that were to have taken over the fair on June 3 dwindled in final count to about 5,000. With attendance of 35,059, this day was one of the poorest Saturdays since opening. Jean Sondra, who resigned from the Wolfe glass show, will manage the Doll House to be placed in DeVeau's Children's Playground. George Perkins, formerly of the glass show, is with the Incubators. Sid Wolfe has added four ice cream stands in various buildings to his growing string of concessions. Sid is also dealing with the expo regarding promoting boxing in the Coliseum. Judging by the way the Incubators are going, it won't be long before this sterling attraction will be in the top-money class if not on top. Rejuvenation was brought about by showmanship of Manager Ed Breckenridge. Altho both of his shows are in poor locations, Johnny Branson is doing fairly well with his Diving-Octopus show and Liondrome. Also suffering because of poor locations are Giant Coaster and Speed Cars of Baker-Traver interests. Funhouse of the same company is not doing any too well, as it does not appear to fit in a world's fair. Eddie Van Scoy is now *The Billboard* agent and the way the boys gobbled up the last issue one would think they were on a desert island and out of touch with the amusement world.

BILL IN LEGISLATURE

(Continued from page 31)

profit corporation promoting the exposition has such an exemption, concessioners whose exhibits represent investments from \$1,000 to \$75,000 are not exempt.

REVAMPED CENTAURS

(Continued from page 30)

were cut down radically. B. A. Rolfe's 25-piece band will be cut to about 13.

Kentucky-bred horses were groomed and sold to North for the Ringling circus. Prices, now 40 cents general and extra quarter for reserves, may be cut to two bits general and 15 cents added for reserves. Show has been suffering a weekly loss of about \$10,000, according to insiders. Morale of back end suffered by presence of the modern-day Godivas. Many of the personnel also were completely undisciplined, hitting the exits at will to take in the near-by bars and villages.

Capt. Bill Sterling, of Texas, brought here with mild fanfare, went back home. Due to arrive in next week are eight bucking horses, 12 saddle horses of which eight will be used for trick riding, a trick mule and seven bulldozing steers. They are coming from Lagro, Ind., with Harry Taylor in charge, accompanied by his wife. Earl Sutton, of rodeos, arrived in with Janice Sutton.

Krimsky's general idea is to change the show from a footrace to one of mounted proportions and also to give it more speed and the benefit of exhibition-production angles. He is interested in mounted basketball, a joust of cowboys versus Indians, general Indian numbers, employing the skill of the Mexican charros, as he claims their great riding ability has been underplayed; and, in general, in restaging of all numbers. Ruth Mix, erstwhile of George Hamid's Circus in Children's World, has been hired.

Only changes on the big front have been lowering of bally platform and putting in a treadmill for bally riders.

Douglas Crone, of the fair, is still representing the expo in the Cavalcade as chief liaison officer.

Madison Square Garden denied that it had been called in to doctor the show. Frank Moore and Harold Dibbles have visited it several times.

FLUSHING FRONT

(Continued from page 31)

rade. With best take of them all is the fair's own 25-cent Perispha, which moves them in and out at a fast clip. This, too, is several furlongs from the midway.

It's too late to talk about it now, but it would seem that several midway morsels could have been physically part of the exhibit sectors without disturbing the "dignity" of the World of Tomorrow's terrific panorama of super-stuff. Among them could be named Sipchen's Sun Valley, Jessel's Old New York, Schless' Merrie England Village and, yes, Dr. Couney's Infant Incubators, which, to this column at least, is as educational in its own way as anything at the fair.

With a rearrangement in its frontal appearance, Penguin Island could also have fit into the exhibit picture, and in the same category is the Southern Rhodesian government's Victoria Falls, which, it is understood, did not wish to be part of the foreign zone stretch. Yet this show, unfortunately, chose to face the wrong way, its gate being all but hidden from the center of congestion and traffic.

Between the Bobsled and the Giant Coaster, show and village takes will have to look to their laurels. Those two and perhaps three other rides, Dodgem, Midget Autos and Aerial Joyride, figure to give any five midway attractions a run for their money, not counting sub-concessions, however.

Sightseeing buses pushing down amusement zone arteries are continuing to scare the wits out of people, breaking up tips and causing other havoc not calculated to drive concessioners to the pinnacle of inspiration but calculated, instead, to drive them to various varieties of observation wards.

Mention of the Infant Incubators reminds us that Dr. Couney has one of the neatest layouts of them all, both for the show proper and living quarters for personnel. Front is 150 feet, done in white and pink. Interior has 16,500 square feet. The doctor maintains 14 "preemies" at present. Biz starts to trickle in late in the afternoon from people who have been in the exhibit buildings from morning until then. In the back are nine airy, spacious rooms, several bathrooms, complete kitchen and dining hall. An inclosed porch is in the making, as is an attractive garden for the babies when they are released from the incubators. Adjoining the incubators, separated only by guard rails to prevent crushing, is Dr. Couney's pride consisting of baby things, medical litera-

ture, display items and a practically exhaustive reference library pertaining to pediatrics, prematures and suchlike.

More on the Cuff

Col. Zack Miller and Andre Dumont are making hay with "Jigglers," optical illusion gadget which has been selling well around the fair. Item is made of nickel and aluminum and is known as monel, comes in eight colors and is suspended by a simple elastic band. Miller and Dumont are credited with having introduced it locally.

Photographer Fox, for many years stationed in Coney Island, seems to be doing oke with his midway studio adjoining Sun Valley.

A clown atop the box office is being used as bally for the Jitterbug ride.

Midway Inn is featuring a 45-cent set-up of four courses to World's Fair employees, says an announcement from Paul R. Boyd, manager. This eatery also cashes WF checks (adv.).

CONTROVERSIES

(Continued from page 30)

sending telegrams to each of the 60 or so countries participating asking them for statements.

While no unions were mentioned specifically, it is no secret that chief among them is the electricians' org. Complaints were also registered that exhibits suffered because of union jurisdictional squabbles.

Charles W. Nickerson, chief electrical engineer of the WF, resigned to accept the vice-presidency of a neon light firm. His department has been one of the real problem producers in the entire expo picture for the last six months or so.

Meantime, because of political jealousy touched off when the sheriff of Queens County made the headlines by his handling of the so-called Miss Nudity contest stunt staged in the Cuban Village last week, following which he blasted Mayor La Guardia for faulty supervision of midway attractions, License Commissioner Paul Moss and a retinue of his deputies invaded the fair yesterday. They spent the better part of the day and evening making out applications for licensing of shows, rides, restaurants and other concessions with phases of entertainment.

These are common show licenses ranging from \$50 to \$150. Concessioners had understood that the expo's legal department or, at the very least, the fact of the World's Fair itself, had given them licensing immunity. Dr. Van Aken was under a similar impression as regards the Foreign Zone, stating that Congress had passed a bill granting them immunity from the use of local labor.

It is understood that the fair has put up the money for licensing of concessions, which includes some 85 shows and rides and more than a dozen cabaret-type restaurants, in addition to others such as hat-check stands. Whole move is interpreted as purely political to snuff the Queens County sheriff out of the fair picture.

George P. Smith Jr., skilled technician-engineer who has been in charge of midway amusements in safety and operating phases, denied that he had been given "sweeping power" and made the virtual czar of the funzone. Observers said he may not be the czar in title but is in fact.

Bitter about local labor unions, the State of Nevada withdrew from the Court of States zone in a lingering controversy that reached from the Atlantic to the Pacific.

It was vaguely hinted that many foreign governments would not participate in next year's fair, if one is held. Several State governments were also said to be considering withdrawing if a second edition comes about.

To set at rest speculation as to fair's financial condition, expo announced it will start paying off its nearly \$28,000,000 of 4 per cent debentures. Expo kicks back 40 per cent of its daily take to Manufacturers' Trust Co., trustee. Fair's gross receipts are estimated at \$7,000,000 daily, with net proceeds applicable to redemption of debentures estimated at \$1,700,000. Bank is trustee for the securities.

Amid the heat wave originating both with Old Sol and the Beef Section, Hotel Association of New York, scary and frightened, began a far-fung campaign to sell the outlands on the inexpensiveness and wide availability of hotel accommodations. About 30,000 broadsides are being sent thru the mails in an effort to offset adverse publicity in this connection. Fair itself went to bat on the subject late this week, its press bureau sending out photostats of a story in *The Bay Shore Sentinel*, small Long Island weekly, headed "You Can See World's Fair for \$2—And Visit Plenty." Students

TILLEY SHOWS WANT

Girl Show that can and will operate clean. Capt. Geo. Webb, can place you. Mechanical Show, or will furnish outfits for any meritorious Attractions. Can Place Ball Games, Scales, Hoop-La, Candy Floss, String Game, or any Concession working stock only. Address Kewanee, Ill., this week; Ottawa next.

WANTED TEN-IN-ONE

Will furnish complete outfit to reliable showman. Also Sideshow Acts. Salary out of office. Wire FRANK WEST, West's World's Wonder Shows, Lebanon, Pa.

Frisk Greater Shows Want

Cook House, Lead Gallery, Watchla, String Game, Nall; any Legitimate Concession working for stock at a dime. WANT Shows with own equipment. Buy or Hook Octopus. Duluth this week; then the Iron Range. Best route of Celebrations and Fairs in Minnesota.

WANT AT ONCE

Foreman for new Whip, also Ferris Wheel. Sober, reliable and drive trucks. Also all Legitimate Concessions. SAM LAWRENCE SHOWS, Keyser, W. Va., this week; Frostburg, Md., follows.

American Legion Convention

DELAWARE AVE., KENMORE, N. Y., JUNE 21-24. Mammoth Parades, Prizes. WANT Shows and Concessions. Due to disappointment can place Ferris Wheel, Margaret Price, wire. Address TOTHILL, Box 55, Lockport, N. Y.

WILL BOOK

Merry-Go-Round, Ferris Wheel, Kiddie Auto Ride, 1 or 2 other Rides, for season at good Beach Resort. Sure to make money. Mr. and Mrs. Britt, contact me for a matter of interest to you. BERTHA MELVILLE, Myrtle Beach, S. C.

READING'S SHOWS Concessions Needed: Short-Range Lead Gallery, Ball Games, American Palmistry or any Stock Store. No grit. Want fast-stepping Counter Man for Cookhouse. Need Concession Agents and Ride Help. Also want Dance Team; also Girls and Brass and Performers for Minstrel Show. Salary guaranteed. Burkesville, Ky., this week; with real money spots and best 4th July in Kentucky to follow. W. J. WILLIAMS, Mgr.

WANT

MERRY-GO-ROUND, FERRIS WHEEL, Other Rides of all kinds and Concessions. PALMER PARK, 3650 Dixie Highway, Pontiac, Mich. The Park with 5,000 ft. of Lake Frontage.

WANT

Capable Man for Rolloplane. Must be experienced. Wire, don't write. MARKS SHOWS, INC., Fairmont, W. Va., this week; Morgantown to follow.

KAUS EXPOSITION SHOWS, Inc.

Want Legitimate Concessions of all kind. Electrician that can handle transformers. State all in first letter. Pit Shows with own equipment preferred. All address. MANAGER KAUS, Roselle, N. J., this week.

WANTED

Shows, Rides and Concessions not conflicting for Sheffield, Pa., Week June 19; Sharon, Pa., Week June 26, with 15 weeks to follow. WANTED — Good General Agent, Eddie Love, get in touch with me. JOLLY JAILLET SHOWS, This Week, PENOWA, PA.

NOTICE

Will compensate liberally anyone giving satisfactory information as to present whereabouts of MIKE WALDRIDGE, generally found around Rodeos. TEXAS KID, Texas Kid Shows, Hillsboro, Texas.

WANTED

GOOD GIRL SHOW AND ATHLETIC SHOW. For Biggest July 4th Celebration in the Vicinity of St. Louis. CAN PLACE GOOD RIDE HELP. CLEAN CONCESSIONS. WRITE. WILL BUY CONCESSIONS AND SHOW TOPS IF PRICED RIGHT. BURRELL & RUST, 15 N. Broadway, St. Louis, Mo.

of the situation wondered why the fair used an obscure weekly, but expo's own phrase topping the photostat. "A Fair Report of Fair Prices," indicates a biff against big-time metropolitan sheets which are covering the fair objectively without "apologizing" for the various goings-on.

Norman Bel Geddes Crystal Lassies has put up a sign reading "The New York Fair's more than adequate answer to the Sally Rand Question—9 girls dancing solo in five-minute relays." Spot doing steady after-sundown trade.

Dufour & Rogers are partnered by Frank Miller, the novelty and refreshment biggie, and Harry Russell, Chi bookie, in their new restaurant which will open in about 10 days or so. Miller has contracted for a jewelry store in Sun Valley to augment his novelty stand.

Drive-a-Drome opened and the customers are flocking into the banked auto ride at two bits a copy.

Another two-bit opener was long-awaited Dall's Dream of Venus, underwater and behind glass peeperie with "artistic technique" and smart front and bally. This show is backed by William Morris Jr., the theatrical booker. Gardner Display Co. built it and there is supposed to be some Pittsburgh money in it, too. Official opening is next Thursday, with the fems getting practice meantime.

Frank Buck's Dugongs is due to ring the opening gong the coming week.

PA. STANDS

(Continued from page 32) Legion Circus July 16, disclosed when dates were checked by The Billboard correspondent last week, following application of R-B officials for July 16-18 with the Detroit Police Department, may cause a cancellation of the Detroit date and revision of the routing of the show.

Telegram was received by F. W. Magin, president of Robert Nelson Tent, CFA, here, from John Ringling North, reading:

"Your city was for years a fine Ringling town, and tho in recent times our engagements have not been particularly lucrative, we had hoped to come back again this year and chance the perfectly normal risks of business. However, in the face of a competitive engagement of a fraternal organization such as the American Legion, we would prefer to cancel our proposed engagement, as we have no desire to be in conflict with a great organization such as the Legion."

Dates for the Legion show, produced by Tunis (Eddie) Strison, are for July 2-16, with both shows set to play at Michigan and Wyoming avenues. North heard of the dates of the Legion show apparently thru The Billboard reports, and asked the local CFA tent to check, and the duplication was brought to light.

Following the discovery of the double date, and announcement of tentative cancellation by North, Magin pledged the efforts of the Nelson Tent to support the Legion Circus here.

COLE HAS BIG

(Continued from page 32) Councilman William B. Houser to sprinkle the area to settle the dust.

This was the first and only circus scheduled to be shown in this city this year.

Entire afternoon performance was aired over WBAX under sponsorship of a local department store (Pomeroy's).

SUNBURY, Pa., June 10.—The Erie gave Cole Bros.' Circus a wonderful run from Olean, N. Y., to Corning. Chalmers L. Pancoast visited at Corning. Joe Kuta left for Rochester and will be away but a short time. Mrs. Ernie Sylvester, after a brief illness, is back at Peru. Gene Haerlin returned to Dayton from Buffalo. Several of the boys from Bradford were at Olean, but Art Haggarty did not show up.

One of the New York constabulary presented "Mabel" Parker with a bear, but he had to send it to South Bend, as the show's menagerie is crowded, reports Stanley F. Dawson.

Big Annual 4th of July Celebration

3 Days and 3 Nights, July 2, 3 and 4. HORNER PARK - MONON, IND. Under Auspices of Business Men's Association. Calumet Amusement Rides Booked. Only Celebration Within Radius of 50 Miles. WANT Concessions, Frozen Custard, Cook House, Bingo, Candy Floss, Lead Gallery, Fish Pond, and any Juunts that work for stock. Dart Game, Bowling Alley, Palmistry, Balloons, but no Percentage or "G" Wheels. Write or wire J. H. DAVISON, 418 W. 60th Place, Chicago, Ill.

ZACCHINI BROS.' SHOWS

CAN PLACE FOR No. 2 SHOW
OPENING JULY 9

Rides, Shows and legitimate Concessions of all kinds. Twenty-four weeks of Celebrations and Fairs and Four Months in South America. Write or wire CURTIS L. BOCKUS, Manager, Lima, O., this week; Canton, O., next week.

Endy Bros.' Shows, Inc.

Can place all kinds legitimate Concessions. Want Wheel Agents, Girls for Revue. Salary from office. Want Motordrome, Penny Arcade, Monkey Show. You can look forward to fine route of still dates and fairs on this show. Watervliet, N. Y., this week; Troy, N. Y., week June 19.

MOOSE STATE CONVENTION

WEEK JUNE 19

First show in the heart of city for a number of years, New Castle, Pa. Want legitimate Concessions of all kinds. Address

CETLIN & WILSON SHOWS

This Week, Charleroi, Pa.

ANNUAL HOMECOMING CELEBRATION

CLYMER, PA., JUNE 26 TO JULY 1.

WANTED: Independent Shows and Concessions, also Kiddie Ride and Loop-a-Plane. WILL BOOK Custard, Popcorn, Peanuts, Diggers, Lead Gallery, Ball Game or any other Legitimate Concessions and Stock Wheels, but no racket or no exclusive. CAN USE High Free Act. This is the Firemen's bona-fide annual event. If you want space, communicate with B. C. REED, Chairman, Clymer, Pa.

SILVER STATE ATTRACTIONS

WANT Cookhouse; privilege in tickets. Bingo, Long-Range Gallery, Diggers, Frozen Custard, Fishpond, String Game, Hoopla, any Legitimate Concession. Positively no racket. Will furnish outfit for Geck or Snake Show. Want Penny Arcade. Any show with own outfit. Party handle Dope Show. Address H. W. CAMPBELL, Pocatello, Ida., week June 12; Idaho Falls follows.

L. J. HETH SHOWS

Want Organized Side Show

Will furnish complete outfit. Also single Attractions, Talker for Minstrel Show, experienced Ride Help, all Rides, including Auto Kiddie Ride. Must be Truck Drivers and reliable. Jeffersonville, Ind., this week; Henderson, Ky., to follow; then Fairs.

WANTED FOR SIDE SHOW

FOR CEDAR POINT, SANDUSKY, OHIO

Good strong Bally Act and one more Working Act.

PETE CORTEZ

Care BECKMANN & GERETY SHOWS, Milwaukee, Wisconsin.

OUTDOOR SHOWMEN

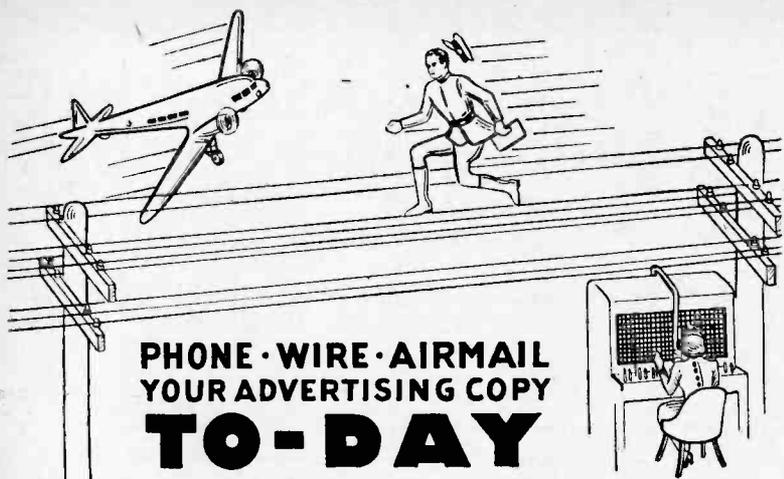
The next issue will be the SUMMER SPECIAL. Because of increased size and distribution

FORMS GO TO PRESS EARLIER THAN USUAL.

No telegraphed or telephoned Show Ads for the next issue will be accepted after 10 A.M. (Eastern Standard Time) Monday, June 19.

Wire important Late Show Ads Sunday night or phone before 10 A.M. Monday.

Advertise in The Billboard—You'll Be Satisfied With Results.



PHONE · WIRE · AIRMAIL
YOUR ADVERTISING COPY
TO-DAY

FOR THE BIG ANNUAL

SUMMER SPECIAL

ISSUE OF

The Billboard

If you have not sent your advertising copy do so NOW.
Wire instructions to repeat your last advertisement.

LAST FORMS CLOSE SATURDAY, JUNE 17th

THE BILLBOARD PUBLISHING CO.

25-27 OPERA PLACE

CINCINNATI, O.

15 Years Ago

(From The Billboard Dated
June 14, 1924)

Despite inclement weather, Johnny J. Jones Exposition had a promising start at its season's opening in Johnstown, Pa. . . . Athens, O., was proving a winner for Burns Greater Shows. . . . Dixieland Shows went into Metropolis, Ill., for a week's stand following a successful engagement in Carbondale, Ill. . . . Eddie Hicks, formerly with Greater Sheesley Shows, joined Macy Shows in Dresden, O., with concessions. . . . A former trouper, Ralph Holler, was associated with the Yellow Cab Co., Jacksonville, Fla. . . . Mrs. Frank Corey, wife of the owner of the Little Giant Shows, was in St. Joseph Hospital, St. Paul, recuperating from a serious operation. . . . C. Price signed six concessions with George T. Scott Greater Shows.

Rubin Gruber, head of Rubin & Cherry Shows, was awarded contract to furnish midway attractions for revival of the fair in Montgomery, Ala. . . . Snapp Bros.' Shows, under Business Men's Association auspices, scored in Pueblo, Colo. . . . Walter B. Fox, general representative L. J. Heth Shows, was in Cincinnati making railroad contracts. . . . Marc A. Stice, associated with such organizations as Brundage, Wortham and Kennedy shows, was named commander of Lynn Shelton Post No. 27, American Legion, Fayetteville, Ark. . . . Jackson, Mich., proved a lucrative stand for Morris & Castle Shows. . . . Brown & Dyer Shows' stand in Toledo marked its third visit there in four years.

Independence, Kan., gave Dodson's World's Fair Shows worst weather of the early season, three nights being lost to rain. . . . Greater Sheesley Shows broke in a new location in Milwaukee to satisfactory business. . . . Connersville, Ind., gave Miller Bros.' Shows largest Monday night crowd of the season. . . . Huge crowds and much spending greeted Bernard Greater Shows at opening of a Buffalo engagement. . . . After two good weeks in Prestonsburg, Ky., Chandler Attractions moved into Van Lehr for a week. . . . Recovered from an appendectomy, Gus Woodall was released from St. Anthony's Hospital, Terre Haute, Ind., and left to rejoin Rubin & Cherry Shows in South Bend.

say circus executives. It is understood that the only lot available for major shows rents for \$500 a day. Cole Bros., there recently, induced the owner to let it on for \$300. An executive said the Cole show had made the city for the last time. The Big Show has not been there for years. Downie Bros. played there this spring on a city-owned lot, much too inadequate for that show and did practically nothing. Showmen said the one lot there is not of sufficient size to accommodate the average circus, it being necessary to guy out tents to wagons, spotted on adjacent streets.

C. M. HIBBARD, of Sturgis, Mich., veteran trouper, had a pleasant time around the Parker & Watts Circus in that city June 4-5 and met many oldtimers from the Big One and other shows. Manager Ira M. Watts showed him every courtesy. Folks with which he visited were Red Monroe, Frank Lasher, Bobby Worth, Charles Brady and wife, Joe Webb and Claude Myers. Hibbard enjoyed both the parade and performance. Says that street spectacle has three bands, two calliopes, six elephants, camels, plenty of saddle horses and nice-looking riders, several open dens of wild animals, etc. Band wagons, dens, calliopes driven by four and six-horse team drivers. Side Show has a six-pole top and long banner line. Hibbard's son, Herbert, was with him. C. M. was injured on the Big One in 1936 and has not trouped since. His first trouping was with the John McMahon One-Ring Circus in 1888 to the Coast.

MAGIC

(Continued from page 25)

night club work in the St. Louis area. "Saw the Blackstone show recently," postals Key, "and still say the old master is in a class by himself." EL CARDO opened last Saturday (10) at the Chene Trombeley Club, Detroit. The Motor City has seen a number of magic lads the past week, among them Lester Lake, La Temple, Ralston, Evans Brown and Ben Chavez. . . . PRINCE VICTOR, mentalist, is in his third month of an indefinite holdover at the Egyptian Tea Room and Night Club, Louisville. . . . WALTER AND LOLA LEVINA are in at Evelyn's Night Club, Mt. Vernon, Ill., for an indefinite stay; Walter with his comedy magic and Lola with her mental turn.

DIXIE MODEL SHOWS

WEST VIRGINIA'S BIGGEST FOURTH OF JULY DATES: KEYSTONE FIREMEN'S CELEBRATION, KEYSTONE, W. VA., JULY 1 TO 8, INCLUSIVE, TWO SATURDAYS, FIVE WELL KNOWN WEST VIRGINIA DATES TO FOLLOW.

WANT Minstrel Show with Band, with or without outfit. Use Band for Concerts. Ten-in-One, Mark Williams, Wiltzie, others, wire. Monkey Show, Life Show, Big Snake, Aloah Alligator Boy. Other high-class Shows looking for a real route, answer quick. CAN USE Octopus, Roll-o-Plane, Kiddie Auto Ride. WANT Big Cook House capable of handling Big Weeks. Large Bingo for this date only. Spot Laysinger, wire. WANT for season, Ball Games and all legitimate Stock Concessions except Wheels. WANT two good Free Acts. Taylor and Moor, Al Margiot, Ben Beno, others, contact quick. Enoch Ratzell, communicate. CAN USE limited number of Concessions with our Ride Unit at Lake Shawnee, W. Va., same dates as above. Also one Free Act. Among our top money West Virginia dates, State Firemen's Convention, around Court House Square, Hinton, W. Va., week July 31. Continuous consecutive bookings starting July 1. Long list of Fairs to interested inquirers. PLACE first-class Wheel Operator, also Tilt-a-Whirl Foreman, to join at Keystone June 26. Bobby Sprouse, answer, also others. All address

CHRIS M. SMITH, Keystone, W. Va., until July 8.

WANT

Freaks, Juggler, Lady Contortionist, Flexible Freddie,
Armless Girl Act.
DICK BEST, ROYAL AMERICAN SHOWS
Moorhead, Minn.

FRANKLINVILLE, N. Y., OLD HOME WEEK

June 19 to 24.

CHEEKTOWAGA, N. Y., CENTENNIAL

June 19 to 24.

Two Ace Spots for next week. Salamanca, N. Y., Old Home Week to follow.

WANT—Shows and Concessions.

KARL MIDDLETON

Batavia, N. Y., This Week.

LIBERTY NATIONAL SHOW

WANTS FOR FOLLOWING ANNUAL AMERICAN LEGION CELEBRATIONS, Fire Works, Free Gate and Proven Spots: GREENSBURG, week June 12; CAMPBELLSVILLE, week 19; LIVERMORE, week 26; CLOVERPORT, week July 3, all Kentucky. And season Free Fairs, Shows with outfits, 20%. Real proposition for two Middle or Light Heavyweight Wrestlers. Ask boys that have made these spots. Girls for Girl Show; we have outfit or will book complete Show. Concessions: Frozen Custard, \$20.00; X Mitt Camp, \$10.00; Novelties, \$10.00; X Grab Joint, \$20.00; X all Stock Concessions that work for 10c, \$10.00. Rides: Good Percentage to Loop, Tilt or Kiddie Rides. Bruce McLaughlin wants Grind Store Agents.

HARRY WHITEFIELD, Mgr., Greensburg, Ky., this week.

UNDER THE MARQUEE

(Continued from page 34)

who was forced to leave her niece, Effie Davenport, in the doctor's care.

FRITZI BARTONI'S broken bones and ribs and punctured lung have healed miraculously and she remains in a Boston hospital tied only by a leg that is still in a stretching apparatus. She is determined to wriggle out of that soon and rejoin the Ringling-Barnum circus at Providence, R. I. Miss Bartoni fell at the Boston Garden night of May 1. She observed her 29th birthday anniversary June 3.

CHARLES R. MILBAUER, his dad, and Herb Scheffel, of Newark, N. J., saw Ringling-Barnum when it was there and did quite a bit of visiting with the showfolk. Several of the showfolk had dinner at the Milbauer home. Milbauer says the Hillside lot was one of the worst he had ever seen and hopes that the Big One will be back next season on the old lot in Irvington. He adds: "Thanks to those who have sent postcards to me in my campaign for a stamp honoring the circus."

WILLIAM T. SPAETH is visiting Mr. and Mrs. Frank Brand at their home in Cincinnati. Mrs. Brand was formerly Anna Connors of the circus world, in which she was intimately called "The Physical Culture Girl." Spaeth's show experience dates back to 1885 when he left school to join a circus. He has been treasurer of such circuses as Forepaugh & Sells Bros., Carl Hagenbeck, B. E. Wallace, Ringling Bros. and Sells-Floto. He was part owner and manager of Lassus White's Minstrels for several years and managed numerous motion picture stars of the olden days. He gave *The Billboard* a call June 8.

