

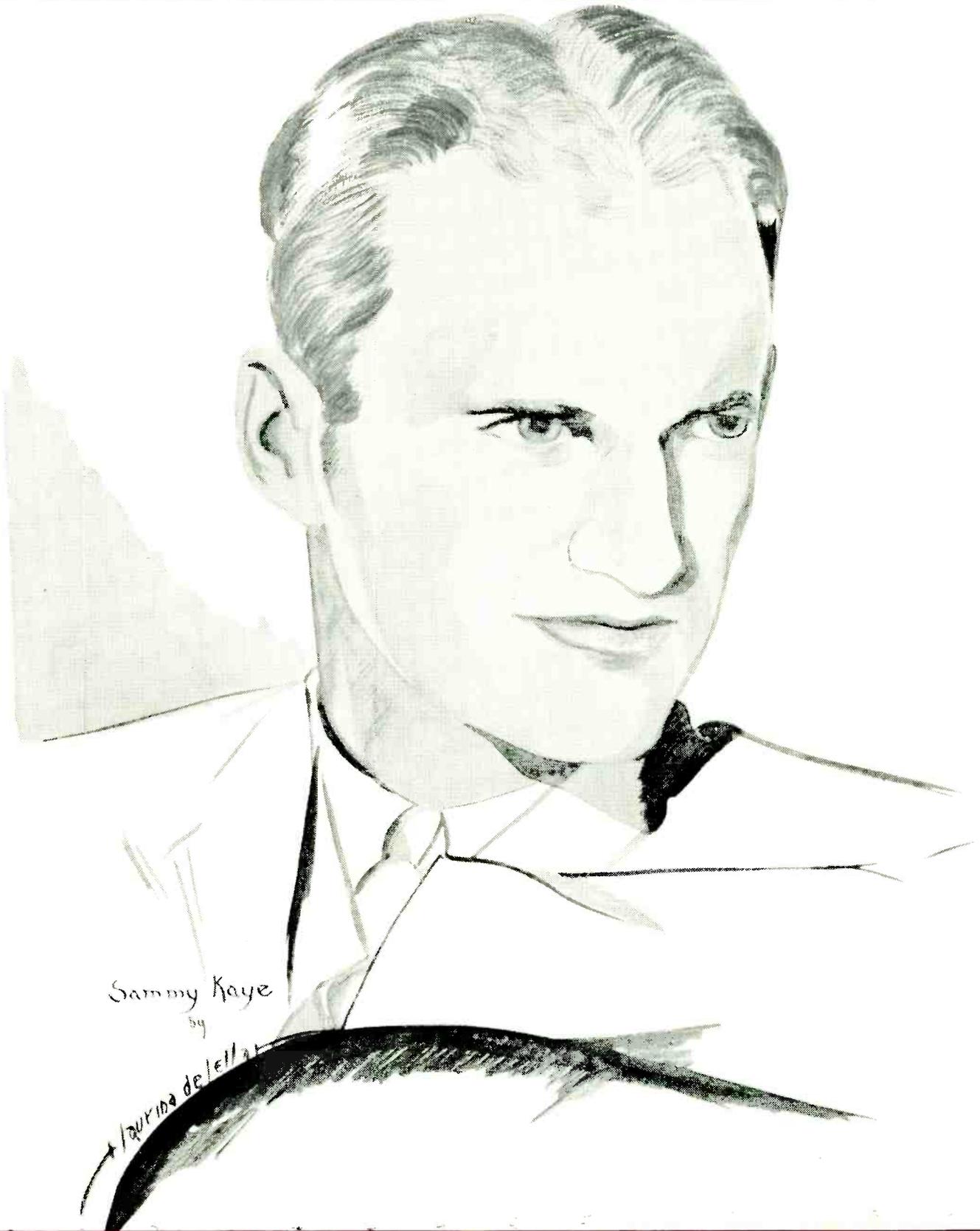
RADIO — STAGE — NIGHT SPOTS — OUTDOOR

JULY 16, 1938

15 Cents

The Billboard

The World's Foremost Amusement Weekly



Swing and Sway
With

SAMMY KAYE

Personal Representative—James V. Peppo

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The Billboard

Vol. L
No. 29

The World's Foremost Amusement Weekly

July 16,
1938

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SS TAXES DUE THIS MONTH

Chi FTP's Loop Try Brodies As "Mr. Jim" Gets Choice Pan

CHICAGO, July 9.—Federal Theater muffed its chance to make good in the Loop by deciding to stage Marcus Bach's odd creation, *Mr. Jim*, in the Selwyn. Show opened Monday and will rest in peace again after tonight. It was unfortunate for those who saw the play that Mr. Bach decided to take a trip to New Mexico, for *Mr. Jim* is the result of his journey.

His text, concerning a rancher who craves to write inspirational poetry, is totally without conviction, and the

dialog is so forced that it is to the credit of only the performers when a line is any distance from artificiality. It is a tale that does not lend itself to dramatization, and the WPA execs certainly should have thought twice before daring to ask a \$2 top to see it.

If you are still interested, the rancher discovers a cave, with bats and all (a lure for tourists), and the government puts our psalm-reading hero to work by inviting him to write a guide-book. We were too close to the exit to wait for the third act.

The cast, surprisingly, contributed some good tho futile work. Don Koehler proved a brave man in the titular role and his support (Myrtle Eidgen, Muriel Bremner, George Dayton, Charles Ernst, Dan Seymour, Glen Beveridge and Charles N. Lum) proved of equal show-must-go-on caliber.

It is highly regrettable that FT's initial Loop effort was a failure, for it will take many a play now to convince legit customers that the government has the goods behind the footlights.

Sam Hontigberg.

Crowds Again Big At Anderson Fair But Jones Biz Off

ANDERSON, Ind., July 9.—After experiencing inclement weather on weekends at last three stands out of four the Johnny J. Jones Exposition inaugurated its current fair season at the Anderson Free Fair here under a torrid July sun that gave Jones' members their first taste of real summer weather. And while Old Sol smiled fervently the entire week and attendance was comparable with that of last year, business was off 20 per cent for Jones, a comparison of last year's figures revealed. Business Fourth of July, opening day, dropped off considerably, but Tuesday, Children's Day, was only slightly less, bringing the average up for the two days. The balance of the week held up to a 20 per cent decline. Rides did the bulk of the business.

Jones show held sway on the midway with 17 rides and 17 shows. Lipsky and Paddock concessions occupied most of concession row and they reported receipts off about the same as midway grosses.

Prominent visitors included F. J. Claypool, secretary of the Greater Muncie Fair; J. A. Terry, secretary-manager of La Porte County Fair, and Harry G. Templeton, general manager of Indiana State Fair.

Anderson has felt the current depression, as locals depend mostly on Delco-Remy plant, chief industrial concern, which at present is working only part time. Charles Williams and Earl McCarell, executives of Anderson Free Fair, stated they were pleased with receipts considering prevailing conditions. All were laud in their praise of the Johnny Jones organization, playing here for the fourth consecutive year with mostly all new shows.

Brandon Exhibition Figures Take Rise; Also RAS Gross

CINCINNATI, July 9.—Figures were up at the Provincial Exhibition of Manitoba, Brandon, on July 4-8, according to a wire from G. R. Rowe, secretary to exhibition Manager J. E. Rettle.

Royal American Shows on the midway exceeded last year's gross, it was stated, and two performances each night of Ernie Young's revue, *Follies Internationals*, were necessary on Wednesday and Thursday.

Flash Williams and his Thrill Drivers (See BRANDON on page 57)

MCA Lines Up Score of Film Names for Personal Appearances

HOLLYWOOD, July 9.—Music Corp. of America has lined up a flock of screen names for personal appearances. The film players, incidentally, form the wedge by which MCA hopes to break quickly into the film ageriting business here. The formal opening of its own building here next month will also mark the start of a vigorous MCA drive to get a lion's share of agency commissions here.

MCA has lined up Constance Bennett and hopes to arrange for her first personal appearance soon. Mary Brian has already been spotted in summer stock in the East. Warren Hull is being set for vaude dates. Edgar Bergen, now busy with film and radio work, may do p. a.'s at the Fort Worth Casa Manana and later at the Kansas City Jubilesta. Tony Martin will front a band that will begin with one-nighters on the Coast here, to be followed by the Fox, Detroit, August 5; then the Palace, Chicago, and

Time Extended for Cars With Arch Bar Trucks

ST. LOUIS, July 9.—Outdoor shows using railroad cars with arch-bar trucks have until January 1, 1939, before such cars will be refused for acceptance by the railroads.

The limitation had been set for July 1, but the board of directors of the Association of American Railroads, Washington, D. C., in considering the rule, directed that the effective date be extended until the first of the year.

Harvey A. Mayer, Circus Program Printer, Dies

NEW YORK, July 9.—Harvey A. Mayer, president and manager of the Joseph Mayer Publishing Co., printer and distributor of circus programs, died suddenly of meningitis here yesterday. For details see Final Curtain department, this issue.

Quarterly Statement, With Tax Payment, Must Be Made by Aug. 1

What Price Publicity?

PHILADELPHIA, July 9.—A North Philadelphia couple on Thursday (7) sued operators of the Avenue Theater for allegedly renegeing on a promise to furnish their apartment after they went thru a marriage ceremony on the stage of the theater last April. Lawrence McLaughlin and Arline Davis said that the house manager promised to buy furniture and pay the first month's rent for a three-room apartment if they went thru with the stunt in connection with the exploitation of *The Runaway Bride*.

McLaughlin declared in Municipal Court that the ceremony on the stage wasn't the McCoy, due to the failure to obtain a magistrate to perform the ceremony, but that he and his fiancée went to a near-by church immediately after the ceremony and were spliced. McLaughlin's attorney said that the couple spent "nearly \$15" for wedding clothes on the strength of glowing promises made by the Avenue's manager.

Strict check-up will be made after this date on all show lots by inspectors

CINCINNATI, July 11.—The Social Security board at Washington directs attention of employers throuout the country to the fact that the employers' quarterly old-age insurance reports, covering employees' wages during April, May and June, must be filed with the Bureau of Internal Revenue this month. However, since July 31 falls on Sunday regulations provide that the report may be filed on the following business day, Monday, August 1. But August 1 is positively the last day allowed by law without incurring the possibility of heavy penalties.

As practically all outdoor shows opened their season after April 1, this will be the first old-age insurance report this year which the show managers will have to make. The reports call for Form SS-1a, put into use in 1938 in place of the three forms used in 1937. Taxes must be paid at the time of filing the quarterly return. Copies of this new form can be obtained from any deputy collector of Internal Revenue or from any field office of the Social Security board. Officials will be glad to assist in making out these reports, which must be absolutely accurate, because incorrect reports will mean an extra burden for the show managers.

Names of employees should be listed on these reports exactly as they appear on the employer's account number cards. Employer's wage returns must show each employee's full and correct name (no nicknames or theatrical names are allowed), the Social Security account number of the employee and the amount of taxable wages paid to him during the three-month period. After auditing

(See SS TAXES on page 25)

In This Issue

King, Downey Top First Casa Revue; Geo. Hale Staging

NEW YORK, July 9.—Wayne King's Orchestra and Morton Downey will head the first MCA show going into the revamped Casa Manana in Fort Worth, Tex., July 29. Geogie Hale, who has been staging other MCA shows the past couple of years, will supervise the Casa productions, which will include 52 girls, hired locally, along with seven supporting acts.

Shows will change bi-weekly. Jan Garber and band follow King August 11, with Edgar Bergen coming in for two or three days as a special attraction. In addition to name bands, a local 18-man band will be used. Angle is to play up the local employment angle to please the business men's group backing the show.

Lew Wasserman and Bill Green will supervise promotion, assisted by two local press agents, while Norman Steppe, manager of MCA's Dallas office, will be director of the entire project. Bill Stein, MCA general manager, arrives here (See KING, DOWNEY on page 8)

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Time-Saving Insurance Record

Employee's Name:		Address:		Date Employment Began:	
Employee's Social Security Account Number:		Age:		Sex:	
Date		Amt. of salary paid to employee.		1% tax deducted from employee's salary.	
		TAXES PAID BY EMPLOYER		Salary Base: \$	
		1% Old Age Insurance based on paid salary.		Duties of employee or type of work done:	
		Unemployment Insurance.		REMARKS	

The above simplified chart for keeping Social Security, Old Age Insurance and Unemployment Insurance records has been prepared by *The Billboard* in consultation with federal tax officials for the benefit of theatrical employers. This type of record eliminates the necessity of buying complex ledgers or elaborately ruled papers, and employers can feel sure that the data will be adequate for both federal and State tax purposes. Officials recommend that employers hold on to these tax records at least three years.

with the same employer for several weeks or months, tax experts suggest that the employer allow a whole sheet for each employee. Where performers change frequently and do not play return engagements for a year or so, the employer might save space by putting several names on one sheet just so long as each has a separate account.

The chart lends itself to minor changes to meet individual requirements. The date column, for example, may list every day in the month separately, but if an employer pays salaries only once a week or every two weeks, he has only

to list those dates rather than daily figures. Employers will find that figures in column three (1 per cent tax deducted from employee) will be the same as column four (1 per cent paid by employer for Old Age Insurance) because both are based on the same thing. The employer also pays an unemployment insurance tax, the rate for which varies in the States. In New York it is 3 per cent for the current year.

In the space labeled "Salary Base" the employer should indicate the rate at which he makes salary payments, such as \$4 an hour, \$32.50 a week, \$110 a month, etc.



IT IS hard to understand why one or several of the larger talent offices—such as MCA, Rockwell-O'Keefe, CRA, the William Morris Agency—has not yet done anything about supplying on a grand scale the crying need for moderate-priced units in Class A and intermediate theaters from Coast to Coast. Conditions being as they are, many of the theaters cannot play high-priced units even intermittently, but a good number of them can play expensive units with drawing names at least once a month and all of them can play units that are priced right at least every two weeks.

Theater managers have been consulted by men who have devoted the greater part of their lives piloting units across the country and back and their definite assurance has been given that there is a neat pile to be made by an organization that has faith enough in flesh to invest a few dollars in units that can be operated on a salary budget of between \$2,000 and \$2,500.

The proof is in the pudding. Every unit sponsor with something on the ball has discovered that he can keep his vehicle working at satisfactory money by going out into the highways and byways and telling theater managers about it. Some of the best takes during the past season have resulted from unit producers doing business direct with theater men, even in cases where the theaters involved were part and parcel of circuits with their own booking departments. Flesh is far from being dead. Maybe the five-act vaude proposition is pretty well shot, but theaters are eager now more than ever to land intact shows, preferably with bands and their own stage crews.

Some day the circuit booking office will come back into its own. It doesn't look as if booking offices will be responsible for an appreciable degree of activity at the start of the coming season. Probably because they are geared to thinking in terms of acts rather than complete shows. The demand on the part of theaters for attractions is so real, however, that in some way this demand will be met. We hope that the more important and reliable talent offices will devote their resources and talents to this field. It would be well for the business that they should. It would not help the cause of flesh any if fly-by-nighters jump into the breach and fill up managers with promises that they can't possibly keep, giving theater men a bad taste for a flesh diet at the outset of what should turn out to be the best season in several years.

SOME years ago before the CIO was conceived the unions affiliated with the show business were set up strictly along craft lines. That is, unions for actors, stagehands, musicians, scenic artists—each independent but working together on special occasions and even pulling against each other when expediency of politics warranted it. It is quite different today and there is hardly a union that is not in some way stepping over craft lines and trying to overstep its bounds toward what seems to be the goal of vertical or industrial unionism. What this will mean to the show business nobody as yet knows. Perhaps the unions don't know themselves. In fact, the only thing most of their leaders seem to know is that overstepping the line means more immediate power and more revenue for them.

Craft unionism is definitely breaking down. The process of conversion to vertical unionism is so slipshod and there are so many cross purposes that the outlook is dismal to say the least. Petrillo's Chicago local of the musicians' union has taken in radio announcers; in other cities announcers are members of other unions such as the American Guild of Radio Announcers and Producers and the American Communications Association, a CIO affiliate. The American Federation of Radio Artists is inferred to be an actors' union, but it has already taken in sound technicians and is planning to organize radio writers. Show business is well acquainted by now with the AFA's circus employees division. The musicians' union welcomes arrangers on a national scale and the Newspaper Guild has organized newsreel editorial men and radio station newscasters and staff writers.

Maybe one of these days the somnolent giant known as the AFL will wake up and do something about reconstructing (See SUGAR'S DOMINO on page 8)

SAMMY KAYE (This Week's Cover Subject)

NO IDLE suggestion is conveyed by the rhythmical expression "Swing and Sway with Sammy Kaye," but a potent invitation to dance to and listen to the melodies of one of the most popular leaders on the current American band front. Aided by a versatile crew, featuring Tommy Ryan, Charlie Wilson, Jimmie Brown and the Three Barons, Sammy has come a long way in a comparatively short time, to the point where his name is synonymous with excellent returns for the theater, hotel or ballroom which plays host to his sweet swing.

A three-letter man at college, Kaye graduated as a civil engineer, but soon dropped his slide-rule for a baton, and before long had rung up a nice record of 81 consecutive weeks on NBC, 54 on Mutual, and as a CBS feature on its Cleveland outlet, WHK. His club and hotel dates form an imposing roster as well, among them being the New China Cafe, Cleveland; Marigold Restaurant, Rochester, N. Y.; Club Lido, Syracuse, N. Y.; Edgewood Supper Club, Albany, N. Y.; Hotel Hendrick Hudson, Troy, N. Y.; Castle Farm, Cincinnati; Willowick Country Club, Cleveland; Hotel Gibson, Cincinnati; Paradise Ship, Troy, N. Y.; Bill Green's Casino, Pittsburgh, and Jefferson Beach Park, Detroit. The past winter saw Sammy drawing them in at the Statler, Cleveland, from November to April, after which came a successful one-night jaunt and thus into his current theater tour. The latter had him at the New York Paramount for two weeks at the beginning of June, and following that he has played, and will play, the Earle, Philadelphia; the Stanley, Pittsburgh; Lyric, Indianapolis, and the Hippodrome, Baltimore. On September 30 Kaye opens a fall season at the Commodore Hotel, New York, his first location date in the big town.

Sammy has recorded for Brunswick under the Vocalion and Perfect labels, and is now waxing them for Victor. And, like most successful batoneers, he has turned his hand to composing, with a ditty called "Moondust," published by Mills.

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Summer Theater Reviews

"Unfaithfully Yours" (Litchfield Summer Playhouse) LITCHFIELD, CONN.

A comedy by Hally Pomeroy, staged by Randolph Carter in a setting designed by John Mylrae. Cast: Roc Van, Toni Volz, Strela Lane, F. C. Furculowe, Mary Fischer, John Malcolm, H. E. Currier and Dwight Marfield.

High comedy based on the efforts of the wife of an author to make her husband jealous by making him think she is having an affair with a friend of his. The husband, she feels, is beginning to believe the ruse, and just when she thinks maybe it will succeed in winning his attention she is threatened with the disclosure that there really has been nothing between her and her companion.

There is a lot of talk in a modern apartment setting—too much talk, in fact. Characters not only carry on conversations, but give voice to trivial thoughts, resulting in a tedious evening for everyone.

The idea has possibilities, but Miss Pomeroy's script would hardly do for any practical purpose either on Broadway or in Hollywood.

Julian B. Tuthill.

"Fool's Hill"

(Westport Country Playhouse)
WESTPORT, CONN.

A new play by Robert Wetzel, staged by Worthington Minor in settings by Norris Houghton. Cast included Onslow Stevens, Rosemary Ames and Theodore Newton.

An item combining the appeal of *Young Woodley* and *The Green Bay Tree*, played against a setting that is apparently a pretty accurate picture of college life in the Middle West.

Onslow Stevens plays the role of Holbrook Kingsley, a professor, who is tremendously interested in the career of one of the students; but the student is more interested in the wife of one of the other professors.

Intruding into this theme and without too much basis for being there at all is the character of "Doc" Billings, a medical student, who is one of the many

who are treading "up fool's hill" escaping love with sex. Undoubtedly the authors were using the character of (See SUMMER THEATER on page 13)

Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

For FILMS

DAVY KAY—comedian with the Nick Long Jr act at the Casa Manana, New York. A tall, bushy-haired fellow who does a mad Russian characterization, a cross between Lionel Stander and Bert Gordon. Has a fine sense of comedy and gets most of his effects from gestures, mugging and a distinctive voice. A good bet for character comedy in films.

JOSEPHINE ROSE—9-year-old girl seen recently at private entertainments in Philadelphia. A lovely, dark-haired child who does character studies—one-performer playlets in the Ruth Draper style—offering true and effective characterizations. Ripe for a screen test and also for legit roles.

For RADIO

RICHARD SCHREIBER—baritone who has had training with vocal groups in Chicago and recently started as a single in Chicago night clubs. Has a rich, fine voice, of a quality that should register commendably on the air. Has been going over unusually well at the Blue Fountain Room, La Salle Hotel, Chicago, with a variety of popular and operetta selections.

THREE OXFORD BOYS—vocal-instrumental trio that offers a delightfully different turn for the variety air shows. Three voices, with one of the lads adding guitar accompaniments. Boys are uncannily adept at simulating the sounds of a dance orchestra's instrumentation. Were a decided hit at the Paramount Theater, New York, with a medley of musical signatures identifying name bands. Could also be used for a sequence in a screen musical or for film shorts.

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PITTSBURGH BASEBALL SUIT

Case To Decide If Ball Clubs May Sell Exclusive Air Rights

PITTSBURGH, July 11.—An injunction hearing tomorrow in U. S. District Court here involving two radio stations, two radio advertisers, a baseball team and \$100,000 may set precedents. Case may also set limits for freedom of sports broadcasting and decide whether advertisers have exclusive rights to broadcast sport events.

Demanding \$100,000 damages and an injunction against KQV for allegedly pirating reports of the Pittsburgh Pirates' home games, plaintiffs are two of radio's largest advertisers, General Mills and the Socony-Vacuum Oil Co.; the National Broadcasting Co. and the Pittsburgh Athletic Club.

Ball club's appeal for an order to restrain KQV from "an illegal invasion and piracy of the plaintiff's property in said games and the news thereof" will go before Federal Judge F. P. Schoonmaker, with a battery of lawyers representing both parties. Former Judge Elder Marshall, of Reed, Smith, Shaw & McClay, will speak for the defendant, while five different firms will represent the plaintiffs, three of them from New York. Attorneys for the Pittsburgh Athletic Co. are Miller, Owen, Otis & Bailey; for NBC, General Mills and Socony-Vacuum, Louis Mead Treadwell. Also on the case in collaboration are Thorpe, Postock, Reed & Armstrong, of Pittsburgh; Shoemaker & Eynon, of this city, and Webster & Carside.

The squawk to the Federal umpire claims KQV bootlegged "unauthorized and illegal descriptions of games which are substantially abreast of or contemporaneous with said games," and admitted that the Pirate officials could not discover how they were pirated. Telephone booths were watched and nobody was discovered phoning the progress of the games to the studio; nobody was caught tossing written reports outside the walls, wig-wags signals were not noted and no vest-pocket transmitting sets could be found.

Crux of the suit is expected to be whether the station's inning resumes of the games shall be considered as news and therefore public property, or whether the reports can be sold, similarly to play-by-play broadcasts, and so allow the ball club to limit the channels of disseminating accounts of the games. Attorneys for KQV will argue that limiting the media for reporting game resumes would amount to restraint of free access to information and therefore restriction of "freedom of the press." Officials of the station claim that once the ball club permitted broadcasting from its field to one station the way was open for any station to report games as "a service to the public." Plaintiffs are demanding damages, as well as the injunction, "for diminishing or destroying the news value" of the broadcasts, for interfering with a contractual arrangement and for depriving the parties to the contract of the benefits of their labor.

Wheaties' Buy

By arrangements made July 6, last year, according to the bill of complaint, KDKA sold to General Mills the rights to broadcast games away from home for \$17,500. General Mills, for Wheaties, later arranged to split the cost of the rights with Socony-Vacuum, and each advertiser agreed to alternate day-by-day sponsorship of the 77 games. At the

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

same time General Mills contracted to sponsor reports of the Pirate contests at home for \$15,000 per season if and when President William Benswanger decides to throw the home contests open to radio. Wheaties likewise took an option on sponsoring the 1938 games' reports, which it must exercise by October 2 this year.

In 1937 General Mills sponsored the reports thru WJAS, while Cramer Clothes paid for them over its sister station, KQV. For four years previously, according to KQV officials, the Pirate games abroad were available to all stations without cost, and KQV had broadcast them. Last year Pirate Prexy Benswanger allegedly promised KQV first

chance to bid on the rights if he should ever decide to sell them, and then after having sold them for one season changed his mind and listened to KDKA's quotation. KQV heads say that Benswanger claimed he had informed them of his plan to throw the bidding open and asked for their quotation in a letter sent last October, but then point to the deal of July 6 with General Mills, and (See PITTSBURGH on page 7.)

Broadway Beat

By SOL ZATT

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

NEW YORK press agents will shed tears aplenty for the next month, as all of the Broadway columnists, save Dan Walker, go on vacation. Leonard Lyons sailed this week for a month's tour of Europe. George Ross, Louis Sobol and John Chapmar will spend four weeks each in Hollywood, and Walter Winchell returns to his columning duties August 1. Winchell, incidentally, spent the first week of his vacation at the local Stork Club beach. . . . Geno Tunney, Shakespearean prize fighter, man of letters and part owner of the Connecticut Nutmeg, was elected a member of the Lambs Club last week.

Jimmy Durante's chief laugh-grabber at the Casa Manana, "Toscanini, Stokowski and Me," was deleted from his picture, *Little Miss Broadway*, by 20th Century-Fox because it wasn't funny enough. . . . During one of his frenzied moments on the opening night at the Casa, Durante tossed his hat into Robert (Mirror) Coleman's face, and it took the collective efforts of the Rose entourage to placate him. . . . Ben K. Pratt, of the Harris & Steele agency, is developing what he is pleased to call a "talent incubator." His first seven-monther is Frances Verdi, great-great-grandniece of Giuseppe Verdi, the composer. . . . Did-You-Notice Dept.: Several vaude reviews in the last issue of *The Billboard* were on the obit page. . . . George Spelvin Jr. is listed among the players in the Saratoga Springs presentation of *Room Service*. Our Mr. Spelvin claims he is not the father, that some dirty test tube had a hand in it.

With all the complaints being aired about on the dearth of pretty women and monopoly held on them by a few handsome swains, a wag suggests that a League for the Equitable Distribution of Romance be organized. Preamble to the constitution of that outfit should read, "Every man is born to be loved; each according to his need and each according to his ability."

The McIntyre Memorial Committee is pressing Postmaster Farley to issue a commemorative stamp for O. O. McIntyre. . . . Lew Cobey, pianist at the Mary Murray Room in the Hotel White, signed his fifth contract for that spot, this one for six months. . . . Spencer Hare, the night club press agent who has a personal manager, tells us that since he got a mention in this department a week ago he's been getting "phone calls galore." This should square us with the telephone company. . . . The trained dog that plays the fur neckpiece in the Lorraine and Rognan act at Ben Marden's Riviera is no thoroughbred. It's an ordinary mutt that Miss Lorraine rescued from a litter destined for drowning.

Power of the press: Alton Cook, *World-Telegram* radio columnist, was willing away time in the NBC press department when John Royal, vice-prez, exchanged hellos with him. Royal, who himself could feel the heat, thereupon sent up some beer and cheese to Cook, but the boys in the press department complained that so important a guest should be feted with champagne. The next day Cook was the owner of a quart (See BROADWAY BEAT on page 8)

ROLL AND FOLDED TICKETS

As You Want 'Em When You Want 'Em DAY AND NIGHT SERVICE

Shipment Within 24 Hours—If Requested

CASH WITH ORDER PRICES---1x2 INCHES---NO C. O. D.
10,000....\$6.95 30,000....\$ 9.85 100,000....\$20.00 Duplicate Coupons
20,000.... 8.40 50,000.... 12.75 200,000.... 34.50 Double These Prices

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

STOCK TICKETS
1 ROLL.....50c
3 ROLLS @...40c
10 ROLLS @...35c

WELDON, WILLIAMS & LICK
FORT SMITH, ARK.
\$50,000.00 Bond Guarantees Quality and Accuracy



250 MODERN OUTSIDE ROOMS WITH BATH FROM \$2.50

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

M. J. DEININGER, Manager

CINCINNATI

LOW COST MONEY ORDERS FOR MAILING

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

Postal Telegraph

When speed is essential telegraph money orders at low cost.

Every telephone is a POSTAL TELEGRAPH office.

STOCK TICKETS
ONE ROLL...\$ 5.00
FIVE ROLLS... 2.00
TEN ROLLS... 1.50
FIFTY ROLLS... 1.00
100 ROLLS... .75
ROLLS 2,000 EACH.
Double Coupons, Double Price.
No C. O. D. Orders
Size: Single Tick., 1x2"

Are You Prepared for Your Increased FALL BUSINESS, Which Is Bound to Come. Order Your
TICKETS
Now and Be Ready to Handle the Rush. We Hope That We Are Not Premature in Advising This.
THE TOLEDO TICKET CO.
TOLEDO (The Centralized Ticket Town), OHIO.

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

Program Survey of Raleigh, N. C.

FAVORITE PROGRAMS IN RALEIGH EITHER NBC OR WPTF PRODUCTIONS . . . CHASE & SANBORN TAKES A COMMANDING LEAD FOR NUMBER ONE SPOT . . . NBC SUSTAINER FAVORITE DAYTIME SHOW . . . TWO LOCAL PRODUCTIONS MAKE FAVORITE LIST

By JERRY FRANKEN

Favorite programs in Raleigh, N. C., are almost if not entirely limited to either NBC shows or local WPTF productions. List shown on this page is gathered in this manner: Residents who state they have not listened to the radio on the day or evening being surveyed, are then asked whether they listen to the radio days or evenings; if the answer is yes, they are asked their favorite programs. It is felt that, since these listeners have not used their radio receivers within the past 12 or 24 hours, they are not "conditioned." That is to say, they do not have a program or programs firmly impressed on their minds.

The old familiar stand-by, the Chase & Sanborn Sunday night show, has an unusually commanding lead among Raleigh favorites. Bing Crosby and Jack Benny, neck-and-neck for second and third respectively, set quite a gap between the fourth favorite, the MGM-Maxwell House "Good News," Fibber McGee is close to "News," with Kay Kyser completing the first six. However, Kyser's standing may be better than it seems, since the "Lucky Strike program" received 16 mentions for seventh place. This may mean either votes for Kyser or for the "Hit Parade."

Only those programs receiving five or more mentions as favorite are listed in the table on this page. Completing the 14 shows thus qualifying are "One Man's Family," Burns and Allen, Fred Allen, Phil Spitalny's all-girl orchestra, Carnation Milk hour, Firestone music program and Bob Ripley.

Daytime Shows

An NBC sustainer, the "Breakfast Club" is Raleigh's favorite daytime show, with the bulk of the daytime pets being as usual the various serial shows available. This time they are "Woman in White," "Ma Perkins,"

"Don Winslow" and the others shown. The Yodeling Kid, a local program, is also represented in this grouping, a few mentions less going to the Kid than to another local WPTF show, "Birthday Party."

An additional result shown in this survey, prepared for The Billboard by the Market Research Corp. of America, is whether the listeners use their radio sets in the day or evening. Figures are on this page.

Bulova Acquires WPG

ATLANTIC CITY, July 9.—WPG, municipal station here, was sold by the city last week to Arde Bulova, watch manufacturer, for \$275,000, under an ordinance enacted by the city commission. Bulova was given the right to move the station wherever he wishes, according to the terms of the ordinance, altho the sale must first be approved by the FCC. Station has been operating since 1925, and at one time was part of the Columbia network.

KXBY Into KITE

KANSAS CITY, Mo., July 9.—One of D. E. (Plug) Kendrick's most earnest beliefs is that the call letters of a radio station should be easily identified, preferably so they spell a word. A few years ago in Indiana he changed his station's letters and repeated the process later while an executive of another outlet in Kentucky.

Now in Kansas City as vice-president and general manager of KXBY Kendrick made it three in a row last week when he obtained permission to label the station KITE.

Move marks the third name change for station, it having been also known as W9XBY not more than a year ago.

CBS in Albuquerque

NEW YORK, July 9.—CBS last week announced the acquisition of KGGM, Albuquerque, N. M., as part of its Mountain group, starting September 1. Network rates for the station, available with Columbia's Mountain or Pacific Coast groups, will be \$125 an hour, \$75 half hour and \$50 quarter hour, nighttime. Day rates set at \$63 an hour, \$38 half hour and \$25 15 minutes.

W. E. ROBITSEK has shifted from KTOK, Oklahoma City, to head sales for WBBZ, Ponca City, Okla. Same station has also set W. L. Stevens as program director, and Harold Sparks, sports announcer. Outlet has a lady manager, Adelaide Carrell.

Separate Blue Org Is Possible

PITTSBURGH, July 9.—A separate organization for the NBC Blue network in the near future is a possibility. One division to be definitely set is a promotion department for the Blue, in contradistinction to the present system where the NBC sales promotion department works on both Red and Blue build-up. A. E. (Al) Nelson, KDKA station manager, has been named sales manager of the Blue, the first time that NBC has created such a post.

Nelson states he plans to spend a couple of months studying Blue network problems before instituting changes. Activities of this web are to be extensively co-ordinated.

NBC is known to have many ideas in the works aimed at furthering the weaker of its links. No details on the schemes are available.

A. H. (Doc) Morton visits Pittsburgh July 18, presumably to set Nelson's successor. In the interim, sales manager William E. Jackson will serve as KDKA's manager.

Nelson has an excellent record of achievement, both here and at KOA, Denver, of which he was manager before coming east.

NAB Looks Into Claimed Party Bias

WASHINGTON, July 9.—Are broadcasters editorializing the news? That's what Mark Ethridge wants to know, and a letter from him is on the desks of all NAB members asking them about the situation. Explaining that charges of radio bias in news broadcasting were coming "from sources which cannot be ignored," Ethridge asked stations to send in scripts of news broadcasts for the week of June 20.

Flood of returns deny slanting the day's news, and most stations declare that broadcasts are made usually from the copy as it comes from the tickers. However, in respect to network broadcasts, certain stations admitted that some basis for charge might be found in the news commentators.

New Hershey Office Opened

CHICAGO, July 9.—Joseph Hershey, station rep, opened another branch office in Montreal last week. Lovell Mickles named manager of new addition, sixth for firm.

Well, It's Something

WASHINGTON, July 9.—Executive Committee of NAB tendered private dinner to themselves, Mark Ethridge, Phil Loucks and NAB staff Wednesday night (6) at Willard Hotel. Speeches were the order, but appreciation for Ethridge's efforts was best described via a valuable platinum watch, while Phil Loucks received a heavy silver serving platter with inscriptions from the NAB directorate. NAB staff men received a second helping.

Hush, Hush WWJ's New Type Survey

DETROIT, July 9.—Plans for a new type of radio survey that will overcome deficiencies of existing methods are being matured here, it was learned this week. While details of operations are being kept closely guarded, it was learned that the checkup being planned is designed to interest listeners to the extent of getting them to comment at length.

Despite vagueness so far, the idea appears to be able to stand on its own feet, as indicated by the fact that it was verbally sold in one demonstration to W. J. Scripps, manager of WWJ, and one of the shrewdest executives in the field. Scripps is understood to be seriously interested in the survey, which will be available for stations, sponsors and agencies for reports on individual programs.

Two further objectives of the method, believed to be accomplished, are thorough coverage of types of listeners not normally covered, as non-telephone homes, and disclosure of public desires in program material, rather than merely allowing a potential choice between two alternatives.

Promoters of the survey are W. A. Jacoby, Richard E. Jones and Stanley C. Polk, who have been in radio several years. New idea is understood to be an outgrowth of the Radio Listeners Foundation, which they started, and which has become practically nationwide, with some 70,000 listener-members in 26 States.

Lorillard's Three Shows For Coast-to-Coast Deal

NEW YORK, July 9.—P. Lorillard's expansion of its WOR series, *Don't You Believe It*, will be quite a fancy affair now that the show is going Coast to Coast. Result is that there'll be three broadcasts of the same show to cover the country, the original out of WOR and two rebroadcasts. One of the rebroadcasts will be for the Midwest, the other for the Coast. However, the Coast show will not use the same talent as the other two. Alan Kent handles the quizzery in New York.

Product is Sensation Cigaretts; agency, Lennen & Mitchell.

Tarshish Is Happy

NEW YORK, July 9.—Julius Grossman Shoes have picked up the option on Jacob Tarshish, The Lamplighter. He returns for the shoemakers September 11, having ended his last session for them June 26.

Attempt will be made to repeat the set-up of the past season, when five shoe manufacturers co-operatively sponsored Tarshish on a Mutual hook-up.

Sterling agency places the Grossman account.

To Air National Symphony

WASHINGTON, July 9.—National Symphony Orchestra in co-operation with *The Washington Star* and Station WMAL will broadcast *Sunset Symphonies* from the Lincoln Memorial Watergate this summer. Broadcasts will be aired from intermission to end of concert each week.

Nighttime Listening Reported at 84% in Raleigh; Day at 66%

Telephone calls in *The Billboard* surveys are made at two periods. During the morning, calls are made with reference to evening programs broadcast the night before; after 5 p.m. calls are made with reference to programs broadcast before 5 p.m. that same day.

In the Raleigh survey, 701 listeners stated they had not listened to the radio the evening before. Of these, 110 stated they do not listen to the radio evenings, with 591 saying they do. This is a listening percentage of 84 per cent.

With relation to daytime, 722 listeners stated they had not listened to the radio that day before 5 p.m. Of these, 241 said they do not listen to daytime radio programs; 481 said they do. This is a listening percentage of 66 per cent.

Table gives the picture clearly.

NIGHTTIME LISTENING

Do you listen to the radio evenings?
Yes, 591. No, 110.
Listening Percentage, 84 per cent.

DAYTIME LISTENING

Do you listen to the radio daytime?
Yes, 481. No, 241.
Listening Percentage, 66 per cent.

Favorite Programs in Raleigh

EVENING PROGRAMS

Chase & Sanborn	131	One Man's Family	12
Bing Crosby	68	Burns and Allen	10
Jack Benny	67	Fred Allen	9
Good News of 1938	23	Phil Spitalny	8
Fibber McGee	20	Contented Hour	7
Kay Kyser	20	Firestone Hour	5
*Lucky Strike Program	16	Robert L. Ripley	5

*Listeners stating "Lucky Strike program" did not specify whether the program was the "Hit Parade" or "Kay Kyser's Musical Klass."

DAYTIME PROGRAMS

Breakfast Club	57	Orphan Annie	10
Woman in White	54	Monroe Brothers	9
Ma Perkins	23	Birthday Party	9
Don Winslow	18	Magic Key	8
The Guiding Light	18	News	7
Pepper Young's Family	16	Yodeling Kid	5
Farm and Home Hour	11	Singing Sam	5

WEB-AFRA DEAL IN THE BAG

Dempsey To Lead Radio OO in Fall

WASHINGTON, July 9.—Monopoly investigation by the Federal Communications Commission will be directed by William J. Dempsey, named on July 1 special counsel for the investigation, according to Chairman Frank R. McNinch. Dempsey, son of the New Mexico congressman, has been acting as special counsel to Chairman McNinch, but his appointment was about to run out.

Action of the commission gives Dempsey a new lease on FCC life, and it is believed that the monopoly investigation now being conducted in a more or less routine search of desks and files will begin in earnest with public hearings some time next fall.

Bux Reads Blindfold For WHN, Us and \$\$\$

NEW YORK, July 9.—WHN's special events department came to bat last Thursday night (7) with a particularly special event in the form of the first demonstration in this country of the talents of Kuda Bux, East Indian fire-walker and "the man with the X-ray eyes." A description of the demonstration was broadcast over the station from 8:30 to 9 p. m., with Ray Saunders announcing.

Forgetting his fire-walking ability, which earned him plenty of newspaper copy here and in England when, in 1935, he walked barefooted over burning coals in the presence of 250 reputable doctors, Bux concentrated on his apparent talent for reading all types of printed matter, discerning colors and walking a zig-zag chalk line with his eyes thoroly blindfolded. Demonstration was performed before an invited audience of about 200 at the Hotel Edison, and a "jury" of savants, composed of doctors, psychologists and authors. Whatever the trick, it was an exceedingly good one, for there was no doubt as to the thoroughness of the blindfolding. The doctors saw to that, with paste first applied to Bux's eyes, then heavy cotton and finally half a dozen towels wrapped around his head, all of which apparently did not stop him from reading sentences written by the doctors on a blackboard, following a line drawn on the floor by one of them, and reading correctly any card, letter and so on, shown him by anyone who cared to test his powers.

Bux entertained the audience before the broadcast with card tricks, his ability to get out of and into a coat with his hands securely tied behind his back and an amusing line of patter. The only thing missing was a theme song, which easily could have been *You Couldn't Be Kuda*.
D. R.

Fan Dance Watch

NEW YORK, July 9.—Continuity editor must have slipped up this week at NBC, when a Bulova time signal announced the "American Girl —with 17-jewel movement."
It's a watch, not Sally Rand.

Rural Set Ownership At 75%, U. S. Learns

WASHINGTON, July 11.—While *The Billboard* is showing what the country listens to, the Department of Agriculture went out to find who was doing the listening. This week, after sampling 139 villages thruout the country, the department estimates that well over three-fourths of this country's village homes own sets and listen to the radio.

The department research, conducted to get some family-living facts for the Bureau of Home Economics, asked about radio, piano and phonograph ownership. Tabulations of the items show that from 76 to 93 per cent of the white families included in the study owned radios; from 27 to 42 per cent owned pianos, and from 13 to 22 per cent went in for phonographs.

In the Southeast three out of four families owned radios, survey including 2,100 families in 33 villages of the Carolinas, Georgia and Mississippi. More than four out of five families in the central portion of the United States have radios, and in New England the percentages ran to 9 out of 10. Pacific Coast homes averaged about the same as New England.

Two-Hour Tele Show From Paris To England; Ditto King's Visit

PARIS, July 5.—For the first time in the history of television an international hook-up was arranged and artists showing in France were seen and heard in England.

The London Daily Express sponsored the test, proclaimed as perfect. Broadcast originated at the Eiffel Tower radio station in Paris and was received in the dark cellar of a house at "Devil's Dyke," Sussex, on the English coast.

Two-Year Contract, Effective In August, Boosts Actors' Pay

NEW YORK, July 11.—At press time this morning every indication pointed to signing of the contract between AFRA and NBC and CBS. Signing represents the culmination of months of negotiations between chain officials and union representatives. It is the first time performers in radio, other than musicians, have been unionized, and even tho it may be grudgingly given in some cases the trade feels the deal is a signal tribute to the young radio actors' union.

Networks and AFRA agreed on terms in June, as exclusively reported in *The Billboard*. Since then, however, there have been many conferences between counsel for the various parties. Deal was not delayed at first by basic changes, but rather by the actual wording of the contract. Later some changes were sought by the networks, but the contract as it will be signed today is basically as outlined in the June 25 issue of *The Billboard*.

Contract is dated for two years and becomes effective the third Sunday after AFRA's national membership ratifies the agreement. This will make the contract operative some time during August.

Under the terms of the agreement radio actors will be given pay increases ranging from 15 to 300 per cent. Scale is \$25 for hour programs, \$21 for half-hour shows, \$17 for quarter hours. Regional and local scale is 25 per cent less.

Staff singers are to receive \$65 mini-

mum weekly; \$45 for local Chicago shows; chain Chicago shows, \$3.35 to be added. Eight-hour day, 25-hour week. Singers to do no more than six sustainers weekly.

Contract also provides for half regular fee for rebroadcasts, half regular fee for commercial auditions, set rehearsal limits and sundry other conditions.

Expiration of the contract in two years brings it fairly close to the time ASCAP and AFM agreements with the networks expire.

Signing for the union will be Mrs. Emily Holt and George Heller; for the networks most likely Lenox Lohr, NBC president, and William Paley, CBS chief.

PITTSBURGH

(Continued from page 5)

ask why the October letter. They likewise state they received no such letter. Baseball club officials, in opposing KQV's contention that rights to game broadcasts cannot be exclusive, are expected to maintain that KQV anticipated a possible exclusive grant by listening to their promise to give KQV first chance at such sponsorship if and when it would occur.

KQV stopped broadcast of the abroad games about May 26, but continued airing resumes of the contests from Forbes Field here. Since sponsorship was only for away games, KQV allegedly trespassed on General Mills and Socony property 15 playing days.

Value of Games

Setting of the damages at \$100,000 is expected to reveal the comparative value of ball-game listeners to an advertiser, as well as the business-getting merits of independent KQV and NBC-operated KDKA. If rights to the 77 games abroad brought \$17,500, says KQV officials, computation of damages on a pro rata game basis would make them liable only to 15/77 of \$17,500. If the damages, in whole or in part, are based on the value of the audience that KQV received that otherwise might have listened to the KDKA reports, some judge is going to have the task of deciding how valuable that KQV audience is in comparison to KDKA's. Likewise, if the estimate of damages is to be based on the value of listeners as consumers because they tune in the ball game, the court must decide in actual money terms the specific worth of radio advertising.

The bill of complaint also reveals that Western Union pays the National and American leagues \$24,000 annually for the privilege of sending play-by-play reports out on its ticker service.

It likewise states that on May 5, this year, the Pittsburgh Athletic Co. and General Mills and Socony-Vacuum asked KQV to terminate its "illegal broadcasts," and on May 10 they were informed by KQV that no exclusive rights to the game broadcasts existed, and that they denied rights of the plaintiff.

Additional color to the fracas was given last week when officials of the Columbia Broadcasting System phoned Robert Thompson Sr., of WJAS, that they had been asked to request WJAS not to broadcast the All-Star game, and that if WJAS insisted on taking the reports all CBS stations would be denied rights to the game. Regarding the request as a forced reprisal of Pirate officials thru Judge Kenesaw Landis for broadcasting the Forbes Field contests over KQV, WJAS waived the game and from 2:15 until the game was over was programmed by the Dixie network. KDKA, only other Pittsburgh station scheduled to handle the All-Star game, could not start broadcasting it until an hour after starting time due to previous commercial commitments, and so Pittsburgh radio listeners did not hear the first few innings.

GILBERT KIAMIE, of the dance team Kiamie and Young, is deserting the profession for the time to try to regain property worth over \$1,000,000 left by the late "Silk King," Najeeb Kiamie, his dad.

WOR Contract on Program Buys Now Names Station Sole Agent

NEW YORK, July 9.—As a result of difficulties in the sale of *Hobby Lobby* to General Foods as a summer replacement for Jack Benny, WOR is changing

its contract with program producers. From now on, when the station buys a program idea, whether from a regular radio production office or a free lancer, the station's artist bureau is going to be appointed the sole sales agent for the show. As it was before this change, a program seller often went out in the market to try to sell the show himself, or thru another 10 percentor.

Hobby Lobby was brought by its producer, Dave Elman, to WOR originally, and the show put on sustaining. When Hudson Motors sponsored the show, it went on Columbia and WOR. Sale to Young & Rubicam for General Foods by Elman did not have the provision that WOR get the program. Station stepped in at the last minute and claimed its contract with Elman called for the show to go on WOR, regardless of where else broadcast. WOR gets the 11:30 p. m. Sunday night rebroadcast.

Attitude of WOR is that it will not be the patsy and build audiences for shows, only to have the show and the time sale shift elsewhere. Station claims its position is somewhat the same as that of a picture-producing company, which, in buying a story, buys full rights, with the author forbidden to sell the television or legit rights without the pic producer's consent. Station claims this right as the result of the investment it makes in putting a show on the air as a sustainer.

Detroit Survey Gets Phoneless Homes; Charts Listening Habits

DETROIT, July 9.—A survey of Detroit's listening habits and favorite programs has just been completed, the survey made thru school students of 14 units of the Detroit Board of Education. Study made it possible to get into homes without telephones; get a good cross section of the city and include all brackets of economic levels. Wayne University, three high, three intermediate and seven elementary schools were used. Pupils were given cards to bring home, the cards in table form, to be filled out for one week. Thus 1,156 families, totaling 5,126 persons, participated. Of these families, 36.9 per cent reported they had no phones.

Results show a chart for the average day. Early mornings are weak, but a good audience is tuned in by 9 a. m., increasing steadily until 11:30 a. m. Lunch

time brings a sharp drop. Listening, however, perks up again soon after, aided by news broadcasts. Peak afternoon audience is reported hearing local baseball games. There is a drop after the games are finished, gradual increase starting about an hour after and continuing until the night programs.

In average listening hours, Thursday leads the days of the week. Tuesday, Monday, Sunday and Saturday follow.

Favorite program reported was the baseball game series on WWJ. News broadcasts and news commentators got the vote for the most popular type of program, with variety shows next and scripts close to the variety shows and straight musical shows trailing.

Tabulation of stations heard most frequently rated WWJ at 44 per cent, WJR at 29.6 per cent and WXYZ at 14.4 per cent.

Air Briefs

New York By JERRY FRANKEN

THIS and that. . . . One of the reasons the Texaco-Stokowski deal didn't click was that Universal wouldn't okeh Deanna Durbin for the show. . . . Jane Froman set as the vocalist on the Bob Benchley show, according to report Friday. . . . Gordan Graham quit the CBS production staff to go with General Foods. Starts producing *Valiant Lady*. . . . This scrivener's offspring, *Let's Visit*, on WOR-Mutual, has folded for the summer. On the air about two years. . . . WNEW's *Ten to Twelve* show has also ended its session, supposedly because the night ball games cut into its time too frequently. Same station is tough on its guest stars, with a 9 a.m. and 1:45 a.m. spot using such. . . . Gabe Heatter is broadcasting from his Freeport, L. I., home on WOR, with lines, engineers 'n' everything installed at the manse. . . . Chief Taptuka, one of Edith Sterling's Hopi Indian troupe, after a show on WFIL, is being brought to New York for auditions. He's a singer.

An NBC traffic sheet for December 5, 1930, shows an afternoon program, "The Game of Aircyclopedia." So far as known it was really the first of the quiz shows, now over-running the air, and its originator, Walter Casey, not only didn't get paid for it, but can't sell it now. But the pay-off is that he has letters from execs at both Columbia and NBC stating the show has no commercial possibilities. . . . Al Lewis

and Hank Gerson, scribes, westward in connection with the new Texaco series mentioned above. . . . Mark Warnow's party after the "Blue Velvet" premiere quite a success. Ten million people there, including Mr. and Mrs. Jack Berch, Virginia Verrill, Ed Cashman, Ray Bloch, Leith Stevens, Johnny Augustine, Don Casino, Hollae Shaw, Nan Wynn, Benay Venuta, Herb Rosenthal, Fredda Gibson, Lynn Murray, Gwen Jones, Louis Dean, Davidson Taylor and, strangely, Mark and the missus.

AL JOSEPHY, WOR, marries Rosamond Eddy July 15. . . . John Graham to sub for Bill Neel, NBC, while Neel vacations. Another p. a. two-weeking is Lester Gottlieb, Mutual. . . . Tom Hutchinson, NBC television program director, off to Europe to see what they have over there. . . . Senator Fishface (Elmore Vincent) takes a Metro screen test. His partner, Don Johnson (Professor Figgibottle) en route to Seattle for a vacash, was stopped in Iowa by a wire to come back and write for Tim and Irene, and that's what he's now doing. . . . Bill Voeller back in Hollywood after a swing thru the East. Set Fred Jones as Chi rep of Aerogram Corp., with A. Hawley to cover Cleveland and Kasper Gordon Studios New England. . . . Jimmy Saphier to Hollywood this week.

Chicago By SAM HONIGBERG

DEAR BOSS: Your old stand-by, Harold Humphrey, promises to desert his Wisconsin squirrel friends by the time this reaches print, so you won't have to stand for any more of these letters. But before turning this stint over, won't you let me get a few harmless puzzlers off my hairless chest? . . . When will Charlie McCarthy start walking, and why is it getting tough to see a picture without one of the Fred Waring-schooled Lane Sisters? (Latter gag is a steal from Henny Youngman, who reports that he saw a picture without Don Ameche) . . . S'funny Jack Fulton, the Wrigley tenor, can't get a break in Hollywood. Everyone here seems to think the boy has the goods. His bosses, incidentally, moved him over to their new *Laugh Liner* show, which employs the corpulent Billy House for laughs.

Economy: Spencer Bentley, Bob of the "Betty and Bob" show, is saving room rent by living in his boat this summer. . . . Broadway on Radio Row: Kay Brinker. . . . We persptred our way into a local station for some exciting news and were handed a release reading that a certain serial star "is wondering about her ability as a horticulturist. She started planting her garden last year and planted some iris bulbs. This year the bulbs are up and blooming, but she has no iris. The flowers turned out to be tiger lilies." But don't get us wrong, we love press agents. (Pardon, Sidney Skolsky.) . . . Drake Hotel would like to have Benny Goodman before he opens at the Waldorf-Astoria in New York October 26. . . . Bunny Daniels, who used to praise J. Walter Thompson accounts, is looking for a steam calltope to pull a publicity stunt. . . . Announcers,

among others, are given as lengthy vacations without pay as they demand, stations anxious to ease the pay-roll pain for the summer. . . . WBBM Reporter Ken Ellington is scheduled to say "I do" to Prof. C. E. Brabury's daughter, Harriet, here next Saturday. His future father-in-law is a University of Illinois notable.

SPACE EATERS: Ada Leonard, the local strip-teaser who can't make a showing in radio, does a terrific burlesque of Weaver Brothers and Elviry. . . . Dean Murphy will continue to do carbons of radio notables in night clubs until he gets enough cash to carry him thru a full law-school course. . . . A name band leader would have gathered plenty of presents from his men on his birthday the other day, but Jimmy Petrillo, the musicians' boss here, says that acceptance of gifts by maestros is tabu. . . . Emerson Trent is a new vocalist on WAAF, and George Menard left WROK in Rockford, Ill., to announce over WLS. . . . Glenn Snyder, WLS manager, incidentally, presented a radio set to the 700,000th Barn Dance visitor at the Eighth Street Theater last week. . . . And, boss, before folding up, is it okeh to tell your readers (the optimist) that this pinch-hitter is going to Hollywood the end of this month? The doctor prescribed a rest, so I'll join a scenario-writing friend in Beverly Hills who has been under contract to a major studio for almost a year and has yet to write a first line. . . . Edward Allen is one of the busier announcers these days, handling programs at Station WGN, Old Heidelberg Inn and Blackhawk Cafe and, in addition, has now been placed by WGN Station Manager Quin Ryan to emcee the Palmer House shows nightly.

Boston By SID PAINE

WNAC and the Yankee network today (9) preem a series of stints tagged *How To Detect Counterfeit Money*, under U. S. Treasury Department auspices. Arthur J. B. Cartier, assistant U. S. attorney, district of Massachusetts, gets 12 Yank outlets. . . . Ann Lawless, former Boston Evening American society scribbler, spelling a verbal column Fridays on WNAC. . . . Marjorie L. Spriggs, WORL press agent, taking in the cowbarns. Last season she was p. a. for the Mary Young Theater at Centerville. . . . Sandra Bruce (Mary Kirby), WCOP announcer, scheduled for the altar with Thomas Conrad Sawyer, former WCOP scripter and spieler, now doing okeh on platters from the Coast. . . . Freddie

Cole's *Mid-Week Function* (WBZ and WBZA) numbers Barnpoole, England, Jitterbugs as fans, via short wave.

Tehyi Hsieh, Director of the Chinese Service Bureau, author and lecturer, began a series of six weekly airings on Chinese philosophy on WORL. . . . WCOP gets exclusive rights to air the national outdoor motor championship races from the Charles River Basin, Boston, in August. Third year for WCOP. Sponsors are negotiating for the set-up. . . . Alice O'Leary, warbler, with Bobby Norris string ensemble, on WNAC-Yankee Network Saturdays. . . . Hum and Strum (Max Zides and

Television and the Performer

By ELMORE VINCENT

The radio audience knows Elmore Vincent, not under his real name, but under his nom du air, "Senator Frankenstein Fishface." A Texan, the Senator broke into radio in Tacoma, Wash., and joined the staff of KJR, Seattle, in October, 1929. The Fishface character came into existence on a variety program. In 1933 he went with NBC on the Coast. He writes his own material; admits he was a singer and, with his partner, Don Johnson (Professor Figgibottle), makes up one of radio's standard comedy teams.

THIS is not a report on "Television, Its Progress, Its Obstacles and Its Future" by a recognized authority on the subject. All I know is what I read. I have had the thrill of doing several television broadcasts. After the most recent broadcast I am convinced television is here and that television offers a real challenge to the performer. Performing for radio, stage, vaudeville or pictures is only child's play compared to what will be required of a first-class television performer.



ELMORE VINCENT

I'd say the radio performer has the easiest time of all. He lives at home and need not worry about catching trains for the next date, moving bags, gags and props from one town to another, getting steady booking, or the million and one of the other things that used to confront the trouper of old. Make-up is another unpleasant task the radio performer doesn't have to worry about. The radio character actor need only read over his script a few times and give it the proper voice interpretation on the air. The radio singer need only learn a few new songs each week—or one or two new songs if he's a star—and these most singers read from the music sheet with no thought of memorizing them. Of course, the big stars of radio have their worries and their problems.

In comparing television performing to the legit stage, I still say the latter is child's play. First of all, the audience is in front of you, and you know or hope they're drinking in every word. You feel that you're there for a purpose. The legit performer will miss that audience when he goes into television. Then, too, after the legit performer gets his part learned and the show is under way, he is set for the duration of the play. Of course for argument's sake we're assuming that the play will "durate" for a while.

The staff television performer will have to be continually rehearsing for the next performance, and don't forget, you can only give one performance for television, or maybe a couple of repeats on some of the better vehicles. Very possibly when enough television stations are established thruout the country regular stock companies will be organized and travel from one station to another, playing a month or two on each one. However, I don't think anyone would be foolish enough to hazard a

Tommy Currier), after a long engagement at the Coconut Grove and some nabe house bookings, on WNAC. Team is vocal-instrumental.

LEONARD FELDMAN and his Gang, a bunch of high school studes dramatizing news in dramatic form on WCOP, worked a stage booking at the Revere Theater, with offers in the offing for more at other houses. . . . George Crowell, former WMAS, Springfield, Mass., spieler, replaces Dick Bates on WORL. Bates, also program director, now with WGAN, Portland, Me. . . . Sam Henderson and Lew Rogers, WORL mikesmen, have started the Flat Foot Floggle Club, with 300 members the first week. . . . *Turf Highlights*, with Ralph (Babe) Rubenstein, from Narragansett Park race track, starts July 31 for Tuesday-to-Friday 15-minute periods on WNAC and six Yankee stations. . . . Bob Perry, WORL music director, assumes the program builder-upper job vacated by Dick Bates.

guess as to when this will come to pass. Millions and millions of dollars must go into the construction of stations and the perfecting and manufacturing of sets, and then sponsors must be found to finance the programs, just as they do for radio, before television can go beyond the "experimental" stage.

What has been said about the legit performer as compared to television players could also apply to vaudeville. Of course not many people now living can remember vaudeville, but my grandfather tells me that in the days of vaudeville the performer would sometimes play the same act year in and year out without changing a line.

It's Hot

The intense heat produced by the powerful lighting lamps used on the television set is something else that the radio, legit or vaudeville performer does not have to contend with. It's true that the heat from the footlights is sometimes uncomfortable, but if a legit or vaudevillian ever worked on a television set for 15 minutes and then was suddenly cast upon a stage with footlights he'd think he was standing in a blizzard. The television lights are even hotter than those used on movie sets.

As for performing for pictures in comparison to television, again I repeat—child's play. There can be no retakes with the television camera. When the light goes on the performer goes into action. It is his first and last chance to put himself across. His mistakes and bobbles cannot be snipped out and left on the cutting room floor. And, whereas most picture scenes are made only a few lines at a time, which means the performer need not memorize the whole script before each performance, the television performer will have to go thru his entire script once he starts, without a thought of relaxing in a few minutes or taking it over if it isn't right the first time.

Television will no doubt create a new type of performer. Undoubtedly there will be schools for television performers when the time comes, just as there are schools for radio and picture performers now. The main requirements for a television performer will no doubt be a magnetic personality, natural acting ability, a good imagination, a fool-proof memory, a lot of energy and an alert mind. Programs will probably be mostly of the variety type, and I believe nearly every type of entertainer will be in demand if the television program producers expect to keep audiences satisfied and coming back for more.

SUGAR'S DOMINO

(Continued from page 4)

its party fences and putting its decrepit house in order. If the AFL keeps on snoozing much longer it will not be necessary to go to the trouble of waking up at all. There will be nothing left to do and unionism as conceived and built up by Samuel Gompers will be gone with the wind.

KING, DOWNEY TOP

(Continued from page 3)

aboard the Normandie Monday and will fly to Fort Worth for the opening.

Admission will be 50 cents to \$1 and there will be a single five-hour performance each night. Pay roll of the venture will carry at least 112 people, excluding the name bands.

Four weeks are definite, with the next four weeks depending on success of the first two shows.

BROADWAY BEAT

(Continued from page 5)

of Pieper Heidsick—but who drank it is another story.

The rooster at the Village Barn (part of the atmosphere) crows at the most embarrassing times. When a singer hits that high note, it crows; when the band is weaving a melodious spell, it crows; when the emcee is pulling that punch line, it crows. However, the rooster is not a liability. Radio listeners tuning in on the Barn band hear the rooster and come down to see if it's real. . . . An 18-year-old lassie looking for a job describes herself in a Coast trade paper ad as a "lovable little brat . . . golden haired and winsome and smart as a daisy," then listing her work experience as four months' gratis service to a publicity man. She may have been lovable but apparently not so smart.

"Blue Velvet Music"

Reviewed Wednesday, 9:30-10 p.m. Style—Musical. Sustaining on WABC (CBS network).

Back for its fourth summer season, this musically superb series is a welcome relief from the razzmatazz passed off as music on a majority of programs. And making it doubly enjoyable for the listener who likes good light music arranged and performed in a sincere, musicianly style is the absence of talk to take away from the spell of delight woven by Mark Warnow's almost magic baton.

What this gifted conductor can do with a few simple notes is remarkable. His symphonic arrangement for his 46-piece orchestra of the innocuous little melody, *Alouette*, was a masterpiece of orchestration, and the current favorite, *Music, Maestro, Please*, was never heard to better advantage than in his version of it. *Spring Is Here*, from *I Married an Angel*, also held connotations not previously noted in its handling by inferior hands. That seems to be Warnow's trick—giving added meanings and lending subtle touches to familiar music, which make the hearer's eyes open in amazement and which cause him to wonder if those are the same songs he thinks he knows so well. Warnow is definitely one of the great musical stylists on the air today.

Hollace Shaw is featured soloist on this series, and her coloratura soprano stood out in the difficult *Bell Song* from *Lakme* and in *Madonna's Lullaby*. Miss Shaw does not let down the musical quality of the show, but Barry Wood's crooning as guest star seemed a bit out of place surrounded by so much superior musicianship.

A blend of classic and modern musical feeling, this program can be recommended as one of the finest half hours in radio today. D. R.

"Press Time"

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

The Fourth Estate is glorified in this new type of quiz program, where contestants are confronted with questions on current news events.

Five contestants start off as copy boys, and successful answers raise them to the level of cub reporter, reporter, assistant city editor and city editor. Some real stickers are asked, concerning sports, politics, finance, business, etc., where a knowledge of news happenings is necessary to provide the right answers. Bonuses in the form of \$1 prizes are awarded.

Idea is a good one, and since the public mind reacts favorably to the "romance," and "you meet so many interesting people" in the newspaper game, the program will undoubtedly meet with popularity. The skit of the tired reporter,

Program Reviews

EDST Unless Otherwise Indicated

however, is a gross misrepresentation. Reporters can become just as tired as citch diggers and need no reminder of the "intrigue, glory and romance" of newspaper work, after 72 hours of continuous work. (Something that rarely, if ever, happens.) There is enough color to newspaper reporting to present to the radio public without having to sloop it on thick.

A guest reporter, Willard Weiner, of *The New York Post*, was on hand to tell a story of the "most interesting person he ever met." Has a good radio voice. Well modulated and clear.

Jack Arthur acts as "editor" and Carleton Warren supplies the right answer when the contestant fails. Jerry Lawrence is announcer. Musical interludes are provided by Bob Stanley and orchestra. S. Z.

"Tea and Crumpets"

Reviewed Tuesday, 2:45-3 p.m. Style—Musical. Sustaining on WHO (NBC Red), Des Moines.

This is typical mid-afternoon summer fare and there's nothing in the program to make the blood pressure go up. The musical part of the program is all right, but the attempt at sophisticated chit-chat won't jell.

Starring Bill Austin, pianist; Kay Neal, song stylist, and Jack Kerrigan, singing announcer, the broadcasts take place in Austin's mythical garret studio where Austin is attempting to complete a composition that will make him famous. Jack and Kay drop into the studio for tea and it's over the cups that Bill plays modern and light classical numbers or Kay and Jack burst forth into solos or duets. Kay's warbling of *I Hadn't Anyone To Lose* and Jack's *Moonlight on the Sunset Trail* were probably their best, while Austin's piano playing is good to the last sip.

While the music is all to the good and the continuity holds the program together nicely, the humor is a decidedly weak spot that shakes the whole structure of the program.

Programs are written and directed by Kerrigan. R. W. M.

Melodious Favorites

Reviewed Saturday, 12:15-12:30 p.m. Musical. Sponsored by Allis-Chalmers Mfg. Co. Station—WHO (NBC Red), Des Moines.

Altho this program features Faye and Cleo, "Maids of the Prairie," who have been definitely established with Midwestern listeners for several years, the instrumental ensemble supporting is really the tops.

Altho Faye and Cleo's voices are pleasant and their work good on the American folk side when accompanied by Faye's guitar and Cleo's piano-acordion, their work isn't comparable to Lenore Mudge Stull's pipe organ; Jarnett Arrick's harp, Barney Bairard's cello and Roy Shaw's violin. Latter musicians are rated with the topnotchers in the State and their instrumental numbers are excellent.

Selections are sometimes dedicated to Allis-Chalmers dealers thruout this territory, and it would seem the commercials are a little too long.

Produced by Harold Fair, WHO program director, it's a good show on anyone's station. R. W. M.

"Game Hunt"

Reviewed Thursday, 9-9:30 p.m. Style—Quiz. Sponsor—Bristol-Myers Co. Agency—Young & Rubicam. Station—WEAF (NBC Red network).

Norman Frescott, former vaudevillian, takes over half the Fred Allen spot for the summer as the conductor of a new kind of quiz game that is really a radio bank night, employing contestants selected at random from the audience.

On this opener Phil Baker's "Bottle" (Harry McNaughton) served as "night guest wizard," having to supply the right answer in case the contestant failed. If he also fails he must part with \$5 for each question, to be divided among the successful contestants. Jane Martin is the final judge.

Program is interesting, and the questions are not too difficult, which stimulates interest in the program. Idea is when contestant answers correctly \$5 is

dropped in the kitty. With that, plus Bottle's few fivers, the six winners wound up with \$66 to be divided among them.

Frescott, a *Billboard* alumnus, has a nice manner and keeps the interest in the game at a high level. Contestants are greeted courteously and kidded just enough. Bottle's comic interpolations also livened the program. S. Z.

Ray Heatherton

Reviewed Wednesday, 7-7:15 p.m. Style—Singer. Sustaining on WABC (CBS network), New York.

Ray Heatherton now has a new series of his own five times a week, which has nothing about it, either in the quality of its star's singing or in any other department, to make it stand out in any way over a number of other similar programs. Heatherton's voice technically is not bad, but it is so devoid of any warmth, depth of feeling and vitality that the listener is apt to wonder why he rates a 15-minute spot all to himself.

Songs on the program heard included two Irish numbers, *Kitty, Me Love, Will You Marry Me?* and the familiar *I'll Take You Home Again, Kathleen. I'll Still Be Loving You* and Cole Porter's effective *Begin the Beguine* from *Jubilee*, ineffectively done, rounded out the quarter hour.

David Ross attends to the announcing in his usual histrionic fashion. D. R.

"Elsie Lichstenstul Presents"

Reviewed Sunday, 1:30-1:45 p.m. Style—Interviews. Sponsor—Brent's Cleaners. Station—WCAE (Pittsburgh).

Pittsburgh's Louella Parsons of the radio takes a leaf from Dale Carnegie and currently presents Sagerson, male Dorothy Dix, who gives advice not only to the lovelorn but also to any other folks wanting personality rejuvenation.

Equipped with a clarion-clear voice and a glibness that inspires women especially to reveal their confidences, even in chance meetings, one-time stage trouser Sagerson combines his Delphic powers with reminiscences about his decades of meetings with famed cosmopolites. The result is an amiable charlatany liked by most people even in regular doses as long as they are not too frequent. Present series, with Lichstenstul interviewing Sagerson once weekly, should be interesting enough to run indefinitely, altho contract is only thru summer. Elsie's function is to pave way for Sage's retrospect and philosophizing by commenting on a scrapbook containing mementos of his impulsive letter-writing, his scores of former jobs and other unusual incidents that have composed his itinerant 50-plus years. Program's defect is too lengthy commercial at beginning and end. Subjects discussed, however, such as the influence of Clark Gable's broken marriage on happy lives for Pittsburgh's wedded women, plus Sagerson's pleasing informal delivery, should assure mounting audience. M. F.

"Winchell Column Quiz"

Reviewed Sunday, 9:30-9:45 p.m. Style—Audience participation. Sponsor—Jergens-Woodbury. Agency—J. Walter Thompson. Station—WJZ (NBC-Blue network), New York.

With Walter Winchell away on a four-week holiday, his Jergens show has been taken over by Ben Grauer and aspirants anxious to show their knowledge (in most cases, all they reveal is their lack of it) for cash prizes. Questions asked of the participants—two men and two women—are confined mostly to Winchell topics of stage, screen, radio and sports. Even with the text-book aura of most quiz programs removed and the queries sticking to light, contemporary subjects, the most interesting part of the show is the amazing stupidity of the contestants. One woman achieved the rare distinction of not being able to answer a question as to what motion picture without human characters has taken the world by storm lately. Even Grauer's hints, which all the way thru the 15 minutes supplied the most amusement on the program, failed to elicit the correct answer. Answers are judged by a committee

headed by Earle Larimore, actor, and prizes of \$25 and \$15 are awarded the two winners. Program is acceptable fare, but Winchell addicts will no doubt be very glad to see the Master back on the job in a month. D. R.

"Win Your Lady"

Reviewed Sunday, 9-9:30 p.m. Style—Script show. Sponsor—Jergens-Woodbury. Agency—Lennen & Mitchell. Station—WJZ (NBC-Blue network), New York.

Filling in for Tyrone Power and the *Hollywood Playhouse* program during the summer, this amusing light comedy scrip series has enough humor and at times plain wackiness to make good hot-weather listening. Authored by Jim Pease, the scripts are based on a slightly daffy central idea, and the laughs stem from situations rather than lines. There's the leading male character in an attempt to win the girl by solving a series of nonsensical problems posed by the young lady's guardian, as a whimsical method of gaining personal revenge on a number of people. First episode dealt with the young man's assignment to spank a local dowager under circumstances which result in her thanking him for the paddling. Screwy, but quite in line with some of the celluloid idiocy turned out by Hollywood this year, and therefore it stands a good chance to click with radio audiences.

Jim Ameche does nicely with the lead, giving the part the proper vitality and pace. His voice sounds so much like that of brother Don that there will probably be plenty of people who will wonder why the announcer keeps on making the same mistake each week, calling him Jim. Betty Lou Gerson handles the role of the guardian's secretary, who has to accompany Ameche on every assignment to see that he makes good, in an all right manner, and no complaint can be lodged against any member of the supporting company, which includes Phil Lord and Ethel Owen.

Hollywood Playhouse is slated for a return in the fall, and in the meantime the new series comes from NBC's Chicago studios. Brett Morrison announces. D. R.

"Your Hollywood News Girl"

Reviewed Monday, 1:45-2 p.m. Style—Hollywood gossip. Sponsor—Lydia E. Pinkham Medicine Co. Agency—Erwin, Wasey & Co. Station—WOR (MBS network).

Three times a week Stella Unger will flit, verbally, from believe-it-or-not bits to indifferent success stories about unsung heroes, to alight upon a movie sweepstake or a doggerel, and therewith try to make up for the absence of *The Voice of Experience* during the hot spell. Conglomeration doesn't sound too promising for Lydia's vegetable compound. Miss Unger's production does not command the attention or confidence of the little woman who swallowed the *Voice's* line.

In fact, the smart alec, slangy approach, the pseudo Winchell manner, the "calling all women" blare, the unconvincing motion picture prediction and the half-baked sob stories are too many shortcomings for a 15-minute workout. S. W.

Material

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ORCHESTRA ROUTES

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

A

Adcock, Jack: (Manoa Inn) Manoa, Pa., no.
 Alberto, Don: (El Chico) NYC, no.
 Alexander, Joe: (To-Jo-Farms) Detroit, no.
 Allen, Dick: (ENB Club) Akron, no.
 Anderson, Kenny: (Varsity Inn) Athens, O.
 Angelo: (Bertolotti's) NYC, no.
 Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.
 Auwater, Fred: (Flamingo Club) Orlando, Fla., no.

B

Barbee, Jack: (Palomar) Seattle, Wash., t.
 Bardo, Bill: (Roosevelt) New Orleans, h.
 Barrett, Hughie: (Tavern-on-the-Green) NYC, re.
 Barron, Blue: (Edison) NYC, h.
 Basie, Count: (Famous Door) NYC, no.
 Bass, Paul: (Chateau Moderne) NYC, no.
 Bevy, Dan: (Clearview) Clearview, L. I., N. Y., h.
 Bonick, Louis: (Mayfair) Boston, no.
 Brandwynne, Nat: (Plaza) NYC, h.
 Brigode, Ace: (Chippewa Lake Park) Chippewa Lake, O., 5-15; (Kennedywood) Pittsburgh 17-30, p.
 Bunchuk, Yasha: (International Casino) NYC, no.
 Burnside, Dave: (Ocean Forest) Myrtle Beach, S. C., h.

C

Camden, Eddie: (Gypsy Village) Louisville, no.
 Carle, Frankie: (Seven Gables) Milford, Conn., ro.
 Carlin, Ray: (Northwood) Detroit, ro.
 Carlyn, Tommy: (Peyton's) Steubenville, O., no.
 Chaiken, Louis: (Weber's Hofbrau) Camden, N. J., ro.
 Cincione, Henry: (Arabian Gardens) Columbus, O., no.
 Clancy, Lou: (Henry Grady) Atlanta, h.
 Comiques, Four: (White Cap) Catalina Island, Calif., no.
 Conn, Irving: (Arrowhead Inn) NYC, no.
 Cornelius, Paul: (Lakeside Park) Bonner Springs, Kan., b.
 Coquettes, The: (Edgewood Club) Albany, N. Y., no.
 Correa, Eric: (Babette's) Atlantic City, cb.
 Costello, Charles: (Commodore) Detroit, no.
 Craig, Carvel: (Old Mill Club) Salt Lake City, no.
 Crocker, Mel: (Kenny-Mara) Bridgeport, O., no.
 Crosby, Bob: (Blackhawk) Chi, h.
 Cutler, Ben: (Rainbow Grill) NYC, no.

D

Dare, Ronnie: (Kasey's Klub) Henderson, Ky., no.
 Davis, Johnny: (Miami Club) Milwaukee, no.
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., no.
 Davis, Jack, & Four Octaves: (Whitcomb) St. Joseph, Mich., h.
 Daw, Freddie: (Coral Gables) Coral Gables, Fla., cc.
 Daziel, Jack: (Caberama Club) Lake City, S. C., no.
 De Carlos, Joe: (Happy's Cabaret) Glendale, L. I., cb.
 Denny, Jack: (Bon Air) Wheeling, Ill., cc.
 Dictators, The: (Skyrocket) Chi, ro.
 Dixon, Dick: (Gloria Palast) NYC, no.
 Diamond, Lew: (New Eden) La Grange, Ill., b.
 Dominguez, Jose: (Post Lodge) Larchmont, N. Y., ro.
 Duerr, Dolph: (Green Derby) Cleveland, no.
 Duke, Jules: (Bismarck) Chi, h.

E

Engel, Freddy: (University Club) Albany, N. Y., no.
 Erante, Chapple: (Cavalier) NYC, no.
 Familliant, Mickey: (Silver Lake Inn) Clementon, N. J., ro.
 Farber, Bert: (Netherland Plaza) Cincinnati, h.
 Farmer, William: (Promenade) Rockefeller Plaza, NYC, c.
 Ferd, Don: (Stratford) Bridgeport, Conn., h.
 Fisher, Freddy: (Paradise) NYC, no.
 Fisk Jr., Charles: (Radio Springs) Nevada, Mo., no.
 Fomcen, Basil: (St. Moritz) NYC, h.
 Fulcher, Charlie: (Greystone Roof Garden) Carolina Beach, N. C.
 Furry, Wendell: (Casa Marina) Jacksonville Beach, Fla., h.
 Furst, Joe: (The Brook) Summit, N. J., re.

G

Garber, Jan: (St. Francis) San Francisco, h.
 Gendron, Henri: (Colosimo's) Chi, no.
 Gonzalez, Ralph: (St. Moritz) NYC, h.
 Gordon, Gray: (New Penn Club) Pittsburgh, no.
 Graff, Johnny: (Arcadia-International) Phila, no.
 Grantham, Billy: (Chase) St. Louis, h.
 Gray, Len: (New Cedars) New Bedford, Mass., no.
 Grayson, Bob: (400 Club) Wichita, Kan., no.
 Grayson, Bobby: (Lincoln Terrace) Pittsburgh, ro.
 Griker, Jimmy: (Bon Air) Wheeling, Ill., cc.

H

Hamilton, George: (William Penn) Pittsburgh, h.
 Harper, Darrell: (Vista del Arroya) Pasadena, Calif., h.
 Harris, Claude: (Joey's Stables) Detroit, no.
 Harris, Leroy: (Kit Kat) NYC, no.
 Hawkins, Jess: (Texas) Ft. Worth, Tex., h.
 Hays, Billy: (College Inn) Phila, no.
 Headrick, Pearl: (White Swan Club) Johnstown, Pa., no.
 Hendricks, Dick "Red": (Club Chanticleer) Madison, Wis., no.
 Herman, Woody: (Rice) Houston, Tex., h.
 Hicks, Earl: (Bluebird) Shawnee, Okla., b.
 Hills, Worthy: (Rapps) New Haven, ro.

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.

Himber, Richard: (Essex House) NYC, h.
 Hoff, Sid: (Capitola) Capitola, Calif., b.
 Holden, Virginia: (Normandy Inn) Warren, Pa., no.
 Honey, Bill: (Benny the Bum's) Phila, no.
 Horton Girls: (Clermont Inn) Clermont, N. Y.
 Horton, Eddie: (Le Mirage) NYC, no.
 Howell, Ed: (Casa Moreno) Jax Beach, Fla., h.
 Hudson, Dean: (The Weirs) Lake Winnepesaukee, N. H., b.
 Hudson, Will: (Hunt's Ocean Pier) Wildwood, N. J., 16-22, b.
 Humber, Wilson: (Cricket Club) Shreveport, La., no.
 Hummel, Ray C.: Alamosa, Colo., 14; (Fish Fry Celebration) Gunnison 15-17.

Kristal, Cecil: (Buena Vista) Biloxi, Miss., h.
 Kurtze, Jack: (Grandview Lodge) Kasota, Minn., no.
 Kyser, Kay: (Pennsylvania) NYC, h.

L

Lacombe, Buddy: (Nicklaw Manor) Lake George, N. Y., h.
 LeCroy, Trent: (Maytag Club) Columbus, Ga., no.
 Lee, Garrett: (Spanish Tavern) Asbury Park, c.
 Leroy, Howard: (Arcada) St. Charles, Ill., no.
 Lewis, Ted: (Topsy) Los Angeles, no.
 Los Gauchos: (Club Gaucho) NYC, no.
 Lyman, Abe: (Westwood Gardens) Pittsburgh, ro.

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

J

Jackson, Paul: (Old Mill Tavern) Jackson Mich., no.
 Jay, Johnny: (Palace) Corpus Christi, Tex., June 11-July 23, t.
 Jurgens, Dick: (Catalina) Catalina Island, Calif., b.

K

Kassel, Art: (Steel Pier) Atlantic City, b.
 Kay, Herbie: (Sylvan Beach) Sylvan Beach, Tex., b.
 Kemp, Hal: (Astor) NYC, h.
 King, Chubby: (Del-Reho) Rehoboth Beach, Del., h.
 King's Jesters: (Sir Francis Drake) San Francisco, h.
 Kirkham, Don: (Blakeland Inn) Denver, no.
 Knight, Harold: (Willow Grove) Phila, p.

M

Lucas, Clyde: (Claremont) NYC, re.
 McCune, Will: (Bossert) Brooklyn, h.
 McDonald, Billy: (Natorium Park) Spokane, Wash., b.
 Maitland, Johnny: (Muehlebach) Kansas City, Mo., h.
 Maleville, Bud: (Bal Bijou) Lake Tahoe, Calif., b.
 Malone, Don: (Turk's Club) Shelby, Mont., no.
 Martin, Lou: (Leon & Eddie's) NYC, no.
 Martin, Don: (St. Regis) NYC, h.
 Marshall, Duane: (Essex) Boston, h.
 Marvin, Frederick: (Stevens House) Chi, h.
 Miller, Glenn: (Reid's Casino) Asbury Park, N. J., no.
 Millington, Basso: (Black Cat) NYC, no.
 Mills, Dick: (El Tivoli) Dallas, Tex., no.

Songs With Most Radio Plugs

Leading Songs in Status Quo For Second Consecutive Wk.

Songs listed are those receiving 10 or more network plugs (WJZ, WJAZ, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, July 7. 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	Ind.
Last Wk. This Wk.				
1	1. Says My Heart (F)	Paramount	33	31
2	2. Music, Maestro, Please	Berlin	31	25
3	3. I Let a Song Go Out of My Heart	Mills	30	25
4	4. When They Played the Polka	Robbins	29	19
5	5. I Hadn't Anyone Till You	ABC	25	20
6	6. I Married an Angel (M)	Robbins	24	25
7	6. If It Rains, Who Cares?	Morris	24	9
7	7. When Mother Nature Sings Her Lullaby	Santly-Joy	23	19
8	8. Let Me Whisper	Chappell	22	10
8	8. I'm Gonna Lock My Heart	Shapiro, Bernstein	22	10
9	9. You Leave Me Breathless (F)	Famous	21	22
9	9. This Time It's Real	Spier	21	19
9	9. Why'd Ya Make Me Fall in Love?	Feist	21	10
10	10. Little Lady Make Believe	Olman	20	19
10	10. Lovelight in the Starlight (F)	Paramount	20	11
10	10. Colorado Sunset	Gilbert	20	0
11	11. Saving Myself for You	Harms	19	17
11	11. So Lovely	Crawford	19	14
12	12. Flat Foot Floogie	Green Bros.	18	19
13	13. My Margarita	Feist	17	14
13	14. There's Honey on the Moon Tonight	Miller	16	17
14	14. Will You Remember Tonight Tomorrow?	Bregman	16	5
15	15. Spring Is Here	Robbins	14	9
15	15. Day Dreaming (F)	Remick	14	12
15	15. In a Little Dutch Kindergarten	Fox	14	13
16	16. You Couldn't Be Cuter (F)	Chappell	13	10
16	16. Havin' Myself a Time (F)	Paramount	13	10
16	16. I'll Dream Tonight (F)	Witmark	13	8
17	17. Don't Be That Way	Robbins	12	15
17	17. Cry, Baby, Cry	Shapiro, Bernstein	12	14
17	17. It's the Little Things That Count	Marks	12	12
17	17. Lost and Found	Santly-Joy	12	11
17	17. Drummer Boy	Chappell	12	8
17	17. Toytown Jamboree	Red Star	12	6
17	17. Beside a Moonlit Stream (F)	Famous	12	5
17	17. Naturally	Lincoln	12	3
17	17. Cathedral in the Pines	Berlin	12	1
17	18. You Go to My Head	Remick	11	11
18	18. My Walking Stick (F)	Berlin	11	10
18	18. On the Bumpy Road to Love	Feist	11	8
18	18. Let's Break the Good News	Davis	11	6
18	18. Love Walked In (F)	Chappell	11	4
18	18. I'm Glad I Waited for You	Stansy-Lang	11	4
19	19. Cowboy From Brooklyn (F)	Witmark	10	10
19	19. Oh, Ma, Ma	Shapiro, Bernstein	10	11
19	19. Stop and Reconsider	Lincoln	10	8
19	19. I Wanna Go Back to Bali (F)	Remick	10	7

Mohr, Bob: (Old Country Club) Phoenix, Ariz., cc.
 Mojica, Leon: (El Patio) San Francisco, b.
 Molina, Carlos: (Villa Moderne) Chi, ro.
 Moore, Eddie: (Willard Straight Hall) Ithaca, N. Y.
 Moore, Denny: (Athens Club) Oakland, Calif., no.
 Mosley, Snub: (Afrique) NYC, no.
 Moyer, Ken: (Sni-a-Bar) Kansas City, Mo., no.
 Murray, Charlie: (Embassy Club) West Orange, N. J., ro.

N

Nagel, Harold: (Pierre) NYC, h.
 Nelson, Harold: (Club Lido) Vicksburg, Miss., no.
 Noble, Leighton: (Palace) San Francisco, h.
 Noblemen, Three: (Bennett) Binghamton, N. Y., h.
 Norris, Stan: (Fairview) Rochester, Ind., h.

O

Olman, Val: (Turf Athletic Club) Galveston, Tex., no.
 Owens, Harry: (Biltmore) NYC, h.
 Pablo, Don: (Reid's Casino) Niles, Mich., no.
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.
 Pancho: (Palmer House) Chi, h.
 Pedro, Don: (Graemere) Chi, h.
 Peterson, Dee: (Riley's) Saratoga, N. Y., ro.
 Pett, Emil: (Savoy Plaza) NYC, h.
 Piemonte, Vic: (Warwick) NYC, h.
 Pirro, Vincent: (Riviera) NYC, no.

Q

Quartell, Frankie: (Villa Venice) Chi, no.
 Quinn, Snooper: (Windmill Club) Kentwood, La., no.

R

Rainey, Dud: (The Crest) Pittsburgh, no.
 Ravazza, Carl: (Junction Inn) Palo Alto, Calif., no.
 Redman, Don: (Surfside) Atlantic Beach, L. I., cc.
 Reyes, Chica: (Continental) Detroit, no.
 Rhythm Boys: (International Casino) NYC, no.
 Rickson, George: (Chateau Moderne) NYC, no.
 Rines, Joe: (St. Regis) NYC, h.
 Rodes, Duster: (Beverly Hills) Newport, Ky., cc.
 Rollini, Adrian: (Piccadilly Roof) NYC, h.
 Ronald, Ronnie: (Roger Smith) Holyoke, Mass., h.
 Rosen, Tommy: (Wisteria Gardens) Atlanta, no.
 Rotgers, Ralph: (International Casino) NYC, no.
 Rust, Ray: (Terrance Beach) Sandusky, O., b.
 Ryks, Chet: (Mayflower) Akron, O., h.

S

Sanders, Ray: (Magnolia Gardens) Charleston, S. C., no.
 Schrader, Danny: (Lookout Mt.) Chattanooga, Tenn., h.
 Scoggin, Chic: (Paxton) Omaha, h.
 Shades of Blue, Three: (Evergreen) Chi, cc.
 Shanks, Chuck: (Secor) Toledo, h.
 Silver, Buddy: (Roman Gardens) Potsdam, N. Y., no.
 Smith, Joseph C.: (La Rue) NYC, no.
 Smith, Leate: (Kanawha) Montgomery, W. Va., no.
 Snyder, Billy: (Lookout House) Covington, Ky., no.
 Southern Gentlemen Orch.: (Excelsior) Minneapolis 7-22, p.
 Sparr, Paul: (Versailles) NYC, no.
 Stable, Dick: (Kennedywood Park) Pittsburgh, h.
 Steel, Leonard: (Ft. Shelby) Detroit, h.
 Stern, Harold: (Fairlades) Fallsides, N. J., p.
 Sullivan, Jerry: (New Kenmore) Albany, h.
 Sylvio, Don: (Bertolotti's) NYC, no.

T

Tatro, Bill: (Bridgway) Springfield, Mass., h.
 Tracy, Jack: (Kansas City Club) Kansas City, Mo., no.
 Tucker, Tommy: (Steel Pier) Atlantic City 15-23, no.

V

Vouzen, Nick: (Coq Rouge) NYC, no.

W

Wade, Johnny: (Romance Inn) Angola, N. Y., no.
 Walder, Herman: (Spinning Wheel) Kansas City, no.
 Waldman, Herman: (Olmos Club) Houston, Tex., no.
 Wayne, Penn: (Bluff House) Milford, Pa., h.
 Weems, Ted: (Lakeside Park) Denver, b.
 Weldon: (Armando's) NYC, re.
 Widmer, Bus: (Mile-Away) Grand Junction, Colo., b.
 Williams, Sandy: (International Casino) NYC, no.
 Winston, Jack: (Club San Clemente) San Clemente, Calif., no.
 Wood, Herby: (Anchorage) Phila, no.

That Hollywood Influence

NEW YORK, July 9.—While most maestri seek the mighty symphonic orchestras to preem their masterpieces of musical composition, Tommy Christian would come down to earth. In fact, a little bit below the surface. The former Warner musical director comes here from Hollywood for the sole purpose of teaching his musical fantasy, *Metropoliscope*, to the Sanitation Department Band. Compo is a musical scenic of New York streets, and Christian believes that the street cleaners should be the first to introduce it.

TRAVELING ORKS WELCOME

Thought-Transference

NEW YORK, July 9.—Artists Management, Inc., the Paul Whiteman organization, wanted to replace its broken-down office radio set for a new one and offered to give Philco a Whiteman testimonial in exchange for a gratis receiving set. Philco manufacturers would consider nothing but a plug on the Whiteman program sponsored by Chesterfield, so the swap was off. Shortly after, manufacturers of Zenith sets wrote to AM, offering a Zenith set for a Whiteman testimonial. Zenith Corp. sponsors a thought-transference program.

Leaders Doubling As Percenters Hit By Philly Bookers

PHILADELPHIA, July 9.—Musicians' union and the Entertainment Managers' Association, local booking agents' org. are at loggerheads over the alleged practice of orchestra leaders in booking their own acts.

Two conferences have been held between the groups, but thus far no action has been taken to iron out the situation. Florence Bernard, EMA prexy, claimed musicians were booking acts at cheaper figures than the booking agents themselves, undercutting the scale of the industry. A tacit agreement among members of EMA to "blacklist" acts booked in this manner has been instituted. Once an act is booked thru an orchestra leader, bookers refuse to find work for it.

Highbrows Go for Morton Gould's Jazzy Cleffings

NEW YORK, July 9.—There'll be no summer vacationing for Morton Gould this year, the symphonic societies calling for his services as composer and soloist. Exponent of modern American music, Gould will continue his Mutual network showcases thruout the summer and also take bows at the outdoor stadia. On Saturday (9) the Philadelphia Symphony Orchestra plays his *Pavanne*, and on August 12 the same group performs his *Concerto for Piano and Orchestra*, Alfred Wallerstein conducting and Gould at the piano. Compo was written for 10 fingers and elbows. In the role of conductor Gould fronts the New York Philharmonic on July 31 for his *American Symphonette*, No. 2, and later in the season Jose Iturbi conducts the same group in Gould's *Choral and Fugue in Jazz*, which Leopold Stokowski premed in 1935. In his spare moments Gould is fulfilling a commission to write a symphony which Fritz Reiner will introduce with the Pittsburgh Symphony on December 2 and 3.

Armstrong To Give Boxing The Go-By for Ork Career

KANSAS CITY, Mo., July 9.—Henry Armstrong threatens to take over swing land next summer after six more fights. Eddie Meade, the Negro's manager, asserted Armstrong would forsake the ring to front his own band, doing double duty by also handling the vocal assignments. Meade is convinced that his boy would prove a mighty attraction, inasmuch as Armstrong already is the kingpin of two divisions.

"Waving a wand is easier than slinging a fist," Meade commented, "and Henry knows his music. We can't miss."

4,443 Swing and Sway

ASBURY PARK, N. J., July 9.—Sammy Kaye set a new attendance record at Reade's Casino last Saturday when 4,443 paid admissions for the dancing privileges. Spectators, with only listening privileges, swelled the audience to almost 7,000. Horace Heidt set a previous attendance high last year with 3,715 admissions.

FRANK MATESIC, Pittsburgh dance promoter, has taken over the Grotto. Buys traveling names for band stand.

Dance Remote Ban in Pitt for Names No Go in Other Cities

Musicians' unions in key cities contemplate no ban on traveling tootlers or stand-by fees for remotes—Pitt local holds steadfast to ruling

NEW YORK, July 9.—That the Pittsburgh local saw fit to freeze out traveling bands by asking for a commercial wage scale on all dance remotes is no concern of the American Federation of Musicians, according to Prez Joe N. Weber, who declared that the problem of dance remotes is purely a local one for each local musicians' union to handle as it sees fit. Altho Weber sat in at the board meetings in Pittsburgh when the ruling was adopted, he is taking no active participation in the matter. Hinted that he might step in if a local exceeded its wage-scale limitations and set up exorbitant charges for remotes. Also intimated that a settlement in the Pittsburgh situation is in the offing.

Local 802 here exacts a \$3 tax on dance remotes, moneys not a stand-by fee but for local relief purposes. Nor does prexy Jack Rosenberg contemplate any change. However, local is not receptive to outside bands coming in, still pushing its aim to make New York restricted territory so that the 802 boys will be sure to cash in on the World's Fair opportunities.

Meanwhile band-booking agencies are sitting tight, taking neither a defensive nor offensive stand, only watching, waiting and hoping. In order to anticipate any national proportions the Pittsburgh ruling might take, *The Billboard* herewith presents the attitude of the local musicians' unions in key cities thruout the country.

PITTSBURGH, July 9.—Musicians' local ban on remote radio pick-ups, except by payment of stand-by commercial fees, is an experiment to determine whether club and hotel owners will book home-town orchestras once the patronizing public becomes accustomed to not hearing name bands from near-by niteries, prexy Claire Meeder explained today. Rejecting the clubs' claims that local 60's new remote line tariff is a sledge hammer to force employment of Pittsburgh musicians, Meeder believes the rule, approved here in a visit by Weber, will destroy the feeling among niteries managers that only CRA or MCA bands can get web hearings.

"We've been unable to get our men on the network," Meeder informed, "because the club owners believed they had to have an orchestra booked by Consolidated or Music Corp. We're going to try to disprove that."

Stating that Local 60 wished no agreements between clubs and themselves at present because the musicians here and elsewhere wanted to see if their experiment would help or hurt club business, Meeder firmly asserted, "The ban's on, and it will stay on."

Maintaining that the extra fees demanded to place out-of-town bands on the air are too excessive, \$7 per man for local remotes and \$9 per man for networks, most club owners affected state they believe that with no radio lines available nationally famed bands will no longer rush for Pittsburgh bookings, and that consequently, with lesser known outfits, they will lose patronage. Net loss will be to the unions affiliated with AFM, they argue, since if business becomes bad they will be forced to lay off waiters, bartenders and other employees, all organized 100 per cent AFL in accord with an ultimatum handed down months ago by Local 60. Asked if Local 60 has enough good bands to supply the clubs that have been using high-moneyed crews, Meeder commented, "We've more than we can give work to."