STUEBENVILLE, O., will be circusless as the result of excessive rental demands for the only available lot there,

THE IBM CONVENTION gets officially under way with a gala night-before party at Post Tavern Hotel, Battle Creek, Mich., Wednesday night, June 14. Percy Abbott, convention manager, promises that the conclave will be the best in every respect that the organization has ever held. It is thru Abbott's influence that a large delegation of English magicians will take in the event. Among the acts that will appear on the various convention programs are Chester Morris, Will Rock and Co., Eldon Nichols, Geraldine Conrad, Karland, John Braun, Don Helmar, Harold Sterling, Don Sweet, Al DeLage, Dr. Boris Zola, Lester (Marvelo) Lake, W. W. Larsen, Marjah, Walter Harris, H. A. Smith, John Gordmaine, Eddie Clever, Junior Dowley, Madame Pinxy, Ralph DeShong, Sid Lorraine, Al Saal, Norman Cummins, George Pullin, Philip Andres, Reeder Hutchison, Seymour Davis and a company of 20 English magi headed by the Great Levante. Dates of the convention are June 14-17. . . . MARVELO (Lester Lake) concluded a week's stand at The Bowery, Detroit, Sunday night (11) and hit out immediately for the IBM festivities in Battle Creek, Mich. . . . REGELAH, with his wife and daughter, Araldine, has just returned to Montreal after presenting his mental and cartoon turn thru the Canadian provinces. They are preparing to return to the States, which they left some 12 years ago. . . . PAUL KAHN, who came to this country from Germany some three months ago as a refugee, is putting in some six hours a day mastering the English language and is said to be progressing at an amazing speed. His routine features silks and a clever torn and restored giant card (newspaper size). . . . MYSTERIOUS HOLLENBECK AND CO., mentalists, currently playing the Butterfield houses in Michigan, June 25 begin a summer's engagement at the Grand Hotel, Mackinac Island, Mich. Unit comprises, besides Hollenbeck, Ora Kull (Nona Holly) and Horace Kope (Jean LaMarr). Richard Wood is slated to rejoin June 25. . . . PERCY ABBOTT'S supplementary catalog No. 5 contains a long line of nifties suitable for club magi and emcees.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •

AMUSEMENT MACHINES

A Department for Operators, Jobbers, Distributors and Manufacturers

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

SELL YOURSELF

If asked to give the first rule of success for operating coin machines, a big majority of operators in their serious moments would probably say, "Sell Yourself and Your Services to the Location."

That implies that a successful operator must be a good salesman and that he must sell himself first of all. It is a good working policy and perhaps more operators should give some thought to the chances of improving their salesmanship.

The mechanical end of operating can be mastered or turned over to repairmen experienced in the coin machine field. But improvement in sales ability goes on and on, like life itself.

"The Knack of Selling Yourself" is a recent book by James T. Mangan, advertising manager of the Mills Novelty Co., Chicago.

The book is not written particularly for operators, which no doubt makes it all the better reading for operators. A book directed especially at operators would perhaps become too trite in the difficult job of trying to tell the operator "how" to do his work.

Mangan's book is directed to all who sell and is primarily the first lesson in salesmanship—Sell Yourself. It is an unorthodox book and for that reason alone is worth reading. In the field of advertising Mangan recently upset the orthodox advertising profession by charging that much advertising copy is corny.

The new book on salesmanship is upsetting in that so many of its statements are so unorthodox. Coin machine operators should like that part of it, since they are in a business that is compelled to be unorthodox in many ways.

The book should prove inspirational to any reader. The big majority of operators will never make much more than a living in the way of financial success. But I have long felt that operators should get more inspiration and satisfaction out of their work. To this end some of us editorial writers have tried to persuade the operator to take pride in his work as a profession—we write such ideas with our tongue in our cheek.

But whatever a man's work he should get some satisfaction out of it. That means he must get some inspiration somewhere. Operators are not given to reading, since so much of their work is mechanical and they must be on the go. But even an operator should get some inspiration now and then by reading a book.

The Mangan book is inspiring in its originality and in its appeal to a man's self.

It should be a matter of pride to the coin-operated machine industry that it has in its membership a writer who ranks tops in the writing of inspirational material. If any operator finds himself getting downhearted he should read an inspirational book. Mangan's book will prove inspiring and it will help any operator to improve his knack of selling himself to the locations he calls upon.

Every reader will have his own favorite passages in this book, as in any other book. Some of the ideas that appeal to me are quoted.

On the very first page of the book, the following idea will indicate that it is different: "At school they taught you the Merit System. That's the system that claims the world rewards you according to how much ability you have and how hard you work. But alas! your school, my school and all the schools are wrong about that. The world rewards you not according to how capable you are, but how well you sell yourself. . . ."

"When you sell yourself, you sell living merchandise, and live people buy you; that is, they accord you a place of importance in their hearts and minds. They may like you, love you, desire to give you money, promotion, fame and even immortality. On the other hand, they may even hate you, want to destroy you. Or they may neither like you nor dislike you—only when a point is made of it they simply write you down as an important personage. That, in the end, is what selling yourself amounts to: you make yourself important to people singly, in groups or in the public mass."

There are three other words in the book that appeal to me: SPIRIT, ENTHUSIASM, GUTS.

"Spirit is what you put into it. . . . Your life is yours and your life force should be instantly at your command. If it is, you can generate spirit in an instant, can deliver this magic quality in any and all places and move everyone within your sight or hearing to notice you, to fear you, to respect you, to love you, to follow you, to copy you, to do whatever your spirit dictates. . . . To develop spirit should be your first aim, if you haven't it already. If you have it, show it! Show it at every opportunity. . . . Just develop the power to concentrate your life force on anything and you'll find you're advancing your own ideas . . . with spirit."

And then, Enthusiasm: "When you're full of enthusiasm, you're full of magic. It's the one human quality that never fails. . . . Warm up! Believe in yourself! Get excited! Feel the full spiritual force of your case, of your aspirations—let the world see your pride, your faith, the fire in your blood, the full heavenly courage of your convictions. Enthuse and the world enthuses with you. Enthuse and the power of the gods is yours! Don't save your enthusiasm for a special occasion when you think it will be most effective. Use it all the time. . . . Turn it on! The easiest and quickest way to get enthusiastic is to decide to be enthusiastic. First, you may have to kid yourself. But go ahead and deliberately turn on the enthusiasm."

"I wish I could use a word like Courage or Nerve or Backbone instead of the vulgar word Guts," says the author in Section 3. "But no goody-goody word can take the place of guts. It means something the other words don't mean—it describes a quality that is so important in establishing your individuality that it must be placed third on the list of essentials. . . . Show the strong side, the plus side always. There is nothing to apologize for, so don't apologize."

Most of us in the coin machine industry talk of a summer dullness. Perhaps we all need a good tonic, some new source of inspiration, some good book with a new slant on the knack of selling ourselves.

Patents and Inventions

By KEN C. SHYVERS

Patents are issued once every week by the Patent Office in Washington, D. C. Searches are made of all coin-operated devices and parts thereof, also on outdoor rides and such games as it appears could be adapted to coin operation. The Billboard's sole object in maintaining this department is to present in a matter of hours the patents just issued to enable manufacturers and inventors to get together on a commercial basis and for the general knowledge of those interested. Without inventions and new blood no industry can go forward. Patent No. 2,152,598.

Patent No. 2,153,694.
Pertaining to Vending Apparatus.
Application, June 12, 1936.
Issued April 11, 1939.
Number of claims, 1.
Inventor's name—Robert A. Officer, Denver, Colo.
Assigned to J. P. Seeburg Corp., Chicago, Ill.

In a refrigerated vending machine, a plurality of magazines having common side walls between adjacent pairs thereof, said side walls being formed with longitudinal corrugations for minimizing the contact of contained merchandise therewith, means to maintain said magazines below the freezing point, a dispensing gate mounted for rotation adjacent the discharge ends of the magazines to empty them in predetermined order.

Patent No. 2,153,864.
Pertaining to Automatic Phonograph.
Application, December 23, 1939.
Issued April 11, 1939.
Number of claims, 12.
Inventor's name—Carl E. Faust, Chicago, Ill.

In an automatic phonograph, a record magazine comprising a vertically movable supporting member adapted to carry thereon a stack of records resting horizontally one upon another.

Patent No. 2,152,638.
Pertaining to Recording Mechanism for Games
Application, December 30, 1933.
Issued April 4, 1939.
Number of Claims, 11.
Inventor's Name—Eleuthere Paul du Pont, Montchanin, Del.
Recording means for games.

Patent No. 2,152,679.
Pertaining to Amusement Device.
Application, April 2, 1936.
Issued April 4, 1939.
Number of Claims, 25.
Inventor's Name—Alvin Bisch, Chicago, Ill.

An amusement device comprising a passenger carrying body suspended from a cable, means for revolving said body about a fixed axis, and wind actuated means for oscillating said body about its own axis.

Patent No. 2,153,588.
Pertaining to Coin-Operated Machine.
Application, January 13, 1936.
Issued April 11, 1939.
Number of claims, 11.
Inventor's name—William G. Peters, Chicago, Ill.
Assigned to Richard Groetchen, Chicago, Ill.

In combination in a machine including a plurality of wheels positioned side by side, a movable mounted carriage, means for setting said wheels in motion

simultaneously and for stopping them successively, means for moving said carriage, means for returning said carriage, a member carried by said carriage adapted to contact said wheels, the return movement of said carriage being determined by the position assumed by said wheels upon being stopped, said wheels being perforated, the said member carried by said carriage adapted to penetrate one or more of said wheels when the perforations of said wheels are in line with said member.

Al Stern Joins Monarch Forces

CHICAGO, June 10.—Monarch Coin Machine Co. has announced the appointment of Al Stern, well-known coinman, as manager of that company's domestic distributing department.

In discussing his new connection, Stern said, "I am particularly happy to be associated with an organization as progressive as Monarch has proved to be during the past. Officials of the company have seen fit to give me carte blanche and we are making plans to spring a number of pleasant surprises on the operating world."

Appointment of Stern was brought about by a heavy increase in both domestic and export business, the firm reported. "While Stern will take over distributing activities in the United States, export will remain in the hands of Clayton Nemeroff," it was advised.

"The Monarch Coin Machine Co. handles every known type of coin-operated machine, including new games made by leading manufacturers. In addition, salesboards and jar deals and an extensive line of reconditioned and rebuilt phonographs of every make are offered to the trade."

Movie Scripters Use Bell Scene

CHICAGO, June 10.—Movie script writers have recently taken to including scenes, showing the operation of coin-operated equipment, in their stories. Most recent inclusion of a machine was in the movie *Lucky Night*, starring Myrna Loy and Robert Taylor.

One scene in the Loy-Taylor picture has Taylor dropping a dime into a bell machine in a restaurant. It is sufficient to kick out the jackpot. From there on the story builds itself up to the point where the two principals awake in the morning and find they are man and wife, without the slightest idea of where, when or why the rites were performed.

Another movie character in the games news is Tyrone Power. Recently a movie magazine reported: "Ordinarily not much of a gambler, Tyrone Power likes pinball games such as are often seen in drug stores, and sometimes he bets \$10 on high score in such games."



AL STERN has joined the Atlas Novelty Co., Chicago office, as manager of the firm's domestic distributing department.

PLAY UP and UP YOURSELF...

and you'll understand in 60 seconds why this red hot free game defies all competition on each and every location!

J. H. KEENEY & CO. NOT INC.
"The House that Jack Built"
2001 CALUMET AVE., CHICAGO

Boy 12, Marble Champ of N. Y.

NEW YORK, June 10.—An admiring reporter recently sat down and wrote approximately three-fourths of a column about marble shooting; an admiring city editor put a large headline on the story—but don't get us wrong—it was the kids' city marble championships they were commenting on.

Central Park was the site and many boys took part. The eventual winner was Joseph Filipowicz, 12 years old, who for his efforts in winning the marble game received a medal and a white official sweater. In the gallery watching the boys go thru their games were many adults—the charm and fun of marble playing still in their blood.

To Get Your Mind Off Coin Machines

If you like to lay awake at night worrying about the world going to the bows, consider the following:

It was reliably reported during the second week in May that Harvey D. Gibson, president of the Manufacturers' Trust Co. of New York, headed a group of American bankers who will help finance Hitler's Nazi cause to the tune of at least \$276,000,000 in a recent deal. Many feel that most of this money will be spent for war materials.

It is a well-known fact that wealthy Britons have for some time been financing Nazis and Fascists, altho the people of England are very much opposed to such practices.

Keeney's '39 Super TRACK TIME with new 9-COIN CHUTE and "ODD" or "EVEN" Feature J. H. KEENEY & COMPANY CHICAGO

THE MASQUERADE IS OVER

Progressive coin men have discovered that "quick money" machines are nowhere near as profitable, over the years, as consistent, legal, universally appealing PHOTOMATIC.

INVESTIGATE International Mutoscope Reel Co., Inc. 518 West 34th St., New York

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

GET KIRK'S GUESSER SCALE PENNY BACK IF YOU ARE RIGHT WITH THE "watch your heart beat" FEATURE GREATEST LEGAL MONEY MAKER EVER BUILT all mechanical operation C.R. KIRK & CO. 2626 W. WASHINGTON BLVD CHICAGO, ILLINOIS

Amusement Called Pin Game

By Bill Gersh

Director of Sales Promotion for Byrde, Richard & Pound Advertising Agency, New York

Whoever first said, "familiarity breeds contempt," may never have known about pin games, but most certainly could apply this trite statement to the manner in which this achievement of American amusement ingenuity is held by many whose present livelihood is subject to it.

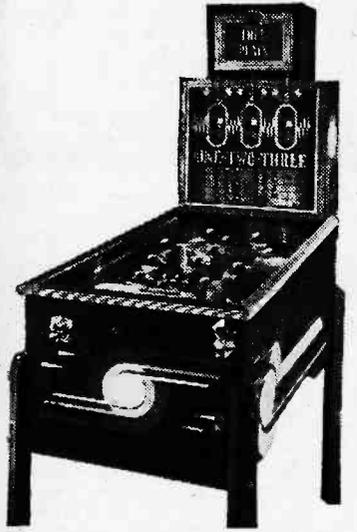
From its early stages, when it was skeptically gazed upon as a wild nightmare, to its present development when it is accepted by millions of people throughout the world, it has enjoyed a very colorful and checkered career.

It has been welcomed with open arms in many communities. And has been as coldly shunned. It has appeared in great numbers in the world's largest cities and has helped to relax and entertain millions of depressed peoples. And yet it has also been the cause for creating hysterical outcries against it from many directions. In fact, it has been a constant subject for heated discussion from its first appearance on the American scene until this present day.

First Games Mechanically Operated

Regardless of the fact that it is today held in somewhat low esteem by many of the same persons that it definitely placed in a better financial position in life, there is a great deal of romance in the growth of the pin game from its crude beginnings to its present stage of development.

WE HAVE THEM



KEYSTONE NOVELTY & MFG. CO.
26th & Huntingdon St., Philadelphia, Pa.
(MILLS DISTRIBUTORS)

FREE PLAY GAMES

Trio, Encore, Stop & Go, Midway, \$42.50; Multi Free Races, \$30; Free Races, \$30; Trophy, Miami, \$35; Pot Shot Multiple, \$55; Hit Number, Paramount, \$19.50. JACKPOT GAMES: Paramount, \$19.50; Grand Slam, \$14.50; Bally Reserve, \$8; Fleet, \$17.50; Oscar, \$20.00. NOVELTY GAMES: Suspense, Key Lite, \$17.50; Midway, \$30.00; St. Moritz, \$22.50; Thunderbolt, \$17.50. MISCELLANEOUS: Daily Races Jr. counter, like new, \$7.50; Ray's Track, good, \$30.00; Bally Eagle Eye Rifle, \$35.00; Mills Smoker Bell F. S., \$45.00; Races Races over 5000, 30 to 1 odds, \$110.00; Blue Fronts S. J., 5c or 1c, over 400,000, buffed and painted like new, \$47.50; under 400,000 serial, \$42.50. 1/3 deposit required.

G. N. VENDING CO.

867 W. Broad St., Columbus, O.

MERIT SPECIALS

Thistle-down, Seabiscuits	-----	\$68.00
Fairgrounds, Fleetwoods	-----	15.00
Multiple Races, console	-----	59.50
Tracktimes, Greyheads	-----	22.50
Derby Champs	-----	25.00
Paces Races (repainted brown)	-----	30.00
Preakness, Bally Reserves	-----	10.00

1/3 Cash Deposit

Bank References: Union Trust Co., North & Linden.
MERIT MUSIC SERVICE
1709 N. Charles St. (new address), Baltimore, Md.

RECONDITIONED MACHINES

10—Mills War Eagles, late model, Ea.	-----	\$30.00
1—Mills Cigarette Vendor, floor sample	-----	60.00
1—Bally Preakness, Ea.	-----	25.00
1—Pop-o-Matic Popcorn Machine	-----	22.50
4—Six Slot Patokas, Ea.	-----	25.00
4—Perfect Short Range Shooting Galleries, new Ea.	-----	30.00
2—Tom Mix Rifles, Ea.	-----	75.00

Wire or write
L. H. HOOKER NOVELTY COMPANY.
Arnolds Park, Iowa.

The first era of the pin game can be called the "mechanical era." These early games never utilized electricity. They contented themselves with a series of holes on a board and a number of pins scattered here and there. Thereby obtaining its present name, "pin game." These first games must be given due consideration so that present development of the electrical games can be better understood.

Everyone engaged in the industry seems to know all about the pin games. Yet, as a matter of record, it is interesting to note the facts in their development over the past six years for whatever interest it may be to future generations of coinmen.

The first and mechanical era of the game saw the introduction of one board after another in a small size cabinet, crudely painted and as crudely built, but definitely appealing to the public.

Flash was the order of the day. A game had to have flash to get attention and sales. Colors were splattered about like a surrealist's dream of a rainbow. Everywhere on the board color predominated without rhyme or reason. They simply splattered the color on the board. Holes were bored here and there and were surrounded by pins in a hodge-podge manner. Thousands of plays were made on each game by the factory's assemblers to decide whether the game would stand up under the award systems suggested. No methods of protecting the operator even existed. The registers had been used for many years past they were as unknown to these first pin games as were radios to the cave men.

Large Size Games Developed

From Whiffle, thru Hi-Ball, Star Final, Goofy, Jiggers and the hundreds of others the same play principle predominated without change of anything but the name. And the cabinets grew tremendously. From a small 32-inch affair they jumped to six feet almost overnight. The giants must still be around somewhere unless someone is using them for a garage. And other giants followed using exactly the same play ideas, adding another skill hole or two in an attempt to make the game what was then called "different."

Perhaps it is laughable today. But in those days it was a pretty serious matter. When a game arrived with the ball scooting completely around the entire playing field before it started to dribble down the board it was termed a "tremendous advancement in the science of pin-game action." And after some figure eights and sixes and other screw shooting of the balls some manufacturer inserted a series of little wire gates and some chromed or highly polished aluminum gadgets on the board and this was considered just about the deepest thrill there ever would be on the game. The pin game was growing up.

Along came the mechanical clock idea. The clock that ticked off the score "just like a regular cash register" according to the advertisers of that day. Remember the American Beauty? And so more and more mechanical gadgets were created to add to the zest of pin-game action. Then as suddenly the industry fell into a slough of despondency, for everyone by that time began to state, "they're all the same, give us somethin' different." (Don't we hear the same demand today?)

Lo, the Electrical Era

And—along came the electrical era. The era of today's games. What a sensational start. How the operators were thrilled when someone thought of putting a few batteries into all that emptiness of cabinet underneath the playing field and allow a little kicker to feebly kick a ball a few inches so that it would start wandering thru the pins all over again.

That sure started something all right. And, what's more, it's still going on. They continued to add batteries at the rate of almost one per minute. Some of those early games of the electrical era carried enough batteries to light a small power plant. But now they were lighting some small bulbs on a backboard, kicking some kickers here and there, making the balls do a loop the loop on a wire track and come shooting down to a high score channel where the ball was again kicked around for a few seconds until it came to a resting place in a higher scoring position.

Then came the lifting of the balls onto tracks (remember the Chicago Ex-

press?) and actually sending them for a ride all along the game, advancing them with other kicks and lifts and jumps and bumps and wriggles. And when the batteries went dead the game refused to work. So someone got the idea of a miniature power pack and that started even greater electrical ideas.

Pin Game Popular World Over

Of course, in between time, there was the sensational mechanical action ticket game. And at the beginning of the electrical era the first automatic payout games that suddenly opened the eyes of the operating world to new and greater possibilities. And here and there other scattered ideas that added to the thrills and the evolution of the game.

By this time pin game had spread all over the world. There were as many pin-game fans wearing sarongs and wooden clogs in far-off lands as there were in the United States. In France, England, Holland, Belgium, Russia, Roumania, Poland, India, China, Japan, Malay States, Africa and everywhere else brown men, yellow men, black men and white men were pulling on little handles that released steel balls or marble balls or catalin balls and propelled them around a track to bounce crazily from one pin to the next, to be electrically kicked back again, to climb up on a rail, to loop the loop, to jump over an obstruction, to open a gate, to fall down beneath the board and come up on it again, to fall into hidden pockets and appear at the bottom of the playing field, to do a hundred and more varied jumps and jiggles and wiggles and all under the name of pin game.

Bells Ring—Buzzers Buzz—Lights Light

And by golly it was amusement. And it was fun. Women with bundles in their arms would pull plungers in the midst of their shopping expeditions and so would salesmen who wanted to stall time until their next appointment and so would society in dinner dress and movie stars and others in every strata of life everywhere in this country and other countries.

The pin game continued to develop. Contacts were suddenly discovered. The bells rang and buzzers buzzed and lights were lighted and trapdoors opened and closed. And then someone else added a backboard that would light up a few numbers that feebly flickered the score which was then totalled. Even the electric eye was used.

And then came Bolo. Bolo started a new craze. A new wrinkle. Now the ball hit something and something else crackled and a score was shot onto a board and the whole thing sounded nuts and many of the leading manufacturers said it was not practical, it was basically wrong, it would never work. But along came Bumper. And surprise of surprises it did work. The coiled bumpers crackled and sparkled and did many other things and the public went wild over this new wrinkle.

The manufacturers pounced on it as if it were the only lifeline in the world and more crackling and lighting and buzzing and action were seen all over the world again. And even this was followed by another slack period. And then came Reserve to once again save the day. Another new wrinkle.

Skepticism Greeted New Features

Then Odd Ball. The same game with still another wrinkle. This time when the ball passed between two lighted pillars one of the balls in the out pocket was returned. Whoopee. Something new again. Actually added ball play. Would it stand up? they asked. Would it work? Could the score be controlled? And skeptically they again went about shaking their heads. And as skeptically let one operator try the game out and watched him with eagle eyes to see whether he would repeat his order. And when he did he was simply swamped with questioners. When he told them of the results he invited more competition than he ever believed existed in the entire industry. But that's how it goes with something new in pin game.

And the registers that now register everything but the heartbeat of the player. The building up of jackpots. What that has meant to zooming the play. Of course it is to be remembered that the reserve idea was long a feature before Odd Ball was even thought of—it was but another contributory factor in the gradual evolution of pin game. It added that extra wrinkle at the right moment. Take the reverse action and you have Chubbie. How they at first disclaimed this game. And what do they say now? Oh, hum, that's the life of pin game. A great life, a merry one, a thrilling one and a bumpy one.

Pin Game Development Goes on and On

It's only the beginning. All the new

wrinkles that have been so far added to the game have not changed the basic idea of the game. It's still pin game. The free play models only opened another angle. There will be more and more and still more. These mentioned here are only a few of the many to show how many lines of closely packed type it takes to tell even a trifling part of the story. The manufacturers are constantly bringing out more and more wrinkles and redeveloping a few of the old ones and bringing back some of the first. But what will follow the electrical era? That's the question. It may be three-dimensional action. And, then again, it may not be. Whatever it is it's going to get the same kind of skeptical reception every other new wrinkle got. The same negative headshakes and the same "Maybe—I'll try a sample" answer before anything really comes of it. (That's a guarantee.)

Because that's the way all great games were born. And perhaps as the years go by and the new wrinkles keep appearing one of these will become that "new kind of game."

Anyway, whatever it is and whatever it will be, it's still going to be a lot of fun to just sit back and watch. Just to see what they can think of next to make more and more people mad over the idea of playing pin games that are scattered from Kalamazoo to Timbuctoo. They've already made them counter size and they've made them giant size. They've made the balls jump and dance and jiggle and wriggle and bells ring and buzzers buzz and buttons flip and everything do everything else that was ever done by any sufferer of indigestion during one of his worst nightmares.

No Limit to Game Ideas (?)

They've lighted lights and they've shut off lights. They've shown growing numbers and they've shown reducing numerals. They've added scores and they've also subtracted scores. They've built 'em of steel and added cash-box alarms and reels and just about everything else that seemingly can be added. They've made two games in one and three games in one and even four games in one.

They've used steel balls and marbles and catalin balls and even wood balls. They've used coin chutes and eliminated coin chutes and used glossy cabinets and flashy cabinets and modernistic cabinets and hundreds upon hundreds of miles of wiring and contacts and switches and bulbs and power packs and everything else that can be used. They've made collapsible games and rigid games. Games that weighed a few pounds and games that weigh a ton. They've used wood and steel and composition metals and aluminum and chromium and marble and pig iron.

A Few Cheers Via the Bronx

They've made people play and they've also received the Bronx cheer. They've let the players do the selecting and they've done the selecting for the player. They've made them skillful and chanceful. But after all is said and done they still haven't been able to make them what they were in the first place—just the good old-fashioned pin game—with a new kind of wrinkle that revived play overnight and also revived operators' pocketbooks all over the world at the same time.

And the operators have gone out of it and come back to it and gone out of it again and come back to it again. It's the most fascinating and thrilling business in the world. Maybe it is a little bit crazy for grown men to worry about marbles jumping and jerking and spinning and tripping and twisting and lighting and doing a myriad of other almost impossible and idiotic things. But, by golly, the whole darn cockeyed world must be crazy too—for don't they just love this unusual amusement called pin game?

Five-Ball Game With High Speed

(New Game)

CHICAGO, June 10.—With an eye on the need for a five-ball game that offers something of the speed of a one-ball game, Exhibit Supply Co. this week announced a new game called Flash.

It is a high-score game, according to Leo J. Kelly, and has been designed to meet the player's desire for a really fast game. "It also meets the requirements of the operator for a speedy game that will show the profits of a one-ball game and also meet territorial requirements."

Operators are urged to see their distributors for the new game. It is offered in two models—free play and regular.

Operator Speaks-

Urges Reply to All Criticisms; Newspaper Liberal In Space for His Defense

"To the Editor: I am inclosing a clipping from a local newspaper which gives the full text of my 'Letter to the Editor,' commenting on an editorial entitled *Setting the Example for Juvenile Delinquency*."

"I am of the opinion that operators should not take it on the chin from adverse editorials or from other unfavorable publicity without fighting back. It is high time that the coin machine trade should receive a fair deal from the newspapers instead of letting self-appointed reformers dictate their policy concerning amusement machines."—J. Lester Templin, Binghamton, N. Y., April 24, 1939.

Letter as Published

I have just read with interest the editorial in your good paper, *Setting the Example for Juvenile Delinquency*. There are two sides to every question and a spirit of justice and fair play should prevail over both. Therefore I hasten to write you in defense of the much maligned and abused pinball machine. My letter shall be no brief for the slot machine nor automatic payout table nor any other gambling device. I am just as much opposed to that type of equipment as any newspaper editor in cur land.

Since December, 1930, I have operated pinball machines of the skill type exclusively; no slot machines nor any other gambling equipment. In this time much water has gone over the dam in the form of editorials and other publicity concerning bagatelle games—some favorable, some unfavorable, but I regret very much to say mostly unfavorable.

Fun in Good Surroundings

For nine years of the hardest kind of work and long hours I have sold amusement and recreation to the general public. I sell clean, wholesome fun just as truly as the movie theater proprietor—and even he can indulge in his weekly "Big Bank Night" to stimulate attendance without invoking the wrath of any would-be reformers. In fairness to other forms of amusement, I ask you, Mr. Editor—where else can a group of seven or eight people, young or old, congregate for an evening of good, clean, wholesome fun and for less expense per head than right around that oft-discussed pinball game in the corner drug store. The player pulling the plunger forgets for a few moments the depression and the European situation, while those awaiting their turn have loads and loads of fun "kibitzing." If you have a son or daughter, I ask you, where would you rather have them while away their spare time—the boy playing poker or "shooting craps" in some back room and the girl frequenting cheap dance halls or reading trashy literature—or with a group of nice young people playing the "bagatelle" game over at the ice-cream parlor. Which is the more wholesome diversion?

Play Marbles for Keeps? No-o-o!!

No doubt you played marbles for "keeps" when you were a boy. I did and most small boys do. The present-day pinball machine, with all its embellishments and "do-jiggers," is nothing more or less than marbles grown into long trousers; a modern adaptation, a mechanized edition of marbles designed so that the grown-ups can play marbles too without loss of dignity. As it is impractical for the grown-ups to keep the marbles they can still have the fun of playing, for as a rule some prize or other reward is offered to the skillful player who attains a certain arbitrary score. This does not alter the recreational feature of the pinball game. This is as it should be. In billiards or pool the most skillful player plays free, but the loser pays. In golf the arbitrary score is PAR. The competitive spirit among a group of people playing a pinball game

is a beautiful thing to behold. Try a game sometime yourself—the game will make you forget your troubles.

Pinball Aids Small Merchant

It is an established fact that pinball machines contribute to the prosperity and well being of our citizens. Locally the proceeds from pin games helps the small merchant meet his current bills incident to his business. Indeed, many location owners where the play on games is heavy report that they are able to pay their rent with the proceeds from their pinball machines. "Bagatelle" has its place in "The American Way of Life" and very definitely so. They help keep our money circulating among the people of the community.

In a wider scope the manufacture of pinball games gives employment to thousands of men and women. Every manufacturer of pin games has his distributor or jobbers in practically every large city; this gives thousands more employment. Likewise, many other industries benefit directly from the business given them by the coin machine manufacturers. I mention only a few of the products used in the manufacture of pinball machines: Lumber and cabinet work, steel, brass, copper, aluminum, glass, rubber, paint and varnish, decalcomania, paper and ink, electrical power, equipment and supplies, wire, springs and nails, etc. Our railroads, steamship companies and other public carriers benefit from the revenue derived from transportation of coin machines. Thousands of pinball machines are being exported to Great Britain, France and South America. This all helps American prosperity. Let us not destroy all this.

One Makes Mistake; All Suffer

One youth robs a slot machine and two pin games in Oxford; one merchant is convicted of having a slot machine in his possession and fined. Because of this 100 merchants should have their pinball machines taken away from them and derived of this added revenue from their business. Yea, because of this 1,000 normal Americans should be denied the pleasure and wholesome fun derived from playing these games. Maybe the slot machine should go "out"—but never the pinball game. They are as far apart in characteristics as Japan and the United States.

The good people of Oxford and Chenango County are your bread and butter; the merchants buy advertising space in your newspaper; these merchants and their patrons subscribe for your paper. If the merchants take out their pinball machines will you give them enough additional business to make up their loss of revenue from games. If you take from the people of Oxford and Chenango County the recreation which pinball games provide, what will you give them as a substitute? Is there any fairness in this line of reasoning? One person errs and a thousand should pay the penalty. Does the "Golden Rule" apply here or shall we revert to the "witchcraft" of our Puritan forefathers. I say regulate the type of amusement machine being furnished to locations. Pinball games have always been recognized as games of skill.

Do Unto Others as You Would Have Others Do Unto You

Applying the same line of reasoning to newspapers: Several "scandal" sheets are being published in New York City and across the line in Pennsylvania, but do any reformers "shout to high heaven" and throw up their hands in holy horror, demanding that representative newspapers like *The Oxford Times-Union* and *Chenango American*, which print the truth, should be abolished. Then let's be a little more charitable towards the much maligned pinball game. Do you not think that it has been kicked

around as a political football about long enough?

It's no use in trying to bring up our youth according to our own "tissue paper" patterns. They will have their own ideas about that. Responsibility for the morals of children rests squarely with their parents and home training. The pinball machine is not responsible for moral delinquency. The boy who robbed the slot machine probably just wanted a new suit or maybe only enough to take his girl friend to a show. The wave of petty thievery which you describe in Oxford cannot be blamed on the pinball machine. Rather it should be blamed on the fact the people of small means "simply must keep up with the Joneses." When I was a boy my father applied an apple limb with much gusto, and most wholesome effect, I can assure you. And this on an average of three times a week. Perhaps a little more of that would be a good thing today. The only thing I regret is that we had no pinball games in those days. They might have saved me a lot of grief.

"A Clean, Competitive Game"

In closing I will state that people always have loved to demonstrate their skill at games, and always will. That is why the pinball machine will always have a place in "The American Way of Life." Just a competitive game providing clean, wholesome fun for everybody; even the person of humblest means can play. It only costs a nickel.

Peanut Industry Reported To Be Fully Grown Up

SUFFOLK, Va., May 20.—In discussing the progress of the peanut industry, N. M. Osborn, publisher of *The Peanut Journal*, declared that "the peanut industry is often referred to as an infant industry but it is no longer an infant. The infant has grown up into a charming debutante or a dashing Beau Brummell, whichever one you wish to call it."

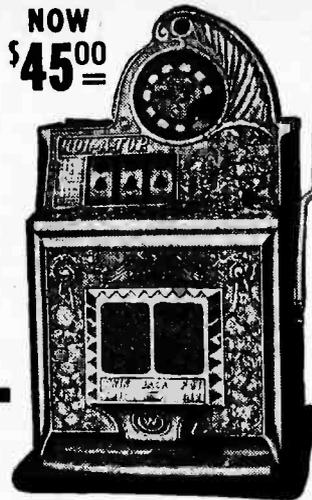
Statistics were quoted by Osborn to indicate the growth. The origin of peanuts is shrouded in mystery, but peanuts were known as early as 950 B. C. The peanut originated in Peru. Recently peanuts have been found in the tombs of the rulers of that country, where they were placed as food for the departed souls of the deceased, unknown thousands of years ago. Evidently, even in those days the people appreciated the food value of peanuts.

The peanut did not come into general use until 1870. The first peanut cleaning and shelling plant was placed in operation in Norfolk, Va., in the early '80s. In recent years the production of peanuts has increased by leaps and bounds. In 1925 the production was 791,355,000 pounds. In 1938 it was 1,424,825,000 pounds, an increase of almost 100 per cent in 13 years. This tremendous increase in production has been caused by the destruction of cotton by the boll weevil and the government cotton acreage control programs. When the Southern farmer was forced to discontinue planting cotton he planted peanuts and found it very profitable.

New Markets

The peanut industry has been forced to find new ways, Osborn said, and means of disposing of this volume of peanuts. This has been done thru scientific research and developing new markets for peanuts. For the last two years the U. S. Department of Agriculture has come into the picture and thru its farmers' co-operative agencies has purchased a large quantity of peanuts for diversion into oil in order to insure the farmer securing a good price for his peanuts. In 1937 the government bought approximately 86,000 tons of peanuts and in 1938 approximately 115,000 tons. Under the present government program the volume of peanuts the Department of Agriculture will be forced to buy every year will increase rapidly, but it is believed that if the government would step out of the picture the law of sup-

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\$45.00



GUARANTEED LIKE NEW

We have a few Rebuilt Machines, as shown above, in 1c, 5c, 10c and 25c play, with Mystery Payout. Every machine has been gone over from top to bottom, inside, outside, repainted, repolished, new reel strips, springs or parts where needed, for operating purposes as good as new.

15-DAY MONEY-BACK GUARANTEE

Write for prices on our complete line of Rebuilt Machines

WATLING MFG. CO.
4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1888—Tel.: OOLumbus 2770.
Cable address "WATLINGITE," Chicago.

ply and demand would take care of the peanut crop.

Finds Opposition

The peanut industry has grown rapidly in the face of discriminations shown thru many sources and lack of proper advertising. For instance, the statement was published all over the country in many newspapers, "Peanuts won't be sold at the New York and San Francisco World's Fairs, according to recent announcement by the fair authorities." This statement was not true. Investigation by the Virginia-Carolina Peanut Association developed that all kinds of peanuts would be sold at the San Francisco World's Fair, and that shelled peanuts would be sold at the New York World's Fair. Only unshelled peanuts will not be sold in the New York World's Fair grounds on account of the peanut shells.

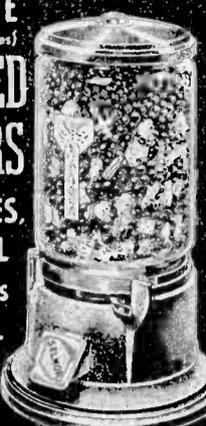
Midget Portable Offered by Evans

CHICAGO, June 10.—Evans Novelty Co. has embarked on what it terms to be "the timeliest, greatest promotion ever offered." The item referred to is the new portable Majestic radio, "the world's smallest portable—no larger than a camera."

The dimensions of the radio, which comes complete with shoulder strap so that the radio may be conveniently carried on the person, are 3 3/8 inches deep, 5 1/2 inches wide and 6 3/4 inches high. "It'll go like a house afire on a board," commented one observer of the new item, a "world-wide exclusive Evans promotion."

"This superheterodyne radio is the most powerful sales getter in the entire history of radio," declared Evans officials. "No aerial, no plug-in, no wires—take wherever you will and enjoy your favorite programs. Just one example of its popularity and usefulness is illustrated in the fact that baseball fans have shown up at the major league parks with these radios—they get a kick out of seeing the game and getting a professional account of the game. This attraction has many counterparts in other sports and what have you. It's a natural in whatever way it's merchandised."

New 1939 Model "E" SELMOR
\$6.25 SAMPLE
 (Cheaper in Quantities)
GUARANTEED FOR 5 YEARS
 Vends all CANDIES, TOYS and BALL GUM. Brings BIGGER PROFITS.
 New Streamlined Design, Chromium and Baked Enamel.
 Ask the Smart Operators.
GREAT STATES MFG. CO.
 Dept. E, 1601-09 E. 39th St., Kansas City, Mo.



MERCHANDISE MACHINES

Chewing Gum Label Delay

Manufacturers seek a ruling to set up gum standards

CHICAGO, June 10.—So far as can now be ascertained, no change will be observed on chewing gum wrappers when the new food, drug and cosmetic act becomes effective June 25. The various manufacturers, acting thru the National Chewing Gum Association, conferred with federal authorities in Washington in March with the intention of securing standards for chewing gum, thus obviating the necessity of ingredient disclosure on wrappers.

Thus far nothing has been announced along that line and it is probable nothing will be for some months, as the Food and Drug Administration will be having its hands full dealing with products presenting more serious problems than does chewing gum. It is understood that the chewing gum interests have been relying on passage of the Lea Bill, seeking to defer the effective date of the new food, drug and cosmetic act. Should this fail of enactment it is likely the manufacturers will print ingredients on wrappers at an early date so as to comply with the law.

In view of the fact that chewing gum, particularly the better known brands, such as those of the William Wrigley Jr. Co., American Chicle Co., Beech-Nut Packing Co. and others, are so widely distributed it takes a little time to gain complete distribution when any wrapper or labeling change occurs. While there is no authority for saying that the government will be lenient with a product of this character, it is generally believed federal officials will make reasonable allowance for clearing out of old stocks and hence will not criticize vendors or other retailers for a limited time in the use of merchandise bearing old wrappers.

Beverage Vender Demand Increases

NEW YORK, June 10.—Art Nyberg, who is in charge of the Bally Mfg. Co. offices in the General Motors Building, reports: "The patrons of the Bally Beverage Vender are creating demand for the machine wherever it is placed."

He explained: "We are in receipt of phone calls from locations every day asking that beverage venders be placed in their spots. Questioning these phone inquiries, we learned that they resulted from these inquirers visiting locations using the beverage vender and instantly realizing what a wonderful money-maker it would be in their place of business."

"An outstanding example is that of a small theater owner in New Jersey who, happening to be in Newark, visited the Branford Theater. On walking into the lounge after the performance he saw the crowd around a beverage vender. He went over, purchased a drink himself and became so impressed with the remarks of those standing around the machine drinking this cooling beverage that he checked up to find our offices and phoned us the very next day to have someone place the machine in his theater."

"This is the only merchandising machine that I have ever seen that is actually creating demand for itself from its own patrons. It is certainly therefore no surprise to have such an outstanding location chain as the Sobel Bros.' service stations phone for the beverage vender to be placed with them and, after a few days' test, to demand that at least 25 more of their stations have the machine instantly located because of the fact that it brings their

patrons a superservice for which these stations are famous thruout the entire New York area."

Visitors from Eastern cities are calling upon Art Nyberg in his offices at the General Motors Building and upon John A. Fitzgibbons and his special beverage vender offices every day to see the venders.

Include Tax in Price Rules Judge

MEMPHIS, June 10.—In an opinion involving placing of tax on commodities in computing retail cost in compliance with the Tennessee Unfair Sales Act, City Judge Bateman held that the tax should be included.

The defendant, an over-the-counter retailer, was accused of selling cigarettes at 14 cents a package, a price below provisions of the act requiring a 6 per cent profit above cost to the retailer. Prevalting cost of a carton of cigarettes to retailers in Memphis was agreed to be \$1.43. With addition of the necessary 6 per cent for profit, the minimum selling price per package would be 15.1 cents, including tax, the court held.

Stamps on Cigs July 1 in N. Y.

NEW YORK, June 10.—Cigaret dealers were warned recently that all packages of cigarettes sold or "exposed for sale" after midnight of June 30 must have attached the new State cigarette stamps.

"The retail dealer must buy and affix cigarette tax stamps upon all unstamped packages he has on his shelves when the law goes into effect July 1," it was ruled. "This is only a temporary phase. On all packages of cigarettes purchased from wholesale dealer by retailers after July 1, the stamps will be affixed by agents of the State."

New Orleans

NEW ORLEANS, June 10.—Following the wettest May in many years, frequent rains tending to hurt operations in this area, coin machine operators of all kinds are once more reaping the benefit of sunny skies. Practically every pin game, bell and phonograph operator in the Crescent City reports increasing play since the first of the month and all credit the change to better weather conditions.

The Dixie Music Co. has announced it will sell the new Mills Throne of Music phonograph. The first shipment of new Mills is expected within a few days, according to Sam Gentilich, general manager. Three samples in the display room are attracting wide attention. "The new Mills phonographs are beautiful and we expect to do a good job of selling it," he says. Associated with Gentilich in the company are Joseph Pipitone and Julius Page, all pioneers in the coin-operating business in this city.

R. N. McCormick, Southern sales manager for Decca Distributing Corp., just returned from a trip to St. Louis and Memphis. While in the Missouri city, his old home town, McCormick conferred with E. F. Stevens Jr., vice-president of Decca, and Joe Turner, St. Louis manager. All took important part in a sales conference held for Decca attaches in the St. Louis area. While there the New Orleans manager also visited his parents, Mr. and Mrs. R. L. McCormick.

At Memphis Decca has moved its branch office to new and larger quarters at 632 Madison avenue, where three new sound-proof booths and a larger staff should prove a mecca for music operators of the Delta area. Personnel of the Memphis office include J. W. McCarter, manager; William Willpolk, office manager; Miss L. Fleming, assistant; J. P. Cannon Jr., floor, and Elliott Jenkins.

SAVE MONEY ON VENDING MACHINES AND ALL SUPPLIES!
 Complete stock on hand of Charms, Candies, Toys, Pistachios, Peanuts, Cashews, Rainbow Nuts, Jelly Beans, etc. Also all the latest and best Vending Machines, including marvelous reconditioned machines. We will establish routes for you! Write, phone or call today for prices!

SUNFLOWER VENDING MACHINE CORP.
 658 W. 183rd St., NEW YORK

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vendor into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary vendors. Thousands already placed; room for thousands more. Die cast precision machine; no comebacks. We'll match it against any others in the low priced field. Has 12 revolutionary features, including Magic Coin Selector, Yale Tumbler Locks, adjustable dispenser. Vends candy, gum or peanuts, 1/2 and 3-lb. sizes. Thousands of Tom Thumb Vendors now bringing real profits to operators. Don't wait. Write for full details, prices and money-back guarantee today.
FIELDING MFG. CO., Dept. 23, Jackson, Mich.

clerk. Visiting the Memphis office for the opening was John S. Hornsby, Little Rock manager.

Head of service for the Gentilich Distributing Corp. is Winnfield Christmas, son of world-renowned late Lee Christmas, one-time dictator of Honduras and one of the greatest soldiers of fortune of all times. Lee Christmas died in 1924 in a New Orleans hospital from sickness contracted in the tropics, where he fought in no less than a dozen Latin American republic revolutions.

Exhibit Supply's new Zips are being placed on location by the dozens this past week, and operators are already noting some fine business. One operator reports that he spent most of an entire day enjoying the game himself before he placed his first Zip on location.

Business continues to expand at the C. & N. Sales Co., and head man Fred King has been forced to add to his sales and service staff for the umpteenth time this year to keep up with orders. H. E. Mitchell and Don E. Vogel are new additions to the sales staff of the firm, and Benny Anderson and Zalton Korosey are new in the service department. Anderson has been a successful operator himself for some time in this area and continues to run his business while working for King. Mrs. King writes home that she is now in New Hampshire and liked the New York fair so much she intends to go back to the big city for another week of pleasure.

Melvin Mallory, manager for the Louisiana Amusement Co., left during midweek for a wide trip over Louisiana territory. He reports a brisk demand for new Rock-Ola phonographs. The local firm received its second car lot of new Rock-Olas this week and all but five have been disposed of in a few days. Isabel Meric is the new secretary at the company's office.

George Baker, head of service department for Louisiana Amusement Co., leaves this week-end for a vacation of two weeks in Indiana and the Windy City. Later he will stop over in Houston to visit Stelle and Horton, controllers of the Louisiana company. Mrs. Baker and their young son, George Jr., are now in Indiana visiting their parents.

Frank Alessi does well every time he goes fishing with the other operators along Carondelet street row, but up to now his best companion on a fishing trip has been Mrs. Alessi. It's seldom that a man finds his wife as his best fishing companion, but we have plenty of friends to vouch for what Alessi comes back with when the missus goes along.

Andy Monte, head of the A. M. Amusement Co., reports a good spring season and has added locations in an expansion of his operations.

PEANUT & GUM VENDING MACHINES
 New, Direct From Factory.
ONLY \$2.40 AND UP
 Over 60,000 Sold.

MAKE MONEY NIGHT AND DAY Without Selling

Step into the big money with "Silver King." Place in taverns, stores, filling stations, waiting rooms, etc. Then collect profits. Vends candy, gum, peanuts. Start small, full or part time. Best locations prefer "Silver King." Get FREE facts today.

SPECIAL OFFER
 10 "Silver Kings" \$55 (from factory)

ONE SAMPLE MACHINE ONLY... \$6.50
 SPECIAL—One Vendor, 10 lbs. Candy, 1 Gross Charms, \$8.45
 1/3 Deposit With Order, Balance C. O. D. Send for Circular and Easy Terms.



TORR 2047 A 50.68 PHILA.

CALL FOR CALCO BALL GUM!

Alert operators everywhere call for CALCO Drilled Ball Gum because its uniformly high quality pops up their collections.

Several styles of sets. Write today for circular.

TOWNSEND MFG. CO., Dept. B
 434 North Front St., Baltimore, Md.

Used Cigarette Machines
 Low Prices—Exceptional Values

National No. 9-30—Enclosed Stand	\$62.50
National No. 8-30—Enclosed Stand	37.50
National No. 6-26—Enclosed Stand	29.50
Stewart-McGuire—6 Column	15.00
Stewart-McGuire—8 Column	15.00
Stewart-McGuire—4 Column, Iron Stand	12.50
Uneda Pak, 3 Column—Enclosed Stand	12.50
Gorsta—6 Column Cigarette	10.00
Gorsta—8 Column Candy	25.00
Hershey—1c Vendor	12.50
National No. 5—5 Column	6.00

F. O. B. New York City.
 TERMS: 1/3 Cash, Balance C. O. D.
HENRY WERTHEIMER
 381 FOURTH AVE., - NEW YORK, N. Y.

CHARMS 40c A GROSS
 Ad-Lee 3-Column Machines, Floor Samples, \$20.00 Each.
 1/2 With Order, Balance C. O. D.
SILENT COIN CRAFT CO., Inc.
 200 11th Ave. S., Minneapolis, Minn.

LOOK
 IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

Cigarette Merchandisers' Associations

A Friday deadline makes it impossible to give a story on the CMA outing at the Berkshire Country Club. However, a complete story will appear on it in the next issue. The members carefully planned the event and that it is to be one of the outstanding events in CMA history was predicted soon after the committee started to work on arrangements.

From all indications the turnout at the outing will be the greatest ever recorded by the associations. CMA of New York has reported the largest number of reservations for the affair. From over New Jersey way comes word that nearly everyone in that organization plans to be on hand for the athletic tilts. These two CMAs are beginning to take their sports seriously. Since there are a number of events on schedule, all are anxious to see how these sportsmen stack up in actual competition.

Jack Bloom, of New York, and John Sharenow, of New Jersey, may not be able to participate in sports events. Jack will be on the sidelines rooting for the boys. He has great faith in their abilities, so, he says, he will not have to worry about them coming in victorious. Funny almost the same identical story came from Newark. John Sharenow injured his back, which may keep him off the mound as star hurler in the big game between the boys on both sides of the Hudson River. But, says John Sharenow, even if he does not play he'll be on the bench hailing his team as the conquerors of the New Yorkers.

Meet James Cherry

The outing will give all members of the CMAs a chance to meet and greet James Cherry, new manager of the New Jersey CMA. Reports have already come out of the territory of the good work he is doing and the progressive plans for the future. All members of the organizations are anxious to hear about them.

The CMA of New York at a recent meeting heard reports on the outing. Matty Forbes made the report in the absence of William S. Peek, chairman of the committee, who was, because of illness, unable to attend that session. Altho William Peek was absent from the session, members were assured that he would be on hand to take care of his assignments on the golf course. Outstanding as a golfer, New York CMA is banking largely on him bringing home the bacon.

At this meeting the New York organization guests were Herbert Winston, representative of the Winston Cigarette Service; Harry Moore, Venders Service, Inc.; Max Zar, Automatic Cigarette Service; R. S. Hildebrandt, Cigar and Cigarette Service; Joseph Klvana, Five-Boro Cigarette Service; Mortimer Randall, Ranger Automatic Cigarette Service; Harry Mandell, Queens-Nassau Cigarette Service; Ralph Hopkins, Palmer Cigarette Service, and James Cherry, manager of the CMA of New Jersey.

New Members Received

New members received by the CMA of New York include Ralph Hopkins, of the Palmer Cigarette Service, and R. S. Hildebrandt, of the Cigar and Cigarette Service.

The meeting was one of the largest in the annals of the New York CMA, as all members "except about three" were in attendance.

The marriage of Bob Hawthorne was also disclosed at this meeting. It seems that Bob had been married for a week or two before any of the members learned of the ceremony.

Sam Yolen, expert baseball player, skipper and commodore, again has his boat navigating, members of the organization learned. Some have even dared Sam to sail his craft up the Bronx River.

Matthew Forbes recently conducted a regional meeting on Staten Island. The session was called to iron out some matters which affected only the island.

The executive meeting of the CMA of New Jersey, originally scheduled for June 13, was held June 6. The urgent discussion of special matters forced the change in the meeting date. The regu-

lar session is set for June 27. James Cherry, manager, reveals.

Summer biz is reported going strong along the Jersey shore. However, Harry Zink, of the Coast Cigarette Service, will take time out to attend the Berkshire outing.

Tobacco Tax Org Officers Named

AUSTIN, Tex., June 10.—New officers of the National Tobacco Tax Conference are as follows: Sam Kimberlin, president and also director of the cigaret and occupation tax division of Texas; T. Grady Head, vice-president and also revenue commissioner of Georgia; Paul Minus, secretary and treasurer and also director of the license tax division of South Carolina; Albert Lepawsky, executive secretary and also secretary of the federation of tax administrators.

The group, which is composed of licensing officers of various States, has as its avowed purpose the declaration, "A constituent organization of the federation of tax administrators interested in advancing standards and improving methods of tax administration."

The National Tobacco Tax Conference maintains offices in Chicago at 1313 E. 60th street. The executive council of the group is composed of the aforementioned officers and in addition the following: Irvin Arnovitz, chairman State tax commission, Utah; Erwin M. Harvey, commissioner of taxes, Vermont; Walter J. Kress, deputy secretary, department of revenue, Pennsylvania, and Bryant C. Long, chief, tobacco tax division, Louisiana.

Coin Machine Movies in London

LONDON, June 10.—Coin machine "talkies" have been installed in many of London's amusement arcades. Customers sit in a comfortable chair, drop a penny in the chute, look thru a window, adjust their earphones and see a one-reel talking picture. Deposit of a second penny brings on the second reel. For four pennies the customer may see a four-reel talkie.

Texas Begins Hearing

HOUSTON, June 10.—On June 6 the federal government began calling witnesses to testify in the mail-fraud trial of Willard F. Main, Cedar Rapids, Ia., manufacturer of vending machines, and 13 others. The defendants are charged with conspiracy to defraud by use of the mails in connection with the sale of coin-operated vending machines by several companies controlled by Main.

All defendants pleaded not guilty to the charges. Those who are said to have taken part in the alleged conspiracy include Miss Jan E. Slavata, office manager of one of the Main companies; E. L. Weidner, J. H. Arnold; Frank E. Machen and H. A. Visel, indicted as associates of Main in the vending machine business; O. F. Troutman, Philip C. Ashler, L. F. Underwood, Charles Holmes, H. Pasteur, Charles Bobenmyer and E. L. Shaw. H. H. Trader, indicted, failed to answer when his name was called. Federal Judge James V. Allred issued a warrant for Trader's arrest and set his bond at \$5,000.

Up & Up Repetition And a Reputation

CHICAGO, June 10.—"Up, up, up and up. You say it's repetition? Yes, but it's also reputation—reputation for orders and profits with regard to the J. H. Keeney & Co's recently introduced game, Up and Up.

"According to reports, this new five-ball sensation with the new high-score principle and separate awards for individual skill shots is one of the biggest things offered to commens for a long, long time. Orders for this new nickel magnet are swamping the Keeney office force. And they're orders from operators in every section of the country. The fact that Up and Up may be easily converted from a free game to a straight novelty game has made it available for operation in all territories. Operators report that Up and Up has turned out to be one of the biggest money-makers they've ever operated.

"The Keeney entry that's running



CANDIES
FOR BULK VENDERS

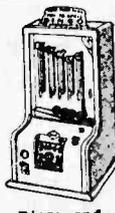
Tempt-U Niblets
FOR
PACKAGE VENDERS

WINNERS

PAN CONFECTIONS-CHICAGO

345 W. ERIE ST. Phone SUP 8800
ORIGINATORS OF HARD SHELL CANDIES
345 W. ERIE ST. CHICAGO, ILLINOIS

FOR NAMING NEW PAN VENDING CONFECTION WILL BE ANNOUNCED NEXT ISSUE.






Bingo and Criss Cross 1c-15c-20c Models 1c Gum-Vendor 2 in 1 Vendor

Write Today for
FREE CATALOG
of over 100 different New and Used Vending and Amusement Machines.
Ask about our **COMBINATION SCALE!** Vends stick of gum FREE with each weight!

D. ROBBINS & CO.,
1141-B DE KALB AVENUE
BROOKLYN, N. Y.

USED CIGARETTE MACHINES

7 Col. Brand New Gorrettas with Stands, Model B	\$25.50
7 Col. Used Gorrettas with Stands, Model B	12.50
8 Col. Masters	7.50
8 Col. Gorrettas, Model A	\$5.50
8 Col. Monarchs	35.00

(All above Machines not Sluggproof.)
4 Col. Stewart & McGulre's \$ 7.50
7 Col. Stewart & McGulre Streamline 35.00
All in Good Condition for Many Years' Use.

NATIONAL VENDING MACHINE SALES CO.
12323 SUPERIOR AVE., DISTRIBUTORS OF CLEVELAND, OHIO.
NATIONAL CIGARETTE AND CANDY VENDERS

\$

50

EACH

FACTORY SALE!

PEANUT AND STICK GUM VENDERS!
ALL BRAND NEW! REGULAR \$5.00 VALUES,
ORDER IN LOTS OF 6 OR MORE. SEND M. O. IN FULL.

A. M. WALZER CO.
Terminal Building, Minneapolis, Minn.

away with the field is the 1939 console game Super Track Time. The game, with its appeal, was a hit when it was first put on the market. Refinements and improvements have made it an even greater favorite of players and operators."

"Thanks" and A New Game

CHICAGO, June 10.—"Chicago Coin Machine Mfg. Co. officials request *The Billboard* to publish a note of thanks to commens thruout the entire country for the splendid letter and other communications they have received in connection with the huge success of their two latest hit games, Majors and Topper."

They stated: "It would be physically impossible to answer all the letters, telegrams, etc., that we have received congratulating us on Majors and Topper at once. Therefore we asked *The Billboard*, which has been influential in helping us sell these games thru our advertising, to publish this note thanking all you loyal Chicago Coin supporters for the splendid way you've received our recent offerings.

"At this time also we'd like to announce a new game that will be officially introduced next week. Its name is Ocean Park, but that's all we can say now. However, we can say that it will be another Majors or Topper when it comes to earnings. Enough said."

Frey Counter Games Catching

MIAMI, Fla., June 10.—According to reports from Bill Frey, his five new counter games are causing a sensation wherever they have been placed. "One of the biggest reasons why our new Profit Rollers have caught on like wildfire," says Frey, "is because they are fast money-makers. They're the kind of

games that allow a multiple number of players to play at the same time, thus the location may provide thrills, amusement and suspense for any number of people in the same amount of time that other games take for one player. As a matter of fact, the Profit Rollers are faster than many games. There are other reasons why operators can't get enough of these new games. For example, the new safety-belt feature that makes Profit Rollers cheatproof in spite of the fact that they are not coin operated. Then the dice used are Micrometer Dice, tried to 1/10,000th of an inch. The various sizes in which these games are built make them adaptable to almost any size counter location. Their names? Yes, Jitter Roll, Color Roll, Chuck-a-Roll, Number Roll and, last but not least, Twin Roll."