Some of the club owners also resent the inferred attempt of the union to dictate the source of entertainment, claiming that compliance with such an edict would in effect place the union in charge of the night spot's management, leaving the proprietor little more to do than pay the bills and write red ink in the ledgers.

The extra-free rule was put in effect July 2 as a result of the clubs' and hotels' refusal to sign an agreement handed them June 1 contracting them

to hire Pittsburgh bands for at least half of each year. When the spots concerned, Bill Green's, the New Penn, Kennywood and Westview parks, Hotel William Penn and the Lincoln Terrace, failed to rubber-stamp the union's demand, Meeder issued the order compelling the broadcast fees. With orchestras in each spot numbering 11 to 14 men, at the commercial wage scale of \$9 per man for network airings nightly, plus half again as much for the leader, a cost of at least \$621, and in some cases as high as \$783, would have to be borne by someone. Average line costs to the clubs have been about \$200 weekly.

Especially peeved is Joseph Becker, who spent about \$350 to install lines for his new Lincoln Terrace that opened June 30 but was able to use the line only twice. Spot, formerly Eddie Peyton's, had Bobby Grayson. Due to the radio ban, Grayson has already left and a local band replaced. Club owners are wondering, after current band contracts expire, whether they will be able to get name outfits at lower prices which their bookers have previously been willing to concede for the air privileges.

Ruling is being watched by musicians and employers thruout the country. If such an extra fee or local band option became nationwide musicians feel that name bands would travel less and thus give the smaller outfits more chance to gain fame, while the proprietors who pay their salaries fear that booking prices would mount, since bands would expect their total payment in cash instead of part money and part build-up.

NEW YORK, July 9.—With Lincoln Terrace dropping its traveling band for a local combo, other Pittsburgh clubs have served notice to the booking agencies here that they will follow suit. Artie Shaw was slated to open this week at Westview Park for Rockwell-O'Keefe but was canceled because of remote ban. New Penn is letting Gray Gordon out, but account still remains with Consolidated, office to spot a local band to follow.

CHICAGO, July 9.—Chicago Musicians' Union has a welcome sign out for all traveling bands, states secretary Eddie Benkert. He reiterated a statement made by prexy James C. Petrillo time and again that it would be unfair to outside bands to load them with undue taxation that would prevent them from playing local engagements or taking advantage of remote airings. Union only requests that networks carrying traveling bands on remote broadcasts employ a minimum of 36 musicians and that the bands be paid 10 per cent above the standing scale. Benkert pointed out that NBC here employs 42 local musicians and that both CBS and Mutual comply with the minimum request. Commenting on the Pittsburgh ruling demanding stand-by fees for all remote broadcasts by traveling bands, he opined that such a regulation here would put most of the station men out of work and that local spots would abandon the idea of remote broadcasts.

Contention of the Chicago union is that encouragement for musicians to travel would help the profession generally. Local bands are urged to travel, union pointing out that there is more money in playing outside engagements and a far greater chance to reach the

Joe Weber Warns

NEW YORK, July 9.—AFM prexy, Joe N. Weber, sent letters to all bookers, agents and personal representatives yesterday (8), advising that the buying of network wires for their bands is now taboo, effective immediately. States further than any agent who attempts to do so many as well hand in his license at the same time. New ruling provides that a booking office may arrange for a wire, but only the band employer may pay for it.

Bookers were also advised that starting September 15 deferred commissions will be a thing of the past.

name class when away from the home town.

Union feels that outside bands are entitled to play the cream of the Chicago engagements, for they are more established outfits and will bring more business to the respective operators.

PHILADELPHIA, July 9.—Traveling bands need not fear any prohibitive measures here, stated musicians' union prexy A. Anthony Tomei, providing that they don't come in under the scale. Only restriction on remotes is that station making the pick-up has a studio band on the pay roll; otherwise it's no go under any conditions. Arcadia International is only spot using traveling bands, other class spots depending entirely on locals or else restricted to locals by the union because the operator had been found to be in collusion with the musicians in underscaling the pay roll.

SAN FRANCISCO, July 9.—While the possibility of the local musicians' union making dance remotes prohibitive is unlikely at this time, union secretary Eddie Love declared that the Pittsburgh action was a step in the right direction. Union exacts a \$2 sustaining rate fee for all remotes, spots paying the line charges. Commercial rate, called for in Pittsburgh, would skyrocket the scale to \$16 per man. Love declared that while the union was naturally concerned over traveling bands grabbing up the better location spots in town, it could do nothing about it. All major hotels and top niteries use traveling names and have been doing so for some time. Two hotels reported that, should a similar move be made to put a commercial rate in force here, they would immediately withdraw their remotes.

DETROIT, July 9.—Pittsburgh ruling found a cold shoulder here. Prevailing and official sentiment at the Detroit Federation is strongly against such practice, on the general theory that the tradition of show biz requires a welcome mat for all traveling bands. Restrictive attitude would be as out of line as for a stock company to try to keep the Lunts or other stage stars from playing here.

Friendly agreement with all local radio stations that finds musicians on every year-round pay roll gives the stations in return a free hand in dance remote pick-ups, regardless of whether the ork is a traveling or local unit. Only stand-by charges from remotes are commercial shows or in the case of a band coming into a theater for a week provided no pit band was in employ.

Traveling tootlers were given a clean bill by Jack Ferentz, local union's business manager. "Bands of this type are usually pretty clean," he said. "They are ruled by national regulations and follow them. We have never had any trouble with traveling bands here." Secret of this mutual satisfaction, he added, is that the union realizes its own membership goes out on the road and it must extend this courtesy if it is to be reciprocated. No minimum to employ local bands is required from operators here, added Ferentz, dispelling a rumor making the rounds that such ruling would be put into effect.

NEW ORLEANS, July 9.—Giuseppe Pipitone, local musicians' union prez, stated that he saw no reason for pressing traveling bands for stand-by fees unless the entire nation was being entertained entirely thru local dance (See TRAVELING ORKS on page 13)

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and his ORCHESTRA
at the
MUNICIPAL
GARDENS

Orchestra Notes

By M. H. ORODENKER

More Mozart

WHILE BENNY GOODMAN is crossing the pond primarily to vacation, he will devote a great deal of his time in Europe to hunting music suitable for concert and recording dates with the Budapest String Quartet. . . . **FREDDY GOODMAN**, Benny's trumpeting frere, has organized a new band again and this time goes under the guidance of **CRA** . . . debuts the 28th at Mullins, S. C., for the Tobacco Festival . . . combo follows the swing pattern, using many of brother Benny's arrangements . . . serious students will look forward to the First International Music Festival, starting August 13 at Hotel Astor, New York . . . commemorates the 100th anniversary of the birth of **GEORGE BIZET** . . . in dance, as well as music, the play-life of all nations will be depicted.

Broadway Band Stand

VINCENT LOPEZ leaves Casa Manana next week to open the 25th at Piping Rock Country Club, Saratoga, N. Y. . . . returns to Billy Rose's roost in the fall. . . . **LOUIE PRIMA** also bows out of the same boite, William Morris agency offering the torrid trumpeter to dance promoters for the solo stands. . . . **CHICK WEBB** set for the August 10 week at Paramount Theater. . . . **HARRY (MCA) MOSS** is lining up the one-night nooks for **LITTLE JACK LITTLE** and singer-turned-stick **TONY MARTIN**. . . . **HERBIE KAYE** slated to come to the big town this fall, being set for an air show. . . . **JOE MARSALA** makes his way back to the Hickory House August 15. . . . Trumpeter **CHARLIE MARGOLIS** is the newest of the instrumental aces to be bitten by the batonitis. . . . **SIDNEY MILLS**, of Mills Artists, takes in a good-will flight for the next fortnight to meet up with location and ballroom ops.

Seashore Stands

TOMMY TUCKER moves into Steel Pier, Atlantic City, the 15th for eight days . . . string of solo stands follows and then takes in a fortnight at Kennywood Park, Pittsburgh. . . . Gateway Casino, Somers Point, N. J., spots **GEORGE OLSEN** for the 16th and **GEORGE HALL** for the 23d. . . . **SAXY MARSHALL** seasons at Grosham's Pavilion, Pine Lake, N. Y. . . . closing at the Totem Pole, near Boston, on the 14th. **DEAN HUDSON** jumps to Lake Winnepesaukee, N. H., for a fortnight. . . . **BILL MADDEN**, holding forth at Atlantic City's Hotel Traymore, has a desire to concertize his fiddling in Gotham at Town Hall this winter . . . apart from his syncopatings, Bill is also conductor for that resort's Symphony Ork. . . . **MAURICE REIDY**, formerly operating the Fordham Club in New York, is now promoting terp sessions at Bud Lake, N. Y. . . . spots the names on Fridays, set this month with Happy Felton, George Hall and Bunny Berigan.

Southern Scenic

SPEEDY recovery to **CHARLIE LYONS**, recuperating in Augusta Ga., at the U. S. Veterans Hospital. . . . Charlie hopes to take to the road again this fall with his ORIGINAL LOUISIANA ACES . . . "The Billboard is part of my treatment here," he writes, "and I'd be plenty sick if I didn't get to see one each week." . . . **SAMMY KAYE** follows Art Kassel at the Surf Club, Virginia Beach, Va. . . . stays for a fortnight, starting the 23d. . . . **BERT BLOCK** takes in these two weeks at Tybee Beach, Savannah, Ga., with **HANK BIAGINI** set to follow for a similar stand. . . . **BILLY ROWE** locates in Exmore, Va., at the Hidden Quart nitery. . . . **SNOOZER QUINN** brings his band to the Windmill Club, Kentwood, La. . . . Homenew Boyles, comedian-drummer, is back with **JACK WARDLAW** at the King and Prince Club, St. Simons Island, Ga. . . . for the third successive season **CHARLES FULCHER** opened for a summer's run at the Greystone roof garden, Carolina Beach, N. C. . . . Charlie has Elen Ball for the balladering, claiming she tops Dixie Dunbar, who once graced the lyrics for his band.

All Points West

Originally slated for four weeks at Reid's Casino at Barron Lake, Niles, Mich., **DON PABLO** holds over for the season's run. . . . **AL ARTER** closes a three-week run at Manitou Lake, Mich.,

on the 27th. . . . Linotype operators must have been having a jam session with the keys for they forgot to tell our pillar's followers that it was **BOB MOHR**, one of the MCA up-and-comer combos, that came in from the Coast to fill the bill at Old Country Club, Phoenix, Ariz. . . . **R. E. MCKIMMEY** advises that Bob is doing a splendid job for him and has extended his contract. . . . **Frederick Bros.** set **JACK TRACY** for an indef stay at the Kansas City (Mo.) Club. . . . **Kaycee's Fairyland Park** has **CHICK WEBB** for the 24th date and **RITA RIO** for the 28th. . . . **LOREN TOWNE** takes in the Western towns and resorts, starting his tour at Leon Park, Miles City, Mont.

On Eastern Shores

GRAY GORDON leaves the New Penn, Pittsburgh, for Waco Pavilion, Syracuse, N. Y. . . . **JERE SALISBURY'S** Three Noblemen start strolling this week at Hotel Bennett, Binghamton, N. Y. . . . **Enna Jettick Park**, Auburn, N. Y., has **WILL HUDSON** for the 24th week. **CARL (DEACON) MOORE** for the August 1 week and **RITA RIO** slated for a return week August 22 . . . new Cuban Gardens at Post Lodge, Larchmont, N. Y., has **JOSE DOMINGUEZ** for the dance incentives. . . . **OZZIE NELSON** takes to touring this week . . . starts at Sunnybrook, Pottstown, Pa., and plays the solo stands until the 22d when he opens his vaude tour in Detroit at the Fox.

The Touring Tootlers

HORACE HEIDT, leaving New York's Biltmore the 18th to return in December, starts his first stand the 19th at Fern Brook Park, Wilkes-Barre, Pa., with successive Pennsy stands at Dorny Park, Allentown, and Sunset Ballroom, Carroltown. . . . splits the 22d week between the Palace theaters in Akron and Youngstown, O.; jumps to Westwood Gardens, Dearborn, Mich, July 29-August 11, and plays the Lyric Theater, Indianapolis, for the August 12 week. . . . **CRA's** Cleveland office lining up August dates for **CAB CALLOWAY** . . . already set for the 13th at Celeron (N. Y.) Park, the 15th at Detroit's Graystone Ballroom and the 16th at Cleveland's Trianon. . . . **HAROLD OXLEY** lining up a solid string for **JIMMY LUNCEFORD** which includes his first date at New York's Savoy in two years August 21 . . . starts August 2 at City Auditorium, Norfolk, Va.; one-nights it to New England to take in 10 days of Cy Shribman's terp palaces, with the wind-up at New York's Apollo Theater for the September 2 week.

Notes Off the Cuff

HARRY C. THOMAS is taking his **FOUR COMIQUES**, cocktail combo combined with comedy, to Catalina Islands, opening the 15th at the White Cap Cafe. . . . **JACK KAPP**, Decca domo, on the West Coast for the next two months. . . . **FOUR GENTLEMEN OF NOTE**, now under Kenneway management, locate for the balance of the season at the new Woodlawn Bay spot on Delavan Lake, Wis. . . . **BILLY GRANTHAM** at St. Louis' Hotel Chase. . . . **BOB GRAYSON** at 400 Club, Wichita, Kan., **KEN MOYER** moving to Kansas City's Sni-A-Bar. . . . **DON MARTIN** added for rumba reliefs at New York's St. Regis roof. . . . **EDDIE CAMDEN** plays a three-day civic celebration at City Park, Cambridge, O., starting the 12th . . . many thanks for the many invites and hope we can accept them all during our fortnight's respite from editorial duties . . . and so we send our cuffs to the cleaners for a two-week vacation.

For Band Reviews

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

Joe di Natale Powders

LINCOLN, Neb., July 11.—Joe di Natale, publicity and promotion man for KFAB-KFOR, resigned this week and will go to Chicago shortly. He's being replaced on the p. a. seat by Don Findlayson, lately with the Omaha studios of KOIL-KFAB. John Conrad, KFAB-KFOR announcer, has also resigned, effective July 15.

Song Has Ended But Gershwin Music Lives On

NEW YORK, July 9.—One year ago, July 11, the world of music was shocked and saddened by the sudden, untimely death of one of its most gifted and colorful members, George Gershwin. At the age of 38, the man who practically single-handed lifted jazz into the realm of serious music passed away at the peak of a career which might have carried him even further, possibly to greater things and greater critical acclaim. For Gershwin's talent was many-sided, allowing him to write with equal facility for orchestra, opera, musical comedy and motion pictures, and there is no telling to what heights he might have risen had he lived.

American music received a tragic blow when the genius that was Gershwin's was taken from it. There is no one in America at present who is able to bring to symphonic jazz the originality and vitality of the composer of the *Rhapsody in Blue*, *American in Paris*, *Concerto in F*, *Three Preludes* and the unforgettable folk opera, *Porgy and Bess*. Gershwin placed syncopation in the concert hall, a distinction it had never enjoyed and probably never hoped to enjoy until the memorable night of February 12, 1924, when, with the composer at the piano and Paul Whiteman on the conductor's stand, the *Rhapsody in Blue* electrified a critical audience in its premiere at Aeolian Hall.

Tribute will be paid to the man who did so much for a once-despised musical form on the first anniversary of his death, with memorial programs scheduled for concert stages and radio, climaxed by the Whiteman-Philharmonic concert at Lewisohn Stadium Monday night, when members of the Whiteman organization will combine with the symphony orchestra under the baton of the leader whose career has been so inextricably linked with that of the late composer. Dan Richman.

Ruthrauff & Ryan Sales

CHICAGO, July 9.—Ruthrauff & Ryan here have sold Quaker Oats Co. a Saturday night variety show to be launched on 58 NBC-Red network stations October 1. Show will feature Tommy Riggs and Betty Lou, plus a name band and guest stars. Agency also sold same sponsor NBC's *Girl Alone* sustainer, which starts here as a daily script show September 26. Riggs variety hour will originate either in the East or on West Coast.

HY STEED, general manager of WMBC, Detroit, left last week with his family to spend a vacation in the woods of Northern Michigan.

Sheet-Music Leaders

(For Week Ending July 9)

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

Position	Last Wk.	This Wk.
1	2	1. Music, Maestro, Please
2	1	2. Says My Heart
3	3	3. Cathedral in the Pines
4	4	4. Lovelight in the Starlight
5	5	5. I Let a Song Go Out of My Heart
6	6	6. You Leave Me Breathless
7	7	7. Little Lady Make Believe
8	8	8. Oh, Ma, Ma
9	9	9. I Hadn't Anyone Till You
10	10	10. The Girl in the Bonnet of Blue
11	11	11. Flat Foot Floogie
12	12	12. I Married an Angel
13	13	13. Cry, Baby, Cry
14	14	14. When Mother Nature Sings Her Lullaby
15	15	15. Love Walked In

Bestor and CRA Clash in Court

Seen as smokescreen—bookers' contracts at stake—Don has MCA's attorney

NEW YORK, July 9.—One of the most curious cases involving the contractual obligations of a booking office and a band under its contract will hit the New York Supreme Court Monday (11) when Don Bestor asks for an injunction to restrain Consolidated Radio Artists from interfering with his business. With still three and one-half years to go on his contract with CRA, Bestor seeks court relief on the grounds that the office failed to live up to the promises it had made to him when he first went under its wing, especially in respect to radio work. Further, Bestor avers, CRA has given him only 18 weeks of work since he signed a five-year binder with the office in February, 1937.

It's all a mystery to Consolidated, which points to the records to prove the contrary. It also points out that the musicians' union found no justification in Bestor's charges, in fact ordering the maestro to fulfill CRA bookings. Ties were strained over a month ago, altho Bestor completed his four weeks at Adolphus Hotel in Dallas, Tex., and is currently at Roosevelt Hotel, New Orleans, for CRA, opening Thursday (7) and slated to hold forth until August 3.

"It is not that we are so much concerned about Bestor," stated CRA prexy Charles E. Green, co-defendant in the suit. "It's a matter of precedent. If he can get out of this contract, every other band under contract with Consolidated or any other booking corporation can do likewise."

Harry Berman, CRA attorney, intimated that Bestor's plaint is only a surface appearance, that some far-reaching motive on the part of other principals is behind it all. Legalist also pointed out that Julian T. Abeles, counsel for Bestor, is also attorney for Music Corp. of America.

Berman denied that CRA had made any contractual promises that were not met. Record of bookings, said Berman, shows Bestor has been working consistently at hotels, theaters and one-nighters since he joined the office February 19, 1937. His earnings in that time, he added, amount to \$141,360, which isn't exactly hay for a band of Bestor's standing in these times. Further, CRA sold him at \$1,425 a week on his first location February 20, 1937, at Netherland Plaza Hotel, Cincinnati, and returned him there less than a year later with his price upped to \$1,750. Theater dates netted as high as \$2,500 for the week. All this was done, said Berman, despite the fact that Bestor came to Consolidated after he had cleared himself with the musicians' union on charges that previously led to his expulsion and shortly thereafter hit the front pages because of marital discord.

As far as radio work is concerned, Berman claims that CRA's promises are only to do their best for him in that field. But tho he was often offered, there were no takers. On his dance dates, he adds, CRA provided him with 4 1/4 hours of NBC network time, wire charges costing the office \$2,500.

It all becomes more puzzling, Berman added, when it is recalled that Bestor paid almost \$1,500 to his previous managers to get a release so that he could join the Consolidated roster.

Krupa Beats a Bad \$450

YOUNGSTOWN, O., July 9.—With two weeks of heavy bally in advance, Gene Krupa proved a disappointment last Wednesday at Tony Caviller's class terp palace, the Mansion. Ducats sold at 75 cents, but only 600 turned out to make a meager \$450 for the house. Apart from Krupa's antics and drum-beatings, dancers' reception to the band was only lukewarm. It was just another band as far as Mansion dancers were concerned, opined Caviller, but combo should fare better in more isolated spots where name attractions are less frequently presented.

LAKE LAWN ORIENTAL BALLROOM, new dancant on Delavan Kale near Elkhorn, Wis., unshuttered this week. Sessions held nightly, save Mondays, with Al Haley as house ork.

Music Items Gordon and Revel Remain With Robbins

MACK GORDON and Harry Revel new set-up whereby they will write not only for 20th Century-Fox but also for MGM ends their prospective connection with Bregman-Vocco-Conn. Robbins-Feist-Miller, Metro's and 20th's music outlets, will continue to publish G & R tunes. Writers return to the Coast soon to start *Dance Hall*, Spencer Tracy-Alice Faye 20th Century pic, then go to MGM for *Broadway Melody*, and finally back to 20th for the new Eddie Cantor and Ritz Brothers films. . . . Clarence Williams enlarged his West 45th street publishing quarters. . . . Bill Wlemann, general sales head for Marks, is on a short trip thru the Midwest.

Sho' Having Myself A Time, Sighs Hutton

LINCOLN, Neb., July 9.—Ina Ray Hutton will long remember her July 4 excursion to th's town for a solo stand at Turnpike Casino. From the time she landed until she left la Hutton was in hot water. First thing that happened was the loss of a wrist watch and diamond ring, valued at five century notes. Next, driving the eight miles out of town to the Turnpike, bus ran out of gas and the gals had to thumb their way in for the last three miles.

Having barely given the downbeat, a big June bug decided to build a nest in Ina Ray's gown. And at such close quarters the "blond bombshell" proved mightily allergic to bugs—at the same time winning all rights to that titular honor. At intermission time the gals got in a little late July 4 celebrating. This time, la belle blonde held a fire-cracker for an extra measure and blew the fingernails of the thumb and index digits of the right hand and suffering a painful burn.

Only good news of the day was the gross. Take was \$450—good enough.

KC Two-Bit Hop Hits \$600 With Blackburn

KANSAS CITY, Mo., July 9.—Increase of more than 250 couples was chalked up last Friday night at Municipal Auditorium when Red Blackburn, hailing from the University of Kansas, played for the second of a series of "College Swing" shindigs sponsored by W. H. (Harry) Duncan. Operating at a two-bit gate, 2,400 dancers, mostly moppets, made it a \$630 night.

Increased activity in dance promotion has made competitish stiffer this year in this territory, with hoofing offered at Fairyland Park, Winnwood Beach, Lakewood Park, Wildwood Lakes and the Frog Hop at near-by St. Joseph. But Kansas Citians find dancing a pleasant diversion these nights, temperature each afternoon for the past week hitting 100 and above.

22C for BG's Glorious 4th

WILKES-BARRE, Pa., July 9.—Benny Goodman made it a grand and glorious Fourth for Max Kierson, who operates Fern Brook Park Ballroom here. With the gate scaled at a buck per, 2,200 dancers made it a \$2,200 take for the solo stand. While the gross was under expectations, Kierson was plenty satisfied considering the fact that economic conditions in this up-State Pennsy mining sector are at a low level. Dancers as well were plenty satisfied with the synopation dished out. Horace Heidt starts his tour at Fern Brook July 19, other names spotted for this month including George Hall and Ozzie Nelson.

1,040 Dancers Double 4th Biz at Waco With Norris

WAWASEE, Ind., July 9.—Stan Norris played to 1,040 admissions last Monday (4) at Waco Beach Ballroom, doubling last year's holiday drawing. Band opens Saturday (16) at Fairview Hotel, Rochester, Ind., for fortnight, with options for balance of season. Booked by Kenneway office, Chicago.

Holiday Dancers at Ft. Worth Make Registers Ring Merrily

Louis Panico pulls \$1,600 and \$1,800 for Show Boat preem on week-end nights—Herbie Kay credited with \$3,500 for Casino Park german

FORT WORTH, Tex., July 9.—R. H. Carnahan's \$50,000 Show Boat, near Lake Worth, is the most novel pleasure palace to unshutter here since Casa Manana days. And like the Casa, it drew turnaway crowds for the holiday opening week-end. Louis Panico, set for three weeks, is the initial music maker. At the private preem last Thursday about 1,000 dancers were on deck. With ducats peddling at 90 cents, July 1 regular attendance dance attracted a crowd of 1,800, making a gate over \$1,600, while Sunday (3) brought out 2,000 dancers for an \$1,800 take. Capacity for the ballroom is 2,000. Box office is scaled at 90 cents for Saturday and holiday nights, with a 40-cent asking week days. Ted Weems follows Panico's run.

Weems Draws 11,240 Dancers First 5 Days

DENVER, July 9.—Opening last Thursday at El Patio Ballroom in Lakeside Park, Ted Weems drew 11,240 dancers for the first five days of a 19-day engagement. Getting in the holiday throng at start, Thursday session brought out 1,140 dancers; 1,400 on Friday; banner crowd of 3,500 on Saturday, with 3,300 for Sunday and 1,900 for July 4 dancing.

Weems closes here next Monday (18), taking in several solo stands en route to Fort Worth, Tex., for the July 23 week at the Show Boat. Then jumps to the Coast, opening August 6 at Catalina Island for a six-week session.

SUMMER THEATER

(Continued from page 4)

"Doc" as contrast for their studious boy, Hillery Nash, played in the Westport production by Alfred Ryder; yet "Doc" becomes an important factor in the story when one of the girls he has gone around with proves to be really in love with him and he with her and she soon to become a mother. He forfeits a bright future to marry her.

Hillery meanwhile finds himself somewhat miscast at Follansbee University, an institution heavily endowed by an auto magnate; and it is not until he commits suicide that everyone is shaken to his senses—again without sufficient excuse to make the play seem worth the complicated shifting of settings that is required to tell the somewhat cumbersome story.

Fool's Hill is written in two acts and 10 scenes; there are 15 in the cast, all good parts. With simplification of theme and tightening of situation it is good stage fare, with bright lines to take off the morbid touch. It is not a play that would adapt itself readily to motion pictures. Julian B. Tuthill.

"God Save the King"

(Wharf Theater)

PROVINCETOWN, MASS.

A three-act five-scene drama by Olive Murray. Staged by Arthur Hanna. Settings by Sidney Redish. Cast: Raymond Hackett, Kay Strozzi, Milton Parsons, Draja Dryden, William Chambers, Lionel Ince, Jane Bancroft, Muriel Starr, Alexander Frank, Margaret Draper, Kenneth Bartlett, Wallace Lawder, Mickey (dog).

A dramatization of the King Edward VIII and Wally Simpson affair which screamed across the American press over a year ago, *God Save the King* takes the bound clip sheets of all the yarns, and simply scribbles off a stage picture of what the public already knows. *King*, however, has certain definite possibilities. The chronological order of occurrences is followed religiously; but the commercial Broadway audience will expect the author to insert twists and smartness. As presented, it unfolds itself with the audience following action as the proofreading what they already know. A climax, which doesn't come, is expected thruout.

It concerns the inside of what happened behind locked doors (all action, with the exception of one scene, takes place in the palace of King Charles at Atlantis), from the time Mrs. Reginald Franklin and the King find their love to the torture thru which the King goes in attempting to make his decision of abdicating for the woman he loves.

Much of the British royal austerity is lacking, and the characterizations are thus plain drawing-room roles of light comedy at times.

The author presents the case as accepted from the American viewpoint.

TRAVELING ORKS

(Continued from page 11)

notes. As it stands, such is not the case, nor is there any likelihood of such condition existing. City's only Class A spot, Hotel Roosevelt, uses traveling names exclusively, but the outsiders here and any others are perfectly welcome to date themselves in this territory.

DALLAS, Tex., July 9.—No extra fees for dance remotes are contemplated by the union here, according to secretary J. W. Parks, who is also a member of the AFM executive committee. While traveling bands are used at the class spots here, union is plenty satisfied with present set-up.

FORT WORTH, Tex., July 9.—Woods Moore, union prez, doesn't believe the Pittsburgh action would ever be necessary or even contemplated here. While traveling names find plenty work here, there is also plenty around for the local boys. He points to the fact that Music Corp. is engaging a local house band for the Casa Manana in addition to the incoming names. While Moore would be happy if all the spots used locals exclusively, he has no ax to grind. In fact, he added, the traveling bands have helped to make this territory band-conscious, resulting in a greater number of calls for the local boys.

showing the gallantry of Wally, the cunning conditions of the Queen Mother, the political shrewdness of the prime minister and the intense love of the King for the American divorcee. And also from the viewpoint of the English people who loved and worshiped the King.

King has a good framework and the author will have an acceptable piece if she embroiders an interesting pattern. It can bristle with situations properly inserted in the true story.

Sidney J. Faine.



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From Out Front

By EUGENE BURR

Item: one resignation from the Katharine Hepburn Adulation Society. It took a long time, but now that it's finally arrived it turns out to be more than a mere resignation; it's the turning in of a charter membership. For, as you're probably bored with hearing by now, this corner was first sent mildly goofy by Miss Hepburn's charm and ability when she, a rather frightened and rather awkward youngster, was substituting in a two-side part in *A Month in the Country* more years ago than either she or I would care to remember. Her fine work in *Art and Mrs. Bottle* was highly gratifying; when she offered her amazing, glorious performance in *The Warrior's Husband*, this corner felt that all its rash and dangerously premature rah-rahing had been amply justified; and when she was immediately bought up by the pictures that talk like a ham and, being bought up, came thru to teach those pictures what fine acting was really like, thru her performance in *A Bill of Divorcement*, this corner settled back complacently, feeling both smug and secure.



EUGENE BURR

Since then that complacency, smugness and security have tottered frequently—but they never quite managed to crash until the newest screen version of *Holiday*, wherein Miss Hepburn plays Linda Seton, the gallantest figure created by a dramatist since Rostand, out of poetry, fire, romance and genius, built up Cyrano for the greater glory of Coquelin.

There have been bad Hepburn performances on the screen before; there have been mannered, posing, phony performances that emphasized a papier-mache personality at the expense of a real talent; there have been frankly unseeing, weak-kneed, foolish performances, such as Miss Hepburn's atrocious depiction of the thrice unfortunate Mary, queen of Scotland; but always there was the feeling that these things were not for long. There was always the reassuring suspicion that a fine actress had been skyrocketed by Hollywood's heady adulation into the empty empyrean, that her forced personality had literally been forced upon her, that the new medium and its cheap and shoddy surface insanities had temporarily wried great art. But there was also the feeling that Miss Hepburn, sooner or later, would descend once more to earth, leaving only her genius and her acclaim in the clouds, but basing her technique and her approach and her understanding once more upon solid things.

That hope is now shattered; for Linda Seton is the greatest challenge—and the greatest spur—that has been devised in the modern era for any actress; and Miss Hepburn played her as tho she were pacing thru just another of Hollywood's shallow, posing, glittering and unbearably boring heroines. The depth of the role, its honesty, its wit, its heart-catching decency, and above all its gallantry, were lost upon her. She gave without a doubt one of the worst performances I have ever seen perpetrated by a supposedly first-line actress.

The fault, of course, was not entirely Miss Hepburn's—but she did more than her share. George Cukor, the director, however, must also bear a share of the blame—particularly since his direction was impossibly bad thruout the entire picture. *Holiday* must have lift and verve and honesty; it must present both its characters and their opposed ideals very clearly; its gallant gaiety must point up characters and situations. All this it does in the original play by Philip Barry; but Mr. Cukor, in the screen version, makes everything heavy and stodgy and muddled. There is no lift, no life, no gallantry and no honesty; it is all like an undigested pudding weighed down in the directorial gullet by the ponderous mass of its staircases and its jewels.

For, sad to relate, the current film version of *Holiday* emerges as nothing much more than a Cook's Tour of the balustrades and bracelets of the very rich. This is reflected even in the program leaflet at the Music Hall, where it is playing locally; two-thirds of the Music Hall program notes are devoted to rapturous descriptions of the interiors, copied exactly from English mansions, and the jewelry, which is said to be worth \$600,000. That, in relation to the finest high comedy of our generation, is both heart-breaking and disgraceful. *Holiday*, as Mr. Barry wrote it, is worth infinitely more than \$600,000—with all the staircases in all the mansions from Belgrave Square to Pottawattomie thrown in.

In the police line-up with Miss Hepburn and Mr. Cukor are also those who, for want of a more colorful word that wouldn't go thru the mails, "adapted" Mr. Barry's play. They are Donald Ogden Stewart, a Hollywood hack with a previous reputation as a humorous who, in the stage version of *Holiday*, himself played the part of Nick Potter, and Sidney Buchman, who is just a Hollywood hack. What they have done to the play is as unmotivated as it is appalling. They worked, so far as I can see, according to just one rule: whenever the original dialog offered an explanation of either character or situation, whenever it clarified the fundamental concepts of the play or its people, whenever it became even more than usually witty or entertaining, they ruthlessly cut it and substituted yet another shot of the grand staircase in the home of the Setons. The staircase is really very lovely—but I still perniciously persist in thinking that *Holiday*, as Mr. Barry originally wrote it, is even lovelier.

The "adapters"—the temptation to use the more fitting word is almost irresistible—also changed situations here and there with a fine disregard for propriety, sense and coherence; and none of the changes seems motivated by anything more than a desire to justify the salary of a Hollywood hack by sufficiently mutilating the work of a great playwright. They have even blue-penciled the hilarious and immensely engaging speech that Nick gives at the party—the speech read by Mr. Stewart himself in the original. The only possible reason for cutting that, it would seem, would be Mr. Stewart's fear that Edward Everett Horton might do it infinitely better than he did.

Some of the others in the cast do nice enough work—Carey Grant, who is effective whenever the director and adapters allow him to be; Jean Dixon, of course; Mr. Horton, who surprisingly deserts his usual vaudeville act for the occasion; sometimes Lew Ayres, who seems to try too hard most of the time; Henry Daniell in a tiny bit—and, amazingly enough, Doris Nolan. But nothing they can do can possibly overcome the effect created by the star, the director and the scenarists. Picture audiences will leave the theater thinking that *Holiday* is just another Hollywood yarn about the rich—and that, in view of the play, is appalling.

Anyhow, here's my resignation from the Katharine Hepburn Adulation Society.

BROADWAY RUNS

Performances to July 9, Inclusive.

Dramatic	Opened	Perf.
Bachelor Born (Lyceum) ..	Jan. 25...	193
On Borrowed Time (Longacre) ..	Feb. 8...	183
Our Town (Morocco) ..	Feb. 4...	181
Room Service (Cort) ..	May 19, '37	480
Shadow and Substance (Golden) ..	Jan. 26...	191
Tobacco Road (Forrest) ..	Dec. 4, '33	1956
What a Life (Biltmore) ..	Apr. 13...	103
Women, The (Barrymore) ..	Dec. 26, '36	646
You Can't Take It With You (Booth) ..	Dec. 14, '36	670
Musical Comedy		
I Married an Angel (Shubert) ..	May 11...	70
I'd Rather Be Right (Alvin) ..	Nov. 2...	287
Two Beausets, The (Windsor) ..	May 31...	47

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cally Welles' co-producer at the Mercury but who, with all the hogging of the limelight by the young genius, has practically become Broadway's Forgotten Man. Mr. Houseman wired Miss Waldorf, and, with taste and a sense of humor, tried to take the edge off the sour taste left by his much-publicized confre.

Stage Whispers

There's real news—but of the doleful sort—from the ticket windows this week: for the first time since it opened on May 11, *I Married an Angel* failed to sell out. It's not quite as bad as it sounds, however, for the catastrophe occurred at the evening performance on the Fourth of July, which is a traditional hoodoo. The matinee performance the same day was a sellout, and the land-office business resumed as soon as the firecrackers left off. . . . Monday night was, of course, bad all around town, but those shows giving holiday matinees reported a nice take generally. Three were listed in the cut-rate counters, but the hits all had S. R. O. signs before the curtains went up. Most buying, according to reports, was by out-of-town visitors here for the holiday—which, of course, is only natural, since practically all of New York left town for the week-end. . . . Still another house, this one on the subway circuit (remember?), is coming back to legit, at least if present plans mean anything. John J. Livingston figures on reopening the Queensboro Theater, out on Queens boulevard, Elmhurst, in the fall, bringing in road companies of Broadway shows and tryouts of new ones. No connection with the Leventhal cut-rate circuit announced, which means that straight road productions and regular tryouts will probably be seen by Queens and Nassau county playgoers. . . . Score still another for Wilella Waldorf, the dramatic editor of *The Post*. Her piece last Friday (1) on the asininity perpetrated by Orson Welles before the educators' convention was a beauty. And a bow, too, to John Houseman, theoretic-

ally Welles' co-producer at the Mercury but who, with all the hogging of the limelight by the young genius, has practically become Broadway's Forgotten Man. Mr. Houseman wired Miss Waldorf, and, with taste and a sense of humor, tried to take the edge off the sour taste left by his much-publicized confre.

With Hemingway creating a potter with his forthcoming (maybe) play, and with Red Lewis so smitten with the theater that he's even taken up acting, another of the nation's better known novelists is also casting eyes at the stage. It's Theodore Dreiser, who's working on a play for John Golden. No report as to the length of the performance (tho, judging from the Dreiser novels, it may rival *Five Kings* in that respect) and no report either on how actors are expected to make typical Dreiser lines sound effective. It will be, needless to say, a tragedy. . . . The George Abbott stock company over at Biltmore, where it's playing in *What a Life*, is switching around again, with Eddie Bracken, who'd been playing a minor part, taking over the lead from Ezra Stone while that young gentleman indulges in the luxury of a four-week vacation. Which will help when Bracken goes out as the lead in the No. 1 road company that Abbott is readying for early fall. It will open in Boston, and, according to present plans, make its way to the Coast. . . . The other half of the stock company, playing *Room Service* at the Cort, was also switched a bit, Sam Levine leaving for Hollywood and more picture commitments. His place was taken by Roy Roberts. . . . After Gertrude Lawrence is thru with the road tour of *Susan and God*—which shouldn't be for quite a while—she'll appear in a comedy called *Ezra's Stop Singing*. It's the work of a Hollywood scenarist who did it under the pen-name of Rose Graham. . . . George Thornton, who was the leading dwarf in Clare Tree Major's production of *Snow White, etc.*, last year, will be back with the Major outfit. He's been hired to play the title role of *The King of the Golden River*, which will be seen on tour in no less than 33 of the 48 States.

An Open Letter (In Lieu of a Review)

Mr. Eugene Burr,
Dramatic Editor, *The Billboard*,
New York.

Dear Stinky:

Last evening (Tuesday), on assignment, I went to Jones Beach Stadium to review the Shubert production of *Sally, Irene and Mary*, produced by John Shubert, with book by Eddie Dowling and Cyrus Dowd, lyrics by Ray Klages, music by J. Fred Coots, dances and ensembles by Marjorie Fielding, orchestra direction by Harold Levy and scenery by Watson Barratt, all presented by Fortune Gallo. New York State and nature are unbilled co-producers.

Everything is very lovely at the Stadium except (a) the attractions, judging from the specimen viewed, and (b) the seats, which, after a while, work considerable hardship on even the well proportioned. If anybody asks me where I spent last night I'll say at a human puppet show, at which I saw very little and heard about the same, with amplification variations from strong to weak, and enjoyed not at all.

Quaintly, it seems to me that you should see something to enjoy it. But with a beautifully placid bay between the seats and the stage, unless you glue opera glasses to your face, you'll simply get a skeletonized idea of the acting, purported or otherwise, that's going on on the stage. I'd like to be able to say something about the hard-working performers, but in all fairness I can't.

The novelty elements are strong in the Jones Beach attractions. Why not let the people see them? Why not some sort of pontoon, raft or catamaran arrangement in the water? Certainly the engineering ability which made Jones Beach available can do this—or move the stage closer.

The souvenir program (10 cents) has a foreword. To quote, "Prices have been leveled within the reach of every purse." Now that is a lot of unrefined oat mash. I sat in a \$1.10 seat (there are boxes in front of these) and couldn't see. How about the visibility from the cheaper seats? And since when is \$1.10 an every-purse price? And how about the 25-cent causeway toll; the 25-cent parking toll; the use of gasoline to drive the 40 or 50 miles from New York. No doubt the automobile manufacturers would be happy to know that Gallo and his fellow workers consider an automobile within the possibility of the national purse, but the finance companies can undoubtedly say otherwise.

I think something ought to be done about it, and I plan accordingly. I'll stay away unless forcibly assigned again.

Jerry Franken.

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FOR CATALOG Address Secretary, Room 148, CARNegie HALL, NEW YORK

Club Talent

New York City:

PIERCE AND HARRIS, ballroom team, opened at the St. Regis Roof last week for a month plus an option. . . ENRICO CARUSO JR. begins a two-week engagement at Leon & Eddie's, July 19.

COLLETTE AND BARRY, at the St. Moritz Hotel here, have introduced a Sambo Machiche dance (official dance of the annual Rio de Janeiro carnival) on the theory that the Sambo is destined to be a popular dance this fall. A Sambo Club is slated to open on the East Side in September. . . GLORIA MANNERS is doubling between Bertolotti's Club and a WHN sustaining.

Chicago:

POTTER PALMER III is the new p. a. for the Palmer House. . . DOROTHY KING set for two weeks at the Meadowbrook Country Club, St. Louis, opening August 19. . . CARLO AND FERNANDO left for the Coast to open a two-month engagement at the El Paseo, Santa Barbara, Calif., July 11. . . CLUB DATE boys here are planning to organize. . . MARJORIE ANDERSON, the MCA front desk girl, will be off on her annual vacation Saturday.

AL FULLER, Palmer House press agent, has been ordered to take a year's rest by his doctors. Will spend that length of time in an Asheville, N. C., sanitarium. . . YVETTE RUGEL and Bill Arson have returned to Colosimo's.

DOROTHY HILD readying a line for the Chicago Theater. . . JOE DORRIS and Primrose Seamon in town for a couple of weeks before leaving for St. Louis to play in the Municipal Opera's *Gingerbread Kid* week of August 8. Dorris has the title role.

Here and There:

CARL AND LEONE BONNER have already completed seven weeks at the Providence-Biltmore Hotel, Providence, and no sign of wearing off. . . BETTY AND FREDDY ROBERTS are currently in Venice on their Continental tour.

SUNNIE SOUTHERN and Tanya Cortez have a series of theater dates in Havana following their run at the Pines, Miami. Return again to the Florida spot before moving on to New Orleans.

CARL AND FAITH SIMPSON are proud of a stretch of 18 weeks of hotel dates in the Midwest recently. They are currently at the Golden Gate Theater, San Francisco. . . FRANK AND ETHEL CARMEN, baton jugglers and loop rollers, are vacationing at Glen Lake, Glens Falls, N. Y. . . DERONDA AND BARRY have returned to the Cavalier Hotel, Virginia Beach, for another summer run. . . GUIDO AND EVA worked the Berkeley-Carteret Hotel, Asbury Park, over the week-end. . . ROLANDO AND VERDITTA had a chance to try out new routines and vacation at the same time with an engagement just closed at Minocqua, Wisconsin summer resort.

PERZADE AND JETAN, dance team, are operating Billiken's Club, Lake Cosayuna, N. Y., for the summer. . . GARRON AND BENNETT, ballroom team, have gone into the Hollenden Hotel, Cleveland, for a run. . . ANN SUTER returns for an engagement in Tinney Cosgrove's South Bluff Country Club, Peru, Ill., Friday. Marie Kuhlman's line of girls and Tommy Jones will round out the bill.

ALICE KAVAN, last week at the South Bluff, follows into the Meadowbrook Country Club, St. Louis, July 22. . . TED MERRIMAN and his *Hollywood Stars That Shine* are playing Dominion Park, Montreal. Rae Burn Twins have signed a five-year contract with Merriman. . . THE FIVE MAXELLOS, Johnny Woods, Martin and Marvel, Ray Sax and the Bob Siddall Trio comprise the new show at Beverly Hills Country Club, Newport, Ky. . . BERNIE LIT, emcee, is set for the season at Atlantic Bar, Wildwood, N. J. Montez and Maria, Kippee Valez, Kay Dalton and Mack and Mack are current there. . . POLLY JENKINS and her Ploypours are working in Gene Autry's new picture, *The Man From Music Mountain*. . . LEO FRANCIS and Jack Duzan are doing a song and dance turn in the Indianapolis area, working for the Burton Theatrical Exchange. . . RAUL AND RITA are playing a return engagement at the Nine-Mile House, Cincinnati. . . JAY HOWARD will be at Club Nomad, Atlantic City, thru Labor Day. . . DILLON AND PARLOW opened at Perkins Club, Kansas City, Mo., July 8.

Atlantic City Spots Revived; Booking Names

ATLANTIC CITY, July 9.—Local night spots came to life over the July 4 week-end and will be running full tilt until Labor Day. They got a terrific Saturday night biz, but tamed down somewhat Sunday and Monday.

Many names were booked, an improvement over last year, when the majority of the shows were just slapped together. With the elimination of fans, teasers and bubbles, talent looks like it is coming back. This is especially so in several beach-front spots.

Heading the name parade was Belle Baker at the new Round the World Room of the President Hotel, which opened Saturday. Johnny Hamp backed up with music. Joe E. Lewis came into the 500 Club, with Vincent Travers furnishing the swing. The Radio Ramblers headed bill at Paddock International.

The Gateway Casino tried a comeback after many years of flops with Mildred Bailey and Red Norvo and with more names advertised as coming.

Ambassador Hotel went to town with its new Twenty-Two Club, Ralph Wonders emceeing the floor show starring Alexander Gray. Two spots are featuring magic—Ambassador with Paul Duke and 500 Club with Mico. Traymore keeps on its magician, "Pushhee Pushee."

Sally Keith has a fast twirling number at the Club Nomad, where Phil Kaye sets a fast pace as emcee. Tiny Gorman at the Frolics boasts of being the town's fattest emcee. Teddy Rosenberg is featuring a "swing holiday" with Marty Caruso's Orch.

Sam Carol has taken over the Chez Paree and put in a revue headed by Costa and Lolita. Peppine and Camille are at the 500 Club.

Traymore has the beach front licked with three different rooms: the Patio Del Sol, Stratosphere Room and Submarine Room. Ralph Weloff has reopened his Paradise Club, one of best known sepi spots in town. Max Williams has returned as head man at the Bath and Turf.

Fox, Detroit, for Sale; Asking Million and Half

DETROIT, July 9.—Fox Theater, sole local vaude house, is understood to be on the market. Has been involved in lengthy reorganization proceedings and present asking price is said to be \$1,500,000.

Figuring out on a 10 per cent basis for rental equivalent, this amounts to an annual charge of \$150,000—or about \$3,000 per week.

House has operated on presentation policy for several years. Experiment with straight films proved generally unsatisfactory, grosses dropping to around \$8,000 to \$12,000, which barely covered operating costs. Figuring rental as two-thirds of the above figure, the house's basic unit is believed to be \$20,000. This allows an operating cost of \$11,000 for a stage show costing around \$7,000.

Goldstone To Reopen Colony

CHICAGO, July 11.—Sonny Goldstone, former manager of the Yacht Club, will reopen the Colony Club on Rush street in September. Spot made a bad start last season, operated for a brief spell by Dolly Weisberg. Colony will use same policy that was in effect at the now-dark Yacht Club—small band combination and a name to headline the floor shows.

Wis. Spot Changes Hands

WEST ALLIS, Wis., July 9.—Empire Club, located near State Fair Park, has been taken over by Arvid Lund and Herb Springborn, operating under the name of Club Mikado. Dancing three nights weekly.

Powells Take Club in Wis.

RHINELANDER, Wis., July 9.—Mr. and Mrs. Lonnie Powell, Antigo, Wis., operators of Powell's night club near that city, have taken over the Oxford Club, just east of here, and are conducting it under their own name. Spot has been completely remodeled and enlarged.

Talent Agencies

PAUL SMALL, of the William Morris agency, New York, has set Sophie Tucker into the Piping Rock, Saratoga, N. Y., for three weeks, opening August 7. She closes at the Riviera, Fort Lee, N. J., July 27. Small also booked Wini Shaw into the Bath and Turf Club, Atlantic City, July 8; Helen Morgan into the Riviera July 26; Sid Gary, Clyde Hager, Ben Berri and Minor and Root into the Walton Roof, Philadelphia, July 14. . . DICK HENRY, of the William Morris agency, has booked Peg-Leg Bates for Australia, sailing August 31 from Vancouver and opening September 27 in Sydney or Melbourne. Also spotted Alland and Anise and Barbara Blane, who sail September 27 from Vancouver, opening October 25 in Sydney.

RUSSELL V. HUPP, of First National Institute of Allied Arts, has placed a line of girls for 12 weeks with Gertrude Avery, of Avery Productions, a subsidiary of Barnes & Carruthers, Inc. Girls are Mary Riccardi, Marilyn Joscelyne, Frances and Loretta La Ponte, Mae Bezio, Marjorie Behn, Josephine Michienze, Gloria Zubert, Gladys Laib, Irene Forte, Jacquelyn Nelson, Elaine Lehman and Ruth Selig.

LEW WEISS is now booking the shows exclusively for Nixon's Restaurant, Pittsburgh; Mayfair Farms, Merchantville, N. J.; Bouche's Villa Venice, Chicago; The Greyhound, Louisville; 500 Club, Atlantic City. . . DOROTHY GRANVILLE, New York agent, is now in Hollywood. Expected back in mid-August. . . HARRY NORWOOD returned from Cuba last week. . . ARTHUR ARGYRIES, of Rochester, N. Y., has been touring Western New York for new clubs for his books.

JAYNE JARRELL, of Pittsburgh, secured booking concessions from Cambria County Fair at Ebensburg, Pa.; the York Fair, the McConnellsburg Fair and others in collaboration with Ernie Young, of Chicago.

LOU WALTERS, Boston booker, took over the Coconut Grove booking July 4, the first time in five years that a local booker has had the spot. Tom Ball, of New York, had the account. Walters also has the Casa Madrid, Hyannis, Mass., placing a floor show and the Eddie Casey Ork. Spot opens July 25.

Opera Divas Add Satire for Night Club Engagements

CHICAGO, July 9.—Local opera performers are cashing in on the dearth of night club talent and are practicing up on commercial pointers to take in the better dates in the fall. Several singers out of Chicago opera engagements who have turned to night spots are polishing up swing versions of heavy pieces or satires of operatic personages.

Bookers point out that such acts can be marketed because they have trained singing voices, and familiarity of working in night spots comes with a few short engagements. Order is out for the few prima donnas seeking after-dark spots to watch the figure and put "swing" in their work. The pay is higher in theaters and night clubs than it is in opera, and the engagements are far more numerous.

Harry Zimmerman, who has been producing such acts, states that opera in satire goes good in intimate spots and, from his experience, is welcomed by ops as a novelty. Hi Hat, Colosimo's, 885 Club, La Salle Hotel and Royale Frolics, among others, have been going in for such specialties.

Will Morrissey May Open Coast Night Club

CULVER CITY, Calif., July 9.—Cotton Club here has been taken over by Will Morrissey, Mel Walters, Al Levonian, Thomas Christie and Rudy Smithers and will henceforth be known as Morrissey's Casa Manana.

Club will house the Morrissey revue, *Cavalcade of Dress Rehearsals*, and will be operated on a straight \$1 admission charge. Meals will be served. Show is skedged for late-summer opening and will have 25 principals, 50 girls and Freddie Berrens' Band in the pit.

N. Y. Biz Down; But New Clubs Planned Anyway

NEW YORK, July 9.—Night club owners are having their seasonal summer cry, with business hitting a steady decline all last week. The Fourth of July week-end was blamed by many, but toward the close of the week business wasn't any better. Despite this condition several people are dickering around to open new clubs in the fall.

Paradise Restaurant, effective last week, went on a six-day week, closing down on Sundays for the balance of the summer. The Schnickelfritz Band, expected by the Paradise owners to stimulate business during the hot months, was given its closing notice, along with Jay Faggen and Dorothy Kay, who were dropped as press agents last week. Also, for the first time since Billy Rose opened the Casa Manana, last week's business at that spot was on the downgrade.

International Casino's business is still pretty weak, but it has increased its newspaper advertising budget considerably, hoping that this will increase trade. The Hotel New Yorker spent \$5,000 on newspaper advertising to usher in the June 27 opening of Henry Busse. If he goes over he will be held indefinitely.

Irving Zussman, press agent for the Havana-Madrid, landed front-page publicity by offering Ormond F. French, father-in-law of John Jacob Astor, a job in that nitery as assistant manager for \$30 a week.

On the brighter side comes the announcement that N. T. G. will reopen the old Frolics Cafe in the Winter Garden Building, turning it into a Swedish night club, and will import Swedish talent in addition to his regular girl revue.

Clifford Fischer is still bargaining for the Winter Garden Theater. He wants to turn the house into a cabaret.

The Samsa Club, featuring a South American dance called "Samsa Machichi," will open in the fall as a new upper East Side spot. A new idea in night club operation will be the advent of the Sandwich Rest, due to open in several weeks at 48th and Broadway, featuring entertainment and all of the other night club trappings, but no full dinners. Hopes to draw people whose incomes prohibit night club patronage.

Billy Rose's collaboration with Robert Ripley to open the old Congress Restaurant as a freak show and museum is by no means dead. The two have an option on the property and plan to convert the second floor in time for World's Fair trade.

The Yacht Club Boys have taken an option on the 57th Street Embassy Club, with plans to open their own night spot in the fall.

Zorine Unit Booked

DETROIT, July 9.—Zorine and her Naturalist Revue has been booked for four weeks opening Monday thru Ceylon J. Ashton and Chuck Smith, of the Empire Theatrical Booking Service. Spots include Saginaw, Mich.; Arabian Gardens, Columbus, O., and Martin's Tavern, Lima, O.

Vaude Out, Stagehands Gain

DETROIT, July 9.—Dropping of vaude at the Michigan Theater has meant a restoration of the wage cut of 10 per cent granted a few months ago by the Stagehands' Local 38, IATSE. However, only four men are being employed instead of 14, the largest number in the city.

The original cut agreement was made on the basis of the house sticking to vaude and automatically was dropped when the policy changed.

Ross Frisco Buys Theater

BOSTON, July 9.—State Theater, Marlboro, Mass., has been purchased from Nate Goldberg, of Worcester, by Ross Frisco, local agency head, on an outright basis buy. Theater has been renamed the Modern.

Flickers are currently in for a tri-weekly change, but Frisco may put the house on a combo policy, probably in the early fall.

Rainbow Room, New York

For the summer when this 65th floor night club goes informal the new show is just about right.

More of a break in the straight music provided by the two orchestras than a regular floor show, this show is highlighted by Bob Bromley and his Puppet Personalities. Bromley manipulates his comic puppets in full sight of the audience, altho the spotlight concentrates attention on the dolls. Bromley's artful handling is so effective that you forget he's there. His first doll is a heaving prima donna that's very funny. Then there's a colored tap dancer bit that's fair, and closing is a Maestro Disturbi (comic concert pianist) number that is exquisite entertainment.

Dorothy Fox rounds out "the floor show." Just back from Europe, her return here is more than welcome, altho not all of her numbers on opening night were effective. She is a good satirist who uses a pliant body and expressive face to good effect. Her work accents pantomime more than dancing and, altho not completely satisfying, is different enough to command attention.

Dr. Sidney Ross is another oldtimer returned to home grounds and is once more entertaining patrons at their tables with his engaging banter, sleight-of-hand tricks and for the ladies palm reading.

Al Donahue, another favorite here, is leading his 11 men thru good, solid dance music that draws crowded dance floors and also plays the show. Eddie LeBaron, still prancing on the band stand, leads his tango-rumba band (eight men) which provides irresistible dance music. Jack Derwin is vocalist with LeBaron and brunet Paula Kelly with Donahue.

One or two band novelty numbers and solos by band vocalists added to the floor show might be just the thing needed to pad it out. Meanwhile business has been fair and Managing Director John Roy is away at the moment. Food, service, etc., are still perfect.

The next-door Rainbow Grill is going along nicely with Ben Cutler's Band and Marilyn and Michael, ballroom team, which also provides the "hour of instruction." *Paul Dents.*

Hi Hat, Chicago

Enlarged Falkenstein Brothers' spot has been getting healthy business shots in its week-day arms from the conventioners who, fortunately, have been preferring night life to association sessions. Operators are still holding on to their purse strings, however, and won't loosen them for more notable floor bills before fall at any rate. What's on hand is good, altho nothing to write

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Night Club Reviews

home about. Just entertaining and fittingly informal.

Marie Kuhlman's capable six-girl line continues with talented numbers, ably performed on this small floor. Kids impress as trained dancers and are not hard on the eyes. Open with an impromptu routine, swing steps suggested by table occupants, and close with a strikingly patterned modern turn. Line includes Badonna Price, Shirley Himmen, Edith Urban, Grace Rank, Georgianna Roush and Betty Smillie.

A new singing act molded by Harry Zimmerman, local organist, is filling its first club run and, judging by the response, has cafe possibilities. Known as Olga Dane and her Swingtet, an impressive group of six men dishing out opera on a modern scale but backing it all up with sound trained voices. A detraction for clubs is Olga's heavy-weight figure, but on the credit side is her remarkable contralto voice with a Lass-to-soprano range and her likable personality. Act went big with sock swing arrangements of operatic selections and Olga's impression of an opera singer warbling *Mamma, I Wanna Make Rhythm*. Male group, making a dignified showing in formal attire, includes Bill Foreman, John Paul Smith, Dean Reed, Marvin Gench, Bill Horner and Rocky Rolfe.

Roberta Jonay, modernistic dancer in the finale, is the publicized protegee of Mrs. Roosevelt. While not displaying any exceptional dancing talents, she is a clean and attractive personality who has a shapely figure. The line assists her in a moody *Night and Day* offering. Vocal accompaniment by Sid Lang, the ork leader, was unnecessary.

Willie Shore is still here emceeing, doing a Pat Rooney take-off and pulling swiftly paced gags out of his bag. Sid Lang's six-piece band plays splendid show music. *Sam Honigberg.*

Ocean Terrace, Half Moon Hotel, Coney Island, N. Y.

Coney Island's biggest hotel, which is also New York's only hotel on the Atlantic, has a new band and entertainers in its Ocean Terrace room.

The entertainment is just about right for this type of place, the hotel being a conservative spot that makes no real bid for the younger crowd. As a result the new nine-man band, billed as the Masqueraders, plays toned-down rhythms for dinner and swings out just a bit later in the evening when more of a dance crowd attends. The band plays a mixture of stock and special arrangements and is led by Stephen Gushee, a tall, thin and comic-looking fellow who does the announcements. Gushee's odd appearance is distracting, but he turns out to be a charming, witty and thoroughly likable fellow when met personally. His popularity ought to grow here as patrons get to know him better.

Brunet Betty Williams, a holdover from the last band (Ken Casey), commands attention and pleases easily with her soprano singing of operetta, popular and semi-classic tunes. Her voice flows easily and is aided by good diction and expression. A guest artist when this show was caught was Billy Holt, a 13-year-old boy, who sang with poise and an interesting voice. Larry Stewart, baritone, makes occasional guest appearances week-ends.

Room does not give the band a break, being too long, but it is nevertheless a comfortable spot fronting the ocean. Marine murals by Eugene Zaikine are excellent. Food is fair and service is good. Dinner is \$1 and up.

Paul E. Fulton is manager and Sydney Pokekoff is promotion manager. *Paul Dents.*

Lotus Verandah Cafe, Q.T.E.V. Monarch of Bermuda

Lotus Cafe, on board the luxury liner Monarch of Bermuda, is the center of the night life on ship. Cafe adjoins the dance hall, which features an Al Donahue dance band unit nightly.

Instrumentation of band includes Al Castaw, director and sax; Peter Gatti, conductor, violin; Charles Dean, sax; Romeo Penque, sax; Charles Marino, bass; Sam Bulletta, drums; Harold

Young, piano, and Nick D'Ambrosio, guitar.

Band has developed a style of its own that seems to be quite popular with the Bermuda trekkers. Saxes are accented, with Castaw's squawk iron coming in for solo choruses frequently. Gatti also manages to corral some of the choruses for his fiddle. Crew has an innovation similar to Frank Dailey's "stop and go." Music stops without announcement and then picks up again. Once during the evening, however, after stopping in the middle of the chorus, the band just sits there and doesn't finish. People take it as a great joke and have a lot of fun with the whole thing.

Dance hall is a beautiful room in itself, stretching from starboard to port nearly amidships. Tastefully decorated and indirectly lighted, the place attracts a good many of the travelers every night. Another of these "drink if you care" affairs, the cafe does a brisk business despite the leniency.

Entertainment aside from the band is rather impromptu. On the trip caught Columbia University Glee Club sang for about three-quarters of an hour every night. It also appeared at the Castle Harbour Hotel during the layover. If no other talent is offered Charlie Marino, at the bass, usually shows folks how he can shag and play the bass at the same time.

Castaw's unit splits into a trio (Castaw, Gatti and Young) for tea music. Whole band plays for dinner and also serenades while the travelers lose their money playing the horse races. Unit shows up well playing the classics and has a surprising repertoire. Almost every number requested was played. *Bruno M. Kern.*

Cocoanut Grove, Boston

Lou Walters, Hub booker, inaugurates the summer policy of Barney Welansky's nitery with this 36-minute show that opened July 4. It marks the first time in five years that a local booker had a crack at this rendezvous. Walters is Tom Ball's successor.

Shirley White, diminutive blonde, specializes in talented toe work embellished by an okeh wardrobe. Features fast whirlwind stuff.

Gil and Bernie Mason, mixed tap duo, open with a tap which is okeh. The fixed smile masque of the lad, however, is too mechanical. He melts when the turn shifts to a dog act, beginning with Benny, who performs the exact reversal of instructions. Dog is well drilled. Three chihuahuas take the spot for some click business, the Masons winding up their novelty with a Big Apple hoof.

Ethel Grenier warbles *Week-End of a Private Secretary and Music, Maestro, Please*, piping the former better.

Mia Miles Co., three lads and a femme in Mexican wardrobe, start slow, with the gal's sombrero brim stamping the only item amounting to anything. This prefaces their adagio work, which is okeh, but the music arrangement, lack of grace, timing and execution need a simonize. They won acceptable mitt slapping.

Line (nine), with more uniform rehearsing and with the gals themselves opening up on their apparent ability, would give the show more unity. Opener is a Tiller ballet, with snatches of Spanish hoofing. Midway offering is an intro to Miss White's toeing, backed by Miss Grenier warbling *Same Sweet You*. Close has the gals doing a sit-down tap which leads into the box cases pyramided for bits of solo tap by several chorines.

Billy Lossez Ork returns for the second time this season. Due to newness of the show the band showed some signs of labor. Lossez served as emcee. *Sidney J. Patne.*

Club Miami, Chicago

Formerly Nagel's, popular State street restaurant, which developed a rep for excellent food. Food policy has been retained and an entertainment program added to make it a favorite near North Side hideout. First floor has a modern bar and cocktail lounge, while the main dining room is one flight up. Nice \$1 dinner served in a cool and informal atmosphere. Operated by "Pop" Lawrence, who for-

merly was connected with the Yacht Club, and managed by Charles (Ham) Hamilton. Floor shows are impromptu affairs, featuring a couple of local cafe notables who are in for indefinite engagements and stock single specialties changed frequently. Belva White, who has made all the near North Side places, is a good singing and piano-playing attraction. She is a striking blonde with a round, impressive voice, dishing out original and pop tunes with flavor.

Earl Rickard, veteran emcee, carries on in host fashion, making the show more of a home program than a formal cafe affair. He is okeh for a spot of this type, small, intimate, and the patrons indifferent to the way a floor program is conducted.

Rosita Carmen, exotic dancer, and Mickey Dunn, character dancing cutie, appear briefly between the endurance Rickard and Miss White sessions to fill in the gaps with harmless routines.

A number of intermission entertainers on hand, strolling all over the place and singing songs romantic and otherwise. Among the performers are Dorothy Johnson, Joe Cassidy, Harry Linden, Hortense Sims and Billy Rogers.

This spot shouldn't miss getting a portion of the night-clubbing visitors and the city regulars. *Sam Honigberg.*

Iroquois Garden, Louisville

A large amphitheater within a stone's throw of this resort drops around 2,000 people right at its door each night during July and August. William Snider has owned and operated this well-known spot for 20 years.

Ray Herbeck and his boys from California have just opened a two-week run. It is an excellent orchestra, with Shirley and Joe Martir and the Three Top Hatters adding just what it takes to entertain an audience.

Sundy Dally and Bob Glenn do the arranging and their swing numbers fortunately do not destroy the melody.

Chick Webb and Ella Fitzgerald are booked for July 20 for one night only. Management will not close this year in the fall, but will continue to operate the year round.

Floyd D. Morrow handles publicity. *Frank A. Greene.*

Astor Roof, Hotel Astor, New York

After two year Hal Kemp returned to the Astor Roof last week, and if the enthusiasm with which he was greeted by a large opening-night crowd is any criterion, his engagement should bring satisfaction to everyone connected with it.

Kemp's popularity lies in the all-round ability of his band and its showmanship. Kemp can swing a number with the best of them, with Mickey Bloom's getting off with his trumpet on a few torrid choruses of *The Toy Trumpet* a perfect example. And when it comes to

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sweet swing the four-man sax section's handling of *Stardust* is a miniature gem. For instrumentation you have to think hard for a better specimen than Kemp's version of Raymond Scott's *Powerhouse*. Whether the band is playing for dancing or for the crowd grouped around the band stand during a specialty number, it commands attention and plenty of respect.

The show, presented twice nightly, falls far short of the high mark set by Kemp. Marion Daniels' acro dance routines are all right, but hardly outstanding, and Roberts and White are only fair in their burlesque adagio, their impression of a couple of college kids at a prom and the imitation of an Englishman and an American girl getting hot to *Binah*.

Park and Clifford add nothing new to strong-arm acrobatics, and Larry Blake's really worth-while mimicry failed to go over due to his antagonizing the first night crowd by practically demanding it stop talking and pay attention to him. His impersonations are good, but the patter that goes with them is woeful, each succeeding crack dropping with a greater thud than the last one. George O'Leary, 11-year-old tap dancer, earned his applause with a couple of nicely executed routines.

Judy Starr, Kemp's vocalist, acquitted herself well with several pop tunes, but it remained for her daughter Patsy, aged 6, to stop the show. The moppet did a song and dance to *Me, Myself and I* that left the ringsiders limp from applauding and laughing. Little girl was dressed exactly like her mother, which added to her cuteness.

Bob Allen sings with the band during the dance sets, while Miss Starr works as part of the show. Featured in the band are Saxie Dowell, Harry Willford, Eddie Kusby and Mickey Bloom.

Physical surroundings are among the most beautiful in town, spaciousness and subdued blue-green color scheme making it an ideal summer spot. All around, worth anybody's money for dinner or supper.

George Lottman office handling publicity for the room. *Daniel Richman.*

Cocoanut Grove, Park Central Hotel, New York

Abandoning its two-month-old policy of no floor show, the management of this hotel spot has added a business stimulus by installing a ballroom team, Fawn and Jordan, who besides doing their dance routine also act as instructors in the Champagne Dance hour.

Coupled with this is the exhibition of a one-reel silent film (Charlie Chaplin in *The Count*) projected on a small screen with 16 mm. equipment, giving the appearance of a floor show that almost doesn't exist, but good showmanship puts the idea over.

Fawn and Jordan offer a 15-minute dance routine covering a tap ballroom number, a tango, the "little apple shag" and a swift flash number. Their numbers include graceful and intricate twirls, smoothly executed tailspins and a bit of light acrobatics that should make them a popular duo here. The little apple shag proves their adaptation to the new popular numbers. Jordan, however makes the common mistake of announcing the last number when he is cut of breath. Aside from that the team is a first-rater.

The dance instruction hour, a good piece of showmanship, carries a bottle of champagne to the winner. Fawn and Jordan solicit patrons to dance the rumba, shag, tango and waltz, and the customers warm up quickly. The movie, too, is a good idea, but it would be more entertaining if presented later and not while people are eating.

Lee Myles and his orchestra continue indefinitely, having gained a popular following in the past 10 weeks with Myles' personable manner and, what's more important, his highly danceable and rhythmic music.

A 50-cent cover charge prevails after 10:30, but prices are reasonable considering the type of spot. Ed Weiner is still handling the publicity. *Sol Zatt.*

Bill Bertolotti's, New York

This Greenwich Village intimate spot under the Sixth avenue El is one of the better known clubs using a modest floor show and a couple of small bands. Atmosphere is informal and performers mix freely with patrons at the tables and at the bar.

The floor show itself is composed of four girls—two dancers doing two numbers each, a singer and a mistress of ceremonies who also does a couple

of songs. The leader of the marimba relief band does a marimba solo during the floor show, and the effect of the show as a whole is pleasing.

The emcee is brunet Annette Guerlain, who does the announcements and then sings an Italian folk song and also *Music, Maestro, Please*. She is a good performer. Chita, a striking brunet in lovely Spanish costumes, contributes a proud castanet number and a Portuguese peasant dance. Dances appear authentic and are delivered with studied competence. Gloria Manners, a beautiful blonde, is on for a couple of songs, one a slow ballad and the other a lively version of *That Moon Is Here Again*. She has fine appearance and an interesting voice.

Dorothy Wenzel, young and cute brunet, is on for a nimble rhythm tap and later for a tap to *Bolero* music. She is above average and had no trouble impressing. Angelo leads the four-piece marimba band (accordion, sax, bass and marimba) and Don Sylvio fronts the regular dance band. Both do okeh.

Dinner is \$1.50 and up and the minimum is \$1.50. No cover. Business has been fair. Food is Italian style and good. Jack Mandell does most of the booking and uses AFA standard contracts. *Paul Denis.*

Beverly Hills Country Club, Newport, Ky.

Managing Director Glen Schmidt manages to keep the cream crop coming to this air-cooled de l'uxer despite the so-called recession, numerous nighttime counterattractions and the fact that the spot gets in its best licks in the cool months. A recently installed bingo policy, which goes each Wednesday and Sunday evening at 8:30, has served well to draw new faces and hypo the dinner trade on the two nights. Show budget has been trimmed a bit to fit the season, and Jack Sprigg's Ork, a local but capable combo, has furnished the melodies the last 10 weeks. However, with the departure of the current floor show layout Beverly Hills reverts to traveling name bands, with Dusty Rhodes and his bandmen the first in.

At this look-in floor show had its bright moments but in the main was just average fare. Three Vanderbilt Boys, tux-attired tumblers and hand-balancers, pulled sweet running applause with their varied assortment of strong-arm stuff, tastefully presented. Boys proved a neat opener.

Jack Swift, honey-voiced tenor, who handles the show's emcee chores in a so-so manner, acquits himself satisfactorily with his vocal rendition of *Let Me Whisper That I Love You* and *Goodnight, Angel*. He should, however, can the nervous and meaningless chatter which comes before his warbling. A few sock gags would mean much more.

Rosalind Marquis, a sweet-looking charmer, hung up a neat applause score with her singing of two ditties and was called back to encore with *You Leave Me Breathless*. Totes a fair set of pipes and sells her wares okeh but should watch her enunciation. She was difficult to understand and it wasn't all the fault of the mike.

Elsie Ames and Nick Arno injected new life into the proceedings with their hectic and humorous hoke session. Pair uncork a lusty bit of humbuggery and hoked terpsing in which the fem shows up as an able comedienne capable of absorbing a world of punishment dished out by her straight partner. Their rough-and-tumble horseplay punctuated with daring spins and pratt falls brought numerous laughs and sound applause. Ames and Arno suffered no little thru the antics of several groups of merry-makers, as did several of the other acts.

The 12-girl line, an asset to any high-class spot of this type, showed advantageously in three novelty routines. Jack Sprigg and his ork lads, popular in this balliwick as the result of their many years' work in the Shubert and Albee theater pits in Cincinnati, uncorked a likable brand of dance rhythms and did up the show music in excellent fashion. We missed the Bob Siddall Trio, stroller combo, on this visit. *Bill Sachs.*

Village Barn, New York

A couple of new acts are here since this spot was reviewed recently. Ted Lester is the standout. He's a young fellow who plays around 20 "musical instruments"—that is, pipe, rubber and other contraptions, stunted versions of real instruments, and so forth. He conceals them under a cape and plays

them rapidly, extracting real music. It's a real sock novelty.

Other new turn is Patsy King, a shapely and young brunet doing tap routines enlivened by whirls, high kicks and acrobatics. Is lively and good looking and has no trouble holding attention.

Still here are Maryann Mercer, excellent ballad singer with the Mitchell Ayres Band; Six Big Apple Dancers, who burn up the place with amazingly energetic routines; Royal Rangers and Obidiah, comedy cowboy music turn that's so-so, and Ted Below, doing emcee in the absence of Walter Donahue. The Ayres Band is still doing a fine music job.

Spot is doing okeh, thanks to Meyer Horowitz's management. Martin Fox Agency doing the advertising and publicity. *Paul Denis.*

Monte Carlo, New York

Entering its third season, this Parisian cafe, harboring the charm and friendliness of Gay Paree and flavoring the floor show with a Continental tone, continues to attract a steady patronage from the incoming ships and devotees of Continental atmosphere.

Under the aegis of Gaston, formerly of the *Folies Bergere* and imported by Clifford Fischer for the French Casino, who plays the accordion very deftly with the relief band, this Frenchy spot operates with two bands and a 40-minute floor show.

Mlle. Cookie, songster, rendered French numbers with good delivery and poise. Tarant and Decita, Mexican dance team, started off rather slowly displaying stereotyped routine, but worked themselves into an effective castanet number and a rumba exhibition.

Walter Cole, knockabout comedy dancer faintly reminiscent of burlesque (big shoes, baggy clothes, etc.), provided comic relief with his shadow boxing and imitation of Charlie Chaplin doing a tap. Pierre Beaucaire, emcee, introduces the acts and fills in with popular French songs, singing them once again in their English translation. Has a debonair manner, tho not flashy, and displays a pleasing voice with rendition of *It's You*.

Maya leads the six-piece Cuban band, which proves quite versatile in playing of French, Spanish and popular American tunes. The relief band headed by Gaston consists of five pieces. Edward, a partner in the cafe, acts as host. Show booked by Harry Dell. *Sol Zatt.*

Wind Mill, Natchez, Miss.

July 1 marked the opening of this, the South's largest night spot, located about a mile and a half from the city. Owned and operated by William (Bill) Eldt. The new club covers two acres of land and has 5,627 square feet of dance-floor space alone. A circular bar in the center of the dance floor gives everyone a chance to reach it. Phil Baxter and band supplied the

music for the first two nights. A good band, with a well-known composer in front. Monday night Harry King Barth presented a "hillbilly string band" to great results, being the first attraction of this sort in this section for years.

Policy calls for popular prices and name bands at least once a month. Cocktail hours will be held Sunday afternoons, with Barth's combo furnishing the music and featuring Isobel DeMarco, pianist.

Frank Eldt is manager. *Harold M. Case.*

Trocadero Grill Room, London

Charles B. Cochran's pop nitery has a newcomer in Micky Braatz, American tap, rhythm and acro dancer, who also does a spot of juggling. Girl, shapely and easy on the eyes and an overnight hit in Cochran's *Happy Returns*, heads *Going to Town*, current 40-minute floor show.

Remaining specialties are Hector and his Pals and the Turand Brothers. Hector and his dogs come from America with a great and novel act.

Turand Brothers, Continental acromedians, make the grade with a satisfying act.

Iris Lockwood, Helena Taylor and Eileen Moore, English girls, do well in their assignments, whilst Cochran's Young Ladies do their share towards making *Going to Town* a highly enjoyable and well-arranged show. *Bert Ross.*

Round the World Room, Hotel President, Atlantic City

Most successful opening of the past week-end, and there were many. Credit due entirely to the popularity of Belle (See NIGHT CLUB on page 14)

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New York Vaude Outlook Good; Strand Is All Set

NEW YORK, July 9.—For the first time in many seasons vaudeville has taken a turn for the better on Broadway, with Ben Bernie set to open at the Warner Strand August 26 and Kurt Robitschek still dickering around for the Center Theater to install a stage show.

Bernie will stay at the Strand for three weeks, to be followed by Ozzie Nelson and Horace Heidt for two weeks each. House will operate somewhat on the policy of the Paramount, employing a name band, several special acts and occasional personal appearances of name stars under contract to Warners. Cost of remodeling the theater for the new policy will run to \$35,000.

Loew's have been toying around all season with the idea of restoring vaude to the Capitol, but lack of assurance from talent agencies for star attractions and lack of concessions from the musicians and stagehands' unions caused them to back down. Capitol was also handicapped by the expenditure it would

Vaude Boom in Sweden; Many U. S. Acts Used

STOCKHOLM, July 9.—Vaudeville is apparently enjoying a boom here. Two big-time vaude houses and two amusement parks are offering good flesh shows this summer. Several American acts are appearing here and at Gothenberg.

Best show is that at the China Theater, which has Howard Nichols, clever American hoop juggler; Mangini Brothers, ace hand to hand; Arnaut Brothers, musical clowns; Willy Woltard, hat juggler; Three Rays, American acrobatic-comedy dancers; Sherkot, mimic; St. Moritz Kiddies, yodelers; Capella and Beatrice, ballroom dancers; Viola Roses, tap-toe dancer, and Six Danish Beauties, ballet.

Program at the Royal Theater has Denas and Dubin, American dance team; Edgar Frank's Swedish Ballet; Monty Trio, cyclists; Frances Dorny, harmonica; Eddie Figge, patter; Gustaf Wally, hooper; Ten Mexicana Ladies, music and dance; Two Olympics, acrobats; Quarl and Emy Hagman, Swedish comedians; Waro-Astis, jugglers, and the Singing Fools.

Open-air show at the Grona Lunds Tivoli has Two Battons, musical clowns; Harry and Merkey, unusually good comedy bar act; Three Dorvils, acro dance burlesque; the Marvels, hand to hand, and the Abdrhman Wazzan troupe of Arab tumblers.

Outdoor vaude shows also presented at the Nojesfalket Park in Stockholm and at the Folkets Parks thruout Sweden.

Vaude bill in the Cabaret Hall at the Liseberg amusement park in Gothenberg includes the Four Gometes, American roller skaters; Wilbur Hall and Rene Fields, musical novelty; Myrio and Desha, acro dancers; Manley and Austin, ace acro comics, and the Gerard Ballet.

Open-air show in the park has the Five Herzogs, fem aerial flash, and Elmo Trio, acrobats.

Harris Gets 12 Consecutive Weeks

CHICAGO, July 9.—Music Corp. of America set Phil Harris and unit for a consecutive 12-week run, opening July 14 in Kansas City, believed to be the longest advance theater schedule this season. Some of dates set were possible due to Harris' appearance on Jack Benny's radio show, giving him added b.-o. potentialities.

Route, consecutively, includes Fox Tower, Kansas City; Fox, Detroit; Palace, Chicago; Lyric, Indianapolis; Westwood Gardens, Detroit; Stanley, Pittsburgh; Earle, Philadelphia; Earle, Washington; Loew's State or Strand, New York; Metropolitan, Boston; Loew's, Montreal, and Shea's, Toronto. MCA office now working on dates, beginning October 6. Acts going with Harris include Paul Regan and Ruth and Billy Ambrose.

have taken to remodel the ork pit, which is now covered with concrete.

Rumors of restoration of vaude at the Palace are denied by RKO.

The Criterion Theater has also been thinking about a stage show, but claims it cannot get attractions at salaries consistent with its seating capacity and films.

Coincidental with local vaude conditions, it was reported that Bob Donnell, manager of the Interstate Circuit with 31 houses in the Southwest, will drop double features and attempt a revival of vaudeville soon.

Gov't To Probe Vode-Visions Ban

NEW YORK, July 9.—J. E. Horn, one of the producers of Vode-Visions, returned from Washington yesterday with the report that the musicians' union's refusal to allow the necessary recordings to be made is now being taken up by the Departments of Labor and Justice.

Robert W. Bruere, recently appointed chairman of the Maritime Labor Board, is handling the complaint that vaude performers are losing opportunities to work because of Joe Weber's dictum.

The Department of Justice, thru the Federal Trade Commission, will handle the restraint of trade and monopoly charges which are being preferred against Weber and his unions by Abner Rubien, counsel for Horn. Horn expects immediate reaction from Washington.

NIGHT CLUB

(Continued from page 17)

Baker, whose drawing power in this resort increases with the years.

Programs of both Miss Baker and orchestra leader, Johnny Hamp, had compositions of Irving Berlin predominant, some old and some new. Miss Baker's rendition of his *Always* got one of the prize hands of the evening.

Program opened with Johnny, as emcee, doing a number of specialties with the boys of the band. Followed by a modernistic dance by the Stanley Twins, who got off to a nice hand.

From then on the program was Miss Baker's, with the audience eating up every minute of it. She opened with pop numbers, followed by one of her comedy arrangements, and then a series of special arrangements of many of the songs she has introduced. A continued ovation brought her back for another comedy turn.

The new room is quite novel, but its fate rests with the rest of this week, the week-end crowd being purely and simply a Belle Baker audience.

W. H. McMahon.

RKO Experiments With Smaller Units in N. Y.; Union Trouble

NEW YORK, July 9.—Hard pressed by the weather, a run of smelly pictures and generally bad conditions, the RKO Circuit here has been experimenting with small units for its former vaude theaters in this area. Units succeed the run of amateur nights that had been used to hypo weak nights ever since vaude was pulled out.

RKO's angle is to light up the stage somehow without spending too much dough, as admission scales are not upped when the "special" events are presented. Amateur nights, bathing beauty contests, bingo and other giveaways were okeh for a while, but today RKO is emphasizing shag contests, vaude units and giveaways. The "specials" are usually spotted Wednesdays and Thursdays when the worst pictures of the week are played.

RKO recently played the Nagasaki Tramp Band and the James Hayden Irish Show and is now playing Mrs. Ike Rose's Midgets. The midgets, 15 people, including a five-piece midget band, opened June 17 at the Madison, Brooklyn, and were greeted so enthusiastically by audiences that they switched to two evening

Acts Outdraw Bingo!

KANSAS CITY, Mo., July 9.—With acts playing to full houses at the Fox Tower Theater here the last several weeks, three neighborhood movie spots each offered two feature films, a free dish, several shorts and a chance to win money on the stage in a desperate attempt to revive poor patronage.

Plans of the three flopped. Similar bad conditions are reported in virtually all other movie houses here.

New York's Newest Showboat Launched

NEW YORK, July 9.—The summer's latest showboat, the Yankee, opened its season last Friday with a sail up the Hudson, a colored swing band from New Orleans, the Creclians, and a floor show staged by Sid Rheingold and Bob Irwin (Goldwin Productions).

Like the other showboats, admission is \$1 and food, liquor, etc., are sold on board during the four-hour ride. Capacity is 1,200 (weather permitting), but the boat can make a profit if it draws even a modest crowd. George Sanders operates the ship and the concessions.

The real attraction, of course, is the ride and the moonlight, with the band and show as a sort of added inducement. The nine-man band is hot stuff, but the floor show is so-so. Of course, the wind and the rough sea, along with the failure of the mike to work, made it impossible for any act to shine. Arthur Kay did emcee pleasingly and drew a hefty hand with a few impersonations. Al Behrens, young magician, did okeh considering the adverse conditions. Jean Clair, plumpish brunet, sang in sultry fashion and played the accordion well. Yvonne and St. Clair, young and good-looking team, struggled hard to achieve poise on a rocking floor. Princess Doree, in Russian colorful peasant costume, offered a knee-step dance. The Wallace Brothers, colored boys, sang and danced with gusto. And the six pretty Chester Doherty girls started with a can-can in rumba costumes, but did better later with a swing dance, topped by their finale number, a "Moroccan rumba" in colorful Mexican-type costumes.

Harry Davies is doing the publicity.
Paul Denis.

Colombia Unit Deal Collapses

NEW YORK, July 9.—Because sponsors of the Colombian Festival failed to put up \$30,000 in advance for salaries and transportation the William Morris Agency has called off the 55-people show it had been rehearsing.

The show was to open July 20 for four weeks at the Sanza Theater, Bogota, Colombia. Some of the acts were to go by boat and others, such as Pansy the Horse, were to plane.

Vaudeville Notes

HARRY GOURFAIN, former producer for Publix and on his own, is now a member of the dramatic staff of the Grossinger Country Club. BEN FROMMER has also been added to the staff. . . . LITTLE JEANIE and Billy Mahoney opened July 8 at the State-Lake, Chicago, set thru Thomas Burchill agency. . . . RCSE'S ROYAL MIDGET unit, now touring RKO houses, thanks, Lanni Russell, of Wally Jackson Productions, New York, for new dance numbers.

TED AND AL WALDMAN split in Chicago last month, after doing an act for 14 years. Ted will continue same turn with his wife. . . . CAB CALLOWAY will play the Orpheum, Memphis, for four days opening July 29.

JOLLY GILLETTE, late of Milton Berle's show, plays the State-Lake, Chicago, week of July 22. . . . That house, incidentally, is trying to get Edmund Lowe for a p. a. late in the summer.

\$4,500 Guarantee Set for Howard Revue

NEW YORK, July 9.—When Harry Howard's 50-people revue plays the Ben Fuller Circuit in Australia it will get an average guarantee of \$4,500 a week plus 60 per cent of the gross after the first dollar. Figuring the houses can gross around \$16,000, Howard hopes to clear a neat profit. The guarantee (\$4,500) will cover the nut—Willie and Eugene Howard, Marty May, Lewis and Van, 28 Chester Hale Girls, and a fem name, either Sybil Bowan, Irene Bordoni or Helen Morgan.

Alex Hanlon, booker, and Howard, producer, will accompany the show the first few dates. Cast sails August 3 on the Monterey. Set for 20 weeks, but Howard hopes to keep the show working a year.

The A. B. Marcus is the last American troupe that toured Australia. Mostly a sight and girly show, the Marcus unit is said to have cleared \$100,000 during a year, this being based on \$2,000 profit each week on 50-50 booking arrangements on most dates.

The Fuller Circuit has advanced Howard \$20,000 for round-trip transportation.

Stanley, Pitts, Grosses Down 50%

PITTSBURGH, July 9.—Stanley Theater business is down almost 60 per cent from last year, publicity director Joe Feldman reveals. Movie houses likewise reflect b.-o. drops. Currently featuring Sammy Kaye's Orchestra, with Gil Lamb, Max's Gang and the Crane Twins, the Warner house will show Major Bowes' third anniversary unit for a week starting July 15, which is the steenth Bowes troupe here in 24 months.

Following week, for the first time, a local radio staff band will take the Stanley stage when Maurice Spitalny shows his KDKA orchestra, together with songstress Maxine Sullivan, who will draw about 10 times the salary she got two years ago when singing in a Pittsburgh cabaret.

Cowboy movie star Gene Autry is booked for July 29; Ozzie Nelson's Band and Harriett Hilliard for an early August date.

See 2-Week Dates Again for B-K Chi

CHICAGO, July 9.—Two-week dates look good at the Chicago Theater again after the big business grossed by Eddy Duchin's show during his fortnight. First week brought a strong \$50,000, with the second expected to top \$40,000, helped by the visiting throngs over the holiday week-end. B. & K. execs had cooled on holdover engagements due to some disappointing box-office reports on second weeks, the last two-week attraction being Tommy Dorsey's outfit.

Martha Raye opened for two weeks yesterday, followed July 22 by Zasu Pitts and Cross and Dunn. Rudy Vallee has been set for the final week in the month and Benny Goodman for two weeks in August.

State, New York

(Reviewed Thursday Evening, July 7)

Ted Friend, night club commentator of *The Daily Mirror*, is one of the attractions here, making his stage debut. And as much as we would like to say that another columnist bit the dust, we must report that his initial appearance was auspicious. Not so much because he had so much (in fact, practically nothing to offer) but because he was surrounded with talent that needed no spiel.

And so, despite his very bad case of the shakes and a total lack of stage presence, Friend was a big success—thanks to the surrounding talent and the guest artists. As the evening wore on it looked more and more like a benefit performance—for Friend.

Anyway, sticking to the paid talent on the bill, Lathrop Brothers and Virginia Lee open rather demurely, their offering possessing a little too much polish for a perfect curtain raiser, but, as the trio warm up with their personality precision tap work and Miss Lee registers with a well-sold tap solo in an eye-gladdening abbreviated costume, they have the situation well in hand for a solid walk-off.

Roy Smeck may still be the wizard of the strings and a wow on records, but for sight showmanship he impresses as losing ground to so many of the flashier youngsters. He offers his usual *Tiger Rag* on the banjo and then a session on the electric guitar, playing *Blue Hawaii*, *Sweet Leilani* and *Bugle Call Rag*. It took, however, a tricky simulation of Bill Robinson on the steps, done by finger tapping on a uke, to raise the applause to something more than the usual response.

Vivacious Virginia Verrill handles her tricky voice with deft assurance thru several numbers, among them *Love Walked In* and *Swinging Annie Laurie Thru the Rye*, and gaining best returns on the latter type of tune. She has a heavy throaty voice, of limited range, but applied with eminent success to the swingier arrangements. She has, in addition, plenty of expression and laudable diction.

Peg Leg Bates, monoped dancer, all but breaks his good leg in efforts to please. He does everything in the line of hoofing that can be done with two legs, and then some. Some of his more daring closing steps take the patrons' breath away.

Mimic Sybil Bowan, with wigs, voice control, costumes plus and some swell material, gets off a number of exceedingly funny and pertinent impressions. She makes quick and vigorous changes in full view of the audience and works from one number to the other with ease. Her *Swedish Nightingale* and the *Ageing Music Hall Girl* are gems, but her impression of Mrs. Roosevelt panics 'em.

Almost left out of the roster by Friend's jitters at this show, the daffy Three Sailors close the bill and are easily high scorers in laughs and applause. Their decade-old comedy and falls score as heavily as ever.

Well wishers who came on tonight to

Vaudeville Reviews

do their bit for Friend included Bert Froman, Eddie Davis, Jim Braddock, Milton Berle, Nick Kenny and others.

On the screen, *You and Me* (Para.) House opened last show. *George Colson*.

State-Lake, Chicago

(Reviewed Friday Afternoon, July 8)

Little inspiration in the slow-moving bill this week which should have been stronger on names to meet the current combo house competition in the Loop.

Jack Gregory and his hoops furnish a fair enough opening, with the dancing bit particularly effective. Should have been kept for the closing trick instead of the anti-climactic one he is now using. A girl assists.

Billy Mahoney and Little Jeanie are inexcusably poor. Talk is very weak, chewing over moth-rejected gags, and the dancing is of no consequence. Act must be rerouted, new life injected, if it intends to get anywhere these days.

Line girls kick thru a soft-shoe routine to introduce Yvette Rugel, veteran and talented prima donna, who gets by with a solid voice. Her high notes are clear and her interpretation of songs is both intelligent and commercial. When caught she was held for four numbers, impressing best with *Swanee River* in a minor key.

Dare and Yates are as funny a pair of hand-balancing comics as they come. Work with practiced indifference that produces laughs and keeps the customers in a good humor.

Milton Douglas is back in the next-to-closing spot with gab dished out by himself and a male and female assistant. Announced as a performer on a recent Jack Benny program, act looks at a disadvantage for a time due to similar style of informality between Douglas and Benny and extemporaneous talk sessions with his stooges. All three are salesmen, however, and manage to garner nice returns. Woman is an attractive and capable straight.

The girls close with a novelty ball number. On screen, Republic's *Gangs of New York*. Business fair second show opening day. *Sam Honigberg*.

Palladium, London

(Week of June 27)

New program, with Josephine Baker headlining, falls short of last week's high standard. Six American acts are in the line-up of 11 numbers.

Oxford Five trot out the familiar basket game on cycles to good returns. Act is brief but exciting. Archie Glen, English monologist, does a "souse" number that is plenty funny.

Gaudsmith Brothers, with their two French poodle pooches, are the first hit. Act is built for laughs. Lands solidly with five bows.

Arriving with a big build-up, Josephine

Baker, colored rave of Paris, is a near flop. Songs and voice are mediocre, while her dance numbers, including a near-nude that is distinctly vulgar, mean but little here. Is assisted by five boys, one of whom shines with a corking rhythm solo dance.

Ted Ray, leading English monologist, brings the bill back to normal with a corking offering full of nifty wisecracks enhanced by a likable personality. Ambrose, band leader, presents his Sextet with Evelyn Dill, blond American crooner; Max Bacon, Hebe comic and drummer, and Les Carew and Vera Lynn, singers. Good swingy act with a splendid routine.

Three Swifts, only holdover from previous week, are always reliable, and their slick and funny juggling gets both laughs and plaudits.

Buster Shaver, with the pint-sized Olive and George Brasno, returns after an absence of several years. Act is neatly routine and sustains interest, mostly thru the cuteness and versatility of the personable Olive.

Western Brothers, English piano singing comedians with a following here, chalk up their customary hit. Forsythe, Seamon and Farrell, versatile American trio, have plenty on the ball. Act is fast with dandy assignments from both gals and Forsythe.

Hal Menken, best male rhythm and tap dancer seen here in years, is hand-capped by being set for closing spot. Despite this he achieves the creditable feat of keeping everyone seated to the end. *Bert Ross*.

Music Hall, New York

(Reviewed Thursday Evening, July 7)

Memory Lane achieves a healthy measure of comedy, from the old barker's request that the ladies remove their befeathered headgear to the curtain on the Rockettes' version of the cake walk. For 50 minutes this week's bill mildly but good-naturedly satirizes Gay '90s entertainment, featuring handle-bar mustaches, bustles and characteristic dodabs. One such gesture was the costumed "audience" at cozy tables on the side ramps.

The symphony orchestra rendered *Algiers* from Victor Herbert's *Rose of Algeria*, and Mischa Violin, associate conductor, followed with *Hejre Kati*, by Hubay. The musical panel was sweet, light and relaxing, Violin proving himself a showman cognizant of the gallery.

John Bennis, second tenor, and Robert Jachens, bass, were singled out of the Glee Club line to amuse with *True Love and In the Deep Cellar*. Jachens took the low registers admirably. Comedy scored under *The Muskanten*, where Vin Lindhe's exaggerated director's gesticulations and pantomimic contributions by the choral group distinguished the sort of refined barroom ballad. Costumes helped considerably to complete the funny picture.

For dainty picturesqueness which will go over big with women, the corps de ballet and Marie Grimaldi as soloist were featured in a *Glow Worm* number which made much of the flashlight device on a darkened stage. The effect, however, more accurately represented a lightning bug than it did a glowworm, but outside of that possible discrepancy the presentation was charming. Massing of the ballet ensemble and exploitation of lighting and sound mechanisms brought a new note to the ballet's ritualistic performances. Miss Grimaldi's chores were executed majestically.

No one will dispute Stan Kavanagh's titular honors, "gentleman juggler." His repertoire seemed endless, his versatility profound and his technique baffling. It made no difference whether he used balls, Indian clubs or his old hat. He changed the standard routines just enough to have them appear new. His quips drew chuckles constantly.

None the less masterly was Marion Daniels' acrobatic maneuvers, back bending and reverse locomotion on hands and legs. Her act, tho, was brief and almost eclipsed by the oncoming Rockettes with their installment of the Parisian can can and the cake walk finale. Leon Leonidoff, producer, again made most of simple devices to inject comedy. Long-waisted gowns and straight-cut bodices revived the flat-chested flappers of a memorable era. All such things as showing rolled top stockings at the knees, and steps which made the chorus girl the daring so-and-so in the 1890s were highlighted to the

guffawing delight of the audience. A sock closing.