Batting Champ Intros New Idea

(New Game)

CHICAGO, June 10.—"Something heretofore considered impossible in a coin game has now been successfully achieved and built into this newest hit," explained officials of D. Gottlieb & Co. in announcing Batting Champ, their new baseball game, which is, they state, now ready for delivery.

"Batting Champ is not just another baseball game, but presents one of the cleverest play ideas ever incorporated in a coin machine.

"Tests reveal that the game scores a terrific hit with locations and operators, while baseball fans go for it in a big way. Distributors and jobbers who have seen the game in operation predict it will be one of the greatest sensations in years. Batting Champ is guaranteed to be mechanically perfect and is available in both free-play and regular models. All efforts are being made," reports the factory, "to get it into quantity production immediately, as heavy orders are being booked daily."

MUSIC MERCHANDISING

Profs Say Music Soothes, Swing Okeh

NEW YORK, June 10.—The psychological effect of music, even of the swingy type, has been recognized by the intelligentsia, according to reports emanating as a result of National Music Week.

Music in the home, even a swing ditty chanted in the bathtub, hath charms to soothe a family quarrel, strengthen domestic ties and afford psychologically valuable emotional release, according to Miles A. Dresskell, assistant professor of music education in Teachers' College, Columbia University.

Professor Dresskell, a discussion leader in the college's program celebrating National Music Week, said yesterday it made no difference if members of the family lacked vocal talent so long as they sang with natural abandon instead of forcing their music. He recommended group singing in the home as a stimulant to household co-operation.

"Sing in the bathtub?" he continued. "Why not? You can sing in any old place, any old time. If a husband sang in the bathtub it might make him like his breakfast more and make him less likely to bawl out his wife in the morning."

Professor Dresskell had a kind word for swing. While finding it more "physical" than emotional and lacking in inherent artistry, he said it was "very clever music" and played by good musicians who are masters of their technique. Swing, or jazz, which he regards as the same thing, is distinctively American and comprises an important part of the younger generation's social life, he added.

Natchez, Miss.

NATCHEZ, Miss., June 10.—With better business on tap in this section, operators also received additional good news recently when they learned that they now have a native son in the New York office of *The Billboard*. The young man is Samuel Abbott, better known in these parts as Sam. He is the son of Mr. and Mrs. William B. Abbott of Natchez.

After being critically ill for several months, Dan Tucker, local op of La-Ark-Tex Co., is on the mend and will soon be able to be out again. La-Ark-Tex recently installed a number of new machines in Louisiana and Mississippi, Ferriday, La., and Vicksburg, Miss.

Cecil Boyd, of Natchez, Miss., is visiting his friend, operator R. Bruce Swayze Jr., at his home in Ferriday, La.

Lots of new phonos in various locations in and near Natchez these days. All companies report new locations.

Minneapolis

MINNEAPOLIS, June 10.—Henry Greenstein, of the Hy-G Games Co., Minneapolis, was in Chicago, where he purchased new equipment. He was gone about a week.

Cupid is again making his score in the Twin Cities just as he did last year. The engagement of Nina Carlson, of the National Scale Co., Minneapolis, will culminate in marriage June 24. The bridegroom's name was not learned.

Dorothy Schoon, of the Acme Novelty Co., Minneapolis, announces that her marriage has been set for September 20.

Sherna Schanfield has just joined the staff of the Hy-G Games Co. as stenographer.

The Minneapolis case relating to the possession of payout games and bells by a distributor was decided against the defendant. At this time it is certain that an appeal will be taken.

Record Buying Guide

An Analysis of Current Songs and Recordings From the Standpoint of Their Value to Phonograph Operators

By DANIEL RICHMAN

Tabulation is based upon radio performances, sheet music sales and record releases of the week. Reports from music publishers as to the relative importance of certain songs in their catalogs are also considered, as well as information received each week from prominent operators.

GOING STRONG—KEEP THEM IN

Beer Barrel Polka. Still rolling merrily along a road of popularity that apparently has no ending are Willie Glahe's and the Andrews Sisters' top recordings of this gift from abroad. There's hardly a machine from Maine to California that still isn't inviting patrons to roll out the barrel, and from all indications it will probably be another couple of weeks before the "roll out" can be changed to "throw out."

Wishing. In a class by itself as far as contemporary ballads are concerned is this Buddy DeSylva hit from RKO's *Love Affair* picture. Incidentally, it's an interesting commentary on the song that DeSylva wrote 16 years ago, considered it too corny even then and stuck it away in a trunk. Buddy worked on the Charles Boyer-Irene Dunne starrer for which a sentimental ballad was needed, when he was reminded of his 16-year-old brainchild. He brought it forth and a hit was born, or rather reborn. Glenn Miller is away out in front as the best record bet.

Three Little Fishies. Interesting of note is the fact that the quartet of currently leading numbers is as varied as pop music can possibly be. A polka, a straight ballad, a wacky novelty ditty and an intelligent lyric grafted on a dance arrangement of an old Hebrew melody indicate that the public isn't always satisfied with monotonous run-of-the-mill tin pan alley output. *Fishies* is keeping pace nicely with its going strong colleagues, with Kay Kyser's record still tops and Hal Kemp's assisting.

And the Angels Sing. Continuing to attract plenty of nickels is Benny Goodman's superb disc of his trumpet ace, Ziggle Elman's, adaptation of this Hebraic tune. Elman's fine trumpet chorus has had a lot to do with keeping it on top, as has Bing Crosby's recording of the number. Midwest ops report that the Crosby platter has slipped, but other sections of the country find it almost as strong as when it was released.

COMING UP—BETTER STOCK THEM

The Lady's in Love With You. Another week will quite likely see this lilting rhythm tune up among the favored few. It's almost strong enough at the moment to warrant its inclusion up ahead, but this department thinks it prudent to see one more week's results before boosting it. If it keeps going at its present pace there'll be no two ways about it. Glenn Miller again seems to have the edge on the recordings made of it; Bob Crosby's is only doing fairly well.

My Last Good-Bye. Slowly but surely this rather trite ballad is climbing. It's far from a brilliant piece of tune and lyric writing but it's got the basic sentimentality that clicks with the customers. Henry Busse and Glenn Miller have been dividing recording honors pretty evenly thus far.

Stairway to the Stars. Unless we're badly mistaken, this lovely melody is going to be the *Deep Purple* of the summer season. For that matter, its history is similar in several respects to that of the Peter DeRose-Mitchell Parish hit. Like *Purple*, *Stairway* is a theme out of an instrumental piece written and published several years ago, *Park Avenue Fantasy*, by Matt Malneck and Frank Signorelli. Parish was called in, as he was for *Purple*, to put a lyric to the melody. Both numbers are published by the same firm, which intends to do for the new one what it did for *Purple*. It's a beautiful tune, plus an attractive title, and ops are hereby given fair warning that it's going to be pretty important to them very shortly. It's too early as yet to tell which recording will get the preference, whether Sammy Kaye's, Kay Kyser's or Glenn Miller's.

If I Didn't Care. This sob ballad was listed under Operators' Specials for several weeks during the early spring, and it was thought that the Ink Spots' disc of it would live and die in that category. Belatedly, however, the tune seems to be catching on with the general public and with band leaders. It's been getting air plugs and selling copies (No. 7 on this week's best selling list isn't bad), so a revival in the boxes would seem to be in order. The Ink Spots did well with it once and should again, and for dancing there's Bob Crosby's version.

OPERATORS' SPECIALS

Listing covers those songs which in themselves cannot be classified as popular nation-wide hits, but which are, or give every indication of becoming, successful phonograph numbers.

Rancho Grande. Bing Crosby's version of this oldtimer may be a repeat on the success of his *Mexicali Rose*. It still hasn't been given enough time to reach that exalted state, but it has a good chance.

Wizzing the Wizz. Still important to ops in most locations is Lionel Hampton's amazing platter, wherein the septa swingster does some phenomenal things with two fingers and a piano keyboard.

St. Louis Blues. Tavern patrons might find a lot to their liking in this Guy Lombardo recording of the daddy of them all. The record doesn't mean a great deal in the box at the moment, but is offered (along with the following items) as a suggestion to entice the nickel-droppers. On the reverse of this one is the Lombardo theme, *Auld Lang Syne*, which might arouse some interest.

Little Brown Jug. Glenn Miller comes up again with another great tune for the machines. It seems that everything Miller turns out these days has something about it that makes fine phono fodder, which is probably one of the reasons why he is the most promising of the rising swing maestri. Here is Glenn's superior arranging skill at its best on a simple nursery jingle.

West End Blues. Louis Armstrong bats one out that could be a profitable number if it happens to catch on in the beginning. Despite the blues of the title, it's a stomp item, with Satchmo scatting and muttering in his inimitable style thru part of it. This has possibilities.

Well, All Right. At the moment this is mentioned only as a hint to ops that on the reverse of the Andrews Sisters' *Beer Barrel Polka* is a number that, once they start turning the record over, may be a big thing for them.

(Double-meaning records are purposely omitted from this column)

Philadelphia

PHILADELPHIA, June 10. — There's still considerable dancing in the streets among the local operators because of the fact that the coin machine association here has been successful in obtaining the first charter to be granted a pinball game association. The document will soon be returned from the engravers and will be prominently placed in the association headquarters with appropriate ceremonies.

Herman Hoffrichter, of the Hy-Ball Vending Co., who has been in the business for only eight months, says that business is good enough to warrant him getting engaged. He will announce his betrothal shortly.

Ed Richter is one of Magistrate Jacob Dogole's most valued aids in the promotion of the "Be an American Only" movement sponsored by the judge. He has sold the society's bronze-plated emblem to nearly every member of the Amusement Machine Operators' Association.

Customers along Max Bushwick's route are wishing a speedy recovery for Herman Feledenkries, service man for the Capital Amusement Corp., who is seriously ill. Feledenkries, incidentally, is the father of a six-week-old son.

A local radio columnist reports that *And the Angels Sing* is the most frequently requested recording among the Philadelphia stations, with *Three Little Fishies* swimming into second.

Max Bushwick is replacing many phonos.

Frank Engle is making frequent trips to towns in the western part of Pennsylvania.

Operators are generally reporting increased collections thruout the city. The influx of visitors on their way to the New York World's Fair is said to be the major reason.

Junior arrived at the Sam Kleins Tuesday, May 16. This is the third in the brood for Sam, who was first president of the Philadelphia Amusement Machine Operators' Association.

The wife of Max Bushwick, of the Capital Amusement Corp., will graduate from the Philadelphia College of Optometry from where she will emerge as a licensed optometrist.

The Royalists, an orchestra managed by Ed Heller, of the Royal Distributing Co., is fast becoming one of the most popular musical aggregations locally. Several columnists in the Philadelphia papers have named the band as one of the better outfits whose music caresses the ears.

Jack Bayer, the capable service man for Lew Suskin's route, displayed much engineering ingenuity when he designed and constructed an electrically operated revolving stage for the Cafe Martinique in Wildwood.

Albert Benoff has announced his engagement to Leonora Sostman, of Atlantic City. A two-column cut of his fiancée was carried in one of the newspapers in the resort town telling of his betrothal.

At the gala opening of the Blackhawk Sales Co. nearly every operator in the district was represented. Proprietor Henry Lansman was on hand to dispense conviviality along with the food and drink served to the ops. Lansman predicts great success for his enterprise judging from the flood of orders that were placed for the choice assortment of salesboards and pinball games which he now has in stock.

Operator Joe Brown is inviting many of his associates in the business to the fishing trips aboard the small yawl he owns.

Albert H. Cohen, of Witte & Cohen, is practicing up on floor pacing in preparation for the arrival of the heir which he expects any day. This will be the second addition to his family.

Don't Miss These Sure-fire Nickel Grabbers

BY BRAND NEW *Blue Bird* RELEASES MADE ESPECIALLY FOR THE *Coin Machines*

SHEP FIELDS

and his Orchestra



- HOT PRETZELS**—BLUEBIRD No. B-10304.
If you liked the "Beer Barrel Polka" you'll go for this one.
- STAND BY FOR FURTHER ANNOUNCEMENTS**—BLUEBIRD RECORD No. 10304
A swell rhythm tune that will soon be up at the top.
- MY HEART HAS WINGS**—BLUEBIRD No. B-10291
A beautiful ballad that can't miss.
- A HOME IN THE CLOUDS**—BLUEBIRD No. B-10291
The appeal of Penthouse Serenade. . . . A sure hit.
- I DREAM OF JEANNE WITH THE LIGHT BROWN HAIR**—BLUEBIRD No. B-10308
By Stephen Foster, composer of "My Old Kentucky Home," etc.
- BUFFOON**—BLUEBIRD RECORD No. B-10308
A sock instrumental novelty that will wear the needle down.
- SHORT'NIN' BREAD**—BLUEBIRD No. B-7887
The favorite of the Negro melodies.

OUTSTANDING VOCALS BY
Hal Derwin • Jerry Stewart • The Trio

MANAGEMENT: MUSIC CORP. OF AMERICA

SHEP FIELDS
Rippling Rhythm
means MORE NICKELS

DECCA

Hot Tips for Operators

THESE BIG DECCA SPECIALS ARE EARNING LARGE PROFITS FOR OPERATORS EVERYWHERE!

- 2286 IF I DIDN'T CARE KNOCK KNEED SAL Vocal Ink Spots
- 2494 EL RANCHO GRANDE (My Ranch) IDA SWEET AS APPLE CIDER Ella Fitzgerald and her Savoy Eight
Bing Crosby assisted by The Four-some
- 2462 BEER BARREL POLKA WELL, ALL RIGHT Andrews Sisters
- 2451 DON'T WORRY 'BOUT ME ONCE IS ENOUGH FOR ME FT. VC. Ella Fitzgerald and her Savoy Eight
- 2285 SWEET ADELINE YOU TELL ME YOUR DREAM, I'LL TELL YOU MINE Mills Brothers
- 2440 WOODCHOPPER'S BALL BIG-WIG IN THE WIGWAM FT. VC. Woody Herman and His Orchestra
- 2321 HEAVEN CAN WAIT SUNRISE SERENADE Inst. FT. Glen Gray and the Casa Loma Orchestra
- 2464 I NEVER KNEW HEAVEN COULD SPEAK ROSE OF WASHINGTON SQUARE FT. VC. Bob Crosby and His Orchestra
- 2463 WISHING (Will Make It So) YOU'VE GOT ME CRYING AGAIN Comic Bostell
- 2359 EAST SIDE OF HEAVEN SING A SONG OF SUNBEAMS Bing Crosby With John Scott Trotter Orchestra
- 2384 BEER BARREL POLKA NEW OKEY DOKEY POLKA Jolly Jack Robel and His Band
- 2447 I'M BUILDING A SAILBOAT OF DREAMS DOWN BY THE OLD MILL STREAM (With The Foursome) Bing Crosby with John Scott Trotter Orchestra.

Decca Records Inc.

NEW YORK

What the Records Are Doing for Me---

In this, the operators' own column, the music merchants of the entire nation help one another to select the biggest money-making records. It is a service by the operators and for the operators. When contributing to this column be sure to include the name of

the recording, the name of the artist and the type of location the recording goes best in.

Address communications to WHAT THE RECORDS ARE DOING FOR ME, THE BILLBOARD PUBLISHING CO., 54 W. Randolph, Chicago, Ill.

Natchez, Miss.

June 10, 1939.

To the Editor:

As the operator and owner of one of Northeast Louisiana's largest night clubs, I have several phonographs in my club, known as Bob's night club and located in Ferriday, La.

While I use bands, including several "names," foremost of whom are Rita Rio, Jackie Coogan, Art Kassel and his Kassels in the Air, Barney Rapp and Anson Weeks, I also find that the phonos are just as important to my business as these well-known bands. Marshall Van Pool is here at present and has a good

organization. During the day and at intermission I get a fine play from the machines in my place.

Nickel drawer best at present is *Three Little Fishies*, by Kay Kyser. This tune is a "natural" for the 5-cent pieces. The ladies especially like the fish tune and they all play it plenty. Also on the list for popularity are *It's a Lonely Trail*, by Guy Lombardo; *When My Baby Smiles at Me*, Ted Lewis oldie; *You're a Sweet Little Headache* and anything else I have by the one and only Bing Crosby; *Little Genius*, by Russ Morgan; *It Makes No Difference Now*, that hillbilly tune; *Hold Tight*, by Fats Waller; *We'll Never Know*, by the Lombardos; *Annabelle*, by Glen Gray; *Deep Purple*, by Crosby and Lombardo; *Sailing at Midnight*, by Jan Garber, a popular ork here. *The Beer Barrel Polka* is another topnotch nickel-getter. It is best for my spot as played by Jolly Jack Robel. Bing's brother Bob and his Dixieland Ork swing out for the cash on *What Have You Got That*

LOOK IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

COMPLETE LINE OF SEEBURG MARBLEGLO SYMPHONOLAS

ON DISPLAY AND READY FOR IMMEDIATE DELIVERY HIGHEST ALLOWANCE FOR USED PHONOGRAPHS, ETC. VISIT OUR OFFICE NEAREST YOU

SOUTHERN AUTOMATIC MUSIC COMPANY

820 Massachusetts Ave., Indianapolis, Ind. | 542 S. 2d St., Louisville, Ky. | 312 West 7th, Cincinnati, O.
SEEBURG DISTRIBUTORS FOR KENTUCKY, INDIANA AND SOUTHERN OHIO

NEWEST SMASH FOR COIN MACHINES

The Smoothies



(Babs, Charlie and Little)

NOW ON BLUEBIRD RECORDS

They were a sensation on NBC's Vocal Varieties.

They hit the jackpot again on Hal Kemp's "Time to Shine" broadcast.

They were the rage in the floor show at New York's Belmont Plaza.

Now they'll lasso the nickels for you on Bluebird Records:

New Victor and Bluebird Records to Corner the Coins

B-10295—Chew-Chew-Chew (Chew Your Bubble Gum). Breezin' Along with the Breeze The Smoothies with Orchestra

26243—The Tinkle Song Sammy Kaye and His Orchestra

B-10229—The Lady's in Love with You Glenn Miller and His Orchestra

It Pays to Use

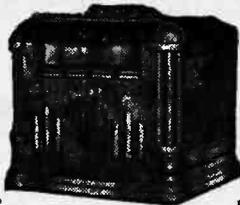
VICTOR AND BLUEBIRD RECORDS

Victor Division, RCA Mfg. Co., Inc., Camden, N. J. A Service of the Radio Corporation of America

Trademark "Victor" Reg. U. S. Pat. Off. by RCA Mfg. Co., Inc.

SENSATIONAL OFFER

FOR ONLY \$59⁰⁰ WE WILL CONVERT YOUR 12 RECORD ROCK-OLA INTO AN



EAST COAST LUXURY MARBLITE COUNTER MODEL

SPECIFICATIONS

- 1—SIZE: 20½" high, 21¾" wide, 19¼" deep.
- 2—ILLUMINATION: Full sized red plastic pilasters; rainbow effect in record chamber.
- 3—CABINET: Mouldings of Black Marblite, all flat surfaces of variegated American Marblite effects.
- 4—TAPE PROOF 5-10-25c SLOTS . . . (The ONLY Counter Model with 3 Slots).
- 5—12-Record Rock-Ola Multi-Selective Mechanism.
- 6—SPEAKER: The only counter model with built-in, full 12" dynamic speaker!

RUSH US YOUR 12 RECORD ROCK-OLAS NOW!

AMERICA'S LARGEST STOCK OF FINE USED PHONOS AT WORLD'S LOWEST PRICES!! IMMEDIATE DELIVERY ON NEW SEEBURG SYMPHONOLAS

EAST COAST PHONOGRAPH DISTRIBUTORS, INC.

625 10TH AVE., NEW YORK (Phone: LOngacre 5-4877) SAM KRESSBURG, MGR.

Gets Me?, and another Lombardo tune, *It's Never Too Late*, is okeh.

On the phonos I have some oldies, but the play on them is still pretty good. Some of these are *Merleau Rose*, by Crosby; *That Old Feeling*, *Love Walked In* and *Quarter to Nins*.

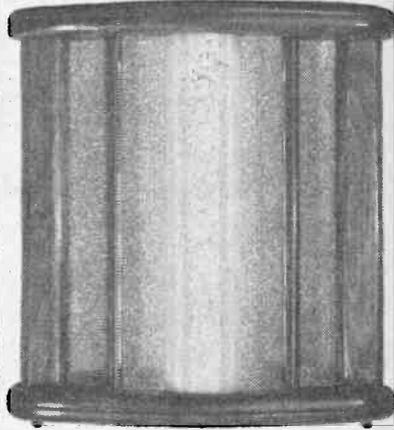
A friend of mine who has the machines in my place, R. Bruce Swayze Jr., of Ferriday, tells me that up and down the line where he is operating that *Three Little Fishies*, *And the Angels Sing*, *Our Love*, *Sunrise Serenade*, *Wishing*, *My Man*, *I'm Building a Sailboat of Dreams* and *Tears From My Inkwell* are all top tunes with his operators.

Around Ferriday in the Harlem spots they are going for *It Makes No Difference Now*, *Hold Tight*; *Chew, Chew Your Bubble Gum*; *Beer Barrel Polka*, by the Hoosier Hot Shots; Gene Autry's *Little Sir Echo* and *Paradise in the Moonlight*. Popular are all of the tunes by Louie Armstrong, including, of course, *When the Saints Go Marching In*, also numbers by Cab Calloway and Ella Fitzgerald. They like Duke Ellington's *Something To Live For*.

If these few lines prove any assistance to others I feel I will be repaid for the time I have taken to write this letter. And now I'll be closing.

BOB LANCASTER,
Bob's Night Club,
Ferriday, La.

ILLUMINATED GRILLE



No. 75-G

Regular Price, \$14.75; Introductory Price,

\$6.95

FOR ALL MODELS—Improved Design. Can be installed in less than 5 minutes' time.

ECONOMY PRODUCTION CO.,
20 BANK ST., PHILADELPHIA, PA.
Write for Our Catalog.

The logical successor to "Deep Purple"

STAIRWAY TO THE STARS

"Stairway To The Stars" is the Stairway To Bigger Music Machine Profits for All Operators

Recorded by

- | | |
|------------------------|-------------------------|
| GLENN MILLER—Bluebird | KAY KYSER—Brunswick |
| SAMMY KAYE—Victor | JIMMY DORSEY—Decca |
| AL DONAHUE—Vocalion | KENNY BAKER—Victor |
| CHICK BULLOCK—Vocalion | THE KING'S MEN—Vocalion |
| MARTHA RAYE—Brunswick | |

Also featured by BING CROSBY on his Kraft Music Hall program June 15th

Order your records of this smash hit today!

ROBBINS MUSIC CORPORATION
799 SEVENTH AVENUE NEW YORK

Detroit

June 10, 1939.

To the Editor:
Woodchopper's Ball is going very good at the present time. Another good one is Count Basie's *How Long, How Long*. These two are going over very well. Another is *If I Didn't Care*, by the Inkspots. We were one of the first ones to buy this record and it is still going strong—in fact, we can't get enough of them. *Beer Barrel Polka* is fading out, as are *Little Sir Echo* and *Penny Serenade*. We have meters on our machines and can readily tell how often each record is played.

We are putting out a few revivals which seem to go very good. An old stand-by is *Sweet Adeline*.

On the race records operators are very much interested in what is going up and down. In fact, it would be a good idea if *The Billboard* would devote more space to this like the hillbilly and foreign records sections.

We get our money from the colored locations because they seem to turn in more money than any white spots. They go more for orchestras. The beer gardens don't have the orchestras that many white spots do but go for a music box instead. And they want good music, too, such as Jimmy Lunceford.

But a machine in a colored section will run higher a week in a fairly poor colored neighborhood where they have only beer, no hard liquor, while a machine in a better class white neighborhood will run less, even tho the spot serves all kinds of liquors.

One idea I have had that makes good display for locations is a card with "Have you heard _____" and the name of some recent piece on it. I also try to get different colored cards on the machine so that the different records will stand out and present a more attractive appearance to patrons.

FRANK HANOSH,
Dot Music Co.,
Detroit.

EVERYTHING YOU WANT IN AN AUTOMATIC PHONO NEEDLE

SAMPLE 35c. See Your Distributor or Write



THE ELDEEN CO.,
2000 176 W. Wisconsin
PLAYS Milwaukee, Wis.

USE ADJUSTABLE
Fulco
PHONOGRAPH COVERS

Cannot be surpassed for long life and general usage . . . adaptable to coin-operated machines as well as phonographs.

WRITE FOR PRICES
Fulton Bag & Cotton Mills

PHONOGRAPHS
Ten Mills DeLuxe Danomasters, Perfect Condition, \$42.50 Each.
One-Third Deposit.
SAM GALLY
1286 52d Street, Brooklyn, N. Y.

MILLS • WURLITZERS • ROCK-OLAS

FINEST RECONDITIONED PHONOGRAPHS AT LOWEST PRICES
LARGE SELECTION OF THE FINEST RECONDITIONED CIGARETTE MACHINES

WIRE OR WRITE

BABE KAUFMAN MUSIC (CIRCLE CORP. 6-1642) 250 W. 54th St., N. Y. C.

ANNOUNCING

OUR APPOINTMENT AS STATE DISTRIBUTORS OF "MILLS THRONE OF MUSIC PHONOGRAPHS."

O. & M. DISTRIBUTING COMPANY

Muskogee Hotel Building, Muskogee, Okla.
Two Hundred (200) Automatic Tables, Slots and Counter Games. CHEAP. Will trade for Radio Rifles, World Series, Skee Balls, Phonographs or Arcade Machines. Send your list.

SPECIALS IN USED PHONOGRAPHS

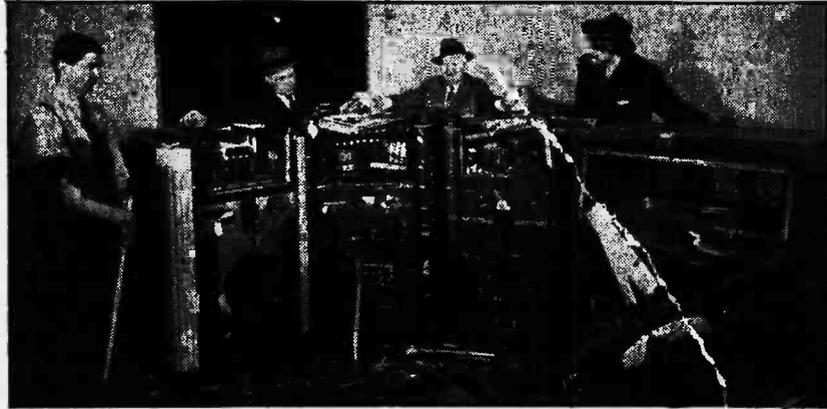
- | | |
|---|---|
| Mills Regular Dance Masters \$17.50 | Wurlitzer 412s or 400s \$49.50 |
| Seeburg 1936 Selectophones 22.50 | Mills Studio 99.50 |
| Wurlitzer P-12s 34.50 | Rock-Ola 20-Record Imperial 84.50 |

WRITE FOR NEW LIST JUST OUT

Terms: 1/3 Deposit With Order, or Deduct 2% for Cash In Full.

SOUTHERN AUTOMATIC MUSIC COMPANY

620 Massachusetts Ave., Indianapolis, Ind. | 542 E. 2d St., Louisville, Ky. | 312 West 7th, Cincinnati, O.



BEFORE AND AFTER. Conceded Rosenthal and Rothstein, "It's worth a headache from the noise to watch some of these old headaches get smashed to bits. Wurlitzer is doing music merchants a big favor when they bust up obsolete models."

CANDY LABEL REPORT

Candy Bar Manufacturers Begin Label Compliance

Vending machine operators need not have jitters about law

By C. J. Copeland, Chicago

CHICAGO, June 10.—So many conflicting statements have been current in recent weeks respecting the requirements for compliance with the Federal Food, Drug and Cosmetic Act, which becomes fully effective on June 25, that even some branches of the vending machine industry have had a case of the jitters. This has been particularly true of operators of devices dispensing candy bars, the fear being that the makers of the bars might fail to comply with some detail of the law, thus making the vending machine owner liable for violation. It is not at all surprising that these fears have arisen, for even the most able legal talent and the best informed federal officials have found it difficult to clarify and interpret all its requirements.

In the case of candy bars, the manufacturers thereof naturally have the principal responsibility in the matter of compliance, that of the automatic vender operator being secondary. The latter is, of course, guilty of violation if he dispenses merchandise that violates the law in any particular, more especially if it fails to bear the required labeling, including ingredient disclosure. However, his main reliance is the fact that the candy bar manufacturer must comply with the law, or suffer the penalty, hence obviously will take the necessary steps for full compliance. As a matter of fact a fairly complete survey of candy bar manufacturers in Chicago, largest producing center of this type of confection in the country, reveals that practically all leading candy bar manufacturers have already changed over their wrappers, imprinting new text, which includes the ingredients utilized.