More fun when one realized the contrast between this musical revival and the so modern picture, *Having Wonderful Time*, on the screen.

The last two weeks (*Holiday*) drew \$88,000 the first week and \$66,500 the second. *Sylvia Weiss*.

Hippodrome, Baltimore

(Reviewed Friday Evening, July 8)

Altho less pretentious than previous bills, current attraction is full of pleasant surprises and is a well-rounded true vaude show. The Three Stooges headline. Picture fare includes *City Streets* (Columbia), *The March of Time* and a Walt Disney *Silly Symphony*.

Opening turn is handled by Uncle Jack and his Radio Gang, all local talent. Uncle Jack presents six "stars" from his Kiddie Club program, aired from this stage every Saturday morning. Doris Lurie, Marguerite Melvin, Jean Benjamin, Eleanor Erlich, Wallace Saunders and Sonia Benjamin make up the sterling cast of youngsters, all of tender ages but capable of high-grade dancing and singing. Act has audience appeal and is surefire.

Following is Le Paul, with nimble hands and fingers, pulling cards from here, there and everywhere. He works with ease and grace, using a number of fancy card shuffles and spreads besides producing a seemingly endless flow of cards from every part of his anatomy, as well as from the thin air. Four boys from the audience assist in an unusual card trick while stooging for several laughs.

Lillian Shade lends relief with some pleasant vocalizing. She proves her ability to sell her singing with two torch ballads, *This is My First Affair* and *Love Walked Right In*, followed by a swingy *Joseph, Joseph* and *Alexander's Ragtime Band*. An encore of *My Yellow Basket* definitely hit the jackpot.

The Three Stooges, with Eddie Loughton, close and provide the highlight of the program. Their suicidal and familiar antics still cause the customers to howl with glee. Eddie Loughton cannot be overlooked for a share of credit as their foil.

Felice Iula leads the pit boys in accompaniment thru the 55-minute show. All seats were filled at this reviewing. *Phil Lehman*.

Stanley, Pittsburgh

(Reviewed Friday Evening, July 8)

Sammy Kaye's is not an ace stage band yet, but it's on the way. Kaye's outfit plays sweet swing that pleases most of the customers and includes three clear-voiced men singers who by their wholesomeness score solidly.

Encouraging to Warner's was S. E. O. business at first show, attributed to Kaye's popularity gained in several engagements at Bill Green's Casino here, whose air network line first gave Sammy national renown.

Splitting the curtain with its signature, the band launched into *Music, Maestro, Please*, vocalized by Charley Wilson, then moved into *My Blue Heaven* and a solo spot for Pittsburgh-bred Jimmy Brown, fresh and youthful and with a romantic voice, who earned a big hand.

First specialty, the blond Crane Twins, youthfully charming girls whose dancing grace and miming netted an encore. The band's first medley of pop tunes served as an introduction to each bandsman, introduced by Kaye as they soloed. The Three Barons helped matters with harmonizing on *Cry, Baby, Cry*, after which came a South Sea medley wherein the Cranes furnished atmospheric background with some hula hip-hiping.

Max and his Gang, the latter a quar-

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tet of educated dogs, bowed off to a big band after an unnecessarily slow start of soft-shoe dancing. The pooches turn somersaults over one another and Max and occasionally look as if they might be ready to talk, so apt are their head turns and expressions.

The band followed with *Week-End of a Private Secretary*, soloed by Brown, and *In the Still of the Night*, a spot for good-looking Tommy Ryan, who also gives the theme titles. After Ryan's crooning the musickers showed their versatility with a brassy *Martha*, hot swing style.

In the clean-up spot lank comedian Gil Lamb not only looked like a peak-nosed edition of Ray Bolger, but gave promise of being able to develop into almost as good a dancer and a better comedian. He stopped the show. An ad libber of the "I ridicule myself" school, abetted by pointed references to local news situations, he climaxes with mime hokum paced to offstage harmonica playing by Tommy Sanford, who previously presented a solo medley.

Representative of the up-and-coming coterie of younger maestri, Kaye could improve his emseeing by being more vital, more electric, his present mike handling seeming slightly stiff tho modestly soothing. The "swing and sway" boys have the advantage of youth, a seeming will to work together, some dandy instrumentalists and a fine sense of timing. What they need now is the touch of a vaudeville showman and possibly a couple more men.

Also on the bill, Dave Broudy's Stanley Symphony in the pit, newsreel, cartoon, musical film novelty and *My Bill* (WB). *Morton Frank.*

Palace, Chicago

(Reviewed Friday Afternoon, July 8)

Moving a night club review on a theater stage in toto is not the best idea, judging by the looks of the *Royale Frolics Revue*, in for a fortnight after a week in Milwaukee. While it's the most populated show, the house had in a long while and due to its local rep will probably do some business. *Affair* doesn't really catch on until midway. Chief disappointment is the failure of the 28 line girls to impress with their production work before the West Point finale in which the military costumes really deserve most of the credit. Opening *Sports Parade* and consequent Hawaiian spec demand strong dancing ability, which the kids, unfortunately, lack.

Also, with the bill routined for the local after-dark spot, most of the comedy material used is figuratively crying out loud for a night club environment and imbibing customers. Sid Tomack and the Reis Brothers are burdened with the comedy load and found it backbreaking at the opening show to get the response that customarily greeted their work at the Royale Frolics Club. Make several appearances, and in the next-to-closing session managed to wake up the large house with their burly carbons of the Mills Brothers, Winchell, George Arliss, the Canadian stork race fathers and their *Communitistic Comics* skit.

Jane and Adam DiGitano follow the opening production number with a waltz and whirlwind routine that stand out with a few deftly executed tricks. Physically, team is not proportionate, femme partner a slight blonde, and man a comparative heavyweight.

Florence Hin Low scores with a show-stopping acro routine. Has a pleasing personality and accomplishes the seem-

ingly impossible with little effort. Joyce Brothers and Dean do a trio of fast-stepping tap and acro numbers in pleasing swing style.

Mark Fisher, ork leader, was a highlight with his strong operatic tenor voice, his session limited to *Donkey Serenade* and *When You're Smiling*. Should move to the stage mike, however, for better audience view.

Jackie Hilliard is the production singer and contributes a creditable job.

On screen, RKO's *Having Wonderful Time*. Business big at the first show. *Sam Honigberg.*

Fox, Detroit

(Reviewed Friday Evening, July 8)

Show opens with overture by Sam Jack Kaufman's Band, featuring solos by Marion Shelby and Frank Connors, followed by Gene Krupa, whose new band headlines the bill. They play on the stage for all numbers, doing a specialty between each act. Krupa and his flotilla of drums are in a constant white spot and his drumsticks run the band. Doing m. c., Krupa missed a bit by getting away from the mike before finishing. The band's specialty was *Blue Rhythm Fantasies*, winding up with everybody but the piano player doubling on drums.

Louis DaPron has a lackadaisical novelty tap, with his walking steps getting several spontaneous hands. Irene Day, whose singing gives a real impression of gayety and life, especially in *Go Out of My Heart*, was handicapped, her voice coming over too soft for the volume of the band at this early show.

Nelson Marionettes are a novelty and were well liked. Marionettes' operators are visible over the portable stage. The routine includes bar juggling, swinging trapeze, Pagliacci clown and a high-hat inebriate without dialog.

The Peters Sisters, a quarter ton of colored harmony, have good voices well balanced into a soft trio, with *Cry, Baby, Cry*, with effects typical of their style. Leo Watson is a battery charged with swing. He has a host of numbers, leading off with *Paul Revere* in a happy rhythm-mad style. Also dominates a trombone quartet assisted by the band boys. *H. F. Reeves.*

Detroit House To Resume; Michigan Business in Dumps

DETROIT, July 9.—Advance Theatrical Operation Circuit's Colonial may return to vaude in two weeks. The house canceled vaude a month ago and plans were under discussion to put in tab companies.

Names have been used in recent weeks at Associated Theaters' Rialto, Flint, but without good results.

Actual lowdown on up-State business is revealed in the general loss of 50 per cent from normal by most houses of the Butterfield Circuit. Contrary to indications of a month ago, smaller towns are about as badly hit as the larger industrial cities now, altho this is less true of suburban non-industrial communities. Flint, Pontiac and Port Huron are about the worst in the State.

The many towns of below 10,000 population, normally good for resort trade, are not proving fertile money makers this season.

SLC Still Spot Bookings

SALT LAKE CITY, July 9.—Manager Andy Flor of the Roxy Theater is again changing policies, bringing in Gene Austin and company for an engagement starting today. With Austin are the Night Sisters and Coco and Candy. On July 22 Major Bowes' Anniversary Unit will play the Roxy.

The present company, under direction of Joe Markan and Jack Maggard, finish up a five-week engagement, presenting a combination burlesque-musical comedy show, changing each week, and featuring Faith Bacon. Markan has lined up the Paramount, Portland; Orpheum, Spokane; Bacon, Vancouver, and Palamar, Seattle, for future engagements for units.

Loew Earnings 8 Million

NEW YORK, July 11.—Loew's, Inc., announced that for the 40-week period, ending June 9, its earnings amounted to \$8,352,675.

SYLVIO AND MELBA, mixed rumba team, are in the show at the Paramount, New York, doubling from the Havana-Madrid club. Team was omitted from the review of that show in last week's issue due to an error.

Miccio Sues Line on Holding Burly Boat

NEW YORK, July 9.—Tony Miccio, local burlesque operator, started a \$15,000 suit in New York State Supreme Court against the Gotham Steamship Co., owner of the Showboat Yankee, for breach of contract in refusing him permission to take out the boat last Sunday for an exhibition of *Moonlight Rambles*, the first burlesque show to be held on water.

Miccio avers that he leased the boat for 10 Sundays at \$1,500 per, and that, one hour before the boat was to pull out, officials of the Gotham line informed him that he would not be able to sail because they hadn't obtained a cabaret permit.

Carlo Carbone, attorney for Miccio, said they had been "maliciously discriminated" against because of the nature of the cruise, despite the fact that Miccio signed an agreement prohibiting any unlawful performances aboard the boat.

In addition to having to pay off the performers and strippers, including Margie Hart, Ann Smith and Sylvia Lavun, Miccio stated that he had to refund 500 admissions of \$1 each and that the cost of advertising the event cost several hundred dollars. A separate action against George Saunders, general manager of the company, has also been filed.

Blackstone Ends Tour; \$11,500 for Omaha Closer

OMAHA, July 9.—Harry Blackstone closed a 10½-month tour here and will spend the next six weeks at his home on Blackstone Island near Colon, Mich.

Faced with strong competition from racing meet and outdoor entertainments, Blackstone pulled \$11,500 in seven days at the 3,000-seat Orpheum Theater. On the screen was *You and Me*.

Blackstone will spend his vacation supervising his mint ranch and factory. He raises mint commercially on his 11,000-acre ranch and supplies mint oil to outlets in all parts of the nation.

Orph, Memphis, Resuming; Denver House Seeks Names

CHICAGO, July 9.—Chalmers Collins will bring back flesh into his Orpheum, Memphis, early in the fall, according to word received in the local Billy Diamond Agency. Collins is coming into town next month to pencil in bookings. Plans to continue with occasional attractions during the summer, Cab Calloway's show coming in July 29 for four days.

At the same time office is informed that the Denham Theater, Denver, will be in the market for big attractions only, such as the Sally Rand unit playing there this week. Operator B. D. Cockrill buys heavy names here whenever available.

Vaude in Rochester, N. Y.

ROCHESTER, N. Y., July 9.—State and Cameo, Schine movie theaters here, added live talent plus their double feature for a night last week. "Uncle Bob" Pierce, *Old Man Sunshine* of WSAY, emseed, with talent unable to get spots locally. Pierce played the piano, Eddie Lewis the harmonica, and Columbia Institute of Music presented some of their members. Sports Shop presented models displaying costumes for outdoors. Theater tied up with institute and sports shop.

Cullen Returning to N. Y.

PITTSBURGH, July 9.—Mike Cullen, managing director of Loew's Penn Theater, will return to Loew's home office in New York about July 15. His successor will be Charles Kurtzman, manager of Loew's Capitol, Washington.

Cullen came to Pittsburgh seven years ago and in addition to his duties at the Penn staged the Stanley's stage shows, headed the Theater Managers' Association and took an active part in Pittsburgh's Variety Club.

Ft. Worth Show Set

FORT WORTH, Tex., July 9.—Final contract for shows at Casa Manana have been signed by officers of the Fort Worth Casa Manana of 1938, Inc. Officers elected by this corporation are William Monnig, president; C. A. Lupton, first vice-president; Ben E. Keith, second vice-president, and W. A. Grimes, secretary-treasurer. Henry Love and William Holden will have charge of purchasing and employees. Lupton, Keith, Love and Jack Farrell will have charge of concessions.

Republic, N. Y., Changes

NEW YORK, July 9.—Dispute with motion picture operators' union over granting of vacation and pay for two weeks to its members has caused Joseph Weinstock, operator, to discontinue showing of pictures between shows at the Republic. Substitute plan has not been formulated as yet. Max Rudnick and Abe Minsky, of the Eltinge, are bidding time before breaking with the union.

Dallas Out Till Fall

DALLAS, July 9.—Majestic Theater closes its season of stage shows with Cab Calloway's entertainers July 16. Benny Meroff's Band and variety acts did a good week's biz, closing last Saturday. R. J. O'Donnell, vice-president of Interstate, who just returned from New York, says his fall schedule will include name bands and outstanding vaude units.

Kenosha Club Resumes

KENOSHA, Wis., July 9.—Brass Ball Corners, 16 miles west of here, is back on the map as a result of the opening last week of the remodeled and enlarged Brass Ball nitery operated by Ollie and John O'Mara. Karl Hoppe and ork on for opening celebration.

Vaude for Asbury Park?

ASBURY PARK, N. J., July 9.—Walter Reade, operator of the Paramount Theater, in planning to return to a vaudeville or name band stage production, has asked the American Federation of Musicians to take his name off its unfair list.

Tim Kearsse Buys Theater

CHARLESTON, W. Va., July 9.—Timothy L. Kearsse, theater operator, this week purchased the Kearsse Theater and building, which he has occupied under lease for the last 16 years. Negotiations involved a transfer of \$400,000, of which \$150,000 was cash.

BERT NAGLE is doing great in Europe, having bookings lined up until 1941. He writes that "American novelty and sight acts can stay in Europe indefinitely," and that 12 and 14-act variety bills are commonplace in Europe.

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Magic

By BILL SACHS

(Communications to Cincinnati Office)

C. A. GEORGE NEWMANN, mentalist-magician, writes from Red Willow Lake, N. D., where he has been vacationing for a few days following the Fourth, that his tent show working that area has found business spotty to date but that he has managed to keep out of the red and his head above water. Newmann says that Virgil the Magician recently appeared in several North Dakota spots and garnered much favorable comment. Van Reese, of Sutton, N. D., who has worked school assembly programs thru the Dakotas for the past year, was a visitor on the Newmann on several occasions recently. . . . GEORGE MARQUIS shoots us a sample of some of his new paper from Delta, Colo., with the word that he is now entering his seventh month of the season, with no signs of a closing date in the immediate offing. . . . CARL SHARPE, wizard of the pasteboards, has just returned to Detroit after 10 days at the Top Hat Club, Battle Creek, Mich. He will shortly head back to Chicago, where he will rest up his tired digits and worry about what to do next. . . . BIRCH THE MAGICIAN has been enjoying a healthy box-office play since launching his summer tour recently at Hastings, Neb. That section has had plenty of rain, with the result that conditions are taking on the semblance of a boom. Birch advises, Marshall, Minn., and Kearney, Neb., gave the Birch show sold-out houses, and at the Corn Palace, Mitchell, S. D., the Kiwanis Club sold 1,000 tickets before Birch arrived in town. Mr. and Mrs. Birch (Mabel Sperry) had as recent visitors Huntington, who drove from Omaha to Kearney, Neb., to catch the show; Mr. and Mrs. C. R. Tracey, of South Sioux City, Ia., and Weller the Magician. . . . FREDDY PHILLIPS, mentalist, is in his 17th week of an indefinite engagement at the Park Bar and Grill, Clementon, N. J. . . . PAUL STADELMAN and his

(See MAGIC on page 25)

Burlesque

(Communications to New York Office)

New York:

EVELYN MYERS return east after a year's engagement in Coast houses was on the urgent request of Eltinge operators. . . . MARIE CORD and Ben Hamilton were other new Eltinge principals July 8. Exits were Irma Vogelee, Georgia Sothern and George Kaye. . . . BOBBY FAY and Irma Vogelee opened July 8 at the Grand Lake Hotel, Lebanon, Conn., for a summer's booking. . . . GEORGIA SOTHERN off for six weeks of vacation to Totem Lodge, near Albany, N. Y. . . . TAMARA, dancer at the Eltinge, was guest of honor at a birthday party tendered Ernie, of Ernie's Three-Ring Circus nitery in Greenwich Village, July 5, where entertainers were Dot Dabney, Alma Shaw, Manya and Jerne White, latter formerly of the Dizzy Club. . . . JEAN CATON deep in studies. Taking two courses, dramatics and journalism, at N. Y. U. . . . SAMMY SPEARS and Harry Bentley, comics, both mourning loss of their mothers, who died recently. . . . TILLIE GRIFFIN, recovering from a serious operation in Harbor Hospital, Seminole, Okla., writes she expects to be back at her brother's home soon.

AMY FONG returned to the Republic July 8 from Atlantic City, where she re-enforced the opening week's bill at the Globe upon a last-minute booking. . . . JOAN COLLETTE held over and started on her fifth week July 11 at the 606 Club, Chicago. Booked by Sammy Clark. . . . AUDREY ALLEN, producer, left the Republic July 9 to vacash five weeks at her home in Cedar Rapids, Ia., then to return. Jimmy Allatin succeeded. . . . JOY ST. CLAIR, Harry Meyers and Harry Seymour replaced Jean Lee, Marie Voe, Joe Freed and Max Coleman at the Republic July 8. . . . DORIS WESTON, one of the Eltinge eye-fuls, and sister Maxine Sargent, tap dancer, formerly of People's, spent the Fourth on Coney Island on a tour of Luna Park and James F. Victor's circus, tripling on all the rides both in Luna and all over the resort.

MOE COSTELLO, former manager of the Casino, Brooklyn, has been ap-

pointed treasurer of the former RKO house, the Alden, Jamaica, L. I. Theater recently acquired by Jules Leventhal, who will install legit starting with a road company of Tobacco Road. Louis Werba, who managed Werba's, Brooklyn, when that house changed from burly to legit, will act in the same capacity at the Alden. . . . MIKE SACHS and Alice Kennedy left the Republic June 30 to open at the Casino, Toronto, July 15. Chet Atland, Irving Selig, Joe Lyons and Jay Leta replaced Al Golden, Phil Stone, Irene Cornell and Sachs and Kennedy at the Republic July 1. . . . MARGIE HART, following her current Republic engagement July 14, goes to the family's new home in Sandusky, O., to vacash over the summer. . . . JACQUELINE JOYCE started July 8 at the Casino, Toronto, and Howard Montgomery opened July 15. Both Joe Williams placements. . . . BERNIE MILLER, singer, opened at Young's Gap Hotel, Parksville, N. Y., July 1 for the summer, thru Mike Hammer. George Rose and Mandy Kay signed the same day for the Olympic Hotel, Fallsburg, N. Y. . . . HAROLD AND LEONARD RAYMOND and Jerry Adler shuttered the Star, Brooklyn, for the summer June 30. UNO.

Chicago:

606 CLUB now using more nude names than a burlesque house. Current headlines include Crystal Ames, Mona Leslie, Renee Villon, Peaches and Marne. . . . N. S. BARGER, manager of the Rialto, back from a trip to Iowa. . . . MILT SCHUSTER is in Toronto this week to attend another meeting of the Midwest Managers' Association, which is now forming a circuit of its own for the coming season.

From All Over:

MORRIS ZAIDINS, manager of the Gayety, Cincinnati, and Mrs. Zaidins are visiting with Morrie's folks in Milwaukee. They will also spend some time touring Wisconsin, returning to Cincinnati around August 1. . . . MARIE DIETZ (Mrs. Ed Spangler) is confined in Ward 5, General Hospital, Knoxville, Tenn., following a major operation. Her condition is reported as critical.

Minstrelsy

By BOB EMMET
(Cincinnati Office)

EARL D. BACKER, owner-manager the Famous Minstrels, colored organization, on July 4 presented Mrs. Backer with a Buick town sedan in celebration of their 11th wedding anniversary.

IN ANSWER to our request for a list of minstrel books in the June 18 issue, J. S. Kritchfield, of Atlanta, sends us the names of minstrel books which he has found on the shelves of the Atlanta public library. They are *The Story of Minstrelsy*, by Edmonds'one Duncan, published by Charles Scribner Sons, New York; *Tambo and Bones*, by Carl Wittke, Ph.D., published by Duke University Press, Durham, N. C.; *Monarchs of Minstrelsy*, by E. L. Rice, and *They All Sang (From Tony Pastor to Rudy Vallee)*, by Edward B. Marks, published by the Viking Press, New York. The last-named work, Kritchfield reports, has a section devoted to minstrelsy with numerous cuts, and eight pages of it are given to "Famous Names in Minstrelsy," with others less known who should be remembered and a few facts about each. The book is dated 1934. Thanks, Mr. Kritchfield.

WALTER BROWN LEONARD comes thru with more recollections, asking, "Do you remember when John Goss presented his trick bone act with the Jim Whitney San Francisco Minstrels? When Frank Cramen juggled clubs and baton on the Culhane, Chase & Weston Minstrels? When the Guy Bros.' Minstrels were a household word thru Canada? When Harry J. Clapham managed Dockstader's Minstrels? When Comfort and King were featured on the Neil O'Brien Show? When Carroll Johnson and Neil O'Brien were premier ends on the Lew Dockstader Show? When Mat Keefe modeled *Sleep, Baby, Sleep* on the same outfit? When Charley Gano and Arthur Rigby were feature funny men on the Vogel Show? When Carl Ritter was doing eccentric hoofing on the DeRue Bros.' Show? When Billy Lyons was the most beautiful woman (?) with the Hi Henry Show?"

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Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

Alexandria Derby Show Comes to Abrupt Close

ALEXANDRIA, La., July 9.—Alexandria Derby show came to an abrupt close Sunday night, June 26, when friction developed between the contestants and the management. Insufficient time to properly publicize the final sprint accounted for a slack gate on the final night. Jack Glenn and Margie Bright came away winner; Eddie Tompkins and Chad Alviso, second; Jonny Russo and Vina Walker, third, and Mickey Britton and Mary Blatt, fourth.

Show was arranged by Jack Leon Echols, Shreveport publisher and former walkie promoter. A week before his planned opening contract was made with Hal Ross, who accepted a proposal to merge shows. Ross left after two weeks and the show came under the management of H. W. Thompson, then Monte Hall, and for the last 48 hours Echols took the reins.

C. M. Hayden Contest Nearing the Finale

AURORA, Ill., July 9.—C. M. Hayden Grand American Derby show, which got under way here May 5, is fast drawing to a close, with three couples and two solos remaining at the 1,512-hour mark.

Show has been a success, with nearly all teams and three solos sponsored from the first week. Floor money and presents have been heavy, too.

Remaining contestants are Vivian Branch and Charley Snalley, Edith Merriett and Benny Leonard, Toni Charles and Eddie McBride, and Earl Clark and Walt Gross, solos.

Stand has been well handled by Hal

Brown, Tiny Epperson and Frankie Donato. Buster Coats has been doing (See ENDURANCE SHOWS on page 22)

EVELYN MYERS

★ Back East By ★

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Ohio Proves Fair For Madge Kinsey

MILLERSBURG, O., July 9.—Confining its itinerary to the State of Ohio, wherein the company has played for more than two decades, the Madge Kinsey Players so far this season have experienced fair business, Harry Graf, general manager, reports.

"It's a hard season to figure out," said Graf. "With conditions unsettled, we have done well in towns which in former years gave the show only fair business, and in stands which we expected would be big this year as in past seasons business has been disappointing."

The troupe is using the same dramatic top as last season, 60 by 122 feet, and is offering seven bills. Company launched its current season at Fostoria, O., May 1 and has been playing thru Western and Central Ohio until moving into Eastern Ohio two weeks ago at Wooster. From here the show goes to Mount Vernon and then into Mansfield.

Personnel is again headed by Madge Kinsey and Harry Graf, and featured are their two daughters, Betty and Jean Kinsey Graf. Jack Irwin and Ellen Douglas are doing leads; George Colbert and Fran Davis, juveniles and ingenues, respectively. Dave Heminger is doing characters and serving as stage manager.

Company also carries a chorus, which includes Esther and Mary Jane Davis, Kathleen Fortner and Jean and Bette Graf. Lottie Davis is musical director, and the front of the house is in charge of Esther Fortner and Hugo Twig. Reserves are in charge of Mrs. Emma Graf, Floyd Ansbach, with five assistants, handles the outfit, which moves by motor.

John R. Van Arnam Notes

GREENVILLE, Me., July 9.—We are way down east in Maine and business has improved, for which everyone is thankful. First change of the season occurred this week when Bob and Maddy Driscoll replaced Ray and Adele Ewing. Maddy closed with the show in Florida because of illness but has recovered.

Billy Henderson, who has the ex on used razor blades, had a bad accident this week while sharpening blades. Billy uses the palm of his hand and when the dinner bell rang he became confused and cut himself. Al Pinard is helping Billy during his layoff. Al uses a drumhead to sharpen the blades.

George Wall closed with the show recently to join his wife, Patsy Cline Wall, in Utica, N. Y. His place was taken by Donald Waltz, former CCC chef.

Ray Phillips, who has all advertising as well as banners with the show, sold two national hook-ups last week, one with the Goodyear Tire Co. and one with Tydol Gasoline.

Read with great interest Lasses White's story on minstrelsy. I was a member of Neil O'Brien's Minstrels for several years and was there at the finish and still believe what Bert Swor said, that "the minstrel show will come back in the shape of a meat ball."

Wingy Saunders, our one-armed boss canvasman, has a great working crew, and when the natives see Wingy handling a 14-pound sledge with his one arm they stop to look.

Warren L. Warren and Jay Wall, in charge of advance, are doing a fine job, altho in Vermont they posted too much paper and the law caught them for more than the price of two suits. The Vermont law on billposting and outside card tacking is tough and any show should get full information before entering the State.

We will stay in Maine three weeks more, then start south again.

BILLY O'BRIEN.

Rep Ripples

MR. AND MRS. SAM MOORE, in the past with such shows as Norma Ginnivan, Harley Sadler and others, celebrated their 50th wedding anniversary at their home in Riverside, Calif., June 27, having with them their two daughters, Mrs. Ethel Myers and Mrs. Tom Knock, together with their sons-in-law and five grandchildren. The Moores are enjoying the best of health.

TOMMY WILLIAMS Tent Show, recently organized, made its bow June 28 at Amelia, Va., to 500 customers. Outfit is slated to tour the Virginias, Maryland and North Carolina. . . . McNALLY'S Variety Show is playing week stands in New York State under a 400-seat top. McNally, his wife and two sons complete the family, and they have four other performers besides. They are going for 10 and 20 cents, with business fair.

AFTER SEVERAL weeks in the hospital at Owensboro, Ky., Helene Hill has rejoined her hubby, George B., on the Majestic Showboat. She's unable to work as yet, but hopes to be back in the line-up in another week or so. . . . HARRY ROLLINS and wife have closed with the Majestic Showboat, now on the Green River in Kentucky, and their places have been filled by Marshall and Beulah Walker. . . . CLARENCE GIBSON has joined the Camden Players, making resort island towns in Maine.

GATES FAMILY dramatic troupe report business off so far this season. They are playing Northern Vermont towns, crossing the line into Quebec occasionally. . . . LEON SPAHR, former well-known tent show manager and agent, is now vacationing with his wife on a farm at Cloverdale, Ind. Leon, who closed recently with the Lewis Bros. Circus, expects to line up with another attraction soon, while Mrs. Spahr will return to the Northwest to continue with her store demonstrations.

FRANK (RED) FLETCHER pencils from San Antonio that he is making preparations to begin his second season under canvas in Georgia around August 1. It'll be a one-nighter.

BESSIE LEIGHTON and Billy Camble, after a silence of 18 months, write from Sacramento, Calif., that they recently spent a pleasant week-end's vacation with Alice Richey and Co., now working in that territory. "It felt like old times pulling a trailer and talking over the good times we used to have," pens Bess. "I returned reluctantly to my State job. Altho it's regular and good to me, I get homesick for that old gang of mine."

FRANK (DOC) BLACK reports poor biz in New Brunswick for his small dramatic trick. . . . LELAND C. WHITE, secretary of the Green County Fair, Monroe, Wis., reports that Billroy's Comedians played his fairgrounds July 6 and, despite the fact that it rained, pulled around 1,500 people. . . . HARRY S. WEATHERBY closed recently with Bisbee's Comedians and is now doing heaves on Tom Reynolds' Majestic Showboat, besides emceeing and warbling baritone ballads.

JACK AND RENEE KEATING, who recently concluded a long engagement with the Hunter-Pfeiffer Showboat Players, are working an occasional date in and around Cincinnati waiting for another show job to pop up. . . . BUD HAWKINS and Taylor Trout, well known in tab and rep circles as managers and performers, were visitors at the desk last Thursday afternoon (7). The two have teamed to form a novelty free act for parks, fairs and celebrations and are current at Fontaine Ferry Park, Louisville. Bud has given up the idea of reviving his Hawkins Players this season.

MADISON, Wis., July 9.—Al Jackson Players have moved from Femrite's corners to their new location in the Jackson Tent Theater, located three blocks beyond Union Corners on East Washington avenue here. The change was made in compliance with numerous requests to move nearer Madison.

Cannon Shots

SUNBURY, Pa., July 9.—Opened this week in Rolling Green Park Theater here to a huge crowd. Show drew the biggest day's gross since the theater opened in 1909. Still drawing crowds and it looks as if the theater will show a profit for the first time in years.

Our band has been setting in with Russ Fairchild's Rhythm Kings, playing at the park's own Roseland Ballroom. There were many visitors this week. Most notable was Joe Bowermaster, future hubby of Elma Reed.

A note of sadness was injected this week when Mrs. Louise Johnston was rushed to Mary M. Packer Hospital Wednesday and gave birth to twin girls. One girl died 10 hours later in an incubator. The other, Sondra Lou, four pounds and nine ounces, is doing fine, as is the mother.

Most of the crew has gone home for vacation. Those that remain are giving outfit a new coat of paint. Show is doing a daily 15-minute stint over WKOK, Sunbury, with plenty of plugs for the park and us.

Fred and Dr. F. E. I. Holland did a royal job of billing this date, using the equivalent of four one-night stands of paper. E. S. Holland is back for a few days. He is after more parks.

BUDDY CANNON.

Heffner-Vinson Hi Lites

LEITCHFIELD, Ky., July 9.—Jail break of six criminals just as show was over Thursday night gave plenty of excitement. Still wondering why Cowboy Gwin didn't join the posse with his arsenal.

Winchester, Ky., natives evidently hungry for flesh attractions, as town gave good business, with our attraction only four days behind Lasses White's Show. Omar, the Mystic, was a visitor there and was loud in his praise of our show.

Irvine, Ky., was another red-letter date with two capacity houses. Ralph Herbert and the Rhythm Boys played one of the most successful dances of the season at Irvine Country Club. Vivian Eoyce, ex-chorine on this show, a visitor there. Irvine parade one of longest, making adjoining town of Ravenna.

Independence Day at Springfield, Ky., was only fair, with Funland Shows for opposition.

Manager Heffner journeyed to Cincinnati Sunday to catch game between Chicago Cubs and Cincy Reds. Several others of company spent Sunday in Louisville.

Joe Unick, who has been saving for a wedding present, says the slot machines will get it if the nuptials aren't soon forthcoming.

Plenty of hot weather the past week, but even that is welcome after rains and muddy lots all spring. Horace Baker, of the concession department, reports that he can't shave ice fast enough for snow cones these nights.

Donald Gwin, mascot of the band, is still undecided between taking up drums or trumpet. AL PITCAITHLEY.

Norma Ginnivan Gab

HAMILTON, Ind., July 9.—Norma Ginnivan Show, after satisfactory business in Edgerton, O., moved into Hamilton and opened to fair business. This week proved a treat for members of the company, as there were many visitors.

Gregg Rouleau's parents and brother Dick, of Wausau, Wis., are on for a week. Mr. and Mrs. Olson and son Bob, of Chicago, are visiting their son, Chester LeRoy, for several days. Mr. and Mrs. Pohler and son Dan, from Auburn, Ind., are on visiting George O'Brien and family. Mrs. Pohler, formerly in the business, O'Brien's sister. Mr. and Mrs. Henry Funk, formerly with the show, are on for a week. Mrs. Sherman Weir, from Fayette, O., spent the week-end with her husband, who plays the slip horn in the orchestra.

Mrs. Theresa Walker was on for two weeks with Buddy and Babbs, visiting her husband, "Red." Leona Sharpe was pleasantly surprised when her sister and family arrived from Danville, Ill. Alma Coble, formerly with the show, and Clark Poe, both from Troy, O., were on for several hours. Thurlow and Thurman Slater spent two days with their parents, Pa and Ma Slater. Mr. and Mrs. Beckman, parents of Peggy Ginnivan, caught the show Monday night. Glenrose Beckman, sister to Peggy Ginnivan, and a friend, Mr. Girardo, were on for the opening here.

Bert Arnold has almost succeeded in organizing a ball team. As soon as Howard Ginnivan gets his fingers straight-

ened he will be back in the game. Lucille Blackburn and Little George seem to be the most enthusiastic swimmers. JEFF UNRUH.

Tolbert Tattles

PRINCETON, W. Va., July 9.—Tho we had a night's rainout, the first in two years, and the mines are closed and pay days always fall on some day other than the one we play the town on, still merrily we roll along. There's no short cuts over these hills. Clyde Hodges thinks he found one over the Appalachians. We hope he's right.

Buddy and Lasses' gang had a get-together with Heffner's gang recently during our endurance flight thru Kentucky. Bill Miller's a nice addition to the show.

Mr. and Mrs. Jack Crawford visited recently.

Wyle (Prima Donna) Kilpatrick reneuing his option and deciding to remain with present ork until further developments.

Dorothy Eastman and Annell Hale, recent additions to the banner staff, recently went into a store to sell the proprietor a banner. Outcome was that the other fellow sold them the store.

Trailerites were rudely awakened the other morning by local boys who banged on the doors, calling: "Wake up, you lazy so-and-sos, your show's done left you." LOIS MASON.

Wichita Okeh for Ted North

WICHITA, Kan., July 9.—Ted North Players, in their big tent theater located on South Broadway and Franklin road, start their fourth successful week here with the offering *The Farmer Takes a Wife*. The company is popular with Wichitans and is meeting with marked success. Plays are presented at pop prices. An amateur contest is staged each week, and on Saturdays a midnight ramble is the feature.

ENDURANCE SHOWS

(Continued from page 21)

well as heat judge, assisted by Swede Larsen. Chuck Hayden is judging the opposite shift. Nurses are Mom Branch and Alice Donato. Steve Dawson, Tony Gross and Dutch Struss are trainers. Paul Griffin is on publicity; Vern Kirk, auditor and assistant manager; Fay Hayden and Kay Epperson, cashiers; Tommy Loring and Gene Williams, ushers, and Barney Self and wife in charge of the kitchen.

Augusta Contest Still Going With 12 Teams, 1 Solo

AUGUSTA, Ga., July 9.—Julian J. Zachary's Derbyshow, which got under way at Cherokee Casino Ballroom here June 23, has the following contestants still in the running: Jimmie Breece and Helen Howard, Jimmie Hoffman and Frenchy Reed, Carolina Webster and Helen Hall, Jerry Allen and Mary Kramer, Duffy Terantino and Tillie Sweet, Joe Van Ramm and Rella Finney, Charlie Richards and Rose Winters, Max Kelley and Peggy White, George Bern, stein and Leone Barton, Chic Smetizer and Sonny Paul, Johnnie Maker and Marge King, Billy Garrison and Mildred Burton, and James Stanley, solo.

Emsee stand is handled by Eddie Leonard, assisted by Chuck Payne and Wally Adams. Mickey Thayer is on the air twice daily over WIS, Columbia, S. C., with news on the show. Johnny Martin is supervising judge; Ernie Steele, day judge; Mrs. Jimmy LeNard, head nurse; Pop Van Ramm, head trainer; Chuck Lombardo and Lou Brown, dietitians; Bev Wright and Francis Crawford, concessions; Al Day and John Raymond, doormen; "Army" Armstrong, auditor; Emma Sapp, office; Leila Thayer, chief cashier; Julian J. Zachary, manager, and Red Armbruster, publicity.

Mickey Thayer Jr. arrived from Los Angeles to spend his vacation period with his parents.

Roller Derby News

SAN FRANCISCO, July 9.—Twenty skaters showed off Wednesday night to start the 21-day Roller Derby at Civic Auditorium. Unlike the walkathons and dance marathons, the derby is not an endurance contest. Its performers, 10 boys and 10 girls, work only four hours each night, with speed the chief factor. Leo Seltzer is the promoter. The derby track is 18 laps to a mile.

By way of assuring himself an audience on opening night, Seltzer flooded the town with 250,000 passes. He had a banner audience.

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For One-Night-Stand Presentation Under Canvas: Piano Player, Trombone, Musicians in all lines, Master of Ceremony, sing or dance; Girl Blues Singer, Hill-Billies or Radio Act, Sound Man with Sound Car. All must be sober and reliable. Salary sure. Reservations July 25. FRANK RED FLETCHER, Colquitt, Ga.

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Parcel Post

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Belmont, Stanley, 4c
Biron, Pearl, 6c
Bowen, D. M., 30c
Conlon, J. J., 6c
Donner, Chas. J., 6c
Doran, Richard, 6c
Franklin, C. C., 20c
Granger, Martha, 11c
Heck, Luther, 11c

- Jean, Mary Johnson, Mrs. A. F.
Johnson, Martha Johnston, Mrs. Janetta
Jones, Alma
Jones, Mrs. Dewey
Jones, Mrs. Theresa
Jones, Mrs. Virginia
Jones, Peggy
Journey, Mary
Juang, Elsie L.
Kaaima, Princess & Willie
Kamm, Ione
Karr, Mrs. Dimple
Kaufman, Mary L.
Keen, Mary
Keish, Edna
Kellerman, Sue
Kelley, Edith
Kelly, Mrs. Julia
Kelly, Mrs. Mae
Kennedy, Mrs. H. D.

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.

Women

- Alcoves, Mrs. Pauline
Alexander, Mrs. E.
Allen, Helen
Anderson, Mrs. J.
Anderson, Edna & C.
Anderson, Elsie
Anna-Joe Co.
Applegate, Joy R.
Archer, Evelyn
Arduhelm, Mrs. D. K.
Argabright, Mrs. Mary
Asher, Mrs. Margaret
Ayers, Margaret
Baker, Marie
Baker, Mildred
Bales, Betty Vada
Banks, Mrs.
Barr, Mrs. Gertrude
Barrington, Mrs. Gertrude
Barry, Mabel
Bates, Mrs. Sarah M.
Baxter, Mrs. Mary Ann
Beans, Mrs. Laura
Beatty, Mrs. O. J.
Beldsoe, Eva
Bell, Kormer
Bemore, Mrs. Mickey
Benoit, Mrs. Frank
Benson, Jolly Rose
Bernard, Mrs. Glen
Bernhardt, Nellie
Berridge, Eileen
Berry, Mrs. Ethel
Bessett, Essie
Bigelow, Mrs. Buelah
Billings, Mildred
Biron, Pearl
Bixby, Mrs. Eloise
Black, Mrs. C. L.
Blanchard, Lula
Blevins, Mrs. Flo
Bliss, Nellie
Bobbett, Waunetta Y.
Bolzer, Mrs. J.
Bookman, Edith
Bonnie, Oudys
Booth, Mrs. Hattie
Boyd, Anna
Bradley, Jean
Briscoe, Baby
Britton, Mrs. D.
Britton, Elizabeth
Broadway, Ruby
Brown, Boots
Brown, Mrs. Thelma
Brydon, Mrs. Lee
Bumgarner, Mrs.
Bunnell, Betty
Burdge, Iena
Burke, Mrs. Pearl
Burke, Mrs. Peggie
Burkett, Marguerite
Barks, Mrs. J. D.
Burlingame, Alma
Butters, Mrs.
Byrd, Dorothy I.
Cain, Josie
Campbell, Mrs. Frank A.
Carroll, Louis
Cary, Lotta
Cate, Reay
Cejka, Lillie
Chaney, Mrs. June
Chapin, Myrtle
Chapman, Mrs. Fern
Chavanne, Mrs. James
Christensen, Mrs. Blanche
Church, Mrs. Dot
Ciresi, Ruby
Clayton, Mrs. G. W.
Cluff, Mrs. A. G.
Coley, Shirley
Collins, Mrs. L. D.
Collins, Mrs. T. N.
Conway, Mrs. Edith
Cooke, Clair
Cooper, Mrs. Dolly
Cordell, Mrs. Dora
Cortelli, Zaza
Costiglio, Antonia
Coutts, Billie
Courtney, Mrs. Grace
Crowell, Mrs. Harold
Curtis, Mrs. Bertha
Dale, Mrs. F. E.
Danner, Irene
Darling, Jacqueline
Davies, Mildred
Day, Mrs. Hal
Dean, Dr. Myrtle
Dedrick, Mrs. Lucille
DeGafferly, Mrs. Marie
DeRita, Florenz
DeWitt, Irma
Dean, Polly & Louis
Dec. Delores

- Derry, Mrs. Tom
Dewitt, Bobbie
Dodge, Viola
Dodson, Mrs. Wagoner
Dodge, Mrs. Melvin G.
Donner, Mrs. A. L.
Dot & Smoky
Dragon, Mrs. Marie
Dukes, Gladys
Duncan, Mrs. Mary
Dunlap, Mrs. Ted
Duvell, Dolly & Sunny
Dyer, Maje & Maire
Edwards, Mrs. Curtis
Edwards, Hazel
Edwards, Dorothy
Ellis, Madam Rose
Enewiler, Mrs. Rose
Eppley, Midge
Ethridge, Mrs. Morris
Everston, Edith
Evitts, Mrs. Geo.
Farrell, Edna
Farthing, Mrs. Rachel
Faye, Francis
Felton, Mrs. Floello
Feltburn, Mrs. Fay
Fior, Lillian
Floyd, May
Fouet, Elizabeth
Forest, Mrs. Arlape
Fox, Hazel
Frampton, Mrs. Jane
Franks, Mrs. Elsa
Fraser, Mrs. James
Fricker, Mrs. Goldie
Fule, Mrs. Fred
Gates, Sally
Gay, Mrs. Louise
Gerard, Louise
Gibbs, Marj & Patricia
Gidaro, Mrs. C. C.
Gilbert, Clara
Gill, Blossom
Gilmore, Violet
Ginter, Mrs. Eunice L.
Glenn, Mrs. Mae
Glosser, Mrs. Ben
Goodman, Mrs. Gene
Gorman, May
Gorman, Mrs. G. C.
Gouse, Mrs. Jewel
Grambaridella, Mrs. Lila E.
Granger, Martha
Grant, Dixie
Graybill, Henrietta
Green, Mrs.
Gregory, Mrs. L. C.
Gunter, Mrs. B.
Hale, Dorothy Lee
Hale, Ruth
Hall, Mrs. Mae
Hammond, Mrs. Violet
Harris, Mrs. Max
Harrison, Mrs. Marcella
Harrison, Mrs. Kitty
Hart, Erriel
Hastings, Mrs. Ted
Hartwell, Daisy
Harvey, Mrs. Pearl
Hatts, Mrs. Billie
Hawkins, Mrs. Sam
Hazen, Mabel
Hegeman, Mrs. Marie
Henry, Margaret
Henry, Mrs. Maxine
Hernando, Mrs. Louis S.
Higgs, Mrs. Helen
Highsmith, Mrs. Curtis
Hill, Mrs. Lewis
Hinkle, Mrs. Opal
Hodgins, Mrs. Maxine
Hodgins, Mrs. P.
Hoffman, Jean C.
Holden, Ruth
Hudson, Dorothy
Hogues, Mrs. Bill
Humphrey, Gladys
Hunter, Mrs. May
Hustafa, Verda
Hutchins, Mrs. Zelda D.
Hutchinson, Mrs. John T.
Hutchinson, Mrs. Steve
Hble, Mrs. Crystle
Jackson, LaVerne
Jackson, May
James, Mrs. Helen
Jarvis, Ruth
Jarvis, Ruth

- Kester, Mrs. Elizabeth
Kling, Mrs. Elsie
Knowlton, Marian
Kobl, Mollie
Koch, Virginia
LaForde, Blanche
Landman, Marion
LaMar, Dolores
LaPoint, Beatrice
LaRayne, Mrs. Pearl
LaRue, Besale
LaSalle, Mrs. Constance
LaVon, Boo
Landman, Clafe
Lane, Mrs. Velma
Larson, Olive
Larsen, Lola
Layne, Leah
Layton, Mrs. Ruth
Lee, Mrs. Earnie
Lee, Sonya
Leah, Princess
Lenk, Emma
Lertate, Emma
Levine, Lavodis
Levinsey, Kaylene
Levyer, Mrs. Helen
Lichter, Mrs. L.
Littleton, Mrs. Rachel
Livermore, Belle
London, Hazel
Long, Mrs. Ethel
Long, Mrs. F. D.
Lucas, Bonnie
Ludwig, Mrs. Frank
Lyles, Mrs. Jack V.
MacAlesse, Eva
McBee, Mrs. Blanche
McCaffery, Mrs. J. O.
McCart, Mrs. Hoyte
McCoey, Jean
McDonald, Elizabeth
McDonald, Sampson
McEmery, Mrs. Dave
McGahn, Mrs. Bertha
McGahn, Mrs. Helen
McGibbon, Shirley
McGough, Mrs. W. P.
McGoughlin, Frances
McGregor, Mrs. Ella
McKean, Jean
McKee, Nancy
McLain, Doris
Mack, Mabel
Maddox, Margaret
Madison, Mrs. Irene
Maison, Jackie
Marey, Mrs. Cora
Mars, Juanita
Marshfield, Mrs. L. C.
Martell, George
Martin, Mrs. C. J.
Martin, Mrs. Violet
Martin, Mrs. S. T.
Maye, L.
Mayes, Mrs. Jean
Mecker, Mrs. Florence
Melville, Mrs. Thelma
Mercy, Mrs. Dot
Merritt, Mrs. Pearl
Meyer, Margaret
Meyers, Mrs. R. J.
Miller, Elizabeth
Miller, Mrs. Joan
Mills, Mrs. Doris
Mines, Mrs. Fred
Mischla, Madam
Moore, Mrs. Billy
Moore, Bobbie
Moore, Jane
Moore, Mrs. O. V.
Moore, Mrs. P. L. J.
Morgan, Vera
Morris, Marie
Morse, Bobby
Mullins, Dasie
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Murphy, Mrs. Warren
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Nelson, Mrs. Prince
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Newton, May
Nix, Mabel
Noble, Margee
Noble, Sandra
Nolte, Mrs. Martha
North, Cecilin
Northey, Kathryn
Nutt, Mrs. Nona
O'Brien, Anna
Odry, Mrs. Sophie

- O'Brien, Mrs. M. R.
O'Connor, Mrs. Frances
Owens, Mrs. Virginia
Owrick, Pauline
Oley, Elsie
Olive, Eddy
Otte, Mrs. Elizabeth
Owens, Mrs. Lena
Paddock, Mrs. E.
Palmer, Frances
Parker, Alice
Parker, Boots
Parks, Mrs. Mary
Pat, Princess
Patton, Mrs. Mae
Patton, Toots
Pauline & Bruce
Pearson, Mrs. Betty
Peck, Emilia
Pence, Mrs. W. L.
Perkins, Ethel
Perna, Ida
Peterson, Mrs. Pete
Petite, Myrtle
Pheps, Mrs. Verne
Pickens, Pearl
Pierce, Ruth
Piercy, Mrs. Margaret
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Pratt, Mary
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Price, Mrs. Jennie
Raiton, Mrs. Joe
Rae, Nina
Raiton, Mrs. Jessie
RaNous, Mrs. Wilma
Raye, Olga
Redding, Mrs. Evelia
Reece, Hazel
Reynolds, Melita
Reynolds, Myra
Rhodes, Mrs. Lil
Rhodes, Gerrie
Rhodes, Lettie
Rhoades, Nellie
Richardson, Mrs. O.
Riddle, Annette
Riding, Mrs. Mary
Riley, Ollie May
Roach, Etuade
Robinson, Mrs. R. O.
Rosilyn, Selma
Ross, Mrs. Marion
Rosen, Helen
Rumbell, Mrs. E. J.
Russell, Nelda
Ruth, Madam
Ruth, Mrs. Texas
Ruth, Tattooed Lady
Ryan, Faith
Sable, Agnes
Salsbury, Mrs. Dorothy
Sallee, Boots
Scott, Mrs. Kathleen
Scott, Mrs. Nina
Schiff, Reva
Schneider, Jean
Seigrist, Helen
Sharpe, Bobby
Shawnee, Princess
Sherman, Mrs. Mary
Shezer, Helen
Shriner, Stella
Siegal, Fredona
Silliman, Christine
Silliman, Mrs. Myrtle
Silverlake, Mrs. Billie
Silverlake, Johnnie
Sims, Mrs. R. M.
Simpson, Mrs. Clara
Sisty, Alice
Sliker, Mrs. Ray
Smith, Betty
Smith, Jackie
Smith, Mrs. Ida
Smith, Mrs. Shirley Mae
Smucker, Myrtle
Smuick, Mrs. Marie
Somers, Mrs. Florence S.
Sorensen, Mrs. Willie
Southern, Virginia
Sowers, Mrs. D. O.
Sparks, Billie
Stanley, Louis J.
Stanton, Almeda
Starkey, Helen
Stirk, Cleopatra
Stokes, Mrs. Ruth
Stone, Mrs. Fred
Stone, Mrs. Kurt
Stonley, Mrs. W. E.
Storns, Mrs. Emma
Strelaw, Mrs. Patricia
Stulz, Chiane

- Strossburg, Mrs. Ed
Stubblefield, Mrs. Deloryce
Sugard, Doris
Summer, June
Swar, Ginger
Sweet, Inez
Talu, Girl of Mystery
Talley, Mary
Tatum, Eloise
Taylor, Mickey
Taylor, Mrs. Raymond
Terrill's, Janette
Teska, Mrs. Edward
Texas, Ruth
Thomaschek, Mrs. Hattie Sue
Thompson, Evelyn
Townsend, Toots & Tussling
Trotta, Lillian
Turner, Mary
Tuttle, Gera
Udy, Mrs. B. C.
Underwood, Mrs. Pearl
Valencia, Mrs. Manuel
Van Wert, Ray
Vermillion, Irene
Vernon, Mrs. Bertie
Vernon, Mrs. Mildred
Voice, Mrs. Elmira
Vycena-LaVelle, Wade, Mrs. Teddy
Wagner, Flo
Wahnish, Mary
Waite, Mrs. Marion
Wales, Ruth
Walkins, Frances
Abdiziz, Peter
Aces, The Two
Adams, Doc
Adams, Frank J.
Adams, Doc Harry
Adams, Happy J.
Adams, Harry J.
Adams, Nat
Adams, Edlyn
Adams, Paul
Adams, Sanford
Adkins, Geo. B.
Adler, Harry
Adler, Felix
Adolph, Clarence
Aichambeau, David
Akers, Herman
Aiton, Thomas
Akers, Melvie
Alarcon, Doc Alfred
Albin, M. P.
Alexander, Leon
Alexander, Sir Cecil
Alexander, Charles
Allen, Ethel
Allen, Fred C.
Allen, Harry L.
Allen, James H.
Allen, Mert
Allen, Robt. E.
Allen, Ted
Alred, Russell
Alton, Jack
Alzona, Karl
Anders, Frank L.
Anderson, Arthur
Anderson, Robt. P.
Anderson, B. Roy
Anderson, C. H.
Anderson, Homer
Anderson, Red
Anderson, Tom
Anisend, Dr.
Ansher, Joe
Anstelt, Frank A.
Antaleks, The
Anthony, Bud
Anker, Russell
Arackie, H. P.
Archer, Jack
Armstrong, Glen
Armstrong, Shins
Arneheim, Eddie
Arrienda, Anthony
Arthur, Dude
Arthur, M. E.
Ashman, Chas.
Atkin, Geo.
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Auskins, Clarence
Ayers, Dr. H. B.
Babcock, Oscar
Babe, Prince All
Baty, Earl
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Bailey, Charles H.
Bailey, E. E.
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Baldwin, Thomas
Ballard, Joe
Bankratz, Louis
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Banks, Wally
Barlow, Dick
Barlow, Maurice

- Wallace, Mina Rick
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Wampler, Eula
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Watkins, Mrs. Dorothy
Watkins, Mrs. M. A.
Watson, Mrs. F. R.
Watts, Mrs. Chiek
Watts, Mrs. Rellia
Wattson, Wayne W.
Webb, Mrs. Grace
Weber, Mrs. Jackie
Webster, Hazel
West, Mrs. May
White, Mrs. Lucille
Wilcox, May
Williams, Mrs. Charlotte
Williams, Betty
Williams, Kay
Willis, Gene
Wilson, Mrs. F. W.
Wilson, Mrs. Mary
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Winston, Sherri
Wise, Louise
Wolfe, Janice
Wolfe, Midge
Woods, Henrietta
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Wright, Helen
Wright, Jean
Wright, Warren
Wyatt, Mrs. Mabel
Yoki, Mrs. Rogi
Young, Mrs. Sammie
Yurkovic, Anna
Barnes, Fred
Barnes, Lefty
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Bennabend
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Berry, Harlie
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Blankenship, Jessie
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Bond, Junior
Bolander, Frank
Bond, B. K.
Bonde, Clinton
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Boothman, Eddie

- Boris, Valerian (Polock)
Boswell, Benny
Boswell, Sylvester
Boswell, Thomas
Boswell, W. S.
Boucher, H. J.
Boultinghouse, J. K.
Bouman, Peter
Bowen, D. M.
Bowen, Johnnie
Bowers, Wayne W.
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Box, A. M.
Royal, Johnnie
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Bree, W. M.
Breece, Bill
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Brehler, Ray L.
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Brennan, Mickey
Brennan, Morrey
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Briscove, Whittie
Bromley, V. E.
Bronwell, Herbert
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Brooks, Harry
Brook, Wm. H.
Brown, Elmer
Brown, Frank W.
Brown, Herbert
Brown, Herman
Brown, J. H.
Brown, Raleigh
Brown, W. A.
Brown, W. A. "Brownie"
Bruggink, W. B.
Bruhlman, Robert
Brunk, Glen
Bruno, Russell
Bruss, Kid
Bruton, Mom Dixie
Brydon, Ray
Buchanan, Claude
Buchanan, Jack
Buckland, Thomas
Bulla Bulla
Burger, Frank J.
Burke, Frank J.
Burkhouse, David
Burknel, Duke
Burlingame, George
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Caine, Wm.
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Callahan, Boots
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Casavant, J. Oliver
Cason, H. J.
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Caster, Geo.
Castleberry, Felmon
Caughey, Wm.
Caugkins, Chas.
Cavanaugh, Edward
Cavanaugh, Edw.
Caylor, John & Myra
Cayton, Doc Bert
Chacoma, Mike
Chambers, Earl
Chambers, Luke
Chapman, Ike
Chapman, Roy R.
Charles, Bill
Charles, Bill
Chavone, Roger

- DeLoss, D. B.
DeMitra, Walter
DeRita, Joe
Decker, Al
Decker, B. L.
Delaney, Bill
Delaney, Pat
Delaney, Paul
Delion, Leon
Delmar, Jack
Delmo, (None)
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Delph, Dewey
Delrio, Duke
Delworth, Charley
Demco, Mike
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Doyal, Pat
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Duffy, Bruce J.
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Dugan, H. L.
Dulin, Jules V.
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Dunkin, L.
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Dunn, S. I.
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DuVal, Jack
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Duvell, Sunny
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Edgfield, Geo.
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Eller, Rufus
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Eller, R. E.
Ellis, Eddie
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Elmer & Oswald
Elson, Wm.
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English, Walter
Enoch, Ray
Enrica & Novello
Ephram, Ralph
Erwin, C. H. Jack
Erving, Doc
Evans, Chas. Stanley
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Evans, Tom
Evans, (None)
Fadella, Tony
Faley, Frank
Falke, Richard
Fallen, Hal
Farrell, F. M.
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Fisher, Chas. Chuck
Fisher, Fred
Fishers, The Flying
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Fletcher, Kenneth R.
Flury, Ted
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Folms, Carl J.
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Forwold, Albert
Foot, Dan

- Foster, Eddie
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Franks, W. E. Mgr.
Franzlan, Fearless
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Cooper, Buck
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Cooper, Tex
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Corlew, Billy Ami
Correa, Eric
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Davenport, B. C.
Davis, Ben, Boots
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Davis, Ike
Davis, Isaac
Davis, J. P.
Davis, R. W.
Davis, Roy Bozo
Davis, Steve
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Dawdy, S. H.
DeBaccer, Earl
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DeClercq, Al
DeFelice, Nick
DeFoor, C. C.
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DeLiberto, Caesar
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DeMitra, Walter
DeRita, Joe
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Delaney, Pat
Delaney, Paul
Delion, Leon
Delmar, Jack
Delmo, (None)
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Delph, Dewey
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Delworth, Charley
Demco, Mike
Demetro, Archie
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Denby, Buck
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Duane, John H.
DuBois, Franklyn J.
Dudley, Mr. (Colored Mgr.)
Dudley, S. H.
Duffy, Bruce J.
Duffy, S. E.
Dugan, Albert Wm.
Dugan, H. L.
Dulin, Jules V.
Dunbar, Wm. Ray
Duncan, Jack
Duncan, Wm. F.
Dunking, Dallas
Dunkin, L.
Dunlap, Ray
Dunlap, Dr. Ted E.
Dunn, D. S.
Dunn, Geo.
Dunn, S. I.
Durante, Al
Duval, Herb
DuVal, Jack
Duvall, Ray
Duvell, Sunny
Dwyer, Wm.
Eagle Eye, Geo.
Eagleson, G. S.
Earl, Jack & Betty
Eastwood, Charlie
Edens, Bob
Edgfield, Geo.
Edlin, Ivan
Edlin, Ted
Edwards, Eddie
Eller, Henry L.
Eller, Rufus
Eller, E. Y.
Eller, R. E.
Ellis, Eddie
Ellsworth, H. W.
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English, Walter
Enoch, Ray
Enrica & Novello
Ephram, Ralph
Erwin, C. H. Jack
Erving, Doc
Evans, Chas. Stanley
Evans, George
Evans, Tom
Evans, (None)
Fadella, Tony
Faley, Frank
Falke, Richard
Fallen, Hal
Farrell, F. M.
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Farrington, Rodney
Farris, Alonzo
Faulconer, Henley
Fausl, Barney
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Felton, King
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Ferguson, L. R.
Fernandez, E. K.
Fernandez, Jos. F.
Fewox, Bill
Field, Louis
Finch, Harry
Finley, Luther
Finn, Wood
Finochio, Al
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Fiscus, Don J.
Fish, James E.
Fishburn, Fay
Fisher, Charles S.
Fisher, Chas. Chuck
Fisher, Fred
Fishers, The Flying
Fitzgerald, Babe
Flagle, Dick
Fleming, Al
Fleming, W. G.
Fletcher, Kenneth R.
Flury, Ted
Folms, J. Francis
Folms, Carl J.
Fonda, Gordon
Foot, Blackie
Ford, Richard
Forrest, Dr. Joseph
Forwold, Albert
Foot, Dan

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Men

Abtizziz, Hassen; Adams, Geo. V.; Alexander, Cruce; Arnold, Victor; Averill, Kiddo; Barnes, Barney; Bell, Archie; Bird, James; Broyles, La A.; Burnett, Edward; Butler Med Show; Calkins, Judge C.; Carrington, Harold; Castang, R.; Chase, Chay; Cohen, Chas.; DeCam, Tex; Delmar, John; Dolan, Tommy; Drury, Ed J.; Duun, H. E.; Engleston, R. H.; Eagle Wing; Chief Grover; Edwards, G. A.; Fields, J. C.; Frazier, Jack; Freitas, Alfred I.; Gaitner, Waddie; Gaute, Par; Geach; Georgian Family; Gilliland, Homer; Gregory, William; Haddig, Bill; Hazard, Hap; Heburn, Ralph; Herby, John; Hicks, Leo (Taxi); Himelstein, Ben; Hoff, Tom; Hoyer, James R.; Hope, Olen; Hurst, Charles; Ingelston, R. H.; (LETTER LIST opposite page)

NEW YORK OFFICE

1584 Broadway, Parcel Post

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Abrams, Mrs. Rosee; Adams, Mary; Allen, Evelyn; Andre, Delores; Asher, Mildred; Buxton, Brian; Carrington, Harold; Coleman, Joli; Crawford, Margaret; Damann, Frances; De Houghton; Dorothy; DeSeo, Gloria; Duval, Sylvia; Earle, Beatrice; Frank, Mrs. J.; Dan, Grace

The Final Curtain

BENTEON—Bernard, 25, Milwaukee musician, July 1 in a hospital in that city. He had been a member of the Milwaukee Musicians' Association for seven years. Survived by his father, mother and two sisters.

BRODERICK—Jeremiah, 56, in Fairfield, Conn., July 1 after a short illness. He was formerly an executive with the old Poli Circuit and at one time was an actor with the Poli Stock Co., New Haven, Conn.

BROWN—Bert, projectionist at Strand Theater, Binghamton, N. Y., May 17 in that city. It has just been learned. He was a member of Local 396, IATSE and MPO.

BYRNE—Andrew S., 72, last of the Byrne brothers, who made a world-wide theatrical reputation years ago in the production *Eight Bells*, at his home in Norwich, Conn., July 4. The play had a run of almost 25 years. Survived by his widow; a daughter, Eleanor, and a son, Matthew.

CLAMAGE—Harry, 51, manager of the Avenue Theater, Detroit burlesque house, for 15 years, July 6 in Lincoln Hospital. He was a native of Chicago. Survived by his widow, Sarah; three children and five brothers and sisters, including Arthur Clamage, burlesque house operator. Burial in Machpelah Cemetery, Detroit.

CROSWHITE—Mrs. Cora Blanch, 63, mother of Josephine Martin, of Ringling-Barnum Circus, June 27 in Kansas City, Kan., of a heart attack. Survived by two other daughters, Mrs. Muriel Wurdorn and Mrs. Lillian Brown, and a son, Clifford Leroy, all of Kansas City.

DAY—Albert T., 37, projectionist at Capitol Theater, St. John, N. B., recently of tuberculosis after illness of three years. He was a member of the IATSE. Survived by two sisters.

DE ROSSELLI—Joe, oldest son of Rex de Rosselli, Cole Bros.' Circus producer and press representative, killed in an auto accident July 2 between Dayton and Hamilton, O. Rex flew from Providence to Dayton upon hearing of the accident.

My Deep Appreciation

To the American Exposition Shows for their expression of sympathy at the time of my father's death.

BOB DEVLIN

DEVLIN—Claude J., 59, orchestra leader and former minstrel man, July 4 at his home in Toledo of a heart ailment. Years ago he made appearances in the Toledo area. Survived by his widow, Mabel M.; three sons, Robert, head rigger for Virginia Senior, free act with American Exposition Shows; Irving and Edward.

DUMAIS—Peter J., 29, former staff man at theaters in Van Buren, Madawaska and Caribou, Me., found dead recently in the St. John River at Grand Falls, N. B., Can. Burial in Van Buren.

FLYNN—Elinor, 27, stage and radio performer, fatally injured in auto accident July 4 near Glens Falls, N. Y.

FULKERSON—James L., 52, assistant manager of Tennessee Valley Fair, Knoxville, July 4 in Fort Sanders Hospital, that city. Survived by his widow, five sisters and six brothers. Services and burial July 6 in Knoxville.

HARVEY A. MAYER

Harvey A. Mayer, 39, president and manager of the Joseph Mayer Publishing Co., New York, died July 8 in Mt. Sinai Hospital in that city of meningitis following a week's illness.

A son of the late Joseph Mayer, pioneer circus program publisher and trouper with the Ringling and Barnum circuses for 53 years, Harvey Mayer was one of the best known and respected figures in outdoor show business. As head of the firm he traveled from one end of the nation to the other contacting circuses and prospective advertisers for their programs. This year the Mayer firm had contracts to publish and sell programs on practically all major circuses in America, including Ringling-Barnum, Barnes-Sells-Floto, Cole Bros., Robbins Bros. and the Tim McCoy Wild West Show.

Survivors are his widow, Aline; two children, Harvey Jr. and Bunnie Aline; two sisters, Viola and Mrs. Madeleine Fleischer, and a brother, Frank J., who was also in the publishing company as road representative and traveled with the Ringling-Barnum show. Services July 10 from Riverside Memorial Chapel, New York.

GRIMM—J. E., 66, former manager of Orpheum Theater, Darlington, Wis., in that city July 1. Survived by his widow and daughter.

HEGGIE—Thomas, 57, board member of Regina (Sask.) Exhibition for 20 years and board president in 1936, at his home near Regina June 29. He was born in Dunfermline, Scotland, December 20, 1881. Survived by his widow; a son, Arthur, and a daughter, Mrs. H. Jackson, all of Regina. Burial in Regina Cemetery.

HERMAN—Fannie, mother of Sam Herman, Chicago booker, in that city July 4. Services July 6. Survived by her husband and seven children.

HOFFMAN—Bert, former general agent of the Harry Copping Shows and cousin of Mrs. Herman Bantly, wife of Herman Bantly, general manager of Bantly's All-American Shows, June 28. Services and burial in Reynoldsville, Pa. Survived by his widow, Anna; a daughter, Jane, and his mother.

KRAMER—Rufus N. T. (Doc), 69, costumer, July 3 at his home in Decatur, Ill. Survived by his widow; two sons, Paul R. and A. C., and a daughter, Irene. Burial in Greenwood Cemetery, Decatur.

KRIESEL—William A., 57, for many years connected with La Crosse (Wis.) Theaters Co., July 2 in a hospital in that city. Survived by a sister.

IN FRIENDLY MEMORY OF
GLADYS LETOURNEAU
Died July 15, 1937
MR. AND MRS. JEROME KELLY
Peggy Forstall

LYON—Benjamin B. Sr., 69, father of Ben Lyon, film actor, June 1 in Baltimore.

MARSH—Frank E., 80, veteran band leader, July 5 at his home in Quincy, Mich. He organized several municipal bands in Southern Michigan and directed the Quincy band for 30 years, retiring in 1933. Burial in Quincy.

MARTIN—Mrs. Ken, 22, wife of the Pittsburgh orchestra leader, recently in Homestead (Pa.) Hospital after a short illness. Survived by an infant son, Richard, and husband.

MERCER—William H., 70, for over 40 years a vaudeville magician, recently at his home in Boston. He was born in St. John, N. B., Can. Survived by his widow, brother and two sisters. Burial in Boston.

MURDOCK—Margret, 40, known professionally as Bonnie Jean, fat girl, and operator of a show with the Karl Middleton Shows this year, July 6 in Wellsville, N. Y., of a heart attack. She was well known in show business, having formerly appeared with the B. H. Patrick Shows and the Johnny J. Jones and Rubin & Cherry expositions. Survived by her husband, R. K. Murdock, and an adopted son, Billy.

PAGE—George, 44, bull man with Hagenbeck-Wallace Circus, killed by an elephant in Des Moines, Ia., July 3 when the animal pushed him against the side of a feed truck, fracturing his skull.

PELOSI—Joseph, 40, Kansas City (Mo.) musician, suddenly July 4 in that city. Survived by his mother, Mrs. Emma Pelosi, Kansas City.

QUINN—Mrs. Don, who with her husband wrote the Fibber McGee and Molly radio scripts, killed in an automobile accident in Pierre, S. D., as mentioned in a news story in last issue.

STEVENS—Mrs., mother of Betty Stevens, who handles bulls and rides in the menage with Cole Bros.' Circus, recently.

TROSTLER—Mrs. Claire Rae, 49, former stage and silent films dancer, July 7 in Aultman Hospital, Canton, O., after several weeks' illness of leukemia. She was known professionally as Clair Rae. At one time she conducted a dance school in Rochester, N. Y., and in recent years had a dance studio in Canton. Survived by two daughters, Mrs. L. W. Stickney and Joan, dancers, now appearing in the Philippine Islands as Maxine and Joan Clair. Services and burial in Canton.

Beverly Goodman, Fort Worth, Tex., in Weatherford, Tex., recently.

DAVIS - POULTON—John Davis, WWSW announcer, and Elaine Poulton, Pittsburgh, June 25 in that city.

DAY-CHAPLIN—Arthur F. Day Jr., theatrical agent, and Lita Grey Chaplin Aguirre, in vaudeville in recent years, July 5 in Manhattan Beach, Calif.

DOZER - DOUTHITT—Carl Dozer, WCAE announcer, and Helen Jane Douthitt, Pittsburgh, June 28 in that city.

ETTA - FIRME—Earl Etta, orchestra leader, and Dorothy Firme June 25 in Beechwood, Wis.

LEUSSLER-BECKMAN—James Averill Leussler, nonpro, to Dorothea Marie Beckman, member of publicity department of Station WQXR, New York, in that city recently.

MacLEAN-ALLISON—Arthur M. MacLean and Ruth Allison, both well known in the pitch field, June 18 in Worcester, Mass.

MURRAY-MURRAY—Robert F. Murray and Ida Louise Murray, daughter of Edward J. Murray, program concessioner at Cleveland's Al Sirat Grotto Circus and Great Lakes Exposition, recently.

PETERSON-JESSEY—Milton Peterson, night club operator, and Ruth Jessey June 30 in Wabeno, Wis.

TEI-STRAIN—Adrian Tei, saxophonist in Dick Stable's Orchestra, to Madelyn Strain, Pittsburgh, former dancer, July 7 in Brookline, Pa.

WHITE-LAZARUS—Albert White, nonpro, and Frances Lazarus, secretary at Lou Walters' Talent Agency, Boston, in Roxbury, Mass., July 2.

Births

An eight-pound daughter, Jeannie, to Mr. and Mrs. Harry Shook in Mercy Hospital, Chicago, July 2. Father is saxophonist with the Dictators, orchestra at Sky Rocket Club, that city.

A seven-pound son, James Jr., to Mr. and Mrs. James Riehle at St. Elizabeth's Hospital, Covington, Ky., June 6. Mother is Henrietta Dickman, of the Dickman Sisters, well known in burlesque circles.

A 5½-pound son to Mr. and Mrs. Buster Williams, med show operators, July 4 in Skellytown, Tex.

SS TAXES

(Continued from page 3)

these reports collectors of internal revenue send them to the Social Security board, where wages for each employee are credited to his account by means of his name and number. Employee's benefits are based on his total wages from employment covered by the old-age insurance plan.

The Bureau of Internal Revenue, in charge of collecting these taxes, will naturally pay its first check-up attentions to all seasonal business enterprises, which include the outdoor show business. After August 1 it will be up to every show manager to prove to any official from the bureau coming onto the

lot that the old-age insurance reports and tax payments for April, May and June were filed before August 1. No excuses will be accepted.

Tax Statements to Employees

According to official sources, some outdoor show managers have been in trouble because they neglected to give their employees statements of the Social Security taxes deducted when paying them their weekly or monthly wages. Even if the employee does not care about such a statement, it must be given to him. It is not sufficient to make this tax deduction statement on a salary book which the employee signs. It must be made either on the pay envelope, check, etc., or if paid in cash it must be a separate statement showing the exact amount deducted.

Show owners should not overlook the fact that internal revenue inspectors can stop any one of their employees, single or in groups, on the show lot and inquire about the manner in which Social Security taxes are collected.

MAGIC

(Continued from page 21)

dummy did their vocal calisthenics for the amusement of the vast throng which attended the Democratic meeting staged recently in honor of Governor A. B. (Happy) Chandler at Hopkinsville, Ky.

PAUL ROSINI is in his fourth show and 10th week in the Vogue Room of the Hollenden Hotel, Cleveland, where he is being held indefinitely. He recently enjoyed a surprise visit from Karl Germain, topnotch magician of the old days who now is practicing law in Cleveland. Many other Cleveland magi have also looked on in the Rosini turn since the latter's opening there. . . . **JOHN-SON**, Pittsburgh trixster, is currently entertaining the mountaineers of Western West Virginia. . . . **C. THOMAS**

MAGRUM, who launched his summer route at Oakland, Md., four weeks ago, has several more weeks in Vermont and New Hampshire before moving into Maine to complete his hot-weather tour of resorts and kiddies' camps. Magrum advances and publicizes his own magical turn, which packs in a suitcase and moves on a newly purchased Chevrolet sedan. . . . **RALSTON AND CO.** recently staged a program of production effects at Central Park Casino, Dover, N. H. . . . **HARRY BLACKSTONE** has returned to his mint ranch and bird farm at Colon, Mich., for a summer's rest after a 10½-month tour with his 22-people attraction. . . . **WHO IS THAT** magician playing halls thru the Dakotas and billing himself as "the original LeRoy"? It doesn't seem fair to the veteran Sevals LeRoy, the "original" original LeRoy. . . . **JERRY THOMAS**, Syracuse, N. Y., semi-pro magish, was a visitor at the magic desk last Thursday (7), while in Cincinnati as a delegate to the combined American Medical and Osteopathic associations. Accompanying Jerry to Cincy was his boss, Dr. Charles Hoffman, for whom Thomas serves as rototone technician. Hoffman also is a magic enthusiast. During his visit Jerry explained that he and the Doc are among the few Syracuse magi who haven't forsaken college to take up a magical career. Sounds like a rib to us.

LETTER LIST

(Continued from opposite page)

- Jerome, Paul
- Kamanilwai, Mr.
- Kenyon, Mr. & Mrs. H. & Mrs. Jack
- Keyes, George
- Kitchie, Si
- Lautem, Charles
- La Vell, Frank X.
- Letterman, William
- Leroy, Ray
- Lypis, Thomas
- Mac Aler, S.
- Manning, Otis
- Miller, W. S.
- Munn, Bernard
- Nathanson, Ray
- Newberry, Paul H.
- O'Brien, Don
- Oliver, Larry
- O'Neil, Tip
- Page & Jewett
- Fike, J. P.
- Potter, F. O.
- Radtke, Mr. & Mrs. Art
- Roach, Pat
- Sales, William
- Schmidt, C. T.
- Scott, Henry P.
- Sitts, Mr. and Mrs. Alva
- Slusky, Louis
- Smith, R. J.
- Splinter Bros.
- Steele, Bob
- Tanner, J. R.
- Tennynson, Dave
- Tiffanys, The
- Tolnacks, The
- Tranger, Don
- Travis, Chief Verle
- Trueheart, Chief
- Vanzandt, Jelly
- Vogel, Ralph
- Walsh, Thomas
- Watson, Harold
- Webster, Ralph
- Wells, Albert
- Wiegman, Scotty
- Wilder, Frank
- Wilner, Sam
- Wong, Nee
- Wright, Harrie P.
- Zaber, Ray
- Zaremba, Frank

- Cadwallader, Mrs. Loraine
- Conley, Mrs. Ted
- Dallas, Stella
- Davidson, Mrs. G. E.
- DeLoris, Doris
- Doria, Betty Lee
- Dykes, Delorice
- Galpin, Mrs. E. H.
- James, Mrs. Helen
- Leonard, Mrs. Harry
- Lento, Mrs. Ruth
- Luther, Mrs. Stella
- McDonald, Mrs. Myrtle
- Mitchell, Anna M.
- Nielson, Lolita
- Raymond, Mrs. Bertie
- Stanley, Mrs. Dorothy
- Wadley, Mrs. A. R.
- Williams, Louise
- Worton, Gladys
- Lowery, Lord
- Manson, Gladys
- Martin, Terry
- Mel-Roi, Fr. A.
- Mills, Bob
- Morgan, Bob & Jean
- Musgrave, Paul
- Myers, Jess
- O'Dare, Jimmie
- Park, Robert N.
- Paskay, Bert
- Paxton, Robert L.
- Payne, Frank A.
- Pendleton, Charles
- Polk, Ollie
- Qualls, O. V.
- Ray, Bertie
- Ray, Ralph
- Robles, Joanne
- Roma, Fred
- Romig, C. A.
- Ross, Jack
- Russ, C. J.
- Schock, Henry
- Smith, H. Norman
- Smith, Tom
- Stanley, Copper
- Stanley, Harry
- Stanley, Paul
- Stanley, Sam
- Stephenson, Ralph
- Taber, Charlie
- Timmons, Bobbie
- Truehart, Chief
- Upton, Roy
- Vetter, Hilda
- Wallace, Jimmie
- Walker, W. B.
- Williams, Edna E.
- Wright, Al

Men

- Ashley, Frank
- Charles
- Astera, Mantio
- Badley, Ben
- Bahsen, William
- Benham Dick
- Brown, Wheeler
- Bryer, Bill
- Rufkin, Emmett
- Byers, J. W.
- Byers, Robert
- Calkins, Judge C. F.
- Card, John H.
- Carrington, Harold K.
- Castle, W. J.
- Christie, Walle
- Cochran, Chief
- Crane, Sidney
- DeCamo, Chas.
- Dennis, B.
- Duff, Sheldon
- Fakin, Basil
- Ellis, Wilbur
- Emerson, Jack
- Emerson, Whitty
- Fabian, Joe
- Feliz, Nabor
- Fernandez, Joe
- Fort Peck Rodeo Co.
- Hollingsworth, R. E.
- Ingleston, Corp. R. H.
- Iser, Louis
- Jaeger, Jack
- Kemp, Geo. H.
- Kieffer, Charles
- King, A. C.
- King, C. J. (Tex)
- Knox, Harry
- Lake, S. W.
- Laudem, Charles
- Leonard, Harry
- Lockett, William G.
- Lockman, B. H.
- Hardy, "Swinging Ball"
- Heoney, Steve
- Robles, Joanne
- Roma, Fred
- Romig, C. A.
- Ross, Jack
- Russ, C. J.
- Schock, Henry
- Smith, H. Norman
- Smith, Tom
- Stanley, Copper
- Stanley, Harry
- Stanley, Paul
- Stanley, Sam
- Stephenson, Ralph
- Taber, Charlie
- Timmons, Bobbie
- Truehart, Chief
- Upton, Roy
- Vetter, Hilda
- Wallace, Jimmie
- Walker, W. B.
- Williams, Edna E.
- Wright, Al

Marriages

COHEN-GOODMAN—Joe Cohen, pianist with Ken Moyer's Orchestra, and

Anders, Mrs. Eddie Benoit, Mrs. Louise Atkinson, Mrs. Ethel Bryer, Mrs. Ollie

ACTS, UNITS AND ATTRACTIONS

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

A
 Adams, Johnny (Howdy) NYC, nc.
 Adrian, Iris (Leon & Eddie's) NYC, nc.
 Africana (Cafe Afrique) NYC, nc.
 Allen, Stuart (Essex House) NYC, h.
 Allen, Ed (Palmer House) Chi, h.
 Allen, Bob (Astor) NYC, h.
 Alma & Roland (Silver Lake Inn) Clementon, N. J., nc.
 Alvarez, Nina (Havana-Madrid) NYC, nc.
 Anderson Sisters (Plantation) NYC, nc.
 Anise & Aland (Surfside) Long Beach, N. Y., nc.
 Anson, Bill (Colosimo's) Chi, nc.
 Arena, Joe, & Co. (State) NYC, t.
 Arlen, Jackie (Pepper Pot) NYC, nc.
 Arnon, Dorothy (Chez Ami) Buffalo, nc.
 Arnold, Floyd (Greenhorn Tavern) Hickman Mills, Mo., nc.
 Ash, Paul (Roxly) NYC, t.
 Astwood, Norman (Cafe Afrique) NYC, nc.
 Attles, Joe (Plantation) NYC, nc.

B
 Bailey Sisters (Edgewater Beach) Chi, h.
 Baines, Pearl (Kit Kat) NYC, nc.
 Baker, Jerry (Butler's) NYC, re.
 Ballero, Marc (Lookout House) Covington, Ky., nc.
 Banks, Sadie (Old Roumanian) NYC, re.
 Barnes, Lillian (Babette's) Atlantic City, nc.
 Barrett, Sheila (Bon Air) Wheeling, Ill., cc.
 Barth, Ruby (S. S. Bear Mountain) NYC, s.
 Bass, Paul (Chateau Moderne) NYC, nc.
 Bass, Lulu (Butler's) NYC, re.
 Behrens, Al (S. S. Yankee) Battery Park, N. Y., s.
 Bell's Hawaiian Follies (Granada) Lewiston, Ida., 13-14; (United Artist) Pendleton, Ore., 15; (Granada) The Dalles, Ore., 16, t.
 Benny & Jimmy (Cafe Afrique) NYC, nc.
 Bennet, Ethel (Old Roumanian) NYC, nc.
 Beno, Ben (Fair) Shirley, Ind.
 Berk, Irving (Roumanian Village) NYC, nc.
 Bernard, Freddie (Bath & Turf) Atlantic City, nc.
 Billetri Troupe: Princess Ann, Md., 11-23.
 Birse, Daria (Russian Kretchma) NYC, re.
 Blackstone, Nan (Club 17) Hollywood, Calif., nc.
 Bo Brummels (Lincoln Terrace) Pittsburgh, nc.
 Bongor, Art, & Andrillita (Mayfair Club) Detroit, nc.; (Casino) Toronto, Ont., Can., 15-22, t.
 Bonner, Carl & Leone (Providence-Biltmore) Providence, R. I., h.
 Boran, Arthur (Million-Dollar Pier) Atlantic City 9-22, nc.
 Borg, Inga (Jimmy Kelly's) NYC, nc.
 Bortz, Leo (Bortz Show) Leadwood, Mo.
 Bourbon, Ray (Rendezvous) Hollywood, nc.
 Bourbon & Elaine (Boulevard Tavern) Elmhurst, L. I., ro.
 Bouvier, Yvonne (St. Moritz) NYC, h.
 Bowes' International Unit (Newman) Kansas City, Mo., t.
 Bown, Jerry (Biltmore) NYC, h.
 Boyettes, The (Wonder Bar) Baltimore, nc.
 Brice, Rhoda (Village Brewery) NYC, nc.
 Broadway Highlights (Ma.) Evansville, Ind., t.
 Bromley, Bob (Radio City Rainbow Room) NYC, nc.

C
 Brown, Dolores (Cafe Afrique) NYC, nc.
 Brown, Evans (Chula Vista Resort) Wisconsin Dells, Wis., 5-Sept. 3.
 Brown, Ralph (Benny the Bum's) Phila, nc.
 Bruce, Ralph (Astor) NYC, h.
 Burgland, Margot (Castleholm) NYC, re.
 Burke, Irene (Butler's) NYC, nc.
 Burton, Mary (Club Maxim's) NYC, nc.
 Bryants, The (Casa Manana) NYC, nc.
 Byrd, Muriel (Belmont Plaza) NYC, h.

C
 Calgary Bros. (Roxly) NYC, t.
 Calloway, Cab, & Orch. (Ma.) San Antonio, Tex., t.
 Cantatore, Maria (Gamecock) NYC, c.
 Capps, Kendall (Opera House) Blackpool, England, June 20-July 30.
 Carlos & Carito (Villa Venice) Northbrook, Chi, cc.
 Carlos & Ramon (La Conga) NYC, nc.
 Carltons, The (Palm Beach) Detroit, nc.
 Carney, Alan (Paradise) NYC, re.
 Carney, Art (Biltmore) NYC, h.
 Carr, Billy (606 Club) Chi, nc.
 Carroll, Audrey (Queen Mary) NYC, re.
 Chandler, Evelyn (International Casino) NYC, nc.
 Chaney & Fox (Palumbo's) Atlantic City, N. J., nc.
 Charles & Barbara (Chez Maurice) Montreal, Can., 10-24, nc.
 Chocoleaters (Surfside) Long Beach, N. Y., nc.
 Clair, Jean (S. S. Yankee) Battery Park, N. Y., s.
 Clarke, Ruth (Circle) Hollywood, Calif., nc.
 Coby, Lew (White) NYC, h.
 Cole & Phillips (Chez Paree) Chi, nc.
 Cole, Joyce (St. Regis) NYC, h.
 Collette & Barry (St. Moritz) NYC, h.
 Colton, Betty (Swing) NYC, nc.
 Conoso & Melba (Bismarck) Chi, h.
 Cooley, Marion (Pierre) NYC, h.
 Cooper, John (Kit Kat) NYC, nc.
 Corall, Claudia (Bublichki) Hollywood, Calif., re.
 Corbett & Triana (Butler's) NYC, re.
 Costa & Lolita (Chez Paree) Atlantic City, nc.
 Cotton, Larry (Biltmore) NYC, h.
 Crosby, Anne (Morocco) Hollywood, nc.
 Crosby, Cameron (Boulevard Tavern) Elmhurst, L. I., ro.
 Cross & Dunn (Chez Paree) Chi, nc.
 Cugat, Xavier, & Band (Paramount) NYC, t.

D
 D'Arcy Girls (Celebration) West Annapolis, Md.
 D'Arcy Jean (McAlpin) NYC, h.
 D'Carlos & Granada (Arcadia) Phila, re.
 Dagnie, Sigrid (Edgewater Beach) Chi, h.
 Dale, Margie (Club DeLisa) Chi, nc.
 Dale, Marion (Le Mirage) NYC, nc.
 Dancopators, 12 (Roxly) NYC, t.
 Dana, Olga (Hi Hat) Chi, nc.
 Daniels, Dan (Plantation) NYC, nc.

Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

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

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

Daniels, Billy (Mammy's Chicken Farm) NYC, re.
 Dare & Yates (State-Lake) Chi, t.
 Datsko, Yasha (Russian Art) NYC, re.
 Davis, Eddie (Leon & Eddie's) NYC, nc.
 Day, Gloria (Chez Paree) Chi, nc.
 De Cleo, Magician (Lagrange, Ind., 4-16.
 De Flores, Felipe (Havana-Madrid) NYC, nc.
 DeRonda & Barry (Cavaller) Virginia Beach, Va., h.
 Dean, Bert, & Co. (Paul Tavern) Sister Lakes, Mich., nc.
 Deering, Delyce (Swing) NYC, nc.
 Del Rio, Jose (Gloria Palast) NYC, nc.
 Dell & Hamory (Essex House) NYC, h.
 Deon, Illis (Boulevard Tavern) Elmhurst, L. I., ro.
 Dimitri & Helen Virgil (El Gaucho) NYC, nc.
 Dio Trio (La Cava) NYC, re.
 Dittman, Grace (Palmer House) Chi, h.
 Dorita & Valeroy (El Chico) NYC, nc.
 Douglas, Milton (State-Lake) Chi, t.
 Drew, Charlie (Lombardy Bar) NYC, re.
 Drysdale, Grace (Colosimo's) Chi 2-27, nc.
 Diane & Del Campo (Bath & Turf) Atlantic City, nc.
 Duchin, Eddy (Lyric) Indianapolis, t.
 Duffy, Bobby (New Yorker) NYC, h.
 Duke, Paul (Ambassador) Atlantic City, h.
 Dumont, Valerie (Bath & Turf) Atlantic City, nc.
 Durante, Jimmy (Casa Manana) NYC, cb.

E
 Egbert, Marion (Plantation) NYC, nc.
 Elaine & Henry (Garbo) NYC, re.
 Ellis, Marge (Paradise) NYC, cb.
 Eltons, The (Village Barn) NYC, nc.
 Enters & Borgia (Boulevard Tavern) Elmhurst, L. I., ro.
 Escorts, Three (George Washington) Jacksonville, Fla., h.
 Emeralda (Afrique) NYC, c.
 Estelle & LeRoy (Savoy) London, h.
 Estes, Del (Rose Bowl) Chi, nc.

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

F
 Farrell, Bill (Place Elegante) NYC, nc.
 Faye, Gloria (Bismarck) Chi, h.
 Feeley, Mickey (Garbo) NYC, re.
 Feldkemp, Elmer (Ritz-Carlton) NYC, h.
 Felix, Claire & Tonita (Ivan Frank's) NYC, c.
 Fern, Vera (Paradise) NYC, re.
 Fisher & Woodhull (Glen Island Casino) New Rochelle, N. Y., ro.
 Flash, Serge (Astor) NYC, h.
 Flores, Mariassa (Waldorf-Astoria) NYC, h.
 Flowerton, Consuelo (Chateau Moderne) NYC, nc.
 Fonda & St. Clair (Southern Dinner Club) Houston, Tex., nc.
 Forrest, June (St. Moritz) NYC, h.
 Foster, Gae, Girls (Roxly) NYC, t.
 Fox, Dorothy (Radio City Rainbow Room) NYC, nc.
 Frances, Dixie (LaSalle) Chi, h.
 Francita (Chez Paree) Chi, nc.
 Frans & Fuller (Palomar) Seattle, Wash., t.
 Frazer, Jack (Playland Park) Rye, N. Y., p.
 Frazee Sisters (Riverside) Milwaukee, t.
 Fuller, Howard, & Sister (Polokus on the Lake) Erie, Pa., 4-18, nc.
 Furman, Ed (Bill's Gay '90s) NYC, nc.

G
 Gale, Betty (Governor Clinton) Brooklyn, h.
 Gale Sextette (Leon & Eddie's) NYC, nc.
 Galvan, Gilberto (Hawaiian Paradise) Hollywood, Calif., nc.
 Garland & Frawley (Bismarck) Chi, h.
 Gaynor, Marilyn (Barney Gallant's) NYC, nc.
 Gaynes, Leila (Club 18) NYC, nc.
 Gentlemen Songsters (Astor) NYC, h.
 George, Great, & Anita: Sioux City, Ia.; Arnold's Park 18-24.
 Gibson, Julia (Bon Air) Wheeling, Ill., cc.
 Gilbert, Paul (Chez Ami) Buffalo, nc.
 Gilbert, Burt (Butler's) NYC, re.
 Gilbert, Ethel (Gay '90s) NYC, nc.
 Gilbert & Howe (Fox Tower) Kansas City, Mo., t.
 Gilmore, Patricia (Riviera) Fort Lee, N. J., ro.
 Glover & LaMae (Stevens) Chi, h.
 Gonzales, August (McAlpin) NYC, h.
 Goodman, Charles (Biltmore) NYC, h.
 Gordon, Rosalind (Wivel) NYC, nc.
 Gorman, Tiny (Frolics) Atlantic City, nc.
 Granados, Asuncion (El Chico) NYC, nc.
 Grant, Rita (Paradise) London, nc.
 Grauer, Bernice (Gay '90s) NYC, nc.
 Gray, Jack (Park Lane) NYC, h.
 Gray, Billy, & Jerry Bergen (Riverside) Milwaukee, t.
 Green, Al (Pioneer Nut) NYC, nc.
 Gregory, Jack (State-Lake) Chi, t.
 Gregorys Dandy Dixie: Ft. Mitchell, Va.; Red House, Va., 11-18.
 Grey, Betty (Bismarck) Chi, h.
 Guerlain, Annette (Bill Bertolotti's) NYC, re.
 Gulsar, Professor (New Yorker) NYC, h.
 Guabee, Stephen (Half Moon) Coney Island, N. Y., re.

Gydenkron, Baron Ebbe (Garbo) NYC, re.
H
 Hackett, Janette, Girls (Capitol) Washington, D. C., t.
 Hale, Teddy (Kit Kat) NYC, nc.
 Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.
 Hanneford, George, Family (Steel Pier) Atlantic City June 26-Sept. 15.
 Hardeen (Leon & Eddie's) NYC, nc.
 Harrington, Pat (Club 18) NYC, nc.
 Harris, Muriel (Villepigue's) Sheepshead Bay, Brooklyn, re.
 Harrison, Spike (Gay '90s) NYC, nc.
 Hartmans, The (Riviera) Fort Lee, N. J., ro.
 Havilland, Dick (Club DeLisa) Chi, nc.
 Hector & His Pals: (Trocadero) London, nc.
 Hemmer, Carl, Dancers (St. Regis) NYC, h.
 Hildegard (Berkeley) London, h.
 Hill, Florence (Plantation) NYC, nc.
 Hoffman, Lou (Villa Venice) Chi, cc.
 Honey Family (Chicago) Chi, t.
 Hood, Miki (Grosvenor House) London, h.
 Hooton, Don (Palmer House) Chi, h.
 Howard, Joseph (Bill's Gay '90s) NYC, nc.
 Howard, Jay "Mask Maker" (Club Nomad) Atlantic City, nc.
 Howard, Walter & Eddie (Wilson's) Phila, nc.
 Howard, Eugene & Willie (Marden's Riviera) Ft. Lee, N. J., nc.
 Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.
 Hughes, Lysbeth (Biltmore) NYC, h.
 Hyde, Herman (Casa Manana) NYC, cb.

I
 Irene Sisters (Villa Venice) Chi, cc.
J
 Jackson, Jack (Dorchester) London, h.
 James, Dorothy (Villa Venice) Chi, cc.
 James, Freddie (Surfside) Long Beach, N. Y., nc.
 Janet of France (Janet of France) NYC, re.
 Jarro (Bath & Turf) Atlantic City, nc.

J
 Jarvis, Sam (International Casino) NYC, nc.
 Jerry & Turk (Colosimo's) Chi, nc.
 Johnson, Mae (Surfside) Long Beach, N. Y., nc.
 Jones, Roberts (Hi Hat) Chi, nc.
 Jones, Owen (Leone's) NYC, re.
 Jordan Troupe (Riverside) Milwaukee, t.
 Joyita & Maravilla (El Chico) NYC, nc.

K
 Kanam, Professor (Barney Gallant's) NYC, re.
 Kane, Allen, & Boys' (Monte Carlo Bar Hotel) Chi, h.
 Karson, Maria, Musicales (Ohio Villa) Cleveland, nc.
 Kay, Arthur (S. S. Yankee) Battery Park, N. Y., s.
 Kaye, Johnny, & Playboys (Spiders Den) Houston, Tex., nc.
 Kaye, Sammy, & Orch. (Stanley) Pittsburgh, t.
 Kaye, Mildred (Swing) NYC, nc.
 Kaye, Phil (Nomad) Atlantic City, nc.
 Keith, Sally (Nomad) Atlantic City, nc.
 Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.
 Kennedy, Ohio (Astor) NYC, h.
 Kerr, Sally (Barberton Tap Room) Barberton, O., nc.
 King, Bob (Capitol) Washington, D. C., t.
 King, George (Jimmy Kelly's) Brooklyn, nc.
 King, Donna (Biltmore) NYC, h.
 Kings, Four (Biltmore) NYC, h.
 Kirk, Joe (Leon & Eddie's) NYC, nc.
 Kirk, Jeanne (Bath & Turf) Atlantic City, nc.
 Knight, Elmore (Earle) Washington, D. O., t.
 Kraddock, Four (Palmer House) Chi, h.
 Kressells, Four: Manchester, Ia., 10-12; (Celebration) Everett, Pa., 15-23.
 Krueger, Jerry (Famous Door) NYC, nc.
 Kuhlman, Marie, Dancers (Hi-Hat) Chi, nc.