An Illustration

In addition to this ingredient disclosure, the law requires that the name of the product shall be plainly shown in a conspicuous place on the wrapper, together with the weight, the name of the manufacturer and his address. A typical example of the change in wrapper text necessary to comply with the law is afforded by a comparison of the old and new foil wrappers used on the well-known Tango bar, one of the oldest on the market, and sold quite generally in vending machines, being a product of Bunte Brothers, Chicago. On the old style wrapper, in the exact center when spread out flat was this legend: "Bunte, Chicago, Tangos, Reg. U. S. Pat. Office." At the lower margin of the wrapper was imprinted these words: "Net Weight, 2½ ozs."

On the new wrapper, to meet requirements of the new law, the same style lettering is retained for the name of the product, manufacturer and city, but the weight has been brought up from the bottom and placed in smaller type between the name of the firm and the name of the product. The need for this change is because the law plainly says that all this vital information must be in a conspicuous place where the prospective consumer may see it. Formerly while the weight was visible the wrapper was so folded this came on the under side instead of on top as now.

Also on the new wrapper immediately beneath the product name, under the caption "Ingredients" appears the fol-

lowing items used in making this bar: "Sugar, chocolate, No. 1 Spanish peanuts, natural and artificial flavors, gelatine, condensed milk, lecithin, cocoa powder, dried whole milk, coconut oil, yeast, corn syrup, glycerine, salt." This list is so printed that it too will appear in a conspicuous and easily seen position on the wrapper.

As a matter of fact the requirements of the law, as outlined in the instance of the Bunte Tango bar, are practically all any vending machine operator needs to know to determine if the merchandise he is dispensing fulfills the provisions of the act. It must bear on the wrapper conspicuously the name of the manufacturer, product and city in which made and the net weight and in addition complete ingredient disclosure.

Begin Compliance

Most manufacturers are already delivering merchandise properly labeled, and by June 25 there should be little or no merchandise being offered, either by jobbers or thru any other source, that is not packed under newly printed wrappers. Thus it will be seen that the vending machine operator is not confronted with a problem that is in any way complicated. A quick examination of wrappers will indicate compliance or non-compliance, and to be on the safe side the operator is justified in refusing merchandise not properly labeled.

There are, of course, many requirements in the new food, drug and cosmetic act applying to candy manufacturers that have nothing whatsoever to do with labeling or ingredient disclosure. However, these need not concern the vending machine operator. He has bought his candy bars in good faith, on the assumption and belief that the manufacturer has complied with every requirement of the law, and has supplied a product that is wholesome, made in sanitary surroundings and that fulfills all provisions of the act in letter and spirit.

While the law will not present any serious difficulties to the vending machine industry insofar as sale of candy bars, gum and packaged nuts are concerned, it should not be supposed that it has not presented very serious problems to the confection industry itself. Thru committees appointed by its trade association, the National Confectioners' Association, whose headquarters are in Chicago, the industry has been wrestling with the problem of compliance for many months, and there are many details that will not find full and complete solution short of two years or more. This does not mean that the confection industry will be any less zealous in compliance on June 25 than any other line of business, but merely that as time goes on some details of

compliance procedure may be altered.

When the National Confectioners' Association called a special session in Chicago in August, 1938, to determine the best ways and means of industry compliance, it was confronted with what at first seemed an almost insurmountable problem. The law said that ingredient disclosure was compulsory. This would mean on an assorted package of chocolates and bonbons that each piece would have to be accurately described as to what entered into its manufacture. Furthermore this had to be so printed that it could be plainly seen by the purchaser, which meant it could not appear on the bottom of the box.

General Standards

The simplest solution seemed to be adoption officially of standards of quality and identity for all kinds of candy which would obviate formula disclosure on packages. To that end a candy standards committee was named, enlisting some of the best minds in the trade, and headed by C. O. Dicken, of E. J. Brach & Sons, Chicago, as chairman. To simplify the work of this main committee, sub-committees were appointed for nine different classifications of confections, including buttercreams, caramels, chocolate covered goods, coconut, fudge, hard candies, licorice, lozenges, marshmallow and starch jellies. The whole aim was to base standards on purity, wholesomeness and nutritive value, yet to avoid outlawing products in the lower priced brackets.

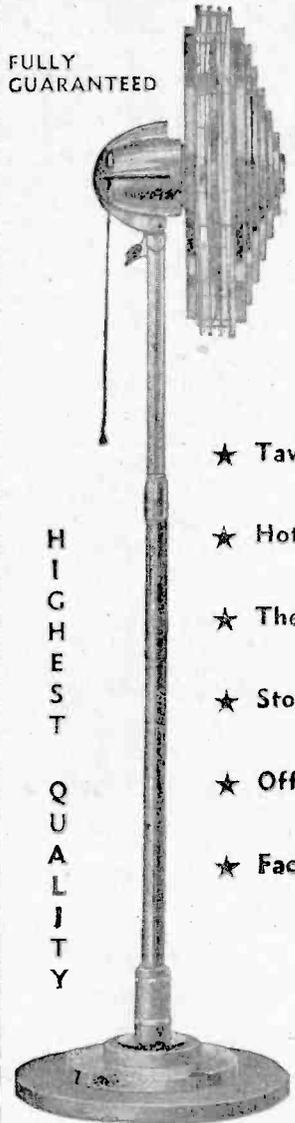
After many conferences standards of identity for the several classifications named were adopted and filed with the secretary of agriculture. But it turned out that it was practically impossible to reconcile the differences of opinion with reference to standards of quality for various kinds of candy. Thus it developed at the annual convention of the National Confectioners' Association, held in Chicago late in May, that many thought it advisable to drop any attempt to set up standards and undertake compliance as to labeling requirements by ingredient disclosure and the fulfillment of the other provisions. While this was not definitely decided at the convention, it was so strongly urged it seems altogether likely that standards will be dropped for the time being.

In his report to the convention, Chairman C. O. Dicken summarized his conclusions and those of his committee as follows: "The candy standards committee feels that with the aid of the sub-committees it has fulfilled the mandate of the industry in that it has prepared a set of tentative definitions and standards of identity for candy. Inasmuch as these standards are the compromises of widely diversified opinions of the industry they should be acceptable to all candy manufacturers. However, now that the department has ruled that all ingredients must be placed on the label and nothing can be done about it for at least two years, and the

(See CANDY LABEL on page 81)

DeVRY

FULLY GUARANTEED



AIR CIRCULATORS FOR

- ★ Taverns
- ★ Hotels
- ★ Theatres
- ★ Stores
- ★ Offices
- ★ Factories

HIGHEST QUALITY

Double your earnings with the new DeVry Air Circulators—Every location a prospect—Let locations pay for Air Circulators out of their share of coin machine earnings. Air circulators will greatly increase income of phonographs. Size and type for every location. Be first in your territory.

Write — Wire for details and price list also for exclusive territorial rights
DeVRY CORPORATION
 1111 Armitage Ave., Chicago.

CERTIFIED

1-3 Down — Balance C. O. D. PHONOGRAPHS

WURLITZER P-12	\$ 39.50
WURLITZER, 24 Record	175.00
SEEBURG REX	124.50
SEEBURG GEM	185.00
SEEBURG REGAL	185.00
SEEBURG CROWN	195.00
MILLS SWING KING	29.50

3-WAY GRIPPER, Long Base	\$ 8.50
DAVAL TALLY, 5c.	14.50
GENCO ZIP	24.50
BALLY ARCADE	15.00
GOTTlieb FIRE ALARM	34.50
JENNINGS PEDAL PUSHER (Like New)	39.50

MILWAUKEE COIN MACHINE CO.
 2816 W. North Ave., Milwaukee, Wis.

Present Status of Law

The new federal food, drug and cosmetics act definitely becomes a law June 25, 1939. A bill to postpone it has passed one house of Congress, and is still pending. Candy bar manufacturers are taking steps to change labels already; manufacturers assume chief responsibility.

Candy bar vending machine operators should seek to purchase bars properly labeled.

Long period will be required for complete adjustment of law; many bulletins and rulings on special cases will be issued. Vending machine operators need not have jitters.

For the time being, chewing gum manufacturers are not using new labels. Await ruling on label requirements which will be announced in due time.

Penny items and bulk confections is a serious question. Special ruling will apparently be announced in due time. Vending machine operators may await this ruling without fear.

INTRODUCTORY SALE

ALL GAMES IN A-1 CONDITION, LIKE NEW—READY FOR LOCATIONS.

NOVELTY GAMES	FREE PLAY GAMES
Nags	Circus
Palm Spring	Lot of Fun
St. Moritz	Qualified (Western)
Exposition (Ch. Coin)	Ragtime
Jitterbug	COUNTER GAMES
Odd Ball (J. P.)	Bally Baby
Peachy	Tally
Slide Kick (J. P.)	Smoke Reels
Slide Kick (Plain)	Exhibit 36
Hi-Low	Game
Peppy	Indian Dice
	Deuces Wild
	Penny Pack (Yellow)
	Old Age Pension
	Poker Face

1/3 Deposit, Balance C. O. D.
J. S. MORRIS & SONS
 4626 Delmar Ave., St. Louis, Mo.

NOW! Jennings "Good Luck" with Roto-Dial Spinner

An entirely new feature now available in "Good Luck". Three electric spinning dials with the same action and thrills that have popularized the mechanical reel machine.

Roto-Dial Spinner gives precision lighting of symbols in orderly sequence, and may be timed to operate a given number of seconds.

Here they come — the symbols on the first dial revolve in perfect succession, then dial number two takes up the march, and the third follows right along — all three spinning at the same time, number one stopping, then number two, then number three.

Roto-Dial is optional on "Good Luck" — it definitely increases the play of this already peppy little money maker. Specify Roto-Dial when you order "Good Luck". It's more than worth the extra cost.

Already famous for its big earnings and compact size, "Good Luck" has even more appeal in the new marble finish cabinet with glamorous light-up feature. It now has new beauty and player appeal.

Requires only the smallest amount of floor space — 14" x 16" and only 45" high. Available with either "Good Luck" color symbols or the familiar fruit symbols, 1c or 5c play — equipped with slug rejector eliminating all slugs.

Wire today for sample to show your customers, with privilege of returning within ten days for full refund if not satisfied.

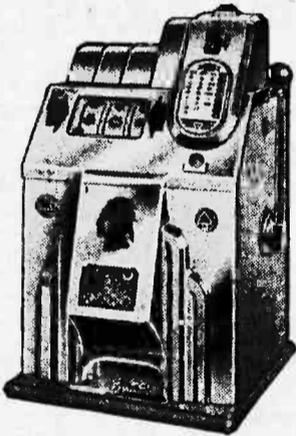
SUPER-CHIEF

WITH SLUG REJECTOR COIN SLOT
1c — 5c — 10c — 25c PLAY

The Chief, long famous for its rugged and dependable construction, is now equipped with a slug rejector coin slot — the same dependable slug rejector used on high priced merchandise machines. Increase your profits and eliminate expensive service calls by using Super-Chief with slug rejector.



GOOD LUCK
With Marble Finish Cabinet

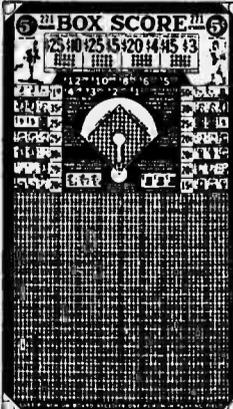


SUPER-CHIEF
With Slug Rejector

O. D. JENNINGS & COMPANY, 4309 W. Lake St., Chicago, Ill.

BATTER'S UP

Baseball's here, and Superior is here with the greatest baseball board ever made! Symbols in a baseball board, with all the great features of Superior symbol boards combined with the appeal and color of the national pastime. Each colorful ticket bears symbols that represent the nicknames of major league baseball teams.



Jackpot in the form of a baseball diamond. Designated punches advance to each of the four bases. Something new in the realm of baseball boards that assures operators a profitable summer!

We sell operators only. Weekly commitments invited. Write for full details.

SUPERIOR PRODUCTS
14 N. Peoria St.,
CHICAGO, ILLINOIS

New Baltimore License Would Aid Relief Fund

Ordinance would permit merchandise premiums—calls for skill in licensed machines—pinball and claw machines are named specifically in proposed bill

BALTIMORE, June 10.—A proposed ordinance providing for the licensing of pinball and claw machines, revenue to be used for relief purposes, was introduced in the Baltimore City Council meeting on June 6. One outstanding feature of the bill is that premiums would be permissible as awards for high score or skill. The license fee for pinballs and claw machines would be \$100 a year each. The measure was referred to the board of estimates. If the board approves the bill, it will be sent back to the Council on Ways and Means.

Provisions of Measure

Briefly, the measure provides as follows:

It shall be unlawful to maintain or operate for the purpose of public entertainment or gain in the city of Baltimore any pinball machines or game, claw machine or other machine or game played with balls and plungers upon the insertion of a coin or token and so constructed or devised as to make the result of the operation depend, in whole or in part, upon the skill of the player, unless a license has been previously obtained from the Bureau of Receipts of Baltimore city.

The measure provides further that "premiums may or may not be given for high score or skill in the operation of said machines or games, and such awards are hereby declared to be lawful, but said premiums or awards shall be payable only in merchandise; but nothing herein shall be deemed to make lawful the maintenance, operation or possession of any machine or device, the successful operation of which depends solely on chance."

All licenses would expire on April 30 of each year, would be transferable and fees would be pro-rated monthly, but no refund of license fees would be made in the event the licensee ceases operating his business or discontinues using or operating the machines. Persons under 18 years old are forbidden to play the machines.

Proceeds from the licenses would be paid into the city treasury and credited to the Department of Welfare, to be used for relief purposes only.

local business outlook and ops are looking forward to an excellent summer-time business.

Arthur Flake Distributing Co. held its Texas preview of the Mills Novelty Co.'s new Throne of Music at its warehouse and showrooms last week. The Mills road crew, composed of Harold Perkins, Southern sales manager; Charley Snyder, Mills roadman, and Larry Burnham, service engineer, were in charge of the preview showing. All day Friday and Saturday local and out-of-town ops came in to see the new Mills phonograph.

Local operators seen at the demonstration included B. O. Allen, Collis Irby, Emmett Rayner, Herbert Ribble, W. H. Chandler, W. W. (Mike) Ackman, Porter Harrison, Joe Ray, Maurice Gottlieb, C. A. Seale, T. F. Babbs, Joe Williams, Tommy Lott, C. W. Percy, John Patillo, and Barney Dosterchill.

The English Village Tavern at Fair Park is using phonograph music to relieve its orchestra between show intermissions. The outdoor dancing season for the Tavern opened last week with Harry Jennings' ork current at the spot.

The D & H Sales Co., which recently acquired the operating interests of Harry I. Drollinger, moved last week into its beautiful new headquarters at 1612 Hall street. The rapidly expanding business of this progressive music firm has necessitated its removal to larger quarters twice in the past few months.

Enlarged storage rooms, factory and workshop are provided in their new location. A well-equipped office and showrooms are also included in the new D & H Co. set-up.

Dallas

DALLAS, June 10.—Cigaret machines continue to do a good volume of business both in city and suburban locations. The opening last week of city parks and swimming pools and a number of new drive-in places has extended the operations of several local operators of cigaret machines, phonographs and venders. Excellent rains all over this section of the State have improved the

A recent review of records by a Dallas News columnist not only show that Beer Barrel Polka is one of the top favorites for recorded music, but that the novelty number is bringing back the polka as a favorite dance in these parts.

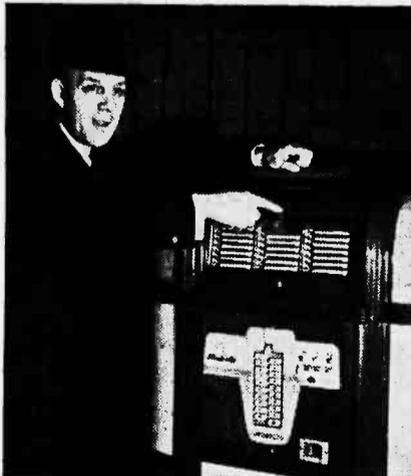
Werts Famous Jar Games

- RO WO BO
- JAR-O-SMILES
- PICK-A-TICK
- POK-ER-BOK
- BIG LEAGUE
- REELO
- DICE GAME

WERTS NOVELTY CO., INC.
P. O. Box 672, Muncie, Ind.

Closing Out

150 assorted Jackpot Bells and Venders must be sold. War Eagles, Futurities, Grey Fronts, Blue Fronts and Cherry Bells priced from \$15.00. Heavy collapsible Steel Stands, \$1.50 Each. Dominoes, Bangtalls and other assorted Consoles. Wire or write for prices on type of equipment desired. Also 50 Seeburg 10-Record Selectophones. \$20.00 Each; 5 or more, \$15.00 Each.
P. O. BOX 42, Croastown Station, Memphis, Tenn.



R. E. ESTES, head of Maine Automatic Service Co., Rockland, Me., says he's happy because he's one of Rock-Ola's distributors and business is good. He is pointing to the record play indicator on one of the Rock-Ola luxury lightup phonographs.

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

Jennings Has New Game Feature

CHICAGO, June 10.—Simultaneously with the announcement of the new De Luxe Good Luck Console with marble-finish cabinet, officials of O. D. Jennings & Co. announced a new feature for this machine called the new Roto Dial Spinner.

"Jennings' engineers have been working for many months in an effort to duplicate bell machine action on electric console machines. The result of this research work is the new Roto Dial Spinner which actually duplicates the real action of a bell machine," declared Jennings officials.

"When the player inserts his coin in the Good Luck Console equipped with the new Roto Dial Spinner he is in for an entirely new thrill. First of all, the lights flash on and then the three dials start spinning slowly—slow enough so that the player can make out each character that shows up. After a short interval the first dial stops and it's on the green. His eyes then travel to the next dial, which is still spinning, and all the time he is pulling for it to stop on the green again. Finally the second dial, too, stops on the green. Now his eyes are focused on the third dial, which has been spinning all this time. Around the light goes—yellow, white, blue, target, yellow, white, etc. Will it stop on the green or the blue, or will it stop on something else? How he pulls for that green or blue. Even more thrills and action than you find on a bell machine. Finally the third reel stops and it's green! Out come the checks and then he's ready to try again and again.

"The new Roto Dial Spinner feature is optional equipment on the De Luxe Good Luck Console. This feature is available at a very nominal additional charge. Standard features on this new machine, available at no increase in price, are slug-rejector coin chute, plain-colored or fruit-symbol glass, translucent corner lights, marble-finish cabinet, Jennings famous Flicker unit, dependable rotary payout and many other improved features. The marble finish is available only on console models."

Maryland Op on Chicago Visit

CHICAGO, June 10.—Irvin Blumenthal, president of the Maryland Operators' Association, was a visitor in Chicago for a few days this week. He came to the "coin machine center of the world" about a business matter pertaining to his company, he said, and while here he made the acquaintance of a number of manufacturers.

Blumenthal and other officials of the newly organized Maryland association have quietly gone about perfecting their organization and report that prospects for the future organized work are good. Blumenthal says they are studying the constitutions and programs of other associations with the purpose of getting all usable ideas they can. He feels that conditions will continue favorable for amusement games in Baltimore. The organization which he heads has no official connection with the phonograph association, he said.

Figures—How Many Cents in Dollar?

If you can see the fallacy in such statistics as the following you are an intelligent reader. If you cannot you should not be allowed to vote!

The 26th Century Fund (New York) May 13 released statistics on the cost of distribution to show that "about 59 cents out of the consumer's dollar goes for the services of distribution."

According to Bernard Macfadden, the publisher, 85 cents of the dollar goes to wages. And much of the propaganda now going the rounds says that at least 20 cents of your dollar goes to taxes. Added up, 59 cents plus 85 cents plus 20 cents makes a total of \$1.64.

And the darn dollar is supposed to have only 59 cents in it!

But here's another. The National Industrial Conference Board (New York) reports that the United States dollar in April, 1939, had 2.1 per cent greater purchasing power than in April, 1938, and 16.4 per cent more buying power than in April, 1929.

Puzzle? How many cents in the American dollar?

Loans Help To Circulate Coin

WASHINGTON, June 10.—Trends show that Uncle Sam is becoming a real banker and may show the banks of the country how to make a success of it, according to *The U. S. News*.

At this time Uncle Sam is in the banking business to the extent of \$12,400,000,000; \$7,600,000,000 are in outstanding loans and the remainder in typical banking investments.

In recent years Uncle Sam has loaned \$10,900,000,000, and \$5,700,000,000 of these loans have been repaid. Accounts show that Uncle Sam has made a profit of \$400,000,000 on these loans.

Meanwhile how to get the money in banks into circulation is a national problem. A check on banks in Chicago shows that of every dollar deposited only 21 cents goes into circulation by loans, etc. Thus bank deposits quickly take money out of circulation.

Stock Gambling Stakes in Rise

NEW YORK, June 10.—Gambling stakes showed a rise of \$5,000,000,000 since April 8 on the world's greatest gambling center, the New York Stock Exchange, according to a Dow-Jones report.

On April 8 the list of stocks dropped to a 10 months' low. The ease in the European tension is accounted for the big rise in the list.

Atlas Party Date Changed

CHICAGO, June 10.—Dates previously announced for the Atlas Novelty Co. party at the Kirkwood Hotel, Des Moines, have been changed to June 25, according to an announcement from the firm.

Eddie Ginsburg, Atlas executive, states that officials of Atlas and J. P. Seeburg Corp. will be on hand to welcome music operators. "We promise a very good time for everybody," he declared.

CANDY LABEL

(Continued from page 79)

large expenditure for this label change is imperative, the industry may, or may not, find it advisable to continue its request for candy standardization. Standardization would necessitate another large expenditure for label changes. The final determining factor will be whether the administration considers standardization of candy to be in the interest of the consumer."

May Be Two Years

The reference to a delay of two years is based on a statement of the Food and Drug Administration to the effect that it will take that long to get around to the subject of industry standards, due to the many other products that must have prior consideration.

The same worries and fears about the law that have been noted in a minor degree among vending machine operators dispensing merchandise have prevailed to a far greater extent among manufacturers of affected products. And there has been plenty of reason for this attitude of mind, for not only has it been difficult to secure light on obscure points in the law, but the penalties for violation are so heavy and severe many have been fearful lest they might violate the law unintentionally.

Some of these fears have been relieved slightly by the public utterances of various representatives of the Food and Drug Administration and by one or two bulletins made public by Secretary of Agriculture Henry A. Wallace.

No "Crack Down"

For example, Ole Salthé, a consultant to the Food and Drug Administration, who played an important part in drafting the law as an adviser to the late Senator Royal S. Copeland, in an address delivered before the recent Chicago convention of the National Confectioners' Association, said that if good common sense was used in compliance no one affected by the act need to worry. He said the government had

no intention of cracking down on anyone who was obviously making an honest and sincere attempt to comply.

In a similar vein Secretary Wallace issued an official bulletin on April 3 in which he commented on the attempt to secure postponement of the effective date of the act, for which a bill is now pending in Congress, having been introduced in the House April 6 by Congressman C. F. Lea. After expressing regret that efforts were being made to postpone the effective date, Secretary Wallace made this statement: "Obviously the department does not expect the impossible. It has repeatedly advised manufacturers of its intention to give sympathetic consideration to those problems and deal with them in a manner equitable to all. In following this policy it is expected that manufacturers who have been doing a legitimate business will suffer no undue disturbance during the period in which they are continuing efforts, clearly characterized by common sense and good faith, to revise and print new labels where these are necessary, to effect inexpensive corrections of present stocks of labels or by other expedient to bridge over the transition period. Manufacturers with whom this question has been discussed have signified their ability under such a policy to meet the situation satisfactorily without the necessity for postponement of the effective date of the act."

For those manufacturers who have many products coming under the provisions of the act there are likely to be many headaches for a long time to come until interpretation and compliance become synonymous, but no difficulties that need be regarded as wholly insurmountable. Insofar as vending machine operators are concerned there is no great problem involved and reasonable precautions along the lines suggested should obviate any danger of violation.

ANOTHER SENSATIONAL WINNER

by EXHIBIT

Flash

FIVE BALL PLAY

WITH ONE BALL SPEED and PROFIT

A HIGH SCORE GAME WITH ONE BALL FEATURES (FREE PLAY or REGULAR)

No Other Game Can Do So Much for You!

GET "FLASH" Today from Your "DISTRIBUTOR" or Wire

EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO

GIGANTIC SALE	
RECONDITIONED COUNTER GAMES	\$ 8.00
BALLY BABY	19.50
BALLY PONIES or LITE-A-PACK	5.00
CARDINAL	7.50
CENT-A-PACK	6.00
DANDY VENDER	8.50
DANDY VENDER JACKPOT	3.50
DAVAL BALL GUM VENDER, J. P.	8.50
DEUCES WILD	15.50
FLIP-A-KOPPER	9.50
GROETCHEN GINGER 5c	15.75
GROETCHEN ZEPHYR	6.00
GROETCHEN ZEPHYR (New)	3.00
HIGH STAKES	3.00
HOLD & DRAW	3.00
HORSE SHOES	5.00
JENNINGS FLIP TARGET	12.50
LUCKY PACK	32.50
MERCURY	7.50
NUGGET	7.50
PENNY PACK	9.50
POKER FACE	3.50
RACES	12.50
REEL POKER	3.50
REEL RACES	6.50
REEL SPOT	6.00
TALLY "21"	12.50
TICKET	5.00
TICKETTE	6.50
W. B. DANDY PEANUT VENDER (New)	6.50
WIN-A-PACK	6.50

Cable Address WBCO.
W. B. NOVELTY CO., INC.
 3800 N. GRAND BLVD., ST. LOUIS, MO.

PERCENTAGE

Slots, Consoles and Counter Machines supplied for percentage operation to persons who know how to successfully operate same and have use for them at this time.

BOX 388, Care Billboard, Chicago.

FOR SALE WHILE THEY LAST	
4 FAVORITE JENNINGS, S.J.P.	Each \$ 5.00
4 PACE BANTAMS, 5c	15.00
4 MILLS ESCALATORS, 5c	25.00
1 MILLS SLOT, 10c	22.50
1 PACE COMET, 5c (New)	35.00
2 PACE COMET, 10c (New)	35.00
1 WATLING ROL-A-TOR, 5c	35.00
1 PACE BANTAM, 10c	15.00
1 JENNINGS BIG CHIEF 5c (New)	35.00

GREAT STATES MFG. CO.
 1601 East 39th St., Kansas City, Mo.

We Regret...

That it cannot be said Western's 1939 BASEBALL HAS BEEN IN PRODUCTION FOR 100 YEARS—but 1 YEAR and 2 MONTHS of constant, courteous delivery is your assurance of a REAL WINNER! You too will have cause for celebration when you operate WESTERN'S 1939 BASEBALL.



- ★ FREE GAME
- ★ NOVELTY
- ★ AUTOMATIC PAYOUT

Don't PASS UP
 WHOOPERDOO
 EMPIRE
 REEL POKER
 HORSESHOES
 MARDI GRAS
 JITTERBUG
 BALL
 HOLD TIGHT

WESTERN PRODUCTS INC.
 925 W. NORTH AVENUE • CHICAGO, ILLINOIS

CMI LEADERS



David C. Rockola

CHICAGO, June 10.—The work of the Coin Machine Industries, Inc., for the trade depends first upon the officers and directors of the organization and then upon the co-operation given to them. Get acquainted with the leaders of the CMI. From week to week we hope to publish likenesses of these gentlemen, officers and directors so that you may know them better. Meet David C. Rockola (above), head of the Rock-Ola Mfg. Corp., Chicago, and a director in the new CMI. Mr. Rockola's firm makes many types of machines, from automatic phonographs to de luxe baseball games and scales, and hence he has wide interests in the industry.

ON THE WAY IN!
 THE SENSATIONAL
 NEW GAMES OF
 AMERICA'S MOST
 OUTSTANDING MAN-
 UFACTURERS...

Chicago Coin . . .
 Daval . . . Exhibit
 . . . Keeney . . . West-
 ern . . . and the Mills
 Throne of Music

WRITE OR CALL!!

GEORGE PONSER ORGANIZATION
 519 West 47th St., NEW YORK
 11-15 E. Runyon St., NEWARK, N.J.
 1435 Bedford Ave., BROOKLYN, N.Y.
 900 North Franklin, PHILADELPHIA

New Seattle Recreation Hall

SEATTLE, June 10.—Plans are now being made for establishment in Seattle of the largest recreational center of its kind in the Pacific Northwest, where all manner of amusement devices and coin machines are expected to be operated. The three upper floors of the Kelley Building at Sixth and Pine streets have been leased for a vast recreational place to H. M. Golobic, who has recently disposed of similar business interests in Hollywood in order to make his permanent home in Seattle and operate the new parlors for play. It is understood Golobic will invest approximately \$100,000 in installation of recreation equipment within the next two months, during which the building will be prepared for amusement and diversion purposes by James T. Kelley, of Seattle, owner of the building. The recreational center is expected to be opened for play early in August.