L
 LaMarr, Henry (Gay '90s) NYC, nc.
 LaSalle, Kay (Rose Bowl) Chi, nc.
 LaZellas, Aerial (Eagles' Carnival) Bismarck, N. D.; (Celebration) Moberge, S. D., 18-23.
 LaFon Troupe (Piccadilly) London, h.
 Lane, Mary (Jimmy Kelly's) NYC, re.
 Lang, Wilson (Queen Mary) NYC, re.
 Lang Sisters (Cafe Afrique) NYC, nc.
 Langford, Frances (Paramount) NYC, t.
 Lawton, Judith (Black Bear Club) Reading, Pa., nc.
 LeBaron, Peggy (Savoy-Plaza) NYC, h.
 Le Beau, Russ (Dominion) Montreal, Can., p.
 LePaul, Walter (Inform Show) Loraine, O.
 Lee, Bob (Wivel) NYC, re.
 Lee, W. J. (Traymore) Atlantic City, h.
 Lee, Loretta (State) NYC, t.
 Leonard, Ada (Colosimo's) Chi, nc.
 Lewis, Ann (Plantation) NYC, nc.
 Lewis, Joe E. (Riviera) Fort Lee, N. J., ro.
 Lewis, Dorothy (International Casino) NYC, nc.
 Lewis Jr., Ted (Surfside) Long Beach, L. I., N. Y., nc.
 Libonatti, Jess, Trio (Fox Tower) Kansas City, Mo., t.

Lind, Christina (New Yorker) NYC, h.
 Little Jeanie & Billy Mahoney (State-Lake) Chi, t.
 Lockard, Rollie (Swing) NYC, nc.
 Lonas, John (Spinning Wheel) Seattle, Wash., nc.
 Long, Avon (Plantation) NYC, nc.
 Long, Leon: Norton, Va., 6-11.
 Long Jr., Nick (Casa Manana) NYC, cb.
 Loring, Michael (Palmer House) Chi, h.
 Lorraine Sisters (Bon Air) Chi, cc.
 Lorraine & Rognan (Marden's Riviera) Ft. Lee, N. J., nc.
 Lorraine, Billy (Gay '90s) NYC, nc.
 Low, Tom (Savoy-Plaza) NYC, h.
 Lowe, Hita & Stanley (Chicago) Chi, t.
 Loy, Thida (Kenmore) Syracuse, N. Y., h.
 Lucas, Nick (Bon Air) Wheeling, Ill., cc.

M
 McConnell & Moore (Beacon) Vancouver, B. C.; (Capitol) Portland, Ore., 17-23, t.
 McCoy, Bob (Biltmore) NYC, h.
 McKaye, De Lloyd (Benny the Bum's) Phila, nc.
 MacArthur's, The (Babette's) Atlantic City, nc.
 Mack, Gene, Trio (Howard Johnson) Dedham, Mass., re.
 Mack, Ernie (Wivel) NYC, re.
 Madiska & Mickel (Villa Venice) Chi, cc.
 Madison, Rudy (Gay '90s) NYC, nc.
 Mahon & Rucker (Grosvenor House) London, Eng., h.
 Mangan, Hazel, Four (Colosimo's) Chi, nc.
 Mann, Marion (Blackhawk) Chi, nc.
 Manners, Gloria (Bill Bertolotti's) NYC, re.
 Manolita & Gitanilla (Marta's) NYC, nc.
 Mapes, Bruce (International Casino) NYC, nc.
 Marcus, Doctor (College Inn) Chi, h.
 Marcy & Roberts (Colosimo's) Chi, nc.
 Marce & Pals (Gwynn Oak Park) Baltimore, p.
 Margo, Ben (Howdy) NYC, nc.
 Marine, Fjola (Wivel) NYC, re.
 Marinos, Los (Trocadero) NYC, nc.
 Marilyn & Michael (Radio City Rainbow Grill) NYC, nc.
 Marquises, Three (La Marquise) NYC, nc.
 Martines, Juan (Havana-Madrid) NYC, nc.
 May, Marty (State) NYC, t.
 Maxine, Dorothy (Barkley's) Brooklyn, nc.
 Medina & Mimosa (Zarape) Hollywood, Calif., nc.
 Medrano & Donna (Ross Fenton Farms) Deal, N. J., nc.
 Mercer, Maryan (Village Barn) NYC, nc.
 Merrill, Lorena (Barberton Tap Room) Barberton, O., nc.
 Merriman, Ted (Dominion) Montreal, Can., p.
 Miaco (500) Atlantic City, nc.
 Michon, Michel (Russian Kretchma) NYC, re.
 Miller, Beth (Roumanian Village) NYC, nc.
 Miller, George (Circle) Hollywood, nc.
 Miller, Helene (Arcadia) Phila, nc.
 Miller, Cathlyn (Bal Tabarin) San Francisco, nc.
 Minute Men, Three (Lexington) NYC, h.
 Mirova, Aida (S. S. Bear Mountain) Battery Park, NYC, s.
 Modiska & Michael (Rainbow Inn) NYC, re.
 Mole, Joe (Fernandez Shows) Honolulu, Hawaii.
 Monte, Hal (Chez Paree) Chi, nc.
 Montes, Nena (Dimitri's Gaucho) NYC, nc.
 Morales Bros. & Little Daisy (Martin's Tavern) Lima, O., nc.
 Moran & Piemonte (Warwick) NYC, h.
 Morgan, Helen (Chez Paree) Chi, nc.
 Moriche, Jose (Trocadero) NYC, r.
 Morison, Alex (St. Regis) NYC, h.
 Mulcahy, Gus (Riverside) Milwaukee, t.
 Murphy, Rose (Famous Door) NYC, nc.

N
 Nagle, Bert, & Co. (Dutchess) Munich, Germany, 1-5, t.; (Ostend Casino) Ostend, Belgium, 16-23.
 Nail, Johnny (Village Brewery) NYC, nc.
 Nazare (Lexington) NYC, h.
 Nazarenko (St. Regis) NYC, h.
 Nelson, Walter (Playland Park) Rye, N. Y., p.
 Nesbit, Evelyn (Cavaller) NYC, nc.
 Nessley & Norman (Wagon Wheel) Akron, O., nc.
 Neville, Mary (Barney Gallant's) NYC, re.
 Newell, Vivian (Babette's) Atlantic City, nc.
 Newton, Peggy (Hickory House) NYC, nc.
 Nicholas Bros. (State) NYC, t.
 Niessen, Gertrude (Cafe de Paris) London, nc.
 Night Hawks, Four (Edgewater Beach) Chi, h.
 Ninon & Villon (Villa Venice) Chi, cc.
 Novello Bros. (Astor) NYC, h.
 Norris, Harriet (Alabama) Chi, nc.

O
 O'Day, Darlene (Bismarck) Chi, h.
 O'Del, Del (Bossert) Brooklyn, h.
 O'Neal, Leo (Arcadia) Phila, re.
 Odom, Susie (Wivel) NYC, re.
 Olsen & Johnson Show (Earle) Phila, t.
 Ortega, Rosita (Villa Venice) Chi, cc.
 Ortiz, Joe (Circle) Hollywood, nc.
 Osborne, Will, & Orch. (State) NYC, t.
 Owen, Guy (International Casino) NYC, nc.
 Oxford Trio (Paramount) NYC, t.

P
 Page, Paul (Edgewater Beach) Chi, h.
 Page, Lucille (Roxly) NYC, t.
 Paige & Jewett (Radio Tabarin) Olomouc, Czechoslovakia.
 Palmer, Gladys (Mammy's Chicken Farm) NYC, nc.
 Palomo (Waldorf-Astoria) NYC, h.
 Panico, Gloria (Rose Bowl) Chi, nc.
 Pansy, the Horse (Earle) Washington, D. C., t.
 Park & Clifford (Astor) NYC, h.
 Parker, Bob (Murray's) Tuckahoe, N. Y., nc.
 Parkerson, Lew (Savoy-Plaza) NYC, h.
 Parks, Bernice (Earle) Washington, D. O., t.
 Parraga, Grazziella (La Rue) NYC, re.
 Parrish, Daine (Barney Gallant's) NYC, re.
 Parsons, Chauncey Lee (Lincoln Terrace) Pittsburgh, nc.
 Paule, Bene (Red Dragon) St. Louis, nc.
 Peppino & Camille (500) Atlantic City, nc.
 Perkins, Johnny (Capitol) Washington, D. C., t.
 Petty, Ruth (Capitol) Washington, D. C., t.
 Phelps, Phil & Doty (Dominion Park) Montreal, Can., p.
 Pierce & Harris (St. Regis) NYC, h.
 Plante, Texas (Wonder Bar) New Orleans, nc.
 Planzer, Doty (Howdy) NYC, nc.
 Plank, Sebastian (Hofbrau) Long Island, nc.
 Flanz, Trini (Gaucho) NYC, nc.
 Powell, Eddie (Jack o' Lantern Lodge) Eagle River, Wis., re.
 (See ROUTES on page 52)

Hartmann's Broadcast

WITH the closing of the Ringling-Barnum circus by labor trouble before mid-season no small few daily newspapers seemed to think that the whole circus business had flopped, judging by their editorials.

"The day of the circus in America is over," "the circus has been on the down grade in this country for 20 years," and "the complete failure of the circus to introduce anything fundamentally new in the way of entertainment in two decades or more is to blame," have been some of the statements noted.



A. G. HARTMANN

How ridiculous! The circus is just as popular to-day as it probably has ever been—and it will continue to be popular, for there is nothing that can take its place. General business conditions, plus rain and cold weather in the spring, have been its main complaint—and what business is there that hasn't suffered?

On this question of the alleged passing of the circus Karl Kae Knecht, cartoonist and columnist on *The Evansville (Ind.) Courier*, said a mouthful in his column, *Say, Kay!*, in that paper of July 3.

"From reading the many editorials, etc.," Karl wrote, "one gathers that the entire circus business is shot. They fail to take into consideration that this was but one of the circuses. Of course, being the largest, it received such attention, but the others are still going on. Chances are the four remaining railroad circuses will profit by it and fill in many towns they might not have exhibited in otherwise."

And there's a note of optimism in the fact that Charles Sparks, who closed his Downie Bros.' Circus a few weeks ago because of general business conditions, has definitely decided to get going again with his show. This means that Sparks sees a 'silver lining in the clouds' for the late summer and fall. And we welcome him back with open arms!

CARNIVAL showmen, and especially those playing Rochester, N. Y., and surrounding territory, always find Max Cohen, general counsel of the American Carnivals Association, Inc., at their beck and call. Max Gruberg, manager of Gruberg's World's Exposition Shows, wants to be on record as saying that he considers Cohen a great asset to the carnival world. Cohen recently handled legal matters for Gruberg and Norman Wolf when, we are told, reflected great credit upon him.

THEY say there is a certain "circus" in the Dakota, that has torn down many an evening without giving a night show owing to poor matinee attendance. It advertises a menagerie and, on arrival, states that "our elephants got away on us in the Black Hills and to date have not been captured." Which strikes even the lowliest as a tall story. And they further say the menagerie consists of a couple of bears, a porcupine and one or two dogs.

ON PASSING thru Cincinnati recently "Hot Summer" Fred Fansher apparently didn't have time to stop at our office but dropped us a postcard. "Passing thru—thinking of you," the card reads. "Two paragraphs and a poem (?):"

"1. Perked-up Parks Please Particular Patrons.
"2. Chromium Creates Cash Customers.
"Poem (?):
"The clouds are reft,
The rain comes down
No end—none to blame.
Behind these clouds
The sun still shines;
Be game, my boy,
Be game."

Not so bad, "Hot Summer," old boy, not so bad.

E. H. KELLEY, better known as Doc, old-time circus, Tom, med and vaudeville showman, for many years felt

that a carnival was not worth attending. But he has been convinced differently—since visiting the O. C. Buck, Art Lewis and George Traver shows. He speaks in high praise of all three shows and avows that "from now on carnivals will not have a knocker but a booster in Old Doc."

IN OUR issue of June 25 one Elmer Day was quoted as saying that business for the Mighty Haag Circus has been fine all thru Indiana and gratifying in most of the towns. "In Ferdinand," the item further stated, "the gross was on a par with the big business enjoyed there three years ago—a fair house at the matinee and a straw house at night. Jasper, Brownstown and Batesville were even larger than three years ago. Crops are very good this year and people are loosening up with their money. Mrs. Ernest Haag states she will continue in Indiana as long as business keeps up the way it has been the last two weeks. Guy Smuck, who has the side show and lives in Indiana, says he cannot understand the good business he is getting thru his State. Show has been out since April 15 with not a pay day missed."

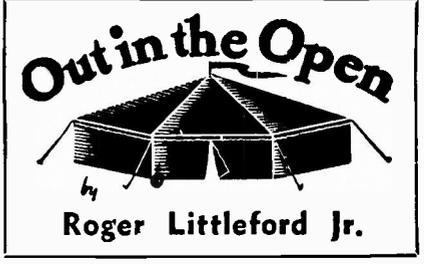
As we heard from a personal acquaintance that Mrs. Haag told him business was not so hot, we wired her at Livingston, Tenn., June 29 asking if it were true that her show this year did big business in Indiana for two weeks or so. Her answer, by wire also, from Cookeville, Tenn., June 30, reads: "Story not true. Just getting by, that is all."

We have no regard for anybody who deliberately misleads us, and we apologize to our readers for the misinformation passed on to them. Surely, if the Mighty Haag Circus did big business Mrs. Haag would know about it.

Will the said Elmer Day please step forward and explain?

WILLIAM R. HICKS, adjuster around carnivals for years and this season with the F. H. Bee Shows, says he is with us 100 per cent as to fixed gains, and that "the editorial in the *Broadcast* in July 2 issue was, in my opinion, straight to the point and should awaken some of the managers as to why it is hard to get towns."

Let's hope so anyway, Bill.



The Weather Turns

NEW YORK, July 9.—In outdoor showdom this year it certainly is "Good weather—good business." Since the skies cleared a week ago most carnivals and parks did more business than they had enjoyed in a month, and special events have also done well.

Fourth of July week-end was a red one—and in many instances vitally important to concessioners delinquent in rental fees. The Fourth is usually a landlord's deadline around here and they can be pretty tough on the boys if plenty has not been put on the line by that time.

Current opinion is that provided the weather remains halfway good the East should be in for a fairly good late summer and fall season—especially with the fair circuits yet to open. Spending habits of the public have been exceptional, oldtimers are saying, considering the difficult economic conditions and deplorable weather.

It looked like April along Broadway last week. The circus was back in town—at least many of its people were. Of course, they were in from the recent Ringling-Barnum debacle, and a forlorn group they were. Some of the workingmen are still around 49th and Eighth, but most of the performers have headed elsewhere—to parks, piers and other shows. Most went to the Barnes-Ringling combine.

Ralph Whitehead, executive secretary of the American Federation of Actors, returned to New York this week from a jaunt that spelled history in the circus business. Following the Scranton nightmare, Whitehead visited AFL headquarters and counsel in Washington and later friends in Atlantic City. It is understood that before leaving he effected a closed-shop agreement with George Hamid and Sam Gumpertz, operators of Million-Dollar Pier there.

Bernard Mills, Mills' Circus, London, is off on his annual circus scouting trip thru America. . . . Melvin D. Hildreth, Washington, D. C., attorney and president of the Circus Fans of America, a visitor to New York this week. Reported that the annual convention of the CFA will be held on the Barnes show as it plays thru the Middle West in August—preferably when it hits Madison, Wis. Haywire routes of circuses this year have made it practically impossible to set a convention date on a show far enough in advance to insure proper publicity and subsequent attendance. . . . Paul Miller, former concession chief with his brother, Frank, on the Big Show, off to the West this week to contact the Barnes show. . . . Frank Buck staying here preparing final arrangements for a World's Fair concession and African ballyhoo trip prior to the fair inaugural. . . . Eddie Vaughan, former legal adjuster on Ringling and more recently with Sol's Liberty Shows in the Middle West, returned to New York recently. . . . And Roland Butler, Frank Braden, Gardner Wilson and Jerome Harriman, publicity staff of the closed Big One, working like beavers at the Piccadilly preparing new stories and stuff for the Barnes-Ringling temporary merger. . . . They say J. D. Newman, general agent for the Cole Circus, will be heading for White Sulphur shortly for a physical check and rest-up.

Harry Witt's Boomerang ride at Feltman's and the Bowery, Coney Island, is topping the attraction list in that section of the Island. . . . Frank Moore, general manager of Madison Square Garden Rodeo, is just about set to put the Jim Eskew cowboy contingent into Providence in August. . . . And George Hamid announces that plans are progressing speedily for his Suffolk Downs (Boston) Rodeo about the same time. . . . Tex Sherman and Floyd Bell will again handle publicity, with Leonard Traube, Hamid publicity chief, supervising.

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Notes From the Crossroads

By BOB HICKEY
(Pinch-Hitting for Nat Green)

SEVERAL years ago at one of the major league parks, late in the game, the announcer gave forth to: "Cohen battling for Doyle" and high up in the grand stand a fan yelled, "And Murphy leaving the park." I hope Nat Green's regular readers don't "walk out" on me.

Chicago is really the crossroads of the nation, as far as outdoor show business is concerned. Circus men, carnival owners and agents, free-act performers, booking agents and rodeo ramblers pass thru the Loop several times a year and some are in and out weekly.

Arthur (Ringling) Hopper registered at the Sherman and will be here for some time, now that he will look after the billing for Al G. Barnes-Sells Floto Circus. Understand several of the Ringling agents will replace executives on Al G. Barnes-Sells Floto. Already J. C. Donahue is making the railroad contracts. Look for this show to increase its size within a few days.

J. Frank Hatch here several days and happy he is not in the circus game. Says the stock market is more interesting and less expensive. Beverly Kelley is back home in Delaware, O., looking after his furniture business, but is expected in Chicago very soon. Max Fletcher, former local contractor for Cole Bros.' Circus, has returned to California. Gardner Wilson was the one who called J. D. Newman "Chameleon Jake," but Gardner himself has been changing positions every few months. Will H. Hill's elephants were on the program at Evanston July 4 celebration at Dyche Stadium, also Joe Coyle and his clowns. Thearle-Duffield fireworks closed the show and Frank and Jack came thru with a beautiful display. This was the 17th annual affair and attracted around 25,000 people. Riverview Park had the biggest day in

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The Billboard reserves the right to edit all advertising copy.

Vol. L JULY 16, 1938. No. 29

several years and concessioners were happy and tired at midnight. Everybody in the business must have made money over the July 4 week-end, the first break in weather this summer in Chicago.

Donald S. MacLeod, Chicago Stadium manager, away on a fishing trip. Had his wedding anniversary Friday night, July 1, at the Rest Haven Hotel, Spider Lake, Wis. "Mac" landed a six-pound bass on this trip. Herb Pickard, stadium assistant press agent, back from Syracuse, N. Y., where he handled a fireworks show for Jack Duffield. Heard that "Tex" Sherman was doing publicity for a park in Philadelphia. If Charley Sparks reopens his Downie Bros.' Circus, Jerome Harriman will again be on the job as mainmost agent, and Fort Kent, Me., won't see "Bomie" until late in the fall. Harry Bert comes into the Sherman Hotel for lunch most every day. Has had several offers, but is not anxious to troupe under present conditions.

Charley Warrell and Dall Turney sure make every visitor to Tom Mix Circus right at home. Joe de Rosselli was with Mix, handling the inside. Ernestine Clarke is sure a pretty picture in the center ring and Tom Mix has plenty of young and good-looking girls with his show. It was nice of Paul Sullivan to get the B & M agent at Concord, N. H., to keep open the station at night so the Cole executives could do a lot of long-distance telephoning. Francis Healy is doing a nice job press agenting the Royal American Shows, his first outdoor connection. Freddie Shader is lighting the publicity fires for Michigan State Fair and is going strong for Al Butler's "Holyland" exhibit. Mickey Coughlin, checker-up for Ringling, now in New York, but expected back in a few days. Looks as tho Hot Springs will get its quota of outdoor showmen several weeks early this fall. Grover McCabe asking about the opening of the hockey season and summer heat just starting. Arc, Nat, bring home the fish; we'll supply the lemon.

Banker Clowns With Mix

OSHKOSH, Wis., July 9.—For two weeks—his vacation—G. Wylie Overly, of Mt. Pleasant, Pa., cashier of the Mt. Pleasant State Bank, put on grease paint and performed the art of buffoonery for the customers of the Tom Mix Circus. He worked out his own gags and walk-arounds, built the required paraphernalia and transported it in his own car and trailer, and proved to be a top-notch trouper.

BARNES-S-F TITLE CHANGED

"Ringling Bros.-Barnum & Bailey Features" Included in New Billing

R-B acts, department heads, big top, menagerie tent and 4,500 seats sent from Sarasota to enlarge show—Frank Buck joining later—to play abandoned Big Show route

NEW YORK, July 9.—Roland Butler, who was general press representative of the Ringling-Barnum show, told a representative of *The Billboard* here yesterday that the billing of the Barnes show for the remainder of this season is to be "Al G. Barnes and Sells-Floto Combined Shows Present Stupendous Ringling Bros. and Barnum & Bailey Features." The regular titles will be used by the two organizations next year, he said.

SARASOTA, Fla., July 9.—Feature acts, attractions and equipment of the Ringling-Barnum Circus left here on a 21-car train on Monday, bound for Redfield, S. D., and the Al G. Barnes-Sells-Floto Circus.

General Manager George W. Smith of R-B, leaving with the train, said that the Ringling-owned Barnes show has "leased" the Big Show features included and would introduce them as "presented thru arrangement with Ringling Bros. and Barnum & Bailey."

On the train, which pulled out of winter quarters just three days after the show's arrival, were Gargantua, widely publicized Ringling gorilla, in his air-conditioned cage; the Walkmlrs, the Grotofents, the Naittos, the Cristianis; William and Tamara Heyer and their trained horses; Terrell and Dolly Jacobs and their lion act; four elephants, two giraffes, the big top and menagerie tent and 4,500 seats.

Smith said that Frank Buck would also join the Barnes show, probably in Chicago, as would Roland Butler and Frank Braden, of the Ringling press department. Other Ringling men who left here to join Barnes included Treasurer Fred De Wolf, Bandmaster Merle Evans, and Pat Valdo, personnel director.

Smith, who plans to return to quarters after delivering the big show attractions, also said that the Barnes show would probably be rerouted to catch the principal cities on the abandoned Ringling route.

Smith further said that Barnes would be quartered at Sarasota next winter instead of in Baldwin Park, Calif., and that it might even close its season here.

Quarters were left in charge of Ed Kelly, pending Smith's return. Personnel Manager McCormick Steele also remains, as do Menagerie Superintendent Franz Woska and Elephant Boss Larry Davis. John Ringling North, who did not make the trip to Sarasota, is slated to join the Barnes show in Chicago.

Montana Good

HELENA, Mont., July 9.—The Al G. Barnes and Sells-Floto Circus played its sixth successful Montana engagement here July 1. Rain threatened both performances but lifted in time to give the show what Business Manager Paul Eagles termed a "very satisfactory" gate.

The show also definitely "made its nut" at Shelby, Kalispell, Libby, Dillon and Missoula. Altho Montana has received much rain and heavy cloudbursts, the show was not rained out once. General Press Representative Sam R. Stratton reported generous co-operation from all Montana papers. Farmers and ranchers are having the best year they have known since 1927.

Helena's main street buzzed about the (See *BARNES-S-F* on page 60)

Downie Back on Road Next Month

MACON, Ga., July 9.—Charles Sparks, owner of Downie Bros.' Circus, has announced that he will again take to the road, opening early next month. Preparations are now being made. It was recently stated in these columns that he was planning on such a move, depending on crop conditions. The equipment and animals have been kept intact.

Mr. Sparks, after opening here in April, closed May 31 at Portsmouth, Va., because of business conditions and a long siege of bad weather.

Dominion Day Made By Robbins Bros.

PORTLAND, Me., July 9.—In order to make Dominion Day in Canada and the Fourth of July in the States, Robbins Bros.' Circus jumped into Maine for two days, back into New Brunswick for one day, July 1, and back into Maine again.

At Woodstock, N. B., resides the only CFA in Eastern Canada. He is Tip Stone, secretary of the fair there. He did all he could to make the visit of the show a memorable one.

Californians do not seem to have the exclusive use of the word "unusual," as Maine folks are using this on all sides to explain the cool weather, accompanied by rain almost every day the past week. To think that one could wear a topcoat in July.

Stanley F. Dawson, who was taken ill at St. John, was away almost a week. Is back on the job, looking much better. John R. Van Arnam, veteran minstrel man and owner of tent show playing New England territory, visited with his company at Dover-Foxcroft, Me.

In Burlington, Vt., the No. 1 car of the Ringling-Barnum circus, after laying idle for a week there, was switched on the rear of the Robbins Bros.' bill car after the latter had finished billing the town and both were carried to Rutland, Vt., the next stand for Robbins Bros. From there the R-B bill car went to Jersey City.

Blacaman's Return to H-W Ends 'One-Man' Strike; Bull Man Killed

LINCOLN, Neb., July 9.—Blacaman, Hindu-Italian mystic, last night returned to work with Hagenbeck-Wallace Circus here. Thus ended the "one-man" strike which started in Des Moines, Ia., July 4. He differed with Manager Howard Y. Bary when asked to be favored over other performers.

Mabel, the bull that killed George Page in Des Moines, did all its tricks without a hitch.

Lincoln was one of the best dates for the show in two weeks, playing to about 2,000 people in the afternoon and about 5,000 at night. It was the second winning date for a circus here this year, Parker & Watts doing well in May, Omaha, the day before, was "very sour" for H-W.

Billposting with H-W has turned into a double take. Paper has been printed with the caption, "Second largest railroad circus in the world." With the fade of the Ringling-Barnum show into winter quarters, the posting crews have been busy pasting white strips over the word "second."

DES MOINES, Ia., July 9.—Hagenbeck-Wallace Circus, scheduled for a one-day layoff, Sunday, July 3, and two performances on July 4, got off to a bad start here when George Page, 44, bull man, was killed by an elephant as the show was unloading, and the show's employees were called into a conference on financial problems which resulted in Aversa Blacaman, one of the show's headliners, staged a one-man strike.



CHARLES SPARKS, owner of Downie Bros.' Circus, who closed his show May 31, will resume operation next month.

Eakin-Admire Blow Warrensburg Due To Heavy License

CINCINNATI, July 9.—J. C. Admire, general agent of the Eakin-Admire Show, states that the show bowed Warrensburg, Mo., due to a heavy county license shakedown, also that towns in Kansas and Oklahoma have been canceled. He adds that Western Missouri is bad this time of year and that show lost money there at every spot but two.

At Gallatin big matinee and capacity at night; Richmond, light matinee and fair night house. At this stand admission price on adult ticket was raised for remainder of the season. Lexington a bloomer; Windsor, light matinee and night house; Higginsville, big at both performances.

Show is heading into the Ozark Mountain towns, with eight spots to make. Will then go into Iowa for a few days. Merchant ticket sales and banners have been big.

Second Mishap On Cole Bros.

Mlle. Dolores injured in somersaulting auto act—Ken Maynard leaves

NEW HAVEN, Conn., July 9.—The second major mishap to Cole Bros.' Circus this season brought severe and painful altho not necessarily serious injuries to Mlle. Dolores, sister of the Great Florenzo, at Augusta, Me. The first mishap was in Chicago on opening day when Florenzo's somersaulting auto twice landed wrongside up, with injuries so serious to Florenzo that his neck is still in a cast and brace. Doctors forbade him to attempt the feat again.

His sister took his place in the spectacle. At Augusta the car failed to land in the net and she was injured. She has nearly recovered and is expected to be working soon. Morris Cebbins, originator of the act, is now doing the somersaults.

Ken Maynard has left to fulfill movie contracts, and the Wild West concert is being presented under direction of Jim Foster.

Cole Bros. found with their second New England week that "Down Easterners" had not forgotten the show. Maine came thru in grand style. A strong wind and heavy hail mixed with rain ruined what gave promise of being a record matinee at Bangor. The night was excellent, however, as were performances at Augusta and Lewiston.

The Sunday run, Augusta to Concord, N. H., was thru blinding rain, which continued all thru Monday. Despite this, Concord held up its reputation as being a good Cole stand. At Newburyport arrival was late because it was dis-

(See *SECOND MISHAP* on page 60)

Kelley-Miller in Storm; Housecars, Trailers Damaged

ARNOLD, Neb., July 9.—The Al G. Kelley and Miller Bros.' Combined Circus encountered the worst storm of the season here today at 6 p.m. No damage was done to the big top or Side Show, but the tops of housecars and semi-trailers were severely damaged.

At 7 o'clock another storm struck, but with all hands on deck the big top was dropped and Side Show banners saved. The kid show was flattened. The night performance was lost. There was a two-thirds house at the matinee.

Lindemann Denies Report Re Seils-Sterling Closing

CINCINNATI, July 9.—As a result of a postcard received from Tige Hale, trombonist, dated at Sheboygan, Wis., July 6, *The Billboard* wired Lindemann Bros., of Seils-Sterling Circus, at that point, July 7, as follows:

"Have story Seils-Sterling closed Iron Mountain, Mich., July 4 and returned Sheboygan, where people after being held at farm all day and late into night were paid off with 40 per cent cut and I-O-U's for last week and nothing for July 3 and 4. Please wire your version of matter and future plans."

From Sheboygan, July 8, came the following wire from A. C. Lindemann: "Received your wire. Thanks. The information you got is not true. Letter with correct information follows."

On the postcard about the sudden closing Hale also said: "Will send full details next week under sworn statements."

Sadie Beers Under Knife

MONROE, N. Y., July 9.—Mrs. Sadie Beers, of the Beers-Barnes Circus, was stricken on the show here and rushed to the Kingston, N. Y., City Hospital, where she underwent an operation July 5.

Behind in Pay Roll

Circus officials admitted the show was behind "about a week and a half" on its pay roll and said Blacaman earlier in the day had rejected a proposal that he go along with others and share in receipts "until the show could catch up on finances." The management said the circus was behind because of cold

(See *BLACAMAN'S* on page 60)



With the Circus Fans

By THE RINGMASTER

CFA

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.
 Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.
 (Conducted by WALTER HOENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

ROCHELLE, Ill., July 9.—Fans Davis, Hoye, Lindquist and Montague, all of Hartford, attended evening performance of Newton Bros.' Circus at Bristol, Conn., June 22. They report an interesting show. They were shown every courtesy by William Newton Jr. Bill Montague attended opening of the Million-Dollar Pier at Atlantic City. He visited with Harold Barnes, wire-walker, and his father, Clint Barnes, who is clowning.

On the day this was written 21 cars of the Ringling show passed thru Rochelle to join Barnes. Train consisted of 15 flats and six Pullmans.

Madison (Wis.) Fans extended their usual welcome when Tom Mix Circus showed there July 3. This was the first time that a show ever played a Sunday date there. Business was only fair, altho the Fans made every effort to get the publicity. Sterre O. Braathen interviewed Tom Mix on the radio. Dr. Tom Tormey entertained visiting Fans at dinner and after the night show had a party of circus people at his home. Bob Clark also entertained a number of them at the Elks' Club. Visitors at Madison were Mr. and Mrs. Eck Erdlitz and

daughter, Mary; Fans J. I. McFarland, Lodi, Wis.; Edgar H. Wilsen and Joe Taggart, Rockford, Ill., and Walter B. Hohenadel, of Rochelle. On July 4 Dr. Tormey, Bill Jackman, Bob Clark and Braathen visited the show again at Portage. On the lot they met Mr. and Mrs. Clint Beery, their two children and Mrs. Al Ringling, whom they brought from Baraboo. Mrs. Ringling saw part of the performance and spent remainder of time in the backyard visiting with performers. Mr. and Mrs. Jimmy Whalen also visited in Portage.

Eugene J. Nadeau, of Madawaska, Me., writes that on June 30 he motored to Caribou and caught night performance of Robbins Bros.' Circus. Reports a nice, clean, fast-moving show. Tent about one-half full.

CFA Frank C. Upp, of Macomb, Ill., saw Kay Bros.' show there July 4.

F. E. Loxley visited the Newton Bros.' show at West Warwick, R. I., June 28 and at Warren the next day. At West Warwick the show was in a hard rain day and night.

P. M. Silloway, CFA of Lewistown, Mont., visited the Barnes show at Great Falls, Mont., and enjoyed the performance. Matinee was well attended, but a drizzling rain made the night patronage somewhat light.

Voyle N. Armstrong, CFA of Wichita Falls, Tex., while in Cincinnati last week, gave *The Billboard* a call.

John R. North and Mother Defendants in Damage Suit

SARASOTA, Fla., July 9.—John Ringling North and his mother, Ida Ringling North, as executors of the John Ringling estate, were named defendants in a \$100,000 damage suit filed in Circuit Court here last week by Emily Haag Buck Ringling, divorced wife of the late circus king.

The suit followed an action of J. F. Burket, estate attorney, who last month filed objections to part of Mrs. Ringling's \$75,000 claim against her late husband.

The estate attorney formally recognized the validity of a \$50,000 note bearing Ringling's signature, which constitutes part of the claim, but rejected the remaining \$25,000. This objection was the basis of Mrs. Ringling's suit.

A year ago Mrs. Ringling, claiming that the note was secured by a chattel mortgage of five paintings from the Ringling collection, attempted to foreclose on the ground that the note had not been paid. The case is still pending. Ringling attorneys holding the mortgage to be invalid while admitting the validity of the note.

The pictures involved have been evaluated at over \$200,000 and include two Rembrandts.

Also pending in Circuit and Supreme courts are actions by Mrs. Ringling to have the divorce granted Ringling six months prior to his death voided in order that she may attain dower rights in the estate.

Inclement Weather For Silver Bros.' Show

EGYPT, Pa., July 9.—Silver Bros.' Circus is in its 12th week, seven being rainy and cold. Considering general conditions, business is about all that could be expected. Fourth of July date at Lykens was best stand of season—capacity matinee and fair night house. Harry McCall, chief of police there, co-operated. He sat in with band playing trumpet.

Charles Sinsel recently joined. Captain Moyer and his performing lion is featured. Mrs. Jack Fogg handles the front door. Fred Timon, former trouper, now film projectionist of Oswego, N. Y., was a recent visitor.

WPA Business Light At Jackson Heights

JACKSON HEIGHTS, L. I., July 9.—The WPA Federal Theater Project's circus closed here July 2. Biz was light thruout the week and rain killed the Tuesday night house. However, show managed to get the week's nut.

Nick Cravat, who left the show in the spring to join the aerial bar act of Walter Gulce on the Big Show, has returned to the WPA circus. Visitors included Harry Hanson, Paul Jerome and Jimmy Davison.

Show moved to Brooklyn and following that stand will play one more date in Greater New York before starting its itinerary of New Jersey towns, reports Wendell J. Goodwin.

Many Visitors On Newton Bros.

On Newton Bros.

BARRE, Vt., July 9.—Ray Rogers and Colonel Cox, legal adjuster of Barnett Bros.' Circus, visited Newton Bros.' Circus in Warren, R. I. James Heron and James Beech, of World Bros.' Circus, exchanged greetings in Brattleboro, Vt. James Moran and Bernice Newton Moran were hosts to many Boston visitors July 4 at Brattleboro. Jimmie's guests included his mother, Mrs. James J. Moran; Dr. and Mrs. Edward M. O'Connor; Mr. and Mrs. Edward Flemming and daughter, Zita Marie; James Maroney, Charley Ford and Beth Cronin, the last named being a former aerialist on the Ringling show. Jimmy entertained his guests at Erin's Green Club.

John Cusick was a guest from Fall River, Mass., at Warren, R. I. Edward Sherman, of Fall River, was the guest of the writer, Harry FitzGerald, as was Philip Rivard, city editor of *La Patrie*, Woonsocket, R. I.

The Newton show encountered a cold Fourth of July. Rex Cole has added two new bronk riders to his Wild West concert. Leon Bennett's side show always gets its share of business—a nice flash both inside and out. Top honors among the paeroom fishermen went to Rex Cole last week. He lured a dozen trout from the Vermont streams.

Michigan Not Good For Lewis Bros.' Show

WATERVLIET, Mich., July 9.—Lewis Bros.' business in this State as a whole has not been good and in spite of all handicaps the show has not missed a pay day. Very few changes have been made since opening. Si Kitchie joined here, and Sailor Sampson, of Seils-Sterling Circus, at Vicksburg, Mich. Carl Helpenspell joined the advance with a car, which now makes four cars.

Duke Drukenbrod joined at Lockport, in charge of concert, and has been doing well considering things in general.

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WPA FEDERAL THEATRE

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Featuring JAPINO

Sacred Black Elephant

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14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.
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International Bareback Riders. STEEL PIER, ATLANTIC CITY, N. J., For the Summer.

NOTICE

BAR PERFORMER

Wanted a Comedy Bar Performer that can do two routines. Give age, weight, height and lowest possible salary for long season. Address BOX D-142. Care *The Billboard*, Cincinnati, O.

WANTED

EXPERIENCED GIRL GYMNAST Capable of Working Iron Jaw and Traps in High Act. Not Over 120 Lbs. Send recent photo. HARRY ANDERSON 363 W. Chicago Ave., Chicago.

EDDY BROS. CIRCUS

Wants to join on wire. Trumpet, Trombone, Baritone and real Circus Trap Drummer. Amador Mona Guetteroz, Wire Act, get in touch. Billposters and Lithographers that can drive trucks. Long season, sure low salary. Wire or write Elizabethtown, 13 Saranac Lake, 14; Ausable Forks, 15; Keyville, 16; Plattsburg, 18; all New York.

AT LIBERTY

Close Contracting General Agent or Adjuster, Circus or Carnival. Owing to Norris Bros.' Circus closing. State proposition. Can furnish Band, Billposters, Side Show People and Performers if wanted. J. S. RAMSEY, 823 S. 4th St., Waco, Texas.

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Working the largest Group (43) of Lions and Tigers ever presented.

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Working the only Mixed Lion, Tiger and Elephant Act in the world.

FEATURED WITH COLE BROS.' CIRCUS

Downie Bros. Circus, Opening in August

Wants for Big Show, Performers, Wild West People, Clowns, Feature Wrestler for Concert.

Big Show Band Leader and Musicians.

Side Show People, Minstrel Band and Performers.

Bosses in all departments, Steward.

For the Advance: General Agent. Must do Locals. Car Manager, Press Agent, Billposters.

Advertising Banner Man.

We will be pleased to hear from those who opened with this show last spring. Side Show People address JOHN H. (DOC) OYLER, 1116 Market St., Duncannon, Pa. All others,

DOWNIE BROS.' CIRCUS, Chas. Sparks, Mgr., Macon, Ga.

WANTED CIRCUS ACTS

To open Johannesburg, South Africa, October 22. Six months with option of a year. Teeter Board Acrobats, Riding Troupe, Aerial Bar Act, Talking Clown, Midget, August Seal, Bear and Chimpanzee Act. Preference to acts doing two. Return fares to New York or New Orleans. Nationality, photos, description and duration of acts and lowest salary in first air mail. Address

PAGEL CIRCUS

Box 1522, Capetown, South Africa.

Under the Marquee

By CIRCUS SOLLY

JACK DE SHON has left Lewis Bros.' Circus to play fairs and celebrations.

CHARLIE PERKINS is with Winsted's Minstrels.

ARTHUR HOPPER, in charge of outdoor advertising with the Big One, is now with the Barnes show.

R. B. DEAN, with Robbins Bros.' Circus, says that biz was good in Canada and that show went over big.

BARNEY AND JIMMY ARENSON, comedy acrobats, are now playing celebrations and fairs for C. A. Klein.

KLARA KNECHT, who handled radio publicity for Cole Bros.' Circus, left the show June 30. She is now in New York.

THE RUDYNOFFS, who were with Ringling-Barnum, will be with Edna Curtis for 12 weeks of fair dates.

RITA AND ERNOS, aerialists, who were with Eddy Bros.' Circus, have returned to Montreal. Will play fairs.

THE KLINES (Elmer and Elvira) opened their fair season at the Anderson (Ind.) Fair.

BUCK MAUGHIMAN sold a pair of midget mules to the Tom Mix Circus. He plans to play Ohio fairs and celebrations with a giant horse.

ROGER LUDY states that Russell Bros.' Circus made a hit in Portland, Ind., and gave the people something for their money.

WHEN A PERSON is in earnest and knows what he is about his work is half done.

JOE LEWIS, who was with Ringling-Barnum, en route to Peru, Ind., last week stopped off in Cincinnati and visited *The Billboard*.

NEWTON BROS. Circus has a license to play the Broad street lot at Glens Falls, N. J., July 14. Conditions are good there, says Walter B. Leonard.

TED LaVELDA closed with Norris Bros.' Circus to play fairs, doing a high act and one on platform. The West-lakes also left to play fairs. Biz good on the show.

THE NEW UNDERPASS of the New York Central at Geneva, O., connects Geneva village with the former Walter L. Main winter quarters, now a night club known as the Coliseum.

LEON SPAHR, who was with Lewis Bros.' Circus as contracting press agent and handling merchants' tie-ups, left the show early in June. He is now at Cloverdale, Ind.

PAUL F. VAN POOL advises that Tom Mix Circus will play Kansas City, Mo., August 12-14 on the regular circus grounds under auspices of the Democrat Party.

J. H. (DOC) OYLER cards that he is not with Harris Bros.' Circus, as mentioned in an advertisement in last week's issue. He is resting at his home at Duncannon, Pa.

DESPITE the long runs over the snow-capped mountains of Montana and Utah, the Aerial Brocks are "getting it up," giving two performances daily and pleasing the Parker & Watts patrons.

HAAG BROS. 3-RING CIRCUS

Wants Musicians for Big Show Band, Trombone, Baritone. Address Claude L. Myers, Bandmaster. For Side Show, capable, sober Boss Canvasman, Girl Blues' Singer and Dancer for Minstrel. Other useful people.

Route: Williamsburg, July 13th; Barbourville, 14th; Middlesboro, 15th; Pineville, 16th; all Kentucky.

PARKER & WATTS CIRCUS

WANTS FOR SIDE-SHOW. Colored Musicians and Performers. Trumpet, Trombone, Sax. Girl Singer and Dancer. Will consider small Organized Band. Elmer Wheeler, Joe Brantley, Billy Freeman, Spoonie Bowen, Chas. Holloway write as per route in Route List.
W. E. DE BARRIE.

JOHN G. SCHRIMSHER, of Roswell, N. M., has a large indexed and mounted pictorial collection of circus people and scenes, 272 in number. His collection has been principally thru *The Billboard*.

MRS. L. L. INGHAM, of Washington, D. C., has been visiting her son and daughter-in-law, Rex M. Ingham and wife, at their new place of business, "Rex's," at Ruffin, N. C.

J. C. WOODARDS, piano-accordionist, pens that the closing of the Big Show gave him inspiration to write a song titled *After the Circus*, which will soon be presented to New York publishers along with his other recent creations.

PHIL TRAVIS, manager Tennessee State Fair, Nashville, and wife, visited I. J. Watkins and wife on the Mighty Haag Circus at Carthage, Tenn. The Watkins are breaking a troupe of Great Dane dogs.

CORIELL FAMILY opened July 4 at Rock Rapids, Ia., for DeWaldo Attractions. A banquet was given the family by Billy Dick on the last day of contract with Golden Bros.' Circus. Will return to show for fall tour. George Free troupe replaced the Coriells.

DON'T LET the germ of careless spending get in your blood; it's hard to get out.

LEW ALTER, Ten-in-One show operator, recently visited Silver Bros.' Circus, also Betty North, who is now married and lives at Pottsville, Pa. Latter worked sword-box trick for H. R. Brison in 1935-'36. Jerry Franty's med troupe also visitors.

THE GREAT MEZA, who opened season with Hagg Bros.' Circus, is now playing parks, fairs, celebrations and carnival dates. Says that it was necessary to cancel contract with Toluca, Ill., celebration due to his wife's illness. She is now well and working again.

HERBERT W. MCKENNEY, of Bath, Me., writes that circuses should give parades and get out the old steam callopie; if they cannot be given let the callopie on the lot and whoop it up. McKenney belongs to the Boosters' Club

AFA Plans Nation-Wide Boycott Against Ringling Bros.' Interests; Barnes-Sells-Floto To Be Picketed

NEW YORK, July 11.—Ralph Whitehead, executive secretary of the American Federation of Actors, announced today that a labor boycott, nation wide in scope, is being instituted immediately against the Ringling Bros.-Barnum & Bailey interests for alleged violation of its five-year closed-shop contract with the AFA.

The action, of course, is prompted by the recent Ringling-AFA contract row and subsequent closing of the Big Show in Scranton, Pa., two weeks ago. Since then part of the Ringling rolling stock and personnel has been moved by the management to the Barnes-Sells-Floto subsidiary of the Ringling interests. Whitehead announced that every labor affiliate in the nation has been notified that Ringling and Barnes are on the "unfair" list and must be treated accordingly. Whitehead stated further that a concentrated picketing campaign will be started shortly and that an intensive anti-circus drive is to be started throughout the nation.

Case to Labor Board

Coincidental with Whitehead's announcement that a national boycott is being started against the Ringling-Barnum circus interests, Judge Joseph A. Padway, general counsel for the American Federation of Labor and American Federation of Actors, issued a statement from Washington that the circus will not be able to operate for the next four years unless it maintains its closed-shop agreement signed with the AFA in May, 1937.

Padway revealed that the AFA has filed charges with the National Labor Relations Board in Washington accusing the Ringling-Barnum circus of fraudulent and discriminatory discharge of 1,400 AFA members because of union

activity and union membership. Padway said that this is in direct violation of their original contract as well as of Section 8, Subdivision 3 of the Wagner Act. Action by NLRB is expected shortly.

at Bath, which attended Cole Bros.' Circus at Lewiston, Me.

LAWRENCE CROSS left Golden Bros.' Circus and is now at home in Ottumwa, La. Visited Barnes show at Yakima, Wash., and Pendleton, Ore. Fair biz at Yakima and nice business at Pendleton, matinee only. Also visited the Crowley shows in Council Bluffs, Ia., and met his old friend Doc Waddell, whom he had not seen in years.

BARNETT BROS. Circus had two fair houses at Falmouth, Mass. Illness kept William Desmond, cowboy movie star, out of the program. Manuel Enos, a Fall River business man, clown with the show. He and his wife spent a few days' vacation traveling thru the Cape with the show.

IT IS NOT the paper that has been ordered that counts—it is the number of sheets that are posted on the billboards before the show arrives.

Dressing Room Gossip

ROBBINS BROS.—A good time was had when show was in Woodstock, N. B. Tip Stone, CFA, was on lot and invited the folks to his home after the night show. Lunch and refreshments served. Stone has a number of old circus bills, books and photographs. He had passes to the show, but is keeping them as souvenirs. He sticks to the slogan, "We Pay as We Go."

Hoot Gibson and party were on a fishing trip, Hoot landing a number of nice ones. Buddy Brown received word from his sister, Catherine Kay Brown, who is in St. John, N. B., Hospital, stating she is doing okeh. Fourth of July dinner was served in Mitt Carl's cookhouse—chicken and all the trimmings. Swinging ladders have received a new coat of paint. Billy Hammond decided his horse needed a little exercise, so he made parade.

Visitors from the Van Arnam show at Dover-Foxcroft, Me., were Billy Henderson, Danny Sharp, Clarence Reed, Mary Hughes, Wingy Sanders, Halles Fant, Stan Adams, Dome Williams, Bill O'Brien, Ray Phillips and Ray Roberts. Mrs. Charles Luckey and Mrs. Lowell are tie in a knitting contest. Peggy Leonard is working on a new costume for her iron-jaw act. Harold George, cowboy, won the backyard contest in bronk riding between shows. **VAN WELLS.**

activity and union membership.

That differences between the circus and AFA are far from being settled is evident by the statement issued by Padway this week. It said:

"The Ringling Bros.-Barnum & Bailey Circus has returned to winter quarters in midseason and it is possible that John Ringling North, president of the circus, believes he has thereby broken the back of the AFA circus division.

"The fact remains that Mr. North does not realize the effectiveness of his contractual obligations. . . . He will find that when he attempts to reopen the circus on an open-shop basis the law will be there to stop him.

"The circus has broken its contract with the AFA as far as the 1938 season is concerned. The contract was broken under the plea that the circus was unable to pay the union contract wage rate. The AFA was given no opportunity to investigate the truth of the circus claims before being forced to take the cut. This the union could not tolerate and as a result North ordered the show back to winter quarters. The union and its members have been damaged by this violation of contract and two suits already have been instituted at Scranton, Pa., for these damages."

Padway went on to say that North will be forced by law to maintain a closed shop for four more years, and if he refuses he will not be able to operate his circus during that time. He maintained that the AFA cannot and will not see its contracts broken.

The Corral

By ROWDY WADDY

ANVIL PARK RODEO, Inc., Canadian, Tex., has been incorporated with no capital stock. Incorporators are H. S. Wilbur, C. W. Callaway and C. A. Studer.

CROWD ESTIMATED at 5,500 attended annual two-day Independence Day rodeo at Denham Springs, La., sponsored by the Young Men's Business Club. Awards totaled \$800. Proceeds go towards building a town community center. Bull Hughes managed the event.

POWDER RIVER JACK LEE and wife, Kitty, singing minstrels of the West, have returned to Montana following an aerial tour of the East. Jack appeared at the National Folk Festival in Washington, D. C., and then toured West Virginia in behalf of National Air Mail Week.

JOHN A. STRYKER, following his connection on publicity and advertising with T. E. Robertson's Rodeo of Springfield, Mo., went to Bristow, Okla., and did the announcing there June 25-27. He then went to Kingfisher, Okla., to do announcing and last-minute publicity, parade work, etc., July 2-4.

FOLLOWING are the results of the Drumheller (Alta.) Stampede: Bronk Riding (with saddle)—Barney Walls, S. Walters, Hugh Brown. Bareback—Doug Cam; Chet Baldwin and Olav Paney (tie). Steer Riding—Ralph Thompson, Harry Thompson, Fred Oakie. Wild Cow Milking—Art Galarneau, Jack Hill. Calf Roping—Art Galarneau, Tod Christanson. Chuck Wagon—Dick Cosgrove, Theo Thage.

BEST ALL-ROUND cowboy at the recent annual stampede at Rocky Mountain House, Alta., was Slim Turner. Other winners were: First day, saddle riding, B. Cressman, J. Milburn. Bareback, K. Brown, Ted Glazier. Second day, saddle, Bert Stenberg, Ted Glazier. Bareback, Frank Voris, Pat Swain. Steer riding, Ted Glazier, T. Cole. Finals, saddle, J. Milburn, Slim Turner, B. Cressman. Bareback, Pat Swain, Ted Glazier, Art Brown.

THRILLING RIDES and a good crowd featured the recent Blood Indian Stampede at Standoff, Alta. Guy Weadick assisted. Irving Cadell took top money for riding, and Eddie Ivens was first for calf roping. Half-mile race and old-timers' roping contest were won by Tom Three Persons. Albert Wells was first for steer riding, and Frank Many Fingers was the best steer decorator. Joe Young Pine took the chariot race event, and Joe Low Horn won the relay. George First Rider won the mile race.

MAJOR PRIZES at the Claresholm (Alta.) Stampede were taken by the Linder brothers, Herman and Warner. Herman, former world's champion cowboy, took first in bronk riding, with Frank McDonald second. Frank Vailan and A. K. Lund tied for third. Warner topped the steer decorating, with A. K. Lund, and Clark Lund tying for second. Clark Lund took first for steer riding, Frank McDonald second and A. K. Lund third. Calf-roping honors went to Pat Burton. J. Cochlan was second and "Toots" Burton third.

HERB MADDY writes that the Rochester (N. Y.) Rodeo will not be a purse event this year and that the dates have been changed from the third to the fourth week in July. The Rochester Rodeo Association, which has handled the event the past two years, has ceased operations. The contract show will be financed and staged by Lalla Rookh Grotto, and Jim Eskew has been engaged to furnish his outfit—people, stock and features—and direct the arena.

WANTED

For 5 Big Rodeo Dates, opening at Sikeston, Mo., July 21 to 24. Four big ones to follow. All events contest and mount money. Will contract Steer and Bucking Horse Riders, Rodeo Acts, People with or without stock. Yes, we run Cook House. CAN USE Program, Banner and Promoters. Concessions wanted. Pay your wires. Write **MANAGER**, Lions' Club, Fire Dept., American Legion Combined Championship Rodeo, Sikeston, Mo. Rodeo, Centalla, Ill., July 27-31; Olney, Ill., August 5-6-7. P. S.—Cowboys come on. Will rent or buy more Rodeo Stock.

HOLIDAY GIVES GOOD BREAK

Spending Up In Ohio Area

Best days of season so far are registered—acts and events are credited

CANTON, O., July 9.—First break of the season for Eastern Ohio amusement parks came over the Independence Day holiday when every spot reported jammed midways, especially on Sunday and Monday. Patronage was only fair Saturday night, but ideal weather brought thousands out on Sunday and in some instances record crowds Monday afternoon and night. Operators said patrons spent better than they had anticipated and that generally week-end grosses fell only slightly below those of 1937, when conditions were far better.

Meyers Lake Park here, said Manager Carl Snelair, had jammed midways on Sunday, and Monday night patronage was so heavy it was almost impossible to get another car into the park. Spending was satisfactory, with rides getting heavy play and concessioners clicking off their best two days of the season.

In Summit Beach Park, Akron, crowds were largest of the season on two days, with ride and concession takes good. Free acts and special events, with consistent air plugs and newspaper exploitation two weeks in advance, are credited for the holiday business, said Manager Frank Rafal.

Chippewa Lake Park was crowded, the Monday holiday registering best patronage so far this summer. Free acts and a two-day program of special events is said by Manager Parker Beach to have been responsible for the heavy draw. (See SPENDING UP on page 33)

Pontchartrain and Gulf Coast Beaches Jammed on Holiday

NEW ORLEANS, July 9.—Record crowds jammed beaches and parks in the Middle Gulf area for the triple Fourth holidays. Hotels, boarding houses and tourist camps were sold out and thousands slept in their cars. With hottest weather of the year so far, beaches had solid masses of bathers.

At Pontchartrain Beach an estimated record crowd of 50,000 jammed the boardwalk to see a preliminary revue to selection of Miss New Orleans early in August and opening of a three weeks' free presentation of Sonora Carver and her Diving Horses. Rides were filled on Sunday and Monday and concessioners reported best receipts of the season.

Galveston reported benefits reaped by beach concessioners on a 94-degree Independence Day. A fishing rodeo, fireworks and motorboat races helped to entertain the jams, estimated by beach officials as biggest ever seen there. Opening of Phil Harris and Ark at Sylvan Beach gave that spot a low high attendance mark for the week.

Uniformly Good Reports Are Sent From Detroit Area

DETROIT, July 9.—Detroit area parks uniformly reported good business over the holiday week-end with three warm days and relatively high temperature. Weather continued warm well into the middle of the week and every type of outdoor event profited.

Holiday crowds were at remote parks up-State as well in the largest numbers seen this season, and the week-end may be the high mark of the season for most locations.

Parks with beach attractions and lake rides appear to have been getting the edge on others.

Space Is Grabbed by Exhibs For NAAPPB '38 Trade Show

CHICAGO, July 9.—Space sale campaign for the 1938 trade show in conjunction with the annual meeting of the National Association of Amusement Parks, Pools and Beaches here has been launched, Secretary A. R. Hodge from his offices here having circularized the entire industry on July 1.

"There is no depression so far as our 1938 trade show is concerned," he declared, displaying his elaborate chart of the exhibition hall in the Hotel Sherman, Chicago, which is to house the 1938 convention and trade show, and he called particular attention to the fact that more than 50 per cent of the space had been taken previous to the mailing of the first notice to the industry.

When asked how he accounted for this exceptional situation, Mr. Hodge explained that so much business was done by the exhibitors at the 1937 convention that many of them had made reservations even during or immediately upon their return from the 1937 convention and further reservations have been made continuously ever since.

With this unusual record, it is safe to assume that the 1938 show will be a complete sellout long before the show opens, he said, and that everyone interested in supplying amusement devices and equipment for parks, piers, pools, beaches and carnivals should communicate with the secretary, Suite 295, Hotel Sherman, Chicago, at an early date.

Fete Period Perks Up Gates and Take For Cincy's Coney

CINCINNATI, July 9.—Trade perked up over the Fourth of July holiday week-end for Coney Island, best crowds and patronage of the season so far boosting takes of rides, shows and concessions. Many out-of-towners were among crowds that came via the steamer Island Queen and auto gates.

The park today entered a series of special days with observance of Cincinnati Day, under auspices of municipal employees' association and attended by the (See FETE PERIOD on page 33)

Biz Takes Spurt At Lincoln Capitol After Doing a Fade

LINCOLN, Neb., July 9.—Biz over the Fourth of July, even tho the three-day holiday tended to send everybody out of town, was even with celebration figures of a year ago. The 1937 take was considered very good.

Heat which drove the thermometer up past 100 found the pool in biggest demand. After dark grounds began filling and rides got a swell play.

George Shuey played the ballroom, with Ina Ray Hutton as competition at Turnpike Casino not far away, but did well. Park biz jump was heartening, since the previous 20 days had been doing a fade. Opening month was good. Pool, getting back into the money, was the biggest down department due to rains and cool weather.

Ops in N. E. Meet July 21

Summer session to be in Highland, Avon, Mass., as guests of President Baker

EXETER, N. H., July 9.—The 12th annual summer meeting of New England Section, National Association of Amusement Parks, Pools and Beaches, will be held on July 21 in Highland Park, Avon, Mass., near Brockton, and members will be guests of President Harry C. Baker, of the national association, it was announced by Fred L. Markey, secretary of the section, from his office here.

He said the program would include registration from 10 a.m.; luncheon from 12.30 to 1.30; baseball game, 2 p.m., between teams captained by Wallace St. C. Jones, Boston, president of the section. (See OPS IN N. E. on page 33)

Spots on West Coast Get Big 4th Draw

SAN FRANCISCO, July 9.—Neptune Beach, Alameda, and San Francisco's Playland did good business over July 4 week-end, 20,000 being at Neptune, Manager Arthur Strehlow reported. Motorcycle and auto races in afternoons and fireworks at night were main attractions.

Some 150,000 took in spots along Playland's midway, using heavily the rides and (See SPOTS ON WEST on page 33)

One Big Day In So. Jersey

Peak in A. C. is hit on Sunday—piers top biz of Saturday in 1937

ATLANTIC CITY, July 9.—July 4 holiday in South Jersey resorts, while one of the heaviest in years, did not spread over the three-day week-end. Amusements had one big day and then biz simmered down. Crowds started arriving here late Saturday, and Saturday night was perfect for right spots, most of which stayed open all night, curfew laws being apparently forgotten. Influx hit its stride Sunday morning and at one time Dr. Charles Rossert, head of the beach patrol, estimated that 250,000 were on the strand.

On Sunday amusement interests had all they could do to handle crowds. One-day excursions brought 800 from New York, 450 from Washington and 420 from Pittsburgh. Philadelphia trains arrived in sections. Bus lines reported Sunday travel heavier than last year. Monday was a disappointment, crowds not being as heavy as last year. A bright, hot day did not help afternoon amusements.

Ice Follies Open Big

In Wildwood they arrived early on Sunday and made Hunt's Pier and other beach-front places cry for help early in the day. There was a falling off on Monday. Ocean City got its bulk on Saturday with a stay-over for Sunday, and Somers Point, near by, got a heavy run on night spots because Ocean City does not allow cafes and Sunday blue laws are enforced. Atlantic City hotels Saturday night were pressed for space and the parking problem got so beyond (See ONE BIG DAY on page 33)

Big Upturn Evident In K. C. Fairyland, Declare Operators

KANSAS CITY, Mo., July 9.—Return of hot weather after a rainy siege has brought increased patronage to Fairyland Park, said Omer J. Kenyon, general manager. An added attraction has been the Dunham Monkey Racing Kennel. Picnics and special events have hyped gate receipts and things look much better than a month ago. Isham Jones' Orchestra, playing tonight and tomorrow in the open-air ballroom, will play to at least 1,000, judging by advance sale.

George Howk, in charge of concessions, reports sizable increase in receipts along the midway. All ride operators too, garnered neat profits in the last week, new Eyerly dual Loop-o-Plane and Octopus rides especially attracting coin, as are the Giant Skyrocket, Ferris Wheel and several other rides.

Dick Wheeler, ballroom manager, reported last week the best so far this season. Louis Kuhn's Kansas University Jayhawk Band was featured. Mario and Victor Brancato, Fairyland owners, joined Mr. Kenyon and park employees in optimistic predictions.

Philly Sector's Special Bills Pull Crowds on Holiday

PHILADELPHIA, July 9.—The Fourth week-end holiday produced perfect weather and all parks put on special bills to big crowds. Willow Grove Park had vaude afternoon and night on Sunday and on the Fourth, emceed by Frankie Snueth; dancing in the ballroom Saturday and night of the Fourth, music by Harold Knight and orchestra; special illumination of the Sousa Fountain of Rainbows, and night of the Fourth big (See PHILLY SECTOR'S on page 33)



THIS IS Jerry Gardner's Keano game, Old Orchard Beach, Me., after a new paint job of canary yellow trimmed in red and green. Casino seats about 150 players and is filled to capacity about four nights a week. Employees are said to be among the highest paid in that field. Tommy Morrissey, who manages, furnished the shot.

The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

Showmen Invitation

An invitation to pool operators, water performers, tank managers and swim teachers has been extended by John M. Liddy, executive secretary of recently formed National Showmen's Association, to join that worth-while organization. Lest there be a misunderstanding, it is declared that the showmen's organization in no way conflicts with the National Association of Amusement Parks, Pools and Beaches, of which a great many pool owners and swimmers are members. The NSA is called more of a social club, altho it does offer many business advantages, while NAAPE is primarily a trade organization. Members of New York Pool Owners and similar groups like the Philly pool men's organization need not feel that because they belong to their local fraternity they need not consider this national club. In the NSA are showmen from all branches of amusement and if a great many pool men would join it would not only benefit each of them but would raise the standard of the industry in general.

New Tank Opens

Much ado was made last week anent inaugural of Marine open-air tank, Lake Mohawk, N. J. A gala water carnival was staged, attended by about 1,000. Among guests introduced was Bette Cooper, crowned Miss America at last year's Atlantic City beauty pageant. The beautiful aquadrome seems likely to succeed, especially if the society crowd who attended the opening continues. Tank expects to make a big play for vacationing socialites. The only other swim pool which gets continual mention on sassy pages is Itzy Atlantic Beach (L. I.) club tank. Management of new Marine pool expects to do the same thing with exclusive Jersey crowd as Atlantic Beach has done on Long Island.

My ol' friend Bill Sadlo Jr., who used

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Have Space For Several Rides

On percentage, in new and established Park, for 1939 Season. Address

BROAD RIPPLE PARK

Indianapolis, Ind.

to win many long-distance swims, dropped into the office last week. Bill just completed a season as head swim coach at Flushing (L. I.) YMCA pool and reveals that he is seeking new bodies of water to conquer. If none are to be had he threatens to try to break the record for the swim around Manhattan Island.

New York subways sprouted big ads in official *Subway Sun*, posted in all trains, ballyhooing advantages of city-controlled Orchard Beach. Commercial pool owners fuming to such an extent that some operators promise to boycott underground mode of travel.

New sunburn lotion contraption making its debut at Riverside Cascades open-air tank, Manhattan, New York, consists of machine which sprays suntan oil for a dime, object being that bathers don't like to carry bottles around with them on the beach.

Dots and Dashes

Now that Swim-for-Health Week for '38 is history, Martin Stern, national director, is taking a vacash, motoring thru the Middle West. Paul H. Huedepohl, manager of Jantzen Swimming Association, Portland, Ore., in collaboration with C. Trubenbach, of Perey Turnstiles, has written an interesting bulletin on how pools can decrease swim-suit losses.

Playland, Rye, N. Y.

By J. WILSON CLIFFE

Biz and weather the past week were good. Current free acts are Five Juggling Jewels and Ames Sisters, acrobatic dancers. Both teams are clicking. Gardeners have changed the floral scheme from a springtime dress of pansies and tulips to a summer outfit

of petunias. Miss McDonald, chief nurse, and Miss Harris, her assistant, are again in charge of the hospital. Bill Mack-erhen assists on the big coaster. Mrs. Underhill is matron in charge of the bathhouse and restroom. Associated Swimming Clubs of New York have scheduled a meet at Playland for August 13 for the Bernarr Macfadden trophy. Events are open to all amateurs. Bi-weekly fireworks are going strong. Last Saturday 27 outings were held. Mal Hal-lett is making good with Playland dancers.

Funny things seen at Playland: Min Bossert trying to juggle a dish of ice cream and put plugs in the switchboard at the same time; Tommy Coughlan returning to the phone booth at the boat-house to see if the operator returned his money; Anna Lipsett practicing leaps over turnstiles, and Charley Walters looking skyward at falling rain with hat in hand and a charitable old lady dropping coins in it.

R. S. Uzzell's Scoota Boats are doing fine. Same goes for Baker's Ferris Wheel and Funhouse. Walter Sears manages the Dodgem. Johnnie Noanna is manager of the Whip. Pratt and Rosie are on the sanitation squad. Alec Rosci again heads the restroom department. Whitey Fever, *The Billboard* salesman, also has novelties. A. Abbott introduced a new frozen custard—brandied peach—light on the brandy. Nick (Rudy Vallee) Marino has charge of the boat-house restroom. Electric Boats going great. Dick Williams has Hoop-la. Doc Booth looks natty in his white uniform. Mike Wallace and his weight guessers are spick and span in blue suits and white caps. Manager Dave Asta and assistant Harry Drinkwater have the parking space in good condition. Johnnie Scharp is again with us as life-guard captain. Dot Dwin, lightning sketch artist, with a million-dollar smile, is in her 10th year at Playland. Many favorable comments are made by visitors on the work of Muriel Hunt, park scenic artist. Harry Martin, assistant to Terry (Scotty) Campbell, is being kept busy.

American Recreational Equipment Association

By R. S. UZZELL

When a season is bad weather is the uppermost topic of conversation in the industry, and just prior to the Fourth of July they were hanging crepe all over the place, but along the Atlantic Seaboard, so far as we are able to ascertain, there was a clear Saturday, Sunday and Fourth of July which surely makes a difference in the outlook of amusement park men. We have broken the jinx anyway and have had Decoration Day and the Fourth of July without rain in this locality and, we think, to a considerable extent back into the interior. What the future holds even weather prognosticators can't say and perhaps they do not know for just more than a few days in advance, as any long-range prediction is only a guess, but we still can do business in most pieces when we get weather.

Coney Island, N. Y., has as much bad weather as any place, but in addition it is becoming more and more evident that the universal 5-cent fare and the boardwalk, which bring to Coney Island the hot polloi, is very materially decreasing the income of this world playground. The old crowd who once spent the money are gone and the great congestion caused by this new crowd keeps this better spending element away, and present patrons either do not have it or will not spend it, perhaps a mixture of both, and therefore the old order seems destined to pass.

Too Many Rides Seen

The \$2 shore dinner at Coney Island must be relegated to the land of pleasant dreams, and Feltman's has extended the Bowery thru that place where those great dinners were once served, and rides and attractions are on either side of this walk thru the place, when already there are too many rides and attractions at Coney Island for profitable operation. Then Joe Satori's restaurant, which once was so popular, has been discontinued, and there are rides and a game or two at this place which, of course, can't carry the taxes on that valuable property and is only putting more rides in competition with the surplus already there. Luna Park is kept up in tone as to appearance for a patronage that is no longer at Coney Island. Its old method of conduct will either have to be revamped to make the place survive or it will have to fold.

The great majority of present patrons will not pay a gate admission unless positively assured of big values for the money. A nominal fee could be charged providing it was redeemed on the inside on some of the attractions. This would keep out the undesirable element and still permit the park to eject any found offensive by refunding the gate admission. But to play to the automobile crowd when they are not there and could not park their cars in any number were they present is just expecting the impossible.

Some of the marsh land could be made into parking space and a nominal fee could be charged for parking and a shuttle bus could be run to Luna Park, with the fee redeemed at some of the attractions in the park. In this way could be coaxed some of the automobile traffic to the park. But the big element to which the park must prepare to cater is the great mass which have no automobiles and either have large families or relatives depending on them for support and who must therefore handle their money sparingly.

Biz Shows Temperament

When big department stores in the city are learning that it is necessary to have a branch store in suburbs because automobilists will not come into the city traffic to trade it surely means that the large department store in the city has reached its zenith and will therefore have to decrease in size or resort more and more to mail-order business. Even furniture is now being sold by the roadside because it costs so much less for space to display it, and when space is cheap they can show the whole house furnished instead of a cramped part of one room. Big shoe factories are disintegrating and going into smaller places, all of which indicates that other large industries, even the automobiles, are going to do likewise, and therefore our parks will have to take heed of this new day. A park is much easier to keep up to date and to renew from time to time (See RECREATIONAL opposite page)

Coney Island, New York

By ROGER S. LITTLEFORD JR.

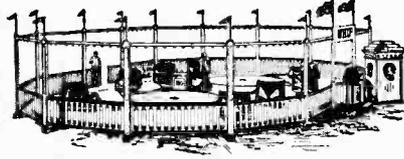
NEW YORK, July 9.—With the weather man coming thru at last with blue skies and a warm sun, this resort hung up the best holiday week-end in years. Capacity crowds thronged the section from Saturday thru Monday to make the first red one of the season for many of the boys. In fact, many of the men were only hanging on in hopes that rain and cold weather of past weeks would let up and give them a

chance to get going. With ideal conditions, pleasure-bent throngs came in droves. For many it was the first visit of the season and they were in a spending mood. As a result ride men, concessioners, etc., are now seeing better prospects ahead provided the weather man keeps up the good work.

Charlie Greenbaum is doing his didos for the third season with his Luna pop-'em-in game. He seems to have a way of scoring with Hollywood celebs, too. Among his recent visitors were Billy and Bobby Mauch, twins of *The Prince and the Pauper* and *Penrod and Sam*, and Arline Judge and her husband, Dan Topping, together with Arline's mother, Edna James.

Lou Yelnick, who has been connected with various enterprises in the park many years, has again scored with his Shoot-Your Photo. Yelnick is reviving this game after eight years of non-operation to cash in on the picture craze which is sweeping the country. Camera-minded pleasure seekers are giving it a good play. Sol Esposito, well-known amusement ride operator, visited Luna Park and predicts big things in store for the famous resort. Sol Appel had the pleasure of selling a copy of *The Billboard* to the Mauch twins on their visit. He also got their autographs on a copy which he is saving as a souvenir. Cal Valentine, Joe King, Tommy Martin, Tiny Kelly and Bubbles McCormick recently forsook Coney to work at Pine Springs (N. Y.) Casino.

There is still much speculation here as to what effect the coming World's Fair will have on attendance in the park. Some of the oldtimers shake their heads in gloom, forecasting that all the money will be spent over on the Flushing playground. Others, however, are of the opinion that the fair will increase Coney attendance. They point out that Coney Island is known the world over and that the majority of New York visitors will put a visit to the spot on their must list. One of the big things to be done, however, is to clean up the general appearance to attract fair visitors and send them home with memories of a wholesome time so that they will spread word to their townfolk that time at Coney Island will be time well spent.



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Dance at MARLOW'S PARK

Rinks and Skaters

By CLAUDE R. ELLIS
(Cincinnati Office)

THE itinerary for a coming tour in this country of Jimmy and Joan Lidstone, of England, is being mapped out by Secretary-Treasurer Fred A. Martin, Roller Skating Rink Operators' Association of the United States, who advises that the visitors will be here about 60 days, during which they will appear in rinks from Coast to Coast. This brother and sister team won and have retained the English amateur championships in both dance and figure roller skating consecutively for the past six years.

"Inasmuch as it will be impossible," Secretary Martin reports, "during the comparatively short time they are to be in this country for them to appear in all rinks which might want to use them, we of the RSROA have endeavored to equally distribute their appearances in the different major cities thruout the United States so that the greatest number will have the opportunity of seeing them.

"These are busy times in the national offices of the RSROA, 5795 Woodward avenue, Detroit, as new members are constantly coming in and there are renewals of membership daily and much detail work that appears to be more complicated as we go along. The complete Lidstone itinerary will be ready for publication in about a week."

ED RUTH, manager of Garden Roller Rink, Trenton, N. J., reports that his summer rink in Clementon (N. J.) Lake Park is doing fair business. He recently bought ground at Trenton and plans to erect a 250 by 110-foot rink with porch around building. Rink is incorporated as Mid-Way Roller Rink and plans are to hold waltz and roller hockey contests. On July 24 Mid-Way and Garden Roller clubs will sponsor a picnic at Clementon Lake Park open to all skaters. Waltz and fancy skating contests will be held, restricted to representatives of members of the Roller Skating Rink Operators' Association of the United States.

CHAMPLAIN PROVENCHER, secretary of the Amateur Skating Association of Canada, received word from headquarters of "Federation Internationale de Patinage a Roulettes" (International Roller Skating Federation) that his association had been admitted to membership. This affiliation with the governing body of roller skating and rink hockey in the world gives the Canadian body and its allied Amateur Skating Union of the United States control over roller skating in North America. Argentinian Athletic Federation controls the sport in South America. Thru their national skating associations the following countries are now affiliated with the International Roller Skating Federation: Argentine, Belgium, Canada, Germany, France, Great Britain, Italy, Portugal and Switzerland. World's rink hockey championship on roller skates will be held in Montreux, Switzerland, in 1939. Mr. Provencher, at the suggestion of President William E. Roughton, Amateur Skating Association of Canada, is forming a new skating body in Eastern Canada, which will comprise skating clubs from Ontario and Quebec provinces. The new organization will be affiliated with the ASA of Canada.

MANITOBA Speed Skating Association elected: President, Fred N. Scofield; vice-presidents, Percy Genser, R. J. Orr, E. E. Lewis; secretary, D. R. Whyard; treasurer, J. Lewis; commissioner, Percy Genser. The association is affiliated with the Amateur Skating Association of Canada and has control over pleasure and speed skaters in Manitoba and Saskatchewan provinces.

WONDER Roller Rink, Detroit, closed for summer, is slated for reopening on September 1. Manager Carl Couyoumjian is recovering from an appendectomy.

THREE WHIRLING BEES, Buddy, Betty and Bob, recently played Ethan Allen Roller Rink, Burlington, Vt.; Club Hampton, Rutland, and the Casino, Clayton, N. Y.

HENRY PETTIGREW and Pete Randle, roller skaters, have been appearing in Indiana dance halls and gave an exhibition in Riverside Roller Rink, Indianapolis, on July 1, reports Al Overton.

FORMERLY with Will Haskell and now connected with Earl Neal on the West Coast, Jimmy LaRue reports that they recently closed Palace Rink, Eugene, Ore., and now operate rinks two nights weekly in Westport, Pacific Beach and McCleary, Wash., to good business. "I was disgusted," he writes, "to see a rink, operating four nights weekly in this section, charging 10 and 20 cents for women and men, respectively. With a drawing population of about 20,000 and a nice rink, there was only about a \$10 house when I was there. I believe an operator cuts his throat when he cuts prices. We're holding ours to 35 cents and will close before dropping prices."

NEWLY FORMED Waverly Roller Club, Baltimore, with 150 members, visited Delaware Roller Rink, New Castle, Del., on July 2. Club officers are Gordon Gibson, president; Vera Grimes, vice-president; Herbert Evans, secretary, and Mary Partridge, treasurer. Club plans to visit Deemer's Beach Rink, New Castle, Del., on July 16.

ON JULY 3 and 4 a number of roller clubs visited Al Kish's Sandy Beach Park Rink, Russells Point, O., writes Armand J. Schaub. On the Fourth the Hoosier Flyers gave an exhibition of fancy, acrobatic and dance-step skating. Grand march was led by Mary Weber, Skateland, Dayton, O. Among those present were club members from Cleveland; Dayton, O.; Memorial Hall Rink, Toledo; Ray's Waltz Club; Norwood (O.) Roller Rink; Sefferino's Cincinnati Rollerdom; Hamilton, O.; Woodville Gardens Club, Troy's Pastime Club, Willow Beach Club, Bell's Club, Lima Club, Findlay Club and Silver Moon Club. To accommodate all skaters three sessions were held. On July 5 Mr. Schaub, accompanied by Dick Shingledecker, left for Dayton on business.

PHILLY SECTOR'S

(Continued from page 31)
fireworks display. Hopi Indians put on special shows.

Woodside Park put on feature attractions in Sylvan Hall and kiddie shows afternoon and night. Amateur shows are given Thursday nights and fireworks every Friday. There were special fireworks on night of the Fourth.

Forrest Park, formerly Chalfont Park, near Doylestown, has been taken over by Richard Lusse, of Lusse Bros. Co., and renovated, new buildings and new attractions added. A new band-stand shell is used for vaude and concerts. First big presentation was on the Fourth. Kiddies from Sunday morning revue on WCAU were shown in the new shell. A treasure hunt was another feature. Pool has been renovated and improved. Mr. Lusse expects a prosperous season. Grand View Park, Yerkess, had excellent business over the Fourth. Ben Weil has made extensive improvements. Capitol Park, Belvidere, N. J., closed a couple of years, has been taken over by Dick Wood, who has renovated the roller rink and made other improvements. A picnic grove is featured.

FETE PERIOD

(Continued from page 31)
mayor and many officials. It was also Moose Day, drawing scores of members from out of the city. Candy Day is set for July 13, with 10 tons of sweets to be distributed to children at the outing, free tickets being put out by candy retailers. July 21 will be Building Association Day, sponsored by building groups of the county. With warm weather, the pool is getting a big play. Cincinnati Zoo had a big holiday session and school visits and attendance by groups from other parts of the State are tilting the gate to almost normal highs.

OPS IN N. E.

(Continued from page 31)
and President Baker; games and sports, including races, tug-of-war and hog-calling contest, 4 p.m.; dinner, 6 p.m.

"These New England meetings are always well attended and are very well known for their good-fellowship and merry get-togethers," he said. "We extend an invitation to all amusement park men, whether or not they are members. This invitation includes men outside of New England, their wives, families and friends. Transportation from Boston to the park will be arranged for those arriving in Boston by train or boat if they will notify President Jones, 100 North street, Boston, in advance."

SPENDING UP

(Continued from page 31)
From now on the park has heavy picnic bookings. Don Wilson was highly pleased with the American Legion conclave on Sunday at Brady Lake Park near Ravenna.

Idora Park, Youngstown, had heaviest patronage in years, spending being free on rides and concessions. Management used a free act and contests. Manager Charles Diebel believes that even in the face of conditions in the steel industry the park will wind up on the right side of the ledger. Rock Springs Park, Chester, W. Va., had best business since it opened late in May, said R. L. Hand, manager. Moxahala Park, Zanesville, reported the best day in history of the park on Monday, which climaxed a three-day celebration during which many added attractions were offered.

Dick Johns reported big crowds at his Lake Park, near Coshocton, Monday being the banner day. Tuscora Park, New Philadelphia, had one of the largest crowds in history of the municipally owned resort. Lake Park, Alliance, reported a big Monday, as did Sandy Beach Park, near Akron. Riverside, near Uhrichsville, reported the holiday crowd its best this year, and in Buckeye Lake Park, near Newark, facilities were taxed for 48 hours. At Cedar Point it was reported hotels were filled to capacity for the three-day period, with biggest Fourth business in recent years.

ONE BIG DAY

(Continued from page 31)
control that police did not try to enforce parking laws.

The amusement picture was complete by Saturday night with everything going full blast. There will be little here this

season besides what is now operating. Saturday's crowd divided itself between Hamid's Million-Dollar Pier and Steel Pier, latter reporting a heavier Saturday than last year. Hamid's Pier also was beyond last season's mark for that day. Steel Pier relied on names, featuring Hal Kemp, Happy Felton and Alex Bartha in the band department, and the Three Stooges in the vaude section.

Hamid's Pier plugged its big new fun-house, only one of its kind here, and names of Jimmy Dorsey, Eddy Morgan and the Cuba Rumba Queens, for bands. Adriana Caselotti and Harry Stockwell, better known as Snow White and Prince Charming, voices of the Disney picture, were relied upon to keep the Hippodrome SRO. Ice Follies of 1938 had a grand opening Saturday night with a 65,000 gate. Manager Phil Thompson of the Auditorium, where the Follies will be for remainder of the season, reports the first three days of the show 23 per cent over last year.

Games Are Resumed

Garden Pier had a good Saturday, altho Lex Carlin, of the theater where *Brother Rat* is featured, is expecting a better week than week-end. There are a roller-skating rink on the pier and an old-time movie and games. Murray Rosenblatt, who earlier in the season opened a skating rink on Hamid's Million-Dollar Pier, clicked with a fast opening of a Bowery Theater on the Boardwalk near convention hall, featuring old-time films and an old-time show. Kiddyland on the Boardwalk failed to enthruse week-end visitors, probably because of stiff competition from Hamid's Pier and old Steeplechase Pier. Latter has added some new rides. George Miller had a wide grin, as the last-minute order reopened his radio parlor and business was brisk. "Johnny" with his bumper, only one allowed on the Boardwalk, also had no kick on biz. Shooting galleries, which gained speed during the recent slough, went back to normal as games again hit their stride. Skee-Ball Stadium opened well and, after quite a battle, the management feels that once more the game situation is under control.

SPOTS ON WEST

(Continued from page 31)
fun devices. Six huge reflectors were put in operation this week, affording brilliant illumination.

Playland has started shifting some of its equipment to make room for an expansion program being mapped by Owner George Whitney.

RECREATIONAL

(Continued from opposite page)
time if it is not too large, and some of the best managers are learning to renew one or two items each year so as to constantly present to patrons new interests, activities and inducements.

Bad weather made some men reduce prices of their amusement parks in an endeavor to sell, but I suppose that now if the turn in the weather continues they will restore the original figure or even advance it on the prospects of a better day for parks. Our business is getting as temperamental as Wall Street and goes up and down with the business barometer and the price of seats on the stock exchange. It shouldn't be, but nevertheless it does seem to be a fact.

SLIVERS JOHNSON and his Magic Ford are in Idora Park, Youngstown, O., having opened on July 2.



QUALITY

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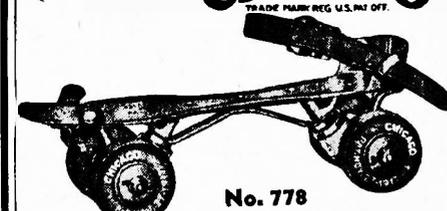
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SPORT CENTRE ROLLER RINK North Ave. and Charles Baltimore, Md.

1,500-Acre Development Near Boston Is Chartered to Group

Plant for fair, recreation center, racing and field sports said to entail expenditure of \$2,000,000—all-year operation projected by new Massachusetts body

BOSTON, July 9.—A charter has been granted by the State to Massachusetts Agricultural Improvement Association to develop the 1,500-acre tract, which includes Norwood Airport, into a \$2,000,000, 12-month sports and recreation center. For some time it has been reported that an all-year amusement set-up was planned by Eastern Racing Association (Suffolk Downs) for its plant. Heading incorporators of the new group is Robert W. Williams, said to have been active in designing and building Alabama State Fair grounds, Birmingham, and Midsouth Fair plant, Memphis. Plans are to start construction so that by late August agricultural fairgrounds and buildings and a track for a week's Grand Circuit trotting races will be ready. Development of the area, about 16 miles from the heart of Boston, will, it is said, include a stadium seating 25,000, club-houses, grand stands, athletic fields, swimming pools, horse and auto race tracks and winter sports grounds.

Officers of the MAIA are given as Harold E. Shaw, Norwood; Col. Douglas Young, New York, and Harding A. Jackson, New York, vice-presidents; Mr. Williams, executive vice-president; Frank O. Freethy, Yonkers, N. Y., comptroller; William E. Tyler, Louisville, Ky., secretary; Eugene J. McDonald, Boston, assistant; Harold G. Mitchell, Canton, Mass., treasurer; Hollis W. Plimpton, Norwood, clerk and director; Patrick J. Donovan, Lawrence, Mass., superintendent, and Webster Tyler, Framingham, Mass., assistant superintendent. A president will be selected at a date to be announced, it is said. Executive offices will be in the Boston financial district.

Figures Rise In Moose Jaw Despite Rain

REGINA, Sask., July 9.—Rain on two of the four days of Moose Jaw (Sask.) Exhibition, which closed on July 2, kept receipts down to slightly over the 1937 figure. Last year's gate was affected by wind and dust storms.

First-day attendance was 6,100, an increase of 173 over last year. Third day, a Dominion holiday, had 10,536 as compared with last year's 7,851, believed to be a new attendance record for one day of a Canadian class B fair. Figures were not available for the other two days, gates being thrown open early Thursday night because of rain and officials not commenting on Saturday.

Grand-stand attendance was up about 50 per cent with one night performance called off. Business on the Conklin Shows' midway was reported fair.

Dorton Preps N. C. State

RALEIGH, July 9.—Offices for the 1938 North Carolina State Fair here will be opened next week, said Manager J. S. Dorton, Shelby. Premiums will total slightly more than the \$14,000 offered last year. Johnny J. Jones Exposition will replace the World of Mirth Shows on the midway. George A. Hamid has contracted grand-stand attractions, and auto races will be produced by Ralph A. Hankinson. A motorized thrill show will be presented. Innovations planned by Dr. Dorton include county exhibits designed to draw more visitors from a wider radius and to give a comprehensive view of State progress.

Regina Gate Plan Changed

REGINA, Sask., July 9.—Past efforts to provide a free gate for organizations such as blind and unemployed having proved a failure, Regina Exhibition board decided to do away with the plan this year. Second morning of the 1938 fair will see regular admission price of 25 cents for adults reduced to 10 cents and regular children's price of 10 cents cut in half, prices to prevail until noon. Invitation to Royal Canadian Mounted Police, of Edmonton, Alta., to send a delegation to Great Falls, Mont., for Alberta Day during the fair there, will be considered fully, said Lieut.-Col. W. F. W. Hancock.

Building Is Rushed For St. Paul Annual

ST. PAUL, July 9.—Three big improvements are being rushed to completion for the 1938 Minnesota State Fair here, a new arcade building, 360 feet long, facing approach to the grand stand; a new commissary building, just north of the new poultry pavilion, and widening of Commonwealth avenue from the women's building to the grand stand into a two-way thoroughfare with a landscaped boulevard in center. Excavating has started on the 4-H building, which will be ready for occupancy in 1939.

Six outstanding bands sent in entries for the State-wide tournament to feature a Sunday afternoon program. Competition is limited to two organizations from each Congressional district. Prize money totaling \$2,000 is being offered by the management.

On Key Day at the fair thrift tickets will be sold in advance and at gates for 50 cents. This bargain coupon will provide admission to grounds, admit an auto or admission to the Hopi Indian Village, admission to grand stand for afternoon auto races and be good for two rides on the midway.

HOUSTON, Tex.—J. W. Sartwelle was re-elected president of the Houston Fat Stock Show and Live Stock Exposition. Julian A. Weslow was renamed first vice-president; J. Howard West, second vice-president; Henry W. Dew, third vice-president; George W. Strake, treasurer, and W. O. Cox, secretary. Sartwelle was presented with a gold watch for splendid work last year.

Trenton No Tyro in Listing Of "Oldest Fair" Contenders

TRENTON, N. J., July 9.—Trenton Fair is not exactly a Johnny-come-lately insofar as its history harks back, according to archives which have been consulted following queries made in *Fair Times*, George A. Hamid organ, as to which is the oldest agricultural fair in the United States. Recently letters setting forth age and history of their fairs have appeared in *The Billboard* from General Manager Robert Trask, Essex Agricultural Society, Topsfield, Mass., and Secretary J. Victor Faucett, Steuben County Agricultural Association, Bath, N. Y., referring to "oldest" claims made for Frederick (Md.) County Agricultural Society. Trenton fair history as dug up by Mr. Hamid:

By Colonial charter granted to the township of Trenton on September 6, 1745, King George II authorized establishment of a market on Monday, Thursday and Saturday of each week and designated two fairs, one to be held during the third week of April and the other the third week of October. Each of the latter was to continue for three days and there was to be selling and buying of all manner of live stock and merchandise. The first fair was in October of that year (1745) and they were continued until surrender of the boro charter on April 7, 1750. An act of the Legislature, passed in 1797, abolished all fairs thruout the State, thus putting an end to efforts to revive the 1750 fair.

The old-time selling fairs were revived by the State Agricultural Society. It opened on September 14, 1858, and



A HAPPY GROUP AT A HAPPY OPENING. Among visitors to the premiere of Hamid's Million-Dollar Pier, Atlantic City, on June 25 were: Left to right, F. Houseman, of Allentown (Pa.) Fair; Bob Morton, Philadelphia circus showman and associate of George A. Hamid, the pier's impresario who stages the grand-stand show in Allentown annually; E. H. School, Allentown Fair president, and Joe Basile, conductor of Madison Square Garden Band, a familiar figure at the Allentown event.

San Fran Expo Officials Put on Fourth Fireworks

SAN FRANCISCO, July 9.—More than 13,000 saw Fourth of July fireworks Monday night on grounds of Golden Gate Exposition, Treasure Island, the biggest gathering since visitors have been permitted.

Railroads have started travel advertising with slogans, "Be the Guest of the West" and "See All the West on Your Way to the Exposition."

West Point To Enlarge

WEST POINT, Miss., July 9.—With 23 counties expected to take part in the enlarged second Northeast Mississippi Live-Stock Show in 1939, officials this week announced increase in premiums next year of over \$1,800. Of approximately \$3,000 in awards set for the 1939 event, State will contribute \$2,000, J. W. Helms, manager, announced. Awards this year, first show, totaled \$900, he said.

Elkanah Watson Tablet Dedication Set for July 20

BOSTON, July 9.—Dedication and presentation of a memorial tablet in honor of Elkanah Watson, known as the father of agricultural fairs, will be held on July 20 in City Hall Park, Pittsfield, Mass., at noon.

Charles H. Brown, Berkshire County Pomona Grange, No. 6, is general chairman, and Milton Danziger, assistant manager of Eastern States Exposition, Springfield, is chairman, representing Massachusetts Agricultural Fairs Association, co-operating with the Grange, which is sponsoring the dedication. Alfred W. Lombard, secretary of MAFA, is notifying all members of the ceremonies.

Memorial luncheon and program will be held immediately after the City Hall Park exercises in the Hotel Wendell at 1 p.m. The logical person to unveil the marker had been considered to be Mrs. John I. Kane, Ossining, N. Y., who was either a niece or one generation removed from the direct family. Her recent death shifts that honor to someone still to be designated.

Prospects Good for Caro

CARO, Mich., July 9.—Because of good crop conditions and increased interest among farmers and 4-H Club members, Secretary Carl F. Mantey reports good prospects for the 1938 Tuscola County Fair here. Three cars will be given away, with distribution of 1,250,000 tickets by co-operating merchants. Barnes-Carruthers' *Parade of Stars* will be presented on the new stage. Three stake races have been filled and four other events are on the racing card, with purses of \$1,900. F. E. Gooding shows and rides will again be on the midway.

Buildings for Corinth Fair

CORINTH, Miss., July 9.—J. A. Darnaby, general manager of North Mississippi-West Tennessee Fair and Dairy Show here, is planning repairs and erection of three buildings on the grounds. Three structures will be razed and in their place will be built a grand stand, farm and agricultural exhibits building and poultry house. Dairy and beef cattle, women's work and canning shows will be featured. For the first time a night horse show will be staged. Officers are Dewitt Mercier, president; A. J. McEachern, secretary, and Grady Peerey.

IN LAST ISSUE it was erroneously reported that the WLW barn dance unit would be a feature of the Muskingum County Fair, Zanesville, O., in August. The item had reference to the Renfro Valley Barn Dance, produced by Pioneer Productions, Cincinnati. The Renfro Valley group has no affiliation with Station WLW, Cincinnati, other than that it airs over that station each Saturday night.

(Continued next week)

Premium Facts

(Data collected from lists received by The Billboard)

MONROE, Wis.—Green County Fair, 84th annual, August 10-14. 60 pages. Officers: Albert Stoldt, president; William A. Brown, vice-president; Charles A. Schindler, treasurer; Arlie Frost, superintendent of speed; Leland C. White, secretary. Admissions: Adults, day or night, 40 cents; children, 10 to 14, 25 cents; autos, 25 cents; bargain gate and grand-stand prices on Tuesday and Wednesday; amphitheater, day or night, 25 cents; reserves, 50 cents. Attractions: Grand-stand show, harness racing, Midway, Ellman Shows.

DAVENPORT, Ia.—Mississippi Valley Fair and Exposition, 19th annual, August 14-20. 160 pages. Officers: M. H. Calderwood, president; Ned B. Curtis, vice-president; corporation secretary, A. P. Arp; treasurer-fair secretary, H. W. Power; assistant secretary, Mazie Compton Stokes. Admissions: General, 25 cents; children, 8 to 12, 10 cents; grand stand, 50 cents; reserves, 75 cents; bleachers, 25 cents. Attractions: Grand-stand show; Barnes-Carruthers acts and revue, *Soaring High*; Larimer and Hudson, Wilbur's Circus, Lodi Troupe, auto races, harness and running races, Thrill

Day, Thearle-Duffield fireworks. Midway: Fairly & Little Shows.

SEDALIA.—Missouri State Fair, 38th annual, August 20-27. 232 pages. Officers: Jewell Mayes, commissioner of agriculture; Charles W. Green, secretary. Admissions: General, 25 cents, "Everybody Pays." Attractions: Grand-stand show; Ernie Young's revue, *Follies Internationales*; Sidney Belmont and Barnes-Carruthers-booked acts; Capt. F. F. Frakes, airplane crash; Winkley's Suicide Club; auto races, WHB Radio Revels, harness and running races, Thearle-Duffield fireworks. Mighty Sheesley Midway.

WAPAKONETA, O.—Auglaize County Fair, 75th annual, Diamond Jubilee Celebration, August 28-September 2. 92 pages. Officers: E. W. Laut, president; A. J. Gierhart, vice-president; J. H. Frische, treasurer; Harry Kahn, secretary. Admissions: General, 25 cents; grand stand, 35 cents; reserves, 25 cents. Attractions: Grand-stand show, change of program nightly; Barnes-Carruthers acts; Jackson (Mich.) American Legion Zouaves, X Bar X Rodeo, Fenfro Barn Dance, county horse-pulling contest; harness racing, Lum and Abner's Pine Ridge Band and Follies, world championship horse-pulling contest, fireworks. Midway: Rides and concessions.

GALLATIN, Tenn.—Sumner County Colored Agricultural Fair, 32d annual, August 25-27. 60 pages. Officers: Simon Patterson, president; Hardy Hall, vice-president; Edward V. Anthony, secretary; Clarence Malone, assistant; E. L. Tolliver, treasurer; John McClellan, assistant. Admissions: Adults, 25 cents; children, 6 to 12, 15 cents. Attractions: Night show, free acts. Midway: Reading United Shows.

PUEBLO.—Colorado State Fair, August 28-September 2. 164 pages. Officers: Ray H. Talbot, president; George Lorton, vice-president and secretary; George Hoffmann, vice-president and treasurer; Frank N. Means, manager. Admissions: Day, adults, 50 cents; children, 6 to 12, 25 cents; autos, 25 cents; night, adults, 25 cents; children over 6, 25 cents; autos, 25 cents. Attractions: Grand-stand show, Leo Cremer Rodeo, Colorado Beauty Event, harness and running races. Midway: Western States Shows.

Grand-Stand Shows

HURON COUNTY Fair board, Norwalk, O., has contracted Klein's Attractions for the grand-stand show, bill to include Arnold's Barnyard Follies; Lillian Strock, aerialist; Carmen and Crowley, comedy acrobats; Jack and Sils, perch act, and Harry Froboess, swaying pole.

GEORGE MARLOWE, contortionist, has been contracted for Crawford County Fair, Bucyrus, O., as a feature of the Gus Sun unit to play there. Marlowe, who has been given a contract for the grand-stand show at Wyandot County Fair, Upper Sandusky, O., will head a bill including Arnold's Barnyard Follies and Jack Smith, upside-down dancer.

A **GELDING**, valued at \$300, with a troupe of ponies of Hoaglan's Hippodrome, died in Moose Jaw, Sask., night of July 1, as it was entering the exhibition grand-stand inclosure for a performance. Hoaglan's Hippodrome is playing the Canadian Class B circuit in conjunction with Conklin's Shows.

THE 26TH annual Kansas State Fair, Hutchinson, will present George V. Adams' Rodeo, *State Fair Revue*, auto races, harness and running racing and night fireworks, said Secretary S. M. Mitchell.

YORK (Pa.) Interstate Fair managers have set Thrill Day for Saturday of the 1938 annual, reporting that they have contracted for auto and motorcycle stunts with Manager B. Ward Beam, Speedway Corp. of America, Inc., and that the Saturday bill also will include four running races and 10 stage numbers.

THIS will be a banner season for him, reports James Cogswell, high-stilt clown, who has so far booked 12 fairs and celebrations, mostly thru *The Billboard*, he writes. This is his 29th season working his own acts and his 10th on stilts.

Fair Grounds

DELAWARE, O.—Decision to purchase a 56-acre farm and about 20 lots in North Delaware as a site for new Delaware County Fair is announced by county commissioners. New grounds are to be ready for the 1938 fair. E. M. Barber, WPA county director, promised co-operation.

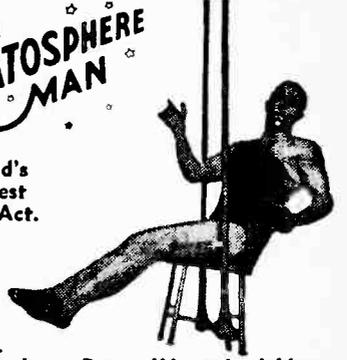
PLAIN CITY, O.—Premium list for the third annual Plain City Fair here have been issued by J. L. Rihl, secretary. It will be sponsored by Plain City Agricultural Society and held in Pastime Park. Harness races, saddle and draft horse show, junior fair, pet parade, hobby fair and bicycle parade will be among features of the four days.

CANTON, O.—With completion of a large horse barn, which houses 46 box stalls, a show ring and seating facilities, one of the most modern found in any of the Eastern Ohio fairground plants, painting of all buildings has been started, as a WPA project. Later the grounds will be landscaped, also set up as a WPA project and climaxing one of the most ambitious improvement programs at the plant in more than a decade.

WESTFIELD, Pa.—In preparation for a bigger 1938 Westfield Fair and Races here, Secretary G. B. Clark reported the race track has been rebuilt and resurfaced. (See FAIR GROUNDS on page 47)

THE STRATOSPHERE MAN

World's Highest Aerial Act. Available for Fairs, Parks, Celebrations.



Late Southern Dates Wanted. Address Care of The Billboard, Cincinnati, Ohio.

Secretaries ATTENTION!!
ACTS AND REVUES
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SIDNEY BELMONT
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The Harford County Fair
 Bel Air, Md., August 31-September 3
 U. S. Route No. 1, week before Timonium Horse Pulling Contest, Horse & Pony Show. Wanted Rides and Concessions.
WALTER H. ARCHER, Concession Agent. Phone 590.
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Sensational High Wire

Also Bounding Tight Wire Act.

Available for Parks, Fairs, Celebrations. Write, wire care The Billboard, 1560 Broadway, New York City.

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WANTED FOR FLEMING COUNTY, WEEK OF AUG. 15 AND GERMANTOWN FAIRS, Week of Aug. 22

Due to Disappointment. Can also secure three more dates for right party. ELLWOOD DILLIN, Maysville, Ky.

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 HEAVY CARDBOARD
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POSTERS OF EVERY DESCRIPTION
CARDS OF every size, heralds, etc. for all occasions—special designs for your show—quick service—low prices—write for samples.
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CARO FAIR
 August 22-23-24-25-26.
 Legitimate Concessions of all kinds. No rackets wanted. Write or wire
CARL F. MANTEY, Secy., Caro, Mich.

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 A Column About Bingo in the **WHOLESALE MERCHANDISE Department**
THIS WEEK and EVERY WEEK

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NEW ALLEN COUNTY FAIR

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JULY 25-30, INC. (DAY AND NIGHT)

WANTED—Legitimate Concessions of all kinds (except Bingo), including Eating, Drinking and Refreshment Privileges.

Gooding's Rides and Shows booked.

4-H Club, Merchants, Manufacturers and Entire Community are interested in Fair.

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Also want a 10-in-1 Show, a good Minstrel Show and others. All shows must be first class.

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CARL HELMS, Secretary, Bluffton, Ind.

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THANKS FOR THE SWELL BUSINESS THIS SEASON STOP WILL STRIVE TO DESERVE

YOUR CONTINUED CONFIDENCE BY DELIVERING JUST WHAT YOU WANT WHERE AND

WHEN YOU WANT IT

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CENTRAL EAST TEXAS FAIR

MARSHALL, TEX., SEPTEMBER 26 TO OCTOBER 1, 1938.

Three Free Acts twice daily. Annual attendance over 100,000. Three nights of Free Fireworks. Diversified Agricultural and Merchants' Exhibits. Big Livestock and Horse Show. Largest Midway in East Texas. Two Night Football Games. WANT legitimate Concessions. Address

CENTRAL EAST TEXAS FAIR, Marshall, Tex.

Beckmann-Gerety Business Picks Up in Wis. and Mich.

Shrine auspices gets neat profit in Madison—Eddie L. Karn in Chicago hospital — midgets get publicity — Mr. and Mrs. Fred Beckmann honored by circus fans

APPLETON, Wis., July 9.—Business has taken a decided upswing for Beckmann & Gerety Shows since entering Wisconsin and Michigan territory five weeks ago. Very satisfying grosses have been hung up at Oshkosh, Wis.; Negaunee, Mich.; Green Bay and Madison, Wis. An eight-day stand at latter city, which ended July 4, gave the Zor Shrine Temple, sponsor, a neat profit, attracting goodly throngs that spent heavily. Eddie L. Karn, much beloved showman, was stricken at Madison, Wis., with an attack of high blood pressure and removed to a Madison hospital from which he was later sent to the American Hospital at Chicago. While Karn's condition was not considered especially serious, rest and quiet was ordered by physicians.

Prince and Ethel Denes, married midgets of Pete Kortez' Side Show, crashed page one of *Madison State Journal* when Ethel took her trouble to District Attorney Lyall T. Beggs. A large feline, belonging to Prince, was an objectionable bed fellow, Ethel tearfully maintained. Beggs, with Solomon-like air, tho with tongue in cheek, advised the dissolution of the cat rather than marriage while news cameras clicked. Animal will sleep in a box from now on, Lilliputians agree.

Journal sponsored children's matinee Saturday, July 2, and Madison publicity set a new high for carnivals, according to Rufus Wells, advertising director for the Zor Temple.

Tom Mix Circus day and dated Sunday, and Dan Pyne, personable press director, and many other circus folk visited on the lot, all bewailing the fate of the Ringling-Barnum Circus. Sverre O. Braathen, head of the local Circus Fans Association, entertained carnival and circus folks at his home, Mr. and Mrs. Fred Beckmann being honored guests.

Show began a five-day stand here Wednesday, playing to fair attendance despite a holiday celebration just ended. Following this engagement show will play one more stand and thence to Milwaukee for the Midsummer Festival on the lake front. Reported by Walter Hale.

Los Angeles Biz On Big Uptrend

4th of July marks turning point of season—confidence in future prevails

LOS ANGELES, July 9.—There was no meeting of the Pacific Coast Showmen's Association Monday night on account of the holiday and a recent setting of the meeting nights during July and August for the second and fourth Mondays of these summer months.

Steve Henry, in speaking for the Pacific Coast Showmen's Association, showmen and business in general, said here Tuesday:

"Had a meeting been held there would not have been any members present on July 4, as with the business pick-up no one in show business can now find a reasonable excuse, other than sickness or death, for not being at work.

"Every indication out here is that the recession has turned the corner for the better and business has shown a decided uptrend, as Fourth of July returns show. Optimism prevails with intensity, and showmen, ride operators and concessioners are now seen with folding money in their pockets instead of rattling money as earlier in the season. Indeed the outlook is very bright.

"The Pacific Coast Showmen's membership has shown a fine spirit of co- (See LOS ANGELES on page 47)

Mrs. Joe Goodman Given A Big Surprise Shower

GRAND FORKS, S. D., July 9.—While attending the fair here with the Goodman Wonder Show Mrs. Ruth (Joseph) Goodman was the recipient of a surprise shower tendered by a number of lady (See MRS. JOE GOODMAN on page 47)

Jones Opened Canton, O., So Dodson Books City

CANTON, O., July 9.—Dodson's World Fair Shows will appear at the fairground here this month, under the auspices of the Canton Moose Lodge. It will be the second large carnival to appear here within a month. The Johnny J. Jones Exposition played here recently, after the city had had no carnivals for two years. The Dodson shows plan to bill the Canton district within a radius of 20 miles for their first engagement here, with an ambitious effort already under way by the Moose lodge and its committees, which will assist with the promotion to make the week a success. City officials have been opposed to carnivals for several years, but the Jones show left such a good impression that authorities have assumed a change of attitude toward carnivals of major rating at least.

Great Wilno Injured

KINGSTON, N. Y., July 9.—The Great Wilno, human cannon ball, free attraction with Andy Bros.' Shows, suffered a dislocated shoulder night of July 4 on the carnival grounds across Washington avenue viaduct in Ulster, N. Y., when he miscalculated his landing as he was hurled over top of a Ferris Wheel. He was taken to the Benedictine Hospital, Ulster. Reported by Everett Blanshan.

Line o' Two of News

CHICAGO, July 9.—Joe Cody, of the Joe Cody Attractions, this city, stated here this week that he booked Ken Davis' high act with the Badger State Shows.

SWEETWATER, Tex., July 9.—George D. Barber, secretary-manager Midwest Exposition, announced here July 1 that Roy Gray and his Texas Longhorn Shows had been booked for the event to be held in September.

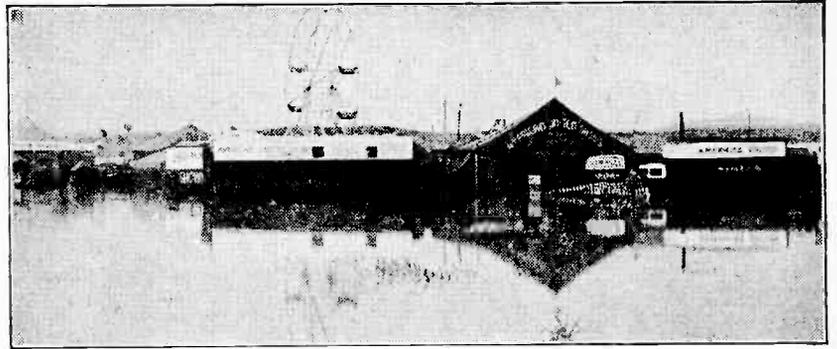
CANTON, O., July 9.—C. A. Klein, who is launching Klein's Attractions, a new carnival, scheduled to open in near-by Minerva Monday, announced postponement until next week due to failure of all attractions to show up. It is understood that the City Park Commission of Minerva is sponsoring the opening week for this show.

BEREA, O., July 9.—J. R. Edwards Shows have been awarded the midway contract for the annual Cuyahoga County Fair to be here. Manager Edwards of the shows announced here last week.

SIoux FALLS, S. D., July 9.—Billy Gear announced here last Saturday that he has resigned as general agent for Miller Bros.' Shows, which are under the management of Morris Miller.

MINNEAPOLIS, July 9.—L. Clifton Kelley, general agent Goodman Wonder Show, first of major railroad carnivals to open the fair season, was here this week. He announced additional fair bookings for Goodman as Midsouth, Memphis; Madison County, Huntsville, Ala.; North Mississippi-West Tennessee, Corinth, Miss., and Mississippi-Alabama, Tupelo, Miss.

VALLEY MILLS, Tex., July 9.—Eddie Kelker stated here that Ned Rio with his dancing girl revue, "Enchanted Isle," had joined Burdick's All-Texas Shows



"THAT TERRIBLE FLOOD" IN HAVRE, MONT., RECENTLY! This picture might well be underlined "American United under water." Photo taken at 7 p.m., June 22, two hours before the crest of the flood reached the height of five feet. The midway proper shown in the background was on slightly higher ground and was drenched in three feet of water. Notice the marquee flanked by the big trucks carried by this show and Big Eli Wheel near center of the midway. Photo by Wright Studios and furnished by John Snobar.

First Carnival Permit Since 1929 for Duluth

ELY, Minn., July 9.—The West Bros.' Shows were granted a permit this week by the Duluth (Minn.) city council which will permit the shows to exhibit there next week.

This is the first permit granted a carnival since 1929. Lakeview Post American Legion is sponsoring the engagement, and location will be the old circus grounds.

Frank H. Owens, general agent for West Bros.' Shows, handled all the booking details. Reported by Bruce Barham.

Some Concessions With Crafts Destroyed by Fire

STOCKTON, Calif., July 9.—A scare was given the concessioners on Crafts Shows here during first week's engagement, which closed here Monday, when fire broke out in Mrs. Edward Kanthe's balloon concession. It spread almost instantly to the adjoining booths. Before the flames were checked by members of the show and the Stockton fire department considerable damage was done.

Ragland & Korte Catering Co. lost (See SOME CONCESSIONS on page 47)

Fourth of July Business Spotty

Some report records are broken and others worst ever—in the main, good

CINCINNATI, July 9.—This Fourth of July records the holding of more and better celebrations at which carnivals appeared than ever before. However, *The Billboard* coverage all over the United States indicates that the business done was decidedly spotty. Several carnival managements report the best Fourth of July business in the history of their organizations and others that they had the worst.

Good weather, rather no rain, but extremely hot weather for the day is reported in the main.

Taken all in all, the turning day of the season gives every indication that the carnival is still popular with the masses. Many had big crowds and little inside spending, with rides going over shows and concessions in popularity, as always on hot days rides top the other attractions.

A few of the reports follow, some others appear in the show letter department.

J. J. Page Shows

PAINTSVILLE, Ky., July 9.—The J. J. Page Shows had a very successful engagement here at the annual 4th of July Celebration, auspices of the American Legion.

Large crowds attended and patronized the attractions liberally. So well pleased were the members of the entertainment committee that they tendered Page an offer to play for them again in 1939. It was accepted and the contract was closed with General Manager J. J. Page.

This show proved the best drawing card the Legion has yet played and there were over 13,000 paid admissions thru the main entrance on July 4. Reported by C. R. Cooper, chairman of the American Legion Entertainment Committee.

Rubin & Cherry Exposition

CALUMET, Mich., July 9.—Despite discouraging local business conditions, Rubin & Cherry Exposition attracted second largest July 4 carnival attendance in Calumet history, beating last year's figure by several thousands and almost equalling all-time high of 1936. It was the show's third consecutive Independence Day stand here. Reported by Ralph Williams.

Western States Shows

SCOTTSDUFF, Neb., July 9.—It was a tired but happy and also thankful group of showfolks on the Western States Shows that gathered around the office wagon in the wee hours of July 5. Happy because the much looked forward to "Fourth" was as big as their wishes and desires hoped it to be. Thankful that they were fortunate enough to be under the guidance of General Representative J. A. Schenck, who guided the show into one of the biggest 4th of July celebrations in its history.

The result justified the efforts put (See FOURTH OF JULY on page 47)

for the remainder of the season. Rio does the talking and inside presentations, Kelker also reported.

CHELSEA, Okla., July 9.—A. J. Herring, president local Chamber of Commerce, announced this week plans for a celebration and fair have been set for October.

REGINA, Sask., July 9.—Harry Lewiston, of Conklin Shows, used Fred Lambert, Moose Jaw (Sask.) ventriloquist, in his Ripley show during recent four-day stand in that city. Fred turned down a good offer to travel with the show, preferring to stay at his Moose Jaw job.

CINCINNATI, July 9.—Edward C. Merica reports that the 4th of July day for Funland Shows was only fair, possibly due to the extreme heat at Springfield, Ky. However, he says it was better than the one the show he was with last year at same time in Illinois.

CINCINNATI, July 9.—F. W. Miller, show operator and proprietor of Miller's Museum, visited *The Billboard* offices yesterday from Covington, Ky., where his girl show is playing with Gooding's American Exposition Shows, of which E. W. Weaver is manager. Miller was accompanied by Evelyn Miller, director of his Fan Dancing Revue; Peggy Rogers, flashlight dancer, and Elsie Applegate, fan dancer. Mary Oilstoch does strip-tease dance.

MASSILLON, O., July 9.—When city officials refused to permit bingo to operate, J. R. Edwards, owner-manager of the Edwards Shows, which had planned to appear here week of July 18, under auspices of the American Legion, canceled the stand. Edwards said he would not play the city unless his bingo concession was allowed to operate. Bingo is prohibited here under city ordinance.



SKETER LOROW, youthful and popular son of the veteran show-folks, Pa and Ma Lorow, who is having success with his brother Snookie in the operation of both the Ten-in-One and Torture attractions with Hennies Bros., now in their second season with this carnival organization. The Lorow boys are progressive showmen and always endeavor to keep their attractions in the front line with elaborate presentations and banner lines. Photo by Jack E. Dadsuwell taken in Joplin, Mo., early in the season.

How To Handle Pass Problem

By SAWN HEARD

The following are suggestions to showmen on how to avoid taking passes put out by the advance department for posting and lithographing:

Time-switch angle—On opening night tell patron pass is good only last half of week. Last half of week tell patron pass is good opening night only.

Wrong signature excuse—(a) Tell patron man who signed pass had no authority, or (b) tell patron if pass is signed in pencil that it should be signed in ink and vice versa.

Fake numbers—Put numbers on passes which do not correspond with numbers on any of the show's attractions.

Exclusive show crack—Tell patron passes are not accepted on this show. Emphasize word "this."

Adult-child switch—If patron is child tell him pass is for adult only. If patron is adult tell him pass is for child only.

Front-gate method—If pass is good only for front gate tell patron it may be used only on pass gate. Have no pass gate and give some excuse such as "man who takes care of pass gate is ill, so we couldn't put it up this week."

Use of disappearing ink—Passes may be printed in disappearing ink or signed with same.

Identification system—Tell patron he must be identified by advance man who signed the pass. But be sure advance man is in the next town before doing this.

No acceptance reason—Tell patron "passes are not accepted tonight." Give no reason. If patron insists play the ignore. If he still insists get sore. (This is the most popular method in use today.)

Remember, anybody can take passes. It's the smart guy who turns them down. Can they be used in the cook-house for money? Of course not. Can you pay your hotel bill with them? Not in most parts of the country.

Note—It is considered good form to tell the patron that a new and better pass system is being worked out and will be in use next season. This causes the patron to look forward to the bill-poster's arrival next year—to welcome him with open arms.

American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., July 9.—Gruberg's World's Exposition Shows is back in town for a second week and again pioneering a new lot second one in this community, this time at Culver and Elseron roads, under auspices of Point Pleasant Volunteer Fire Department.

Recent visitor at A. C. A. offices was William Brees, general agent for Ideal Exposition Shows, which organization is playing New York territory at this time.

Plan to cover in next issue a resume of varicus railroad transportation matters and particularly developments in that field since adjournment of Congress.

Some time ago we included in this column a resume of all Bank Night decisions in various States. Since that time there have been some additional decisions handed down on subject which we feel are of interest to industry as showing trend of judicial thought which, to some extent, reflects changes in public opinion.

Alabama Supreme Court took position that presence of player was sufficient to constitute a consideration, creating a condition counter to penal statutes of that State, and court indicated that for practical purposes consideration was present because general plan was to swell receipts by causing individuals to be present who otherwise would not, and further that it resulted in increased income to theater which it would otherwise not have.

Vermont Supreme Court of that State found that the plan was contrary to its laws and that motive back of scheme to induce increased admissions was sufficient to constitute a consideration as to make plan illegal.

Georgia Court of Appeals likewise held plan invalid and indicated that even if Bank Night plan was not a lottery it still came within condemnation of terms of its statutes which prohibited gift enterprises.

Nebraska Supreme Court in a bitter denunciatory opinion held plan invalid (See AMERICAN CARNIVALS page 47)

Conklin Shows Have Big Attendance at Weyburn

REGINA, Sask., Can., July 9.—Attendance on both grounds and grand stand at Weyburn (Sask.) exhibition on Canadian Class B circuit topped last year's figures by a good margin. Fair was held June 27-28. Conklin's Shows on midway, Lew Rosenthal's unit and Hoaglan Hippodrome in front of grand stand. Weather was very good, with only a little rain.

Missouri Show Women's Club

ST. LOUIS, July 9.—The stay-at-home members of the club have decided that the Thursday afternoon bridge parties would be better attended if they were held after sundown. So hereafter the cards will be dealt on Thursday evening at the regular time.

At the last party the members were

Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Virgin Wool, Wyo.

Week ended July 2, 1938.

Dear Red Onion:

Westward ho! The office announced today that Century of Profit Show would positively go to the Coast and perhaps farther. Pete Ballyhoo, in an exclusive interview, said: "We may even cross the Pacific Ocean with enough concessions to win back China's lost territory for the Chinese."

At this writing the show is in the wide open spaces of Wyoming. With rolling prairies on all sides of us, the land of heat, goats, wind, dust, sheep and sheep-herders. Furnishing the amusements for the annual Shepherders' Reunion and Sheep Shearer's Close Clip Week. The object of this event is to pay off and break the shepherders and get them back to their herds. The local stock raisers deem it necessary to keep them broke in order to keep them on the range.

Weeks in advance of this event great preparations were made to put the celebration over and on a paying basis. The sheep shearers, assisted by the sheep-

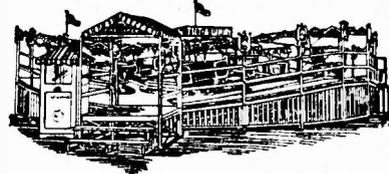
herders, clipped the sheep, the stock raisers clipped the wool buyers, the wool buyers clipped the woolen mills, then the show clipped the original clippers. The only ones in the clipping deal that did not get the wool pulled over their eyes were the sheep.

The paying off of some 20,000 herders on the lot Monday night was a sight worth seeing. As they filed thru the gate each man was handed his pay envelope with the gate admission deducted and a concession first coupon free as a bonus for his faithful service on the range. The show even went to the extra expense of hiring several demonstrators that stood in front of each "gift shop" and explained the use of the coupon. They in return showed their appreciation by bringing their sheep clippers to the lot and gave all of the show's employees a free haircut. Ten bales of hair were soon on hand and sold to a local plasterer.

Our big side show that featured the wool-headed men and women and the sheep-headed tribe grossed heavily. The half and half Violet-Ray in the blow-

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Invest in the Time-Tested



TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.

FOR SALE FOR SALE FOR SALE

REPOSSESSED TRUCKS AT REAL BARGAIN PRICES.
4—1938 CHEVROLET 157-INCH WHEEL BASE, STOCK RACK BODIES.
1—1938 CHEVROLET 131-INCH WHEEL BASE CAB AND CHASSIS.
ABOVE TRUCKS USED FOUR WEEKS.
Several Chevrolet and Dodge 1/2-Ton Panels and 1 1/2-Ton Cab and Chassis. LATE MODELS.
WRITE FOR SHOWMEN'S PLAN OF FINANCING.

CHARLIE T. GOSS

WITH — STANDARD CHEVROLET COMPANY, EAST ST. LOUIS, ILL.

UNITED STATES TENT

S. T. JESSOP, Pres. AND AWNING CO. GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST. Send for Used Tent List.

LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

Chicago, Ill.

ALL NEW MONEY-GETTING RIDES

RO-LO—FUNHOUSE AND RIDE COMBINED. A big money earner—a gorgeous flash—loads on one wagon—quick to erect—now operating on Royal American, Coleman Bros., Gooding Greater, Happyland, Sol's Liberty, Joyland, others.

KIDDIE AUTO RIDES—Over 180 sold—showmen everywhere say "The Biggest profit from the Smallest investment." New modernistic design more attractive than ever.

STREAMLINED PORTABLE CARROUSELS, All Sizes. Complete Information on Request.
ALLAN HERSCHELL CO., INC., North Tonawanda, N. Y.

BOOMERANG

Providing Thrills on Many Midways

ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

Capacity
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Boomerang Mfg. Corp.

HARRY WITT, Sales Mgr.

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Send for
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USED TENTS

For CONCESSIONS AND SHOWS

Good Condition.

Priced Right for Quick Sales.

CAMPBELL TENT & AWNING CO.

MONROE AT THIRD, SPRINGFIELD, ILL.

SHOW and TRAILER TENTS CANOPIES

Fulton Bag & Cotton Mills

Manufacturers Since 1852
ST. LOUIS, MO. DALLAS, TEXAS
MINNEAPOLIS, NEW YORK, NEW ORLEANS, KANSAS CITY, ILL.

off blanked out entirely. The attraction held no appeal to the prairie men. Then our side-show manager, who does a chalk talk turn and seven other acts that are pictured on the banners, rushed down to the freak animal show and borrowed the double-bodied sheep and saved the day.

Everyone with it co-operated to make the herders and clippers feel at home. The custard stand put up signs reading "Made out of pure goat's milk." The cookhouse featured muttonburger, the lion drome featured a lion and a lamb riding in an auto on the straight wall. Our teacup readers switched to goat drops and the girl show changed the title to the Shepherder's Dream.

Children's Day gave the show the best day on the season. Heavy scores were made on all sides by our fishponds and pitch-till-you-wins. One of our "Put it back with a nickel" stores blanked a punk out for 16 cents. The patch was successful in holding 9c of the score. When the sticks were told to "take a lam" all of the herders left the lot for home to count up to see if they were any short.

Saturday night it rained. But no complaint, as it was first rainy day of the season. The date put fresh borrowing money in the office for our showmen, and many new attractions will be added for the fairs. As a whole the spot was big. Some wound up with money and some with ticks. The bosses signed a three-year contract and will return next season. MAJOR PRIVILEGE.

Showmen's League of America



165 W. Madison St., Chicago

SHOWMEN'S HOME FUND
Previously Acknowledged \$19,305.00
Received This Week 230.00
Subscriptions from Conklin Shows not yet added.
CARL J. SEDLMAYR, General Chairman Drive for Funds.

Write for Pledge Card if You Desire to Co-operate.

A Home for Aged and Infirm Showmen

Showmen's Home Trustees
FRED BECKMANN — Chairman
M. H. BARNES — Treasurer
E. W. EVANS — Secretary

J. W. Conklin	W. R. Hirsch
M. J. Doolan	Max Linderman
Max Goodman	E. Lawrence Phillips
Rubin Gruberg	Carl Sedlmayr
Harry W. Hennies	Elmer C. Velare

Worthy of Your Co-Operation

Showmen's League of America

165 W. Madison St., Chicago, Ill.

CHICAGO, July 9.—Active interest in affairs of league continue despite fact there are no summer meetings.

Chairmen Fred Beckmann and Carl J. Sedlmayr and President J. C. McCaffery were delighted with an interesting letter from Past President J. W. Conklin advising management and members of Conklin Shows had subscribed sum of \$2,565 to Showmen's Home Fund. Full story of this, along with names of those subscribing, was published in *The Billboard* issue July 9. Other donations received during week were from Brother Ollie E. Bradley. The secretary advises that if pledge card for this drive has not reached members that a copy of it will be published from time to time in *The Billboard* and it can be used as a pledge.

Membership drive goes merrily on. Vice-President Frank R. Conklin sent in applications of Arden W. Morris, Edward Gamble and James George.

Sick list includes Tom Rankine and Col. F. J. Owens, both still confined to their homes. Ben Landes, W. H. (Bill) Rice, Lou Leonard and T. Brent are still in American Hospital. Edward L. Karns, of Karns Fat Family on Beckmann & Gerety Shows, came in to American Hospital for attention. Harry Mazey will leave early next week for government hospital at Wyeville, Wis. Lou Leonard says he will be pleased to receive messages from friends, and Bill Rice adds "me too." Members in hospital advise they are well entertained by visitors. Lew Keller informs secretary that he has been under constant care of physicians during summer, showing slight improvement but feeling none too well. Brother Fred Kressman is a nightly caller at hospital to visit his son, who is under care of Dr. Max Thorex.

Theo Dukoff advises that he is now a concessioner on Red River Shows. John Miller left for Rochester, Minn. Tells secretary he regrets not having had a chance to see Edward A. Hock and Max Goodman while here; may catch them later in season.

Recent letter advises that Brother Sid Rothman is confined to Charles L. Miller Hospital in St. Paul, Minn.

Brother Sam S. Solinsky, of Beaumont, Tex., was a welcome caller at clubrooms, as were also J. Frank Hatch, Harry W. (See *SHOWMEN'S LEAGUE* on page 47)

Michigan Showmen's Association

DETROIT, July 9.—A special meeting in clubrooms was held June 29, conducted by President Louis J. Margolies. Seated at table with him were Vice-President Harry Stahl, Edgar McMillen and Secretary George H. Brown. Purpose of meeting was to inaugurate a program for obtaining money for our building fund.

Arrangements for a moonlight excursion on steamer Put-in-Bay third week in July were completed. Thru courtesy of Brother Jim Bennet floor show and orchestra from Cocoonat Palms here will furnish entertainment. Louis Wish is working hard to make the affair a success. Profits will go to building fund.

Liquor Control Commission granted us a liquor license and we plan on opening the bar soon. Brothers Harry Ross, Edgar McMillen and Frank Hamilton were named to handle this business. Profits from the bar will go to our welfare fund.

Membership drive is progressing nicely, with Hymie Stone in front in race for Gold Life Membership Card. Brother M. Ferguson is second. House committee has done a fine job and the rooms have been well patronized all summer.

Shows in this area, after a bad start, report much better business. Past President Leo Lipka is busy with politics, but promises his support to our summer program. Abe Eher, our custodian, is Chief Clobby Auch instructor, with Sam Fishman and the writer chief pupils. Mutka Forkash is a nightly visitor. Julius Wagner was in from Chicago; John Mulder from Grand Rapids.

New membership cards are ready and those wishing to pay their 1939 dues may do so now. New members the past week were Nick Martin, Tommy Martin, R. W. Brown and Sam Solof. Reported by G. H. Brown.



National Showmen's Association

Palace Theater Building, New York.

NEW YORK, July 9.—The following letter of appreciation has been received from President George A. Hamid on occasion of opening of Million-Dollar Pier, Atlantic City, N. J.:

"Mere words are simply inadequate in expressing to you, on behalf of Sam Gumpertz and myself, our sincere thanks and appreciation for your lovely wire and most beautiful flowers.

"What was originally a most brilliant event was made a very joyous and happy one thru your thoughtfulness and I am glad to say that the opening was marvelous in every way. I do hope that each and everyone of you will be able to pay the pier a visit some time during the season.

"Again thanking each and everyone of you for your thoughtfulness and good wishes."

The executive secretary attended the opening on behalf of the organization and among members present were Counsel Max Hoffman and party; Elias Sugarman, one of governing board and manager of New York office of *The Billboard*; Orest Devany, pier superintendent; Leonard Traube, publicity for pier; George A. Hamid and Mrs. Hamid and family; Dorothy Packman, president of Ladies' Auxiliary; Robert H. Morton, of Morton-Hamid Circus and one of governors; Sam Crowell, guess-your-weight scales on pier; Sam W. Gumpertz, general manager of the pier; Joseph H. Hughes, who has charge of acuatorium, and Joe Basile and Madison Square Garden Band who were there for opening.

Harry Shea, artist's representative, writes exalting principles and aims of the organization and its officers.

Fred Phillips, chairman of indoor membership drive, committee, advises that he is making an extensive drive for members.

Art Lewis in town advises that there will be many more applications from his show to be credited to Lew Lange, who is working diligently to receive his life membership.

Members who have made a change in (See *NATIONAL SHOWMEN'S* on page 47)

Merry-Go-Round and Kiddie Auto Ride Wanted

Have good list of Fairs, commencing July 25. Rides must be modern and in first-class condition. Address inquiries

THE F. E. GOODING AMUSEMENT CO., Box 386, Columbus, O.

WANTED

Palmyra, Portland, Photo, Scales, Kiddie Rides, Pony Track, Rodeos, Wild West, Indian Village, Reviews, Minstrels, Hawaiian Shows, Pit Shows, Illusions. Can always use outstanding Attractions.

FRED H. PONTY
Atlantic Beach Amusement Park, Atlantic Highlands, N. J.
New York Office: 1630 Broadway, at 50th St.

WANTED — ROYAL MIDWAY SHOWS, Inc.

Capable Concession Agents for well-fashed Stores. Long season South. CAN PLACE CAPABLE, RELIABLE MAN FOR CORN GAME. Positively no Boozer. Also Single Capable MECHANIC, to Handle Trucks. Must have Tools. Also Cook House Help for Fairs. Reply ROY GOLDSTONE, Ashley, Ill., week July 11; Golconda, Ill., week July 16; both Fairs.

DROME RIDERS Wanted

Straight, Trick and Fancy Riders. Top salary paid. No boozers.

WALLY SMITHLY STRATES SHOWS,
Newark, O., week July 11.

HOFFNER AMUSE. CO.

WANTS Shows and Concessions for Street Celebration and Homecoming, at Matherville, Ill., week of July 20th, through 24th; Kirkwood, week of July 26th, through the 30th; for Band Fair and Homecoming and Knoxville Fair, week of August 1st to 6th. Want to hear from Picture Gallery, WANT Wood Cook House for Matherville only. Write W.M. HOFFNER AMUSEMENT CO., Presmption, Ill., week July 12.

FOR SALE

1 Set Nine Electric Diggers, Top, Frame, Booster, Stringer. In first-class condition. Ready to operate. JOE LA BELLE care Show, Jamestown, Tenn.

WANTED Good Clean Shows

For the following Celebrations: Carthage, Ill.; Wyoming, Ill., and Elsberry, Mo. Dudley Andrews answer. CHAS. OLIVER, 1417 Granton St., St. Louis, Mo.

WANTED Ben Williams Shows WANTED

For the Biggest Fair Date in This Locality for Many Years.

SKOWHEGAN, MAINE, FAIR AUG. 15 to 20—6 DAYS, 6 NIGHTS

City is Celebrating its 100th Anniversary.

MOTOR or SILODROME, Grind Shows and All Kinds of Legitimate Concessions. Have Other Important Dates to Follow in Maine and Eastern Canada.

Show Opens Hallowell, Me., July 28.

BEN WILLIAMS

50-25 Seventy-First St., Winfield, Long Island, N. Y. Havemeyer 9-2929.

KEYSTONE SHOWS

WANT FOR LONG SEASON OF FAIRS AND CELEBRATIONS:

WANT sober, reliable Secretary. Must have carnival experience. Have opening for new and novel Shows and legitimate Concessions, Scales, Cigarette Gallery, Pitch-Tell-Win, Ball Games. Oil City, Pa., this week; Franklin to follow. Fairs start in August. All address C. A. HARTZBERG, Manager.

Cetlin & Wilson Have Record Engagement at Conneaut Park

CONNEAUT, O., July 9.—On the beautiful shores of Lake Erie, in Lakeview Park, the Cetlin & Wilson Shows had the greatest Fourth of July week in their history, both in business and attendance. Stand was off the beaten track. This was the first show of its size and caliber to ever play here and was sponsored by the Military Order of Cooties No. 15. The event ran in conjunction with the city of Conneaut's Water Regatta. Attendance on the week was over 45,000, with 21,338 coming thru the pay gates over the 3d and 4th. Only one day of the entire eight was lost thru rain. Nicholas Ross, Cootie commander; A. D. Murphy, commander of VFW; J. D. Naylor, mayor of Conneaut, co-operated in making this date a red one.

Twenty-six newspapers, including *Cleveland Plain Dealer*, *Cleveland News*, *Erie (Pa.) Times*, *Jefferson Gazette*, *Ashtabula Star-Beacon* and *Conneaut News-Herald*, gave a great deal of space in art and stories. Radio stations in surrounding cities gave announcements and programs, with Station WCAI, at Ashtabula, O., leading with 27 programs. Marvelous billing was done by shows' billposters and lithographers, plus local co-operation.

All shows and riding devices are being repainted and put in first-class condition prior to entering the fair dates that start at Harrington (Del.) State Fair. Six more girls have been added to Mrs. Cetlin and Mrs. Wilson's Paradise Night Club Revue, bringing the total of performers on that show up to 14. A complete new 90-foot front, partly outlined with neon, was built for Midget Village. Mervin Rogers joined with nine midgets, five coming from Chicago, rest included Ike and Mike, twin midgets, and Little Freda, "smallest" woman.

Duke Jeannette added four feature acts to strengthen his inside show and is completely repainting his banner front. Leo Carrel, awaiting shipment of two baby chimps, ordered from Warren Buck, of New Jersey, to work with Susie, moving picture chimpanzee. Doc Garfield, known as "the man without a skull," and one of the top money-getters on the midway, has repainted his 90-foot front. Leo Carrel's Monkey Circus ran top money among the shows at Lakeview Park, with Paradise Night Club and Garfield's Hall of Science running close tie for second place. Skooter, Octopus and Rides-O rides finished in this order. Reported by L. C. Miller.

R&C Tractor Driver Awakened in Rude Way

CALUMET, Mich., July 9. — Henry Bourassa, tractor driver on Rubin & Cherry Exposition, was counting his lucky stars, his arms and legs Fourth of July.

Snatching a cat nap in tall grass on the lot while the show was loading out of Iron Mountain, Mich., early Sunday, Henry was rudely awakened by an automobile. It seems the machine ran over him.

After Dr. W. B. Davis had attended him for various hurts, none more serious than an abrasion on the left shoulder, Henry resumed his place at the tractor controls.

State police were asked to seek out the identity of the inconsiderate motorist, who drove away without supplying identification. His license number was taken by a witness. Reported by Ralph Williams, press agent for R. & C.



NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL
(Cemetery Fund, Hospitalization, Relief Bureau)

Dues \$10 Initiation \$10
Sixth Floor, Palace Theater Bldg.,
1564 Broadway
New York City

Two Midway Evils

By THOMAS W. KELLY

The Pass:

I have been in close touch with the pass situation from the taking end since 1912 when I first joined the late C. A. Wortham's enterprise as a talker. I have been with other big shows from that time on operating side shows. Passes were put out in numbers in those days, but there were plenty of reasons. They were used for fixing: First, the law, as most shows carried grift; second, the old wooden cars required a lot of fixing to get them thru the shops and over the road; third, the press, to crash the newspapers with good copy and kill the bad. As a matter of fact, there were still other uses to the advantage of a show.



THOMAS W. KELLY, veteran carnival and side-show man of note, now with World of Mirth Shows, where he is operating successfully. His career in part: Wortham & Allen Shows, 1912; S. W. Brundage, '13; C. A. Wortham, '14; S. W. Brundage, '15; World at Home, '15; Harry R. Pock, '16-'20; C. A. Wortham, '21-'22; Zeidman & Polle, '23-'24; Boyd & Linderman, '25-'26; Royal American, '27; Bernardi Greater, '28-'29; Rubin & Cherry, '30-'31; William Glick, '32, and World of Mirth from '33 to '38.

Today the big shows do not have grift, the railroad cars are the most modern in steel construction, but the passes go out in such numbers that the showmen and ride operators are flooded six days a week.

A few years ago I went to the office of the big show I was with to complain about so many passes at a certain fair. The manager called me into his office and showed me a clause in the contract with the fair which called for 2,500 free (all the way) passes to the fair association. This was a major fair and one much sought after.

We are planning to try out a system this year on this order. We will honor all passes up to and including Thursday night. We will post on each ticket box all week a sign reading, "Passes will not be honored Friday, Saturday or on holidays—no exceptions." This will not cut down the free list, but it will give the shows and rides a break on the two big days.

The Jam:

I think that the late Neil (Whitie) Austin and I were the first to use the so-called jam opening. The year was 1918 and the place Washington, where we were playing day and date. We found it very effective on an open-front pit show and used it only when the crowd thinned out inside. We could turn a good percentage of those in front of us, as the public was informed of the established admission price and took advantage of the reduced price. It was an asset to the pit shows.

Now every show that balls uses it as a final punch line in every opening that is made. The result is that the public will not go to any show on the grind (between openings) at the regular admission when they know that in a few

W. E. WEST MOTORIZED CARNIVAL

WANTS capable, sober Athletic Show Manager with talent. Capable, sober Agents that work with coupons. Fair Secretaries and Celebration Committees. I have a few open dates in Iowa. Wire me or visit my show. Harlan, Ia., this week.

minutes there will be a bargain sale. The jam in its present-day use has killed the grind, which is the life of any midway. The past season we, the showmen of the World of Mirth Shows, tried out an experiment. We all agreed to make straight openings, one price to all excepting children and the result was that our business went way up. The public soon saw the light. This was tried out only at the fairs last year, but I am trying to have it continued thruout the season.

15 Years Ago

(From The Billboard Dated July 14, 1923)

Making a long jump from Rockford, Ill., to Brandon, Manitoba, Can., Johnny J. Jones Exposition began its route of Class A Canadian Exhibitions to highly satisfactory business. . . . Miller Bros. Shows were playing Norton, Va., under American Legion auspices to good results. . . . D. D. Murphy Shows blew into Mt. Vernon, Ill., after a fair week's engagement at Shelbyville, Ill. . . . Galva, Ill., proved a lucrative Fourth of July stand for S. W. Brundage Shows. . . . The O'Brien Brothers, well-known contest promoters, became associated with Zeidman & Polle Exposition and Circus. Staff consisted of William Jennings O'Brien, John Elmer O'Brien, J. Fred Clifford, Wilmer Jay O'Brien and Brendan M. O'Brien.

Tommy Poplin, chief electrician with Smith Greater Shows, was back on job after undergoing a minor operation in a Danville, W. Va., hospital. . . . Doc Huff returned to Smith Greater Shows after a week's visit with friends in Huntington, W. Va. . . . Harry Stillman, magician and illusionist, was still with Harry Ingalls Circus-Carnival doing his act. . . . Cincinnati papers were carrying daily announcements and brief stories heralding coming of T. W. Wolfe's Superior Shows to Queen City. . . . Prof. E. C. Anderson, side-show entertainer, closed a pleasant engagement with Doyle Tent Show at Lawrenceburg, Ind., and returned to Chicago.

Con T. Kennedy Shows' splendid opening in Rochester, Minn., which presaged great things for organizer's Soo City engagement, was marred by constant visits from Jupe Pluvius thruout remainder of week. . . . Among The Billboard's Cincinnati office callers were George B. Williams, of Francis Marion Shows, and B. E. Roberts, of Miller & Roberts Shows. . . . What was expected to be a big Fourth of July Celebration in Marshall, Mich., proved one of biggest bloomers

GREATER EXPOSITION SHOWS, Inc.
WANTED—Cookhouse to join week of July 20. Long season's work. Popcorn, Floss and Apples open. Can place one more show to feature. Have complete frame-up for Side Show. Concessions that work for stock. Can place Agents. Ride Help who do not chase or drink and who can Drive Truck. Bogue, the popcorn man, wire. Address GREATER EXPOSITION SHOWS, Muncie, Ind., week July 13; Troy, Ohio, week July 20.

C. F. ZEIGER UNITED SHOWS
Want for real route, 12 Montana and Wyoming Fairs and Celebrations, starting Big Wyoming Rodeo, Sheridan, July 18. Long season Fairs, Celebrations South, including the new million-dollar New Mexico State Fair, Albuquerque. Will furnish outfits for money-getting shows. Want Concessions that work for stock. Want experienced Ride and Canvas Help, Ticket Sellers. Rita Brazier wants one more Reader, Pony Ride. Gillette, Wyo., week July 11; Sheridan, Wyo., week July 18.

BILLY BOZZELL WANTS
for FOLEY & BURK SIDE SHOW, real Side Show Acts and Human Freaks, strong bally. Wire Santa Maria, Calif., July 19-24; Paso Robles, July 26-30; Turlock, Calif., August 1-6.

14 FAIRS FAIRS 14
ZIMDARS GREATER SHOWS, INC.
STARTING JULY 24, LOGANSPORT, IND.; THEN THE BIG ONE, MICHIANA STATES FAIR, SOUTH BEND, IND., FOLLOWED BY FAIRMOUNT, ILL.; FRANKFORD, IND.; FAIRBURY, ILL.; PRINCETON, IND.; AND 8 SOUTHERN FAIRS. CAN PLACE Concessions of all kinds. WILL SELL X ON CUSTARD. CAN PLACE Motordrome, Midget Show, Model Farm or City, Unborn, or any Show that don't conflict, with or without outfit. WANTED—Man to take charge of new Fun House. WE HAVE X ON MIDWAY OF MOST OUR FAIRS. Address Jackson, Mich., this week; or per route in Billboard.

WANTED CONCESSIONS FOR TAYLOR COUNTY FAIR
CAMPBELLSVILLE, KY., JULY 25 TO 30. NO X, BUT WON'T OVERLOAD MIDWAY.
 Address
LOUIS T. RILEY, Dixie Belle Show
 "Fat" Arnold contact Frank Kingman at Once.
 This Show carries 6 Rides and 5 Shows, owned by manager. Mitchell, Ind., this week; English, Ind., week July 18. Good spots to follow in Kentucky.

of season for K. G. Barkoot Shows. . . . Robert R. Kline resigned as general agent for Zeidman & Polle Exposition Shows. He had served in that capacity for 15 weeks. . . . Wust Midway Attractions were playing Northern Ohio territory to fair business.

Morris, Otis Shock, Buck Corland, Harry McAlpine, Oille Wible, Harold Hendrickson, Wesley H. Nigrette, Sam Mitchell, L. J. Wyatt, Ray Hart and Henry Knight. SHOWS: French Casino, Claude Barle, manager; Leone Barie, producer and feature dancer; Dorine Summers, Oriental and hula dancer; Billie Ritchie, rumba, strip and can can dancer; Mel Rennick, female impersonator, darce of two lovers and Argentine tango; Nancy Fernandez, South Seas dance, and Darline Fanchon, bubble and vell dance. Puck Ritchie, tickets: Jack Ripley, Marion Ritchey, drums and flageolet. Maney Case and Bill Winters, canvas. Kongo, trained chimpanzees and gorilla; Charles Lewis, manager; Madeline Lewis, trainer; Anon Strickland, gorilla wrestler; Bob Wilson, talker, and Dave Mcrris, tickets. Ten-in-One, Lawrence LaLonde, manager; Vera LaLonde, inside lecturer and sword box; Boston Blackie, tattoo artist; Lon Rogers, juggler; Art Riley, human pincushion, Tiny Judden, half girl illusion; Jolly Ray, fat girl; Samoa Leopard, skin girl; Virginia Markham, accordionist; Rose Robert, half and half in annex. Bob Steele and Don Clark, tickets. Athletic, Al Bird, manager; fighters, Danny Mason and Battling Gil; wrestlers, Young Gotch, Babe Dusek, Buddie Tibbets, California Wildcat Bud Jackson, the Portuguese wonder boy, and Babe LaMarr, lady wrestler. Mrs. Al Bird, tickets. Geek, Al Bird, manager; Oscar Lamb, talker; Ray Lantz, on pit, and Ethel Madison, tickets. Gay Nineties, Max Williams, manager; Mrs. Williams, tickets; Maude Steele, blues singer, and Jean Wells, yodeler. Mickey Mouse, George Beyers, owner; J. B. Smith Jr., front man. Myrtle, Turtle Girl, George Byers, owner, and Cliff Bixler, front man. Mystic Temple, Fred Stewart, manager; May Stewart, blind seer; Belle Mitchell, Galatea (statue turning to life); Everett Mitchell, talker; Bob Holt and Dick Barlow, tickets. RITCHEY'S BAND: Jack Ripley, drums; Steve Morton, trumpet; Bill Levine, trombone; Bert Warren, French horn; Al Johnson, tuba; Red Palmer, bass, and Morris Lancaster, trumpe. CLAUDE BARIE.

Carnival Roster

As Reported by Show Representative

Hilderbrand's United Shows (Motorized)

BELLINGHAM, Wash., July 9.—The following is roster of Hilderbrand's United Shows moving on 25 trucks and semi-trailers and 70 cars and house trailers as they appeared in Aberdeen, Wash., last week.

STAFF: O. H. Hilderbrand, owner; E. W. Coe, manager; R. B. Booker, secretary-treasurer; Pierre Ouellette, general agent; George Morgan, special agent; Fred Stewart, lot superintendent and chief electrician; D. McCarty, sound car technician; Harry Rhinehart, master of transportation; Earl Branam, high intensity searchlights; Bert Warren, special show police; Jerry Mackay, superintendent of concessions; Claude Barle, The Billboard sales agent; Betty Coe, front gate ticket office; Clara Cardwell, box No. 2, and Clarence Rhinehart, in charge front gate.

FREE ACTS: Smith's Diving Ponies, J. B. Smith, owner and manager. Four Rockets, Reggie Marrion, Ilean Marlon, Al Wager and Paul Summers. Hustrel Troupe, Alex Alfons, Franz, Willie and August Hustrel. Tumbling Arabs, Tom, Milton, Jack and George Tassman.

RIDES: Big Eli Wheel, Lyman Grisham, foreman; Dan Barnett, second man, and Mrs. Alfons Hustrel, tickets. Merry-Go-Round, Dave Shannon, foreman; Don Jurden, second man, and Mrs. Lucille Grisham, tickets. Loop-o-Plane, Charles Wilson, foreman, and Mrs. Dan Barnett, tickets. Octopus, Fred Thum-

berg, owner; Allen Deggler, first man; Lish Deggler, second man, and Mrs. Betty Yearout, tickets. Roll-o-Plane, Ernest Grow, first man; Charles O'Neal, second man, and Mrs. Bud Cross, tickets. Speedway, Byron Kast, first man; Andy Andrews, second man, and Mrs. Byran Kast, tickets. Mix-Up, Wendell G. Foss, owner; Bob Mitchell, second man, and Mrs. W. G. Foss, tickets. Pony Ride, Gene Knowles, owner; Lillian, Erleen and Yvonne Knowles, helpers.

ELECTRICIANS: Fred Stewart, chief; Earl Branam, first assistant, and William Summer, second assistant.

TRANSPORTATION: Harry Rhinehart, lead man, and James Heller, follow-up man.

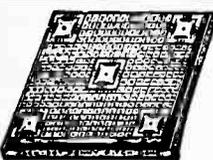
CONCESSIONS: Bingo, Bud Cross, owner; Eddie Hall, Syd Peterson. Short-range gallery, Roy Wilson, owner. Long-range gallery, Bob and Mary Moore. Mouse stand, Jack Wilson. Candy floss, Hazel Fisher and Verna Seeborg. Erie diggers, Madge Buckley. Art Anderson, three concessions; agents, George Ghogan, Thomas McQuillan, Sam Epple, Pat King and Charles Milton. John Cardwell, concessions; agents, Bob Kaye, Kenney Williams, Bill Warrington and Kitty Watson. Ralph Balcom, two concessions; agents, Spencer Travis, George Hansen, Margaret Balcom and Johnnie Archer. Ice cream, Bill Hart, owner. Jackpot, Rube Miller, owner. Novelties, Charles Matthews. Hoop-la, Betty Thumberg, owner, and May Hendrickson, assistant. Dinner Bell Cafe, Ed and Ma Lehey, owners; helpers, Gilmour Jeffry, Ray

MOVES ON A 1 1/2 TON TRUCK

The BABY ELI Wheel fits into the plan for easy portable operation. 2 men can set it up in 1 1/2 hours—1 man to operate. Weight, complete with all equipment, 2,500 lbs. May be moved on 1 1/2-ton truck. Investigate this popular Kiddie Ride.



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Builders of Dependable Products,
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PENNY PITCH GAMES

Size 48x48", Price \$20.00.
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Size 48x48", with 5 Jack Pots, \$40.00.

PARK SPECIAL WHEELS

30" in Diameter. Beautifully Painted. We carry in stock 12-18-20-24- and 30 number wheels. Price \$12.00

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75-Player Complete \$5.00
100-Player Complete 7.25

SEND FOR CATALOGUE.

Full of New Games, Blankets, Dolls, Lamps, Aluminum Ware, Games, etc.

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1938-39 ASTRO DAILY, HOURLY FORECASTS Buddha Papers, 1-4-7 and 85-page Readings, Zodiac Bispay Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.
148 Page Illustrated Catalog Ready.
Most comprehensive line of Apparatus and Supplies in the World. Catalog 80c. None free.

NELSON ENTERPRISES

188 S. Third St., Columbus, O.

WANTED WANTED J. R. EDWARDS SHOW

FOR CELEBRATIONS AND SPECIAL EVENTS.

Hoopala, Bowling Alley, High Striker, Fish Pond, Custard Machine, Novelties, legitimate Concessions of all kinds, \$15.00 per. Talkers, Grinders, Working Acts for Ten-in-One, 10 Girls for Hollywood Review. No gate. Reply now. Don't delay. Address all mail and wires to J. R. EDWARDS, Mansfield, O., this week.

HUBERT'S MUSEUM Inc.

228 W. 42d Street, NEW YORK CITY.
WANT FREAKS AND NOVELTY ACTS OF MERIT AT ALL TIMES.
State gallery and all details in first letter.
Open All Year Round.
SCHORK & SCHAFFER.

CONCESSION TENTS

Built Right. Priced Right.
Be Ready for Fair Time.

ROGERS TENT & AWNING CO.
Fremont, Neb.



Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

Lucky is the man who can send home for money and get it.—Soapy Glue.

SEEMS as if Springfield, O., has had enough carnivals for this year at least.

WHAT EVER became of Heart of America Shows?

IT IS TIME that we heard from James Paterson and his activities.

We do not need any more carnivals to buck any more carnivals than are now being bucked.—Unkle Jerk.

HARRY M. GOODHUE, well-known illusionist, writes from Little Rock, Ark., that he has plans under way for some big things for 1939.

THINK, PETIE! PETE, THINK! What were you doing in the carnival business at this time in 1937? Were you doing good or bad?

SADIE SCHWARTZ letters from Monroe, Mich.: "My husband died June 27. For years he had been an operator of rides in various parks over the country."

WESLY BLAIR (Joe-Ann) cards from Emporium, Pa.: "Closed my sex show and joined Bubbles Girl Revue with Clyde's United Shows and now in my sixth week. Am doing my innovations act. It is something new for a girl show and it is going over nicely."

BETTY JOHN cards from Princeton, Mo.: "Business at Mexico was bad, no crowds at all. A new girl show joined, making six on the show now. I added a Girl in the Fish Bowl Show to the midway and have Bobbie Burns talking on front of side show."

BERTHA BERT cards from Bowling Green, Ky.: "Have placed my Sex Puzzle Show with Model Shows as a single pit attraction. I think it is one of the prettiest sex shows on the road this season. Left the Mighty Haag Circus for new territory."

SLIM AUSTIN cards from Glendive, Mont.: "Siebrand Bros.' Circus-Carnival was caught in high water in Harding, Mont., and had to make some big jumps to get out of the flood area. Lost the



A BIRTHDAY FEAST AND SMILES: Jo-Ann Sheesley, daughter of Mr. and Mrs. J. D. Sheesley of the Mighty Sheesley Midway, is shown here celebrating her sixth anniversary of birth recently in Fostoria, O. Left to right: Manny DeVon, Baby Doll, Jo-Ann Sheesley and Mary Anger. The table was spread in the open air and some 15 children gathered around and joined in the merriment and eats. Photo by Floyd Newell.

JOHN GOBEL cards from Algona, Ia.: "Bone Crusher Sheene and Billy Wolfe scored big July 4 with their Athletic Show on Wallace Bros.' Shows here."

HAL KATZ cards from Pompano, Fla.: "Been thinking of Jack Lang. He operates a concession. Last heard he was with J. J. Page Shows."

TODAY'S BIG QUESTION: Will Beckmann & Gerety give Walter A. White the opportunity to build up another carnival? Say about 20 cars.

HERBERT A. DOUGLAS, of West Chester, Pa., cards: "Drove over to Columbia, Pa., to catch the Curtis L. Bockus opening but failed to see the show."

Some carnivals do not have as much personality as an old-fashioned town pump.—Unkle Jerk.

BOBBIE BURNS cards from Sullivan, Ill.: "Been with Johnnie Howard's side show on Byers & Beach Shows. Fourth of July business here was very good. Going to Riverview Park, Chicago, to work for balance of season."

HARRY S. NOYES, former well-known carnival general agent, has retired from the business and is now making his headquarters in Fort Lauderdale, Fla., with Chick Endor and Charlie Farrell's night club.

best night of the four-day engagement along with the rodeo."

A. B. CUNLIFF, special agent McMahon Shows, cards from Mapleton, Ia.: "It rains cooking utensils for Ralph Parish's cookhouse on the show. Florance Kumalae, Howard Kumalae and writer visited W. E. West Motorized Carnival at Red Oak, Ia."

RALPH H. BLISS cards from Salina, Pa.: "Lark Lane has the cookhouse with Peerless Exposition. Roster—He is the manager; Nellie Lane, cashier; Oscar Babbs, cook; Ralph H. Bliss, griddle; Denny O'Leary, headwaiter; Al Grant, waiter, and James Clark, kitchen man."

JOE BAKER cards from Seattle, Wash.: "Am a clown working on the Pacific Coast. That was quite a flood American United Shows had at Havre, Mont. Met Jockey Moore, Pierre Ouellette, W. C. Huggins and Bill Meyers when the West Coast Shows played here recently."

Is appreciation just merely words or should it take on a more tangible form, say something material and concrete?—Red Onion.

FRANK LABARR, The Billboard sales agent on Frank West's shows, climbed to top of the list with his order for issue July 9. Ward (Dad) Dunbar on Mighty Sheesley Midway is close behind. When Joe Pearl was a sales agent he went mighty high in his weekly sales and won a prize.

G. E. KOHN, of the canvas division of the Fulton Bag and Cotton Mills, Atlanta, Ga., was a recent visitor to The Billboard offices. He had been over to Springfield, O., visiting the Johnny J. Jones Exposition and taking orders for several new green tents.

TAYLOR TROUT and Bud Hawkins are partners in a show which opens at Fountaine Ferry Park, Louisville, at an early date. They have dogs, monkeys and such. Taylor is an all-round showman and Bud one time had a tent theater on the road known as Bud Hawkins Flayers. They visited The Billboard offices last week and seemed happy.

Jammie Graves Praises The Billboard Adv. Service

Jammie Graves, aerialist with Wallace Bros.' Shows of Canada, letters from Naranda, Que.: "Wish to thank The Billboard for the nice advertisement it carried for me in the Summer Special. I think the idea wonderful for acts and should mean a lot to them, as it will be used by fair secretaries and park managers thruout season 1938. Send me the special professional advertising and publicity plan.

Inclosing a clipping from The Sudbury (Ont.) Star. The accident happened June 20. The clipping follows:

"AERIAL ARTIST HURT IN SLIDE DOWN WIRE

"Only cool-headedness saved the life of Jammie Graves, aerial artist, at the midway currently showing in McKim Township when she struck the top of a tent in the course of her act Monday night.

"Miss Graves climbed to the top of a 100-foot pole and slid down a 400-foot steel wire, holding on only with her teeth. In the descent she passed over a tent, and on the first slide Monday night she struck the top of the tent, throwing her off balance. She sustained severe bruises about the legs and hips. She was taken to her sleeping quarters and given medical treatment.

"It was my first accident in the 15 years that I had been doing this act," she told The Sudbury Star. "I was shaken up but I will repeat the act."

K. E. SIMMONS letters from Crawfordsville, Ind.: "Had pleasant visits with L. J. Heth, Joe J. Fontana and Mr. and Mrs. Thomas Parker during recent engagement of L. J. Heth Shows here. It is a nice clean show and has many good rides. This was the first time I have seen the Heth organization in several years."

R. D. ETTER letters from Pine Bluff, Ark.: "Once operated a picture gallery but have been out of touch with the business for several years. Been thinking about getting back on the road this fall with some kind of a concession. Was wondering how the picture folks are getting along with those three-for-a-dime photos."

DOROTHY WOLTER letters from Lawrenceburg, Ind.: "Notice in The Billboard Letter List that Princess Lei Lehua and William Kalama have mail both in the Cincinnati and Chicago offices. Princess Lei Lehua and I are good friends and we used to write each other often, but I have not heard from her since Christmas and am worried about her." Princess! Send for your mail.—Red Onion.

R. F. McLENDON, general executive for the O. C. Buck Shows, letters from Keene, N. H.: "Please take this squawk up with the committee and Unkle Jerk. This has been a h— of a year, believe you me. If some of the shows have had the attendance they report they would not need much of a gross inside to be making money, yet from reports nation wide business is on the bum."

Speaking of some concession agents: Honestly I do not think that some of them could fill a bucket with water if they were in the middle of an ocean.—Soapy Glue.

JOHN A. SCHMIDT letters from Terre Haute, Ind.: "Terre Haute Sunday Tribune and Terre Haute Sunday Star, issues July 2, tell how the midway at the Vigo County to be held here will be conducted." Let us trust that no carnival manager will try to mess this event up.—Wadley Tif.

JOE S. SCHOLIBO letters from Milwaukee: "Hennies brothers and myself

do appreciate the running of the flood pictures recently and the attention given by *The Billboard* to the show's news and items each week. The show extends an invitation to *The Billboard* staff to visit, and our nearest point to Cincinnati will be Detroit during Michigan State Fair weeks."

FLOYD NEWELL, letters from Flint, Mich., June 30: "Finally warmed up again and I can put my overcoat back in hock again. Pontiac, Mich., last week was bad, but prior to that it was always one of the best spots for the 'Mighty Thing.' Been having trouble with my eyes and got glasses the other day. Will have to wear them all the time now. They help a lot, too, and the eye soreness is all gone."

MR. AND MRS. FRED THOMAS accompanied by a niece, Elizabeth Bryant, visited *The Billboard* offices last week. They came over from Washington C. H., O., where they operate side show, kiddie autos and Penny Arcade with James E. Strates Shows. They did a little shopping while in Cincinnati. Fred had a number of pictures of the big flood Strates was in while playing Portsmouth, O., recently.



PICTURED HERE are some members of Western States Shows. Photo taken recently at Berthoud Pass, some 40 miles from Denver, Colo. Left to right: Mr. and Mrs. Billy Miller, Bill Aldrich and Mr and Mrs. Bill Denecke. Photo furnished by Larry Mullins.

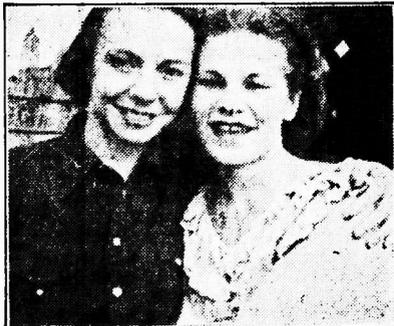
He Is in the "Doghouse" Now!

H. B. SHIVE, general agent Gold Medal Shows, letters from Iron River, Mich.: "I have gotten myself in the 'Doghouse' with dog owners on the show all because of a declaration made in my show letter some few weeks ago that Duck Allen and I have the finest dogs on the midway. Each owner, of which there are many, insists that he or she has the best. There are about 40 dogs around the show, full-bloods, half-bloods, no-bloods, curs, strays and some of questionable ancestry. This has caused Manager Oscar Bloom to take notice, so he has agreed to appoint three non-dog owners as judges some time during the show's first fair week and will have the dogs paraded before them to be judged and awarded prizes according to blood rating, general gait, grooming and disposition. This judging is looked forward to as being the one having me bailed out of the 'Canine Mansion' as it were. Show goes back into Michigan next week for second time this season."

DAVIE LOGSDON cards from Whitefish, Mont.: "Am 18 years old and do an anatomical act in Hal Compton's side show. Think I am the youngest in the business doing this kind of an act. Personnel of this show are very good at remembering showfolk birthdays. They gave me some nice presents June 22. I also received a special present from my sister, Louis-Louise, who is the annex feature with Compton."

Talked to a young man recently who said he was a college graduate and that on graduation day his father gave him a "flat joint" to operate as a present for being a good scholar.—Soapy Glue.

JIMMIE V. BOONE letters from Hurland, Mo.: "Been doing agent's work for Crowley's United Shows since opening of season. Went back to the show at Council Bluffs, Ia., to get No. 2 unit in shape. Had a very nice set-up for Fourth of July week here. Had shows, rides and concessions and George Webb's



MEET TWO LEADING LADIES of the Johnny J. Jones Exposition: Right, Frances Scott, daughter of Mrs. Harold Paddock, and Nina Otaris, the only woman member of the Flying Otaris, the free act with the show. Each day she thrills patrons while working with her five brothers and father on the criss-cross rigging. Frances Scott is assistant manager of Lipsky and Paddock's corn game on this midway.

high dive. Attractions were located on Courthouse Square and there was plenty of shade. This unit is being moved on trucks and trailers."

ERNEST L. KENT letters from Pontiac, Mich.: "Sheesley was here week ended June 25. Attendance not up to other years, but I figure that the business was fair. The big free act was Oscar Varley Babcock with his death trap, loop-the-loop and flying the flume. He sure had the natives talking. Had a chat with him and found him to be a refined trouper. Truly his act is outstanding. Saw Happy Hackett, one-time big-top joey. Sheesley Midway looks big and good. They build as they travel. I was formerly a joey and side-show talker with some of the big tops."

CLAIRE H. CRAMER, of Anderson-Strader Shows, letters from Pratt, Kan.: "Jack Cramer took over the Pit Show at Hays, Kan. He has an unusual line of attractions, such as Gene, anatomical wonder; Alberta, limber lady; Billy, electrical wizard; Jax, strong man; Rollo, human pincushion, and Madam Claire, escape artist. An outstanding feature is the impalement act, in which two dog performers are used as targets. Both stand against the knife board in perfect poses while they are pinned in by two-pound knives thrown by Jack Cramer while blindfolded. James Cox has charge of the front and S. Duncan is ticket seller."

Hot Potato: Several have been asking about the Hot Potato items recently and wanting to know what became of them. Well, the Potato thinks that some of his items were too hot for the summer so he is going to wait until winter before resuming, as "heat" is needed more in the winter than in summer.—Red Onion.

NEALAND EXPLAINS SILENCE: Walter D. Nealand letters from Gettysburg, Pa.: "Been hop-scooting ahead of Marks Shows, scouting and booking and then jumping back to show, this has kept me plenty busy. Charles A. Abbott, the general agent, is south closing up final details of the fair route. Blue and Gray Reunion here was a terrible flop as far as carnival attractions were concerned. However, the show is still going strong in morale and all that. One has to hand it to John H. Marks as he sure can take it on the chin and smile. He booked the Cumberland, Md., date himself. Concessioners at the Gettysburg event, downtown, took an awful licking. Mammoth Marine Hippodrome, at Reading Station location, fared badly, too. Cal Banks was in charge."

MORRIS MILLER, manager Miller Bros.' Shows, letters from Sioux City, Ia.: "Up again after being in a hospital for two weeks. Had to get up and book a 4th of July date and went to Sioux Falls, S. D. As my contract read 'Northwest's Largest Celebration,' I was surprised to find the location 4 1/2 miles out of town at a place called Neptunes Park, a dance hall. When I asked the committee where was the celebration and they said, 'We are the celebration.' When I asked them what they had to draw people they said the carnival. It seemed that all they were interested in was the guarantee that my agent had given them. I then canceled the contract. This is to let *The Billboard* know why I had an advertisement in about the 'Northwest's

Largest Celebration.' I then got busy and split the show into several units for 4th of July engagements. Business not so good. Am just getting along."

ROY E. LUDINGTON, general manager Crafts Shows, letters from Stockton, Calif.: "Having real warm weather in California now, but the cool breezes make it comfortable at night. Sending some clippings from newspaper here, as your Uncle Fuller, besides managing a carnival, takes time off occasionally to do a little press work, the angles of which were taught me many years ago by the late Punch Wheeler, who was master of human-interest stories of the outdoor show field in his day. Been trying to give away a lion. I used it so much last month that the Associated Press carried it. One city editor said to me recently, 'Ludington, every year you come around with some kind of story, and now it is a 'lion story,' or is it a story about a lion?'"

Goodman Show Train Held Up! Sounds Like Pressagentry!

The train of Goodman Wonder Show was held up just before leaving Fargo, N. D. A midget band did it all. Saturday night, at the swan song of the week, a call for 8 o'clock departure was posted. All went well until 6:30 Sunday morning. The train was loaded and ready to go, but it could not depart without Singer's band of midgets. No one knew where the "bandits" were stopping. It was just a case of sit down and wait. For more than an hour the train was held up. Then the midgets drilled down the track and the train went on its way.

BEVERLY WHITE.

J. D. (JACK) WRIGHT JR. closed his booking tour with O. C. Buck Shows in Elmira, N. Y., June 16, having booked the show up for season. He wrote: "Mrs. Wright and myself have gone back into our annual special events promotions. While business has been 'choppy' in general, I believe that when weather gets settled business will pick up. This observation of mine is based on my experiences at Scotia, N. Y., where Roy Peugh and I conducted an industrial exposition for the Chamber of Commerce, with the O. C. Buck Shows furnishing the amusements. We had great success in selling booth space and the attendance was exceptionally good, which pleased all parties concerned. Mrs. Wright joins me in regards to *The Billboard* staff."

Keeping up to date: This department recently received a review of the opening of a show which opened several months ago. Do not wonder what is the matter with the carnival business. However, do not stop trying to guess. Anyone's guess is as good as another's.—Unkle Jerk.

A NEW ARRIVAL on midway of Dodson's World's Fair Shows is Jack Page bringing a company of 18 people from Hennies Bros.' Shows, where he recently terminated his management of the girl revue and posing show with that organization. Jack will take over the management of the Gay Paree Revue, Artists and Models and the Informer with the Dodson organization. Mrs. Page left for Chicago to assemble a complete line of new wardrobe and lighting effects for the three midway units. Carpenters and technicians started to work immediately remodeling fronts and stages for these productions in keeping with Jack's policies in offering midway entertainment. It is planned to carry 28 people on musical revue while posing show will feature 10 girls using a revolving stage.

ROY B. JONES.

R. D. McCOLLIN letters from Logan, Utah: "Monte Young's shows and rides played here week July 4. Business was fair but not up to standard for a celebration, but Monte keeps going. Roster: Monte Young, manager; Mrs. Monte

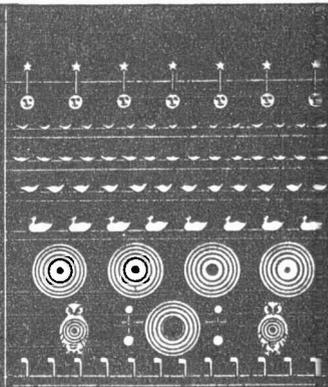
Young, assistant; Mrs. Fern Ferguson, in charge of office, and Bernard Goman, foreman. Merry-Go-Round, Delos Snyder and Wallace Jeffers. Tilt-a-Whirl, Lee Dean and Lloyd Dickerson. Big Eli Wheels, Eddie Cooms, Lee Thrasher, Jerry Sermershelm and Earl Ferguson. Loop-o-Plane, Willie Daniels and Elmo Campbell. Loop-the-Loop, Ron Deen and Tommie Smith. Baby Eli Wheel, Russel Dean. Kiddie Autos, Mrs. Succer. Fred Williams, chief mechanic. R. D. McCollin and Mrs. Geraldine McCollin are lion trainers working for Manager Young. He operates three units and is one of the cleanest dealing showmen the writer has ever worked for curing

(See OUR MIDWAY on page 47)

EVANS

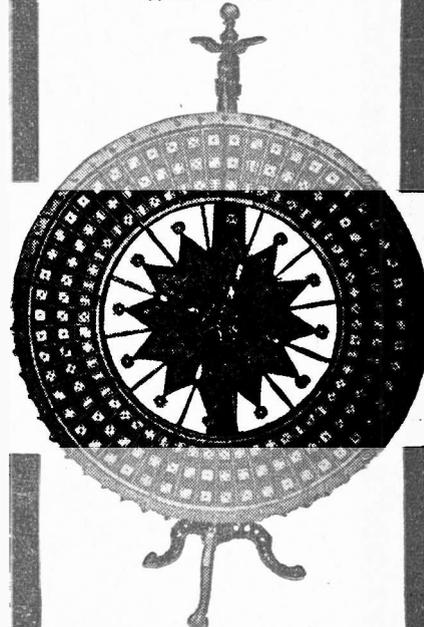
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Full-Date Carnival Show Letters

As Reported by News Representatives for the Shows



LOOK WHAT A TOUGH LIFE Mary seems to be leading! Mary Simpkins of Cote's Wolverine Shows, is pictured here at Alma, Mich., early in June. She likes to dive and swim and beside a body of water in which she disported herself at the time the shot was taken by Stovall Studios, Alma. Mary writes news for Cote's Shows aside from her other duties and is also The Billboard sales agent. So long, Mary.

Sims

Pembroke, Ont., Can. June 20-26. Location, Centenary Park. Weather, very hot; rain Saturday. Business, fair.

Shows and rides beautifully located on water front by Manager Frank Rome. All attractions opened early Monday evening and were well patronized. With mercury rising to 96 degrees for three days, tourists, local folks, as well as show people, were coaxed to beaches to get relief from the extreme heat. Mayor A. E. Cockburn and family nightly visitors. Joe Harris, operating six concessions with show, purchased a new Diamond T truck to expedite loading of his stock and equipment. Jack Clancy, successful operator of Pennyland, each week adds to many other novelty machines already on hand.

North Bay, Ont., Can. June 27-July 2. Location, Ferris Township. Weather, cold. Business, fair.

With weather being extremely cool every night, business started off week rather poorly, but from Wednesday on the attendance increased nightly. Dominion Day receipts ended engagement with satisfactory results. World's Fair Museum, featuring Howard, Lobster Boy,

added several new performers. All other shows and rides are starting to re-decorate for approaching exhibition season. Gallagher Bros.' bingo game is nicely flashed each week and is well patronized. Many showfolks visited famous Dionne quintuplets at Callender, Ont. **WILLIAM DAVIS.**

Endy Bros.

Irvington, N. J. Week ended June 25. Location, Springfield avenue and Grove street (Newark boundary). Auspices, Charity Bazaar. Weather, ideal. Business, fair.

Business not up to expectations, but Matthew J. Riley, general agent, deserves credit for opening grounds to carnival. Reported that it has been seven years since last one played this location. Local police co-operative in permit courtesies. Many visitors from New York and Newark. Dave and Ralph Endy spent day in Pottstown, Pa. Jake Davis opened Barrel of Fun attraction here. Whitney Ryan's genius as a talker reflected in fact that Speedy Merrill's Wall of Death, in front of which former works, drew over 50 per cent of total gate. Maxie Glynn's cookhouse food and spick-and-span equipment received many compliments. Robert Cardwell,

mit Athletic Club. Weather, rain three nights. Business, good when clear.

Altho rained out Monday, Tuesday and Friday, business on other three nights was strong enough to put date on right side of ledger. Sponsors especially co-operative thru committee heads, Charles Baum and Robert Murphy. Eddie Hollinger supervised major excavation job on grounds to allow shows to exhibit there. Bob Flynn's Darkest Africa and Speedy Merrill's Wall of Death top shows and Boomerang best ride. Benny Weiss' staff pressed to handle bingo play. Mrs. Ralph N. Endy spent week in Pottstown, Pa. Joan, daughter of David B. Endy, visited aunt in New York. Matt Crown's Harlem Broadcasters has shaped up as laugh-packed fare and continues to attract steady business. Chuck Connors turned nice piece of work in quick getaway to make train move early Sunday morning to Kingston, N. Y. **GLENN IRETON.**

Bantly's

Phillipsburg, Pa. Week ended July 2. Auspices, Chester Hill Hose Co. Location, Chester Hill showgrounds. Weather, rain and cold. Business, only fair.

After hard rains Saturday night and Sunday lot was in terrible shape. So muddy it was impossible to get show



THIS PICTURE SHOWS A GROUP OF WOMEN FOLKS with Dodson's World's Fair Shows, as they assembled on the lot in preparation for an afternoon bridge party in one of the leading hotels in Indianapolis June 4. Left to right: Duina Zaccchini, Mrs. C. Guy Dodson, Mrs. Edmundo Zaccchini, Mrs. Melvin G. Dodson Sr., Mrs. Jessie Clarke, Mrs. Lucille Osbourne, Ruby Dodson and Mrs. Eddie Davis. Photo by Roy B. Jones, shows' publicity man.

cashier, left show to return to his home in Chester, Pa. Mr. and Mrs. Gerald Weeks' monkey show did well. Benny Weiss rejoined with his bingo tent. Louis Kaufman nicknamed "Pennies From Heaven," due to boast that his balloon pitch in Easton, Pa., paid off new truck recently purchased.

Summit, N. J. Week ended July 2. Location, Collin's lot. Auspices, Sum-

up and ready until Tuesday. Load after load of cinders hauled in by committee made it possible to open Tuesday night. Committee waded in mud, as did show help and several concessioners, and made a good job of it. More rain again put lot in bad shape but not as bad as it was at first. Considering weather and condition of lot business was good. Patrons who did visit show should have been presented with medals for coming out in such weather. Those that did come out had money and spent it. Only real day of week was Saturday, and that day showed a good gross. Ella Carver, high diver, was taken sick after her dive Tuesday night and could not perform again until Saturday. Burgess, committee and Phillipsburg newspaper co-operated. Goodfellows Club meeting with Pete Stevens as emcee went over big. Harry Copping visited. **HARRY E. WILSON.**

Dee Lang's

(Motorized)

Barnesville, Minn. June 22 to 25. Clay County Fair. Location, fairgrounds. Weather, variable. Business, fair.

Friday it showered afternoon and night. Best gross was on closing night. Fairgrounds had been enlarged since last season, so show was able to expand midway. William Calamari rejoined with his concessions after several weeks' visit in Chicago. Roland Merritt came on to work with his brother, Benny Merritt, on penny pitch concessions.

Ada, Minn. June 26 to 29. Norman County Fair. Location, fairgrounds. Weather, clear. Business, fair.

Show opened one day prior to fair

date. Best gross Tuesday and Wednesday nights. Mr. and Mrs. H. B. Blackburn left to visit their home in Milwaukee, Wis., and Ted Reed is now managing Dixieland on Parade. J. E. Thomson and son joined here with their two-headed cow show, which is rated as being only one of its kind. A boy's band gave concerts of German music at various spots on midway closing night. Mr. and Mrs. Vancura, of Fessenden, N. D.; Duffie Larson, of Hallock, Minn.; Alvin Olson, of Hallock, and Oliver Mattison, of Warren, Minn., visited. **C. E. NEWCOMB.**

L. J. Heth

Wabash, Ind. Week ended June 25. Location, Ferrell showgrounds. Auspices, Phi Delta Cappa Fraternity. Weather, clear. Business, nil.

Show had 20-mile move from Huntington, Ind. All ready to go Sunday but did not open till Monday. Merry-Go-Round and Kiddie Ride came in from Lagro, Ind., after playing celebration there. Band has new uniforms. Plenty of paper put out by Bill Dollar, advance man. Manager Heth away on trip to Illinois. Saturday showing spoiled with downpour and show lot under water about three feet. Credit goes to men on both rides and shows for splendid way they moved show off lot after working all night Saturday and most of day Sunday. Rain did not stop till Sunday night. Painter Bain busy with painting all trucks over for fair dates. Charlie Wren framing new panels for his Motorcrome and also has a new motor for ballyhoo. James Fisher, owner of Huntington Hotel, Huntington, Ind., over for a visit with J. J. Fontana and writer. Lester Parrish going to town with The Billboard sales, delivering same early in morning at hotels without extra charge. Mrs. L. Dollar away on a trip to Alabama. Leon Elliott, ride superintendent, has a new coat of paint on Loop-o-Plane. **THOMAS PARKER.**

White City

(Baggage cars and trucks)

Emmett, Ida. Five days ended June 25. Location, streets. Auspices, Emmett Ninth Cherry Festival. Business, excellent. Weather, unsettled. Free gate.

An estimated crowd of 30,000 made by local papers thronged midway. Thursday big day following two-mile parade. Midway was so crowded it was impossible to travel from one end to other without difficulty. Line-ups at rides were fighting to obtain tickets, and this situation continued until after 3 a.m. Johnnie Hertl's Octopus operated near to capacity and topped midway. Big Ell Wheel, Merry-Go-Round, Tilt-a-Whirl and Double Loop-o-Plane ran race for second honors and practically ended in a tie. Three streets were used by show with an avenue of shows, an avenue of concessions and an avenue of rides, with two free attractions on adjacent lots between buildings on main street. Rides and shows went over top, but concessions did not fare well. Marquee did not operate at this stand. Frank Forrest's Ten-in-One topped midway on shows and Ted LeFors' bingo on concessions. New double Loop-o-Plane ordered from Eyerly Aircraft factory, Salem, Ore., arrived in time for opening. Saturday Mrs. C. F. Corey sent Loop-the-Loop with one girl show and several concessions to celebration at Nyssa, Ore., to fair success. Scandals on Parade show, operated by Ted Wright and featuring Mlle. Odelle, did fair business. Lee Verne Raymond joined Frank Forrest's Ten-in-One as featured attraction in annex. Mr. and Mrs. Slim Mason and Mr. and Mrs. Carl Gilchrist joined Ted LeFors and Jelly Long concessions. Newlyweds Mr. and Mrs. Jerry Foster arrived from the Joyland Shows in California with a concession. Johnnie Boston added several ice cream and scale concessions. New ostrich feather cape ordered by Marlo LeFors for her act arrived from Paris in time for opening. Worn beneath this unique cape was an original costume designed by Marlo and made of rhinestones, which gave ladies of Emmett thrill of a lifetime. May Collier also received a new cape made of rhinestones from her home in Baltimore, Md. Both acts received ovations from visitors. Myles Nelson returned from trip to Olympia, Wash. A great many showfolks visited the Al G. Barnes-Sells-Floto Circus at Ontario, Ore. Marlo and LeFors, Lucille King and writer were guests of Theobald Forstall and George Tipton and enjoyed a pleasant afternoon's entertainment at circus. Lucille King's car was stolen from main street of Emmett by a local youth. Young man and car were apprehended

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Hump Back Type, Chrome Plated, Ball-Bearing Saddle and Pin, \$15. Coupon Roll-Downs, with Charts, Coupons, and Balls, \$8. Standard 30-Inch Wheel, with Ball-Bearing Post, \$21.50. 48-Inch Jack Pot Penny Pitch, PLYWOOD, \$12. Milk Bottles, 65c Each. MAPLE, 14 Ft., 40-In. Odd & Even Laydowns, \$8. Brazilians Boards, with Marbles and Charts, \$5. Flat Wheels, 24-Inch, 12 Numbers, Star and Burstouts, \$10. Everything you need, made right and work right. Special Wheel Combinations to order. Catalog Free if you ask for it.

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Consisting of Three-Abreast Merry-Go-Round, complete with Engine and Organ; Big Ell Wheel with Engine; Smith & Smith Chairplane, Wurlitzer Caliola, Penny Arcade, Tents with Frames, different sizes; Side Show and Juice Concession Equipment. Games of different kinds. Rides can be seen at Port Dover, Ontario, in operation. \$4,000.00 for complete Show, as is, cash only.

ARTHUR E. COTTON, Port Dover, Ontario.

Following a 10-mile race into mountains by police. Youth received two years in reformatory. Frank Powers arrived from Hilderbrands Shows to join Big Ell Wheel crew. Blacky McGregor joined one of Swede Oleson's concessions. General Agent Arthur Hockwald spent week visiting show. Contract for Motion Picture Celebration held at McCall, summer resort of Idaho, in July, where motion picture, *Northwest Passage*, is being filmed by MGM, was awarded this organization. **WALTON DE PELLATON.**

O. J. Bach

Canton, N. Y. Week ended June 25. Auspices, firemen. Weather, rained out Saturday. Business, light.

Deluge struck show Saturday afternoon at 4 o'clock and continued without a letup until 1 a.m. Sunday, thus spoiling all chance to put the week on right side of ledger. Five out of eight Saturdays so far marred by rain. Short-circuit darkened half of midway at height of business Thursday night but was quickly repaired. Several changes in cowboy show managed by J. Maurice Hovey. Jimmy Payne left to join a medicine show, replaced by David Trimm, dancer and harmonica player, and also Malcolm Maine, guitarist. Cowboy show now presents nice appearance and is getting its share of business. George White, manager of One-Ring Circus, lost a monkey and considerable excitement resulted in town as a result. Monk was not recaptured. Weekly social party given Wednesday night under direction of Ray Baker and M. N. Colgrove greatly enjoyed by all. Doc Murray added new show to line-up this week in addition to his two kiddie rides. Thelma Green, of Waikiki Follies show, left to return to her home. Visitors: Entire company of Tex Rose and his Texas Rangers, playing day and date at local theater. Tex reports business good for them. To play two weeks more in theaters, then under canvas.

LEO GRANDY.

American United

Cut Bank, Mont. June 27-29. Auspices, American Legion. Weather, clear. Business, good.

Surviving Havre, Mont., flood, American United Shows arrived here and opened to good crowd and fair business Monday night. Damage from flood estimated at about \$5,000. Rained at closing time Saturday night in Havre and trucks had a hard time getting off lot. All trucks were axle deep in mud and no caterpillar was available. En route from Havre two trucks had accidents. A. B. Miller's truck carrying Dodgem ride turned over when it ran into a soft shoulder about 40 miles out of Havre; no one hurt, but truck badly damaged. After two hours' work, with aid of Dad Allin, Mex Snobar, O. H. Allin and Babe Ruis, truck was put back on road and towed into Cut Bank by truck belonging to Ray Holding. All shows in Montana report bad weather, floods and washouts. In spite of all hardships American United is carrying on. Credit goes to A. B. Miller for being first to open Havre to a show in 10 years. Last show to play Havre was Levitt, Brown & Huggins in 1928. Show would have had a banner week if it were not for flood, as Havre Monday night broke all records of season. Midge Holding purchased new top with 100-foot banner line for her new Parisian posing show.

JOHN SNOBAR.

Red River

(Baggage cars)

Geraldton, Ont., Can. June 20-22. Auspices, Canadian Legion. Weather, clear. Business, good.

Red River Shows, owned and managed by Tom Baker and Johnny Mattel, brought to citizens of Geraldton, Canada's newest and fastest growing gold mine town, outdoor amusements for first time. Innumerable difficulties had to be overcome before shows could locate. Locality is of a hard rock formation, covered by a six-foot blanket of muskeg. A site was used three miles from railroad on Little Long Lac Mine grounds thru courtesy of D. Barton, mine manager. For first time in three weeks good weather prevailed and business was very satisfactory. Present population of this new boom town in muskeg is estimated at over 6,000. Newly organized branch of Canadian Legion co-operated splendidly and were greatly pleased to receive sufficient funds from their initial promotion to warrant building a Legion hall.

Stour Lookout, Ont., Can. June 24-28.

Auspices, Stour Lookout Citizens Band. Weather, fair. Business, good.

Show made midweek move and opened on advertised time. Band, under leadership of Garnet Thompson, former showman, helped swell attendance on show lot by presenting a full-dress street parade to grounds every night of engagement. This was followed by a half-hour concert in specially constructed band stand for 50 bandsmen. Occasional afternoon showers did not hinder business in evening and Baker's and Mattel's smiles are best sign that business is good, as shows remained over till first of week. Tom Baker, general manager, made flying trip to Winnipeg, Man., to inspect his concessions with Conklin Shows playing there. He reports that Conklins really have a beautiful show, all the new fronts and canvas glittering with illumination.

TED ZIBRICK.

T. J. Tidwell

Ada, Okla. Week ended June 25. Auspices, American Legion. Location, ball park. Weather, good. Business, excellent.

Front gate showed new opening night high and increased daily, lending optimistic outlook for balance of season. "Deathless" Dault, new second free act, proved to be a sensation with his hair-raising stunt atop twin Big Ell Wheels. Octopus and Skooter tied with highest midway gross, twin wheels running close second. Move here from Seminole, Okla., short, with complete show arrival by 9 a.m. and everything up by 6 p.m. Sunday. Estimated crowd to watch erection of midway 3,500, both daily papers carried special stories on opening. Governor Marland, now running for State senator, a guest of midway Saturday matinee, kissing little ones and shaking hands with proud parents. Don Brashear, notably absent, away from midway on show

and Princess Red Bird, of Omaha tribe, and Chief Little Red Feathers, of Sloux tribe. Concessions added: Mr. and Mrs. Frenchy Roberge with a peg pitch-till-you-win. Phillip Bender, with candy floss and taffy apples; George A. Flager, with a golf driving range and country store. Agent for latter is Doris Erick. Roland Roberge, of Yonkers, N. Y., visited his parents during week. New arrivals: George Davis, who finished school and will be with his parents, Mr. and Mrs. C. O. Davis, balance of summer. Ray McWethy Jr. is visiting his father, Ray Sr., bingo owner. China Red Delorey purchased a big sedan. Jack Seiden was a Saturday midway visitor.

LESTER KERN.

F. H. Bee

Flemingsburg, Ky. Week ended June 25. Auspices, American Legion. Weather, fair. Business, very bad.

Despite wonderful co-operation from committee and almost perfect weather this town turned out to be just one of those things that a show must run into at some time or other. Location was in heart of town on high school grounds, but folks just did not seem to take any interest in show. Foxworthy, who manages Princess Theater, was one of best boosters for show and co-operated 100 per cent to make engagement go over. Slim Reynolds left to play some celebrations with his illusion show. Alfredo's Museum did about only business that was done. All rides have been finished so far as paint goes and are all ready to start fair season at Vanceburg, Ky. Dee Hale added another concession this week and is busy building another for fairs. Gus Bethune enlarged cookhouse and has new top from Baker-Lockwood ready to go up. Leonard McClemore overhauled grab stand, which will be in

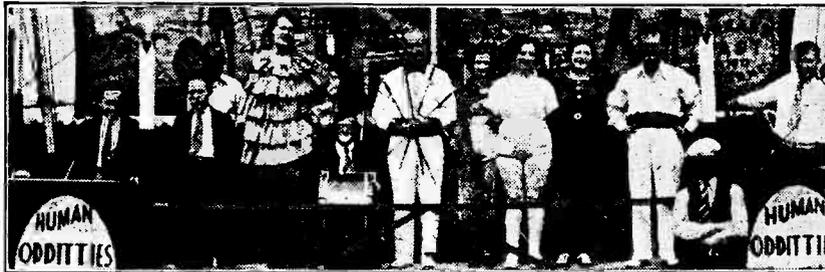


MRS. VIRGINIA SHARPE, of Yellowstone Shows, which operate "Way out west," is pictured here as she appeared at her home in Lynchburg, Va., June 18. In speaking of her reason for being off the road for the time being said to a Billboard reporter, "I was hurt in an automobile accident September 17, 1937, in which my husband, Herschel A. Sharpe, and Mrs. Ted Goad were killed. Am out of bed and doing nicely and hope to be back on the road soon."

any one show did not open all week. Earl Gribben put on a cigaret shooting gallery here and will keep it on for 28rs. A. V. Ackley renovated living truck and put in all new wicker furniture. Folks are all looking forward to house warming. Visitors were Heffner-Vinson billing crew.

Morehead, Ky. Week ended July 2. Auspices, combined police and PTA. Weather, rain. Business, bad.

This second showing here by request proved to be what always happens when a show tries to rehash natives. No business. However, committee did its very best to make date a success. Not one day that it did not rain. Saturday there was a deluge about time to open front gate. After a delay of about an hour gate was opened and about 1,000 patrons came thru but failed to bring any change to leave at shows, rides or concessions. Leonard McClemore opened his



BALLYHOO! Some of the people who are with Traylor's Traveling Museum on Kaus Exposition Shows this season where it is known as the Ten-in-One. On ballyhoo stage, left to right: In ticket box, Elmer Gray; Markey Logsdon, Eddie Popin, Sonja Rae, Blute Bluey, George Gorman, Thelma Gray, Carrie Sawyer, Mrs. Dick Traylor and Thomas McGuire. In right-hand ticket box is Jack Manning and standing by it is Dick Traylor. Photo furnished by T. K. Burns and sent in from Roselle, N. J.

business. Roy Gray, owner-manager Texas Longhorn Shows, visited. A. Montgomery, secretary-manager of Pontotoc County Fair, nightly visitor. Mayor Crawford guest of T. J. Tidwell opening night.

SAWN HEARD.

Kaus

(Baggage cars)

Clifton, N. J. Week ended June 25. Auspices, Veterans of Foreign Wars. Weather, good. Business, poor.

This spot marked first entire week of season that rain failed to interfere. Week of poor business, crowds were light and not much money appeared to be in circulation. Show was smaller than usual, for No. 2 show was playing a firemen's celebration and its size was augmented by transferring of following units: Revelations of 1938, Motordrome, Octopus, Skooter and some concessions. Visitors: C. O. Davises had as guests Mr. and Mrs. Eddie Tew, former secretary of De Luxe Shows; Mr. and Mrs. Charles Denen, formerly of James E. Strates Shows; Mr. and Mrs. Kenneth Ketchum, former owner of Ketchum Shows, and Mrs. Morgan, of Dreamland Park, Newark, N. J. From O. C. Buck Shows, Mrs. Lillian Van Sickle and Mrs. Catherine Evans were visitors. Sylvester Morgan, magician, and wife, also Frank Roderick, visited side show. Mrs. Julia Kaus was called to Duryea, Pa., for funeral of a nephew. She was accompanied by General Manager A. J. Kaus and Mrs. W. C. Kaus, of No. 2 unit. While Jimmie Burns was on No. 2 unit he took opportunity to visit relatives in Scranton, Pa. During his absence his wife, Mrs. Tillie Burns, and daughter Marjorie, visited relatives in Brooklyn, N. Y. A new show, Congress of American Indians, was added this week. B. S. Griffith is front man. Acts are put on by Chief No Knife, Chief Three Trees and Mother

action balance of the season. F. H. Bee made a trip to his home for visit with F. H. Bee Sr. While away booked a fair. After taking a survey of all concessioners with show it revealed that 100 per cent were for A. C. Hartmann and his crusade against flat joints, and all voted him success on his fight for legitimate concessions. Bill Shields did not give one performance in Athletic Show, due to not being able to get any local talent. It is first time in history of shows that

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An outstanding attraction in keeping with our standard. Have opening for Grind Show of real merit. Capable Talkers wanted.

CONCESSIONS!!

CAN PLACE Legitimate Concessions of ALL kinds. No exclusives but limited number accepted. Our fairs include Salem, Ill., July 23 to 30; Muncie, Ind., August 1 to 5; Laporte, Ind., August 22 to 26; Indiana State Fair, September 2 to 9; Kentucky State Fair, September 11 to 17; Tri-State Fair, Chattanooga, Tenn., September 19 to 24; Shelby, N. C., September 26 to October 1; Hickory, N. C., October 3 to 8; North Carolina State Fair, October 10 to 15; Georgia State Exposition, Macon, October 17 to 22; Exchange Club Fair, Augusta, Ga., October 31 to November 5.