Making players of kibitzers, Ben Paris has ripped up seats along the sidelines of his establishment on Westlake avenue. Spectators of play have been wont to foregather at this recreational parlor, and many were all-day squatters. All manner of amusement machines, coin-operated, are at this major location for play.

Afternoon ferry crowds at Colman Dock make business good for the automatic phonographs in the spacious new waiting room. Those waiting for the mid-afternoon boats to Bainbridge Island and Bremerton, especially the high school and college commuters, turn on many new tunes while dreaming and waiting for their boats across Puget Sound and home.

with a special session already rumored for next winter.

The proposed but unpassed bills were House Bill No. 277, which passed first reading, imposing an annual license tax of \$5 for each machine on the "keepers" of all pinball games, hi-score games or other games or devices of skill or chance when operated for a profit. Introduced by Representative Powers.

House Bill No. 279, also by Representative Powers, same as 277 but extending to include coin-box telephones and other coin-operated machines.

House Bill No. 542, Representative Snyder, taxing the "owners" of all coin and token-operated vending machines, including music machines, a one-time fee ranging from \$2 for penny machines to \$10 for machines over 5 cents, and providing that a seal be attached to the machine showing that the levy has been paid.

Business Is Good, Says Great States

KANSAS CITY, Mo., June 10.—A. E. Sandhaus, head of the Great States Mfg. Co., reports: "Our production line is buzzing with three new numbers, namely, Jitterbug, a snappy non-coin-operated counter game; Goldtip, an automatic step-up salesboard, and Silver Bell, a legal merchandise trade stimulator."

"Foreign business on Sel-Mor venders has been increasing by leaps and bounds. We have instituted a method of aiding operators. It has resulted in increased business for them and better business for us", concluded Sandhaus.

Pa. Solons Quit; No Coin Biz Taxes

HARRISBURG, Pa., June 10.—Three bills proposing to tax amusement machines during the Pennsylvania legislative session just ended were all strangled in the House committee on ways and means, altho one proposal passed first reading on the floor of the House before meeting its death. The bills, all entitled "to provide revenue," are, however, being held in the minds of legislators as a possible means of raising funds for governmental expenses at future legislative sessions.

Lumber Output Tops '38

WASHINGTON, June 10.—The lumber industry during the week ended May 27, 1939, stood at 72 per cent of the 1929 weekly average of production and 74 per cent of average 1929 shipments. Production was about 72 per cent of the corresponding week of 1929; shipments, about 70 per cent of that week's shipments; new orders, about 74 per cent of that week's orders, according to reports to the National Lumber Manufacturers' Association from regional associations covering the operations of important softwood and hardwood mills.

SAVE ON SUMMER SPECIALS

1/2 Deposit, Balance C. O. D.

ATTENTION: OVERSEA BUYERS
 Cable Address — "AVON"

ALL GAMES Reconditioned in A-1 Shape.

NOVELTIES

Airway	8.95
Spinner	18.75
Hare and Hound	10.95
Bull's Eye	11.95
Track Meet	9.95
Tops	10.95
Mercury	9.95
Bally Reserve	10.95
Mills Soft Ball	36.95
Carnival	12.50
Ducks and Rabbits	12.50
Ritz	15.00
Zeta	15.00

\$6.95 or 3 for \$15.00

- BeamLite
- Skooky
- Easy Steps
- Globe Trotter
- Booster
- Dux
- Auto Derby
- Register
- Stoner Races
- Genco Football
- Chicago Express
- Palm Springs
- Auroran
- Forward March
- Long Beach
- Mystic

FREE PLAY GAMES

Chubbie	\$50.00
Stop and Go	45.00
Bubbles	50.00
Regime	27.50
Slide Kick	45.00
Supreme	47.50
Multi Free Races	36.50
Free Races	31.50
Midway	37.50
Circus	50.00
Spotters	50.00
Mills 1-2-3	59.50
Across the Boards	55.00
Preakness	36.50
Arlington	38.50
Chief	50.00
Major	50.00
Bounty	27.50

FLOOR SAMPLES

Taps	\$72.50
Rink	62.50
Chubbie	62.50
Lot-O-Fun	72.50
Bubbles	72.50

MISCELLANEOUS

Ohio Derbies	\$ 7.95
Blue Bonnets	7.95
Rock-Ola World Series	
Late Models	89.50
Punch A Ball	12.50
Bowlettes	28.50
To Little Dukes	8.95

CONSOLES AND ONE BALLS

SACRIFICING TO SAVE WAREHOUSE RENT

Derby Day, F.T.	\$19.50
Derby Day, S.T.	29.50
Kentucky Clubs	62.50
1938 Track Times	85.00
1937 Red Head Track Times	49.50
Tanforans	22.50
Chuckalotte	25.00

PAY TABLES

Preakness	\$18.50
Arlington	18.50
Akbarben, Multiple	24.50
Turf Champ	15.00
Mills 1-2-3	29.50
Across the Board	29.50
Fairgrounds	27.50
Keeney's Derby Champs	37.50
Quinnella	22.50
Derby Days	12.50
Stoner Champs	37.50
Mills Flasher	37.50
Derby Times, Multiple	39.50

MUSIC

Wurlitzer 6-18	\$89.50
Rock-Ola Imperial	89.50
Rock-Ola 1937 Rhythm Master	49.50
Rock-Ola 1938 Rhythm Kings	44.50
Mills Swing King	35.00
Mills Do-Re-Mi	39.50

AVON NOVELTY SALES CO., INC.

2923-25 Prospect Ave., PProspect 4551-2-3 Cleveland, Ohio

SPECIAL FOR ONE WEEK

BeamLite	} \$7.50 EACH	Fleet	} \$9.50 EACH	Big Ten	\$22.50
Rose Bowl		Spokes		Robin Hood	13.50
Dux		Grand Slam		Review	11.50
Silver Flash		Lightning		Regatta	19.50
Tops		Nags		Request	24.50
Encore, Free Play	\$32.50	Odd Ball	\$22.50	Trio, Free Play	39.50
Exposition	11.50	Pappy	14.50		
Free Races	22.50	Palm Springs	11.50		
Fiesta	11.50	Peachy	22.50		

1/2 Deposit With Order, Balance C. O. D., F. O. B. Newark, N. J.

ACE DISTRIBUTORS, 1125 BROAD ST., NEWARK, N. J.

When Writing to Advertisers Mention The Billboard.

MONARCH

50 ROCKOLA WORLD SERIES \$89.50

25 WURLITZER HIGH SCORE SKEE BALLS \$87.50
If Crated \$10.00 Extra.

SPECIALS

3 for \$25.00 \$9.50 Ea.

Boo Hoo, Chico Derby, Electric 21, Equalite, Rollover, Home Run, Stoner Races, Outboard, Scoreboard, Skooky, Sprint.

3 for \$20.00 \$7.50 Ea.

Daytona, Fireball, 1937 Ball Fan, Fire Cracker, Hi-De-Ho, Ricochet, Rugby, Tackle, Hold 'Em.

AUTOMATIC PAYOUTS

Turf Champ \$15.50, Derby Day 19.50, Classic 12.50, Preakness 17.50, Carom 14.50, Foto Finish 15.50, Preview 9.50, Challenger 12.50, Arlington 19.50

RACING FORM PAYOUTS

Racing Form \$15.50, Ak-Sar-Ban 32.50, Derby Champ 36.50, Klondike 47.50, Latonia 19.50, Rover 17.50, Tycoon 12.50, Fleetwood 39.50, Bally Entry 29.50

COUNTER GAMES

Ginger, 5c \$14.50, Ginger, 1c 16.50, King Six Jr. 9.50, Seven Grand 17.50, Punchette 3.50, Hightakes 7.50, Reel Spots 6.50, Ball Slides 7.50, Deval Tally 12.50, Reel Dice 5.00, Reel "21" 5.00, Double Deck 7.50, Track Reel 9.50, Daily Races Jr. 6.50, Sum Fun 6.50, Bally Nugget 6.50

Baby Bally Reserve \$12.50, Mill Wheel 7.50, Pingo 10.50, Gottlieb De Luxe Gripper 9.50, Changemas-ter 10.50, Indian Dice 8.50, Bally Baby 8.00, Mills Kounter King 13.50, De Luxe Cent-a-Pack 9.50, Hit Me (Cards) 5.50, Blue Bonnet 9.50

1/2 Deposit, Balance C. O. D.
MONARCH COIN MACHINE CO.
1731 Belmont Ave., Chicago, Ill.

Eastern Boosts Chi Coin's Games

NEW YORK, June 10.—"Corny as it may sound," says George Ponsler, well-known coinman, "Chicago Coin Machine Mfg. Co.'s latest release, Topper, is really tops from every angle. Thruout the East it's one of the most popular games ever placed on locations. Operators in every part of my territory report that they are earning more money with one Topper than they formerly did with any two other games."

"According to these coinmen, whose fingers are constantly on the pulse of the playing public—the public that either makes or breaks a game—Topper has enjoyed the heaviest play."

"Then there's Majors, one of the most intriguing games ever built, incorporating America's national pastime, Baseball. Nothing that can be said about Majors can equal the enthusiasm of operators for it. Just to mention the name Majors brings visions of dollar signs before the eyes of every operator who has it on location."

Blum Reports Saratoga Sales

VALDOSTA, Ga., June 10.—M. Y. Blum, of the Star Sales Co., reports that in every instance that his firm has sold Pace Mfg. Co.'s hit, Saratoga, there have been reorders. He said that it is most unusual for any game to warrant 100 per cent repeat business in the Southeastern section of the country. It's really amazing, he told us, how popular this outstanding Pace product has become in the short time it has been on the market.

Star Sales operators have reported to Blum that the large earning power and sheer mechanical simplicity of Saratoga have made the following saying true: "You can't keep a good man down nor a good console back—the public's demands must be met."

"Pace Pacing Industry"—Simon

BALTIMORE, June 10.—Praise for the Pace Mfg. Co.'s Saratoga Square Bell Console and Comet Bell machines comes from Dave Simon, Savoy Vending Co. official. Says Simon: "When Pace introduced these two machines we naturally figured they would soon rise to the big-earning category in the coin game field. Operators who bought these games when they were first introduced have sent in reorders for larger quantities, and each order is clearly marked rush."

"Perk" Is Busy At Bally Plant

CHICAGO, June 10.—After taking care of the congratulatory letters and telegrams on his association with Bally Mfg. Co. and the double-play Bally Bell, Bert (Perk) Perkins is reported to be "up to his neck" in work lining up his sales organization and his many friends in the business of operating Jackpot Bells. Perkins states that he is accumulating

reports from users of Bally Bell machines and that "it looks like Bally really hit on a winning idea and feature in the double-play bell."

"These Bally Bells are simply walking away with the play. Look at these customer reports. If they don't convince you just put a Bally Bell in operation for 15 days, and besides getting double play you'll more than double your profits. I'll buy a new hat for any operator who'll stand up there for two hours and not agree that Bally Bell is designed to provide plenty of amusement and make a neat profit for the operator."

Western Products Enjoys Good Biz

CHICAGO, June 10.—Says Sales Manager Don Anderson of Western Products, Inc., "I've got plenty of reason to feel fine. In the first place our 1939 Console Baseball Game is a first choice among operators in every section of the country. We first introduced Console Baseball 14 months ago and it has been on the production lines ever since."

"In the second place," continued Anderson, "our newest counter game offering, Whooperdo, seems to be going to bat for top place in the counter game league. It's packed full of profit-building features that are responsible for its immediate success and for the tremendous volume of orders that have swamped us since its introduction. The cigaret reels and automatic token payout keep suspense at fever-pitch heights."

"Our new Jitterbug Ball, the combination punchboard-pinball game, has proved its worth as a counter game attraction over and over again. As a player punches a hole, a ball is released. Tricking thru a maze of pins on a vertical board, the ball drops into a pocket at the bottom, under which is shown the award he is to receive. If a player releases a red or a green ball, he wins no matter what pocket it may fall into."

Airport Collections Up Despite Old Sol

CHICAGO, June 10.—"Despite the recent record-breaking hot spell which usually means a drop in collections on coin machines, reports from operators thruout the country claim that earnings are remaining on cool weather levels in locations where Genco's Airport has been placed," declare Genco, Inc., officials.

Dave Gensburg, Genco official, remarks, "We always keep a pretty close check on how our games are doing on location. That is the only way we can continue to build games that will make money for operators. Recent checks on Airport bring the amazing news that these warm days are having no effect at all on Airport locations."

"A combination of playing skill and 'the breaks' is the perfect combination for a novelty table, and that's exactly what makes Airport the wonder game that it is. Many's the time I find myself sneaking over to try to knock off a big Airport score myself. I can easily understand why the orders keep pouring in, making it necessary for us to maintain our top production schedule on this sensational game," concluded Gensburg.

ANTI-AIRCRAFT MACHINE GUN

Location-tested for two years and now offered to operators for the first time.



Twelve moving airplanes, passing in rapid succession across a motion picture screen, challenge the sharpshooter to hit them. If his aim is perfect the plane bursts into flame.

CHECK THESE EXCLUSIVE FEATURES:
Uses No Bullets | Has No Photo-Cells
Has No Amplifier | Has No Film Spoilage

TAKES IN \$3.00 AN HOUR
Fastest amusement game on the market.
SAMPLE MACHINE, \$450.00

Distributors, write for quantity price, 1/3 certified deposit with order, bal. C. O. D.

Special June Bargains

NOTICE! We have available for immediate delivery all of the latest model 5-ball novelty free play games. Get our prices.

- CONSOLES**
- 1 PASTIME used 10 days, guaranteed like new \$175.00
 - 6 1938 SKILL TIMES used 10 days 125.00
 - 2 1938 TRACK TIMES used 6 weeks, like new 110.00
 - 6 1938 DOMINOS like new, used less than 30 days 120.00
 - 16 1939 DOMINOS used 3 days, like new 165.00

12 Jennings Cigarolas Model V, straight 5c play \$77.50

- 1 LUCKY STAR F. S. \$110.00
- 4 EXHIBIT LONG CHAMPS 50.00
- 1 BANG TAIL 47.50
- 2 PACIFIC DOMINOES 12.50
- 1 LIBERTY BELL slant top 25.00
- 1 STONER'S ZIPPER F. S. 27.50
- 3 SKILL TIMES, red cabinet 55.00

PACES RACES

- 3 PACES RACES, light cab., 30 to 1 check sep. Nos. 5263-5328 \$110.00
- 1 PACES RACES, black cab., 20 to 1, No. 3058 65.00
- 1 PACES RACES, black cab., 30 to 1 cash pay, No. 3989 65.00
- 1 PACE KING PIN, light cab., 30 to 1 cash pay, No. 5739 110.00

AUTOMATIC PAYOUT

- 1 JENNINGS SPORTSMAN \$12.50
- 2 MILLS FLASHER, horse symbols 27.50
- 1 MILLS FLASHER, fruit symbols 27.50
- 3 DERBY DAY 12.50
- 1 TURF CHAMP 10.00
- 1 BALLY DERBY 10.00
- 1 AK SAR BEN 30.00
- 2 PRAKNESS 10.00
- 1 SARATOGA 15.00
- 10 MILLS 1-2-3, orig. model 17.50
- 1 QUINELLA, single slot 40.00
- 4 TRACK ODDS 12.50

5-BALL NOVELTY

- 7 BALLY RESERVES \$15.00
- 1 ST. MORITZ, reg. nov. 25.00
- 1 STONER AURORAN 7.50
- 1 EQUALITE 5.00
- 1 CHICO DERBY 10.00
- 1 TROPHY 40.00
- 1 CHIEF 35.00
- 1 BUBBLES, free play 40.00
- 1 REQUEST 22.50
- 1 SUSPENSE 20.00
- 1 GENCO RINK F. S. 40.00
- 1 KEENEY Free Race 20.00

COUNTER MODELS

- 8 LUCKY PACKS \$ 8.00
- 5 MILLS VEST POCKETS 31.50
- 3 VEST POCKETS F. S. 37.50
- 6 TALLYS 5c numbered reels 10.00
- 3 JENNINGS GRANDSTANDS 1c 12.50
- 15 PENNY PACKS, orange color 10.00
- 2 BALLY RELIANCE dice mach. 10.00
- 6 WESTERN CIGARETTE dice 3.50
- 7 A. B. TARGETS, Model F 15.00
- 1 SPINNER WINNER F. S. 21.50
- 1 PENNY SMOKE 5.00
- 1 JENNINGS GRANDSTAND 5c 10.00
- 1 MILLS TICKETTE 3.50
- 1 BABY TRACK 2.50
- 1 HORSE SHOE 2.50
- 2 OLD AGE PENSION 2.50
- 2 EVANS POCKET DOMINOS 12.50

STANDS

- 1 MEILINK SAFE double \$20.00
- 45 BOX STANDS 4.25

The above machines are offered subject to prior sale and are slightly used. All orders must be accompanied by 1/3 deposit in the form of P. O., Express or Telegraph money order. Write and ask us to put you on our mailing list. The above prices are effective June 17, 1939.

Moseley Vending Machine Ex., Inc.
00 BROAD ST., Richmond, Va.
Day Phone 3-4511 Night Phone 5-5328.

FREE PLAY NOVELTY GAMES

Natural \$35.00, Keeney Hit No. 20.00, Ragtime 25.00, Side Kick 45.00, Chubbie 49.50, Chief 49.50

STRAIGHT NOVELTY GAMES \$37.50

Chief Request, Circus Side Kick, Bubbles Double, Miami Treasure

\$7.50

Reserve Dux Mars Stadium, Miss America Long Beach Mercury Stoner Races

MARK KEPP CLEVELAND, O. CINCINNATI, O.

MARK DOWNS NOVELTY GAMES

Bally Airway \$ 8.00, Bally Fleets 12.50, Bally Bambinos 12.50, Bally Palm 12.50, Springs 12.50, Bally Arrowhead 60.00, Bally Eureka 85.00, Exhibit's Review 12.50

PAYOUT GAMES

Grand Prize \$8.00, Caroms 8.00

COUNTER GAMES

Fruit Reels \$4.00, Wagon Wheels 3.00, Daily Races Jr. 7.00, Mills Counter King 8.00, Skill Draws 9.00

1/2 Deposit, Balance C. O. D.
JAMES P. TALLON
814 THIRD ST., NEW ORLEANS, LA.

200 Late Model Slots

Used less than 60 days—Mills Melon Bells, Watling Diamond Bells, Galle Commanders and Presidents, Pace Consoles and Jennings Chiefs, 100 Mills Safe Stands. Write or wire for closest prices. Would exchange for late free play novelty games.

AUTOMATIC AMUSEMENT CORP.
1200 Godfrey Ave., Grand Rapids, Mich.

BLUE FRONTS, 5c D. J. G. A., refln. & pol., like new, light cab. \$32.00

WAB EAGLE, light cab., new cond., 5c. 28.00

EXTRAORDINARY CHIEFS 17.50

PACE COMETS 17.50

MILLS ROMAN HEAD, 1c 2-4 payout 17.50

FOLDING STANDS, extra heavy 1.50

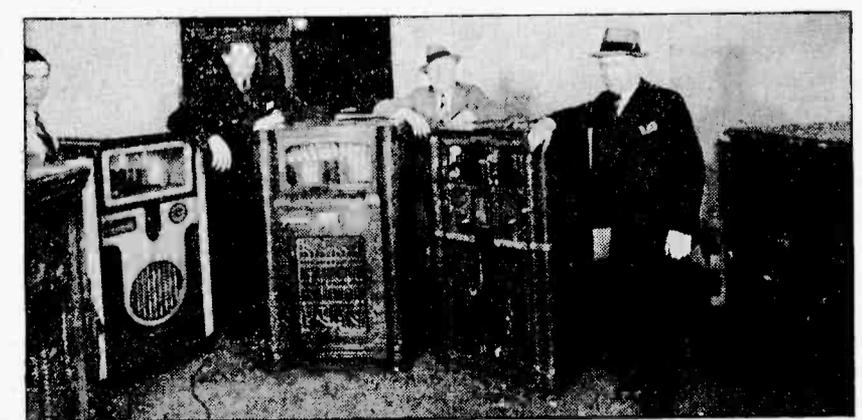
CLIFTON NOVELTY CO.,
2216 Lake Ave., Baltimore, Md.

LIKE NEW ALL MACHINES IN A-1 CONDITION.

90 NORTHWESTERN DE LUXE PENNY NICK-EL (Red Porcelain) \$7.50 Each; 50 NORTHWESTERN TO MERCHANTISERS, with or without Slugg Electors (Green Porcelain) \$5.00 Each. BINGO BALL GUM GAME, \$6.50 Each. 1/3 Deposit, Balance C. O. D. CHARLES PAVLAT, 4417 Forest Park Blvd., St. Louis, Mo.

LOOK

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES



"SOMETIME WHEN YOU DON'T WANT a quiet afternoon ask some Wurlitzer representative to take you to one of the 28 bonded warehouses where obsolete phonographs are destroyed," suggests District Manager Harry Payne, located in Pittsburgh. "That's what I. H. Rothstein and Harry Rosenthal recently did," he continued. Above the aforementioned persons look over the phonographs before they were smashed.

CHICAGO COIN'S MONEY MAKERS!

MIAMI MAJORS TOPPER

Fastest Selling Novelty Game Still in Production!
ORDER YOURS TODAY!

and NOW

OCEAN PARK

Out Next Week!

CHICAGO COIN MACHINE MANUFACTURING CO.
1725 DIVERSEY BLVD, CHICAGO

Inventors Meet In Windy City

Convention scoured for possible devices for coin machine industry

CHICAGO, June 10.—National Inventors' Congress opened its annual sessions this week at the La Salle Hotel. The organization proposes to represent the interests of inventors, hold educational sessions at its annual conventions and also an exhibit. It enables inventors also to get wide publicity for their ideas.

It has become known as the gadgets conventions due to the great variety of small items and devices shown each year. Practically every year some idea for a coin-operated device is shown. However, few of these have become a success in the industry.

The ideas for home games and concession games are of interest to the coin machine trade since a usable idea may show up some time. At the 1939 exhibit a heartbeat scale and a pulse-testing machine, both with 10-cent coin chutes, are on the exhibit floor as concessions. Both machines are now well-established mechanisms.

Sound on Film

A young Chicago inventor, Gordon C. A. Berg, also exhibited a model of his combination film-phonograph and radio, designed for home use. It has a standard radio set built into it, also a 16mm. movie projector and sound mechanism. A simple turn of a switch provides radio music or a short talking movie. The upraised cover of the cabinet serves as a screen for the movie picture.

Young Mr. Berg says he has developed a process for making movie film "almost indestructible" and that he is well aware the coin machine trade is looking for a film that will withstand breakage under the hard conditions of coin operation. He thinks he has the process for the film. Meanwhile he is looking for manufacturing facilities for his movie-radio combination which should sell to the home at about \$150, he says.

Fort Worth

FT. WORTH, Tex., June 10.—Harry Levine, special sales representative for Daval Mfg. Co., was a Ft. Worth visitor recently. Harry was calling on operators, jobbers and distributors thruout the Southwest and made a pleasant visit among ops of the row. He stated that conditions in the Southwest looked very bright.

He departed from Ft. Worth by the way of Texarkana for New Orleans, where he was joined by A. S. Douglas, president of Daval. A party was staged in New Orleans and some of the new Daval games were shown to the Crescent City ops.

Operating conditions in this Panther City are very good. All types of machines that are being operated are doing nicely and the good rains that have visited this section have stimulated business in a big way. Money from the wheat and oat harvest is now rolling in and spending is in evidence.

Joe Sherburn, well-known coinman in these parts, has opened a new business at 1010 Jennings avenue. His place is known as the Southern Sales Co. and he will handle salesboards, counter games, novelties and other machines and products. Joe is now a born-in-the-wool Ft. Worth citizen, having purchased an attractive home on the exclusive Riverside drive of Oakhurst, where he can be found evenings working among his flowers and trees.

Operator Lee Moore is back on the row after a lay-up of several weeks in the hospital. He is recovering nicely from a major operation and says he is feeling fine.

Bob Martin, of this Casa Manana city, is driving a new car. Bob points with pride to the new car and says, "Nickels from the magic chute bought it." Part of the Ten Billion we presume.

Operator Ritchie is operating out of the offices of the Fortex Sales Co.

Nick Nigro, well-known op of Texas

THE HUB ENTERPRISES

What Else Could You Ask For?

HIGHEST QUALITY!
LOWEST PRICES!

NOVELTY GAMES

Bally Reserve	\$10.00	Major, Free Play (like new)	\$57.50
Exhibit Basket Ball	10.00	Naps	17.50
Bally View	19.50	Paramount	24.50
Bubbles	32.50	Jackpot	17.50
Cadet	15.00	Peppy	17.50
Chico Derby	6.00	Exhibit Play-ball	14.50
Circus, Free Play	49.50	Regatta	29.50
Electro	9.50	Replay	7.00
Equalite	8.00	Review	19.50
Fiesta	17.00	Robin Hood	19.50
Fleet, Three Meter	14.50	Sensation	10.00
Grand Slam	17.50	Snappy	14.50
Green Lite	15.00	Spinner	24.50
Handicap	15.00	Splash	14.50
Hi Lo	15.00	Stop & Go	35.00
Hot Springs	9.00	Plain	14.50
Jitterbug	17.50	Swing	14.50
Jungle	17.50	Vogue	8.00
Lightning	14.50	Genco Zip	15.00
Line Up	9.00	Turf Champ, Payout	9.50

1/3 With Order, Bal. C. O. D., F. O. B. Washington, D. C.

7312 GEORGIA AVE.
WASHINGTON, D. C.

and formerly of Ft. Worth, was renewing old friendships along the row last week. Nick is now working with Leo Mills, pioneer slot operator of Dallas.

Johnny Wilson, youthful op of the row, has been adding some new counter machines to his string. He is also hustling salesboards.

Clayton Senter, the rural operator of this town, keeps adding more mileage to his country routes. Every week finds this hustling op reaching out for more fertile territory.

Mrs. J. D. Wilson, owner of the Ft. Worth Novelty Co., has purchased a new car. Mrs. Wilson operates a large string of phonographs and scales, employing two service men.

Operator Stanley has been adding a number of Sparks and Gingers to his growing route of counter games.

Warren Hightower, well-known Ft. Worth coinman, has returned from a few months' sojourning in New Mexico and has gone in the operating business for himself in this city.

Bennie McDonald, phonograph operator, has just finished installing music wall boxes in another of his locations.

The Frankrich Distributing Co. report a nice business for May and expect June to be as good if not better.



POPULAR HERBIE KAY, well-known orchestra leader (left), and Ferber Reid, manager of the exclusive Oklahoma Club, Oklahoma City, listen to one of Kay's recordings on the Rock-Ola luxury lightup phonograph installed in the club's Bamboo Room.

BIG PROFITS

follow the PENNANT wherever it is shown. A hit with players — a Profit-maker for you. Features

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67 WINNERS

No. 960 960 Holes
Takes In.....\$48.00
Average Payout.... 22.37

Average Gross Profit...\$25.63

PRICE \$3.86 EACH

Send for New Catalog Showing Hundreds of other Profit-makers

HARLICH MANUFACTURING COMPANY
W. Jackson Blvd. Chicago, Ill.

"THE HOUSE OF PROVEN WINNERS"

NOVELTY GAMES.		AUTOMATIC PAYOUTS.	
Suspense	\$14.50	Carom	\$11.00
Paramount (Free Play)	27.50	Preakness	15.00
World's Fair	24.50	Bally Entry	19.50
Palm Springs	14.50	Arlington	19.50
Paramount (Reservo)	24.50	Foto Finish	14.50
Airway	7.50	Hlt Parade	12.50
Gay Time	12.50	Railroad	11.00
Key Lite	29.50	Fairgrounds	27.50
Grand Slam	\$17.50		
Bally Line Up	9.50		
Fleet (Metered)	11.00		
Bally Reserve	9.50		
Bally Royal	32.00		
Zeta	14.50		
Paramount (Novelty)	19.50		
Regatta	14.50		

One-Third Deposit Must Accompany All Orders — Balance C. O. D.

J and J NOVELTY CO.

4840 MT. ELLIOTT,

(Plaza 1433)

DETROIT, MICHIGAN

THE HUB ENTERPRISES

IT'S A CLEAN-UP!

WE MEAN IT! THESE BARGAINS ARE BACKED BY THE SAME GUARANTEE WE MAKE ON ALL TRANS-ACTIONS! EVERY MACHINE LIKE NEW! CLEAN, READY FOR LOCATION—OR YOUR MONEY BACK!