Address **EVANSVILLE, IND., JULY 11 to 21.**

grab stand here and got his share of eat business. Jay Williams added another concession. Mrs. Williams has Temple of Knowledge, which is a very attractive booth. John Thompson added three more musicians to Hawaiian Show for the fairs. Mr. and Mrs. Bee away to visit folks at Huntington, W. Va. Clarence Barnes, of Mt. Sterling (Ky.) Police Department and friend of writer, was visitor for a day. Everyone is getting set to start fair grind and most of concessioners have stocked up with merchandise and looking forward to big fair season. Mr. and Mrs. Jack Barry were visitors from Broadway of America Shows.

WILLIAM R. HICKS.

Blue Ribbon

(Motorized)

Bloomington, Ind. June 20-25. Location, Hoadley grounds. Auspices, DAV Chapter No. 11. Weather, good, except rain Saturday. Business, good.

Only 24-mile move. Everything on lot early Sunday morning and ready to operate. First show here this year. Monday night broke all records on gate attendance for season, all rides doing near-capacity business. Roy Wood's Hell Riders and Bert Melville's Big Apple Revue sharing honors for top money on shows. Jack Perry, featuring Merry Rose, fat woman, with flashy front and new top, doing well. Mrs. L. E. Roth, who returned to show in Bedford, Ind., had not fully recovered from her operation so went to hospital in Indianapolis until fully recovered. Many paint brushes and new coats of paint are seen around midway. Glen Hoxworth arrived at Bedford and has charge of twin Big Eli Wheels. Pop Wheeler, lot superintendent, thru all rain and mud this season still getting show on and off lot in quick time. Several comments were run in local paper on carnivals taking all

money out of town. However, Monday night despite this found best Monday night crowds of season. Many officials complimented Manager L. E. Roth on appearance of Blue Ribbon Shows. Newsboys of three local papers were guests of L. E. Roth Monday night and escorted to all shows and rides free. Crowds gave patronage all thru week except Friday and Saturday nights, when rain kept them off. Show closed early Saturday night with about 3,000 paid admissions thru turnstiles at 8:30, when heavy storm came and continued thru night.

JACK GALLUPPO.

Krekos' West Coast

Bend, Ore. June 21-25. Weather, ideal. Business, only fair.

First date for pay gate and show played for first time uptown. However, business was about 25 per cent off of last year. Close to 7,000 people paid admission to see show and free act during week. This number is almost twice population of this little city. Rides and concessions did not hold up as pay day way way off from last year owing to a three-day-week basis in mills. As usual Tom Carlin was on lot from early morning until last thing at night with his ever-helpful attention. He is fire chief and shows his friendliness for show people. Sheriff MacCauley did all he could to make date a success, but to little avail.

W. T. JESSUP.

Johnny J. Jones

(Railroad)

Springfield, O. Week ended July 2. Auspices, Independent Automotive Association. Business, poor. Weather, some rain.

Bad weather, bad location and money conditions in the town gave the show a very poor week's business. Formerly Friday and Saturday were two days that the midway patrons turned out, and there isn't a doubt in the writer's mind that those two days would have again been good had the weather permitted. Friday rain hit the show and lasted until after opening time. The midway was then opened to a very light crowd. Saturday's matinee was fair, but the night was lost entirely. Sunday, during the run, Dr. Timothy Needham and Louise Steel celebrated their (?) birthdays. A party was given by their many friends on the show and they received many gifts. Wednesday the many ladies on the show gave a stork party for Mr. and Mrs. James Cyr in their rooms at the Heaume Hotel. Thursday the show's younger set gave a farewell party for the Flying Otaris, the show's free act. Mrs. A. C. Lockett, en route from her home in Ettrick, Va., to Los Angeles, stopped off for a three-day visit with her son, Ralph, the show's secretary. Again the Springfield newspapers, *The Sun* and *The News*, very liberal with space. Managing Editor Bert Teeters, always the showman's friend and show fan, co-operated with the press department, resulting in many pieces of art and copy. Teeters confided in the writer that at one time he, too, trouped before taking up his position with newspapers. With the Dodson Shows close by, many visitors arrived on the lot to meet their old friends and to look the show over. Among them were R. H. (Shep) and Lillian Murray Shepherd, David and Emily Friedenheim, Mrs. Esther Carson, Dudley Lewis, Arthur McCall, Bill Harvey, Hardy Grady and "Toronto Red" McGuey. Eddie and Grace LaMay, of Eddie's Hut near Tampa and former Jones show cookhouse operators, accompanied by Bernie and Hattie Matson, stopped over on their way to Detroit; also Mr. and Mrs. Louis Smith from Cleveland, and members of *The Billboard* staff, including Al C. Hartmann, with his wife and three daughters and mother-in-law, Mrs. Elizabeth Feltmann; William Judkins Hewitt, C. J. Latscha and Mr. and Mrs. Claude R. Ellis.

STARR DeBELLE.

Barfield's

Pocahontas, Va. Week ended June 25. Location, ball park. Auspices, American Legion. Weather, intermittent rain. Business, good.

Altho show cars did not arrive until noon Monday, everything was in readiness for opening that night. Considerable rain during week but did not interfere to any great extent with night business. Show as a whole had very satisfactory week. Committee was very active and contributed much toward success of engagement. Fred Delvy, recently from Downie Bros.' Circus, took over Monkey Show. Myrna Carsey, from

Downie's, booked her big snakes in De-Ivy's show. Mike Garvis joined with frozen custard. Flying Melzors' new wardrobe is very attractive. Earl Warner, brother of Mrs. Barfield, with his family were visitors. Earl, Darlene and Pearl are well-known radio and night club performers and were on their way east to fill a contract. Freddie Boswell also a visitor. Show is being painted and re-decorated.

MRS. PEARL BARFIELD.

Funland

Campbellsville, Ky. Week ended July 2. Location, high school grounds. Auspices, Fire Department. Weather, rain Friday and Saturday, lost. Business, good when clear.

Ed C. Merica keeps advance steamed up, and Ben F. Tosh is laying out best lots of his long career. Great Mezas, free act, pleases crowds and press. Minstrel Show topped midway.

TED C. TAYLOR.

E. J. Casey

Virten, Man., Can. June 15-16. Location, sports grounds. Auspices, Canadian Legion. Weather, clear. Business, good.

For first time this season trailers rolled onto a lot that was not soaked by rain. Midway was laid out in horseshoe form, change credited to Percy LaBelle, lot foreman. Business was ahead of last year's on everything but rides. Tournament ball players at this spot gave Milkspill Brooksie something to worry about. Ichabod MacKenzie suffered a shock when all fuses blew as current came on. There was much drying out of canvas and bedrolls here. Walter Aitken was called to Winnipeg because of his father's death. Floral remembrances were sent by personnel of show. Chatter Tewey joined Freak Show, handling tickets. Kid Transcona left show. Buster Quinn also departed. Percy Brown left for a trip. Al Others and George Gurr are carrying on for him at catrack. Professor Khardo sporting new Buick. He will transport top, personnel and snakes. Red Walker, ballyhoo man on show, has nickel poisoning around his mouth, caused by plating on microphone. He now talks thru a handkerchief, tied over metal. Napoleon J. Bozo resigned and headed north.

Minnedosa, Man., Can. June 17-18. Location, new ball ground. Auspices, Curling Club. Weather, fine. Business, very good.

Committee was very sociable and had everything running smoothly, after advance crew was forced to get chief of police out of bed to get key for gate to virgin grounds. Saturday record breaker for weather, hottest encountered so far, 90 degrees. Canvas stands really were cookeries. First day here only ordinary, due to competition of Hagenbeck-Wallace Circus, which was spotted about 30 miles away. Practically entire population left for circus. Saturday, crowds came late and kept things humming until midnight, when everything had to close because it was Sunday. Meeting was held at big top of personnel and complaints and grievances were aired and adjusted. Percy LaBelle conducted proceedings. Presentation of silver set was made to newlyweds, Mr. and Mrs. Scarlet Brother Bailey. Sam Bass, of Olympia Cafe, Brandon, a visitor and brought a party of friends. Fred Prescott and E. J. Casey left on business to Winnipeg. Remainder of show split up to play two small spots Monday. Spud Murphy joined with chip concessions and did good business despite heat.

FRED L. PRESCOTT.

Patrick

(Motorized)

Orofino, Ida. Week ended June 26. Auspices, Orofino Fire Department. Weather, three days rain. Business, good days open.

Show opened Monday night to largest crowd of season, and business proved to be best opening night of season so far. Orofino and surrounding territory was well advertised. Patrick Shows found that they had many friends in Orofino being fifth consecutive year that they have played in city. Rides are all being gone over and plenty of paint used. Enos Trio still big drawing card. They do everything to please public and are real showfolks. Mr. and Mrs. W. R. Patrick still carry their smiles. Jim Grear, with cookhouse, has everything up-to-date and is feeding all show people on the midway. Mr. and Mrs. Monroe Eisenman celebrated their birthday in Walla Walla. Johnny Bauers and

Naydine are going over with the new Ten-in-One Show. Naydine Bauer has charge of girl show, with Bob King and Montey Rogers on front. Pat Haynes joined to dance in the girl show. Gene Lanning is back to work in Ten-in-One. Eddie Lane is still contented with way things are going, same can be said for Dick Collier, Herb Chandler and Bull Montana. Mr. and Mrs. W. R. Patrick joined Grangeville caravan of 70 cars when they came thru Orofino to make their rounds of cities thruout valley. Patrick Shows band was included in parade under direction of Don Brewer. Caravan arrived in Lewiston at lunch time and all were loyally entertained at Chamber of Commerce luncheon. Mrs. Patrick is still holding down office position as well as her trailer home. Mr. and Mrs. Bill Fielding had best week of season with bingo, ball games and blanket wheel.

Wallace Bros.

(Baggage cars and trucks)

Emmetsburg, Ia. Population, 3,000. Seven days ended June 26. Auspices, American Legion. Location, Legion Ball Park. Weather, warm and clear, except showers Friday. Business, profitable. Five-cent gate.

Estherville, Ia. Population, 5,700. Week ended July 2. Auspices, American Legion. Location, downtown. Weather, hot with heavy downpour Wednesday. Business, ordinary. Inclosed midway.

Emmetsburg: Business done in this little Northern Iowa summer resort town was distinct surprise to everyone. Purposely booked as breaker between Webster City and Estherville, not much business was expected, but being first show in years natives flocked to show-grounds in droves and spent some money. Ride coupons used here for first time this season and it was also first Sunday date. Many fishing and bathing parties were organized on Lake Medium during engagement with honors in fishing department going to Abe Frank. Estherville: A 25-mile move from Emmetsburg and show opened on time Monday night. Good-looking town with location only two short blocks from public square but business not up to expectations. A six-inch rain Wednesday left midway flooded and hip boots were in order. Legal department had many difficulties here, due to stench from yesteryears, and patrons spent little but their time. An early teardown Saturday night and show moved. Several members of "Fourth Estate" from surrounding towns were entertained both here and at Emmetsburg. Some came expecting to find circus of similar title, this being first time in Iowa for this organization. Entire show has been repainted in preparation for forthcoming fairs. Jack L. Oliver under weather for two days but up and around again after several treatments. Charles and Marie Russ closed here and departed. Billie Wolfe going to town in this territory with his "grunt and groan" department. Writer recently passed another milestone in life and received many cards and several presents from friends and relatives.

WALTER B. FOX.

Rubin & Cherry

(Railroad)

Iron Mountain, Mich. Week ended July 2. Auspices, American Legion (Kingsford, Mich.). Weather, favorable. Business, good.

Derailment of an engine on Chicago & Northwestern Railroad in course of run from Wausau, Wis., gave showfolks a bad jolt but caused no damage nor personal injury. Accident, occurring at Soo Line junction in Shawano, Wis., marred Trainmaster Sam Smith's record for speedy moves. After railroad men had whiled away two hours attempting to put huge Omaha-type locomotive back on rails, Manager Joe Redding and a squad of ride men did job in jig time, making unnecessary arrival of a wrecking train from Green Bay, Wis. Show arrived at midnight to find usual throng of onlookers at runs. They had waited patiently since midafternoon. Woodie Mosher, top tap dancer of "Tops" revue, around lot bidding everybody good-by. He was leaving to join floor show of a local night club. On Saturday, loading-out time approached, Woodie changed his mind and was aboard Orange Blossom special at departure. Troupers are that-a-way. Willie Austin and his Cotton Club revue performed as guest artists in a suburban dine-and-dancery, luring many showfolks as cash customers. The baseball situation in something of a muddle, with both regulation

3000 BINGO

Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$6.50; 100 cards, \$10; 150 cards, \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

Set of 20 Lightweight Bingo Cards, \$1.00.

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Made in 30 sets or 100 cards each. Played in 3 rows across the cards—not up and down. Lightweight cards. Per set of 100 cards with markers, \$5.00.

All Bingo and Lotto sets are complete with wood markers, tally and direction sheet. All cards size 5x7.

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Automatic Bingo Shaker, real class. \$12.50
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Send for free sample cards and price list. We pay postage and tax, but you pay C. O. D. expense. Instant delivery. No checks accepted.

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Read
"BINGO BUSINESS"
A Column About Bingo in the
WHOLESALE MERCHANDISE
Department
THIS WEEK and EVERY WEEK

and soft-ball teams in action. Hard-ball nine victorious over a town team here. Joe Hoffman campaigning for uniforms and equipment for his first-string team. RALPH WILLIAMS.

Crafts
(Motorized)

Stockton, Calif. Twelve days ended July 4. Auspices, American Legion Celebration Committee. Downtown lot. Business, good.

The eighth annual American Legion Fiesta and Fourth of July Celebration turned out as in former years very good. All attractions were patronized heavily over week-ends, with peak occurring July 2, 3 and 4, celebration dates proper. Concessions reported business somewhat spotty, but shows and rides were on a par with 1937 gross. Freddy McDonald, balloon man, had a novelty stand well stocked on midway Karl Miller's Monkey Circus received a lot of patronage, also press comment from local dailies. Red Crawford still crashing dailies with the lion he tries to give away in each town. Mrs. Ed Kanthe purchased a van-type truck to haul concession paraphernalia. O. N. Crafts appears over midway in his fiery red plane dipping salutes fore part of each week. Repeats same tactics end of each week as he departs for his other units and usual business jaunts. James Lynch, operating cookhouse, hamburger stands, candy concessions, pop corn and snow cones, reported jam-up business. Willy Williams, foreman of Skooter, will leave soon for short visit home in Price, Utah. J. D. Vansickle, of Merry-Go-Round, back after short stay in hospital from acute indigestion. He is watching his diet more carefully, he opines. George Bryant, manager Penny Arcade and in charge of truck traffic, is pinch hitting with mechanical duties during master mechanic Sam Hinson's absence. Frank Stone, of bingo, is now a full-fledged announcer, handling loud-speaker to perfection since the bingo game has been reverted to "pick-out method." Buck Buchanan is now operator of the side show, having purchased interests of Billy Bozell a few weeks ago. All members of this attraction remaining with Buchanan when deal was made. Bozell returned to another Coast carnival, where he has a similar attraction. Kanthe Athletic Stadium enjoyed biggest night of season July 3 when two popular wrestlers drew enormous crowds, repeating each show. Bill LaRoque, head waiter on port side counter in cookhouse, receives a lot of feminine patronage account of so close resemblance to movie star Clark Gable. Jake Boyd, foreman of Roll-o-Plane, keeps that new ride freshly painted and always in top money. O. B. Bowers, foreman of Hey-day ride, has a fast-stepping crew that gets that big park ride up and down. Skooter crew also among first big ride crews when it comes to erecting and dismantling. Octopus now in charge of Bill Harris and kiddie rides in charge of Clarence Turner. ROY SCOTT.

Hennies Bros.
(Railroad)
Milwaukee, Wis. Week ended June 30. Location, 35th and Lincoln. Auspices, Milwaukee County Safety Post, Veterans of Foreign Wars. Weather, fair with exception losing closing night. Attendance and business, poor.

Playing second location under same auspices proved not so good for show, as location was on south side. Rough lot and poor neighborhood. Closing night and day heavy downpour that left lot in terrible shape and quite a proposition to get off. Visitors: Ned and Louie Torti; Clifton Kelley, of Max Goodman Show; Larry Hogan, of Rubin & Cherry Shows; Toots Goldman, Mrs. Lucia Hill; Charlie T. Goss, of East St. Louis; Louis Leonard, of Chicago, and Bob Hutchison. Wire from Rose Hennies stating that she and her mother-in-law were returning Monday in Kenosha from Rochester, Minn., where Mrs. Daisy Hennies underwent an operation. Mrs. Tom Adams has been released from the Deaconess Hospital, Milwaukee, as was Mrs. Homer Robinson and her new-born girl. Mrs. Al Zimmer having to remain until first part of next week before being able to leave hospital after a major operation. JOE S. SCHOLIBO.

Marks

Gettysburg, Pa. Twelve-day engagement ended July 7. Auspices, American Legion's Blue and Gray Reunion. Location, High and Franklin street show-grounds. Weather, fair except one night. Business, poor.

With over 300,000 visitors in attendance, stand did not live up to expectations. Located three blocks from City Square, with plenty of advance advertising, shows and rides failed to attract crowds, which were intent upon watching daily parades and pilgrimages to the battlefield, cemetery and other points of interest, and as a result receipts were very low. Best night's business was registered Thursday, June 30. Worst Fourth of July business in history of show, despite fact 200,000 visitors were in town to witness dedication of Eternal Light by President Roosevelt. Fireworks display killed whatever chance midway had of doing business July 4th, and matinee receipts were practically nil. Shows remained over until Thursday night, July 7. Midway operated on Sunday under special permit from borough council. Mr. and Mrs. Cash Miller are entertaining Cash's mother, Mrs. Alice Colby, of Manchester, N. H., and their son, Jackie, who arrived this week and will remain with the show for several weeks.

Mrs. John H. Marks arrived from Richmond, Va., for visit and was present when President Roosevelt dedicated the "Eternal Light" Sunday evening. Grover Armistead, secretary-treasurer of show, visited battlefield and placed a wreath

on monument of his distinguished ancestor, General L. A. Armistead, a hero of Battle of Gettysburg, who was killed in action. James Zabriski sustained a badly mangled left hand in Reading and had been a patient in Homeopathic Hospital in that city the past three weeks; rejoined shows here. Curley Clark is recuperating from a fractured leg and will be back on job within next 10 days. Billy Ryan, musical director of girl show, left for his home in Bridgeport, Conn. George Welch, well-known cook-house operator, joined with his modernistic dining hall, chromium fixtures and completely air-conditioned by huge circulatory fans. Curley Rivers is making openings on Hot Chocolate Club's minstrel revue and doing nicely. Bert Britt, in addition to his manifold duties as superintendent and chief electrician, is manning Auto Speedway, which is one of finest ever turned out of Spillman Engineering Co.'s plant. Jack Horbett and Percy Sink are in charge of Clothes-pin concession. Paul Lane has several concessions and is an old Marks standby. Eddie Lewis arrived and took over management of the girl show, which has been renamed Cavalcade of Girls, with all new costumes, scenic and lighting effects and several changes in cast of artists. William Redmond is efficient orator on front of C. Jack Shafer's Monkey Speedway. Jack reports that potato crop on his Augusta (Me.) farm is coming along nicely. WALTER D. NEALAND.

Hennies Bros.
(Railroad)

Milwaukee, Wis. Week ended June 30. Location, 35th and Lincoln. Auspices, Milwaukee County Safety Post, Veterans of Foreign Wars. Weather, fair with exception losing closing night. Attendance and business, poor.

Playing second location under same auspices proved not so good for show, as location was on south side. Rough lot and poor neighborhood. Closing night and day heavy downpour that left lot in terrible shape and quite a proposition to get off. Visitors: Ned and Louie Torti; Clifton Kelley, of Max Goodman Show; Larry Hogan, of Rubin & Cherry Shows; Toots Goldman, Mrs. Lucia Hill; Charlie T. Goss, of East St. Louis; Louis Leonard, of Chicago, and Bob Hutchison. Wire from Rose Hennies stating that she and her mother-in-law were returning Monday in Kenosha from Rochester, Minn., where Mrs. Daisy Hennies underwent an operation. Mrs. Tom Adams has been released from the Deaconess Hospital, Milwaukee, as was Mrs. Homer Robinson and her new-born girl. Mrs. Al Zimmer having to remain until first part of next week before being able to leave hospital after a major operation. JOE S. SCHOLIBO.

Jolly Jaiilet

Sheffield, Pa. Week ended July 2. Location, American Legion Park. Five-cent gate. Auspices, American Legion. Weather, ideal. Business, good.

Show was late getting in after a terrible rain and bad lot at Rouseville, Pa., a 80-mile move. Show was up in time Monday evening. Large turnout. Jaiilet and Olson are enlarging show for their trek in New York State. Mrs. Olson had her bingo game at Marienville, Pa., this week playing firemen's event. C. Spencer has his new Ell Wheel now on show. Under guidance of Frankie Bland, general agent, countryside and downtown section billed like circus. Frankie Warner and Girl Revue topped shows, Don Carlo's side show running close second. Captain Smith and his domestic animals are free act. DICK MARTIN.

O. C. Buck

(Baggage cars and trucks)

Keene, N. H. Engagement ended July 4. Auspices, American Legtor. Weather, bad. Location, Pierce circus grounds. Business, good.

Headed by Commander Clarence Northrup, Gordon-Bissell Post, American Legion, again scored with annual Fourth of July celebration. Despite terrible weather conditions event went over with a bang and show registered another better than good spot, tho somewhat off from last year. Continuous downpour all day Monday and rains again practically all day Tuesday started off week very slow, but from Friday until Monday night throngs were on midway daily and show as a whole did a nice business. This was third consecutive Fourth visit at this stand. Performance was slightly under last year and receipts likewise

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Concessions all open. Come and get your winter's bank roll. WILL BOOK OCTOPUS Ride for my string of seven Ontario Fairs. First Fair starts at Orillia, Ont., August 25. Address FRED W. SIMS, Timmins, Ont., July 18 to 26; then Collingwood, Ont.

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WANT FOR OUR FAIR AND CELEBRATION DATES:

SIDE SHOW. Have complete outfit for same, or would be interested in SIDE SHOW MANAGER WHO CAN FURNISH ATTRACTIONS OF MERIT. ALSO MONKEY CIRCUS OR GRIND SHOWS, WITH OR WITHOUT OUTFITS. WANT PONY RIDE. WILL BOOK OR BUY CHAIROPLANE OR OCTOPUS. WANT RIDE HELP ON TILT, GINEY AND FERRIS WHEEL. ALL CONCESSIONS OPEN EXCEPT BINGO, COOK HOUSE, POPCORN AND BALL GAMES. E. A. HOCK, Marshall, Mo., week July 11; Brunswick, Mo., July 18.

lower. One of outstanding features of engagement was perfect co-operation of committee in tickets, policing and every angle where they were needed. One of most systematized organizations for handling a celebration ever experienced by this show. Top money honors went to rides but all shows did a nice business with concessions lagging behind. Roy Van Sickle closed here to play his regular Maine fairs with long-range gallery and knife rack. Mr. and Mrs. Bert Elam, strip photos, departed for short vacation. Mrs. Joseph Falco and sons visitors to husband Joe, master of transportation. Item overlooked last week: City fathers at Hempstead put kibosh on sirens and loudspeakers. Friday night sent police down to find out why same had not been stopped. Discovered it was A. L. Sykes making an opening in front of Harlem Revue. 'Tis said his voice was heard in city hall three blocks away. Curley Graham's wild mouse concession was a sensation at this spot. Two Legionnaires assisted in operation all week. Morris Levy will leave show at close of Syracuse, N. Y., engagement to play some contracted fairs. Wallace cookhouse continues to score heavily and past three weeks has given them wonderful business. Rae Richards replaced Helen Y. Osborne in Billy Ritchey diving act. Irving Lewis has made a great impression with his handling of Folles Bergere. Topped midway at this spot. Weather still unusually chilly nights. Nothing out of ordinary to see lots of people with topcoats here. R. F. McLENDON.

Gold Medal
(Motorized)

Marinette, Wis. Week ended July 4. Location, Stephenson Island in Menominee River midway between Marinette and Menominee. Auspices, Veterans of Foreign Wars and city of Marinette. Weather, rain two days, rest fair and warm. Business, good.

Show set up Tuesday as scheduled after showing Sunday at Cudahy. The 194-mile move required most of Monday en route. Triangular-shaped lot on Stephenson Island was well laid out by Manager Bloom, Pat Ford and Maurice Frenzil. Pictures were taken from atop of Marinette Hotel after show was in air and 141 persons of the show's personnel purchased one and two copies each. Tuesday and Wednesday afternoons bathing suits begin to pop out and showfolks who like water hied themselves away to near-by beaches. After Wednesday there was little time, as show got in five fairly good matinees. As show is now definitely in lake country

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WANT FREE ACT

To join Elkins, W. Va., Week July 13. Must be high. Opening for Side Show. Jack Orr wire.

HOWARD BROS. SHOWS
Week July 11, Grantsville, W. Va.

SECOND-HAND SHOW PROPERTY FOR SALE
\$8.50 Fish Pond Tank and Paddle only.
\$15.00 Country Store Wheel, working order. Bargain.
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EVANS MONKEY SPEEDWAY. Complete, Cars, Monkeys, Track and Outside Frame. Price, \$300. Like New.
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FOR SALE COOKHOUSE
Absolutely new and fully equipped with all modern appliances. Now operating on one of best Shows, with long list of good Fair dates. Good contract. Ill-health only reason for selling. BOX D-142, care The Billboard, Cincinnati, O.

RIDE HELP!
Ferris Wheel, Merry-Go-Round. Also other Ride Help. Must understand Rides, be sober and reliable. Playing Lots.
BOX 326, BILLBOARD, CHICAGO.

Izaak Waltonians are making ready to try their luck. Bucky Allen paid a visit to his brother, Chickie Allen, who is connected with Rubin & Cherry, playing near Iron Mountain, Mich. Stella Sullivan took advantage of show's nearness to her home town of Iron Mountain and spent week with her parents who reside there. This was Stella's first visit home since she joined Gold Medal Shows two years ago. Lawler

Geek, Grease Monkey or Owner

HE'LL USE A SCHULT TRAILER

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All Types—All Prices—All Sizes—Special Finance Set-up For Showmen

FRUEHAUF TRAILER COMPANY, Detroit

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Sales and Service In All Principal Cities

left show here and will go to Tucson, Ariz., where he intends to take treatment for his health. Last three stands have been winners for show, with each town exceeding other consecutively in grosses.
H. B. SHIVE.

W. C. Kaus

Oneonta, N. Y. Week ended July 2. Auspices, American Legion. Weather, rain. Business, poor.

Show moved in disregarding fact that several shows played here this season and reported bad business. Rain on arrival Sunday and continued all week. Showfolks proved real troupers, braved weather setting up and showed in rain when permitted. Showfolks had a holiday most of time and picture theaters were heavily patronized. Seemingly entire police force and constabulary were on showgrounds when weather permitted. They came with their families and enjoyed "Kaus Wonders." W. C. Kaus received compliments from police officials on courteous and efficient handling of midway. Mrs. E. McIntyre's cookhouse is troupers' rendezvous and has been having excellent business from showfolks as well as public. Blondie Mack returned after spending a few days with Kaus No. 1 show in Carlstadt, N. J. Howard Chase departed over weekend, visiting friends and relatives with B. & V. Shows. Mrs. Carlotta Barnard, only woman talker on midway, works seven or eight consecutive hours nightly and never seems to be fatigued. Walter and George Kloher have a clever and unique strip-photo gallery, redecorated, painted and new canvas. Added many embellishments during past week. Kaus Social Club held weekly meeting, with entertainment program arranged by Robert Leslie, which composed of songs, comedy skits and cracker-eating contest, won by Ruby Moore. Henry Weddle returned from St. Francis Hospital, Carbondale, Pa., where he had been confined with a fractured skull, being second unfortunate member of club. Hospital bill of \$95 was paid out of sick fund. Club is doing very well for its members. New members are getting interested and funds are going up weekly. New arrivals: Jack Cortez, late of T. J. Tidwell Shows, joined Hawaiian Village as talker; Allen News, Kiddie Autos, and LeRoy Hill, operating Penny Pitch; Tex Graves, foreman on new Eli Wheel since Walter Eyer departed for Malarkey Shows, playing in Delhi, N. Y.; Paul Pollock, new addition to Whip crew.
BOBBY KORK.

James E. Strates

Portsmouth, O. Week ended July 2. Auspices, James Dickey Post American Legion. Showgrounds, Labold Field. Weather, fair and rainy. Business, fair.

Entire personnel of show were given an opportunity to see just what Venetian canals would be like if they were in

Venice. They could not go to Venice, so Venice came to them in form of a cloud-burst Saturday afternoon. Within one hour 4.58 inches of rain fell and five feet of water inundated midway. Everybody donned bathing suits and turned midway into a swimming pool, with chorus of Choc Phillips' Folies de Nuit leading parade. Heroic efforts of folks saved quite a bit of equipment, but major part of shows suffered considerable loss. Flood water could not be drained off until late Sunday afternoon. Everybody worked to get show off lot and it was finally accomplished at 8 o'clock Sunday night. Strates' Maromy Four, consisting of Giff Ralyea, Jimmy Yotas, Mike Olson and Frank Walden, are now in rehearsal for the Volga Boatman song to be used at next weekly meeting of the Strates Social Club. Members of committee made an effort to get show to remain over for following week. Meeting of city council was held with verdict that shows could remain as long as they liked as long as they paid license fee per day. So Manager Strates decided to load and move. Big crowds were on lot every night until flood.
BEN H. VOORHEIS.

Gruberg's

Jamestown, N. Y. Week ended July 2. Auspices, American Legion. Lot, Curtis showgrounds. Ten-cent gate. Weather, ideal except Friday, rain; Thursday, cold. Business, bad.

After a good week in Rochester show came into this garden spot of bloomers. In spite of weather conditions Friday when it rained all day and previous cold night did have some good weather, but business was a blank. Did worse here than in Rome, Ga., beset with floods and plenty rain. Mr. and Mrs. Mel G. Dodson welcome visitors. Writer spent two evenings and was again one of Dodson family. Max Gruberg and he had several powwows on conditions in general. Jimmy Rafferty again proved his worth as a manager and handled a difficult free-act situation well. Joe Mannheim as usual had everything in order and shows were up and operating on time. Fats Loraine, who took over Side Show two weeks ago, is no longer connected with organization. Cherry Sisters, Wilhamena and Lottie May, proud of new trailer. Norman and Elsie Wolf have theirs all fitted up to queen's taste. Barkoot Pasha and Pashareen also equipped with new home on wheels. Pancakes Hewett paid a visit to her folks in Cleveland, O. Brother Elk Whitey Hewett disconsolate one day. In last letter omitted to state that show had pleasure of a call from Art Lewis. He is very enthusiastic over outlook for New York showmen's organization. Did a lot of missionary work. Committee here good workers. Jamestown Post and Jamestown Journal gave plenty of space. But a few of shows got expense money,

among them Norman Wolf's French Casino and Esquire attractions and Charlie Gramlich's Rainbow Frolics. Doctor Ferrier with Life Show has made a real attraction of it. Max Gruberg recovered equipment of Monkey Circus which mysteriously disappeared and was paid for damaged property. Bingo was not an outdoor sport here at all. Frozen custard evidently not appreciated, ball games are a fallacy and penny pitches a delusion. Mrs. Rosie Gruberg still smiles and pays her help with real money. Max pays out the shekels for railroad move and transportation with a grin. Professor Kessler is now managing Look Show and has put in Marvel, human pin-cushion, and Madame Kessler, mentalist act. Jay Delamater has O-We-Go, cannibal show. Harry Berger arrived. George Harms with two concessions came in. Mr. and Mrs. Sam Paltz are setting up two stores. Three midgets, Jack Nelson, Princess Victoria and Baron Tickler, are now in village here. Princess Virginia, original Dopey of Snow White and Seven Dwarfs picture, is also to be seen.
DICK COLLINS.

Crowley's

Council Bluffs, Ia. June 26-28. Location, 10th and G streets. Auspices, Veterans of Foreign Wars. Ten-cent gate. Weather, misty Monday, clear Tuesday. Business, very good.

Show remained over here and exhibited Monday and Tuesday before going into Memphis, Mo. E. W. Wells is proving a good general agent. Visitors: Myrtle Starling, Kitty Thomas, O. H. Murdock, Ed Peters, Mr. and Mrs. Rink Wright, Dr. Robert Lee Thornell, E. S. Newton, Paul W. Worthington, Herbert J. and Frederic A. Demmin and B. K. Bond.

Memphis, Mo. July 1-5. Location, around courthouse square. Auspices, 4th of July Celebration Association. Free gate. Weather, hot and rainy. Business, excellent.

Show moved on Burlington Railroad and overlaid truck fleet. Opened Thursday. Friday night midway was packed and Saturday was rainy, but crowds were large. No performances Sunday and show closed date night of 4th. Crowley rides and tent theaters, stored at Crowley home, Richmond, Mo., will join Crowley United Shows to augment outfit for fairs and celebrations. James V. Boone directing unit at Hurdland, Mo. Bob Pierce is scoring as tire inspector. Bernice Fultz and Ruby Gwinn handle main entrance tickets. Binger McCord going good with scales.
GEORGE WEBB.

Goodman Wonder

(Railroad)

Grand Forks, N. D. State Fair. June 27-July 2. Location, fairgrounds. Weather, consistently inclement. Business, fair considering weather.

The God of Rain made things very unpleasant for Goodman Wonder Show its first week of the fair season. Monday, children's day, a drizzling rain started at noon and kept up intermittently all day. However, it was not enough to dampen enthusiasm of youthful element out for its annual good time. Youngsters took to shows and rides like ducks and gave little or no thought to elements. Two or three other times during week elements materially reduced attendance, but that part of amusement seekers who sought midway were not deterred in going all way thru and in first class. Saturday night was last blow, weather man opened up gauges and he opened them wide. About 11 o'clock deluge came and kept up nearly all night. This made going exceedingly bad, and departure of show was materially delayed by heavy lot. It took all man, tractor and horse power available to clear grounds so show could go on its way. However, with this severe handicap running in fits thru week shows played to better business than expected. This section is show-hungry, and crowd played no favorites among attractions and rides. They took offerings as they came and their spirit was of considerable cheer to those trying to furnish entertainment under most trying conditions. On account of rain Monday fair association and Goodman Show offered a second children's day Friday. This gave many disappointed earlier in week a chance to visit show again. As a special feature Friday night two of show's members were married in tent of Show of Shows. Roland Richards, press agent with Goodman Show, did his part to make wedding a grand success. He saw to it that bride and groom were substantially remembered in matter of presents. Contracting couple

were James Bland, a musician, and Marian Twitchell, both of Show of Shows company. This was third marriage contracted on show since season started. News of recent death of William Schwartz, of Detroit, was received with profound regret by his many friends with Goodman Shows. Schwartz had a host of friends in showdom, especially with Goodman. Last summer he spent two weeks with show as guest of Mr. and Mrs. Max Goodman.
BEVERLY WHITE.

Zimdars (Motorized)

La Porte, Ind. Week ended July 1. Location, circus grounds. Weather, bad. Business, poor. Ten-cent gate.

Monday, cold, no people. Tuesday, same. Wednesday, warm but still no people. Thursday, rain. Friday, order was given to tear down. After show was down and loaded Friday afternoon it was discovered that every truck was stuck on soggy lot. Last truck was removed at midnight after a winch was procured and also a 60-ton caterpillar. Harry LaTier joined with a Radio Varieties show. R. N. Menge is making openings on this clever show and also is working a ventriloquist act with Mike, one of "Charlie McCarthy's kinfolks." This show includes acts of singing, dancing, magic and comedy. Jimmy Terry, secretary La Porte Fair, daily visitor. After tension everyone felt in Gary, Ind., quietness of this spot was quite a letdown.
BUDDY MUNN.

Merry Midway

Princeton, W. Va. Week ended July 4. Location, Shawnee Lake. Weather, ideal. Business, excellent.

Sunday, July 3, rides and concessions opened at 10 a.m. and ran continuously until midnight. Attractions opened at 7:30 a.m. Monday and good business continued until 1 o'clock Tuesday morning. Several visitors from Barfield's Shows were present, including Thurston Apple and Mr. and Mrs. Ray Shumaker. Mrs. Joe Stoneman entertained a number of visitors with a lunch. Scotty Scoover has his ride newly painted and Joe Stoneman painted and repaired Big Eli Wheel. Roster: J. W. Burton, manager; G. C. Mitchell, secretary and assistant manager; J. L. White, lot man; Ike McKinney, electrician. Rides: Eli Wheel, Joe Stoneman, owner; Bobby Sprouse, foreman; Red Couch, second man; Sammy Savage, tickets. Chair-plane, Scotty Scoover, owner; Dave Amos, foreman; Joe Huton, second. U-Drive-It Cars, J. McDonald. Concessioners: Edgar Monroe, photos; Little Billy Burton, assisted by Jack White, lead gallery; C. L. Dressler, pop corn. Free act is J. Z. McDonald, who is billed as one-legged stunt man.
JACK L. WHITE.

West's World's Wonder

Corry, Pa. Week ended June 25. Auspices, Veterans of Foreign Wars. Location, Washington street ballgrounds. Weather, good. Business, fair.

First show here in four or five years. However, business not up to expectations. Kid Simmons joined to frame Athletic Show. General Agent Neil Berk celebrated his birthday here and received many messages of congratulations and a 1½-carat diamond ring from Frank West. William Glickman, one of Fizzle Brown's agents, confined to Corry Hospital with pneumonia. New callope now in front marquee and attracting attention. Eddie Rahn, general agent of Max Gruberg's shows, and Stokes, billposter for same show, visited. Word received from Norfolk, Va., that Master Eddie O'Bryan, nephew of Mr. and Mrs. Frank West, left Norfolk for camp in West Virginia. He will join show for a few weeks when it plays Cumberland (Md.) Fair. Mike Conti, special agent, fully recovered from effects of accident couple of weeks ago at Bradford, Pa. Mike's son and his mother visited here, driving from their home at Youngstown, O. Writer, mailman and The Billboard agent, is now second in standing of The Billboard salesmen and is trying very hard to top list.

Ambridge, Pa. Four days ended June 30. Auspices, Harmony Township Fire Co. Location, 25th street ball park. Weather, clear. Business, fair.

Train arrived Sunday afternoon in worst rain this show has experienced this season. However, with 100 per cent co-operation of crew, Trainmaster Edward Payton got unloaded in good time. Show was ready to open Monday noon. Committee, headed by Joe Yevak, was on job at all times, leaving nothing un-

done to make short stay pleasant. Fred Webster joined with his Expose Show and had it ready to open last night, at which time it topped midway. Art Spencer's Wall of Death topped shows for week, with Louis and Kay Weiss' Night in Paris close second. We neglected to mention in last issue that Mr. and Mrs. Fred Read joined, Freddie as one of Fitzle Brown's agents and Mrs. Read as one of features of Night in Paris revue. Five new banners ordered for Animal Circus. General Manager Frank West is making Captain Smith's show 160-foot front. Shipment of reptiles received from W. A. (Snake) King. Snake Show now has complete assortment. Fitzle Brown entertained many of his Pittsburgh friends here. Numbered among them were L. T. Gold and Percy Klein. Frank West made a trip to Norfolk, driving there and back in three days. Louis Weiss picked winner of Louis-Schmeling fight and thereby added some cash to his bank roll. Jack Burke joined last week and now operating a concession for Fitzle Brown.

FRANK LA BARR.

LOS ANGELES

(Continued from page 36)

operation with the both non-members and members in need, sick or in distress. There are some big things in

BUFFALO SHOWS

All wanting to play our Western New York Firemen's Celebrations, please join in Fredonia afternoon of July 17. Also want to hear from those who want to play Wyoming County Fair, in center of village of Attica, August 23-26. CAN USE Side Shows and Concessions for all dates. X sold on Popcorn, Bingo, Grab, Shoot B, Milk Bottles. Address HOWARD POTTER, this week, Box 809, Buffalo, N. Y.

WANT

★★★★★ TO BOOK MERRY-GO-ROUND

For string of guaranteed celebration dates in Michigan, including the well-known biggest Labor Day in Michigan. These are proven spots. No promotions, no still spots. All other rides are mine. Write quick stating all. I'll do the same. A real opportunity for someone! Box D-144, care The Billboard, Cincinnati, O.

WANTED

For the Largest Italian Celebration of the Middle West, on 6th and Pierre Sts., Downtown, Omaha. ST. LUCIA FESTIVAL, August 6 to 14—2 Saturdays, 2 Sundays. Shows, Rides and Concessions that will work for 10c. Write or wire ART PERRY, Neville Hotel, Omaha, Neb.

WANTED FOR THE MIGHTY SHEESLEY MIDWAY

Half-and-Half to feature. Meals and transportation. State lowest salary in first letter. No percentage. Also Working Acts to fill in. AL RENTON, Battle Creek, Mich.

REYNOLDS & WELLS UNITED SHOWS WANT

Slum Concessions of all kinds. CAN PLACE well-framed Long Range Lead Gallery. CAN PLACE two or three more Shows that do not conflict. Must have own transportation. Rides, Glider and Pony Ride. All above mentioned must have flash and in A-1 condition, or you will not stand up after joining. Fair season starting soon. Bessemer, Mich., this week; then as per route.

READING'S SHOWS

CONCESSIONS—Want 10c Stock Stores, Custard Machine and Novelties, for BOWLING GREEN LEGION STATE CONVENTION, and Fairs to follow. WANT Grind Shows, Freak, Illusion, Big Snake. Need Minstrel Show People, Girls and Musicians that can double stage. Hopkinsville, Ky., this week. aptown: Bowling Green next. W. J. WILLIAMS, Manager.

FERRIS WHEEL FOREMAN WANTED

Experienced Foreman wanted for No. 12 Big Ell (single wheel) at once. Best of wages, and every week in cash. NORTHWESTERN SHOWS, F. L. Flack, Manager, this week Bronson, Mich.

the making for the good of the association and show business in general and with the turn of the tide there is no doubt that many new members will become affiliated with PSCA. In all events showfolks should become affiliated with some showmen's organization."

MRS. JOE GOODMAN

(Continued from page 36)

friends. Wednesday afternoon, June 29, she went out, supposedly for a friendly call at the home of Mrs. Hazel Lynch, long a friend of the Goodman family. She found covers set for 12 at a shower, at which she was the guest of honor.

Those who attended: Mary Ness, Lucille McGowan, Marguerite Bray, Iva Morris, Helen Stock, Sadie Goodman, Katherine O'Grady, Mrs. McElroy, Evelyn Davis and Janet Wang.

Mrs. Hazel Lynch was hostess and Mrs. Ruth Goodman was guest of honor at an elaborate luncheon, which was followed by a bridge party.

FOURTH OF JULY

(Continued from page 36)

forth by J. A. Schenck and Frank Downs in promoting this date, sponsored by the Junior Chamber of Commerce. It was an energetic organization that left no stone unturned to make the date a successful one.

The 10-cent pay gate went on at 2 o'clock the afternoon of July 4, and the number on the final ticket sold revealed that 8,000 people had paid admission to the midway. Every show, every ride and all other branches of the show did its share of business. Reported by Larry Mullins.

Gooding's Units

COLUMBUS, O., July 9.—Felix Bley, general agent for the Gooding Amusement Co. carnival units, announced here this week that all of them had most satisfactory business July 4.

Gooding Greater Shows played Defiance, O., at the free street fair: American Exposition Shows at Vandergrift, Pa., and F. E. Gooding Amusement Co. at Warren, O. Each was favored with almost ideal weather.

AMERICAN CARNIVALS

(Continued from page 37)

and said that its manner of operation was to evade law, and commented further on results of its operation which court criticized severely.

In Minnesota its court of last resort held that question of consideration was a question of fact to be determined in each case separately and deferred for future consideration decision as to merits of validity of plan of operation.

We previously referred to a decision of Texas Court of Criminal Appeals and find that in that action on a motion for rehearing court amplified previous decision without changing its effect.

It is also to be noted that on April 14, 1938, post office department ruled that Bank Night plan contravened sections of U. S. Code and barred all letters relating to same from mails.

To recapitulate, we find that Bank Night plan has been generally held valid in California, Iowa, New Hampshire, New Mexico, New York and Tennessee. It has been held illegal in Alabama, Connecticut, Georgia, Illinois, Kansas, Louisiana, Michigan, Missouri, Nebraska, Texas and Vermont

SOME CONCESSIONS

(Continued from page 36)

three concession frame-ups and stock. Mrs. Birdy Kanthe lost one and Eddie Bliss' concession suffered partial loss. Cookhouse tent was half burned and red leather backed seats were destroyed on one side of tent. Transformer truck and some cable were damaged. Elmer Hanscom's small trailer with two tires and the body were scorched. Mrs. Elmer Hanscom's photo booth top was destroyed.

This fire could have been a major one if it had not been for the quick thinking of a number of show employees who turned over the flaming booths and the quick arrival of the local fire fighters. Temporary stands were erected at once and new tops were ordered. Reported by Roy Scott.

OUR MIDWAY

(Continued from page 41)

his 20 years in show business. However, this is the first carnival the writer was ever with, having before this season been with circuses, but the change is greatly enjoyed."

NATIONAL SHOWMEN'S

(Continued from page 38)

address should advise Executive Secretary John Liddy so that mail may be forwarded.

Ladies' Auxiliary started a drive for books for new library. Anyone having books they care to contribute kindly send them to the clubrooms.

Dave Endy, of the Endy Bros. Shows, forwarded several applications. On his stationery he is using on bottom "Member of National Showmen's Association, Inc."

Late applications received: From Atlantic City, Eugene J. Murphy proposes Paulino Roderiquez, who is father of Del Rio Midgets. From David B. Endy, his general agent, Matthew J. Riley. From William J. Giroud, New England Shows, Frank C. Pope and Philip Sheridan McLaughlin. Applications from drive that President Hamid made for members in Montreal are Hudson Thomas and Capt. Romas Proske. Among the applications recently received which Executive Secretary John M. Liddy is quite proud of is one from eminent surgeon and physician, Prof. Henry C. Falk.

SHOWMEN'S LEAGUE

(Continued from page 38)

Hennies, J. C. Simpson, President J. C. McCaffery, A. L. Rossman, Vice-President Joe Rogers, John Miller, Harry Mazey, Larry O'Keefe, Fred H. Kressmann, M. J. Doolan, Morris Hanauer, Ben Rosenzweig, James Campbell, Julius Wagner, Charles H. Hall, Ralph Woody and Sam Bloom.

If out of applications better send for some as many find occasion to use one just when they are without them. Remember drive is on and, altho some members may not be a contestant to secure 100 members and a Gold Life Membership Card, but members can still do their bit by sending in what applications they can.

FAIR GROUNDS

(Continued from page 35)

facd and general improvements made to grounds and buildings.

"EXTRA" ONE TO A CUSTOMER

12x10 Brand New Cable End Concession Tent, 12 ft. wide, 10 ft. deep, 5 ft. 6 in. awning, 10-oz. d. f. Khaki, 3 ft. Bally across 12-ft. front. 8-ft. Wall, 8-oz. Khaki. Red trim inside.

Price \$38.50

This Price Good Only Until July 9.

Write—Wire—Phone

BAKER - LOCKWOOD

17th and Central KANSAS CITY, MO. America's Big Tent House Eastern Representative, A. E. Campfield 162 W. 42d St., New York City, N. Y.

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 6 additional colors. Serial number in red. Sold in bins 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.

WANTED

Rides, Shows, Concessions and Free Acts for HOMECOMING AND SHELBY COUNTY 4-H CLUB FAIR. At Moweaqua, Ill., August 1 to August 6, Inc. Call or write GLEN SNYDER, Moweaqua, Ill.

RUSSELL COUNTY FAIR ASSN.

Wants a Free Act for its exhibition. August 3-4-5-6. W. W. OWENS, Sec., Russell Springs, Ky.

STRATES SHOWS WANT

MONKEY SHOW, DEEP SEA SHOW, ANIMAL SHOW, MIDGET SHOW or any Show not conflicting with what we have. Will furnish wagons for all. Four more Still Dates, then the following Fairs:

CALEDONIA, BATAVIA, CORTLAND, ELMIRA, DUNKIRK, BATH, all New York; BLOOMSBURG and YORK, PA.; DANVILLE, VA.; GASTONIA, N. C.; CHARLESTON, S. C.; SAVANNAH, GA.

Answer Newark, Ohio, this week; Zanesville, Ohio, next week.

CROWLEY'S UNITED SHOWS WANT WANT

FOR OUR ROUTE OF FAIRS, COMMENCING BURLINGTON, IA., AUGUST 7. 12 FAIRS IN MISSOURI, OKLAHOMA AND TEXAS. LONG SEASON SOUTH.

CONCESSIONS that work for 10c. No others need apply. Photos open. Long Range Gallery, Penny Arcade, Candy Floss.

SHOWS—Man for Athletic Show. We have new outfit complete. Must be capable. Unborn, or any single Pit Attraction, with or without own outfit. Good opening for Monkey Circus.

RIDES—Can place Ride-O, Whip or any Ride that does not conflict. CAN ALWAYS PLACE useful Carnival People. Apply. CROWLEY'S UNITED SHOWS, Hannibal, Mo., this week; then as per route.

WANTED AT ONCE

Good Side Show Acts. Office pays salary. Want Girls, Honkey Tonk Show. Want Grind Stores, Merchandise Wheels. Want Wheel and Coupon Agents. Showing best money spots. Catskill, N. Y., this week; Firemen's Old Home week, Newburgh, N. Y., to follow. All address S. E. PRELL

DELUXE SHOWS of AMERICA

GROVES GREATER SHOWS

CLINTON, IND., JULY 11-16, ON THE STREETS, AUSPICES FIREMEN'S-MERCHANT'S STREET FAIR.

CAN PLACE Acts for Side Show, Shows with own outfit, Penny Arcade, Ball Games, Scales, Cotton Candy, Candy Apples, Photos, legitimate Concessions of all kinds. Fair Secretaries, Celebration Committees, Illinois and Missouri, we have some open dates. All address ED GROVES, Clinton, Ind.

Shrine in Toronto Is Signed for 6th Year by Bob Morton

CINCINNATI, July 9.—Bob Morton wired that he had signed contract on Thursday for the sixth consecutive year for a Shrine Circus in Maple Leaf Gardens, Toronto, next fall. He said this engagement is handled directly by him and is the only one he plays where billing of the Bob Morton Circus is used exclusively, all other shows being billed as Hamid-Morton Circus.

At the Toronto date, however, all attractions are booked thru George A. Hamid and National Producing Co. In Toronto Omer J. Kenyon will again assist Morton, the latter said.

The 1937 Toronto Shrine show broke attendance records with 180,000. Morton announced the circus this year will have three rings, 40 acts and his new sensational features.

Acts at Asheville Festival

ASHEVILLE, N. C., July 9.—Ed Gardner's *Passing Parade*, booked thru Southern Attractions, was featured free act at the recent American Legion sponsored 11th annual Rhododendron Festival here, reports John T. Topping. Show was held on a stage in Pack Square. Among 16 in the cast were Chisholm and Lampe, Jimmy Read, Millicent Marsh and Wallins and Barnes.

FREE ATTRACTION WANTED

Must be spectacular and of the High Dive variety, or Up in the Air. Two (2) performances daily, August 20 and 21. Must be high-class. Mediors Acts do not waste your time or ours. If interested, write to the undersigned, giving full particulars of your act and terms.

Address: FRED PENNING, Secretary, Wood River Home-Coming Com., Wood River, Ill.

ON THE STREETS DISABLED VETERANS CELEBRATION

July 18-23.
Steelton Business Men's Carnival
On Streets, South Parsons Ave., July 25-30.
WANT Concessions and Shows. Gratsiano & Carlin's 8 Rides booked. Write or wire
ROY BARBER,
D. A. V. Headquarters, Room 111 Wyandotte Bldg., Columbus, O.

WANTED

CARNIVAL with at least 2 Rides, Percentage Games, Merchandise Wheels only.

ANY WEEK IN AUGUST.

I. O. O. F. LODGE
Stamford, N. Y.

WANTED CARNIVAL

SPONSORS—International Convention, Ladies' Auxiliary Golden Jubilee and 70th Anniversary of ORDER RAILWAY CONDUCTORS.

PHONE MEN—BANNER MEN—CONTEST DIRECTORS

Special Event Promoters and Originators—Write or wire at once!
SECRETARY O. R. C., Room 318, 51 N. High St., Columbus, Ohio.

WANTED for IOWA STATE CENTENNIAL EXPOSITION

30 DAYS—AUGUST 17 TO SEPTEMBER 15, INC., COUNCIL BLUFFS, IA.

High-class Shows, Rides and Concessions for Midway Exhibits. Must be of high standard. Have your business meet a million people at the mightiest exposition in the history of the State of Iowa. Grounds located between Omaha and Council Bluffs. Immense publicity over four States. Two million people live in a radius of 75 miles. State all in first letter.

Address RINK WRIGHT, 121 Pearl St., Council Bluffs, Iowa.

Sponsored Events

Veteran, Lodge and Other Organization Festivities

Conducted by CLAUDE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Midway and Acts Are Presented To Thousands at Warren, O., Fete

WARREN, O., July 9.—Ideal weather and largest crowds of the 10 days marked July Fourth week-end of Warren's Western Reserve Celebration. Pageantry, motor races, thrill acts, spacious midway on the fairgrounds and fireworks featured a celebration which attracted thousands. Event was conducted by 55 civic organizations to honor pioneers and to provide modern entertainment at minimum cost.

Many nationally prominent men were speakers and distinguished visitors attended dedication of a replica of the first log school of Western Reserve and first large frame house in Northern Ohio, purchased by a \$7,500 legislative grant, as a permanent feature in the city's downtown park. A wind and rain storm destroyed more than \$1,000 of pageant scenery and caused cancellation of a Friday night show before the grand stand. An effective job was done to business houses and streets by H. J. New Flag and Decorating Co.

Midway of the F. E. Gooding Amusement Co. was one of the largest seen here

Home-Coming Best In Canton's History

CANTON, O., July 9.—With attendance estimated at more than 20,000, third annual Stark County Home-Coming on the fairgrounds here on July 4 was most successful yet held. Originated by Mayor James Seccombe, general chairman, to provide free entertainment for stay-at-homes on the holiday, the event had ideal weather.

A parade was dispensed with this year and an afternoon program of sports, vaudeville, horse races, band concerts and baby and pet parade entertained thousands before the grand stand. Midway was confined to concessions, there being no shows. Concessioners included Howard Peters, grab stand; Art Leedom, merchandise booth; Lester Rodgers, peanuts; Von Black, pop corn; Pop Dine, candy floss; Sam Stricklin, juice; Jack Mullane, soft drinks, and Peters' ball game.

Street and store decorations remained up from the recent VFW State convention and an attractive souvenir program was given to patrons. Russ Biggam was in charge of concessions and more than 100 citizens and business men served on committees.

FOR COLUMBUS, OHIO, ON DOWNTOWN STREETS 2 BIG CITY BLOCKS OF PROVEN MERIT—FOR 6 DAYS, SEPT. 12 TO 17

SPONSORS—International Convention, Ladies' Auxiliary Golden Jubilee and 70th Anniversary of ORDER RAILWAY CONDUCTORS.

PHONE MEN—BANNER MEN—CONTEST DIRECTORS

Special Event Promoters and Originators—Write or wire at once!
SECRETARY O. R. C., Room 318, 51 N. High St., Columbus, Ohio.

in years. Merry-Go-Round, Eli Wheel, Loop-o-Plane, Merry Mix-Up, Lindy Loop and Kiddie Ride were in charge of George Pence, and Mr. and Mrs. William Pink had on a new Octopus. Shows included Gooding's Palace of Wonders, Meyers Family glass show; Roma, snake show; Lofstrom & St. Eloi's trained monkey circus, athletic show, Billingsby's Hopi Indian Village and Fram's cookhouse. Jack Raum's Circus was presented nightly as a grand-stand show, climaxed by the high-pole act of A. E. Selden, "The Stratosphere Man," and fireworks. A 10-cent gate was on dally, with large crowds on the midway at every session. Concessioners said business was fair, as was ride patronage. Nearly 50 concessions were on the midway, booked thru the Gooding Co.

Pasadena Firemen's Big Show Will Have a Profit

PASADENA, Calif., July 9.—Firemen's Annual Circus in the Rose Bowl on July 3 and 4, said Joy Holmes, general manager, drew more than 65,000, being up to attendances of past years. Program was presented with Monte Blue as emcee. Mel Piper and the Firemen's Band of 35 played the show. University of Southern California students, who ushered (See PASADENA FIREMEN'S on page 51)

Fair Sponsors Celebration

MONROE, Wis., July 9.—Despite threatening weather on Sunday when Kesting's Midget Auto Races were featured before a well-filled grand stand, celebration on the fairgrounds here, sponsored by Green County Fair on July 2-4, was a success and officials are considering sponsoring a similar event next year, said Secretary Leland O. White. Reinmuth Varieties furnished nightly grand-stand entertainment. Monday was Derby Day with five running events.

Acts, Fireworks at De Pere

DE PERE, Wis., July 9.—About 12,000 attended a two-day celebration sponsored by the American Legion and Brown County Agricultural and Fair Association on the fairgrounds here on July 3 and 4. Attractions were Hinck's Thrill Day, with Capt. Don Vogue, stunt flyer; vaudeville acts, Kesting's midget auto races and fireworks. Admission was 25 cents for adults, with automobiles and children free.

Guertin Acts at Wis. Fete

BURLINGTON, Wis., July 9.—Bad weather held down attendance at the four-day Jamboree ending on July 4 at Echo Park here. Entertainment, featuring Ann Vivian, sharpshooter, was furnished by Jack Guertin Amusement Co. Fair weather and good attendance on final day offset the previous three days. Event was sponsored by the American Legion and Knights of Columbus.

Shorts

FREE ACTS, midway and events will feature the 40th annual two-day Henrietta (Pa.) Farmers' Reunion, advertised by posters, newspapers and radio, said Merle A. Beam.

SHOWS and concessions were on the midway for the first time at Claysburg (Pa.) American Legion Celebration on July 4 and the event was best in history. Merle A. Beam furnished attractions.

KARL MIDDLETON SHOWS, with four rides, three shows and 40 concessions, drew 10,000 to the recent Free Pittsford (N. Y.) Firemen's Carnival, but business (See SHORTS on page 51)

Concessions Go Big At Iowa Centennial

WEST LIBERTY, Ia., July 9.—With a host of concessions and free acts furnished by Barnes-Carruthers Fair Booking Association as drawing card, Centennial Celebration here on June 26-30 made a profit of about \$500, reports Chairman Robert Brooke.

Of total income from the event concessions ranked third as money-getters, the take being \$861, outranked only by contributions and ticket sale for a pageant which brought \$1,800 and 1,100, respectively, into the coffers. Other items of aid in financing the event were sale of souvenir buttons and history books.

Special attractions were a parade, costume contest, free dinners served to 9,000 and band concerts. Committee spent \$225 for advertising.

Rides Show Profit at Fete

GRANITE FALLS, Minn., July 9.—Booking of an Octopus, Loop-o-Plane and Loop-o-Loop of the Art B. Thomas Shows for annual Water Carnival sponsored by Junior Chamber of Commerce here on June 26 as a good-will gesture marked first time in history that outside attractions were used and a profit resulted, reports Arthur Sheimo. Added attractions were an Illinois Fireworks Co. display, concessions, log rolling, water ballet, water parade, speed-boat races and swimming and diving events. Attendance was 15,000, slightly less than last year due to competition from nearby celebrations.

WANTED MERRY-GO-ROUND

Or Similar Feature for
CHURCH CARNIVAL

August 4, 5, 6.
Write W. J. SMITH, Bernheim Bldg. Louisville, Ky.

CONCESSIONS

Rides, good, high-class Girl Show for
EAGLES PICNIC

July 17, at Beautiful Robert's Lake Resort,
FARIBAULT, MINN.
P. C. No Graft Space, \$1.00 per foot.
SHERMAN W. FEE, Manager.

WANTED :- CARNIVAL

Rides, Shows, Etc.,
GOLDEN JUBILEE CELEBRATION

August 25, 26, 27.
Write J. O. SMITH, Summerfield, Kan.

40th HENRIETTA FARMERS' REUNION

(Near Martinsburg, Pa.)
JULY 27-28.

Shows and all kind of Concessions wanted. Have another two-day Picnic to follow. Both in same week. Write or wire
M. A. BEAM, Windber, Pa.

WANTED RIDES AND SHOWS FOR Labor Day Celebration

FLORENCE, KAN.
Write HOMER MOOREHEAD, Chairman,
Box 36, Florence, Kan.

RIDES and CONCESSIONS WANTED

STILESVILLE PICNIC,
August 5-6, 1938.
HARVEY MCLELLAN, Stilesville, Ind.

MEREDOSIA, ILL., ANNUAL HOMECOMING

AUGUST 8 TO AUGUST 13.
Carnival Wanted.
C. A. KORSMEYER, Secy.

WANT MORE REVENUE for YOUR ORGANIZATION? Read "BINGO BUSINESS"

A Column About Bingo in the
WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

Classified Advertisements

COMMERCIAL
10c a Word

Minimum—\$2.00. CASH WITH COPY.

Set in uniform style. No cuts. No borders. Advertisements sent by telegraph will not be inserted unless money is wired with copy. We reserve the right to reject any advertisement or revise copy.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AT LIBERTY

5c WORD (First Line Large Black Type)
2c WORD (First Line and Name Black Type)
1c WORD (Small Type)
Figure Total of Words at One Rate Only
No Ad Less Than 25c.
CASH WITH COPY.

AGENTS AND DISTRIBUTORS WANTED

AGENTS—300% PROFIT SELLING GOLD LEAF
Letters for store windows. Free samples.
METALLIC CO., 439 North Clark, Chicago.

ASPIRIN, RAZOR BLADES, HANDKERCHIEFS,
Combs and Drugs. Write for price list.
AMERICAN DISTRIBUTING CO., P. O. Box 724,
Knoxville, Tenn.

BIG MONEY APPLYING INITIALS ON AUTO-
mobiles. Write immediately for particulars
and free samples. **AMERICAN LETTER COM-**
PANY, Dept. 20, Dunellen, N. J.

EXPERIENCED SUBSCRIPTION MEN WANTED.
Rural work exclusively; New England-North
Central States. Attractive Club National Mag-
azines. Liberal proposition. **PUBLISHER**, 630
Shukert Bldg., Kansas City, Mo.

HAWAIIAN CURIOS AND NOVELTIES—100
Articles, Coconut Buttons, etc. List 10c,
samples 50c. **MAU NOVELTY**, 1507 S. Bere-
tania, Honolulu, Hawaii.

IF YOU AGREE TO SHOW YOUR FRIENDS
I will send you actual samples Snag-Proofed
Silk Hosiery and show you how to earn up to
\$22 a week. **AMERICAN MILLS**, Dept. H-46,
Indianapolis.

LOCAL AGENTS WANTED TO WEAR AND
demonstrate Suits to friends. No canvassers.
Up to \$12 in a day easy. Experience unnecessary.
Valuable demonstrating equipment,
actual samples free. **PROGRESS TAILORING**,
Dept. C-117, 500 Throop, Chicago.

MANUFACTURE AND SELL YOUR OWN MO-
tor Overhaul Compound, expanding mineral
supplied. Clean up with fastest selling spe-
cialty, make as easy as a cup of coffee. For-
mula and enough mineral to start business,
\$1.00. **XROLITE**, Kalispell, Mont.

MATCH-IT—THE NEW CARD GAME THAT IS
sweeping the country. Deck and instruc-
tions, \$1.00. Distributors wanted. **MOYER**,
B-241-B, Milton, Pa.

NO PEDDLING—FREE BOOKLET DESCRIBES
107 money-making opportunities for start-
ing own business, home, office. No outfits.
ELITE, 214 Grand St., New York.

OPERATE OWN WHOLESALE CANDY BUSI-
ness—Nationally known products. Deals
defy competition. Samples 10c. **MONROE**
DISTRIBUTING CO., 7 Bay View Ave., New-
port, R. I.

PERFUME BUDS—COST 1c EACH, SELL 5c.
Particulars free. Sample 10c. Agents, street-
men, demonstrators. **MISSION**, 2328 W. Pico,
Los Angeles, Calif.

PITCHMEN - MEDICINE MEN - NURAGEN
Tonic. Nationally advertised medicine now
available. 15c bottle, dozen lots. Sells \$1.25.
Beautiful three color carton. **THE DICKSON**
CORP., Nashville, Tenn.

SELL BY MAIL—FORMULAS, BOOKS, PIC-
tures, Novelties, Signs, bargains! Big profits.
Particulars free. **F. ELFCO**, 438 North Wells
St., Chicago.

SELL OPPORTUNITY BOOKS BY MAIL, ON
Commission—Big profits. No stock to carry.
MAYWOOD BB PUBLISHERS, 925 Broadway,
New York.

WHERE TO BUY AT WHOLESALE 500,000
Articles. Free Directory and other valuable
information. **MAYWOOD B. PUBLISHERS**, 925
Broadway, New York.

\$50 WEEKLY CALLING ON STORES—NO
selling, just deliver-collect. **DREXEL SALES**,
Box 97, Drexel Hill, Pa.

ANIMALS, BIRDS AND PETS

ALLIGATORS—HARMLESS ASSORTED SNAKE
Dens: 8 Large, \$10.00; 10 Mediums, \$3.00;
10 Large Water Snakes, \$5.00. Price List.
ROSS ALLEN, Silver Springs, Fla.; wire via
Ocala, Fla.

AGENTS AND SALESMEN

read

DIRECT SALES STUFF

A column about Specialty Salesmen,
working house-to-house and store-
to-store

In the

WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

ANIMALS, BIRDS, MIXED FIXED DENS
Snakes, Boas, Dragons, Iguanas, Cilas, Mon-
keys, Parrots, Macaws, Parrakeets for Wheels.
SNAKE KING, Brownsville, Tex.

BABY TURTLES—SENSATIONAL 25¢ SELLERS.
Waterproof decorations. Mickey Mouse,
Donald Duck, Snow White, Seven Dwarfs,
Flowers, Hand lettered with attraction, names,
etc. Per hundred: Walt Disney Turtles,
\$10.00; Flowers, \$9.00; Turtle Food (10c),
\$2.50; Mailing Boxes, \$1.00. **FISHLOVE COM-**
PANY, 1430-A Orleans St., Chicago.

COLLIES, FOX TERRIERS, GREYHOUNDS, AL-
so Bull Pups. Ship anywhere. Live delivery
guaranteed. Guaranteed Mangle Medicine.
BULLDOGS, 501 Rockwood, Dallas, Tex.

ENGLISH BULL PUPPIES—BY CHAMPION
British Grenadier, \$65.00. Crown Dogs, sum-
mer prices. **ESTHER BUSKER**, 1218 Forest,
West, Detroit.

GILA MONSTERS, \$2.00 EACH; SIDEWINDERS,
\$2.00 each; Mixed Assortment, \$5.00. Cash
with order. **ARIZONA TAXIDERMIST SHOP**,
Box 2764, Tucson, Ariz.

PLENTY SNAKES, ARMADILLOS, IGUANAS,
Cilas, Dragons, Alligators, Horred Toads,
Chameleons, Monkeys, Prairie Dogs, Coati-
mundis, Peccaries, Guinea Pigs, Fats, Mice,
Parrakeets, Wild Cats, Ringtail Cats, Puma
Cubs, Lion Cubs. Write **OTTO MARTIN LOCKE**,
New Braunfels, Tex.

RINGTAIL MONKEYS, SPIDER MONKEYS,
Marmosettes, Colombian Parrots, BeeBee
Parrots, Macaws. Complete list sent. **SOUTHERN**
CALIFORNIA BIRD & PET EXCHANGE, Bell,
Calif.

BOOKS, CARTOONS, INSTRUCTIONS, PLANS

LEARN VENTRILOQUISM BY MAIL—SMALL
cost; 3c stamp brings particulars. **GEO. W.**
SMITH, 125 N. Jefferson, Room 722, Peoria,
Ill.

MAKE MONEY WITH YOUR TYPEWRITER—
No outfit to buy. No deposit. Guaranteed
instructions only ten cents. **BOX 267**, Wood-
stock, Va.

BUSINESS OPPORTUNITIES

BARBECUES—INTERIOR AND EXTERIOR
Models, \$145.00 and up; also Bake Ovens
and Restaurant Ranges. **FEARLESS STOVE CO.**,
Columbus, O.

MILLIONS JOBLESS—GET DOLLARS IN MAIL
daily, like we do; for amazing employment
information. Keep money; we fill your orders
free. "32 Ways to Make \$1,000.00,"
for stamp. **CO-OPERATIVE SERVICE**, 77 Swan,
Room 211, Buffalo, N. Y.

POP CORN MACHINES—NEW MODELS.
Geared Kettles, Griddle Stoves, Tanks, Burn-
ers and other Concession Supplies. Wholesale
and retail. **IOWA LIGHT CO.**, 111 Locust, Des
Moines, Ia.

SKATE OPERATORS WITH PORTABLE EQUIP-
ment—Have suitable building. Will let you
in on percentage or may lease your equipment.
Good spot. Northwest Iowa. **H. NERO**,
Laurens, Ia.

START A MANUFACTURING MAIL ORDER
business. Make and sell your own products.
Details free. **PEDERSON**, 1609 East 5th,
Duluth, Minn.

COIN-OPERATED MACHINES SECOND-HAND

Notice

Only advertisements of used machines
accepted for publication in this column.
Machines of recent manufacture and being
advertised extensively in The Billboard by
manufacturers, distributors or jobbers may
not be advertised as "used" in The Bill-
board.

A GOOD BUY, LIKE NEW—BALLY RESERVES
and Mills 1-2-3 for \$52.50; Silver Flash,
Track Meet, Tops, Airway, Chico Derby, Spring
Time, Carom, Golden Wheel, any for \$19.50.
1/3 deposit with your order. **EAGLE VENDING**
CO., Tampa, Fla.

AAA-1 BARGAINS—SKILL FIELDS, '38 MODEL,
\$145.00; Pikes Peak, \$29.50; Sportsman
DeLuxe, \$25.00; Broadway Angels, Heavy-
weight, Hi-De-Ho, all three \$39.50; Mills One-
Two-Three, \$75.00; Turf Champs, \$12.95. Also
all type Novelty Games at bargain prices. Want
to buy Used Fairgrounds, Sport Pages and
Preakness. Write us what you have to sell.
MARKEPP CO., Cleveland, O.

ALL BARGAINS, GOING OUT OF BUSINESS—
Send for list of various games lowest prices.
Example, Bally Reserves, like new, \$50.00. Act
quickly. **W. R. CALAWAY**, Orlando, Fla.

ALMOST BRAND NEW—HALF DOLLAR JEN-
nings Chiefs. These machines have seen
very little play and the original paint is good.
Only six left at \$49.50. **SOUTHERN NOVELTY**
CO., 125 W. Central Ave., Valdosta, Ga.

ATTENTION, FLORIDA OPERATORS—WE BUY
all kinds of Late Pin Games, Consoles and
Counter Games. Write for particulars. **H. & G.**
NOVELTY, 849 S. W. Second St., Miami, Fla.

BALLY RESERVE, \$45.00; ELECTRO, \$30.00;
Zephyr, \$30.00; Beamlite, \$20.00; Power
Play, \$13.00; Running Wild, \$10.00. Follow-
ing \$8.00 each: Boo Hoo, Booster, Crossline,
Chico Derby, Equalite, Outboard, Ricochet,
Scoreboard. Illustrated Arcade, Bagatelle List-
MUNVES, 555 W. 157th, New York.

BANG-A-DEER (USED 3 WEEKS), \$250.00;
U-Pop-It, latest model (used 1 week),
\$125.00; Airway, \$24.50; Chico Baseball,
\$27.50; Electro, \$25.00; Bally Reserve, \$47.50;
Dux, \$15.00; Hare 'n' Hound, \$24.00; Stoner's
Races, \$18.00; Power Play, \$12.00; Sensation,
\$16.00; Ski High, \$29.50; Silver Flash, \$25.00.
1/3 deposit, balance C. O. D. Will buy or trade
all type late Novelty Pin Games. **ACME AUTO-**
MATICS, 593 10th Ave., New York City.

COMPLETE PORTLAND OUTFIT—SUITABLE
for arcade or beach resort. 50 machines,
mostly Penny Chutes, including Diggers, Alleys,
Highball, K. O. Fighter and Novelty Machines
at sacrifice. **BOX 246**, Belmar, N. J.

DIGGERS—BUCKLEYS, ERIES, MERCHANT-
men, Mutoscopes, Iron Claws, Candy Bar
Machines, Arcade Machines; 200 Peanut Ma-
chines. Bargains. **NATIONAL**, 4242 Market,
Philadelphia, Pa.

FOR SALE—ROCK-O-BALL ALLEYS WITH
Visible Triple Scoring Device, Seniors and
Juniors, \$60.00. **BULLION**, Station "O," Box
118, New York.

FOR SALE—ELEVEN PACIFIC AMUSEMENT
Bean-O-Bag Machines. Used three weeks.
Different. Circular on request. Bargain. Make
offer. **LEO KILLELEA**, 7932 Ingleside Ave.,
Chicago.

GOODBODY'S BARGAIN LIST IS WAITING
for You. We Buy, Sell or Exchange. **GOOD-**
BODY, 1824 East Main St., Rochester, N. Y.

HUNDREDS OF BARGAINS IN USED VENDING
Machines. Get on our mailing list. It will
pay you. **RAKE COIN MACHINE CO.**, A4515
Woodland Ave., Philadelphia, Pa.

MILLER'S BARGAINS—BALLY RACER, \$89.50;
Bally Magic Ball, \$95.50; 1937 Popmatics,
\$39.50; Velvets, \$15.00. Wanted, late Pin
Tables and Counter Machines. Write for lowest
prices on all other equipment. **MILLER VEND-**
ING CO., 615 Lyon, Grand Rapids, Mich.

MILLS BLUE FRONTS—NICKEL, DIME FUTU-
rity, Chiefs, almost new, \$35.00; Lion Heads,
\$17.50; Penny Pace, Dukes, Mills, \$12.50;
Penny Mills C. A., \$25.00. 1/3 deposit. Will
buy Wurlitzers, Penny Packs. **E. G. HUNTER**,
309 N. Locust, Pittsburg, Kan.

ONE BANG-A-DEER—USED THIRTY DAYS,
\$175.00; \$10.00 extra for crating. Rotary
Merchandisers, late models, \$50.00; two
Buckley Treasure Island Diggers, \$69.50; two
Mills Flashers, \$45.00. **ST. CLOUD NOVELTY**
CO., 117 E. St. Germain, St. Cloud, Minn.

SACRIFICE SALE—PHONOGRAPHS, PERFECT
condition and clean. Six Wurlitzer 616s,
\$145.00 each; four 716, \$145.00 each; five
Style 412, \$75.00 each; three P-10s, \$45.00
each; three Seeburg 1936 Symphonolas, perfect,
\$50.00 each. Original shipping cases. F. O. B.
Wilmington. **C. L. WHITEHEAD**, 1205 Market
St., Wilmington, N. C.

SIX FLAT TOP AND DOME TOP MERCHANT-
men, \$25.00 each. Half deposit. **CLEVE-**
LAND COIN, 2336 Prospect, Cleveland, O.

SKILL DRAW, \$14.50; KOUNTER KING, \$15.00;
Deuces Wild, \$14.50; Red Dog, \$13.50; Bell
Slide, \$12.50; Track Time, \$14.50; Gingers,
\$14.50; Royal Flush, \$14.50; Rotary Mer-
chandisers (Exhibit), \$45.00; 10 to 20 of each
of these machines, used very little, appearance
is much above the average. 1/3 deposit.
J. H. J. NOVELTY CO., P. O. Box 1176, Phone
4805, Wichita Falls, Tex.

SKIPPERS, ALAMO, BROKER'S TIP, \$10.00;
Hi-De-Ho, Challengers, Pamco Chase, Pinch
Hitters, Ballots, Flickers, Sunshine Baseballs,
Parlay Sr., Speedway, Leather Necks, \$12.50;
Electric Eye, Royal Races, Bally Multiple,
Hialeah, Carom, Heavyweight, Springtime,
\$15.00; Mills Dial, \$19.00. **THE ATLAS**, Wells,
Minn.

TROUBLE FREE JENNINGS CHIEFS—TWELVE
Quarters, two Dimes and three Nickels.
Serials over 125,000, with original finish, in
excellent condition, only \$34.50. **SOUTHERN**
NOVELTY CO., 125 W. Central Ave., Valdosta,
Ga.

USED PHONOGRAPHS—1935, '36 AND '37
Models, \$25.00 and up. Write for price list.
KANSAS NOVELTY, 555 W. Douglas, Wichita,
Kan.

WURLITZER SKEE BALLS, \$49.00; KEENEY
14-Ft. Bowlettes, \$39.50; Genco 14-Ft. Berk-
rolls, \$45.00; Keeney Bowlette Jrs., \$30.00;
Rolascopes, 10 Ft., \$25.00; X-Ray Pokers,
\$25.00; Daval Bumper Bowling, \$45.00. Crat-
ing \$5.00 extra. Half deposit. **CLEVELAND**
COIN, 2336 Prospect, Cleveland, O.

3/8" BALL GUM, FACTORY FRESH, 11c BOX;
Tab, Stick, Midget Chicks, every Vending
Cup. **AMERICAN CHEWING**, Mt. Pleasant,
Newark, N. J.

10 BALLY RESERVES—USED LESS THAN
thirty days, \$60.00 each. 1/3 cash, balance
C. O. D. **JAX NOVELTY SALES CO.**, 411 W.
Duval, Jacksonville, Fla.

25 1937 POPMATIC AUTOMATIC POPCORN
Machines for Sale—All in perfect condition.
No reasonable offer refused. **GENERAL AMUSE-**
MENT CO., 3419 11th St., N. W., Washing-
ton, D. C.

225 SLOTS—MILLS, PACE, CAILLE, JENNINGS,
Wating Jackpots. Late models, A-1 condi-
tion. Write for prices. **SCHWARTZ & CO.**,
401 Bidwell, Fremont, O.

1938 TRACK TIMES, \$195.00; 1938 SKILL
Times, \$205.00; Buckley Track Odds, \$95.00;
1937 Bally Skill Fields, \$95.00; 1938 Bally Skill
Fields, \$125.00; Bally Favorites, Rays Tracks
(late series), Club House, Jennings Derby Day,
Liberty Bells Consoles, Tanforans, Dark Horses,
\$59.50 each; Red Head Track Times, \$125.50;
Red-head Skill Times, \$139.50; Bally Saddle
Club, \$79.50; Jennings Pick-Ems, \$149.50.
Half deposit. **CLEVELAND COIN**, 2336 Pros-
pect, Cleveland, O.

COSTUMES, UNIFORMS, WARDROBE

A-1 EVENING SHOES, 45c PAIR; COSTUMES,
\$1.50; Gowns, \$1.50 up; Hulas, Fans, Street
Wear. **CONLEY**, 310 W. 47th, New York.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL
Development. Newest guaranteed Formulas.
Biggest catalog free. Special prices. Leads.
GIBSON LABORATORY, Chemists, BH-1142
Sunnyside, Chicago.

FORMULAS—LATEST MONEY MAKERS.
Write for free literature describing newest
Formulas for Fast Sellers. **H-BELFORD**, 4342
N. Keeler, Chicago.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—FEARLESS, BURCH, LONG-
Eakins, Champion, heavy 12-Quart Popping
Kettles; Caramelcorn Equipment; Gasoline
Burners, Tanks, Tubing, Repairs. **NORTHSIDE**
CO., 1528 19th, Des Moines, Ia.

FINE DELCO LIGHT PLANT—1250 TO 1500
Watts. Fifty-five dollars takes it. **THOS.**
L. FINN, Hooisick Falls, N. Y.

FOR SALE—1 PORTABLE SKATING RINK.
50x120 ft. Now operating, used two sea-
sons. Chicago skates. **C. T. McDONALD**, 800
Magnolia, Beaumont, Tex.

FOR SALE—EVANS FACTORY BUILT CAT
Rack and Tent. Tent 10x16 feet, 42 Cats;
also two modern illuminated Milk Bottle Stands
and 12 Aluminum Bottles. Real bargain; used
one season. **R. A. ELLIOTT**, 5100 Vernon Ave.,
St. Louis, Mo.

JUNGLE DODGERS—HAVE FOURTEEN ON
hand. Guaranteed perfect condition. Make
offer. 4326 Pine St., Philadelphia, Pa.

NEW "VELVO" FROZEN CUSTARD AND ICE-
cream Machines, complete freezing and
storage unit, \$159.00. Write **FROZEN CUS-**
TARD CO., Gastonia, N. C.

ONE RECONDITIONED HENRY E. Z. FREEZE
Frozen Custard Machine, complete, ready
for use. **FROZEN CUSTARD MACHINERY CO.**,
869 Thomas St., Memphis, Tenn.

POPCORN MACHINES, CRISPETTE, CARMEL-
Crisp, Potato Chip, Cheese Coated Corn
Equipment. **LONG-EAKINS**, 1976 High St.,
Springfield, O.

SHOOTING GALLERY—SHORT RANGE, COM-
plete with 22 Ft. Top and Frame, 25 M
Targets, 15 M. Shorts. No reasonable offer re-
fused. **W. O. KING**, Jefferson Beach Park, De-
troit.

TRAILER—LIKE NEW, 24-FEET, SLEEPS 5,
ultra modern, bar, brakes, radio, bath, Kayak.
Complete luxurious equipment. Reasonable
price. Write for description. **BOX 884**, Bill-
board, 1564 Broadway, New York.

FOR SALE—SECOND-HAND SHOW PROPERTY

A-1 ATTRACTION—GIRL IN FISHBOWL Illusion, complete show, \$95.00. Authentic Double Twins, Complete Crime, Wax Show, Giant Octopus. **UNIVERSAL**, 3238 S. State, Chicago.

BIG TOP—100-FT. ROUND WITH 3 35-FT. Middles; 12-Ft. Wall. Used 6 weeks. Good condition. Bargain. **BOX 88**, care Billboard, St. Louis, Mo.

COMPLETE POP CORN OUTFIT—EXCEL Electric Popper, Tent 6x6, Awnings, Bars, all Sides, Loose Pin Frame, Counters, Shelves, new, \$80.00; Pitch Till Win, Watch-La Blocks, Pegs, Hoops, 8x10 Loose Pin Frame, all new, \$40.00. No tent. **DANIEL CARRAY**, Tuckahoe, N. J.

PICTURES ON SOCIAL DISEASES AND CHILD- birth—Natural colors. Also Old Time Side-show Freaks. 52 subjects. List for stamp. **MURPHY**, 1508a South 7th, St. Louis, Mo.

PORTABLE GRAND STAND SEATS—ALL SIZES. To rent for all occasions. New and used. Outdoor, indoor. With or without foot rests. **PENN BLEACHER SEAT CO.**, 1207 W. Thompson St., Philadelphia, Pa.

OCEAN WAVE WITH ELECTRIC MOTOR — Nearly new, \$800. Also Hey Day, booked for season, \$2,500. **JAMES HAYES**, 848 N. 19th St., Philadelphia, Pa.

HELP WANTED

FEATURED TROMBONE—TONE, TAKE-OFF, modern style, high range essential. Dorsey's style, solos, etc. State salary. Prefer vocalist. **WIRE WIT THOMA**, Albert Lea, Minn.

GIRL PIANIST—DOUBLING ACCORDION OR Singing. Young, attractive, good sight reader, transpose, fake and play shows. Steady locations. Good salary. **EDYTH HESS**, Spread Eagle, Wis.

WANTED—PIANO PLAYER. READ, FAKE, transpose. We don't miss salary days. No fancy salaries. Name it. We furnish a beautiful house trailer and cats. **SPAWN FAMILY SHOW** (Under Canvas Week Stands), Week July 11, Cairo, W. Va.

WANTED—MEDICINE PEOPLE, ALL LINES. Also 40x60 Top. Write or wire. Name lowest salary. **HUDSON MED. CO.**, Box 146, Pirehurst, Ga.

WANTED—COWBOYS, COWGIRLS, RODEO Clown for fairs, front of grandstand. Must have real wardrobe. **BARKER BROS.**, Forest Park, Dayton, O.

MAGICAL APPARATUS

ATTENTION, MAGICIANS—SELLING SOMETHING new on Magic and Illusion. Send 10c for price list to cover postage. **GENOVES**, General P. O. Box 217, New York City.

A CATALOGUE OF MINDREADING MENTAL Magic, Spirit Effects, Horoscopes, Buddha and 1938-'39 Forecasts. Graphology Sheets, Books, Crystals, Lucky Pieces, Palm Charts. Most complete line in world. 148 illustrated page catalogue, 30c. **NELSON ENTERPRISES**, 198 South Third, Columbus, O.

LARGE PROFESSIONAL MAGIC CATALOGUE. 25c. **MAX HOLDEN**, 220 W. 42d St., New York City.

MAGIC BOOKS, TRICK CARDS, LOOK-BACKS. X-Rays, Novelties, Bingo Specials, 3,000, \$4.50; See Thru Markers, \$10.00 gross packages of 25. **WARNOVCO**, Conimicut, R. I.

MAGIC—MENTALISM, SPIRITISM, FORTUNE Telling, Luminous Paints, Ghost Effects, Handwriting, Palmistry Charts. Catalogue 10c. **REILLY**, 57 E. Long, Columbus, O.

MAGICAL SUPPLIES—CARD READERS, INKS. Dubs, Books and Trick Dice. Free literature sent. **VINE, HILL & CO.**, Box 35, Dept. B.B., Swanton, O.

PINXY—STRICTLY PROFESSIONAL PUPPETS. Ventriloquial Figures, Punch and Judy and Marionettes. **PINXY**, 1313 N. Wells, Chicago, Ill. Illustrated folder free.

MISCELLANEOUS

MAGNET LIFTS 50 TIMES ITS WEIGHT; wonderful for Repairmen, Machinists, etc. \$1.00 Postpaid. Particulars for stamp. **ADVANCE**, 861P, Minneapolis, Minn.

M. P. ACCESSORIES & FILMS

BARGAINS—DEVRY AND OTHER MOTION Picture and Public Address Equipment for Traveling Shows, Bands, etc. Write for complete information to **BOX 314**, Billboard, Chicago.

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.

Show Family Album



WITH the French poodle as mascot, this baseball team, all members of Lamont Bros.' Circus, didn't lose a game season of 1913. Second from left, standing, is Charles (Zeke) Baker, clown. The man in the "dickey" is Charles Lamont, owner-manager of the show, while the two on the right are Andy Nolan, superintendent of lights, and Frank Satiro, Japanese tight wire walker and hand-balancer. Seated at the right is Carl Williams, who did trampoline casting and flying with the show and pitched and played first base for the team. He is now a member of the free act team of Williams and Bernice. Names of others are not known, but most of them were musicians.

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.

WESTERNS, COMEDIES, SHORTS AVAILABLE, sound or silent. Special offer and list this week only. Full line of equipment. Let us know your needs and lowest prices will be quoted. **ZENITH**, 308 W. 44th, New York.

MOVIE ROAD SHOW BARGAINS—35MM. Sound Portables, complete limited quantities DeVry, Weber and Universal, with Amplifiers, Speakers. Every equipment fully guaranteed. From \$189.50 up. Special bulletin. Also 16MM. Sound Projectors. **CONSOLIDATED THEATER SUPPLY CORP.**, 1600-B Broadway, New York, N. Y.

MUSICAL INSTRUMENTS, ACCESSORIES

HAND BELLS, SLEIGH BELLS, XYLOPHONES, Marimbas. Bargain, 3-Oct. Case Vibra. **XYLOPHONE SHOP**, 28 Brook St., Hartford, Conn.

PARTNERS WANTED

WANTED—SMALL, MIDDLE-AGED, UN- cumbered Woman Partner to make pitches, play violin or mandolin, sing, dance. **L. E. NIEM**, Buchanan, Va.

PHOTO SUPPLIES AND DEVELOPING

ACT NOW, 4-FOR-DIME OPERATORS—AMAZ- ing offer. New Portable Foto-Flash Outfit, only \$140. Send for free catalog of complete line of money-makers. Largest stock direct positive supplies in country assures quickest delivery. **MARKS & FULLER, INC.**, Dept. BC-11, Rochester, N. Y.

ALL 4 FOR 10c OPERATORS WRITE FOR NEW catalogue containing new prices on supplies and equipment. **WABASH PHOTO SUPPLY**, Terre Haute, Ind.

REGULAR \$275.00 STRIP PHOTO OUTFIT— Makes 4 for dime, also 3 for quarter size photos, \$125.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va.

ROLLS DEVELOPED—TWO PRINTS EACH and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo.

SNAPSHOTS IN COLORS—ROLLS DEVELOPED, 8 Natural Color Prints, 25c. Natural Color Reprints, 3c. **NATURAL COLOR PHOTO**, C-141, Janesville, Wis.

STRIP CAMERA—F2.5 LENS, FORTY DOL- lars. **BOX 93**, Meridian, Miss.

SCENERY AND BANNERS

A-1 AMERICA'S LEADING CIRCUS-CARNI- val Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago.

BEST CARNIVAL AND SIDE SHOW BANNERS on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill.

SALESMEN WANTED

SELL BUSINESS CARDS, \$1.50 THOUSAND— Business Stationery, Book Matches, Gummed Tape, Paper Towels, Drinking Cups, Pencils, Salesbooks, Labels, Rubber Stamps. Free sales portfolio. 35% commission daily. Order getting specials. **DAVID LIONEL PRESS**, 312 S. Hamilton, Dept. AF, Chicago.

TENTS—SECOND-HAND

A-1 COOKHOUSE—12x18 WITH PIN HINGE Frame, Bally, Awnings. Complete with 12x12 Kitchen, new \$55.00. **UNIVERSAL**, 3238 S. State, Chicago.

LARGE TENTS—40x80, 40x120. EXCELLENT condition. Very reasonable prices. **TAVETIAN**, 61 Rutgers St., New York City.

SIDEWALL BARGAINS—7.68 OZ. DRILL, hand roped, clean, white, good as new, 7 ft. high, \$18.00; 8 ft. high, \$21.00 per 100 ft. long. Concession Tent bargains. **KERR COMPANY**, 1954 Grand Ave., Chicago.

TENT—32x32 SQUARE HIP-ROOF, 10 OZ. Double Khaki Top, Roped, Red Trimmed, 9-Ft. Wall, 8 Khaki, used 5 weeks, good, \$100.00; 4th July Tents, 12x19, 14x24, 20x30, 20x40 and others. **KERR COMPANY**, 1954 Grand, Chicago.

THEATRICAL PRINTING

CIRCULARS (DODGERS) AS LOW AS \$1.00 per 1,000; less in larger quantities. Write for samples. **CASHKE PRESS**, Vaux Hall, N. J.

COLORED HANDBILLS—3x8, 1,000, \$1.25; 5,000, \$3.25; 6x9, 1,000, \$2.00; 5,000, \$5.00. Flat Tickets, 10,000 \$6.00. 200 Letterheads, 200 Envelopes, \$1.50, prepaid. **STUMPPRINT**, South Whitley, Ind.

PERSONAL POST CARDS—WITH YOUR NAME and address, 200, \$1.00, postpaid. New! Smart! Economical! Samples free. **RIGGS PRESS**, Vevay, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100, \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

200 (14x22) 6-PLY WINDOW CARDS, \$6.00. Your copy, 35 words. Date changes 25c each. **DOC ANGEL**, Ex-Trouper, Leavittsburg, Ohio.

At Liberty Advertisements

50 WORD, CASH (First Line Large Black Type) 20 WORD, CASH (First Line and Name Black Type). 1c WORD, CASH (Small Type). (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

AT LIBERTY ACROBATS

PHILIP PIANTONE—TUMBLER, HAND-BAL- ancer, Comedian. 1525 Monroe St., Chicago, Ill. Phone Haymarket 2631.

AT LIBERTY AGENTS AND MANAGERS

CIRCUS CONTRACTOR—Publicity Director. Twenty-two years' circus, theatrical and vaudeville experience; 8 seasons Buchanan's, Robbins Bros.' R.R. Circus. Close contractor, high-powered press agent. Can fill any official staff position. State salary. **CIRCUS AGENT**, 149 N. Winter St., Adrian, Mich.

AT LIBERTY BANDS AND ORCHESTRAS

TWELVE-PIECE DANCE ORCHESTRA—NOW working but desire change. Union, good library, public address system, singers. Good publicity that draws. Go anywhere. Available on short notice. Write **ORCHESTRA LEADER**, Box C-580, Billboard, Cincinnati.

RAY NIESS' DISTINCTIVE MUSIC—Now on hotel location here. Available after July 24th. Features eight men choral ensemble, vocalists, extensive library and specialties. Presentation, night club, ballroom, radio and pit experience. Will cut or augment. Union. Responsible parties communicate. State all first letter. 6605 S. Green St., Chicago, Ill.

5-PIECE BAND—Two Saxs, doubling Tenor and Clarinets, Trumpet, Piano and Drums. Entire library is specially arranged for this particular band. Band has just come off location spot and can furnish fine recommendations. **BOX 324**, Billboard, Chicago.

AT LIBERTY CIRCUS AND CARNIVAL

AT LIBERTY—Guess Your Weight Agent. I also guess your age. Good appearance, age 38. Can join on wire. **HERMAN**, 5307 N. Wayne Ave., Chicago.

AT LIBERTY COLORED PEOPLE

AT LIBERTY—Colored Trumpet Player. Read, get off, tone, 24 years old. Show, club, orchestra experience. Wire **BILL HOLLIDAY**, 1001 1/2 Chestnut St., Camden, N. J.

AT LIBERTY DRAMATIC ARTISTS

YOUNG TEAM—Harry, age 27, as cast, including leads, flash drummer, comedy singing and dancing specialties, single or talking doubles. Sue, ingenues or leads. Youth, appearance and wardrobe. Produce concerts. Can join on wire. Have car and trailer. Address to **HARRY AND SUE DIXON**, care Roe Nero Show, Loyal, Ky.

AT LIBERTY MISCELLANEOUS

EXPERIENCED ARCADE MECHANIC—NOW working but desires a change. Sober and dependable. Willing to go any place. **BOX C-581**, care Billboard, Cincinnati, O.

AT LIBERTY M. P. OPERATORS

MOTION PICTURE CAMERAMAN—Now avail- able for making film productions. Have 16 and 35MM. camera equipment. Will travel. **DAN ALBERIGO**, 26-22 30th St., Long Island City, N. Y.

AT LIBERTY MUSICIANS

ALTO SAXOPHONE OR TENOR—SWING Clarinet, Baritone and Bass Clarinet. Read and transpose. Single. **JACK WEBER**, 118 Nursery Ave., Metairie, New Orleans, La.

ALTO SAX — DOUBLING CLARINET AND Baritone. Good reader and arranger. Willing to join a good traveling band. Prefer swing band. Can give recommendations if necessary. **U. R. BELASCO**, Hotel Goshen, Goshen, Ind.

AT LIBERTY—A-1 TRAP DRUMMER. CIR- cus or what have you. Can join on wire. Need ticket. State all. **FRED FRANKLIN**, care Peeless Shows, as per route. jy23

AT LIBERTY — ALTO SAXOPHONE WITH Doubles. Plenty experience. Location preferred. Please allow for forwarding. **MUSICIAN**, Box C-579, Billboard Pub. Co., Cincinnati, O.

AT LIBERTY — SOUSAPHONE. EXPERIENCED all lines. Sober, reliable, competent. **CHOP EYESTONE**, 1101 N. Walnut, Danville, Ill

BANDMASTER - ACCOUNTANT WANTS permanent location. Well schooled and experienced. **HAROLD F. KELLOGG**, Etridg, Tenn. jy30

BANDMASTER—WANTS LOCATION. LONG, successful experience. Address **BOX C-577**, Care Billboard, Cincinnati, O.

DRUMMER—UNION. MODERN PEARL DU- plex Drums. Cut shows, modern dance rhythm. Reliable, sober. Location, Far West preferred. **OTIS SMITH**, 214 Wabash, Kansas City, Mo. jy23

EXPERIENCED BASS MAN—DOUBLES VIOLIN. Schooled musician, young, no habits. Road or location. **WALLY PELLETIER**, 610 18th St., Rock Island, Ill.

GOOD STRING BASS—GOOD DANCE, GOOD show experience. **FRED BURKE**, 809 E. Olive St., Bloomington, Ill.

LEAD ALTO - PIANO—READ, TAKE-OFF, BOTH modern. Prefer resort. No panics. Wire **FLOYD COBDEY**, Liberty, Mo.

STRING BASS — DOUBLING SOUSAPHONE. Young, neat, reliable, single and sober. Go any place. Prefer small swing band. No panics. **AL ROTHERT**, 219 Harriett St., Evansville, Ind.

STRING BASS—SOLID RHYTHM, FULLY EX- periented, all essentials, age 29. Recently with fast Eastern band. Now working with Midwestern band but desire change. Can join at once. Write stating all details. Please do not imrpresent. Can bring fast First Trumpet Man. **BOX C-582**, Billboard, Cincinnati, O.

SWING TRUMPET—YOUNG, RELIABLE, EX- periented, sober. Read, take-off. Ticket if far. **LYLE CHAPMAN**, Charleston, Ill.

SWING DRUMMER — NEW OUTFIT. PREFER location. Consider payoff traveling band. Need ticket if far. **KENNY NORTON**, Charleston, Ill.

TENOR SAX - CLARINET — TONE, READ, fake, modern ride. Experience. Go anywhere. **LEE ULBRICH**, 148 Mill, Memphis, Tenn.

TROMBONIST — JUST CLOSED JIMMY CAR- rigan due restyling band. Formerly Tal Henry, Ace Brigade. Complete satisfaction guaranteed. Large or small combination. Using facilities Billboard. Contact friends. Wire **AL PLOCK**, Cannelton, Ind.

TROMBONIST—WELL EXPERIENCED WITH 3, 4 and 5 Brass. At present playing first with full trombone section (3). Well experienced on second horn team excellently. Co, C range. Desire change. Must give full notice. If interested write full particulars to **BOX C-584**, care Billboard, Cincinnati, O.

TRUMPET MAN—DOUBLING GUITAR AND Pianist—Arranger. Young. Will go anywhere. Easy to get along with. **SOL SINGER**, 1244 South Avers Ave., Chicago, Ill. jy16

TRUMPET AT LIBERTY—LEGITIMATE. GOOD reader and tone. **AL LOSH**, General Delivery, Indianapolis, Ind.

TRUMPET—READ, FAKE, EXPERIENCE. BILL ROBINSON, Granda Theater, care Revue Magnificent, Bluefield, W. Va.

VIOLIN PLAYER — DOUBLES DRUM AND Saxophone. **JESCHKE**, 130 W. 104th St., New York. jy23

ALTO OR TENOR SAX — DOUBLING CLARINET. Good tone, phrasing and reading. Young and reliable. Ready to go any place immediately. Write **BOX 321**, Billboard, Chicago.

BASS WOL—Age 25. Have 30 swing arrange- ments. Only reliable and swing bands answer this. Panics lay off. **SAM ROWE**, 409 E. Wood, Paris, Ill. Phone 918-X. jy16

CORNE—Good tone, read and take-off. Do vocals and arranging. Young, reliable and sober. Go anywhere. Leave immediately. Write **BOX 320**, Billboard, Chicago.

DRUMMER—Age 27, experienced, union. Cut floor and stage shows. Consider small combo or anything anywhere. Join on wire. **DICK DIXON**, 316 E. Magnolia, Knoxville, Tenn.

DRUMMER—Twenty, union. Nice outfit, includ- ing Vibraphones. College graduate. Good rhythm. Ability, character and references. Five years' experience. **DRUMMER**, Box C-583, Billboard, Cincinnati, O.

DRUMMER—Well experienced in concert, circus, vaudeville, carnival. Fast pedal. Read bells at sight. **FRANK VALELY**, 940 Lakeside Pl., Chicago, Ill.

GUITARIST—Modern style. Read, fake, take-off. Doubling Violin, String Bass, Sing baritone in trio. Union. Experienced in large, small bands. Young, single, sober. Prefer location. Have tux. No corny outfits. **CHARLES HANSEN**, 732 Iglehart Ave., St. Paul, Minn.

SOMETHING NEW—Chuck Johnson, Dancer and His One-Man Band, featuring playing piano with feet while dancing on piano keys; playing sax, clarinet, piano, drums at one time. Also hot trumpet and wash-board numbers. Young, appearance, salary. Now with orchestra. Experience minstrel, club and vaude. Dawson, N. D.

SWING GUITARIST — With plenty of lift, also take-off. Cut anything. Have \$400 guitar. Young, union. Send ticket. **FREDDIE STIVERS**, 858 W. Sawyer, Decatur, Ill. jy16

TENOR SAX AND CLARINET—Good tone, phrase and read. Modern go. Young, reliable and experienced. Go anywhere immediately. Write **BOX 322**, Billboard, Chicago.

TENOR SAX — DOUBLING CLARINET AND ALTO. Good ride, tone and read. Transpose at sight. Desire change from present location. Young, single and reliable. Consider all, but prefer location. **BOX 323**, Billboard, Chicago.

TENOR SAX AND CLARINET — Read, transpose, take-off on both horns, arrange. Young, experienced, reliable, union, all other essentials. Consider anything that pays off. Unforeseen mishap prompts this ad. Write **BOX C-578**, Billboard, Cincinnati.

TRUMPET, TENOR SAX, PIANO—Three brothers. Sight read and take-off. Latest style. State pay. Join immediately. Write or wire. **CHARLEY CAPANZARO**, Hotel Melrose, Melrose, Minn. jy16

TRUMPET—Read, take-off. All types experience. Age 22. Would like summer spot. Consider room, board part payment. **B. Z. MITCHELL**, care Billboard, Chicago, Ill.

AT LIBERTY PARKS AND FAIRS

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write, wire. **JOHNSON BALLOON CO.**, Clayton, N. J. au20

BALLOON ASCENSIONS— Parachute Jumping. Modern equipment for fairs, parks, celebrations any place, any time. Always reliable. **CLAUDE L. SHAFER**, 4704 W. Washington St., Indianapolis, Ind. jy23

BALLOONISTS AND AIR- plane parachute jumpers. Coast-to-Coast service. Cash bond if desired. Established 1903. **THOMPSON BROS. BALLOON & PARACHUTE CO.**, Aurora, Ill. jy16

BALLOONIST — PROF. **CHAS. SWARTZ**. Committees write, wire. Address Humboldt, Tenn. jy30

TUMBLING AT WOODS— Bozo, Raggedy Ann, Falling House. **Billboard**, Cincinnati, O. jy30

AERIAL ACT FOR ALL OUTDOOR EVENTS— High Swaying Pole and Trapeze. Appearance guaranteed. **BOX C-464**, care Billboard, Cincinnati, O. au27

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. **ETHEL PRITCHETT**, Spring Lake, Mich. jy23

BALLOON ASCENSIONS WITH PARACHUTE Drops furnished for all occasions. **HENDERSON BALLOON CO.**, Haskins, O. (formerly of Toledo). au6

CARMENE'S CIRCUS REVUE — FOUR COM- plete and distinct Free Attractions. Price and literature on request. Address **BOX 21**, Williamston, Mich. jy30

FOUR HIGH CLASS ACTS — 'WORLD'S BEST' Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. **BINK'S CIRCUS ATTRACTIONS**, Route 1, Cudahy, Wis. jy30

OKLAHOMA BLACKIE IN PERSON—THREE separate acts. Five 12-Year-Old Razorback Hogs, seven Samoyede Dogs, Whip Cracking and Sharp Shooting. Flashy wardrobe. Satisfaction guaranteed. For price and literature wire or write **OKLAHOMA BLACKIE**, care of The Billboard, Cincinnati, O. jy16

SI, FANNY AND TRICK MULE EBNER—AVAIL- able for parks, fairs, night clubs, theaters. **SI OTIS**, Billboard, Cincinnati. jy30

AT LIBERTY—Four separate Acts. Wire Walker, Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. **CHESTER HUBER**, Wabasha, Minn. jy23

AT LIBERTY—Free Act for fairs, homecomings, parks and celebrations. Henderson's Family Show of Dogs, Monkeys and Pony, featuring "Teddy" the 30-ft. high diving dog. Also five-piece brass band. **HENDERSON FAMILY**, New Paris, O. jy23

BALLOON ASCENSION—Death-Defying Parachute Leaps. Prices reasonable. Modern equipment. **BALDRIDGE BALLOON CO.**, 1414 Lynch, Flint, Mich. jy23

CHAS. AUGUSTUS — High-Class Trapeze Artist. Committees wanting a real feature Novelty Act as a free attraction for your celebration and other outdoor events, get in touch with me. My act can be erected on your platform and featured. I have complete and flashy apparatus and do a real act. Literature and price on request. Address **CHAS. AUGUSTUS**, care Dreier Drug Co., 602 Calhoun St., Fort Wayne, Ind.

CHARLES LA CROIX—Original, Outstanding Novel- ety Trapeze Act. A high-class Platform Free Attraction. Available for Street Fairs, Celebrations, Fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Platform required. Act priced reasonable. **CHARLES LA CROIX**, 1304 S. Anthony Blvd., Fort Wayne, Ind. Read the following—Cambridge Springs, Pa., July 5, 1938. To whom it may concern: Mr. Charles La Croix worked for us during our 4th of July celebration this year. He played to a large audience and was well received. His act was clean and high class. All business transactions with Mr. La Croix were satisfactory. Signed: C. H. Murray, Chairman.

CLOWN MOTORCYCLE COP—Juggling, Wire, Comedy Horse Act for pulling contests, etc. General clowning. Aerial grandstand ballyhoo. Clown dog. 4-H lecture. **ART ATTILA**, Billboard, Chicago.

FAIRS AND OUTDOOR Celebrations—Quartette, String music and sing. Platform or grand stand, and for dances. Write **WEBER'S TROUPE**, Broadway and Chestnut, St. Louis, Mo. jy16

HIGH SWAYING POLE and Highest Aerial Con- tortion Act, with original contortion thrilling features. Two different acts. **BOX C-530**, Billboard, Cincinnati, O. jy23

LLOYD SHELTON'S Sensational Hell Driving Exhibition—8 attendance drawing thrillers, feature act for Midwest fairs. Reliable, reasonable. Guaranteed rollovers. **56 ARTHUR AVE.**, S. E., Minneapolis, Minn. jy16

SENSATIONAL HIGH FIRE DIVE—Has some open time. Address **CAPT. EARL McDONALD**, care The Billboard, Cincinnati, O. jy23

SENSATIONAL REVUES—Eight to Sixteen Girls in line and specialties, platform, aerial acts, bands. For fairs, conventions, etc. Appearance guaranteed. **ROY DOWER**, 1545 Broadway, New York City. au6

SUM SUM—The Hollywood Clown, puts real life into any program. Two separate acts. Also, the Smallest Performing Dogs. In a carnival of fun for youngsters from six to sixty. Write for details. **Billboard Office**, Chicago.

THE LERCHES—Lady and Gent. Comedy Table Act; also Aerial Act. 1801 W. Main St., Belleville, Ill. jy23

THE SMILEYS — Lady and Gentleman. Two separate and distinct acts. Act 1: Comedy, Acrobatic Knockabout. Act 2: High Table Rock and Fall. Also clown grandstand and announced. Wardrobe and props the best. Care **Billboard**, Chicago, Ill.

THREE ACTS—Tight Wire, Slack Wire and Roll- ing Globe. All acts first-class every way. Write for prices and literature. **RALPH AND SYLVIA CHRISTY**, Keokuk, Ia. au6

TWO ACTS — Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. **BOX C-465**, care Billboard, Cincinnati, O. au27

AT LIBERTY PIANO PLAYERS

EXPERIENCED PIANIST — READ, FAKE, ETC. Reliable, sober, all essentials. **BOX C-505**, Billboard, Cincinnati, O.

CAPABLE PIANIST—DEPENDABLE, RELIABLE. Prefer reliable tent show. **TOMMY BURNS**, Harlan, Ky. jy23

PIANIST — AMERICAN, SINGLE, UNION. Hotel, club or resort only. Plenty of experience. **O. L. Z.**, 1417 Iowa St., Burlington, Ia.

PIANIST—YOUNG, RELIABLE, PERSONABLE. Experienced all lines. Union. Details. **FLOYD ZARN**, Pipestone, Minn. jy23

PIANIST — EXPERIENCE, ABILITY, ALL ES- sentials, modern chorus. Young, appearance, union, sober and dependable. Write or wire **REG. COPENHAVER**, Utahville, Pa.

MODERN STYLE—Plenty rhythm, Young, union, experienced, dependable. Join immediately. **PIANO MAN**, 212 Finley Ave., Montgomery, Ala.

PIANIST—Experienced, cut shows, jam, read, ar- range. Age 23, sober, reliable, union. Just finished three months at South Bend Country Club, La Salle, Ill. State full particulars. **CLARK WINTERS**, Lacon, Ill. jy23

PIANIST—Twenty-three. College graduate. Plenty rhythm. Modern take-off. Experienced. Arrange. Union. Go anywhere. Leave immediately if job warrants. **BOX 323**, Billboard, Chicago.

PIANIST—Up-to-date take-off, excellent reader. 29, union. All dance band experience, rhythm. Can fill job or no notice. Go anywhere. **H. ROYAL**, General Delivery, Minneapolis, Minn.

AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY — OLD-TIME BLACKFACE CO- median. Up in all med acts and bits. Do singles, change for two weeks. Play Guitar, Harmonica and Saw. **TOM YANCEY**, 535 S. Jefferson St., Du Quoin, Ill. jy16

AT LIBERTY—Harry and Eva La Reane. A-1 Team for Med. Vaudeville or Picture Show Specialties for nine nights. Some dancing; up in acts and bits. Can put them on. Toby or blackface comedy. Man doubles trumpet and lady doubles piano when necessary. Have car and living trailer. Salary your limit. Write all details in first letter, don't wire. Allow time for mail to be forwarded. Address **P. O. BOX 175**, Grand Saline, Tex.

PASADENA FIREMEN'S

(Continued from page 48)

and made a survey of autos parked on July 4, said there were 16,660 cars, representing 46 States. Indoor Sports, an organization of all ages of those physically unfit and shut-ins, many of them from circus and stage, were honored guests. Mr. and Mrs. J. Ed Brown are honorary members of this organization.

Circus program included Ray Beckett Trio, traps; Bruce and Jones, double traps; Laretta Troupe, high traps; Dunkle Troupe, rings; Cal Owens, single traps; Schaller and Virginia, hand balancers; La Tell and Le Claire, ground acrobats; Bento Rio Trio, acrobats; Five San Diegoans, novel acrobats; gold act, Fulton and Wells, J. Gregory and the Hilea-Hover Trio, posing and posturing; Mack and Germaine, Angelus Duo and McFarland Duo, trampoline; the Colleghans, high bars; Rancho Cortez 12 Arabian Stallions, Liberty horse act, performed by John Smith; Marlon Daley and Ruth Bellew, menage riders; Winston's Seals, performed by Captain Winston; Zoo Park Elephants, presented by Jo Metcalfe and Anna Veldt; Winston's Seals, presented by Leslie Borinstein; Skippy, movie chimpanzee, presented by N. Chiles; Dan, Ray and Don, acrobats; Bell Troupe; Amerita Angelus Trio and Collegians, acrobats; Collegians, leaps over elephants and horses; Herbert Bigger, table balance; Benito and Ray, comedy acrobats; Lamberts, high bars; Excellos, balancing; Gourlett, bicyclist; Correons, Danton and Parks and Skatology Duo, skating number; Pauline, giant swing on bar up 60 feet; two flying acts, Pauline Boretta Four and Dankel

Trio; Cal Owens, upside-down ceiling walk.

Pyro display was largest, said Manager Holmes, that they have ever presented, there being 47 numbers. While it was said the show cost considerably more than in past years, a handsome profit will be shown.

SHORTS

(Continued from page 48) was off due to bad weather, power line trouble and non-spenders. There were contests among visiting firemen and cash prizes were awarded. Event was advertised by posters and newspapers.

MILLTOWN (Wis.) Commercial Club will sponsor a three-day midsummer carnival to include concessions and dances.

FALL JAMBOREE, Poultry Show and Four-County Fair, sponsored by *The Chelsea* (Okla.) Reporter, will have free acts and contests.

FOURTH consecutive Fourth of July Celebration, sponsored by business men and American Legion, on Adrian (Mich.) Fair grounds had largest attendance in history of the event. United Hooking Association, thru Henry H. Luaders, manager, furnished eight vaude acts. There were night fireworks.

SHOWS, rides, free acts and conces- sions will be featured at annual two-day Mineral City (O.) Home-Coming and Street Fair. Maurice Zimmer is chairman and the American Legion and Boy Scouts are arranging program.

ANNUAL Quaker City (O.) Home-Com- ing will feature J. R. Edwards' rides. Shows have been contracted, and free acts will be furnished by C. A. Klein Attractions.

J. R. EDWARDS Attractions will be on the midway of Wood County Tomato Show, Bowling Green, O., and there will be free acts and concessions. **O. M. Gallier** is chairman.

Profit for Fair Association

FARMER CITY, Ill., July 9.—With ideal weather the celebration on July 3 and 4 was considered a great success. Miller Bros. and Cliff Gatewood Rodeo had capacity attendances at four performances. John Francis brought in the Greater Exposition Shows and did good business. Monday afternoon and night the midway was jammed, with more than 8,000 enjoying rides and other attractions. Mike Samsone, Champaign, Ill., had the ex on grand stand and did a big job on pop corn, peanuts and juice. Otis Hunt, Paris, Ill., had a grab stand. Celebration was sponsored by Farmer City Fair Association, which netted several hundred dollars. Committee was A. E. Lowman, chairman; E. W. Gilbert, advertising; E. C. Murphey, concessions; E. S. Wightman, entertainment and Wayne Fuller, police. Fireworks were in charge of W. L. Weedman.

Legion Show Draws 73,000

LOS ANGELES, July 9.—American Le- gion Post's annual circus and pyrotechnics in Memorial Coliseum on night of July 4 drew 73,000, according to the committee. Circus was presented by Jo Bren, of Fanchon & Marco, and Freddie Miller was ringmaster. Sally Rard was introduced prior to the program, which included Babe Thomassen and Albert Powell, aerialists; Two Macks, revolving ladders; Healy and Mack, dare-deviltry; clown numbers; Louis Roth and group of Bengal tigers; Babe Thomasser, high traps; Evers and Dolores, tight wire; Barbos, horizontal bars; Excellis, high perch; Bynk, bucking mule; Mike, high school mule; Charlie, the horse; Barcelonaans; Vic and Lamar Keene, acrobatics; Baretis, equilibrists; Frank Whitbeck's Elephants, presented by George Emerson, with Sally, Liberty elephant, featured; Four Jays, flying act; Victor McLaglen's Motorcycle Corps. Pyro display closed the show.

San Diego Police Sponsor

SAN DIEGO, Calif., July 9.—On the program of the recent Police Circus in Municipal Stadium here were Bert Nelson, lions and tigers; Laura Ellen North and horse, Gypsy; Rivas Brothers, comedy acrobats; Helen Thurston, aerialist; Pina Troupe, acrobats and Risley workers; Irene McAfee's Dogs; Sisto; Virginia Barnes' Dogs; Charles Sodderberg, high dive; Bimbo, clown, and the Faraynes, tumblers. Fireworks were also on the program.

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CAMERA CRAZE UPS TAKE

Banner Holiday For Concessioners

NEW YORK, July 9.—With the weather man co-operating 100 per cent, concessioners here enjoyed the best holiday week-end in years. Thruout Saturday, Sunday and Monday capacity crowds thronged the midways at Coney Island, the Rockaways, Palisades, Playland and other famous parks, as well as popular mountain and lake resorts.

Concessioners pointed out that it was high time they had a red one since the weather breaks have been decidedly against them earlier this season. Some actually found their salvation in the throngs that jammed the spots over the week-end holiday.

The Eastern seaboard, however, was not the only spot blessed with good weather, for the sun shone equally hot on the pleasure-seeking crowds at Cincinnati's famed Coney Island, Chicago's Riverview and other inland spots.

For many of the picnickers it was the first visit to the spots for the year since cool and rainy weather kept them away previously. As a result the mobs were in a spending mood and the concessioners are reported to have made up enough of the lost ground experienced early in the season to see the golden clouds of a successful year ahead, provided, of course, the weather man keeps up his good work.

DEALS

A Column for OPERATORS & DISTRIBUTORS OF SALES-BOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Did you ever work a store deal like the 99-cent plan? If you did when this type of deal was going strong you know what a big money maker that was. If you did not you missed up on a proposition that was really good. However, whether you ever worked a coupon deal or not, there is a new variation of deal being introduced locally which warrants some investigation. It is called Travelstamps and looks like another gold mine for operators.

John Public today is travel conscious to the nth degree and a plan to make that much-desired trip accessible to everyone should pay handsome dividends. That is the basic idea behind Travelstamps. D. George Dumaresq, president of Travelstamps, Inc., says that Travelstamps now make it possible for everyone to take vacations, to go places, to see things—without cost. "These stamps," explains Dumaresq, "are issued in denominations of one-tenth mile up, in a great variety of colors with beautiful reproductions of famed travel spots. Besides creating a desire for their collection as an entertaining and educational pastime, they offer the same travel opportunities to rich and poor alike. For every dollar that an individual would ordinarily spend on food, clothing or other everyday necessities he receives one mile of free travel by simply making his purchases at a neighborhood store offering free Travelstamps."

At the rate of one mile for every dollar spent, a housewife who spends \$5 a week in a Travelstamp store will have accumulated 260 miles of free travel in one year and more in proportion to her purchases. This seems like a splendid

Nationwide Picture Craze Boosts Demand for Cameras of All Types

Advent of low-priced snapshot boxes, candid and movie cameras enable concessioners, bingo ops and salesboard men to profit from new pix-snapping craze

NEW YORK, July 9.—It wasn't very long ago when the candid-camera craze was in its infancy that several merchandising experts forecast an early death of the fad. They cited the miniature golf craze, the yo-yo epidemic and others as proof that the American public was susceptible to something new and novel like snapping candid pictures or making their own movies, but, like a child with a new toy, they soon would tire of the sport. With the sale of cameras this year topping even the heights of last, these same experts are scratching their heads in wonderment. Some of these men are now inclined to believe that the candid camera and the informal pictures it takes have become a definite part of American life and are here to stay.

Of course the roles played by *Life*, *Look*, *Pic* and the other picture magazines in making us all picture conscious cannot be overestimated. Side by side with them has been the heavy advertising that the film companies have been staging to promote the fun of picture making. Nationwide snapshot contests offering thousands of dollars in prizes have also contributed to the increased demand.

The increase in popularity of the camera during the past year is seen as a direct result of many firms marketing candid to sell at remarkably low prices. In the early days of the fad boxes and movie cameras were selling at too high prices for Mr. Average Man to afford them. With such firms as Excel Projector Corp., General Movie-matic Co. and Irwin Corp. marketing 8-mm. and 16-mm. movie machines and projectors in the low-price field more home movies are being taken every day. In the same way the low-priced Candex camera, of Silver Mfg. Co., and other models by Univex Corp., J. Mallory and others have made it possible for everyone to be a candid snap shooter.

Prize Markets Profitable

Manufacturers and distributors of the low-priced picture machines are reported to be finding the salesboard, bingo and concession markets unusually profitable. Sales in these fields are not governed by John Q. Public's having the money to buy. They are the result of his

inducement to keep her coming back. "In fact," says Dumaresq, "she will probably concentrate all her purchases at the stores where she can get Travelstamps and influence her friends to do likewise. No merchant is getting 100 per cent of the possible trade in his community and Travelstamps will create a word-of-mouth publicity for Travelstamp stores which, once started, will continually bring in new business."

"When the collector desires to exchange her collection of Travelstamps for railroad, bus, steamship or airplane transportation she adds up the total mileage of her collection," says Dumaresq. "Multiplying that total by 2 cents gives her the amount in money that can be applied in full or part payment on any trip, by any line she selects. Advantage can be taken of reduced or excursion rates, which result in more miles than actual mileage totals. The housewife then presents her Travelstamps to the nearest authorized redemption travel bureau in the neighborhood or mails or brings them to us, and the ticket will be given or mailed to her. If gasoline is desired, she can specify." (See DEALS on page 66)

simply wanting to possess a camera. Many over-the-counter sales aren't made solely because the prospective buyer has an antiquated box camera in the attic somewhere that he still regards as good enough to take the pictures he wants.

This is not true in the prize field. Many who would never think of buying a camera will eagerly snatch at the opportunity to win one. That's why concessioners, bingo ops and salesboard fans report that movie machines, candid and snapboxes are proving mighty popular this season.

Concessioners and Bingo Ops

With practically every one of the 250 or more carnivals on the road this year featuring bingo or corn game layouts as well as concessions where cameras are being used as prizes, coupled with a good percentage of the 700 parks where picture machines are also featured as awards, firms supplying this market report biz is exceedingly good. Some predict that with the fair season just ahead the demand will jump still more when the estimated 60,000,000 Americans who attend the 2,000 State, district and county fairs start clicking thru the turnstiles.

Besides the outdoor world many of the bingo spots are continuing their games thruout the summer. In the Greater New York area alone there are an estimated 1,000 merchandise games operating full blast, all of which report cameras to be a popular prize.

Salesboard Ops

The salesboard ops too have been capitalizing on the picture craze. Some of the men have been clicking merrily with deals featuring a candid camera along with a half-dozen rolls of film, a photo album and a negative catalog. Others have been pushing movie-camera deals. Some of the men have augmented their profits by handling a line of films. This additional source of income works out best where they have placed cameras using one particular type of film as in the case of movie machines. Usually the op makes a deal with the camera manufacturer, who usually makes the film too, to handle both the camera as well as the film. Then he follows up all the workers who are placing the deals as well as the winners of each card or board. Once the op has established himself as the source of supply for films with these people, he can sit back and watch the orders roll in. It is reported to be one of the most lucrative repeat sales angles ever developed in the salesboard field.

All in all, it looks like cameras are the hit play getter of the year for all members of the prize fraternity. Undoubtedly a good many of the men who wind up the season with a big stack of the folding money will owe it all to their foresight in cashing in on the pix-snapping craze.

BINGO BUSINESS

By JOHN CARY

THE CHATEAU, Milwaukee night club, introduced bingo last month and did quite well with it. Most interesting part of the set-up was that the night club ran the party for the Ambulance Fund of the Peter Wallis Post, 288, American Legion, Cedarburg, North Milwaukee. Ten per cent of the proceeds of the club was given to the really worth-while charity sponsored by the organization.

WHICH LEADS TO THE FACT that the best way for any commercial enterprise to run a successful bingo is to donate a fair portion of the profits to a charity sponsored by a reliable group. For one thing, the organization can do more toward boosting the ticket sales than all the promotion in the world. The game is much more apt to run smoothly from every angle if a well-known and locally recognized group is behind it. And even the most narrow-minded of publicity seeking politicians have more sense than to try to knock down a game when the proceeds are going toward an honest - to - goodness charity.

ONE BINGO OPERATOR who insists that business is fine is George Green, of Morristown, N. J. Green and his son are running a number of games for churches and organizations and report that practically all of them are well attended by Jersey bingo fans whose enthusiasm for the game seems to grow week by week.

THE ELKS OF MARION, Ill., recently ran a bingo, featuring a free lunch to all players. Idea went over big with the women fans particularly. The luncheon stunt gives the game a homey touch.

RUMOR HAS IT that New York will license bingo in the fall. It will be a fine thing. It will serve first to bring much-needed revenue to the city and, secondly, will keep out undesirable elements. (See BINGO BUSINESS on page 66)

Atlantic Premium Show Dates Set

NEW YORK, July 9.—Fourth annual Atlantic Coast Premium Exposition will be held at the Hotel Astor from September 12 to 16, inclusive. This announcement by A. B. Coffman, exposition manager, followed close on the heels of many reports as to the success and importance of the National Premium Exposition recently held in Chicago.

Space reservations are already coming in and it is expected that all available display area will be gone long before the expo gets under way. Indications are that many manufacturers are planning to introduce new and hot merchandise numbers for the first time at the show for the benefit of prize and premium users thruout the country. Plans are under way to handle a record number of buyers at the affair. Altho the complete exposition program has not yet been arranged, the program board is planning a schedule that will be of brass-tacks value to both exhibitors and visiting buyers alike, it is reported.

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.

Round-the-Neck Mike

The new Sunco "Round-the-Neck" microphone is reported to be the answer to the demand by many talkers and concessioners for a microphone that will enable them to walk around and have the use of hands and arms. In the mike a microphone crystal is housed directly beneath a speaking horn similar to that used in telephone work. A breastplate and neckband hold the horn within a couple of inches of the speaker's mouth. This results in the microphone always being in the best

position, with the sound concentrated on the active part of the crystal. Firm maintains output is five to six times that of a lapel microphone and two to three times that of the hand type. Feedback is practically eliminated because of the directiveness of the horn, according to reports. Unit is said to be light in weight and comes complete with 25 feet of shielded cable.



Balloons

Manipulated by the long rubber thread fastened to the head, this balloon is a lively and entertaining toy. It is one of the latest novelties offered by the Oak Rubber Co. It is also available with Walt Disney's Snow White printed upon the balloon. The balloons are called the Jumping Dummy and Bouncing Snow White.

Clemaco Tire Booster

Cleveland Machine Co. maintains that its Clemaco tire booster is the answer to a maiden's prayer for a device that will enable one to get to the nearest service station when a tire suddenly develops a slow leak or goes flat. The device consists of a hose with a cap on (See POPULAR ITEMS on page 66)

Combination Glass Cutter Knife

2 Blades, Glass Cutter and Corkscrew, Nickel finish, metal handle, center has colored celluloid inlay. Shackle for chain. Size closed, 3 1/2 in. 1 dozen in package. B100 178

Per Gross \$12.00 | Per Dozen \$1.05

Get Going with this Hot Number!

Good Luck Key Chain
Cast Metal Horse Shoe with Nickel Finish Flexible Key-chain. Each carded, in cellophane envelope.

B26 C22

Per Gross \$4.20



TRIXO Hand Monkey

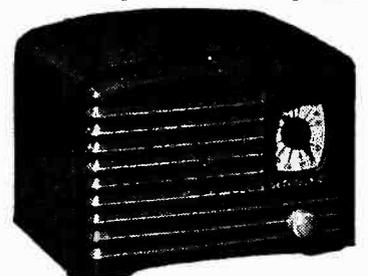
Composition head shaped exactly like a monkey's. Cloth body. Each in lithographed display box.

B 38N11

Per Gross \$16.50
Per Dozen \$1.50

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CHICAGO

This Year's Greatest Radio Value
DETROLA "Pee-Wee" Jr.
IN A BAKELITE CASE



ONLY \$6⁹⁵ ea.
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Single Samples, Only \$7.45 Each. In a beautiful Walnut Bakelite Cabinet. Nationally Advertised! Easy to Sell! Incorporates all the amazing features that made the original "Pee-Wee" such a tremendous success. Wire or write for complete details.

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MID-YEAR INVENTORY SALE!

- SUPER SPECIAL VALUES**
- DOUBLE EDGE BLUE STEEL BLADES, 5's, Cello, 1000..... \$2.40
 - HOBBY SINGLE EDGE BLADES, 5's, Cello, 1000..... 4.50
 - SOLITE HAIR THIN WHITE STEEL BLADES, Double Edge, 5's, Cello, 1000..... 6.50
 - BIG BEN — DOUBLE EDGE BLADES, 5's, Cello, 1000..... 3.00
 - UNITED DOUBLE EDGE BLADES, 1000..... 3.40
 - SUNEX SUN SHIELD, 12 to Display Card. Dozen..... \$1.75
 - SUMMER TIES—Washable, Large Variety of Patterns and Colors. Gross, \$5.50; Doz..... .50
 - STYPTIC PENCILS—Large Size. Gr... 48c
 - FACE POWDER—Large Size Box. 40c Value. Gross..... 2.50
 - ASPIRIN TABLETS—Certified, 12 to lithographed tin. Gross..... 1.49
 - SAFETY PINS—U.S.A. Make. 12 to card. Asst. Sizes. Gross..... 1.40
 - MINIATURE CHARMS — 600 Asst. Kinds. Gross..... .60
 - SKY ROCKET KNOBBY BALLONS—Giant Size. Gross..... 2.75
 - DEMONSTRATORS FOR ABOVE, ALKALINE TABLETS — 30 to Display Card. Each Card..... .17
 - MEN'S HANKERCHIEFS—Each in Env. 12 to Display Card. Ea. Card..... .23
 - PALM & OLIVE OIL SHAVING CREAM—35c Tube lather. Doz..... .45
 - BOBBY PINS—U.S.A. Make. 12 on Card. Black or Brown. Gr.... 1.25
 - BOBBY PINS—U.S.A. Make. 25 on Card. Black or Brown. Gr.... 2.50
 - BOBBY PINS—U.S.A. Make. 36 on Card. Black or Brown. Gr.... 2.90
- 25% Deposit, Balance C. O. D.
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Get 'Em Now for Big Profits. The largest, bushiest genuine Fur Fox Tails on the market, with two strong cords for tying to radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamer. Cash in on the big craze now! Rush your order today for same day shipment.
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White, brown or gray fur shades. Big flash. Hot \$5 seller in all dept. stores. Measures 2x3 ft. Sure-fire money maker at this close-out price. Order today!
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HAMILTON ELECTRIC DRY SHAVER

The very latest in electric dry shavers. Hamilton! It incorporates every one of the very latest improvements, is self-starting, self-sharpening, and we think it's better than the best! Has precision motor, streamlined case, self-sharpening cutter, double action cutting head, and is guaranteed for one year! A. C. or D. C. current. Nationally Advertised, \$15.00.

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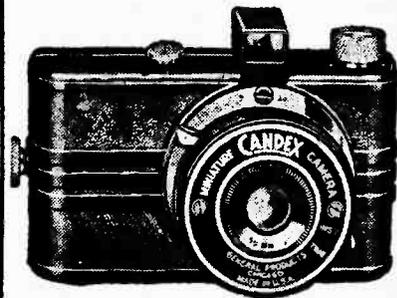
PLAYLAND SUPPLY CO., 14 W. 17th St., NEW YORK

NOTES from SUPPLY HOUSES

Howard J. Alexander, of the Amco Emblem Co., announces that his firm has received a license to manufacture World's Fair pennants. They have already received enough advance orders to indicate they will do a large volume business on the pennants thruout the country, Alexander says. Amco also carries a complete line of pennants for colleges and semi-pro teams, and has a staff of five artists to turn out special orders for resorts and festivals. Alexander is looking forward to a big season, he reports.

Philip Florin, leather goods manufacturer, has received a license to use the World's Fair emblems, and states that in the fall he will have ready a line of billfolds, key cases and traveling sets. The Philip Florin concern has long been identified with the premium division of the concession trade.

STORES, AGENTS, WAGON MEN, SALESBOARD OPERATORS, SALES PROMOTION AND PREMIUM MEN
CASH IN ON CANDID CAMERA CRAZE



HAS GENUINE GRAF LENS
 The Candid Camera craze is sweeping the country. Rush your order for these outstanding, superior Candid Type Cameras and start making profits at once. High grade Graf Lens. Use Eastman 127 or Agfa A8 Film. Takes 16 pictures. Beautiful, unbreakable streamline case. Takes exceptionally clear, sharp pictures. Unequaled at this price.

DEALERS PRICE \$2.33
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SCOOP! MAKE \$25 TO \$100 A DAY!
Sensational Demonstration Plan!

AUBURN \$1.75
DeLuxe ELECTRIC SHAVERS
 In Quantities

The fastest money-making idea in a generation. Precision AC-DC Electric Shaver. Promote 2 to 4-hour demonstration sales in drug or department stores at \$2.99. Run two sales a day and sell 50 to 200 razors each sale. Rush \$2.10 for sample razor and sales plan. Inquiries without sample orders not solicited.

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TIE CLIP SETS \$3.50 GROSS
 ORDER No. B201.

No.	Item	Price
B202	As Above, Carded, Gross	1.95
B203	Tie Chain & Collar Holder Sets on card, Gross	4.00
B204	As Above, Boxed, Gross	6.00
B205	Color Bead Necklaces, Doz.	.75
B206	La Fitte 18" Pearl Necklaces, boxed, Doz.	.65
B207	Enamel Double Compacts, Doz.	2.25
B209	Ring and Pendant Set, Doz.	1.95
B2010	Rhinestone Brooches or Ear Drops, Doz.	.65
B2011	Jumbo Dip Pens, Gross	12.00
B2012	Imported Wind Lighters, Gr.	10.50
B2013	Assorted Charms, Gross	.65
B2014	Electric Shavers, Ea.	1.95
B251	Kwik Shave Electric Shaver, Ea.	2.50
B2015	Amer. Made Lipstick Lighters, Doz.	.79
B2016	Blades (5 in pkg.) Per 100	3.00
B2017	Filter Olgaret Holder, Doz.	1.25
B2018	Guar. Pocket Watches, Ea.	.64
B2019	Guar. Alarm Clocks, Ea.	.64
B2020	Electric Alarm Clocks, Ea.	.98
B2021	Amer. Made Wrist Watches, Ea.	1.48
B2022	Ladies' Jeweled Watches, Ea.	2.10
B2023	Sun Goggles (12 on card), Gr.	9.00
B2023	Opera Glasses, Doz.	1.75
B2023	Pigskin Billfolds, Doz.	.75
B2024	Jap Kimono, ast. colors, Doz.	5.95
B2025	China Head Cans, Gr.	8.95
B2026	Maple Cans (Amer.), Gr.	18.50
B2027	Asst. China Novelties, Gr.	7.20
B2028	Needle Books (25c), Gr.	1.25
B2028	Baseballs, Gr.	9.00
B2030	Blankets, Indian design, Ea.	1.25
B2031	Monks Glove Doll, Doz.	1.35
B252	Candid Type Cameras, Ea.	2.62

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 323, or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

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It's creating a sensation on one shot salesboards. Pedestal telescopes from 36 to 66 inches high. 4 blade steel propeller revolves 1600 R.P.M. Chromed from top to bottom. Write for circulars. Get on the mailing list of "THE HOUSE OF HITS."

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RINGS — 50c
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Complete Price List on Request. Deposit Required With Order.

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A \$5.00 GIFT FOR YOU
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GOGGLES—Carded and Boxed Special-Dozen 75c

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THE LATEST CREATIONS IN STUFFED TOYS
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 All styles, all types at lowest prices
 Write today for FREE price list and illustrated circular.

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Do not confuse this with inferior Shavers. We invite comparison with shavers selling at \$15.00 or more. AC-DC Self Sharpening, Non-Clogging, Fully Tested and Approved by UNDERWRITERS LABORATORIES — GUARANTEED FOR ONE YEAR. Packed in distinctive carton complete with leather pouch.

\$2.50 Each
 Sample, \$2.75 ea. Add 10c for postage.

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Extra Value! \$2.25 Each

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No. BB 9588—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

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 223 W. Madison St. Chicago

Hand-Polished on all sides, 14 Kt. Gold Finished acid-proofed chains. Cleverly designed with places for engraving. Send \$1 for sample line Crosses, Novelties and Engraving Items.

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SPECIAL—ELGIN & WALTHAM WRIST WATCHES—R. B. New Cases, made by Illinois Watch Case Co., with strap in box and \$3.25 price tag. Lots of 3, Each \$3.25. POKET WATCH: Small—7 J. Elgin, Illinois, Hampden. \$2.25 Each. MEN'S WRIST WATCH—10 1/2 L. 6 J. Lever Mvt., 10 K. RGP White Case, Ea. \$2.50. Special Prices for Quantity Users. 25% Deposit, Balance C. O. D. Sample 50c Extra. Send for Catalog.

N. SEIDMAN
 173 Canal Street, New York, N. Y.

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.

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

REMINGTON
THEY'RE NEW | **SPRING-O-MATIC.** | **THEY SELL**
NEW | **PLUNGER VAC.** | **INK GAUGE PENS.**
PENS • PENCILS • COMBOS
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PITCHMEN

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**
 (Cincinnati Office)

NEW! NEW!
GOOFY GOLF BALLS

WILL WOBBLE AND GO OFF CENTER. WILL SQUASH WHEN HIT. SELLING VERY FAST.

\$18.00 GROSS Sample Dozen \$1.60 (Postage Paid)

Send for List of Other New Hot Numbers.
Franco-American Nov. Co.
 1209 Broadway, New York City.

HARRY MAIERS . . . pencils from New York: "Am confined in the Morrisania Hospital here with a weak heart, high blood pressure and thyroid gland trouble. I would like to read letters from all my friends before the end. It looks as tho this will be "hello and good-by" to the following: W. P. Danker, Morris Kahntroff, Harold and Charollete Woods, Three-Finger Harris, Irving Green, Chappie the Jam Man, Arizona Bill, Clarence Jerand, Harry Newman, Bill Prentice, Abe Weismen, Leo Phautt and the rest of the boys."

Jimmy Wells: Kennery, Fruit Lax worker; Carl Holdoff; Al Rice and his bride from North Carolina, and Tommy Burns and his partner, Mack.

THE PITCHMAN who pleases where he goes can go where he pleases.

POP ADAMS . . . of juice extractor fame, is reported to be working St. Louis territory.

JOE HESS . . . is working pens on the main stem in Asbury Park, N. J., to a reported good business.

CAP (DOC) WILLIAMS . . . is working corn punk to good results in drug store windows in Asbury Park, N. J.

SOMETIMES a little knowledge is not only a dangerous but a fatal thing.

AL WEISMAN . . . is still telling it to the natives in Long Branch, N. J., and passing out peelers to an okeh business.

RAY COLBERT . . . working Frutina in Chicago, reports biz poor. "It's as easy to get money here as it is to take meat from a wildcat," pens Ray. "Other than Maxwell street on Sunday, Chicago's a swell place to starve to death, and as for shops, it's a sin to talk about the dead."

TEDDY TIDWELL . . . Mississippi sheetwriter, and his bride were recent visitors in Chicago.

MANY a good pitch has been missed because of that old, "Aw, wait a few minutes."

CROP CONDITIONS in the Dakotas and Minnesota are reported the best in 20 years, with sheet boys thick as flies in that section. Grand Forks (N. D.) State Fair was big, with Callahan, Ellis, Eckersen, Elijah and the Kofskuy boys taking it in sheaves. Barnesville, Minn., was a red one for "Swede" Johnson, Cramer, "Tex" Dabney, "Pop" Graham, Lampert, Moreland, Longstreet and the Powell boys, who got plenty of subs.

LET'S HAVE a pipe from Irving Goldstein, of one-man-band fame.

PHEW, BOY, it's plenty hot, but think about the many cold days coming and get busy.

DONALD E. CRABB . . . peeler worker, inks from Rochester, Minn., that conditions in the Twin Cities are bad for store workers, local merchants having sold everything from wax mice to herbs in the past 60 days. "Lots and doorways are open," says Don. "but good doorways are in use. Near-by towns are okeh if you work thru stores, as the Green River Law seems to prevail. Before entering Minnesota I worked Pittsburgh to poor results. Let's see pipes from George Hess Jr., Eddie Gillespie and Whitey MacCloughen."

"SHORTY" HILL . . . pencils from Butte, Mont., that there are plenty of boys working in that city. Seen recently were the Yeager brothers, Ellsworth, Herb and Eddie, sharpeners; "Dutch" Hendrickson and Gould, pens, and Gilbert, sparklers. "All are doing well," says "Shorty."

WAS IT A GLORIOUS FOURTH for you— from both a patriotic and business standpoint?

AL BURDICK . . . wigwags from Pocasset, Okla.: "Have been as far out as El Paso, Tex., and find biz tough, but prospects look good for the boys in West Texas this fall. Am working signs. Found Lamesa, Tex., Hollis, Anadarko and Mangum, Okla., good.

CHIEF TWOHOUSE . . . of the Lyons & Twohouse Vaudeville Show, comes thru with the following from Galesville, Wis.: "While in Minnesota we encountered a difficult situation. The powers that be charge a \$25

MEMORIES: Remember when Dr. Bart Bartone and his Ideal Comedy Co. were playing Ohio territory and the Doc sprang a nifty relative to making himself and employees popular in small towns? Upon the show's arrival in a certain city the local band leader approached Doc and inquired if he might use Doc's tent to hold band practice. The affable doc immediately gave permission with all courtesy. Almost the entire town turned out. And while the musicians were figuring on what to play next and their distribution of the music Bart pushed his short lectures and sales. Those were the good old days.

DR. F. L. MOREY . . . pipes from Kansas City, Mo., that he has been working at Missouri avenue and Walnut street to fair business. "It's a tough spot," says Morey, "but one where you can get a few dollars. You pay the cops on the beat, sometimes it's \$1 and sometimes \$2, but you must pay or you don't work. Saturday is the only day it's good. The rest of the week you get nothing. Since it's in the sun all day, spot henceforth will be good only from about 6 p.m. until dark. I had a pleasant surprise the other day. Dr. Wahl, whom I hadn't seen in four years, visited me here. Will work Kansas next. Would like to read pipes from Dollar Bill Goforth and Soapy Davis."

"HERE'S A SHORT . . . pipe to let the boys and girls know that we had a grand time in Yellowstone National Park fishing, etc." scribes Ruth (Sunshine) Rogers. "There seem to be numerous sightseers there. We plan to reopen our vaudeville show in September. They don't seem to have a stock law there, as the bears lie in the road just like cows do in Georgia."

SOON AGAIN the fair season! Are you prepared for it?

STANLEY NALDRETT . . . better known to some of the gang as Whitey Nelson, tells from Milwaukee: "After resting up in Chicago for the past two weeks I blew in here and sprang a juice-extractor layout in a store here and obtained my share of the long green. The boys working the State street chain stores in Chicago are finding it plenty tough. Come on, some of you Middle Western fair workers, pipe in."

COUNT HARRINGTON . . . who has been to the West Coast and back, pens from Fayetteville, N. C., that business on his tour was nothing to write home about. He adds that the Georgia tobacco markets will open in about a month.

NO PERSONAL MESSAGES: For the past several weeks the writer has been receiving a number of pipes that contain purely personal messages from the writers to friends. Of course, these pipes had to be rewritten before going into the column so as to be of interest to many readers instead of only one. Remember that the letter list is conducted for the purpose of making it easy to exchange personal letters. Oldtimers understand the difference, but sometimes newcomers become a little confused.

MEMBERS of the pitch fraternity recently seen by Ray Colbert and wife at King's Palace night club, Chicago, were Mary Ragan and Chet, who showed signs of having garnered folding money on the Coast;

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BALLOONS

Walt Disney's SNOW WHITE and the SEVEN DWARFS and MICKEY MOUSE
 The greatest sales appeal ever presented in toy balloons is offered by Oak's exclusive Walt Disney "prints" and novelties. They offer an unequalled opportunity to increase profits.
 Sold by Leading jobbers.

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RAVENNA, OHIO.

We are Wholesale Distributors of
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Balloons and Toys
 Write for Complete Catalog and Price List. Also new lower prices on Monkeys, Canes, Parasols, etc.
LARGE CATALOG NOW READY
 Advise Your Line When Requesting Copy.
LEVIN BROS., Terre Haute, Ind.

NEW CATALOG!!!
 Showing FAST-SELLING NEWEST ITEMS in WHITES-ONE and CAMEO RINGS, LOCKETS, CROSSES, SIGNET RINGS and COSTUME JEWELRY for ENGRAVERS. Send \$2.00 for Samples OLYMPIA NOVELTY CO., New York, N. Y.
 307 5th Avenue,

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 AS REGISTERED WITH U.S. GOVERNMENT
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 NAME
H. O. STRIKER
 (One-Half Actual Size.)
PRICES, DETROIT:
\$6.00 PER 100. **\$55.00** PER 1000. **\$4.00** PER 100. **\$5.25** COMPLETE.
 Beautiful — Attractive — 24-gauge Etched BRONZE SOCIAL SECURITY PLATE. Sells on sight, 25c to \$1.00.
H. O. STRIKER
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MEDICINE MEN
 A new, complete line (8 standard items) for Medicine Show Workers. Catchy name, flash cartons, labels meet all requirements of Federal and State laws, formulas by registered pharmacist—prized to meet all competition. Send today for full information. Sample line all eight items only \$1.00. Postpaid. This \$1.00 credited to your first order.
UNIVERSAL LABORATORIES, Dallas, Tex.

license for tags on trucks carrying show paraphernalia no matter where you play. One officer wanted us to pay a license for circus with which we were not associated. When we refused we were ordered out of the State. Money is scarce out this way, especially farther south and west. After visiting in the East for a few days we plan to hit the road for Iowa and points south. Business is only fair."

"DOC GREYFEATHER . . . opened his med show on April 18 with equipment spick and span and the best line-up of talent he has ever had," scribes

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, Bk-7, Chicago, Ill.

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PLUNGERS—Special \$18.00 PER GRO.
 PENS • PENCILS • COMBOS
GRODIN PEN CO., 398 Broadway, New York City.

ELGIN & WALTHAM
WRIST WATCHES \$3.95
 In New Cases,
 Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.
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We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.
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 Manufacturers Since 1913.
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 Send \$1.00 for Samples. Prompt Shipments.

CHEWING GUM 22¢ BOX
 RETAILS FOR \$1.00.
 Each box holds 20 Cellophaned 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor—get started! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS (write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.)

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 Write today for new catalogue of Tonics, Oil, Salve, Soap, Tablets, Herbs, etc. Low prices—rapid service.
GENERAL PRODUCTS LABORATORIES
 Manufacturing Pharmacist
 137 E. Spring St., Columbus, Ohio.

FULL LINE OF BANKER PENS NOW READY.
 Combination — Plungers — Vacuumacs — Desk Sets. Also a New Pitch Package. Get my New Price List.
JAS. KELLEY, The Fountain Pen King,
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FLASH!—20c—NOW!
SOCIAL SECURITY KEY TAG
 Your number, name, address stamped neatly. Very handy in case of loss or accident. Orders filled—mailed same day received. Coin or stamps.
JOS. F. STETKA
 512 Literary Rd., Cleveland, Ohio.

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FAST SELLING MECHANICAL TOYS
"All Guaranteed Quality"



- No. 2301—Original "O U Dog." Gross.....\$18.00
 - No. 2305—Mechanical Bull, Large Size. Gross.....\$15.00
 - No. 2307—Large Mechanical Tumbling Clown. Gross.. 15.00
 - No. 2311—New Mechanical Plush Monkey with Comb and Mirror in Hand. Gross..... 21.00
 - No. 21—Heavy Bamboo Canes. Gross.....6.75
 - No. 710—Genuine Sun-Ex Glasses (1 doz. to display card), Doz. \$1.70; Gross...\$19.50
 - No. 711—Shell Rim Sun Glasses (Made in U.S.A.), Assorted Frames. Gross..... \$8.50
- 25% Deposit With Order — Balance O. O. D. Send for Special Bulletin containing timely and fast sellers for Circus, Fair, Carnival and Summer Resort Workers. Special illustrated price list of Shell Lamps. Our own exclusive line.

OH-U-DOG

GOLDFARB NOVELTY CO., 20 West 23rd St., NEW YORK CITY.

ELECTRIC RAZOR Promotions Are Big!

A real money maker. Retail \$2.99. Even bigger than crosses. Get started at once. Write for details today.

ENGRAVERS ATTENTION!

A brand new exclusive line of engraving pins—new patterns—highly polished finish—mounted on tissue cards and collated. 18 samples for \$2.00. Order samples today.



JEWELRY SALES

We have the newest and best selling styles in Whitestons Rings, Cameo Rings, Photo Jewelry, Lockets, Crosses, etc. Order samples today.

HARRY PAKULA & CO.
5 No. Wabash Ave. Chicago, Ill.

LIMITED LOT... ACT QUICKLY SALESMEN

Tremendous Profits on a Tremendous Bargain. **WONDERFUL SUMMER BEVERAGE.** A National Carbonated Drink that FIZZES. 8 Different Concentrated and Delicious TRUE-FRUIT Flavors. Packed in very attractive four-color envelopes. Each envelope makes 8 Bottles of Carbonated Soda. Carton of 48 envelopes in a beautiful six-color Counter Display Carton, made especially for Eye-Appeal. Retail Price 5c prominently displayed.

YOUR COST GROSS \$1.08 ENVELOPES

Figures 1/4 an envelope, or for 1/4 you make 8 Bottles of Genuine Soda Pop. **SPECIAL REMAINING STOCK—400 Gross Envelopes in 10 Gross Lots, until sold First Come... First Served.**

GROSS ENVELOPES 90c

Full payment on all orders below \$5.00. On larger orders 50% deposit.

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901 BROADWAY, New York, N. Y.
WORLD'S LOWEST PRICED WHOLESALE

READ THIS

Demonstrators, house-to-house, men or women. E-Z Can Opener just out. Fastest selling item on market. Samples 25c.

Manufactured by **HILEMAN-SCHUSTER CO.**
2077 E. 4th St., Cleveland, Ohio

Social Security Plates and Machines

Ours is a Practical Portable Machine. (Not a Set of Hand Dies.) Salesmen—Agents—Operators Write! Wire! Immediately for our low prices—immediate delivery—send 10c for sample, including Leather Cover and Circular showing Picture of Machine.

Now Everybody Makes Money.

Social Identification Sales Co.
1560 Broadway, NEW YORK, N. Y.

Send your correspondence to advertisers by mentioning The Billboard.

Jack Griffith, program director. Program is changed nightly and Jack and Margaret Griffith are featured vaude act. "Show has been stopped by rain so many nights we have lost count," says Jack, "but with favorable weather people come in droves and spend freely, with med, candy, front door and concessions doing well. Two and three-week stands are the rule. There are 850 seats. We recently bought a Hupmobile and Silver Dome trailer. Others on the roster are Freddy Harpold, dancer, musician and juvenile; Blair (Red) Lydick, musician and hillbilly singer; Harold Haney, musician and parts; John Ward and James Dunlap, concessions, and 'Jigger' Johnson, seats, canvas and box office."

NOW'S THE TIME TO do it, fellow. So get started.

ARTHUR ENGEL . . . inks from Davenport, Ia.: "Factories are expected to open here in a few weeks. Would like to see pipes from Huber Fulton and Sam Berman."

BIG AL ROSS . . . who is front man at the Monkey Circus in Coney Island, Cincinnati, this summer, reports that he met Ben Moorehouse working glass cutters in the Queen City to good money. "Carmelita, my wife," continues Al, "advises the boys to steer clear of Cleveland, because old John Law is holding them up. Look me up if you're in town, fellows."

DICK RIGGS . . . is reported to be planning a trip to the West Coast, where he will spring a new pitch item.

THE ONLY WAY you can learn whether you have gone forward or backward is by taking inventory of yourself.

J. H. MADIGAN . . . who retired from the pitch profession several years ago to settle in Cincinnati, is making an occasional pitch in the Queen City. During a recent visit to the Pipes desk J. H. intimated that he has a new novelty idea which he believes will click.

FAMOUS LAST WORDS: "It's all out and it's all over."

DOC GEORGE BLUE . . . pens from Chicago that the Windy City is well represented by pitchmen. He adds that they all have cars and are looking prosperous.

THE FACT that the better half of the season is yet to come should be some consolation to many of the boys and girls.

KID CARRIGAN . . . is reported to be in his second season at the store on State street, Chicago.

D. A. MITCHELL . . . of med fame, is reported to be working to fair-to-middlin' business in Northern Ohio territory.

LIONEL HIRSCH . . . is still purveying his peelers in Ocean City, N. J.

THINGS WE NEVER HEAR: "Say, fellow, here's that sawbuck I owe you."

"MY WIFE AND I . . . are working every day and would like to see pipes from the boys on the West Coast," letters Carl Herron from New York.

MICHAEL LOMBARDY and Jack Wager are reported doing biz with horoscopes in New York stores.

TRIPOD OPININGS: "Did you ever check up on your pitch? One that might have been a real money getter a year ago may be inadequate today."

MCCANN . . . razor-hone man, is working upper Sixth avenue, New York.

SIEGAL'S . . . stores, near the Paramount Theater and on Sixth avenue and 45th street, New York, are packing them in, reports Carl Herron.

DAY IN AND DAY OUT demand is what you want in any item. If your present one is taking you for a ride switch to another.

"BIZ IS FAIR" . . . postcards Buster Williams from Skellytown, Tex.: "We're not getting big money, just plugging along with our little show, but I believe it will get as much as a big one."

STOCK IN HAND to be put into action is much better than an inactive dollar tucked away in a sock.

CHIEF RED FEATHER . . . has opened a herb store in St. Louis. "Street corners were good here for a while, but it didn't last long. The police sloughed me," the Chief reports.

E. T. SCHULTZ . . . recently worked liquid solder to fair returns in New England.

Events for 2 Weeks

- (July 11-16)
- CALIF.—Salinas. California Rodeo, Horse Fair & Stock Show, 14-17.
 - COLO.—Gunnison. Pioneer Days, 15-16.
 - IDAHO—Nampa. Snake River Stampede & Stock Show, 14-16.
 - ILL.—Lexington. Homecoming, 11-16.
 - IND.—Orleans. Homecoming, 11-16.
 - Veedsburg. Horse Show, 14-16.
 - IA.—Manning. Firemen & Legion Celebration, 13-16.
 - KAN.—Topeka. Celebration, 14.
 - MD.—Mard-la Springs. Firemen's Carnival, 14-Aug. 1.
 - MICH.—Edwardsburg. Homecoming, 13-15.
 - Grayling. American Legion Drum Corps Festival, 11-16.
 - Kingsford. American Legion Celebration, 11-16.
 - Traverse City. Natl. Cherry Festival, 13-15.
 - MO.—Overland. American Legion Celebration, 16-17.
 - NEB.—Omaha. American Legion Celebration, 9-17.
 - N. Y.—Rochester. Monroe Co. Vol. Firemen Assn. Celebration, 12-16.
 - Sherman. Firemen's Celebration, 14-16.
 - O.—Bettsville. Centennial Celebration, 13-16.
 - Dayton. Auto Races, 17.
 - Grafton. Vol. Firemen Street Fair, 14-17.
 - Marietta. Northwest Territory Celebration, 13-17.
 - Rockford. Firemen & Legion Celebration, 11-16.
 - OKLA.—Buffalo. Rodeo at Doby Springs, 16-17.
 - ORE.—Hood River. Mt. Hood Legion Climb, 16-17.
 - PA.—Coatesville. Firemen's Fair, 14-23.
 - Dickson. American Legion Celebration, 11-16.
 - Rockwood. Old Home Week, 11-16.
 - Six-Mile Run. American Legion Celebration, 15-16.
 - S. D.—Armour. Armour Days Festival, 15-16.
 - Canistota. Sports Day, 14.
 - Hot Springs. Water Carnival & Race Meet, 15-16.
 - Newell. U. S. Farm Picnic, 16.
 - TEX.—Coleman. Rodeo, 13-16.
 - Huntington. Homecoming, 11-17.
 - Rock Springs. Rodeo, 16-18.
 - Round Rock. Old Settlers' Reunion, 9-16.
 - Sweetwater. Water Carnival & Beauty Revue, 14-17.
 - VT.—Brattleboro. Horse Show, 16.
 - WIS.—Hales Corners. American Legion Celebration, 15-16.
 - CAN.—Calgary, Alta. Calgary Stampede, 11-16.

July 18-23

- CALIF.—Coronado. Natl. Horse Show, 19-24.
- Del Monte. Dog Show, 24.
- Santa Cruz. Dog Show, 23.
- Santa Monica. Pioneer Days Celebration, 24.
- ILL.—Evanston. Legion Carnival, 20-29.
- Matherville. Homecoming, 22-24.
- Tuscola. Homecoming, 20-23.
- IND.—Coatesville. Homecoming, 22-24.
- English. Reunion & Homecoming, 18-23.
- Gas City. Celebration, 20-23.
- Hammond. Auto Races, 24.
- Indianapolis. Mardi Gras, 19-23.
- Paoli. Street Fair, 18-23.
- IA.—Cedar Rapids. Kolack Festival, 20-23.
- Wapello. Homecoming, 19-21.
- KAN.—Topeka. Mexican Fiesta, 18-20.
- MICH.—Spring Lake. Dog Show, 23.
- MO.—Eldorado Springs. Anniversary Celebration, 19-21.
- N. J.—Pequanock. American Legion Celebration, 18-23.
- N. Y.—Allegany. Old Home Week, 18-23.
- Allegany. Cattaraugus Co. Vol. Firemen Assn. Celebration, 21-22.
- Livonia. Firemen's Celebration, 21-23.
- O.—Green Camp. Centennial Celebration, 20-23.
- Huobard. Cricket Club Street Fair, 20-23.
- PA.—Coatesville. Firemen's Fair, 14-23.
- Everett. Firemen's Celebration, 16-23.
- Hop Bottom. Firemen's Carnival, 18-23.
- Kane. Old Home Week, 18-23.
- New Bethelshem. Firemen's Carnival, 18-23.
- North Wales. Firemen's Carnival, 16-23.
- Oakdale. Firemen's Week, 16-23.

- Petrolia. Firemen's Celebration, 18-23.
- Saxonburg. Firemen's Celebration, 18-23.
- S. D.—Madison. Yankee Doodle Days, 22-23.
- Redfield. Corn & Wheat Days, 21-23.
- Spearfish. Black Hills Airfair, 22-24.
- Woonsocket. Harvest Celebration, 18-19.
- TEX.—Pridly. Picnic, 21-23.
- UTAH—Ogden. Pioneer Days' Celebration, 21-25.
- Salt Lake City. Covered Wagon Days, 20-25.
- WASH.—Hoquiam. VFW Encampment, 20-23.
- WIS.—Brillion. Am. Legion Picnic, 24.
- Milwaukee. Midsummer Festival, 17-23.
- Omro. Water Carnival, 23-24.
- Two Rivers. Snow Festival & Ice Carnival, 17-23.
- WYO.—Sheridan. Sheridan-Wyo. Rodeo, 18-20.
- CAN.—Cardston, Alta. Stampede, 20-21.
- Morrisburg, Ont. Lions' Club Street Carnival, 20-23.

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100% PROFIT
Look at This Huge Market

Here's the handiest, most efficient tool you ever saw. There is a need in every home, apartment, office building, garage, factory, hospital, laundry, school, college, public buildings, etc.—any place where there are flush bowls, toilets, lavatories, bathrooms, laundry tubs, waste or scrub water sinks or other trap drains—there the TOPEKA KORKSCREW DRAIN CLEANER is needed. You double your money on every sale. Smart distributors and salesmen who get in now will make real money. Get our proposition QUICK!



Scrapes Pipes Clean Inside, Works Its Way Around any Bend. The Only Tool of Its Kind.
Sample Postpaid, 50c.
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Revolutionary Improvement

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Razor Blade Industry

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RAZOR BLADES

Send 10c for Samples and Catalog.

AI'S SUPPLY HOUSE,
18 Chestnut Street, Columbus, O.
Now in Enlarged Quarters.

AGENTS!

Social Security Plates

Will Build You a Steady Repeat Business.

Send 25c today for sample and particulars.

KELLER BROS.
19 West 34th St., New York.

ELGIN & WALTHAM

REBUILT WATCHES \$1.75

7 Jewel, 18 Size, in 8.
H. Engraved Cases, at

Send for Price List, Money Back if Not Satisfied.

CRESCENT CITY WATCH MATERIAL CO.,
113 N. Broadway, St. Louis, Mo.

FREE! 1938 WHOLESALE CATALOG

Has 260 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

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SPORS CO.,
7-38 Superior St., Le Center, Minn.

WANTED

For West End, N. C., Concessions: Snow Machine, Pop Corn, Photo Gallery, Grab Joint. **WILL BUY** No. 5 Eli Wheel. Will pay cash or book same. Three weeks in Peach Belt; then to Tobacco Markets. Joe Stoneman get in touch with me. Iodine Bailie, Cockey Arno Delian come on. **CAN USE** good General Agent. Charlie Macabee, Merle Gratiot get in touch with me.

WOLFE SHOWS

ORANGE, VA.

Week July 18

Want Rides of all kinds except Chairplane, 2 more Shows. Opening for Girl Show, Concessions of all kinds, no racket. Bob Young wire me. Received letter late. Playing all money spots. Write or wire

BRIGHT LIGHT EXPO. SHOWS

Elkton, Va., this week.

WANT

For 12 Alabama and Mississippi fairs: Stock Concessions, Grind Shows, Girl Show, Motor-drome, Chorus Girls, Comic and Musicians for Minstrel. Tilt-a-Whirl and Merry-Go-Round.

FUNLAND SHOWS

Taylorville, Ky., this week.

WANTED

Cook House, Karmel Korn, Candy Floss, Watch-Ls, Diggers, Long Range Gallery, Clothespins, etc.

WM. BAZINET & SONS SHOWS

Maustron, Wis., July 11-17.

REUNION, Houston, Mo.

AUGUST 11-12-13.

WANTED—Shows, Acts and Concessions. Address **SECRETARY**.

FALLS CITY SHOWS WANT

For Five Weeks in the City of Louisville, Ky., Auspices V. F. W. Chairplane, book or will pay cash for good Plane; Mechanical Show, Monkey Spreadway or Circus, Mickey Alley, Fish Pond, any Grind or Stock Concession. No ruff. Have outfit for Geek Show. **WANT** Brass for Jig Show. Ride H-lp that drive trucks come on. Going South this winter. Skillo Agent wanted. Have outfit for H-lp Show. **F. A. OWENS, Mgr., GOLDEN GATE SHOWS, St. Elmo, Ill.**

GOLDEN GATE SHOWS WANT

Cook House, Corn Game, Ball Games, Diggers, Snow Balls, Cotton Candy, Ice Cream, Hoop-La, Bowling Alley, Fish Pond, any Grind or Stock Concession. No ruff. Have outfit for Geek Show. **WANT** Brass for Jig Show. Ride H-lp that drive trucks come on. Going South this winter. Skillo Agent wanted. Have outfit for H-lp Show. **F. A. OWENS, Mgr., GOLDEN GATE SHOWS, St. Elmo, Ill.**

Mighty Haag Show WANTS

Man for front of Pit Show, one who can make strong openings. **CAN USE** Half-and-Half, also Boss Caravan, Savannah, Thursday, Waynesboro, Friday, Hohenwald, Saturday, Mt. Pleasant, Monday, all Tennessee.

LEGION CELEBRATION

JULY 18-23.

Want Shows, Rides and Concessions. Well Advertised. Business Good Here. **COMMANDER OSCAR CHAPUT, Elizabethtown, Ky.**

\$750 Merry-Go-Round \$750

Cash, immediate sale. F. O. B. Salem, Ore. 20th Century track machine. Ready to operate. 24 horses and creates. Two chariots, inside scenery, top, no walls, organ, needs repairs. 15 H. P. electric motor. Wire or write **THOS. J. HUGHES, President Hotel, Portland, Ore.**

FRISK GREATER SHOWS

Want Ten-in-One, Life, Illusion or any attraction of merit. Also Accordion Player. Concessions: Poney, Acrode, Clothespin, Pitch-Tilt-U-Win, Wreckin, Country Store, Stock Wheels, Novelties or any other clean Concession. No racket. **We** have Moose State Convention at Keewatin July 25-30. Come on early. Route: Crookston, Minn., July 11-14; Grand Rapids, July 18-23.

WANTED

Concessions and clean Percentage Shows for Golden Jubilee Celebration

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August 12 & 13

Address **R. A. KECK, Secy., Home-Coming Association, Cullom, Ill.**

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

Whiteman Troupe For Brockton Fair

NEW YORK, July 9.—Paul Whiteman and band and his entire traveling company of entertainers will appear at the 1938 Brockton (Mass.) Fair. Artists Management Bureau, Whiteman's bookers, announced. Irving Strouse, who handled the deal for the agency, said the show will be one of the most expensive fair grand-stand shows in Eastern history and will be in the nature of an experiment as to success of "name" shows.

Unit will include band, line of 16 girls. Sally Rand and other featured entertainers appearing on the radio and on personal appearance stands with Whiteman. Booking marks first sale Artists Management has made to an agricultural fair.

Wirth Signs Fairs, Parks; Indoor Circus Dates Filled

NEW YORK, July 9.—Frank Wirth's office advised that it has been recipient of many letters and telegrams congratulating him upon his return to the booking field. Altho the office only returned to booking business on June 15, a number of fair contracts have been signed, among them being Smethport, Pa.; Hemlock, N. Y.; Angelica, N. Y.; Tunkhannock, Pa., and Palmyra, N. Y. Acts were placed in these parks: Ralph Curran, two weeks in Playland, Rye, N. Y.; two acts in Roseland, Canandaigua, N. Y., and bookings made in Suburban Park, Manlius, N. Y.

Winter bookings for the Wirth Circus are complete, which means 18 weeks of indoor circuses, opening in White Plains, N. Y.

Frank Wirth's cousins, Madline and Gladys Wirth, accompanied by Gladys' husband, Muhel Nelson, who has been appointed booking representative of the Wirth shows, are covering circuses and parks here with a view to sending acts to the Wirth Circus in Australia. When the Wirth girls leave New York they will tour Europe for the next six months, arriving back in Australia in December.

Charles Docen and Aid Killed in Auto Accident

BANGOR, Me., July 11. — Charles Docen, well-known outdoor showman and operator of the freak animal show on the World of Mirth Shows, and his aid, Bernard Abadie, were killed in an automobile accident near here yesterday.

Docen and Abadie were moving their show from Augusta to Bangor, where World of Mirth is to open today. Reports indicate that men were killed when one of their trucks overturned in a deep ravine. Details in Final Curtain next issue.

BRANDON EXHIBITION—

(Continued from page 3)

were reported to have broken all attendance records for Friday afternoon.

With waving green wheat fields a presage of the optimism that was to be demonstrated at the fair, Royal American's two special trains arrived there late Sunday for the first of the Canadian Class A exhibitions. Monday brought the largest gate, grand stand and midway attendance in the 57 years of the exhibition.

There was a 10 per cent increase thru the gates Tuesday, with 27 per cent pickup on Wednesday over like figures in 1937. Early Wednesday came the rain to which RAS has become accustomed: all spring since leaving Florida. While the down-pour was extremely heavy, it did not last long, and from the smiling faces of the farmer crowd on the midway and the fact that afternoon crowds increased materially it was apparently a rain that helped business.

The RAS engagement ended last night to make possible arrival in Calgary in time to be ready for Kids' Day, Monday, at the Calgary Stampede, a distance of over 700 miles from here.

This section of Canada has prospects of the largest wheat crop in years. Dan Elderkin, manager of the Regina Exhibition, who was a visitor Wednesday, brought word that the area around Regina, which has been completely burned out for the past four years, is in line for the best crop in the past 10 years. Many visitors drove over with Mr. Elderkin in a motor cavalcade from Regina, including Nate Andre, director of concessions; J. K. Lunney, president of the 1938 exhibition at Regina, and wife; P. A. McCusker, past president; Henry Rosson, musical director, and Stan Wayte, associated with Ewart

CONCESSIONS AND SHOWS WANTED

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FOR 6 DAYS—AUGUST 2 TO 7, INCLUSIVE

Show dates are August 4 to 7, but Shows, Concessions, Rides, etc., set up on midway in business district two days in advance.

For reservation send \$1.00 front foot or for further information wire or write **WARD WYMAN, Deadwood, S. D.**

WESTERN STATES SHOWS WANT

COLORED MINSTREL SHOW PERFORMERS. SONG AND DANCE TEAM TO FEATURE. BRAND-NEW OUTFIT.

Acts and Freaks for Pit Show. Half-and-Half to feature. Glassblower. Independent Shows with own outfits that do not conflict. We play Salt Lake City Covered Wagon Days; Cheyenne, Wyo., Frontier Days; Casper, Wyo., On Parade; Colorado State Fair; Dodge City Fair, and many other good fairs. Show out until second week in December. Address

JACK RUBACK, Manager, as per route.

Rock Springs, Wyo., week July 11; Salt Lake City, Utah, week July 18; Cheyenne, Wyo., week July 25.

GOLD MEDAL SHOWS WANT

Free Act to join at once account Five Flying Fishers leaving for fair dates. Can offer five weeks' work. State lowest and full particulars. Wanted for balance of season, first-class Cook House, guarantee privilege in tickets. Ray Daly wants useful Side Show People, Annex Attraction. Mondu, wire. Ticket Sellers that can make openings; must help put up and take down. Attractive Girls for Posing Show and Dancing Review. Crystal Falls, Mich., this week; Sault Ste. Marie, next week.

SNAPP'S GREATER SHOWS

Can place for fourteen straight fairs, starting July 24, Taylorville, Ill., ending El Dorado, Ark., Fair last of October. Two more Shows, Side Shows, Working World or any worth-while attraction. Can place Concessions that operate for stock and not over ten cents. Address Freeport, Ill., this week; then per route.

CLYDE'S UNITED SHOWS

WANTED FOR SOMERSET COUNTY FIREMEN'S CONVENTION, WEEK OF JULY 18-23, SCALP LEVEL, PA.

Legitimate Concessions of all kinds that work for stock. WANTED—Pony Ride or any other Ride not conflicting with what I have. Will furnish complete outfit for Plantation Show. WANTED Monkey Circus, Girl Show, Freak, Illusion or any other Grind Show. Other Celebrations and Fairs to follow. Address all replies to

GEORGE C. SMITH, Manager, CLYDE'S UNITED SHOWS, Homer City, Pa., this week; Scalp Level, Pa., next week.

FREAKS AND ACTS WANTED

FOR No. 2 SIDE SHOW.

Ticket Seller that can make openings. Must help put up and take down. **CAN USE** Mind Reading Act, also strong Feature. No Half-and-Halfs. Write or wire

PETER KORTES, Beckmann & Gerety Shows

Sheboygan, 11 to 15; then Milwaukee, 17 to 23; both Wisconsin.

CURTIS L. BOCKUS CIRCUS SHOWS WANT

Cook House, Popcorn, Candy Apples and Grind Stores. **WILL BOOK** Octopus, U-Drive-It and Kiddie Rides. Will pay cash for Chairplane. Low percentage to Shows with own outfits. Joseph T. Brett wants Ride Help, Frank Bach write. Address

CURTIS L. BOCKUS CIRCUS SHOWS, Saltville, Va., this week.

Macpherson, vice-president and Saskatchewan manager of J. J. Gibbons, Ltd., advertising and publicity director of the exhibition at Regina. From Winnipeg came also Sydney Johns, manager of Saskatchewan Provincial Exhibition, Saskatchewan, and a party. All were hosts of the RAS owners and were much impressed with the many constructive changes in the show and ride line-ups. Others here were C. F. Roe, manager of the Winnipeg exposition, and C. F. (Slim) Greene, in charge of publicity for that fair. They were also entertained by Mr. Rettle.

Show train now has 64 flats and coaches, many picked up at Minneapolis for the Canadian tour.

The Bowery, new show of Raynell, who also operated the French Casino, reported high receipts for the midway first two days, with Imperial Hawaiians close second. All topped 1937 figures. Banthin's Monkey Town had baby rhesus born near

Winnipeg but lost a mother rhesus, which kept count of 68 simians even so far as the monkey immigration is concerned.

Dick Best has added Professor Gravitio to his World's Fair Oddities show; also Captain Dale Francis, "the man who was crucified." All new colored canvas made midway as glittering as the green wheat fields. Leon Claxton has all-new Harlem Cotton Club show with talent he has been training for weeks. Pytonia, the snake man, was added to Cliff Wilson's Monster Show for the Candian fairs.

CKX, radio station, gave lengthy midway broadcast, with Bill Seller handling mike. Winnipeg correspondents and *The Brandon Sun* gave more space than any year heretofore. Advance publicity was well handled by H. Lyall McGill, second year fair publicity man. C. J. Sedlmayr, Jr. opened his Al Capone bullet-proof mystery car here, which proved popular.



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ROUTES

(Continued from page 28)

Freisler, June & Cherry (Casa Manana) NYC, cb.
Fressnell, George (Dutch Village) Toledo, O., nc.
Princess Doree (S. S. Yankee) Battery Park, N. Y., s.
Froske's Tigers (Roxy) NYC, t.

R

Radio Ramblers (International Paddock) Atlantic City, nc.
Raftone Sisters & Gay (Glen Island Casino) New Rochelle, N. Y., nc.
Rai, Jean (Dorchester) London, h.
Ramona (Cavalier) NYC, nc.
Ramos, Bobby (Hawaiian Paradise) Hollywood, Calif., nc.
Ramos, Francisco (El Chico) NYC, nc.
Rancheros, Los (La Conga) NYC, nc.
Randolph, Amanda (Black Cat) NYC, nc.
Ransom, Bienda (Cavalier) NYC, nc.
Ray & Naldi (Chez Paree) Chi., nc.
Ray, Gilbert, & Malone Sisters (Bartlett Club) Rochester, N. Y., nc.
Ray, Martha (Chicago) Chi., t.
Reed, Billy (Grossinger's) Ferndale, N. Y., h.
Reilly, Patricia (Garbo) NYC, re.
Renaud, Rita (Chateau Moderne) NYC, nc.
Rene & Martina (S. S. Bear Mountain) NYC, s.
Rene & Evans Bros. (Capitol) Atlanta, t; (Modjeska) Augusta 14-16, t.
Reynolds, Helen, Skaters (Belmont Park) Montreal, Que., Can., p.
Rhodes, Dorothy (Black Cat) NYC, nc.
Rickson, George (Chateau Moderne) NYC, nc.
Riviera Boys (Bal Tabarin) NYC, nc.
Robbins Family (Bon Air) Wheeling, Ill., cc.
Roberts & White (Astor) NYC, h.
Robinson Twins (Riviera) Fort Lee, N. J., ro.
Rockwood, John (Jimmy Kelly's) NYC, nc.
Rollickers Trio (Grandview Lodge) Dakota, Minn., nc.
Rolling Cloud, Chief, Dog Town Follies: Capitol Heights, Md.
Rosalean & Seville (Bon Air) Wheeling, Ill., cc.
Rosaline & Seville (Arcadia) Phila., nc.
Rose, Benny (Paradise) London, nc.
Roth & Shay (Casino Municipal) Juan Les Pins, France.
Royal Rangers (Village Barn) NYC, nc.
Royale Follies Revue (Pal.) Chi., t.
Rubin, Jan (Selznick's) Hollywood, Calif., nc.
Rubinstein, Erna (Zimmerman's) NYC, re.
Rufus & Richard (Surfside) Long Beach, N. Y., nc.
Rugel, Yvette (Colosimo's) Chi., nc.
Russell, Maude (Surfside) Long Beach, N. Y., cb.
Ruiz, Maclovio (Blackhawk) Chi., nc.
Ruvell & Marcia (Leon & Eddie's) NYC, nc.

S

St. Claire & O'Day (Tivoli) Melbourne, Australia, June 30-Aug. 26, t.
Santrey, Henry (Nassau) Long Beach, N. Y., h.
Satch & Satchel (18) NYC, nc.
Savoy, Harry (Fox Tower) Kansas City, t.
Savva, Marussa (Russian Kretchma) NYC, re.
Saxon Sisters (Colosimo's) Chi., nc.
Schrieber, Richard (La Salle) Chi., h.
Scott, Virgie (Black Cat) NYC, c.
Scott, Blondie (Benny the Bum's) Phila., nc.
Scott, Hazel (Famous Door) NYC, nc.
Seal, Peggy (Troadero) London, nc.
Searles & Lene (Hawaiian Paradise) Hollywood, Calif., nc.
Seror Brothers (Riverside) Milwaukee, t.
Shandor (Buckingham) NYC, h.

Shalita & Carlton (Nassau) Long Beach, N. Y., h.
Shatlan, Anna (Roumanian Village) NYC, re.
Shaw, Helen (Old Roumanian) NYC, c.
Shaw, Wini (Ben Marden's Riviera) Ft. Lee, N. J., nc.
Sheldon, Gene (Lyric) Indianapolis, t.
Sherman, Hal (Paramount) NYC, t.
Shore, Willie (Hi-Nat) Chi., nc.
Siddall, Bob (Beverly Hills) Newport, Ky., cc.
Simmons, Lee (Plantation) NYC, nc.
Simms, Virginia (Pennsylvania) NYC, h.
Sisters, Emerald (Black Bear) Reading, Pa., nc; (Sportland Club) Wildwood, N. J., 18-25, nc.
Slip, Slap & Slide (Cafe Atrique) NYC, nc.
Sloan, Estelle (Arcadia) Phila., re.
Sokoloskaya, Nadia (Russian Kretchma) NYC, re.
Sola, Leonor (S. S. Bear Mountain) NYC, s.
Sophisticates, Three (Lyric) Indianapolis, t.
South & Lane (Babette's) Atlantic City, nc.
Spec & Spot (Bon Air) Wheeling, Ill., cc.
Sperry, Frank (Roosevelt) NYC, h.
Spiller, Capt. A. (Steeplechase) Coney Island, N. Y., p.
Stapletons, The (Lyric) Indianapolis, t.
Starr, Judy (Astor) NYC, h.
Steiner Trio (Celebration) Chelsea, Mich., 7-9; Port Dalhousie, Ont., Can., 11-16.
Stephenson, Gall (Herrigs Village) Columbus, O., nc.
Sterling, Lynn (Leon & Eddie's) NYC, nc.
Sterling Rose Troupe (Celebration) Everett, Pa., 18-23.
Sterling, Wynne (Roumanian Village) NYC, re.
Stevens, Leith, & Orch. (Earle) Washington, D. C., t.
Stone, Maxine (Paradise) London, nc.
Stone, Mary (Alabam) Chi., nc.
Strong, Edna (Astor) NYC, h.
Swann, Russell (Savoy Plaza) NYC, h.
Sylvia, Franco & Drigo (Silver Lake Inn) Silver Lake, N. J., ro.
Sylvio & Melba (Paramount) NYC, t.
Symington, Eve (Waldorf-Astoria) NYC, h.

T

Tate, Catherine (Roger Smith) Holyoke, Mass., h.
Tatum, Art (Paradise) London, nc.
Taylor, Smiling Lou (Cavalier) NYC, nc.
Terrace Boys (Barney Gallant's) NYC, nc.

THE TITANS

"Rhythm in Slow Motion"

Dir.: MILES INCALLS & JACK DAVIES.

Tharpe, Agnes (Afrique) NYC, nc.
Theodora (Murray's Supper Club) Richmond, Ind.
Thomashofsky, Boris (Rainbow Inn) NYC, re.
Tilton, Martha (Pennsylvania) NYC, h.
Tinney, Dot (Black Cat) NYC, nc.
Tisdale Trio (Le Mirage) NYC, nc.
Titan Trio (Capitol) Washington, D. C., t.
Todd, Dick (Glen Island Casino) New Rochelle, N. Y., ro.
Townsend, The (Casino de Paris) Paris, nc.
Trenkler, Alfred (Ice Arena) Blackpool, Eng., c.
Trent, Tommy (Chicago) Chi., t.
Tucker, Sunny (Ivan Frank's) NYC, c.

Tucker, Sophie (Ben Marden's Riviera) Fort Lee, N. J., nc.
Turand Brothers (Troadero) London, nc.
V
Val Dez & Peggy (Stanley Grill) Montreal, Can.
Valdez, Vern (Pincrochios) San Francisco, nc.
Varone, Joe, & Four Sparklettes (The Meridian) Champlain, N. Y., nc.
Velez, Angela (Chateau Moderne) NYC, re.
Veloz & Yolanda (Palmer House) Chi., h.
Venuta, Benay (Casa Manana) NYC, cb.
Verne, Miriam (Essex House) NYC, h.
Vernon, Jai (Radio City Rainbow Grill) NYC, nc.
Vest, Florida (Butler's) NYC, re.
Villano & Lorna (Stork Club) Kansas City, Mo., nc.
Vincent & Anita (Rhinecland Gardens) Armonk, N. Y., nc.
Virginians, The (Roxy) NYC, t.
Voella, Sinda (Russian Art) NYC, re.

W

Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.
Wainwright, Helen (Leon & Eddie's) NYC, nc.
Walley, Nathan (International Casino) NYC, nc.
Walsh, Sammy (Dunes) Virginia Beach, Va., nc.
Walton, John (Edgewater Gulf) New Orleans, h.
Ward, Will (Bill's Gay Nineties) NYC, nc.
Ward, Aida (Surfside) Long Beach, N. Y., nc.
Waring, Ruth (Wivel) NYC, re.
Washington, George Dewey (Surfside) Long Beach, L. I., N. Y., nc.
Wayne, Naunton (Dorchester) London, h.
Welch, Muriel (La Marquise) NYC, nc.
Wellington, Marcelle (Garbo) NYC, re.
Wencil, Ray (Faust Club) Peoria, Ill., nc.
Wenzel, Dorothy (Bertolotti's) NYC, nc.
Wessels, Henri (Plantation) NYC, nc.
Whalen, Jackie (Stamp's) Phila., nc.
Wheeler, Charles (Half Moon) Coney Island, N. Y., h.
Whirling Bees, Three (Dominion) Montreal, Can., p.
White, Jack (18) NYC, nc.
White, Ann (Queen Mary) NYC, re.
White, Belva (Miami Club) Chi., nc.
Whitney, Marjorie (Skyrocket) Chi., rh.
Wicke, Gus "Popeye" (Radio Franks) NYC, nc.
Williams, Betty (Half Moon) Coney Island, N. Y., h.
Winter Sisters, Three (Paradise) NYC, re.
Winters & Merano (Cafe Atrique) NYC, nc.
Wolfe, Lorna (Ranch Club) Seattle, Wash., nc.
Wood, Murray (Stamp's) Phila., nc.
Wright, Charlie (Weylin) NYC, h.
Wyse Jr., Ross (Casa Manana) NYC, cb.
Wyte, Una (Riviera) Fort Lee, N. J., ro.

Y

Young, Margaret (Gay '90s) NYC, nc.
Yourloff, Your (Old Roumanian) NYC, c.

Z

Ziegfeld, Delories (New Yorker) NYC, h.
Zito (Jim Braddock's Corner) NYC, re.
Zudella & Co. (Majestic) Beloit, Wis., July 2-15, t.
Zanette & Manya (Mayflower) Akron, h.

Y

Yvonne & St. Clair (S. S. Yankee) Battery Park, N. Y., s.

DRAMATIC AND MUSICAL

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

On Borrowed Time: (Geary) San Francisco.
Pins & Needles: (Biltmore) Los Angeles 14-16.

REPERTOIRE

Blythe, Billy, Players: Brownville, N. Y., 11-16.
Brownie's Comedians: Renick, W. Va., 11-16.
Ginnivan, Norma, Dramatic Co.: Three Rivers, Mich., 11-16.
Heffner-Vinson Show: Franklin, Ky., 12-13; Glasgow 14; Campbellsville 15-16; Berea 18-19.
Kinsey, Kathryn, Ko.: Marion, O., 11-23.
Schaffner Players: Mt. Pleasant, Ia., 11-16.

CARNIVAL

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo: Gainesville, Ga.; Avondale 18-23.
All-American Expo.: Bismarck, N. D.
American Expo.: Covington, Ky.
Arenas: Clarion, Pa.
B. & H. Am. Co.: McBee, S. C.
Bantley's All-American: Hollidaysburg, Pa.
Barfield's Cosmopolitan: McRoberts, Ky.
Barker: Bridgeport, Ill.
Barkot Bros.: Grayling, Mich.
Barnhart's Golden West: St. Paul, Minn.
Bass & Lane: Rossville, Tenn.
Bazin, Wm., & Sons: Mauston, Wis., 11-17.
Beckmann & Gerety: Sheboygan, Wis., 11-15; Milwaukee 17-23.
Bee, F. H.: (Fair) Vanceburg, Ky.; (Fair) Grayson 18-23.
Blue Ribbon Attrs.: Ardsley-on-Hudson, N. Y.
Blue Ribbon Shows: Terre Haute, Ind.
Bockus, C. L.: Salsville, Va.
Bortz: Steelville, Mo.
Bremer: International Falls, Minn.; Red Wing 18-23.
Bright Light Shows: Elkton, Va.
Brown Family Rides: St. Simons Island, Ga.
Brown Novelty: Blakely, Ga.
Buck, O. C.: Syracuse, N. Y.
Burdick's All-Texas: (Fair) Riesel, Tex., 13-16.
Burke, Harry: Kaplan, La.
Byers & Beach: Litchfield, Ill.
Byers Greater: Bloomfield, Ia.
Campbell's United: Irwinton, Ga.
Casey, E. J.: Lacombe, Alta., Can., 15-16; Olds 22-23.
Cavalcade of Fun: Johnstown, Pa.
Central State: Topeka, Kan.
Cetlin & Wilson: Hammonon, N. J.
Clyde's United: Homer City, Pa.; Scalp Level 17-23.
Coleman Bros.: Rockville, Conn.
Conklin: Dauphin, Man., Can.

Cote's Wolverine: Edwardsburg, Mich.
Crafts 20 Big: Sacramento, Calif., 11-17; Modesto 19-24.
Crescent Am. Co.: Aoshkie, N. C.
Crowley's United: Hannibal, Mo.
Crystal Expo.: Wytheville, Va.; Pulaski 18-23.
Cunningham's Expo.: Marietta, O.; Woodsfield 18-23.
Curl, W. S.: Miamisburg, O.; Camden 18-23.
De Luxe Shows of Amer.: Catskill, N. Y.; Newburgh, N. Y., 18-23.
Dixie Belle: Mitchell, Ind.; English 18-23.
Dixie Model: Princeton, W. Va.
Dyer's Greater: Viroqua, Wis.; Osseo 18-23.
Edwards, J. R.: Mansfield, O.; Mt. Vernon 18-23.
Elite Expo.: Concordia, Kan.; Russell 18-23.
Ellman: Oconto Falls, Wis.
Endy Bros.: Cohoes, N. Y.
Evangeline: Fort Gibson, Okla.
Fair at Home: West Lebanon, N. H.
Fairly & Little: Fessenden, N. D.; Langdon 18-20; Hamilton 21-23.
Fider's United: Clinton, Ill.
Foley & Burk: Santa Maria, Calif., 19-24.
Frisk Greater: Crookston, Minn.
Funland: Taylorsville, Ky.
Gibbs, W. A.: Falls City, Neb.
Gold Medal: Crystal Falls, Mich.; Sault Ste. Marie 18-23.
Golden State: Dixon, Calif.
Golden West: Los Banos, Calif., 14-17.
Gooding: Dayton, O.
Gooding: Franklin, Ind.
Goodman Wonder: Devils Lake, N. D.
Great Southern: Williamstown, Ky.
Greater American: Darville, Ill.
Greater Expo.: Muncie, Ind.; Troy, O., 18-23.
Greater U. S.: Cordell, Okla.
Greater United: Enid, Okla.
Groves Greater: Clinton, Ind.
Happyland: River Rouge, Mich., 11-13; Kalamazoo 15-23.
Harris: Sullivan, Ind.
Hartsok Bros.: Chandlerville, Ill.
Heller's Acme: Hamburg, N. J.; Englewood 18-23.
Hennies Bros.: Eau Claire, Wis.; Butte, Mont., 21-30.
Hines: Battle Lake, Minn.
Hippodrome: Coal City, Ill.
Hodge, Al G.: Traverse City, Mich.
Hoffner Am. Co.: Preemption, Ill.
Howard Bros.: Grantsville, W. Va.; Elkins 18-23.
Hughes Bros.: Newman, Ill.; Windsor 18-23.
Hurst, Bob: Gunter, Tex.; Granbury 18-23.
Hyde, Eric B.: Washington, D. C., 11-23.
Ideal Expo.: Corning, N. Y.
Imperial: Marshall, Mo.; Brunswick 18-23.
Jolly Jaiilet: Sherman, N. Y.
Jones, Johnny J., Expo.: Evansville, Ind., 11-21.
Joyland: Crescent City, Calif.
Joyland: Clare, Mich.
Kaus Expo.: Dickson City, Pa.
Keystone: Oil City, Pa.; Franklin 18-23.
Kline's Greater: (Fair) Shirley, Ind.
Kreko's West Coast Am. Co.: Eugene, Ore., 11-17.
Landes, J. L.: Rockport, Mo., 11-14; South Omaha, Neb., 18-24.
Lang's, Dee, Famous: Moorhead, Minn.
Larg, H. P.: Sledge, Miss.
Lawrence, Sam: Bradford, Pa.
Lewis, Art: (Mattydale Grounds) Syracuse, N. Y.; Plattsburg 18-23.
Liberty National: Hawesville, Ky.
Marks: Cumberland, Md.
Middleton, Karl No. 1: Lancaster, N. Y.; Westfield, Pa., 18-23.
Middleton, Karl, No. 2: Bollivar, N. Y.; Alleghany 18-23.
Midwest: Bottineau, N. D.
Miller Amusements: Nederland, Tex.; Orange 18-23.
Miller Bros.: Spencer, Ia.
Miner Model: Columbia, Pa.; (Fair) Kimber-ton 18-30.
Miner Ride Unit: New Hope, Pa.
Model: Madisville, Ky.
Naill, C. W.: Nashville, Ark.
New England Motorized: Pittsfield, Mass.
Northwestern: Bronson, Mich.
Orange State: Christiansburg, Va.
Page, J. J., Expo.: Lexington, Ky.
Patrick: Weiser, Ida.; Baker, Ore., 18-23.
Pearson: Lexington, Ill.
Peerless Expo.: Hyde Park, Pa.
Penn State: Berwick, Pa.
Ray's Am. Co.: Tower, Minn.
Reading's: Hopkinsville, Ky.; Bowling Green 18-23.
Regal United: Washington, Ia.
Reid, King: St. Albans, Vt.
Reynolds & Wells United: Bessemer, Mich.
Rogers Greater: Huntingdon, Tenn.; Springfield 18-23.
Royal American: (Exhn.) Calgary, Alta., Can.; (Exhn.) Edmonton 18-23.
Rogers & Powell: Rossville, Tenn., 13-16; Reno, Ark., 20-23.
Royal Expo.: Portage, Pa.
Royal Midway: (Fair) Ashley, Ill.; (Fair) Golconda 18-23.
Rubin & Cherry Expo.: Ishpeming, Mich.
Santa Fe: Scott City, Kan.
Scott Bros.: Forrest City, Ark.
Shesley Midway: Battle Creek, Mich.
Shugart Bros.: Atoka, Okla.
Siebrand Bros.: Wolf Point, Mont.
Sims, Freddie: Larder Lake, Ont., Can.; Timmins 18-26.
Smith Bros.: Comanche, Okla.
Smith's Greater Atlantic: Boswell, Pa.
Snapp Greater Shows: Freeport, Ill.
Sol's Liberty: Peru, Ill.; Watertown, Wis., 18-23.
Sparks, J. F.: Greensburg, Ky.
Speroni, P. J.: Dewitt, Ia.
State Fair Shows: McPherson, Kan.
Strates: Newark, O.; Zanesville 18-23.
Stephens: Melcher, Ia.
Stumbo, Fred R.: Decatur, Ark.
Sunset Am. Co.: Des Moines, Ia.; Dubuque 18-23.
Terrill & Morohl: Shirley, Ind.
Texas Longhorn: Duncan, Okla.
Thomas, Art B., No. 1: Aberdeen, S. D., 11-13; McLaughlin 15-16; Hettinger, N. D., 18-19; Bowman 20-21.
Thomas, Art B., No. 2: West Brooks, Minn., 14-15; Renville 20-21.
Tidwell, T. J.: Hutchinson, Kan.; (Fair) Anthony 18-23.
Tilley: Waukegan, Ill.
Valley: Cross Plains, Tex.; Priddy 18-23.
Wade, W. G.: Gladstone, Mich.