12 Bally Fleetwoods	\$19.50
17 Bally Fairgrounds	20.00
8 Bally Preakness	10.00
10 Bally Reserve	8.00
7 Mills Big Races	29.00
8 Kooney's Derby Champs	29.00
8 Stoner's Zeta	17.00
16 Daval's Odd Ball, Meter	24.00
13 Ganco Rinks, Free Play	39.50
5 Mills 1-2-3	18.00
11 Golden Wheels	11.00
5 Daval's Double Treasure	33.00
7 Daval's Midway Meters	33.00
3 Western Paddles	20.00
16 Gingers Penny Play	18.00
14 Thistle Downs	89.50
12 Mills Bonus Slots	92.50
8 Paces Races, Ser. over 5000	100.00
7 Stoner's Super Zeta	26.00
1/2 Dep., Bal. C. O. D., F. O. B. Baltimore.	

43 SO. LIBERTY ST., BALTIMORE, MD.

Firm Offers Room Coolers

MILWAUKEE, June 10.—The Makus Sales Co. reports that distributors are "cleaning up" on their new, low-priced room cooler, the Hexcel, which is easily installed as a permanent or portable room cooler. "There is a comfortable margin of profit in the distribution of these fine coolers," they declare.

"All modern features are incorporated in the construction of Hexcel coolers. Cold water from city supply is obtained from any convenient point and is circulated thru a rust-proof non-corrosive copper coil. A quiet two-speed, no-radio-interference fan produces a constant volume of cooled air that is circulated to every part of the room. The results secured are comparative as produced by the expensive commercial type unit coolers that have been prohibitive due to their cost.

"Operators of coin machines are excellent contact men for this type of equipment inasmuch as they call every day at prospective locations for these coolers. Then, too, it is to the advantage of the coinman to see that his location is comfortable for patrons, inasmuch as his equipment will get more play if surroundings and atmosphere are congenial. Even more attractive is the fact that sales of 2 or 3 of these units means a fine profit for the man who spends no more time than usual calling on his locations."

Ray Becker Opens Office

CHICAGO, June 10.—News this week contains the announcement of the opening of offices by Ray Becker in the Ashland Bldg., 155 N. Clark street, to promote a new line of recreational games.

"In the line are several different devices with entirely new play ideas—devices which because of their nature will appeal to players and operators alike," declares Becker.

"Our new machines have been thoroly location tested to determine their earning ability and to iron out any operating difficulties that are usually encountered in placing a new device on the market. Location testing was much more favorable than at first anticipated and it was deemed advisable to go into production immediately in order to be able to properly fill orders without delay when these devices are announced to the trade," concluded Becker. The sales offices, located directly across the street from the Sherman Hotel, are convenient to out-of-town colmen, many of whom stay at the Sherman when in Chicago.

Retail Cost Put at 27.5%

NEW YORK, June 10.—The average retail establishment in the United States uses 27.5 per cent of its net sales to pay its own operating costs, according to estimates issued recently in a report of a research staff which has just completed a survey of distribution costs for the 20th Century Fund. The report put the cost of retail services as whole at \$12,000,000,000 in 1929, or nearly one-third of the entire cost of commodity distribution.

"Variety the Spice---of Games"

(New Game)

CHICAGO, June 10.—"Variety is the spice—of games," said Ray Moloney, president of Bally Mfg. Co., after answering many long-distance phone calls, wires and letters which have arrived at the factory since shipment of the first samples of Variety, new five-ball novelty game.

"This game," he stated, "brings an entirely new principle to the coin machine amusement division. Where our Bally Reserve allowed the coin to build up one of the greatest awards in the history of pinball, Variety allows the player to build his own award right as he plays the game. Yet the reserve suspense is there.

"Where Spottem allowed the player to obtain a winner after he had shut off the bumpers on the playing field and lighted them on the backboard and then shoot whatever balls he had remaining to increase his award, Variety adds spice to this idea by recreating live bumpers of dead bumpers and allowing each hit on a dead bumper to register another point and still give the player the suspense thrill of shutting off other bumpers on the playing field at the same time.

"In addition to one of the most beautiful cabinets to ever appear in the industry, the Spottem idea of spotting the player a few lights at regular intervals, of giving him two extra-scoring bumpers at the bottom of the playing field and a return-ball bumper in the center of the field," Moloney concluded.

New Jersey To Vote On Horse Racing Bill

NEWARK, N. J., June 10.—All Jersey is prepared to go to the polls June 20 when the public referendum for the legalization of pari-mutuel horse racing will be held. Supporting factions are rallying their forces to give the measure a large margin.

In Monmouth County, scene of the old Monmouth track, supporters of the racing bill estimate the legalization will carry without any fight. However, newspapers along the shore are proving strong factors, thru the editorial columns. A drive is on to secure a track for the Long Branch district and realty values are already reporting increasing on the strength of the election.

The racing amendment organization is headed by Bennett Tousey, prominent Atlantic City hotel man.

S. L. Stanley Visits Chicago

CHICAGO, June 10.—S. L. Stanley, head of the Automatic Amusement Co. of Memphis and Dallas, was a visitor in Chicago this week. He spent considerable time looking over new games made by manufacturers here.

He also stated that he is making arrangements to have a new machine made for exclusive distribution by his firm and that it would have interesting possibilities in opening new territory.

Coming to Chicago when the weather man had sent a real heat wave, Stanley said that he longed for the sunny South where the heat never gets so terrific.

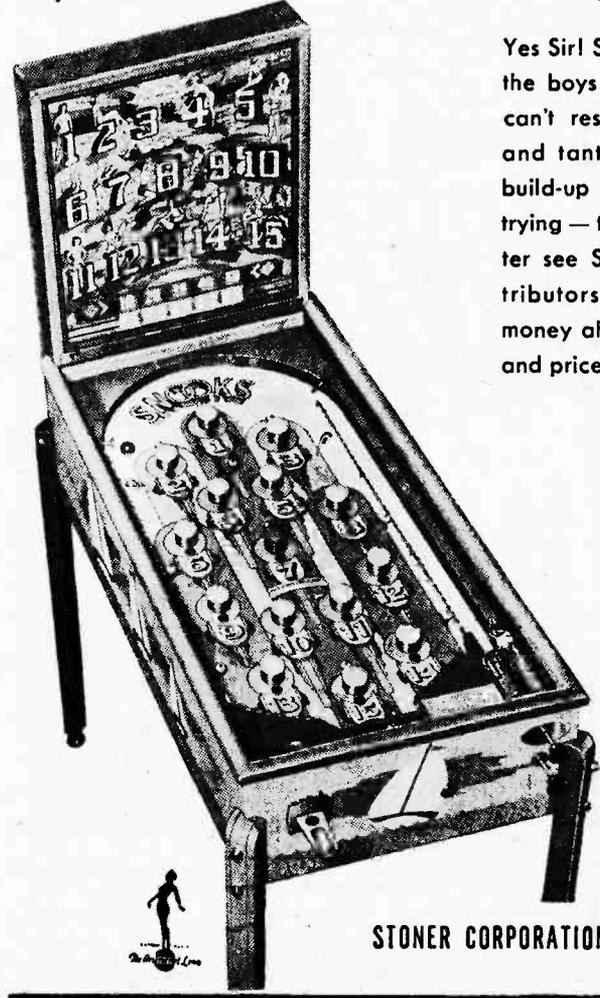
Directory Lists 9,769 Retail Chains

MEMPHIS, June 10.—Retail chains in the United States having three or more outlets now number 9,769, according to the 1939 Directory of Chain Store Headquarters, published by the Brokers' Division of the National Association of Real Estate Boards.

The division's list for 1937, compiled on the same basis, showed the national total at that time to be 9,470 chains. While many chains are disbanding and the list is changing almost daily, the national total of chain organizations is thus indicated to have increased by 299 in the two years. The total number of store outlets reported for the retail chains has increased from 315,246 to 338,836. Three new types of chains coming in bring the 1939 total of outlets to 340,048.

Of the chains listed, filling stations comprise the largest number, with

CRAZY OVER SNOOKS



Yes Sir! Snooks certainly has the boys stopped. They just can't resist that fascinating and tantalizing new odds build-up feature. They keep trying — trying — trying. Better see Snooks at your distributors today — You'll be money ahead. Fully metered and priced at only —

REGULAR \$7950
FREE PLAY \$8950

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SNOOKS AT BUDIN'S

Bigger Player Appeal Than Chubbie!
Immediate Delivery!
Write for Complete List of Used Games.

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ALL GUARANTEED PERFECT PIN GAMES!

\$7.50 AND UP WHAT DO YOU NEED? WRITE FOR COMPLETE LIST!

LOW PRICES! FAST SERVICE! FINEST QUALITY!

I. L. MITCHELL & CO. 1141 DE KALB AVE., BROOKLYN, N. Y.

grocery and meat markets not far behind.

Urge N. Y. Special Legislative Session

ALBANY, N. Y., June 10.—City and State government officials are joining in asking that a special session of the Legislature be held to untangle local financial problems. The regular session has been adjourned for only three weeks.

New York City's schools are said to be facing an \$8,300,000 deficit in the coming year because of cuts in State and city education budgets. Mayor F. H. La Guardia is one of those asking recall of legislators to restore the Legislature's \$5,300,000 slash in State aid to New York City public schools.

SLOT BARGAINS

JENNINGS TRIPLEX, Like New... \$89.50
Combination 5c, 10c and 25c Play.
5c MILLS BLUE FRONTS... 35.00
Light Cabinets... 37.50
100 STEEL FOLDING STANDS,
Lots of 10... 7.50
COUNTER GAMES GALORE.
COLEMAN NOVELTY CO., Rockford, Ill.

WANTED

ONE-BALL FREE GAMES.
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End your correspondence to advertisers by mentioning The Billboard.

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ANOTHER HIT BY GLOBE!



That's what dealers everywhere are saying about Globe's new Baseball Board. Printed in 8 gorgeous shades for unusual flash, it's a Big-League attraction. A sure winner on any counter! Board takes in 2600 holes at 5c or \$130.00 Pays out (average) \$74.75 Average Profit \$65.25 Baseball "mbol" tickets. Semi-thick board. Celluloid \$6.20 protection over top pots. Price \$62.00

Write for our new Folder on latest Money boards.

GLOBE PRINTING COMPANY
1023-27 RACE STREET · PHILA., PA.

AUTOMATICS.		Dark Horses		Turf Queen	
Mills Big Races	Each. \$25.00	6-Coin Mutuals	\$20.00	War Admiral	\$15.00
Preakness	17.50	Fairgrounds	10.00	Track Meet	10.00
Arlingtons	20.00	1 Columbia	\$10.00	Silver Flash	10.00
Preview	7.50	Low Type Scales	10.00	COUNTER GAMES.	
Western Grand Prize	10.00	NOVELTY TABLES.		Reel Spots	\$ 4.00
Klondike, Like New	42.50	Bally Reserve	\$10.00	Reel 21s	4.00
Ray's Tracks	25.00	Two for	17.50	Hold & Draw	7.50
Bang Tails, Like New	45.00	Forward March	7.50	Keeney Target, Like New,	
Rosemont	15.00	Zephyr	10.00	Elec. Gun Machine	35.00
Pamco Balls	20.00	Hare & Hounds	10.00	Collection Books, Dozen	.35
Hollywood	7.50	Sprint	10.00	Snacks, 3-Col. (Peanut)	10.00

BUCKEYE VENDING COMPANY, 518 S. High St., COLUMBUS, OHIO

STILL THE BEST

Place to Buy Reconditioned Paytables, Consoles and Late Novelty Tables.

CONSOLES		Kentucky Clubs		Sport Pages	
Club House	\$25.00	Red Head Track Times	\$65.00	Preakness	15.00
Derby Days	25.00	1938 Track Times	49.50	Arlingtons	15.00
Liberty Bells	25.00	Gallopng Dominos	55.00	FREE PLAY NOVELTY TABLES	
Tanforans	25.00	Bang Tails	55.00	Aksarben	\$35.00
Dominos	25.00	Roletos	55.00	Stablemates	35.00
Dark Horse	25.00	PAYOUT TABLES		Keeney Free Races	35.00
Jockey Club	25.00	Fleetwoods	\$25.00	Multi-Free Races	35.00
Track Times	35.00	Fairgrounds	25.00	Hit Numbers	25.00
Lincoln Fields	35.00	Aksarbens	25.00	Stop and Go	49.50
Silver Bells	35.00	Quinellas	25.00	Slide Kick	49.50
Saddle Clubs	35.00	Paddies	25.00	Speedy	49.50
Teasers	20.00	Stables	25.00	Ohief	49.50
Rosemonts	20.00	Entry	25.00	Supreme	49.50
Start Top Derby Days	29.50	Stoner's Champ	25.00	CABLE ADDRESS: GISSER, CLEVELAND.	
HALF DEPOSIT.		2021-5 PROSPECT AVE., CLEVELAND, OHIO.			

CLEVELAND COIN MACHINE EXCHANGE,

SEEBURG MODEL "A" GUARANTEED PHONOGRAPHS - - ONLY \$32.50

OTHER PHONOGRAPHS	
Mills Zephyr	\$44.50
Mills Do Re Mi	34.50
Mills Swing King	29.50
Mills DeLuxe Dancemaster	24.50
Rock-Ola Regular No. 2	34.50
Rock-Ola Imperial (20 Records)	\$89.50
Seeburg Model B	32.50
Seeburg Model C	39.50
Seeburg Model XF (Keyboard Selection)	64.50
Seeburg Rex	149.50

Beautiful Illuminated Grills Installed on All Models, \$10.50 Extra. We Carry a Complete Stock of Parts and Tubes for All Phonographs.

SLOTS	
5c Mills Cherry Bell	\$52.50
5c Single Jack Blue Front (Serials Over 400,000)	49.50
5c Jennings Silver Chief	47.50
5c Jennings Silver Melon Bell	\$47.50
10c Jennings Chief Console	47.50
5c Caille Cadet	22.50
10c Mills Extraordinary	32.50

NOVELTY GAMES	
Daval's Odd Ball	\$29.50
Stablemates	59.50
Exhibit's Review	24.50
Daval's Spinner	24.50
Reserve	\$14.50
Big Ten	39.50
Key Lite	29.50

TERMS: 1/2 Deposit With Order, Balance O. O. D.

Write for Your Copy of Our New Price Bulletin and Catalog. Complete Line of Reconditioned Phonographs, Consoles, Paytables, Slots, Novelty Games and Counter Machines.

ATLAS NOVELTY CO.

2200 N. Western Ave., CHICAGO, ILL. (General Offices)
1901 Fifth Ave., PITTSBURGH.
Associate Office: Atlas Automatic Music Co., 3151 Grand River Ave., Detroit, Mich.

AMERICA'S LARGEST DISTRIBUTORS

EASTERN FLASHES

NEW YORK, June 10.—Heat wave that followed on the heels of the four-day Decoration Day week-end cracked collections for most of the New York ops, but now that cooler weather has returned collections have zoomed up again. Over in Jersey the New Jersey Jobbers' Association has just been formed. Purpose of group will be to set up trade-in lists and draw up a code of ethics for the jobbing biz in the State. A new manager will be appointed by the Amusement Board of Trade of New Jersey very soon, it is rumored, who will devote his entire time to building up this organization.

GRAND OPENING PARTY . . . of Hercules Machine Exchange, Newark, was attended by practically all of the leading ops in the Jersey area. Irv Orenstein came in for many compliments on the fine offices and showrooms which the firm now has. "Our games and service will match the beauty of our showrooms," Irv promises.

AROUND THE TOWN . . . Some of the boys around the Big Town were surprised to learn that Wurlitzer's Bill Bolles has a daughter of marrying age. Babe Kaufman flew up to Buffalo to be on hand for the wedding of Bill's daughter. Milton Green and Harry Pearl are both in training for a return handball match very soon. Both feel they'll win easily. Jack Semel is expected to announce his entrance into the jobbing biz very soon. Mike Munves is all set for a hot season at the beach, while brother Joe is being kept so busy he says he hasn't had more than four hours' sleep in the past week.

JACK FITZGIBBONS . . . claims Bally's new Variety is "the greatest game ever built. The game is bound to set new sales records for us and we're taking reservations with deposit to insure delivery for everyone. At the same time we're still rushed filling orders for Headliner, Chevron, Victory and Bally Beverage venders. This is definitely the busiest year we've ever had," he says.

SAM KRESSBURG . . . of East Coast Phono Distribs, reports: "The factory that builds our counter console cabinets is now speeding up deliveries and we are filling orders for the Luxury Marble Counter Model as fast as we can. This machine has many features," he concludes, "of which no other model on the market can boast."

ON THE NEW JERSEY FRONT . . . The first ads of the new series for the Board of Trade appeared this past Sunday in *The Newark Sunday Call* and Wednesday in *The Newark Evening News*. Every other paper will carry ads two and three times during the month of June. Barney Sugarman and Abe Green, of Royal Music Co., Newark, have decided to enter into the co-operative work necessary to help everyone. Dick Steinberg, of Sterling Distributors,

MIKE MUNVES

"The Penny Arcade King"
EXCLUSIVE DISTRIBUTOR OF THE
FINEST ARCADE EQUIPMENT
IN THE WORLD

**NOW READY FOR DELIVERY
MIKE MUNVES'
MINIATURE BOWLING ALLEY**

Fastest Penny Snatcher in History! 2 Shots for 1c. Only . . .

\$49.50



Size: 42" long, 15" wide.

FREE Beautifully Illustrated Catalog of all the Latest and Best Arcade Machines!

MIKE MUNVES CORP.
ARCADE 145 PARK ROW, N. Y.
Telephone: WOrth 2-0493 Cable: "MUNMACHINE"

FOR SALE

49—Mills Blue Fronts	\$30.00
17—Mills Futurites	25.00
37—Watling Rot-Topps	20.00
5—Pace Comets, 2-4 Pay	12.50
9—Jennings Chiefs	39.50
14—Mills Extraordinary	17.50
48—1c Penny Smokes	4.00
51—1c Hol-a-Smoke	4.00
21—Reel Spot	3.50
9—Bell Slides	6.50
28—Gingers, 1c or 5c	10.50
74—Zephyrs, 1c or 5c	8.50
9—Bally Jumbo, Automatic	5.00
6—Mills Flasher, Automatic	39.50
4—Bally Preakness, Automatic	14.50
3—Ray's Track, Automatic	24.50
7—Mills Tycoon, Automatic	10.00
3—Bally Hi-Leah, Automatic	10.00
2—Peerless, Automatic	10.00
3—Jennings Sportman	12.50
1—Jockey Club, Automatic	15.00
1—Diamond Mine, 2 B. Bonus, 1 Sweet	21
1—Palooka, 1 Parlay, 1 Flying High, 1 Skill Roll, 1 Challenger, 1 Red Sails, 1 Mammoth, 1 Parlay, 1 Speedway, 1 Repeater, 1 Prospector, All Automatic, Good, each	\$7.50

Must be good or no sale. 1/3 cash, balance C. O. D.

BAKER NOVELTY COMPANY
705 Rogers, Fort Smith, Ark.

FOR SALE

60 late Serial Number Mills, Jennings and Pace. All mystery pay slot machines. Will sell the lot cheap for cash.

C. W. MIXON
Panama, Okla.

WANTED!

VEST POCKETS, WURLITZER PHONO, SLOT MACHINES, PIN GAMES. HIGHEST PRICES. CASH AT ONCE.

KING-HARRY'S
1162 BROAD ST., AUGUSTA, GA.

EVERYBODY WINS



SALESBOARD SMASH HIT!

The deal of deals. Everybody wins a big substantial and flashy looking Pocket Knife. Customers pay what they draw, 1c to 39c. Takes in \$4.00. Order B30K97. Price per deal \$2.00. 10 Deals, \$17.50. B30K96—Deal as above with Art Photo Knives. Per deal \$2.00. Sent express only.

JOSEPH HAGN COMPANY

Distributors,
217-223 West Madison Street, Chicago.

Inc., is now coming out with what is hailed as one of the most elaborate and unusual ideas in operating history for the boys across the Hudson. "Stirling Service is going to lead the way with this idea," says Dick.

DAVE ROBBINS

was looking thru his storeroom recently and came across a pencil vender similar to the one he sold to the New York Public Library some five years ago. This machine started Robbins' brain a-ticking and the result is a machine that gives ops the chance "to cash in on one of the sweetest angles that has appeared in the biz for many moons." Dave's new pencil machine is already capturing the attention of ops all over the land.

BERT LANE

is still going strong with Genco's Airport. "There hasn't been as good a game as Airport on the market in the past six months," Bert maintains. "No other game has captured the fancy of players like this winner. We're delivering them as fast as we can."

FOR THE BOOKS

Here's one of the strangest coincidences that's come to our attention in years. Up in Auburn, Me., there's a firm by the name of "Chi-Coin Music Co." which is owned by Lionel and Rene Chicoine. The New York boys discovered this strange coincidence during the past week when Lionel and Rene were in town to see the fair. While here they took time off to walk down Coin Machine Row and left quite a few orders on the street.

FROM JOE CALCUTT

famed leader of the Vending Machine Co., Fayetteville, N. C., comes word that he's prepared the biggest bargain splash ever for the month of June and the weeks to follow. "There are hundreds of games in this sale that will prove of real value to every op." Joe says.

JACK MITNICK

who is in charge of the Mills Throne of Music for George Ponsler, states: "Have even had to let my sample go to satisfy demand for this great phono. We're pleading with Mills for larger quantity deliveries, for we are far behind in our delivery schedule."

MEN AND MACHINES

The record department of Modern Vending Co. hung up a new mark when May sales passed the 30,000 mark. That's a lot of discs! . . . George Ponsler seems to be spending most of his week-end leisure time playing baseball. "On a recent week-end I really amazed myself. No fooling, my batting and fielding average is still close to the 1,000 mark. I enjoyed every minute of the game, even tho I was a little stiff the next day from chasing balls and running bases." . . . Roy McGinnis, of Sam May & Co., down in Baltimore, is now in Chi. where he's endeavoring to get faster delivery on Mills Throne of Music phonos. . . . I. H. (Izz) Rothstein, of Banner Specialty, Philly, has flower and vegetable gardens of prize-winning caliber. They're the apple of his eye, too.

IRV SOMMER

of Modern Vending Co., reported the arrival of Leon Hersh, the firm's contact man for their colored locations in Miami. According to Sommer: "Leon spent all of his time while here visiting the leading cabarets and theaters, where he contacted the outstanding colored stars and got them to autograph photos with personal messages to their friends down South. Leon is taking these portraits back with him and will place them on the locations he contacts in Miami."

HERMAN S. BUDIN

of Budin's Specialties, hopped out to Chicago this week to arrange for faster delivery of Stoner's Snooks. It seems the boys are really going for "Chubbie's little sister with bigger appeal" in a big way. . . . Hymie also reports that plans are going ahead for his 25th anniversary celebration. Date for the silver anniversary blowout has been set for June 28.

JAMES REGAN

reports that many of the ops who have been shooting in orders for his slot and console bargains forget to specify how they want their machines shipped. "This leaves the choice entirely in our hands," James says, "and we don't know whether to ship via freight or express, because we don't know how quick they want the equipment."

NOW READY FOR DELIVERY

BATTING CHAMP

A SENSATIONAL BASEBALL GAME
with a perfect invisible percentage control made possible by advanced electrical engineering

GUARANTEED MECHANICAL PERFECTION
AT ALL LEADING JOBBERS AND DISTRIBUTORS

PRICES:

NOVELTY **\$89.50** FREE PLAY **\$99.50**

D. GOTTLIEB & CO.

2736-42 N. PAULINA ST. CHICAGO, ILL.

BERMAN'S GUARANTEED BARGAINS

\$5 EACH; 3 FOR \$12.50

Homestretch — Stoner's Races — Electric 21 — Carnival — Power Play — Outboard — Elec. Score Bd. — Lights Out — Genco Hit — Mars — Chico Derby.

PHONOGRAPHS

CLEAN — READY FOR LOCATION
Wurlitzer 412 \$ 49.50
Wurlitzer 400 49.50
Wurlitzer 616 89.50
Wurlitzer 616A 99.50
Wurlitzer 24 (1938) 175.00
Seeburg Rex 124.50
Seeburg Gem (Red Plastics) 172.50
Seeburg Melody King (20 Rec.) 169.50
New Seeburg Marblelog Phonographs on Display

NOVELTY GAMES

FREE PLAY
Contact . . . \$62.50
Stop & Go. 39.50
Chief . . . 49.50
Paramount. 34.50
REGULAR
Oscar . . . \$22.50
Palm Springs 22.50
Arcade . . . 13.50
Bally Reserve 10.00
Zeta 19.50
1/2 Deposit. Balance C. O. D.

L. BERMAN & CO.

123 N. W. 5th St., Evansville, Ind.

BRAND NEW GRIP

Takes in the Copper. It's different. PLUG-PROOF COIN CHUTE.

Attractive All-Chrome Front. UNIVERSAL GRIP HANDLE—Can be worked in any position. Beautiful Monark Red Crackle Finish. Simple Construction. ARRANGED FOR STAND.

All Operators Want Them! Get Your Sample Now!

HOLLY ENGINEERING CO.

\$9.75

1/2 With Order; Bal. C. O. D.

PHOTOMATICS

Reconditioned Ready To Operate All Stainless Steel Equipment

\$545.00

1/3 Dep. With Order

GERBER & GLASS

914 Diversey Blvd. Chicago, Ill.

BREAK YOUR PROFIT RECORDS WITH BARREL OF ACES (F-5075)

You'll Never Regret Investing In **BARREL OF ACES (F-5075)**

The results are AMAZING. The barrel is overflowing with holes and the lucky ones choose the ones they want. 2295 Holes and the Top Payout is \$25.00.

Takes In \$114.75
Pays Average 59.29

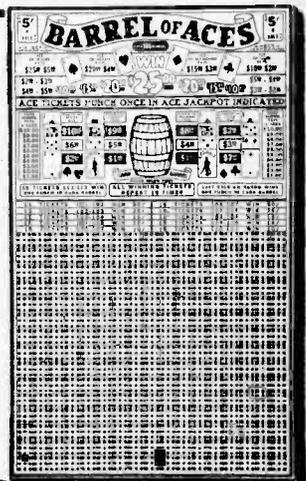
Average Profit \$ 55.46

Price **\$2.49 each**

IT'S A SURE WINNER — ORDER TODAY

CHAS. A. BREWER & SONS

Largest Board and Card House in the World.
6320 HARVARD AVENUE, CHICAGO, U. S. A.



DIAMONDS

Only a relatively few of us are gifted with the expert knowledge needed to pass accurate judgment on the value of diamonds.

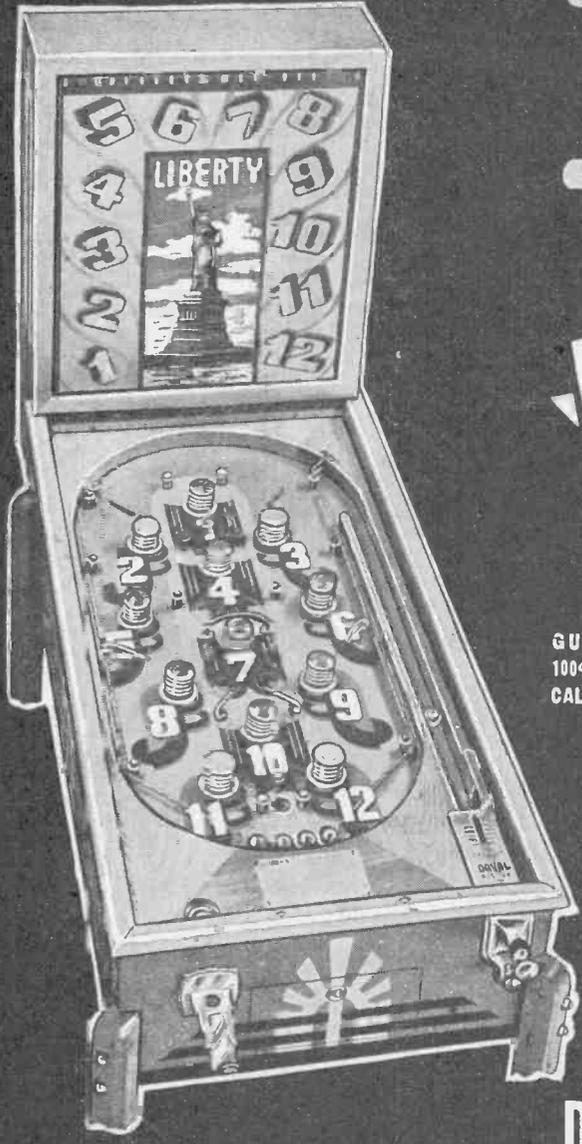
So, when we buy them, most of us first select the jeweler we intend to buy from—choose one of HIGH STANDING and KNOWN REPUTE, as our BEST assurance that we may depend on his judgment to protect our investment.

It's a long jump, perhaps, from diamonds to coin-operated machines, but it's wise to buy them the same way. The best way to make sure of full value is, first pick the Distributor of high standing known for the QUALITY of his services and the fairness of his dealings. WE enjoy this reputation.

BANNER SPECIALTY COMPANY

"ENDORSE ONLY THE BEST COIN OPERATED MACHINES"
1530-32 PARRISH STREET • PHILADELPHIA, PA.
BRANCHES: PITTSBURGH, PA.—NEWARK, N. J.

Liberty



NEWEST AND GREATEST "BUILD-UP-AWARD" TYPE GAME WITH "LIGHTS-OUT" BUMPERS!

GUARANTEED 100% MECHANICALLY PERFECT!



LIBERTY OUTSHINES 'EM ALL!

BONUS AND BALL RETURN FEATURES!
Ball return hole at bottom of play-field gives player chance to gain an extra ball! LIBERTY can be had with a BONUS system whereby 1 or 2 different bumpers are lit-out at the beginning of every game!

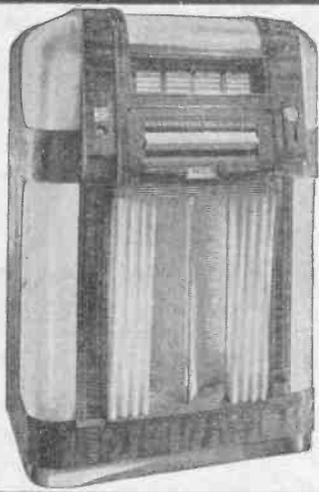
ADJUSTABLE AND FULLY METERED!

FOUR GREAT MODELS! ONE FOR EVERY TYPE OF LOCATION!

- No. 1-Plain Build-Up...\$79.50
- No. 2-Build-Up Play Free
- No. 3-Plain Bonus.....\$89.50
- No. 4-Free Play Bonus...\$94.50

Player builds up score while putting out lights under 12 giant bumpers! When all bumpers are out and all numbers are lit-up on back-board, the built-up score becomes skill points earned! Dead bumpers add to total score as they are hit!

DAVAL MFG. CO. ★ 315 N. HOYNE ★ CHICAGO



WE TAKE TRADE - INS OF PHONOGRAPHS, CONSOLES, SLOTS, PAYOUTS, NOVELTIES, COUNTER GAMES, VENDERS, Etc., TOWARD PURCHASE OF MILLS THRONE of MUSIC

WRITE US YOUR TRADES TODAY!

SAM MAY & COMPANY
2011 Maryland Ave., Baltimore, Md.

Fred W. Werts—An Astrologer

MUNCIE, Ind., June 10.—Writes H. M. Shoemaker, Werts Novelty Co. ad manager, as he discusses the unusual hobby of Fred W. Werts, president of the firm: "Because Werts has decided to stay in Muncie, Ind., this summer instead of making his usual trip to the State of Washington he has taken up the study of astrology as a hobby. While in Florida this winter he studied under the great master Seward and he is fully capable of pursuing the stars thru their radiant orbits and thereby determining a person's best possibilities, characteristics and weaknesses simply by applying the date of your birth to the mystic realms of astrology.

"It is uncanny how he can point out facts about yourself and friends thru this media. According to Werts, the everyday application of the study of the stars is to learn your lucky days and your adverse ones so that you can always be on the alert side and be constantly on the lookout for your best opportunities. It can start you on the way to great glory, tell you of your future love affairs and assure you that your business worries are in vain."

Tenn. Licenses Liquor Distribs

NASHVILLE, Tenn., June 10.—One of the few States still suffering from a "hangover" of national liquor prohibition is now issuing the first State wholesale liquor licenses under the Austin Local Option Act. First wholesalers to get the licenses will be in the cities of Memphis, Chattanooga and Nashville.

Local voting on the dry-wet question will determine whether or not particular localities will license liquor dealers. "Our idea is not to be too strict to start with," said the Alcohol Control Bureau chief, "but to tighten the regulations as we go along."

One ruling already contemplated is the forbidding of deliveries by retail stores.

NATIONAL

25 ROCK-OLA World's Series \$72.00 ea.

25 NEW WONDER BELLS \$12.00 ea.

PHONOGRAPHS
FACTORY RECONDITIONED 6 MONTHS' GUARANTEE

Rock-Ola Monarch	\$165.00
Seeburg Gem 20s	165.00
Rock-Ola Imp. 20 with Grille	98.00
Rock-Ola Imp. 20 without Grille	89.00
Rock-Ola Ambassador 16s	75.00
Rock-Ola 1936 Regular	45.00

NOVELTY GAMES

Circus, F.P.	\$49.00	Zeta	\$20.00
Stop & Go	35.00	Thunderbolt	22.50
St. Moritz	35.00	Exhibit Re-view	19.00
Side Kick	35.00	Arcade	17.50
Klick, F.P.	29.00	Fleet	17.00
Rag Time, F.P.	29.00	Hare-n-Hound	14.00
Worlds Fair	28.00	Bally Reserve	12.00
Super Zeta	27.50		

COUNTER GAMES

ABT Target	\$13.50	Cent-a-Snook	\$6.00
Triple Grip	9.00	Reel Dice	5.00
Test	9.00	Reel Races	5.00
Metal Stands	2.00	Punch-a-Ball	5.00
Draw Poker	9.00	Tickette	4.50
Bally Baby	7.50		

SLOTS

Mills Melon Bells	\$49.00
Jennings Chief, 25c. Serial Over 130,000	35.00
Groetchen Columbia D.J., 5c.	28.00
Mills Blue Fronts, D.J.	28.00
Mills O. T., 1c. Late Model	25.00
Mills War Eagles, 5c.	22.00
Safe Stands	5.50

MISCELLANEOUS

Bumper Bowling	\$65.00
Rotary Merchandiser	52.00

1/2 Deposit — Balance C. O. D.
F. O. B. CHICAGO

NATIONAL COIN MACHINE EXCH.
1407 Diversy Blvd., Chicago, Ill.

Look Over These New Low Prices and Save \$\$\$\$

All Reconditioned Ready to Operate. 1/3 Cash With Order, Balance C. O. D.

Wurlitzer 616-A	\$109.50	Wurlitzer Knee Balls, Late Models	\$69.50
Rock-Ola Imperials, Illuminated	99.50	Rock-Ola 12" De Luxe, Late 1938s	87.50
Rock-Ola 1937 Rhythm Masters	49.50	Rock-Ola World Series	69.50
Mills 1937 Do Re Mi	39.50	Bally Eagle Eyes, Late Models	69.50
Mills Dance Master De Luxe	39.50	Bally Sport Pages	69.50
Rock-Ola Night Clubs	29.50	Exhibit Long Champs	49.50
Mills Dance Master Regulars	18.50	Bally Ray's Tracks	39.50
Exhibit Jockey Clubs	19.50	Bally Clubhouses	29.50
Exhibit Chuck-A-Lettes	19.50	Pamco De Luxe Consoles	19.50

Write for Our New Bargain List, Listing Over 500 Reconditioned Machines. Used Phonographs Records. All Usable. Our Choice Per Hundred \$3.00.

BADGER NOVELTY COMPANY, 2546 N. 30TH STREET, MILWAUKEE, WISCONSIN

QUALITY SPEAKS FOR ITSELF
SPECIAL ATTENTION TO OUR EUROPEAN TRADE

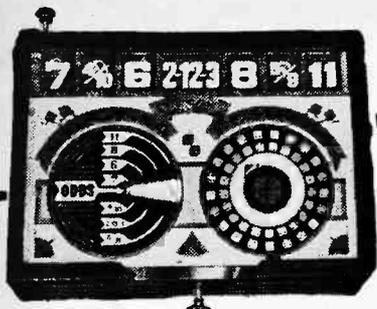
Tanforans	\$19.50	NOVELTIES		SLOTS	
1938 Track Times	95.00	Bally Royals, New	\$49.00	Mills Blue Fronts, 5c-10c.	\$45.00
1937 Track Times	49.00	Bally Key Lites	25.00	Jennings Chief, 5c-10c.	40.00
Track Times, G. H.	29.00	Bally Paramounts	25.00	Mills Gold Award, 5c-10c.	40.00
Derby Day, Slant Top	30.00	Bally Suspense	29.00	War Eagle, 5c	37.50
1938 Kentucky Clubs	62.00	Side Kicks, F. P.	52.50	Mills O. T., 5c-10c.	35.00
Ray's Track	60.00			Roll-A-Top, 5c-10c.	35.00

1/2 Deposit With Order — Balance C. O. D.

MODERN AUTOMATIC EXCHANGE, INC.
2618 CARNEGIE AVE., CLEVELAND, OHIO.

WANT TO BUY

MILLS AND JENNINGS SLOTS.
Will buy Mills or Jennings Golf Ball Slots in 10c and 25c Play. Also Mills Blue Fronts, Mystery Payout, without Gold Award, in 5c, 10c, 25c and 50c, and Jennings Chiefs or Silver Bells in 5c, 10c and 25c. Must be late serials and A-1 condition. State serial numbers, condition and best cash price.
J. W. MYERS, Box 428, Wentworth, Wis.



Evans' COUNTER GAME HIT! POCKET EDITION GALLOPING DOMINOS

Not Coin Operated!
A SURE BET FOR OPERATORS! Ideal in restricted territory! No coin slot—operates in entirely new way! Novel coin receiver remains locked until counter attendant clears it! Played by placing coins under selected numbers in coin receiver and pushing spinner rod. Absolutely gyp-proof! Enables operators to give locations larger percentage of receipts—locations pay winners from their share!

LOW PRICE!
Convenient Size—12" wide, 17" long, 3" high.
At Your Jobber, or Write, Wire or Phone Haymarket 7630.

H. C. EVANS & CO.
1520-1530 W. Adams St., Chicago, Ill.
For Amusement Devices See Our Ad in Carnival Section.

Wis. Plans Sales Tax; 23 of States Have Retail Levy

MADISON, Wis., June 10.—A 3 per cent sales tax has been proposed by Wisconsin's Governor Heil. He estimates that the bill would raise \$52,000,000 "for the biennium." His administration is attempting to sell the sales tax on the grounds that it will reduce property taxes and that people do not want increased taxes on a few special luxury items such as cigarets, etc.

The Milwaukee Journal, in reviewing the Heil proposal, disclosed some interesting facts, which follow:

"Twenty-three States had some form of sales tax at the beginning of this year, and New York City, New Orleans and four Virginia cities have imposed such taxes. The following States had what could be classified as retail sales taxes, similar in form to the proposed Wisconsin tax:

State	Year Adopted	Rate in Per Cent
Arizona	1933	.2
Arkansas	1933	.2
California	1935	.3
Colorado	1933	.2
Illinois	1933	.3
Iowa	1934	.2
Kansas	1937	.2
Louisiana	1938	.1
Michigan	1933	.3
Missouri	1933	.2
North Dakota	1935	.2
Ohio	1934	.3
Oklahoma	1933	.2
South Dakota	1933	.3
Utah	1933	.2
Washington	1935	.2
Wyoming	1935	.2

"Washington also has a gross income tax of 1/4 to 1/2 per cent, enacted in 1933, and West Virginia has a combination gross income and retail sales tax ranging from 1/2 to 4 per cent, its gross income tax being first enacted in 1921.

"In addition these States have gross income taxes only:

State	Year Adopted	Rate in Per Cent
Arizona	1933	.2
Indiana	1933	.1
Mississippi	1929	.2
New Mexico	1933	.2
North Carolina	1933	.3

"The taxes on gross income are imposed on retail sales in addition to other types of sales."

Texas Legislature Turns Down Adjournment

AUSTIN, Tex., June 10.—The Texas Legislature has refused to adjourn or to set a quitting date until bills and investigations asked by various members are allowed.

Lobby investigations have been asked, particularly in the promotion of Governor Lee O'Daniel's sales-tax proposal. Also to be considered are the old-age pension provisions.



BERT LANE Says:

Grab Yourself Some Real Bucks!

1 - 2 - 3 FREE PLAY

THE WORLD'S FASTEST AND LONGEST-LASTING MONEY-MAKER!!

IMMEDIATE DELIVERIES! Write, phone, wire... for YOUR deal!

SEABOARD SALES, INC.

619 Tenth Ave., New York Phone, Wisconsin 7-5688

WEEKLY BARGAIN LIST

Every Machine Thoroughly Overhauled and Guaranteed to be in Perfect Condition.

- GALLOPING DOMINOES...\$49.50
- TANFORANS (Ticket Model) 32.50
- LIBERTY BELLS 32.50
- RED HEAD TRACK
- TIMES 49.50

Write for Complete List of Consoles, Pay Tables, Novelty Games and Slots.

SICKING, INC. 1922 Freeman, Cincinnati, Ohio.

USED MACHINE BARGAINS

- Three Ups ...\$25.00
- Handcapper ... 25.00
- B Type Sport-mans 20.00
- Preakness 12.50
- Track King 35.00
- Jennings Good Luck 35.00
- Rays Track ...\$25.00
- Big Race 20.00
- Bally Entry 20.00
- Bally Stables 20.00
- Turf Champ, Ticket 12.50
- Policy 10.00
- Bronco 10.00
- Credit 10.00

Sooner Novelty Co., 405 W. 2d St., Oklahoma City, Okla.



"PERSONALITY PLUS—and Rita Maeri, Miss Gun Club, certainly is personality personified. Novelty games have personality too," says I. D. Rotkin, of Daval, "and Gun Club is rapidly proving to be amazingly popular among operators—a real favorite."

FREE

The words "Free Play" never achieved their true meaning in table circles till the spectacular Mills One • Two • Three came along. Now "Free Play" means "One • Two • Three" and the two together mean a stout and unflinching income for today's operator.

PLAY

SAVOY'S WEEKLY SPECIALS RECONDITIONED and GUARANTEED

SLOTS		CONSOLES		ONE BALLS	
2 Jenn. 25c Silv.	51 Skill Time, '38, 5c	11 Thistledowns	10 Winning Tickets	3 Sport Page	2 Preakness, De Luxe
Dixie Melon Bells, New	12 Skill Time, '38, 25c	2 Derby Champs	3 Stoner Champs	50 Fairgrounds	20 Fairgrounds, Ticket
15 Jenn. 5c Silv.	24 Skill Time, Red Head	5 Fleetwoods	5 Arlingtons	5 Gott. Multiples	3 Preakness
Dixie Melon Bells, New	2 Sq. Bells, 25c	5 Arlingtons	5 Gott. Multiples	3 Preakness	
5 Jenn. 25c Silv.	5 Sq. Bells, 5c	5 Arlingtons	5 Gott. Multiples	3 Preakness	
Chiefs	5 Gall. Domino	5 Arlingtons	5 Gott. Multiples	3 Preakness	
14 Jenn. 5c Silv.	2 Bangtails	5 Arlingtons	5 Gott. Multiples	3 Preakness	
Dixie Melon Bells	7 Rio	5 Arlingtons	5 Gott. Multiples	3 Preakness	
5 Jenn. 5c Crackle	5 Exh. Races, 7 C. H.	5 Arlingtons	5 Gott. Multiples	3 Preakness	
Frt. Chief	5 Exh. Chucklette	5 Arlingtons	5 Gott. Multiples	3 Preakness	
5 Mills 5c Blue		5 Arlingtons	5 Gott. Multiples	3 Preakness	
D. J. P. & G. A.		5 Arlingtons	5 Gott. Multiples	3 Preakness	

SAVOY VENDING CO. (Cable: SAVENCO)
General Office: 406-8 W. FRANKLIN ST., BALTIMORE, MD.
Branch Office: 2310 RHODE ISLAND AVE. N. E., WASHINGTON, D. C.

WE WILL PAY CASH

Or Accept in Trade, Counter Games, Novelty Games, Slots, Phonographs, Pay Tables and Consoles.

WE HAVE FOR IMMEDIATE DELIVERY ALL THE NEW AND LATEST GAMES.

We also have in stock a complete line of thoroughly reconditioned Games of all types, including Skee Balls, Radio Rifles, Peanut Machines and Popcorn Vendors. Write for Our Complete List at Prices that Will Interest You.

GRAND NATIONAL SALES CO.

2304-06-08 West Armitage Avenue, Chicago, Ill. Armitage 4570.

ALL PERFECTLY RECONDITIONED, EVEN REPAINTED WHEN NECESSARY

Bally View	\$19.75	Natural	\$35.00	Spokes	\$12.75
Chico Nags	14.75	Odd Ball	29.50	Trophy	31.00
Flight	19.75	Peopy	19.50	Triple Free Play	21.00
Lido	37.50	Review	18.75	Hit Number	17.00
Midway	34.50	Stoner Ritz	12.00		

NATIONAL NOVELTY CO., MERRICK, L. I., N.Y.

Free Illustrated Catalog! Write for Your Copy Today!

EXPORT
"We Cover the World."
Cable Address: "NATNOVCO."
Merrick, N. Y.

SMASHING PRICES! All Games Guaranteed

USED GAMES		NEW GAMES	
Chubbie Free Play	\$45.00	Klick Free Play	\$25.00
Major Free Play	50.00	Big Ten Free Play	20.00
Spottem Free Play	50.00	Palm Spring	15.00
Stablemate. Free Play	35.00		

Open 24 hours daily. We have all the latest games new and used. Can ship immediately.
WILLIAMSPORT AMUSEMENT COMPANY, WILLIAMSPORT, PA.

BIGGEST MONEY-MAKER in pin game history

is nation-wide verdict on Bally **VARIETY**

Players flock to new "SKILL-RESERVE" feature!

RECORD-SMASHING collection reports and a flood of repeat orders proclaim Bally's new VARIETY the greatest profit-producer in the history of novelty games . . . actually earning 20 to 30 per cent more than Bally Reserve at its peak!

There's a reason! The clever new "FUTURITY AWARD" or "SKILL-RESERVE" feature! VARIETY teases the player along with an award that gets bigger . . . and bigger . . . AND BIGGER . . . but is never "in the bag" until the very last split-second of play. And every game comes within a bumper or two of being a really big winner . . . resulting, of course, in continuous repeat play!

VARIETY has all the "GROWING" award and "CAME CLOSE" appeal of Bally Reserve . . . plus the fact that the award, which re-sets to zero after each game, is BUILT UP BY THE PLAYER'S OWN SKILL!

You saw how Spottem dragged in the cash . . . although big winner appeal did not begin until player lit 12 numbers. Big winner appeal begins in VARIETY the minute the first ball is shot . . . and from then on it's "OH, BOY, LOOK AT THAT AWARD GO UP! I GOTTA GET THOSE 12 LIGHTS AND WIN!"

MYSTERY "SPOTTEM" FEATURE

In addition to the fascinating "Skill-Reserve" idea, VARIETY features also include: the ever-popular Mystery "Spottem" idea, whereby machine "spots" player 2 FREE NUMBERS, which immediately light on backboard . . . OUT-BALL RETURN . . . EXTRA SCORING BUMPERS at bottom of board . . . ALL BUMPERS "LIVE" during entire game . . . PROJECTOR-TYPE TOTALIZER . . . scoring system adaptable to COMPETITIVE PLAY . . . FULL METER protection . . . easy ADJUSTABILITY . . . all the LATEST MECHANICAL IMPROVEMENTS developed by Bally . . . and the most gorgeous FLASH CABINET ever created!

RUSH your order!

Factory now in huge volume production, but demand is already ahead of peak production out-put. Avoid delay by rushing your VARIETY order today . . . either direct to factory or your favorite jobber.



44 in. by 22 in.

\$94⁵⁰

FREE PLAY
MDOEL: \$99.50

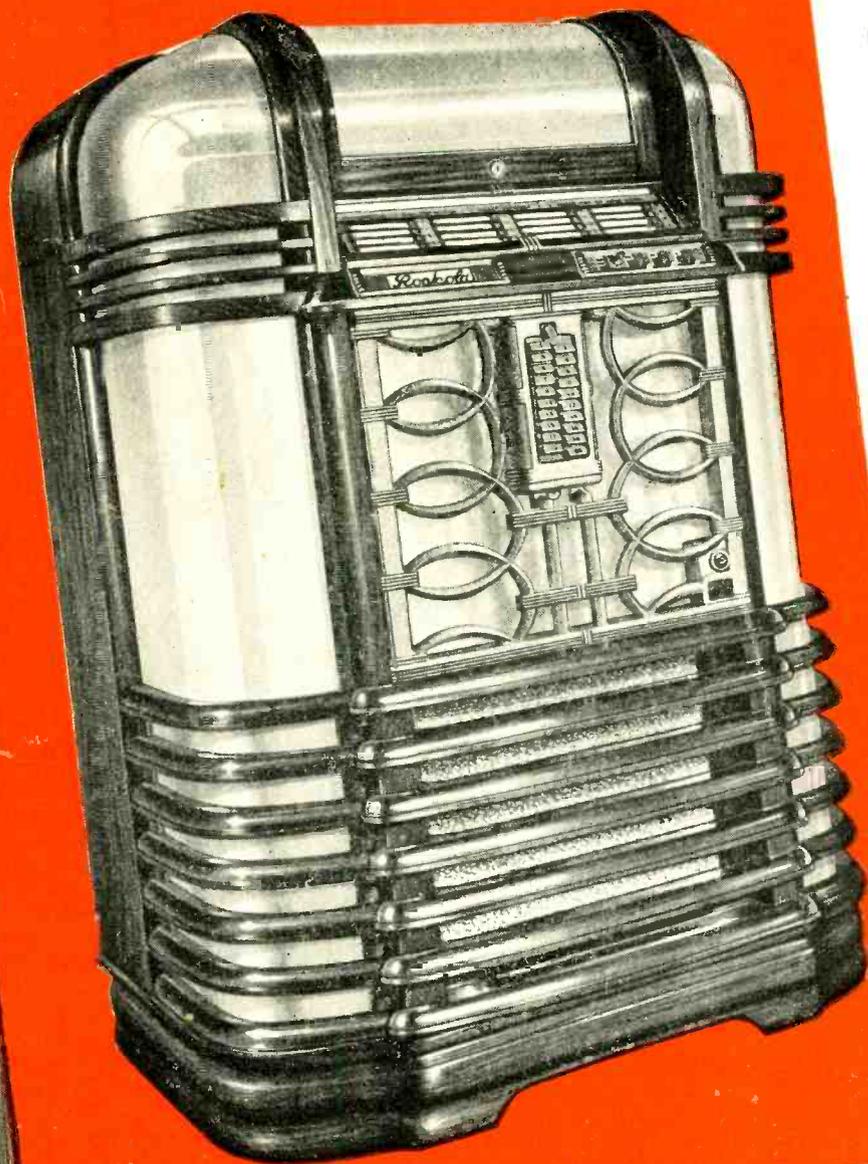
VICTORY - HEADLINER - CHEVRON - BALLY BELL - BALLY BEVERAGE VENDER

BALLY MFG. COMPANY 2640 BELMONT AVENUE
CHICAGO, ILLINOIS

Bringing Greater
NEW YORK

YOU ARE ALWAYS WELCOME AT

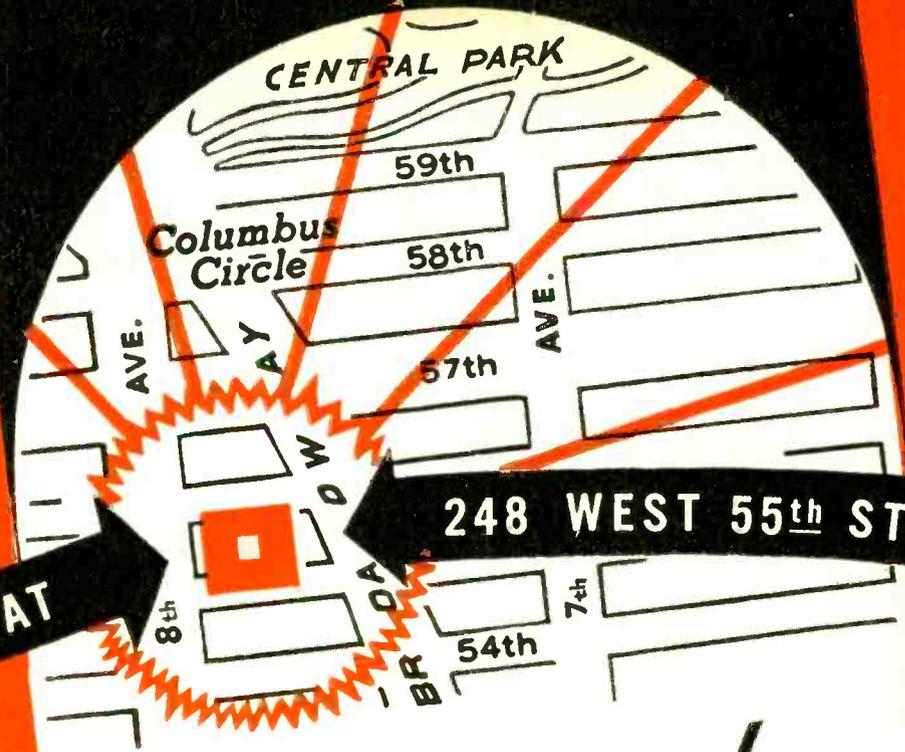
With the



ROCK-OLA

Multi-selective Phonograph

MAKES MORE MONEY FOR OPERATORS



248 WEST 55th STREET

*Sensational
 Phonograph*

OF 1939

With the unlimited variety of entertainment in your fast-moving city, you know the **IMPORTANCE** of the phonographs with the **BIGGEST** money-making appeal. Unprecedented profits in locations having the new 1939 **Luxury Lightup Phonograph** are positive evidence of Rock-Ola's popularity. A color-show in motion with colored plastics in cabinet construction and floating, cloud-like lighting effects; irresistible in faithful reproduction of the world's finest music; the operator's dream of mechanical perfection! See the **COMPLETE** line at the sumptuous new show rooms of the **Luxury Lightup Phonograph Company**. An efficient personnel serves your individual requirements. A hurry-up call means **RUSH DELIVERY**. Capitalize on "boom-times". Telephone Circle 7-2694 or come in without delay.

FRED M. PRAY, President

Luxury Lightup
PHONOGRAPH CO.

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24 HOUR DELIVERY SERVICE
 LIBERAL TRADE-IN ALLOWANCE
 AND CONVENIENT TERMS

ALL PRICES SLASHED!!!

TO LOWEST LEVELS IN COIN MACHINE HISTORY

Send the following message, subject to the terms on back hereof, which are hereby agreed to:

EVERY MACHINE GUARANTEED TO BE PERFECT REGARDLESS OF PRICE!! ALL EQUIPMENT SUBJECT TO PRIOR SALE! WRITE - WIRE - PHONE - RUSH ORDERS TO INSURE DELIVERY. SIGNED...JOE CALCU

SPECIAL CLEARANCE OF AUTOMATIC PAYOUTS

\$90⁰⁰ TAKES THIS ASSORTMENT	\$110⁰⁰ TAKES THIS ASSORTMENT	\$100⁰⁰ TAKES THIS ASSORTMENT	\$75⁰⁰ TAKES THIS ASSORTMENT	\$90⁰⁰ TAKES THIS ASSORTMENT	\$120⁰⁰ TAKES THIS ASSORTMENT
▼	▼	▼	▼	▼	▼
BALLY SPORT PAGE GOTTLIEB FOTO FINISH BALLY PREAKNESS BALLY ENTRY	BALLY THISTLEDOWNS BALLY RACING FORM BALLY KLONDIKE BALLY ARLINGTON	BALLY FLEETWOOD MILLS HI-BOY BALLY GOLDEN WHEEL STONER TURF CHAMPS	BALLY RACING FORM BALLY REGULAR PREAKNESS BALLY GOLDEN WHEEL BALLY FLEETWOOD BALLY STABLES	BALLY FAIRGROUNDS MILLS RAILROAD GOTTLIEB MULTIPLE RACES BALLY DELUXE PREAKNESS BALLY STABLES	MILLS 1-2-3, Latest MODEL BALLY PREAKNESS WESTERN DERBY BALLY KLONDIKE

IMPORTANT ONLY FROM 8 TO 12 ORDERS FOR EACH OF THE ABOVE ASSORTMENTS CAN FILLED! TAKE ADVANTAGE OF THIS SPECIAL OFFER! RUSH YOUR ORDER NOW

PRICES SLASHED ON MORE THAN 1,000 OTHER GUARANTEED MACHINES AND GAMES

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7 BALLY SKILL FIELDS	\$ 39.50
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4 EVANS 1937 MODEL BANG TAILS	89.50
7 EVANS 1938 MODEL BANG TAILS	159.50
6 EVANS 1938 MODEL GALLOPING DOMINOS	164.50
3 EVANS LUCKY LUCRE	172.50
3 EVANS HIALEAH SPECIAL	139.50
4 JENNINGS DERBY DAY	37.50
5 JENNINGS MULTIPLE RACERS	99.50
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29 MILLS 5c SQUARE BELLS	89.50
15 BROWN CABINET PACES RACES, Check or Cash Payout—In Ordering, Specify Which Wanted	144.50
12 PACE MARATHONS	139.50
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1 TURF SPECIAL	27.50
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*** 1-BALL AUTOMATICS ***

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42 BALLY THISTLEDOWNS	\$ 89.50
29 BALLY SPORT PAGES	64.50
24 BALLY KLONDIKES	39.50
22 BALLY FAIRGROUNDS	29.50
11 BALLY ARLINGTONS	19.50
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15 BALLY FLEETWOODS	29.50
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34 MILLS 1-2-3s, New Style	79.50
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