DOLLYAN



Package Contains Sugar Rolled Dates and Assorted Jelloettes, Bright Combination Colored Box, Cellophane Wrapped. We regard this number as the Class of all Summer Numbers.

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MARVEL CANDY CO., Inc.
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Wallace Bros.: Hampton, Ia.; (Fair) Tama 18-23.
Ward, John R.: Alton, Ill.; (Fair) Tuscola 18-23.
West Coast: Seattle, Wash.; Renton 17-23.
West, W. E., Motorized: Harlan, Ia.
Western States Shows: Rock Springs, Wyo.
West's World Wonder: Dover, O.
Weydt Am. Co.: Wittenburg, Wis.
White City: Pocatello, Ida.; Twin Falls 18-23.
Williams, S. B.: Fairview, Okla.
Wilson's Am.: Rantoul, Ill.
Woods & Knox Am. Co.: Clarion, Ia.
World of Mirth: Bangor, Me.
Yellowstone: (Fair) Bridger, Mont.; (Fair) Lovell 18-23.
Young, Monty: Nampa, Ida.
Zeiger, C. F., United: Gillette, Wyo.; Sheridan 18-23.
Zimdars Greater: Jackson, Mich.; Goshen, Ind., 18-23.

CIRCUS AND WILD WEST

Barnes-Sells-Floto: Marshall, Minn., 14; New Ulm 15.
Beers-Barnes: Narrowsburg, N. Y., 13.
Cole Bros.: New London, Conn., 13; New Haven 13; Hartford 14; Springfield, Mass., 15; Pittsfield 16; Albany, N. Y., 18.
Gould's, Jay: Menno, S. D., 13-14; Armour 15-16; Woonsocket 18-19; Highmore 20; Redfield 21-23.
Kelley, Al G., & Miller Bros.: Comstock, Neb., 12; Arcadia 13; North Loup 14; St. Paul 15; Walbach 16.
Lewis Bros.: Fremont, Mich., 12; Hart 13; Ludington 14; Big Rapids 15; Cadillac 16; Manistee 18.
Mix, Tom: Shawano, Wis., 12; Wausau 13; Stevens Point 14; Marshfield 15; Eau Claire 16; Menomonee 17; Red Wing, Minn., 18.
Newton Bros.: Whitehall, N. Y., 13; Glens Falls 14.
Parker & Watts: Heber City, Utah, 12; Roosevelt 13; Vernal 14; Craig, Colo., 15; Meeker 16.
Polack Bros.: Boise, Ida., 11-16; Pocatello 18-23.
Riggs: Shelton, Neb., 13; Gibbon 14; Kenasau 15; Holstein 16; Fairfield 17; Edgar 18; Carleton 19; Alexandria 20; Jansen 21; Blue Springs 22.
Robbins Bros.: Montpelier, Vt., 12; Burlington 13; Rutland 14; Keene, N. H., 15; Laconia 16; Manchester 18; Worcester, Mass., 19; Norwich, Conn., 20; New Britain 21; Stamford 22; Bridgeport 23.
WPA: Bronx, New York, 12-16.

MISCELLANEOUS

Arthur, Magician: Defeate, Tenn., 13-14; Granville 15-16.
Birch, Magician: Washburn, N. D., 13; Minot 14; Rolette 15; Leeds 16; Devils Lake 17; Park River 18; Pembina 19; Warren, Minn., 21; Grand Forks, N. D., 22; Ada, Minn., 23.
Burke & Gordon: Longview, Ill., 11-16.
Burro Ball: Middletown, Pa., 14; Lancaster 15; Alburtis 16.
By Gosh Vaude. Tent Show: Burnsville, W. Va., 11-16.
Coward, Linden, Magician: Varrville, S. C., 14-16.
Crowly Show: Knoxville, Ill., 11-16.
Daniel, B. A., Magician: Longview, Ill., 11-16.
Judy & MacGreen Players: Eureka Springs, Ark., 11-16.
Ken's Fun Show: Whitehall, N. Y., 11-13.
Lewis, H. Kay, & Hollywood Varieties: Salmon, Ida., 11-16.
Levant Show: Wyatt, Mo., 11-16.
Long, Leon, Magician: Dante, Va., 12-15; Big Stone Gap 16-20.
McNally's Variety Show: Mayfield, N. Y., 11-16.
Magrum, C. Thomas: W. Campton, N. H., 13; Lyndonville, Vt., 14; Bellows Falls 15; Windsor 16; Pierce Bridge, N. H., 19; N. Woodstock 20; Bridgeton, Me., 21.
Marquis, Magician: Steamboat Springs, Colo., 13; Vernal, Utah, 14; Roosevelt 15; Helper 16; Price 18-19; Mt. Pleasant 23; Manti 21; Richfield 22; Salida, Colo., 23.
Miller's, Ralph, Donkey Baseball: Star City, Ind., 13; Royal Center 14; Wolcott 15; Rensselaer 16; Valparaiso 17.
Ricton's Show: Mount Airy, Ga., 14-16; Baldwin 18-20; Tiger 21-23.
Rippel's Community Show: Estes, Va., 11-16.
Seccatum Park Rides, No. 1: Grafton, O., 12-16; Rocky River 18-24; No. 2, Betsville, O., 12-16; Green Camp 18-24.
Totman & Newton Tent Show: Atlantic, Va., 11-16.

MISS FAIRYLAND

SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER—

EACH No. 35 18c

ORDER A CARTON

Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Hair Ribbon, Collar, Slippers and Brooch. Height 14½ inches, packed 12 to carton (no less sold).

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CHARLES A. LENZ
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Playing Metropolitan Cincinnati Territory.
TERRILL & MOROHL SHOWS

WANT Cook House, \$35.00. Privilege in Tickets. WANT Diggers, Palmistry, Custard, \$30.00. Ball Games, Grind Stock Concessions, \$15.00. Any Ride except Wheel and Chairplane, 25%. Corn Game may be open next week, \$30.00. WILL BUY 75 K. W. Transformer, Show Banners. WANT Man to frame and manage Days of '49. We have 40x70 Top for same. CAN USE Married Couples, Men on P. C., Girls on Shows, Ball Games and Pitch Boards. Address **TOM TERRILL, Drake Hotel, Cincinnati, O.** Florence, Ky., this week; Erlanger, next week.

WANTED

FORT RECOVERY, OHIO JUBILEE CELEBRATION

JULY 25-30, Inclusive (Main Streets). Legitimate Concessions of all kinds, including Eating and Drinking Privileges.

Address **F. E. GOODING**
Box 386, Columbus, O.

WANTED

First-class Billposter and Lithographer that can drive truck. Must be sober and reliable. Wire **DOBSON'S WORLD'S FAIR SHOWS**, Akron, O., this week.

CAN PLACE

LEGITIMATE CONCESSIONS FOR **LEGION FAIR**

FREEHOLD, N. J., JULY 25-30. Rides and Shows all booked. Demonstrators for Exhibit Top. Address **FAIR MANAGER, 62 Main St., Freehold, N. J.**

Harris Shows Wants

Athletic Show, Geek Show or any good Grind Show. Frozen Custard and Shooting Gallery open. Can use a few Grind Stores. Fair Secretaries, we have open dates in August. Sullivan, Ind., this week.

Want Immediately

A-1 Billposter with car. Sure weekly salary; experienced Hide Help in all departments. This week Dickson City, Pa.; next week Hornell, N. Y. **KAUS EXPOSITION SHOWS.**

FOR SALE

Allan Herschell Ten Car, seats 14. Kiddie Auto Ride, perfect condition. Can be seen in operation now.
ENDY BROS.' SHOWS, Inc.
Cohoes, N. Y., this week.

WANTED

Shows and Concessions. Have open dates for Rides. Committees get in touch with us.
C. & B. SHOWS,
Columbia City, Ind.

ALL AMERICAN SHOWS CAN PLACE

Cookhouse, guarantee privilege in tickets. Also Colored Chorus Girls and Blues Singer. Tickets if I know you. Answer by Western Union. Tulsa, Okla., this week.

WANTED

Rides not conflicting. Shows must be worth while. Concessions that grind and give something every time. Answer by wire. Pay your own.
MERRY MIDWAY ATTRACTIONS,
Mullens, W. Va.

AT LIBERTY

Can Join at Once

GENERAL AGENT

Reasonable for balance of season or will accept Publicity, Special Agent, Banners (no booking) or capable Legal Adjuster or Business Manager. Have car. All mail care The Billboard, 25 Opera Place, or wire Western Union, Cincinnati.

H. "Doc" ALLEN

Will Book or Buy

Double Loop-O-Plane. **WEST'S WORLD'S WONDER SHOWS**, this week Dover, O.; next week Alliance, O.

WANT WANT WANT

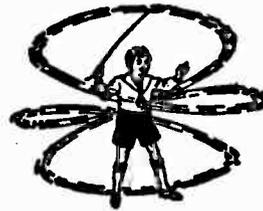
Concessions of all kinds. Come on, everything working. Emmitt Bufkin wants Wheel and Coupon Agents. Red Downs and Red Conway communicate at once. Jack Orr wire me. Good proposition. Ride Men wanted. Missouri Valley, Ia., this week, with 12 bona fide fairs to follow.
K. G. AMUSEMENT SHOWS

THE SINGING LARIAT (Pat.)

THE BIGGEST LITTLE ACTION TOY EVER INVENTED

For re-sale or giveaway purposes, the cost is trifling. The Singing Lariat combines flash, action, color and motion! Will do tricks like cowboy lariats. Streamers are 10 feet long in assorted colors. This is the original patented Singing Lariat! Avoid infringements. Your advertising message imprinted at no extra cost. Sample and details on request.

CHARLES H. JAINCHILL
39 UNION SQUARE, NEW YORK CITY



GRAYSON, KY., FAIR, WEEK JULY 18

Harrodsburg, Ky., Fair and Horse Show, Week July 25

Kentucky's Greatest County Fair

Followed by 13 other great weeks of fairs. No still dates. All fairs. Can place Stock Concessions only. No grift. Can also place Shows with own outfits. 40% to office. Address **F. H. BEE SHOWS**
Vanceburg, Ky., Fair this week.
Yes, this is the carnival that plays so many fairs.

JOHN R. WARD SHOWS

TUSCOLA HOMECOMING — 6 DAYS AND NIGHTS

Biggest event in Illinois, 50,000 people last year. Want—Shows, Athletic People and Girl Show People. Man who understands Monkeys to Manage Monkey Show. Capable Show People, write. Sober, reliable Ride Foreman and Ride Help. Place all Concessions that work for 10c, also Stock Concession Agents. All fairs, ending Donaldsonville, La.. Also Alton, Ill., this week; Tuscola, Ill., next week.

FAIR AT HOME, INC.

Combined with Traver Chautauqua Shows, Want Organized Athletic Show. Will furnish complete outfit, including New Ring and Banners; also want few legitimate Concessions. Address **GEO. W. TRAVER, Mgr.,** this week, West Lebanon, N. H.

WANTED For The Elks 8th Annual Charity Fair

All kinds of Rides and Shows. None too big. 75,000 visitors to draw from. This is a real spot at the right time. A few Concessions still open. Date, July 25-30, inclusive. The only free gate fair in the East. Address all inquiries to **LLOYD SERFASS, 12 Collins St., Stroudsburg, Pa.**

WEST BROS. SHOWS

PLAYING THE MONEY SPOTS OF THE IRON RANGE AND TWELVE GOOD MINNESOTA AND MISSISSIPPI FAIRS FOLLOWING.

WANTS Stock Concessions of all kinds, Experienced Ride Help that drive trucks, Talkers and young, attractive Girls for Revues, useful Show people. All Shows, Grind Shows with own outfit. Bookkeeper with carnival experience, Pit Show Manager. Cliff Barnhart wants Cook House People. Duluth, Minn., week July 11; Virginia, Minn., week July 18.

Crescent Amusement Co. WANT

Small Cookhouse or Grab Sell X on Bingo. Lead Gallery, Custard, Pop Corn, Candy Apples. (No Mitt Camp wanted.) Rides: Kiddie Autos, Airplane, U Drive 'Em Cars. Will book or buy 8-car Whip or 7-car Tilt. Independent showmen with own outfits write. We hold contract for Lions' Club Midsummer Celebration, Roanoke Rapids, N. C., week August 8. Geo. Klor, Sam Swain, Max's Jungland, Doc Swain, Yachia, write. **L. C. McHENRY, Mgr., SHERMAN HUSTED, General Agent,** Abuskie, N. C., this week. Permanent Address 406 West 6th, Gastonia, N. C.

COLORED FAIR

Third Annual Fair. Grounds at W. 21st St. and Northwestern Ave., Indianapolis, Ind.

First-Glass Rides. No Gate. Admission free. **NIGHTS JULY 26, 27, 28, 29, 30.**

SHOWS WANTED—Ten-in-One Show and Other Shows.

Concession Agent on Grounds during Week of Fair. Address **MANAGER OF CONCESSIONS, 4401 E. 10th St., Indianapolis, Ind.**

PROFIT LEADERS!

ADVANCE "French-Fried" POPCORN MACHINES MAKE 70c PROFIT ON EVERY DOLLAR

Extra sales and extra profits are the rule with the new, modern ADVANCE Popcorn Machines.

Every machine is backed by the long experience of the world's largest manufacturer of quality-built, low priced popcorn equipment. Every model has a long record of past success—there are no fads or experimental designs in the ADVANCE line. All are efficient poppers that pop more corn—and because of their "flash" and eye appeal, they sell more popcorn, too!

Models for Every Location **\$86.85 UP.**

EASY TERMS.

Write for Free Catalog

ADVANCE MFG. CO.
6322 St. Louis Avenue,
ST. LOUIS, MO.



BLACAMAN'S

(Continued from page 28)

weather and rain encountered during its three weeks' tour thru Canada. Profitable showings are anticipated in the next week or two and it was thought pay rolls could be met in full.

A crowd estimated at 6,500 persons attended the matinee July 4 and there were about 4,000 at night. There was no announcement before the two crowds as to the reason for Blacaman's failure to appear.

An added note to the "one-man strike" was supplied by Blacaman when he went to local police and swore out a warrant against Manager Howard Y. Bary for "threatening to commit a public offense." Blacaman told police that Bary had "sent word to him" that if he didn't appear for the matinee "his hair would be cut off and his beard shaved," something never done before. Police made a trip to the circus lot but were unable to locate Bary.

Employees Co-Operating

Meanwhile, after the July 4 dinner for the troupe, Bary summoned all employees to the big top to discuss financial problems, according to W. B. Naylor, publicity director of the show. According to Naylor, Bary suggested the employees and performers name committees for special duty in the pay wagon so they would be

aware that the management had nothing to conceal about its finances. The employees and actors spurned the suggestion, however, and voted the management "full and complete" co-operation until earnings are sufficient to pay back wages in full and meet current pay rolls. The mass meeting scored Blacaman's conduct as "unprofessional and not befitting an artist."

Attorneys were called into the squabble because Blacaman, declaring the circus was \$2,200 in arrears in his salary, filed an attachment writ in municipal court. He declared his contract calls for a \$550 a week guarantee and 40 per cent of the "gross concert ticket sales."

At that time Blacaman said the management had refused to give him either his back salary or possession of his lions and crocodiles. Five men work with Blacaman in his wild animal act. On Blacaman's claim to ownership of the animals circus officials agreed, "but," they said, "what can he do with them for we own the cages and wagons." The lions and crocodiles were taken along with the circus. Blacaman said his own cages are at winter quarters in Peru, Ind.

So, while the train pulled out of town, Blacaman's trailer-home was pulled to a spot near the Des Moines police station and he prepared to await the trial here of his salary suit set for July 11.

Shortly after 8:30 p.m. the lighting system and the general ticket office wagon were attached by a municipal court bailiff. The attorneys then gathered at the office of J. A. Wagner, general manager of the Des Moines Union Railway Co., along with Municipal Judge C. Edwin Moore, in an attempt to effect a settlement. Wagner is widely known among circus people, being chairman of Iowa Ringling Top No. 1 and former president of the Circus Fans' Association.

Judge Moore came from the conference shortly after midnight to say a \$2,000 "delivery" bond had been posted by the circus thru a professional bondsman guaranteeing any judgment Blacaman might get in his back salary suit. The attachment against the circus was thus lifted and the circus moved to Mason City, Ia.

A counter suit for \$62,540 damages was filed in Federal Court here July 5 by the circus against Blacaman. Attorneys for the show said the suit charged him with breach of contract and making false statements that have damaged the business of the circus.

Except for the statement Blacaman's \$2,200 back-salary suit had been "settled out of court," the circus refused to comment on the bewhiskered hypnotist's return to the fold.

The breach-of-contract suit filed by the circus will be dismissed also, and it is alleged that Bary has offered to insure Blacaman's whiskers for \$21,000 as a peace offering.

had one of the biggest crowds of season on Independence Day. At matinee on the grass, and at night nearly a turn-away. Brockton, with rain and poor pay rolls, was only a poor fair, but Plymouth turned out big. Delmore's Side Show did tremendous business, especially at night. All stands along the midway reported a real boom.

At Fall River afternoon business good, and at night big. The weather, as at Plymouth, was ideal, but the hilly lot presented some difficulties, which were overcome by Curley Stewart, Al Hoffman and the others. Mayor Murray of Fall River was in night audience.

Art and Pat Concello followed the show a couple of days, visiting with friends, before heading west to finish out season under a new banner.

BARNES-S-F

(Continued from page 28)

quality of the performance, the cleanliness of the circus and the courtesy of all attendants.

Governor Roy E. Ayers and party and Mrs. Richard (Aubrey) Ringling and two daughters from White Sulphur Springs were guests of the show.

Milwaukee for Two Days

MILWAUKEE, July 9.—C. U. Smith, harbor manager, has been asked by Al G. Barnes-Sells-Floto Circus to reserve the north harbor tract for August 1 and 2, with that organization taking over the lease which the city made with the Ringling-Barnum show. The circus will pay the city \$400 for the use of the land, plus a \$1,000 deposit to guarantee restoring and cleaning the grounds. The common council approved the lease July 5.

SIDE SHOW PEOPLE

WANT Magician who can lecture, also capable Mentalist. CAN USE one good Freak or any good Working Act. Buck Royer wire. Fairs start in ten days.

MARK WILLIAMS
Landes Shows, as per Route.

ROYAL EXPOSITION SHOWS WANT

Merry-Go-Round, Ferris Wheel. Reasonable percentage. CAN PLACE sober, reliable Electrician, Concessions of all kinds. This week, Portage, Pa.; week July 18, Bellefonte, Pa.

WANTED GIRL FOR HIGH POLE ACT

Must do Perch (Single Traps), Muscle Grinds, Web, etc. Not afraid of height. Also Man and Wife, Lady to do Teeth Ladders and Loop; Man take care rigging. Prefer couple with car. Long season Parks, Fairs. **BILLY SENIOR**, Arcade Hotel, Springfield, O.

WANTED

For our Still Dates and Fairs, beginning July 14, in Kannapolis, N. C., Rides that do not conflict, Shows and Concessions. Address all wires and letters to **R. D. "BOB" PENNEY AMUSEMENTS** High Point, N. C.

ATTENTION FAIR SECRETARIES

MINNESOTA, WISCONSIN, IOWA. Complete Carnival, 8 new Riding Devices, 8 Shows, 20 Concessions. Have open dates August and September. Write or wire **WM. BAZINET & SONS SHOWS**, Mauston, Wis., July 11-17.

CARNIVAL BOOTHS--RIDES

FOR RENT. Complete Unit—12 Concession Booths, size 9x14, including Radio and Ball Games, Refreshment Stand, Electric Equipment, Decoration. Will set up, take down and haul. Carnival Wheels and Games of every description. **JERE SHAW**, Real Estate Trust Bldg., Philadelphia, Pa. Phone, Pennyacker 2177.

HENRY TREFFLICH'S NEW ARRIVALS SNAKES

1 18-Foot Singapore Python	\$175.00	
1 23-Foot Singapore Python	250.00	
14-Foot Rock Pythons	115.00	Each
13-Foot Rock Pythons	100.00	Each
12-Foot Rock Pythons	85.00	Each
11-Foot Rock Pythons	70.00	Each
10-Foot Rock Pythons	60.00	Each
9-Foot Rock Pythons	45.00	Each
8-Foot Rock Pythons	40.00	Each
7-Foot Rock Pythons	30.00	Each
6-Foot Rock Pythons	25.00	Each

Both Light and Dark Pythons Available.

2 4-Ft. Baby Elephants. Tame.	Mandrills.	1 Capybara.
2 5 1/2-Ft. Elephants. Tame.	Mangabey.	Porcupines.
1 Indian Rhinoceros.	Ringtail Monkeys.	Cockatoos.
1 Pair Gnu.	Woolly Monkeys.	Emus.
1 Pair Wait Hogs.	Owl Monkeys.	Crowned Pigeons.
1 Group of 5 Midget Burros with Saddles.	De Brazza Monkeys.	Pheasants.
1 African Leopard.	Spider Monkeys.	Gibbons.
1 Pair Chimpanzees.	Marmosets.	Crowned Cranes.
	Cassowaries, small and large.	Demoiselle Cranes.
		White Swans.

All Animals and Birds ready for immediate shipment.

We Guarantee Live Arrival and Perfect Condition. Write for Price List.

HENRY TREFFLICH

215 FULTON ST., NEW YORK CITY, NEW YORK

Wanted For—CANADA—Six Weeks

LONDON, ONTARIO. to follow **FIVE QUEBEC FAIRS**
OLD BOYS' REUNION
August 1 to 6
THE BIGGEST EVENT IN CANADA THIS YEAR.
\$25,000 spent by the Civic Committee to attract and entertain thousands. All activities on the Main Street of this 80,000 population city. American tourists in droves at this season.

CAN PLACE

Outstanding Shows with Attractions that will entertain. Eleven Rides already booked. Concessions of all kinds. Exclusive open on Novelties and Stock Stores that can bring in up to the minute merchandise items. High-class Palmistry with several Readers; no Gypsies. Cook Houses and Clean Grab. For six weeks of real business, write or wire **MERRICK R. NUTTING**, Attraction Manager, Old Boys' Reunion, 338 Dundas Street, London, Ontario.

MICHIANA STATES FAIR

SOUTH BEND, IND., AUGUST 1-2-3-4-5-6-7, 1938.

LAST CALL FOR CONCESSIONS—Corn Game, Cook Houses, Custard, Snowball, Games working for stock (Novelties X). Demonstrators for Main Building, Clowns, Clown Band to complete 3-Ring Circus. CAN PLACE Independent Shows. **J. B. HENDERSHOT**, Manager, 107 W. Colfax Ave.

ELLMAN SHOWS WANT

Shows with or without outfits. Concessions that work at Wisconsin Fairs. No racket. Real route. Oconto Falls this week, followed by Sturgeon Bay, 18 to 24; Milwaukee, Darlington, Monroe, Fond du Lac, Chilton Fairs and Celebrations follow.

SECOND MISHAP

(Continued from page 28)

covered the trains would not fit in a tunnel en route from Concord and backtracking thru Boston was necessary. Matinee satisfactory and night house excellent. Gloucester was cold but dry. Overcoats were in order, but biz at both performances was very good.

An early arrival at Lynn. The day was one of the biggest since Canada, with near-capacity at night. Lou Delmore has been having big days with the side show. Clyde Willard and his billers have done a great job, with lots of paper covering New England.

Deaths in Families

Two deaths in the immediate families of the circus personnel saddened their friends and co-workers in the last few days.

Joe de Rosselli, eldest son of Rex de Rosselli, was killed in an auto accident July 2, between Dayton and Hamilton, O., while driving to Hamilton with his wife to take their 14-year-old daughter home for the Independence Day weekend. Rex, who was in Newport, R. I., doing story work, flew from Providence to Dayton upon hearing of the accident. His widowed daughter-in-law, according to last word received by him, was near death from injuries suffered.

The other death was that of the mother of Betty Stevens, menage rider, who also handles bulls. Betty took a week's vacation to visit her mother after hearing of her critical condition and had hardly rejoined the show at New Bedford, Mass., when she was informed of her death.

Adverse business conditions and threatening weather affected the Fitchburg, Mass., attendance. Fair afternoon house and good night crowd. Following a Sunday lay-over in New Bedford, show

Geo. Smith in Charge Of Ringling-Barnes

CINCINNATI, July 11.—Latest report regarding the new Ringling show set-up is to the effect that George Smith, manager of the Ringling Bros.-Barnum & Bailey Circus, has taken charge of the amalgamated Ringling-Barnes show and will continue in charge, at least for the time being, superseding J. Ben Austin. J. C. Donahue continues as general traffic manager and Arthur Hopper as director of advertising. John Brazel remains as manager of advertising car No. 1 and F. A. (Babe) Boudinot manager of car No. 2. The entire Ringling press staff continues with the amalgamated shows. Whether Jack Grimes and Sam Stratton will remain could not be learned. Nor could it be learned what would be the disposition of the remainder of the Barnes-Sells-Floto staff.

Long Island

By ALFRED FRIEDMAN

Favorable weather over the week-end spurred successful results for the Fourth at virtually all shore resorts, as well as spots farther inland. Rockaway's average draw over the three-day span was 600,000, not so good by comparison with such marks as 800,000 and 900,000 of past years, but very pleasing. Long Beach had 400,000 for the three days, and Jones Beach clipped off the 250,000 mark. Ellis Park, Neponset, had a minimum of 75,000 visitors on each of the three days.

Each Fourth finds less of a tangle and congestion in car parking, formerly a major problem. Rockaway, Jones Beach, Long Beach and Ellis Park have it down to a fine system and it would be worth while for the World's Fair people at Flushing to give careful thought toward instituting the same methods.

ROCKAWAY: Alps, with floor show and lavish facilities for handling the crowds, is doing trade around Seaside. Manager Louis Meisel, Playland Park, has added almost a dozen concessions on Beach 98th street and turned that street into the town's most important amusement thoroughfare. Wrecking for the new ocean-front road and park is proceeding, but not at a pace that indicates all of the structures will be down by August 1, date set for completion.

Faber brothers, game kings, have dotted the Boardwalk with a wide assortment of skill concessions. To see younger crowds dancing on the Boardwalk near music machines is imposing testimony as to the ability of these to stir up temp stuff.

Old Orchard Beach

By HOWARD STANLEY

Calendar said July 4, but a relatively small crowd said just a good Monday business. Saturday and Sunday, considering consistently bad weather, brought a fair take. Scarcity of Canadian money in local tills indicated influx from across the border was unusually low, resort playing mostly to New Englanders who jammed Old Orchard to the city limits, only to leave late Sunday night or early on the Fourth. Altho handicapped by inadequate parking facilities, Police Chief Wilbur G. Rumery and men did a fine job.

Season thus far has had no runs, two hits and many errors, too many games being called on account of rain on week-ends. Not a few enterprises which formerly had collected at least the overhead by now and had remainder of the season to reap profit are now in the red, with only about nine more weekly chapters left.

AT LIBERTY

For Fairs, Parks or anything that pays. The Max Gruber Elephant and Zebra Act. Write or wire

BUD ANDERSON
Emporia, Kan.

Barfield Cosmopolitan Shows

Want clean Cookhouse, one that appreciates show patronage and good office support in meal tickets. Also a few Legitimate Grind Stock Concessions, especially Pitch-Till-You-Win, etc. Want Trombone Player, also Chorus Girls for R. V. Lewis Colored Minstrels. Address McRoberts, Ky., this week; Hazard, Ky., next.

Judging from crowds in Frederick E. (Bam-beano) Dittmer's Tango and Beano games, his season is in full swing. Crews in each store are finest in years and real salesmanship is displayed. Howard Duffy's Pier Casino played to more than 3,000 dancers with Benny Goodmar as attraction. Advance blurbs, altho not quite necessary, are good for Rudy Valleo on July 22. Bob Thomas, able emcee and entertainer, is again holding patrons at Charles W. Usen's Palace dancery. James L. Stamos selling homemade candy with Elinor Mitchell while his charming wife, Ellen, plays on the cash register at Arthur's restaurant.

Jay Simon will buy a new Buick and soon try a few fairs with his foto-mat. Maxine, of peanuts and corn, says things will have to pop soon. Mabel Vaughn, of Nantasket Beach, is spending a few days here. She reports business in Paragon Park slightly off from last year, but is optimistic.

Palisades, N. J.

By CLEM WHITE

In a smashing three days of the Fourth week-end the biggest surprise was the third day surpassing excellent figures of the two preceding. It was necessary to close the vehicle gate at 9 and to move up Russ Morgan's free act appearance to 9:30 instead of scheduled 10:30 due to crowds.

Operators Jack and Irving Rosenthal intend to send Al McKee to Europe this fall to see if he can find any new devices worthy of importation. Anna Steinberger's new picnic grove with self-service is being enlarged to double original size. Joe Rinaldi back on the job after an appendectomy, so Frau Eleanor is taking a week's vacation in the mountains.

Russ Morgan's song quest and Bert Nevins' beautiful-leg contest turned out well. George A. and Mrs. Hamid visited from Atlantic City mainly to see first appearance of the free show, Deteros Sensation. Also on bill was Silver, Wonder Horse. Grant Thompson and ork at the Casino added Tommy Mills as vocalist. Bobby Paulson succeeded Dominick Carrano as assistant stage manager.

Pool biz is receiving most benefit from the warm spell. Phil Smith added Pat Burns and Harry Hansen to his original life-guard crew of Emil Luraschi, Hughie McKenna, "Mac" McDermott and Harry Sheppard. Doc Morris scored a smash with Krasdale stores' six-day jamboree. After much picking and choosing Al McKee declares he has the tops in rides crews. They've come from all sections

but are being classed as permanents here. Buddy Kilpatrick handles the Snapper, Jimmy Davis the new Glass House and Roscoe Schwartz continues operating the Funhouse, with Harry Zucchi, Robert Royer, Ed Wust and Charley Oscott, and Johnny Bensch is at the Magic House, assisted by Frank McGuire. Eddie McAvoy has handled the park's Ferris Wheels 18 years and is assisted now by James Hurliny. On the Chairplane Johnny Kersnowski is operator. "Loop-o-Plane Joe" Salerno continues at his namesake.

Bob-Sled naturally is supervised by the man who made it run, Joe McKee, assisted by Jimmy Murray, first brakeman; Felix Zucchi, Jay Bird, Clarence Schofield, Happy Jester, Al Whitworth, Harry Hafeley and Bill Hook. Lindy Loop has Leo Jordan and Frankie Tarrantino. Skyrocket is operated by Johnny Greenwood, assisted by Bobby Drew, Walter Kelly and Johnny O'Connell. Auto Skooter has Joe Rinaldi, with Art Murphy and Al Capuzzi. Auto Speedway, George Reiser, Danny Albinese, Pat Cherperko, Pete Pizzalo and Sam Aiello; Octopus, Johnny Dennis and Jimmy Gennette. Other half of the roster will be named next week.

Revere Beach, Mass.

By BEACHCOMBER

After losing a few days because of rain everybody had their fingers crossed for good weather the Fourth, and it worked. Night before the Fourth everybody seemed to do well, rides, shows, restaurants and concessions. Beach was packed until the wee hours. Scattered showers on the Fourth did no real damage. Everyone who worked hard to get rides in shape and stocked up was well rewarded.

Hurley's Hurdlers surely look pretty, all decked out in new paint. Beano games seem to be getting their share of business. Army Chandler, who arrived to take over O'Brien's ball game, is doing a nice job. Lewi's restaurant on the beach is still night rendezvous of show-folk. Streets of All Nations has a swell bunch of performers, all said to be getting top salaries. Many regret the sudden passing of Eddie Hurley, sports columnist of *The Boston Record*, and his column will be missed. He was a frequent visitor at the beach.

O'Brien has all his ride boys in new uniforms of red and white and they make a nice showing. His rides are all painted and look fine. Roy Hooker is still working like a beaver to get them in on the front of the midget auto racers.

Sales of *The Billboard* are UP--- indicating an outdoor season full of Possibilities!

DOES THIS MEAN ANYTHING?

Certainly it does! With show people buying more copies of *The Billboard*, it means that conditions in the amusement field are better! If show people are buying more copies of their trade paper they are also buying more of everything else—equipment, merchandise and supplies.

The Fair Season Is Here—Celebrations and Sponsored Events are being held as usual, with large crowds attending all places and bringing show people a good measure of profit. Parks are in the best weeks of their season.

Advertise in the JULY LIST NUMBER of *The Billboard*. This edition will carry the lists of Fairs, Conventions, Coming Events, etc. Distribution will be much larger than usual. Mail your copy instructions and cuts today.

JULY LIST NUMBER

Advertising Forms Start to Press July 20

The Billboard Publishing Co.

25-27 Opera Place,

Cincinnati, Ohio

Miller Bros. Shows WANTS

General Agent and Special Agent, Use Shows all kinds. Concessions—Place all Concessions. Write or wire MILLER BROS.' SHOWS, Spencer, Ia., this week.

HUGHEY BROS.' SHOWS

WANTS Talker and Acts for Side Show. Also want Mechanical City, Snake Show (no Geek), Monkey Circus, Midget or Fat Show. Have 20x30 Trip to furnish. WANT Athletic Show with own outfit one who will stay more than one week. WANT Loop-Plane, without deadman setup. CONCESSIONS. Can place Frozen Custard, Snow Cones, Candy Apples and Ice Cream Sandwiches. We have four Celebrations in a row with long season South to follow. This week, Newman, Ill.

MARDI GRAS

Twelfth Annual Mardi Gras. Grounds at East 10th St. and Linwood Ave., Indianapolis, Ind. No gate. Admission free.

Nights of July 19, 20, 21, 22, 23.

Large crowds. A real big live-wire celebration. Gooding's Rides and Shows. Want to contract High Free Act.

ALBERT NEUERBURG,

Chairman Arrangements and Concessions, 4401 East 10th St., Indianapolis, Ind.

PAN-AMERICAN SHOWS

Want Shows. Will furnish outfits to reliable people. Want Tattooer, Lecturer, Magician and Freak to feature Circus, Side Show. Can place Performers for Hula Show. Want Talker, Grinder to take charge of Crime Show. Want Concessions of all kinds. Glenn Osborn wants Agents for Wheels and Grind Stores. Can place capable Cookhouse Manager with car who can buy. Fifty-fifty after nut. Want Girls for Ball Games and Penny Pitch. Address PAN-AMERICAN SHOWS, Gillespie, Ill.

P. J. SPERONI SHOWS WANT

People for Athletic Show. Agents for Blower and Ball Games, Merchandise Concessions, Cookhouse, Mechanic with tools. Good salary. Side Help come on. Plano, Ill., this week.

PLEASANT HILL, ILL., HOME COMING THIS WEEK. BARLOW SHOWS.

Have outfits open for Hawaiian Side Show, Illusion, small Plantation, Single Pig, Half-and-Half. WANT Ride Help and Foreman for Allan Herschell, Eli, Chairplane, Caterpillar. WILL PLACE Popcorn, Custard, Grab and Juice, Mouse, Scales, Palmtree (no Gyps), Candy Floss, High Striker, Nail Joint, Snow Machine. Howard Godlett, answer. Booked till Thanksgiving. Address HAROLD BARLOW.

Dancers Wanted Dancers

Al Kish wants Dancing Girls at once. Tickets? Yes, if known. Bessemer, Mich., week July 11 to 17. Dolly Vogt wire

AL KISH

Care Reynolds & Wells United Shows.

FOR SALE

AN EVANS HIGH STRIKER, (Good as New) A Bargain for \$65.00. Cost Me \$150.

JOS. BAUM

Oney Island Park, Cincinnati, O.

American Legion Celebration

Akron, O., July 25-31 WANTED RIDES, SHOWS, CONCESSIONS. Wire or write HAROLD HARD, Firestone Post 449, 1002 1/2 Kenmore Blvd.

GEO. T. SCOTT SHOWS

Can place Girl Show, Side Show or Grind Show. Will furnish tops for same. Athletic Show open for manager. Wire if interested. GEO. T. SCOTT, Bonners Ferry, Idaho.

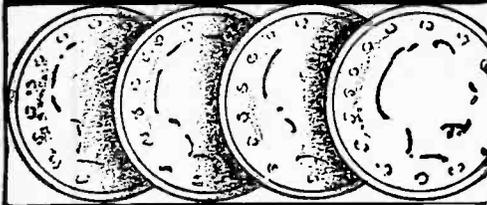
Royal Midway Shows

WANT Organized Minstrel. We have complete outfit. Also want experienced Ride Help. ASHLEY, ILL., this week; GOLCONDA, ILL., next week. Both Fairs.

AL WAGNER

Can place capable Grind Store Agents for Roll-down and Blower. Also capable Spin Skillo Agent. You must do as told or you will not last here. Also capable Girls for Ball Game. Long season fairs when park closes. Wire AL WAGNER, Sells Point, Ohio.

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.

FREE PRESS

Discussion of a free press has been quickened somewhat by the recent editorial of the wealthy New York Daily News, saying that the time had come for a thoro investigation of newspapers and magazines (and their publishers) by the federal government.

The grievances which the coin-operated machine industry has against the press are insignificant as compared to the national interests which are at stake. The amusement games industry, of course, does not like the majority of newspapers that profit immensely from race track gambling and then pounce upon amusement games at every opportunity. That is just one example of how much newspapers today are abusing "freedom of the press."



WALTER W. HURD

The amusement games industry also suffers a lot of unfairness at the hands of partisan newspapers which make a political football of amusement games in order to embarrass opposition candidates or office holders. Some telling examples could be cited of this partisan play against amusement games. But these are all small matters compared with the big issues at stake today due to repeated abuses of freedom of the press.

Protected by constitutional guarantees and privileges, the American press has so grossly abused its privileges within recent years that a popular uprising threatens to destroy many of the privileges which the press has enjoyed.

My job and the jobs of thousands of advertising men, editorial men and salesmen are at stake. Heavy restrictions are almost sure to curb the press unless a lot of publishers see the handwriting on the wall before it is too late.

THE GREATEST SINGLE DANGER TO A FREE PRESS TODAY IS THE ABUSE OF THAT PRIVILEGE BY WEALTHY PUBLISHERS.

In order to correct the abuses which these wealthy publishers have brought about, the danger is that all publishers and their employees may have to suffer unwarranted restrictions. The abuses which these publishers have fostered are too well known to need mention. Two general trends deserve careful consideration by the voters.

One of the most dangerous abuses now current is the vicious propaganda about taxes which is being fostered by the press. Wealthy publishers have led in this vicious propaganda and many small publishers and business men have unfortunately swallowed it hook, line and sinker.

It so happens that there are two sides to the tax question, and while wealthy publishers may think they have the powerful propaganda machines on their side, they have a sober second thought coming today. These publishers have not taken stock of the fact that advertising is also a "tax" on everything which the people buy. If he doesn't know how quickly the man in the street will react to that propaganda, let him get out and get acquainted with the mass of consumers. A lot of voters are being told they are "taxed" as high as 40 cents to the dollar in some cases to pay the advertising bill on goods they buy in the stores. When it comes to paying taxes the man in the street is fast coming to the place where he had

just as soon pay taxes to the government as to pay "taxes" to support such champions of a free press as Hearst, McCormick, Macfadden and others of their kind.

In other words, the publisher who uses his publication today to spread tax propoganda may eventually find that propoganda reacting as a boomerang to undermine the entire publishing business. Now advertising and the vast services of a free press in America are of such importance in our everyday business life that it must be saved from the abuses which blind publishers have heaped upon the American public.

If any publisher is not concerned about the adverse propoganda concerning the press, let him study the mass of consumer material current today. Or he might look into some of the deep ramifications of the propoganda funds of a foreign government. The preachments of self-appointed defenders of a free press, such as Hearst and McCormick, merely convince the man in the street that there is something wrong behind the scenes.

A second trend in the press beginning to react unfavorably on the public is the low depths to which a partisan press can sink. The man in the street is beginning to wake up to the fact that practically everything he buys in the stores is "taxed" thru advertising to support papers and magazines which in turn take his money and spend it to spread propoganda adverse to his own interests. If he does not like *The Saturday Evening Post*, he still must support it if he buys any car or gasoline or insurance that is advertised in that publication. Many voters are beginning to notice those things, and to say that they are disgruntled is to put it mildly. All the man in the street is waiting for is to be informed as to how much he pays annually and on how many different items of advertised goods he pays to support partisan papers he does not like—and then the rebellion will begin.

Evidently a lot of publishers have not yet waked up to the fact that millions of voters now vote independent. They want facts on any and all issues. They ask of the newspapers and magazines which they support by buying advertised merchandise that the least such publications can do is to be non-partisan and impartial on current problems. These independent voters have seen two national administrations ruined by a partisan press and a third one being undermined in every possible way. These independent voters have begun to realize that no city, State or federal administration today can succeed if the press decides for selfish reasons to undermine it.

The evidence of wide abuses of freedom of the press is so overwhelming that the sooner the press itself gets right with God and the people the better the chances will be of saving the high ideals which a free press ought to maintain. Alibis or excuses or speeches in defense of the press are out of order at the present time.

When the rights of the people have been disregarded, and considering what a price the people are paying to maintain the vast publishing enterprise, it becomes important that publishers and their staffs meet the public more than half way in restoring confidence in the press and in the people back of it.

Then we can enjoy better business and the fruits of progress, with a free press to help us appreciate such blessings.

Five Star Reserve Newest Offering

(New Game)

CHICAGO, July 9.—Enthusiastic reception by operators and jobbers for D. Gottlieb's newest game, Five Star Reserve, has been reported. First showing of this new innovation in five-ball reserve-type games, it is said, caused considerable comment on the new features the game embodies.

Said Gottlieb: "Five Star Reserve packs a tremendous playing wallop, thanks to the many new features, including its double playing field, which resembles a figure eight. This figure-eight design was first used by us on Five Star Final, which made coin machine history and was one of the most successful games ever produced by the industry. We pleasantly recall those days when we worked three shifts daily for months at a stretch to supply the enormous demand for Five Star Final.

"We have been tempted a number of times to incorporate the figure-eight design in another game but felt the time wasn't quite ripe. Now with the demand for different ideas among the playing public rising constantly we are offering the double playing field together with a playing action and payout register that, in our opinion, is the last word in payouts.

"Five Star Reserve uses five balls, which speed around the figure-eight design. If any one of them hits the seven bumpers in numerical order the player wins the jackpot, which may run as high as \$20 and not less than \$1, as shown on the register.

"Now here's action that players love," Gottlieb continued, "if the ball misses in the top field it has another chance on the lower field, which is practically a duplicate of the top one.

"A resilient rubber cushion gives the ball extra bouncing action and increases the tenseness and excitement of the game. And here's a point that especially interests the operator. Five Star Reserve has two guard registers, giving the operator an absolute check on all payouts."

Production on Five Star Reserve is in full action and immediate deliveries are being made to all parts of the country, the company reports.

Shortage of Used Equipment, Reported

NEW YORK, July 9.—It wasn't so long ago that the supply of used machines here far exceeded the demand. Jobbers and distributors were in a position to meet instantly the demand for any type of equipment. But in the past year this picture has radically changed. Today these men are constantly searching for machines to meet the out-of-town demand.

Of course, the European market has been responsible for much of this demand. But some coinmen point out that this isn't the sole reason for the shortage of used machines. They point to the fact that the manufacturers have been turning out games at prices which have held down large quantity purchases. With less new games being bought, it is that much more difficult to supply the newer used games.

Another reason for the shortage is seen in the practice of many ops of holding on to their good used games and using them for switching purposes. As a result many of the jobbers and distributors here have found it impossible in many cases to meet the orders of out-of-town buyers for some equipment

Louis Marshall Passes

BROOKLYN, July 9.—The death of Louis Marshall came as a shock to coinmen in this area. He had been ill but a short time. After a short vacation in the mountains where he developed a cold, Marshall returned home with a fever which rapidly increased in intensity and resulted in his death. He was 43 years old.

Marshall was one of the oldest operators in this territory. For more than 20 years he has been engaged in operating coin machine equipment of every kind. He was very active in association activities in this area and gave unsparingly of his time to get local operators organized on a permanent basis.

which they have even promised to deliver.

According to reports, the operators in the rural sections have been greatly responsible for the increased demand for good used machines. The higher prices of the new type machines have forced them to turn to used machines for decent sized operating profits. These men, therefore, are depending on the larger coin machine centers to supply them with the latest type equipment as soon as it enters the used market. As a result, the jobbers and distributors here report they can handle three to four times the amount of used machines of the newer type than they can now obtain.

N. Y. Coinmen on Big Fishing Trip

NEWARK, N. J., July 9.—A larger crop of fish stories than usual is making the rounds here since some of the leading coinmen of the city returned from a fishing trip. Among those enjoying the sport were Irv Orenstein, of Hercules Machine Exchange; Charley Polgaar, one of the better known ops here; Howard Kase, head of Major Amusement Co.; Harry Pearl, of the Ace Vending Co.; Dick Steinberg, of Sterling Novelty, and many others.

It seems that the results of the day's fishing amounted to 31 fish, of which 15 are said to have been purchased on docking the boat. The coinmen claim the catch would have been much greater if the fish had not been frightened away by all the shouts and arguments about what operators are going to do in the late summer and fall.

Joe Calcutt's 20th Annual Sale Clicks

FAYETTEVILLE, N. C., July 9.—"From the way our 20th anniversary sale is going over, it looks like it will be the biggest we've ever held," reports Joe Calcutt, head of the Vending Machine Co. "We've been holding these sales every year, and this one in celebration of our 20th anniversary is bigger than any of its predecessors," Calcutt stated.

"Some of the bargains we're featuring in this sale will never be duplicated again," he went on. "We've received many letters from operators praising this sale and we expect a flock of orders from foreign countries as soon as the news reaches the men there.

"One thing that has impressed the operators with this sale," he continued, "is that we threw open the doors of our entire stock and included every type of equipment known to the industry. For some time we laid plans for this event and were prepared to ship every machine advertised promptly. As a result of this careful planning every phase of this event has been going off in precision order," he concluded.

Inventors Busy, Says Patent Head

WASHINGTON, July 9.—An increase in the number of applications for patents this year, among which were many applicable to coin-operated machines, was cited by Secretary Roper as indicating "continued industrial progress."

Mr. Roper referred to the annual report of Conway P. Coe, Commissioner of Patents. This showed, he said, that, while applications reached a total of 91,430 in the year ending June 30, 1930, they then declined to 56,095 for 1934, the lowest point since 1908.

After that, he added, a steady annual upturn began, reaching 59,809 for 1936, 63,772 for 1937 and 64,498 up to June 2 of this year.

The "most notable" part of this last increase, he added, took place in the most recent half of the fiscal year.

According to Mr. Coe's report, inventive activity was most prominent in construction, particularly pre-fabricated buildings; in the making of plastics and artificial silks, and in permanent waving machines and manicuring devices, apparel and apparel apparatus, including sewing machines; automobile bodies and automobile servicing; metallic, wooden and paper receptacles; cameras, photographic materials and optics; lubricants and oil fat refining, and in printing.

These accounted for about 15 per cent of all applications, Mr. Coe said.

EARNINGS MORE THAN DOUBLE TRIPLE ENTRY EXCEEDS OPERATOR'S EXPECTATIONS

"Results from our Triple Entrys have been far beyond our expectations. There has been only one minor service call in three weeks, and the earnings have been more than double those on the other style consoles set beside Triple Entry for comparison.

"In addition to the greater take per play caused by the 9-coin slot, we feel that the increased earnings are largely due to the fact that any one of the three dials may produce a winner. Also that three players may each have a winner on a single play."

(Illinois Operator.)
(Name on request)

TRIPLE ENTRY FINEST GAME

"From our experience with Triple Entry we believe it far superior to any console game we operate. Keeney's Track Time and Kentucky Club have been big favorites in our territory, but we know that earnings from Triple Entry even exceed those of these two money-makers.

"Triple Entry's mechanism is evidently built for endurance, and is speeded up for more rapid plays. Then too, the location owner does not have to keep explaining

the game. In short, we consider Triple Entry the finest game we have ever operated."

(Wisconsin Operator.)
(Name on request)

TRIPLE ENTRY Grand Champion

"Triple Entry is bringing in more money than any game ever set in this one location, and it is performing mechanically like the Grand Champion Game it is."

(Indiana Operator.)
(Name on request)

WILLING TO PAY MORE FOR MULTI-FREE RACES

"I paid \$139 for my original Free Races, but I would be willing to pay \$175 for Multi-Free Races."

(Pennsylvania Operator. Name on request)

Multi-Free Races Earning More

"Free Races made more money for us than any type of game we have ever operated, but Multi-Free Races is making us even more."

(Youngstown, Ohio)
(Operator. Name on request)

Operators Won't Let Go of Games

"Operators won't let go of their original Free Races, and Multi-Free Races will earn more than double of what Free Races does."

(California Operator.)
(Name on request)

WINNING TICKET TWICE AS GOOD

"Everybody knows that Handicapper was one of the finest payout tables ever built, and Winning Ticket is twice as good as Handicapper."

(Minnesota Operator. Name on request)

Earns More Than Any Other Table

"Our Winning Tickets are running ahead of all other payout tables on our locations."

(Illinois Operator. Name on request)

ALL THREE GAMES IN PRODUCTION
Let us Air Mail circulars and prices to you.

J. H. KEENEY & COMPANY NOT INC.

"The House that Jack Built"

2001 Calumet Avenue

Chicago, Illinois

What they say (operators' names on request) about Keeney's three new "honeys"

Rock-Ola Says No Mid-Season Models

CHICAGO, July 9.—I. F. Webb, vice-president in charge of Rock-Ola's phonograph division, together with Fred Pray, Rock-Ola's Eastern division manager, contacted all Eastern operators of Rock-Ola equipment during the week of June 27, with headquarters at the New Yorker Hotel. The purpose of these meetings was to book the operators' requirements for the balance of 1938 and to assure them that there would be no mid-season models to depreciate their investment in the current models.

In speaking of these meetings, Webb stated: "Operators are happy to know that we have set a policy of avoiding mid-season models. One of the biggest problems an operator has to face is the bringing out of a new model before he has the old model paid for. There was a time when it would not make a great deal of difference how many models a manufacturer brought out during the year. This was due to the tremendous boom in phonographs following the repeal of prohibition and which therefore took several years before the operators purchased enough equipment to fill the thousands of locations which needed automatic music to entertain the patrons who dropped in for a glass of beer or a few cocktails. Now that the music business is stabilized to a point where most locations worthy of an automatic phonograph already have one, we feel that it is not advisable, particularly in the interest of the operator, to bring out mid-season models. For this reason we have set a course of continuously producing our popular Monarch-20 and Windsor-20 until the next coin machine show."

"The thousands of wires, letters and personal congratulations which have come to the factory as a result of this policy are eloquent testimonials that the policy is right and also that the Windsor and Monarch models are sufficiently popular to satisfy our customers without the addition of more models right in mid-season before the old models are paid for," Webb added.

Fred Pray stated: "Our business is growing by leaps and bounds in the New York City market. It has been a difficult job to keep up with the demand for new Rock-Ola Monarchs and Windsors. It has been particularly helpful to have the factory back me up with a policy of no mid-season models to interfere with the fine set-up we now enjoy in the East."

Leon Taksen Opens Phono Showroom

NEW YORK, July 9.—Leon Taksen reports that he has just opened special showrooms for his music sales biz. "We have just taken a store which will only carry our music machines and supplies," Taksen stated. "From this place we expect to be able to meet the demands of those music ops who are seeking buys in equipment."

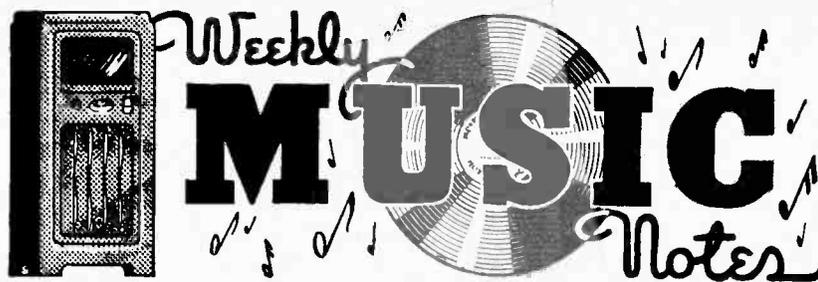
"Being exclusively devoted to music machines, the ops who will call at these showrooms right next to our present quarters will not be distracted by any other type of equipment. All games and vendors which we carry will remain in our present showrooms, therefore making the music business entirely separate," he declared.

Record-Buying Guide

Going Strong—Keep 'Em Around
Music, Maestro, Please
Says My Heart
I Let a Song Go Out of My Heart
You Leave Me Breathless
Lovelight in the Starlight
Oh! Mama

On Way Up—Better Stock Them
Flat Foot Floogee
I Hadn't Anyone 'Till You
I Married an Angel
When Mother Nature Sings Her Lullaby
When They Played the Polka
If It Rains, Who Care?

On Way Down—Not Worth Pushing
Love Walked In
Cry, Baby, Cry
You Couldn't Be Cuter
Don't Be That Way
Why'd Ya Make Me Fall in Love?
Let Me Whisper



Ops Must Grab 3 Newcomers; Only Four Ditties Toboggan

By DANIEL RICHMAN

Three songs which made the best seller list for the first time this week are the latest ones for operators to grab, because all three undoubtedly will bring nice returns. *Flat Foot Floogee* is the most important and an absolute must. *I Married an Angel* and *I Hadn't Anyone 'Till You* are also necessary; they're bound to go higher on the sales chart than they are now, but operators might as well be in at the beginning. Each one is surefire. *Floogee* is the perfect swing tune that's certain to be played over and over again, and the other two are potent ballads, *Angel* for the sophisticated love-number fans, *Anyone* for the pash ballad addicts.

Two slightly different titles are good bets for the machines, *When They Played the Polka* and *When Mother Nature Sings Her Lullaby*. Both jumped about 10 notches on the radio list, and *Mother Nature* debuted as a seller. The other one oughtn't to be far behind in that respect. *Polka* has the unusual (for a pop tune) rhythm of that old-fashioned dance and ought to attract the customers who are a little bit fed up on swing and more swing. And a song with *Mother Nature* and a lullaby in it is usually unbeatable.

The only number of its type among the first 10 radio leaders this week is *I'm Gonna Lock My Heart and Throw Away the Key*. This fast, swiny melody and catchy title and lyric were authored by the writers of *I Double Dare You* and *Cry, Baby, Cry*, and the publishers are as solidly behind their new one as they were for the two previous. *Gonna Lock My Heart* is something to stock immediately.

Oddly enough, there is a bull market in the sheet-music business, with many more songs rising than there are on the way down. Of the almost 50 numbers on the most played list only four are songs that were once on top but are now sliding to obscurity. They are *Love Walked In*, *Don't Be That Way*, *Cry, Baby, Cry* and *You Couldn't Be Cuter*. All the rest are new tunes, some of which will climb, while others just hang around the edges of hitdom. The ones that operators must have are the 12 listed in the first two sections of the Record-Buying Guide on this page, and in addition to those *Gonna Lock My Heart*, *This Time It's Real*, *My Margarita*, *There's Honey on the Moon Tonight*, *Day Dreaming*, *There's a Far-Away Look in Your Eyes*, *Little Lady*

Make Believe and *Cathedral in the Pines*.

There is no hurry at the moment, but in a little while there is going to be a great demand for the two new Irving Berlin songs from the picture *Alexander's Ragtime Band*, *Now It Can Be Told* and *My Walking Stick*. With all the publicity the film has gotten so far and the great expectations that have been built up for it, the new Berlin tunes can't fail to be big numbers. If they come your way hold on to them.

Wurlitzer Execs Start on Tour

N. TONAWANDA, N. Y., July 9.—With a transcontinental tour of 14,000 miles ahead of them, officials of the Rudolph Wurlitzer Co. left Buffalo July 6, bound for Baltimore, where the first banquet was to be held on the evening of July 6. They will visit 20 other cities before returning home August 9.

Members of the party which will make the Coast-to-Coast trip include Homer E. Capehart, vice-president of the Wurlitzer Co.; Harry F. King, secretary to Mr. Capehart; Robert B. Bolles, advertising manager, and Art Leard, well-known Buffalo entertainer and master of ceremonies. Mr. Bolles left Buffalo Monday night to make advance arrangements in Baltimore and the other cities along the route.

In each city the convention procedure will be generally the same. Written invitations have already been extended to guests. A lavish banquet will be served. Short speeches of greeting will be made by Mr. Capehart and honor guests. Following the banquet an elaborate floor show will be presented. The entertainment will be staged in each city under the direction of Art Leard, popular Buffalo master of ceremonies and orchestra leader. At the end of the floor show door prizes will be awarded—for the men a Wurlitzer phonograph, and for the women a Wurlitzer Spinette piano. Dancing will close the evening's festivities.

The touring Wurlitzer officials will greet a crowd of several hundred guests in each of the following cities: Baltimore; Greensboro, N. C.; Atlanta, New York, Boston, Detroit, Columbus, St. Louis, Chicago, Kansas City, Omaha, Minneapolis, Milwaukee, Louisville, Nashville, Little Rock, New Orleans, Dallas,

Los Angeles, San Francisco and Seattle. In making the 14,000-mile trip 8,000 miles will be covered by train and 6,000 miles by air.

Mr. Capehart said, "This is a strenuous program we have set ourselves to follow, but it takes strenuous measures to secure new business today. Last year we invited our dealers and customers to Buffalo for a three-day convention at our expense. This year we're going to take the convention on the road, so to speak. I believe this type of flexible selling program, tailored to meet present conditions, will get the results we have always achieved."

RCA Announces Three New Units

CAMDEN, N. J., July 9.—Three new units for the modernization of home phonographs have been announced by RCA. They are a simplified record-changing mechanism, a new motorboard assembly for phonographs or public address systems and a new senior crystal pick-up equipped with a shorting switch. They are now available to service engineers and phonograph dealers.

The record changer handles seven 12-inch or eight 10-inch records and plays in mixed sequence. It can be installed on most earlier phonographs.

Says RCA in regard to the pick-up unit and the motorboard: "The crystal pick-up is equipped with a top-loading needle socket which holds the needle in such a position that record wear is kept at a minimum. A needle box and pick-up rest are available for use with the pick-up unit."

"The new motorboard is suitable for use with all radios and electric phonographs, as well as with all types of amplifiers for public address systems. Both of these new units are built into a shock-proof spring-mounting suspension."

St. Louis Phono Biz Aids Ops

ST. LOUIS, July 9.—A trend to combination radio-phonographs and an upsurge in the demand for playing records are in evidence in the St. Louis area as the summer gets under way. This fact, released by St. Louis musical firms, spells "good news" for coin-operated phonograph operators. The fact that the public is fast becoming more conscious of the rapid improvement in the phono field and likes to hear records of the latest hits seems to indicate that operators should be finding more nickels, dimes and quarters in their machines from now on.

Disc retailers report that a goodly proportion of the records sold are of the current hits featuring name orchestras such as Tommy Dorsey, Benny Goodman or Guy Lombardo. Swing ditties are favored by young and old alike.

Radio companies boosting combination radio-phonos have spent countless dollars on advertising and it looks as if phono operators will benefit indirectly by their advertising.

Sheet-Music Leaders

(For Week Ending July 9)

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

Position Last Wk.	This Wk.
2	1. Music, Maestro, Please
1	2. Says My Heart
3	3. Cathedral in the Pines
4	4. Lovelight in the Starlight
5	5. I Let a Song Go Out of My Heart
6	6. You Leave Me Breathless
8	7. Little Lady Make Believe
7	8. Oh, Ma, Ma
11	9. I Hadn't Anyone 'Till You
10	10. The Girl in the Bonnet of Blue
13	11. Flat Foot Floogee
—	12. I Married an Angel
9	13. Cry, Baby, Cry
—	14. When Mother Nature Sings Her Lullaby
15	15. Love Walked In



EMPLOYEES OF ORIOLE COIN MACHINE CORP., Baltimore, music department enjoying the sweet music of the new Rock-Ola. Left to right: Beatrice Barber, Ethel Sharp and Esther Fisher.

First Wurlitzer Banquet Sets High Mark for Tour

New model coin-operated phonographs wildly received by guests—over 400 persons at first banquet—seven-point program is explained by Homer E. Capehart

BALTIMORE, July 6.—The Rudolph Wurlitzer Co.'s Transcontinental Limited got off to an auspicious start here tonight at the Lord Baltimore Hotel, the first stop in its lengthy tour. A total of 423 persons from New York, Philadelphia, Baltimore, Washington and surroundings attended the banquet and meeting in the main ballroom of this hotel, which was acclaimed as a huge success by all present. Wurlitzer's new models were greeted with high excitement, as was their program for the coming year. Homer E. Capehart, vice-president of the Wurlitzer

Co., delivered the only speech of the evening in which he outlined the new Wurlitzer program for the next year before an enthusiastic and wildly cheering audience. Mr. Capehart announced to the music merchants that old phonographs will be taken in at liberal trade-in allowances and that these old phonographs would be completely destroyed. Another important point in their program stressed by Mr. Capehart was that absolutely no new models will be displayed at the December-January coin machine shows. He also officially presented the three new Wurlitzer models, the 500, 600 and 81, the last named being a table model. He discussed the detailed improvements of each. One hundred per cent of the music merchants present joined a pledge with Mr. Capehart in striving to increase the profits from automatic phonographs by advancing better service but less profit to the location in order to make a good business better.

Present at the speakers' table were the following members of the Wurlitzer organization: Homer E. Capehart, vice-president; J. A. Darwin, special representative; Ernest H. Petering, sales manager; Robert B. Bolles, advertising manager; H. F. King, secretary to Mr. Capehart; Carl E. Johnson, vice-president and plant manager; Ray Haimbaugh, chief engineer; Walter B. Reed, service manager; Art Leard, official master of ceremonies; Ed Wurgle, assistant credit manager; R. C. Roling, vice-president and general manager; Paul Fuller, chief designer; and Howard Wilcox, service instructor. Other distinguished guests at the speakers' table included Dave Margolin and Joe Eisen, of the Penn Coino-Matic Co.; Lee Rubinow, president of the New York Operators' Association; Frank M. Engle, president of the Philadelphia Operators' Association, and Frank Hammond, manager of the Philadelphia Operators' Association.

Following the dinner door prizes were awarded and Mrs. Irving Plaut, of the Crown Automatic Co., Baltimore, won a Wurlitzer Spinette piano, while Mack Esterson of the Tri-State Music Co., Harrisburg, won a Wurlitzer phonograph. Souvenirs were also given to all wives and girl friends present. Following this an elaborate floor show was presented and was presided over by Art Leard, official emcee of Wurlitzer. A technicolor picture was shown with Bob Bolles as narrator while dancing was next in order.

Baltimore was the first leg of a scheduled extensive tour which will cover 21 major cities from Coast to Coast and a total traveling distance of 14,682 miles, of which 6,300 will be by air, probably the largest single block of air passage ever booked in the United States.

The keynote of this trip is to crystallize the thinking of the music merchants of America towards stabilization of the industry, it was said. Optimism was in high order, as salesmen were seen busily writing orders all evening for the new models at this, their first stop.

Music Pledge

An impressive occasion was made by the signing of the music operators' pledge. It was said that every operator present signed the pledge, which promises "to consider the interests of my customers first and thereby be a credit to the industry as a whole, by keeping my phonographs clean and in good working order—always supplied with fresh needles and good records;

"To maintain the dignity of the music-operating business by offering my customers clean, wholesome records;

"To increase my share of the earnings from the phonographs I already have in locations;

"To place instruments in locations only on a basis that assures me fair returns and to maintain that percentage

under all conditions; and, "To stress the phonograph as a means of attracting and holding crowds that will increase the location's bar and food business rather than to emphasize direct profits from the instrument itself."

Hankin Extends Welcome to Ops

ATLANTA, July 9.—Morris Hankin, of the Hankin Music Co., extended invitations to all coin machine men to make his offices their headquarters while they were in town for the gala Wurlitzer party held here yesterday.

"We merely wanted to extend to all a bit of that famous Southern hospitality," said Hankin. "We realized that many ops coming to Atlanta were going to feel a bit strange and we wanted them to feel just the opposite."

New Orleans

NEW ORLEANS, July 9.—Summer distribution of new coin phonographs and recordings appears to be on the upgrade in the past two to three weeks and a large number of men responsible for such distribution say that business is best for midsummer in several years. And most encouraging is the fact that buyers are taking the deluxe models more readily than the price-saving machines, showing that business must be very good.

Those who attended the first big Wurlitzer party last year are all on edge in anticipation for the show set at the Roosevelt here July 28 when Homer Capehart will again emcee a dandy evening of special events at what will probably be a record-breaking party for this section of the country. A. M. Mendez, district sales manager, and Jules Peres, head of the Peres Novelty Co., distributing agency, are busy these days lining up the big party.

Already completely sold out of their second car in just a few weeks since they took over the local distributorship of the J. P. Seeburg line, the Dixie Music Co. has placed its order for a third car-lot shipment due next week. Sam Gentilich, head of the firm, reports even better results than at first anticipated by him and his partner, Julius Pace. "Everybody who has bought one of the Seeburg phonographs of 1938," Gentilich reports, "is telling us in no uncertain terms of the wonderful results. We have not heard one justifiable complaint about a phonograph since we took over this very valuable franchise."

The Louisiana Amusement Co. is also giving us excellent reports on sales of phonographs, finding it a bit difficult to keep Rock-Ola machines on display long enough for more than one or two operators to take a good look before they are immediately picked up. Melvin Mallory, manager, returned today from delivering a truckload of new Rock-Olas to Charles Genco at Amite, La. Genco has replaced much of his old stock with the new Imperial 24s this summer.

Sam Gentilich, of the Dixie Music Co., is looking forward to a cool swim off the Long Island shore next week when he entrains for Gotham on a two weeks' business trip. Gentilich, who is lost when R months are nonexistent because of the absence of oyster shucking, came in early this week from North Louisiana, where he reports conditions very good, thanks to a growing oil boom. The Dixie company is renovating and

Minneapolis

MINNEAPOLIS, July 9.—Phonograph discs popular with operators in the Minneapolis area for the week ending July 9 as reported by Murray M. Kirschbaum, local phonograph record distributor, are as follows:

Numbers moving steadily: 1. *Music, Maestro, Please*; 2. *There's Honey on the Moon Tonight*; 3. *If It Rains—Who Cares?*; 4. *Ol' Man Mose*; 5. *My Marguerita*.

Numbers coming up: 1. *What Goes On Here in My Heart*; 2. *I'm Gonna Lock My Heart and Throw Away the Keys*; 3. *The Same Sweet You*; 4. *Now It Can Be Told*; 5. *Flat Foot Floogee*.

enlarging its display room at its local headquarters.

Louis Murphy, of the Louisiana Amusement office, is leaving next week for a two weeks' vacation in the Lone Star State, expecting to stop in at Stelle & Horton's home office at Houston and tell all of the latest scandal about the ole home town to his former side kick, George Baker. Murphy wants to take this means of notifying Baker to make room for him at his house.

The "Roaming Romeos" of Coin Machine Row returned over the week-end from a pleasant jaunt in the Windy City. They are A. P. Monte, of the A. and M. Amusement Co., and Dan Cohen, "The Dapper Dan" of Rampart Street's Direct Sales Co. Combining business with pleasure, Cohen and Monte came home to a 96-degree high after enjoying Chicago's coolest summer weather.

E. M. Oertle, Brunswick-Vocallon district sales director, returned to the old Crescent City this last week-end after one of the finest business trips he ever experienced. Oertle says that recording sales thruout the Deep South are setting new high marks for the decade and he thanks the phonograph for a large part of the increase in business.

Phonograph, pin game and slot distributors of the city have not been so badly affected by the existing local CIO truck drivers' strike as many other industries. Always fair with their contract carriers, the distributors have been getting their goods thru to buyers without one case of delay or interruption by strike pickets. The peak of the trouble seems passed here.

A fine panorama of the process of modern recording by the Decca Corp. has been incased after being edited very proficiently by R. N. McCormick, Southern district manager of Decca Distributing Corp., and placed at the front entrance to the firm's local office. With such famous figures as Frances Langford, Bing Crosby and Judy Garland used as the cast, the set of pictures shows every move taken by the recording staff.

Dallas

DALLAS, July 9.—Play on coin and slot machines is improving very decidedly with the prevailing good summer weather and the improvement in attendance at outdoor spots. Many refreshment places are buying new equipment with automatic phonographs heading the list. One local distributor has made 12 new music installations during July—all of them high-class jobs ranging in price from \$350 to \$1,250.

Operators are taking the most optimistic attitude they have had in many moons, and while no boom is in sight it looks like the amusement business is coming back in the Southwest territory along with retail and other lines of trade. The let-up of law enforcement efforts in several of the larger cities is also helping operators' business in this section.

Jobbers and distributors who do a credit business, also report collections the best in many months. One jobber, with smiles on his face, said his firm did not have a single delinquent collection for the month of June and that his June business was almost three times that of the month of May.

Harry I. Drollinger, that old wheel-horse of the music business, has sold his estate and home, the original "Nickel-

built," to Bill Naylor, former music operator of New Orleans, but now living in Dallas. "Nickel-built" was the original home and clubhouse which Drollinger built from nickels he saved while he was a music operator. The novel house, containing a large clubroom equipped with many novel phonographic and musical instruments, attracted nation-wide prominence when it was constructed. Drollinger announces that he has retained the original name of "Nickel-built" and that he has acquired title to 12½ acres of ground directly across the street from his first home. On this estate he will build a new home which will retain the original name of "Nickel-built," and is to cost when completed \$35,000.

In his new home Drollinger will incorporate a large clubroom which will contain chimes and a singing tower 45 feet in height. These chimes will peal the time every 15 minutes of the day and will have a sound range of six square miles. The tower and chimes, when finished, will cost \$7,500.

The large den and clubroom of the new "Nickel-built" will be dedicated to automatic music and will contain a symposium to the automatic music business from the first air-controlled, "nickel-in-the-slot" piano with models of automatic phonographs from their first beginning to the new and modern machines. The clubroom will also be equipped with other musical instruments, including a piano, organ, vibraharp, phonographs and broadcasting equipment. Automatic controls and selectors will furnish instant and constant tune-in with the music room.

Drollinger has been a frequent host to friends and business associates at the original "Nickel-built" and his new club and home will be the scene of many brilliant parties and entertainments when it is completed next November.

George C. Kidd, energetic president of Kidd Sales Co., is in South Texas again this week. George believes in keeping in touch with the trade and his constant work with operators and jobbers is building a real business for his firm on salesboards and jar deals. His company has announced the production of two new jar deals this week. Shoo! the Moon is a 630-ticket jar deal done in attractive colors. Ace High is also a beautifully colored jar deal with 840 tickets. Both deals have met with the instant approval of operators because of their compact size, their attractive colors and because they move off the location counter in a hurry.

July 30 will be a red-letter day on the calendar of amusement operators of the Southwest. It is the date set for the Wurlitzer Transcontinental Tour to reach Dallas for a gala party and stop-over celebration which the Wurlitzer Co. will give to operators. Of 21 key cities to be visited by the Wurlitzer party, Dallas is the only Texas city the tour will reach. Many operators and colmen from all over the Southwest will be in Dallas July 30, for a Wurlitzer party is a real event.

Hot weather and summertime is vacation time in Texas and many local operators are leaving for parts unknown. Here's hoping they regain that energetic spark of youth and return to the city ready for that big "Fall Rush" which we believe is now in the making.

EXPERIENCED MUSIC MEN

Insist ON

PERMO POINT

More Than 2000 Perfect Plays!

Only PERMO POINT is standard equipment on ALL new phonos. It is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

It's All in the Patented Elliptical Point!

PERMO PRODUCTS CORP.

Metallurgists—Manufacturers

6415 RAVENSWOOD AVE. CHICAGO, ILLINOIS

THANK YOU WURLITZER

IT SURE WAS A GREAT PARTY

★ In fact, the greatest and grandest party in all the history of historic Atlanta! We certainly enjoyed your company and your great speech, Mr. Homer E. Capehart! Every Georgia Wurlitzer operator will long remember this gala evening! And every Georgia operator continues in loyalty and affection to the Great Wurlitzer Organization, predicting the biggest year in all our long music history! Prompt shipment assured on all new models.

HANKIN MUSIC COMPANY
258 PRYOR ST., S. W. (Phone: WALNUT 7096) ATLANTA, GA.
Morris Hankin, Pres.

1,500 N. Y. "Music Merchants" Take in Gala Wurlitzer Party

NEW YORK, July 11.—With Engineer Homer E. Capehart at the throttle, the Wurlitzer Transcontinental Limited pulled into the Pennsylvania Hotel yesterday. By the time the streamliner left for Boston's Hotel Statler in the wee hours of this morning over 1,500 music merchants and their guests had been wined, dined and entertained by the first-class program staged by Capehart and his "train crew" of Wurlitzer officials.

Immediately after the banquet J. A. Darwin, special representative of the Rudolph Wurlitzer Co., introduced Vice-President Homer E. Capehart, who addressed the guests on *The Wurlitzer Seven-Point Program and What It Means to You*. "The music business is a great business," stated Capehart. "There may be some as good but there certainly is none better."

Promising that some of the figures he was going to reveal would be a surprise to many, Capehart declared that Wurlitzer has sold 130,000 automatic phonographs in the last two and a half years. "Our customers number 3,742," he stated, "yet the factory has repossessed but two machines. In that time only 785 machines were returned to the factory either at our request or the operator's, and these machines were immediately turned over to other operators. We have lost less than \$5,000 in bad accounts. That is your record. We didn't do it. You did, and you should be proud of it."

Another point which Capehart drove home was that Wurlitzer is backing a drive to make the music operator known as a "music merchant." "Back in the early days of the moving picture the theaters were known as nickelodeons," said Capehart. "As they grew the name was discarded in favor of theater. This industry, too, has had growing pains and now it's time for the term music operator to be dropped in favor of music merchant. That's what you are, merchants of music."

Capehart also stressed the fact that Wurlitzer has always adhered strictly to the policy of selling only to operators. He also added that from now on Wur-

litzer would lend its influence to helping the operator make more money for himself. "There are too many men in this business who are not music merchants because they are not keeping for themselves enough of what these machines are taking in," Capehart stated in announcing that the firm was circulating pledges to all the operators present, soliciting their support in a drive to uplift the operation of music machines. One of the points in the pledge was the operator's agreeing to increase his share of the earnings from the phonographs he now has on locations."

In conclusion, Capehart declared: "We stated at the first of the year that Wurlitzer would curtail production in 1938. This we have done. The new models we are introducing tonight have not been brought out to increase your volume, but to stabilize the business under our new factory trade-in plan. This plan calls for our taking in the old models and destroying them. We will not show any new models at the December or January shows."

At the conclusion of his speech the music operators' pledges were signed and the winning tickets for the door prizes drawn. Louis Herman, County Amusements, Mt. Vernon, N. Y., won the new Wurlitzer phono given as a prize to the men, while Mrs. Robert Grenner, of Robert Grenner Co., New York, was the winner of the Wurlitzer Spinnette piano. Capehart announced that the party was also a celebration in honor of Joe Darwin, Wurlitzer special representative, since it was his birthday. Capehart gave him a beautiful basket of flowers on behalf of the Wurlitzer transcontinental tour.

A scintillating floor show followed, featuring the Andrew Sisters, Sid Gary, Park Avenue Debs, Chic Fuller, Cameron and Vance, Slim and Sam, Don (Popkoff) Tannen, E. Butterfield, Ernie Mack, and Ford, Marshall and Janet. Art Leard acted as emcee, while Jack Waldron handled the show. Harold Kahn and his Society Orchestra provided the music, with Aloha's Hawaiians filling in. Dancing and inspection of the new Wurlitzer 500 and 600 models followed.

POPULAR ITEMS

(Continued from page 53)

both ends which enables anyone to fill a flat tire with half the air from one of the other tires, thus enabling the driver to proceed to the nearest garage without delay. Device is said to be small and compact and may be carried in the glove compartment of an automobile for convenience. Moderately priced and comes complete with a 10-day guarantee, it is reported.

Key-Lite

One of the flashiest new items in the smaller sizes is reported to be the Key-Lite, a small plunger-operated flashlight to which is affixed a bead key chain. Number is being offered for premium and prize use by Apex Products Corp. and is said to be simpler to operate than anything similar on the market. Pressure on the plunger giving an immediate flood of light, while the key is right at hand on the attached chain. Extremely low quantity price plus a choice of black, white or bright enamel colors assures rapid movement for the gadget from the start, it is said.

Sta-Curl Comb

In answer to woman's eternal search for natural hair waves and curls, the Distributors Corp. announces that it is marketing a new device that practically curls the hair while it combs. They report that the Sta-Curl Comb is a combination comb and curler that any child can operate to make lovely curls and ringlets. The patented curler on a comb fits into purse or pocket. It is of fine-tooth construction with patented ridge feature that is said to push natural oil secretions back into the hair, thus liberating and producing the desirable effect of sheen and high-light brightness that result from brushing the hair. Items is made of durable tenite and is reported to possess more flex than an ordinary comb. Firm states Sta-Curl Comb is recommended by sev-

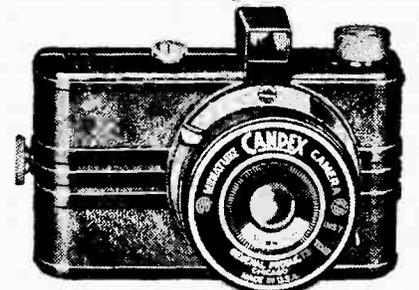
eral Hollywood hair stylists and is used by many of the motion picture stars.

Polly Prim Aprons

Concessioners on the lookout for something new that will attract the attention and patronage of the feminine trade will do well to look into the new line of Polly Prim aprons just introduced by the Regal Paper Co., Inc. Made of washproof Pepperell fabrics in a wide array of bright beautiful colors, aprons have an abundance of style, fit, quality materials, workmanship and flash. Method of packing in a unique individual envelope package with cellophane window or cut-out showing in miniature the apron in use practically doubles an already powerful appeal to the fair sex.

Candex Camera

The candid camera craze is still sweeping the country like wildfire. Men, women and children are eager to own one, hence the item is not only proving to be an outstanding seller in stores



everywhere but is also proving to be one of the most popular salesboard premiums of the summer season. The General Products Co. has stepped up production to take care of the ever-increasing demand for its attractive Miniature Candex Camera, which was recently put on the market at a very low cost. Camera is equipped with high-grade Graf lens. Takes any standard film roll, 127 or Adfa A8 and makes 16 exceptionally clear pictures. The beautiful, unbreakable streamline case is very handsome.

SAIL ALONG WITH THE MAYFLOWER

ALL MAKES OF PAYOUT TABLES. WRITE FOR PRICES. CONSOLES, NEW AND USED.

KEENEY DERBY CHAMP, F. S.	\$175.00	EVANS SKILLO	\$149.50
BALLY RESERVE	59.50	BALLY CLUB HOUSE, Used	69.50
BALLY RAGER	89.50	SADDLE CLUB, New	89.50
STONER SKILL DERBY	159.50	SADDLE CLUB, Used	70.00
STONER BASEBALL	49.50	TRACK ODDS	109.50
BALLY STABLES, F. S.	79.50	PICKEM, F. S.	150.00
FAIRGROUNDS	79.50	EVANS KEENO	39.50
BALLY ROLLS	39.50	TEASER	29.50
KEENEY TARGETTE	49.50	DOMINOLA	35.00
MILLS CLOCKER	39.50	LINCOLN FIELD	139.50
		JENNINGS CIGAROLA	119.50

ALL MAKES SLOTS AND PHONOS. ONE-THIRD DEPOSIT WITH ORDER.

MAYFLOWER NOVELTY CO., INC.
1507-09 UNIVERSITY AVE. ST. PAUL, MINN.

BIG CLEARANCE SALE

Track Time	\$125.00	Stoner Races	\$12.50
Favorite	65.00	Dux	22.00
Tanforan	69.50	Beam Lite	20.00
Gottlieb Derby	120.00	Ricochet	8.00
Rays Track	75.00	Home Run	8.00
Roulette (Evans)	65.00	Score Board	8.00
Paces Races		Mills Punching	
(30-10 Odds)	95.00	Bag	55.00
Photo Finish	\$27.50	Eagle Eye	110.00
Racing Form	25.00	(Bally)	
Latonia	20.00	Pop-O-Matic	49.50
Classic	20.00	(Late)	
Ball Park	20.00	10-Ft. Shooting	46.00
Preview	12.00	Gallery	
Paddock	18.00	Moto Scoot	
Spring Time	15.00	Bike (1937)	55.00
Ten Strike	15.00	PHONOGRAPHS	
Lite-A-Pair	12.50	Rock-Ola 1937	\$85.00
Santa Anita	12.50	Rhythm King	\$85.00
Cocktail Hour	8.00	Rock-Ola Imperial 20	155.00
NOVELTY		Wurlitzer 412	80.00
Miss America		1/3 Dep., Bal. C. O. D.	
(Stoner)	\$12.50		

1399-11 63rd St., Kenosha, Wis.

ing of Travelstamps can be easily detected, as they are printed on specially made safety paper, processed with an indelible mark which is part of the paper itself, goes clear thru and is discernible on the back and front of every stamp. He says the paper is especially made and is absolutely unobtainable on the open market.

How the plan works insofar as operator and storekeeper are concerned will be covered in this column next week.

Happy Landing.

BINGO BUSINESS

(Continued from page 52)

ments which creep into any game as popular as bingo.

HOW ARE YOUR outdoor bingos going? You men on the midways, drop us a line and let us know whether you find the interest in the game as great as it was last season. Your friends who follow this column will be glad to hear from you, too.

DEALS

(Continued from page 52)

ify the brand and a paid order will be given or mailed, good for use at local stations throuth the United States." According to Dumaresq, counterfeit-

WURLITZER offers a CONSTRUCTIVE PROGRAM

Insuring Continued and Greater Prosperity for the
**MUSIC OPERATORS
OF AMERICA**



To the Music Operators of America:

The Rudolph Wurlitzer Company announces a constructive 7-Point Program—insuring continued and even greater prosperity for you.

One or two of these points have long been a part of our Sales Plan. Others have been instituted more recently. The biggest feature—that of paying you Operators for your obsolete phonographs—taking them off location and destroying them—is new!

This Complete Program is the most important step taken for the benefit of the Music Operating Business since the beginning of the Industry.

Here Are the Seven Points of the Program—

1—SELLING ONLY TO OPERATORS

On July 7th, 1933, at the very start of our phonograph business, I said the Rudolph Wurlitzer Company would sell automatic phonographs only to operators. We have not deviated from that policy and do not intend to do so.

2—CONTROLLED PRODUCTION

On January 1st, 1938, in order to keep our production in line with the operators' needs for new phonographs, the Rudolph Wurlitzer Company voluntarily reduced its production. We will continue to adhere to this policy of "gearing" our production to the operators' normal requirements.

3—SELLING ESTABLISHED MUSIC OPERATORS

Simultaneously with the announcement of Controlled Production, I said "There are enough established music operators to adequately supply the needs of location owners" and pledged our co-operation to curtail further needless competition. We still maintain that position.

4—24-RECORD PHONOGRAPHS

Because you Operators convinced us that a full sized phonograph should play 24 selections, we increased the record capacity of our large models accordingly. We will continue to carry out your wishes in this matter.

5—LIBERAL FACTORY TRADE-IN ALLOWANCES

Starting July 10th, 1938 we will make a liberal Factory allowance for old phonographs on the purchase of new Wurlitzer Phonographs. These old machines will be completely destroyed. They will not be resold in whole or part, and will never again compete for locations with you or any other operator. I am confident that every one of you will recognize the tremendous importance of this step.

6—THE "FIVE HUNDRED" AND "SIX HUNDRED"

Wurlitzer Models "Five Hundred" and "Six Hundred" are beyond any question of doubt the most strikingly beautiful phonographs ever built. They are part and parcel of the Wurlitzer Constructive 7-Point Program. Their features are amply portrayed on the following pages. Believe me, when I tell you that these machines will make history in the automatic phonograph business.

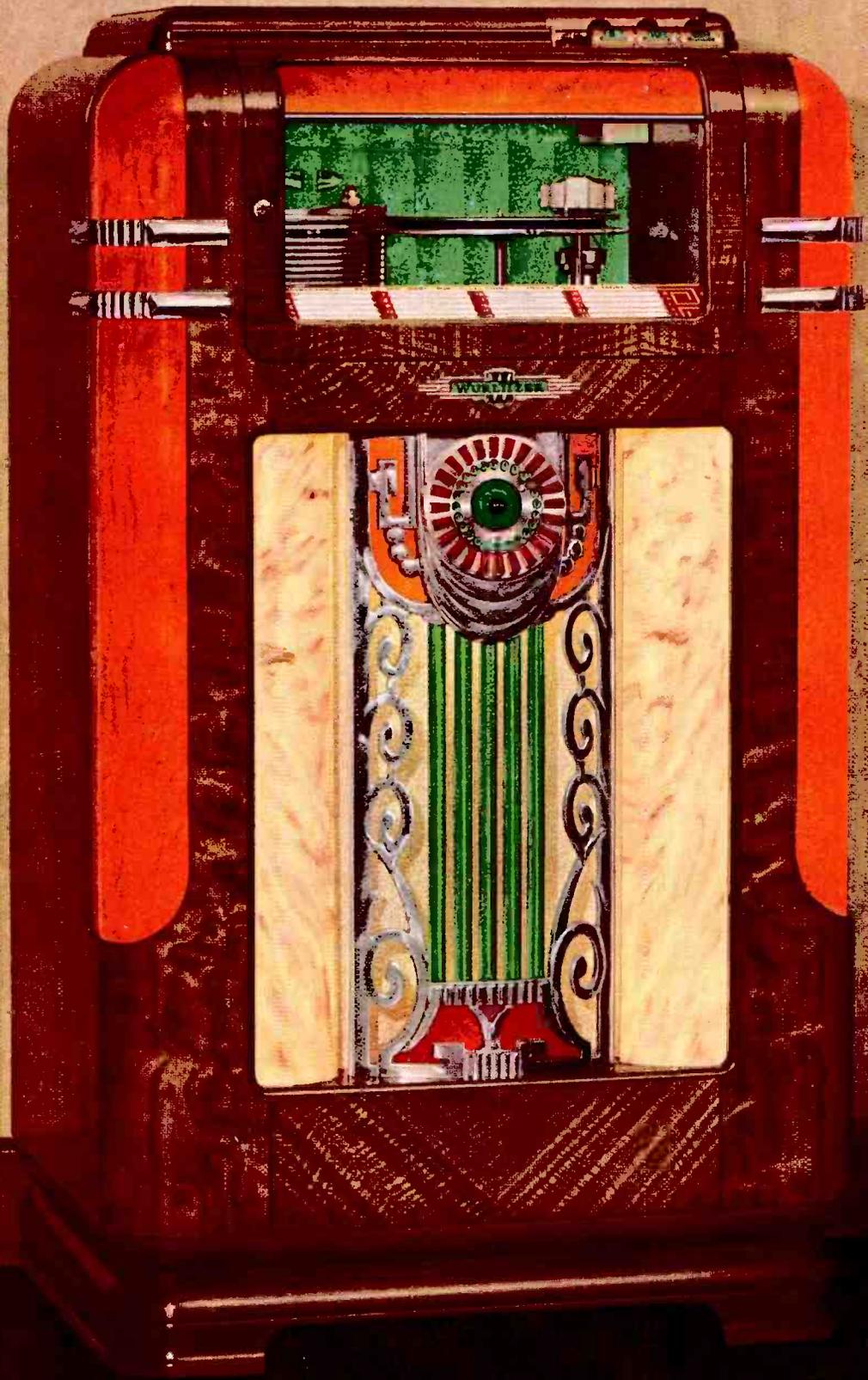
7—NO NEW MODELS AT DECEMBER OR JANUARY SHOWS

The Wurlitzer "Five Hundred" and "Six Hundred" Phonographs, with which we are inaugurating Wurlitzer's "Factory Trade-In Allowance" plan will hold the approval of locations and operators alike for a long time in the future. We promise you definitely that Wurlitzer will have no new Models at either next December or January Coin Machine shows.

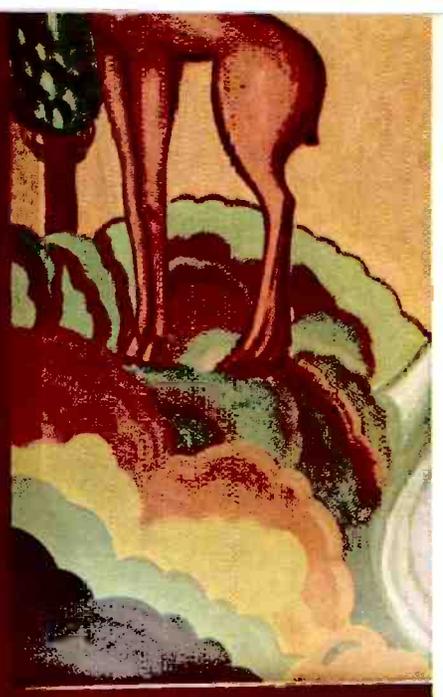
I am about to start on a 14,000-mile trip to discuss the benefits of this program with every music operator in the United States at a series of 21 Banquet-Meetings.

You will agree, I am sure, that the Seven Points which make up this progressive and constructive Program go far towards insuring a safe, profitable and happy future for the operators of Wurlitzer Automatic Phonographs, not only for the immediate future, but for all the years to come.

Vice President,
The Rudolph Wurlitzer Company



WURLITZER AUTOMATIC PHONOGRAPH MODEL 600



Liberal
**FACTORY
 TRADE-IN
 ALLOWANCES**

THESE GREAT PHONOGRAPHS HEAD UP WU

THE "SIX HUNDRED" The compact beauty and color harmony of the Wurlitzer "Six Hundred" defies description. It must be seen to be fully appreciated. The colors and illumination on this model are stationary but are available in three different combinations for the grille and record changer compartment background.

1. Red translucent plastic bars in the centre of the grille — red background in the record compartment.

2. Amber translucent plastic bars in the centre of the grille — amber background in the record compartment.
3. Green translucent plastic bars in the centre of the grille — green background in the record compartment.

Both the "Five Hundred" and "Six Hundred" are also rich, colorful and spectacular when the illumination is not turned on.

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WURLITZER AUTOMATIC PHONOGRAPH

Model 500

WURLITZER'S CONSTRUCTIVE 7-POINT PROGRAM

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THE "FIVE HUNDRED" The Wurlitzer Model 500 is the only automatic phonograph cabinet with the spectacular, eye-arresting power of varicolored light in motion. This moving color illumination is available at the operator's option in either the corner plastic panels or in the plastic panels of the grille.

When moving varicolored illumination is specified for the corner plastic panels those panels are of white onyx translucent plastic — with grille panels

in brilliant red mottled translucent plastic. Varicolored lights are also thrown on the silver grille cloth. See illustration above.

When the moving varicolored illumination is specified for the plastic grille panels, the panels are translucent white onyx plastic—with corner plastic panels of brilliant mottled red translucent plastic. Changing varicolored lights are also thrown on the silver grille cloth.

No
NEW MODELS
at Next
DEC. and JAN.
COIN MACHINE SHOWS

24 RECORDS - NEW SELECTORS FULL CABINET ILLUMINATION IN MOVING, CHANGING COLOR

Breath-taking color and brilliance! Beauty of design never before seen in an automatic phonograph! New and improved selectors! These are the distinguishing features of the Wurlitzer "Five Hundred" and "Six Hundred" Automatic Phonographs.

The last word in the use of modern translucent colored plastics, combined with selected walnut veneers and the generous use of chrome metal trim make these Wurlitzer Phonographs by far the most spectacular ever built!

Even the record compartments of both of these Wurlitzer models take on new splendor with their Silver Cascade Backgrounds covered with a transparent plastic sheet that gives them beautiful, brilliant color. This plastic sheet makes it a simple matter to change the color of the background and to keep it clean. In the "Five Hundred" the record compartment also has mirror sides that multiply the movement — give greater depth — flashing action.

Both phonographs have the same Wurlitzer life-like tone that has always had the enthusiastic approval of operators, location owners and patrons. Both have the famous Wurlitzer rugged cabinet construction and mechanical chassis that have withstood the tests of time on tens of thousands of locations.

Both have well lighted program holders at convenient reading level — brilliantly illuminated coin slide numerals — ample room for changing records from the front.

Both phonographs will be sold on Wurlitzer's Liberal Factory Trade-In Allowance Plan — the most constructive step ever taken for greater prosperity for the music operators of America.

Rudolph Wurlitzer Company, N. Tonawanda, N. Y.
Canadian Factory: RCA-Victor Co., Ltd., Montreal, Quebec

FIG. 4

NEW "MULTI-SELECTOR" DIAL ON THE MODEL "SIX HUNDRED"
Brilliantly illuminated translucent red plastic with chromium embellishments, make the "Multi-Selector" dial of the Wurlitzer "Six Hundred" the most beautiful ever designed for an automatic phonograph. The large and generous size buttons are beveled so all are easily readable—preventing errors in selection. *The name "Multi-selector" as used in this advertisement is registered in the U. S. Patent Office.



FIG. 1

NEW PIANO KEYBOARD MULTI-SELECTOR ON THE MODEL "FIVE HUNDRED"

An innovation in "Multi-Selector" design, the new piano type keyboard selector of the Wurlitzer "Five Hundred" has irresistible play appeal. Touch one of the white keys and a green light in the numeral above the key signals the record selected. To cancel selections simply press keys from underneath. Made of metal with a white porcelain enamel finish, the keys are indestructible—their width assures accurate selection.

The piano keyboard "Multi-Selector" is grouped with a well lighted program holder and brilliantly illuminated coin slides, protected by tamper-proof guards — all on a convenient easy-to-reach, easy-to-see level.

FIG. 2

ROTARY COLOR CYLINDER ASSEMBLY ON THE "FIVE HUNDRED"

The sensational, changing, varicolored illumination in the "Five Hundred" Cabinet is simply obtained by means of this plastic cylinder. It is rotated around a lumiline bulb by a simple low voltage motor, geared down to 3½ R. P. M. Colors on this cylinder are of pure plastic and are non-fading.



FIG. 2 MODEL 500

FIG. 3

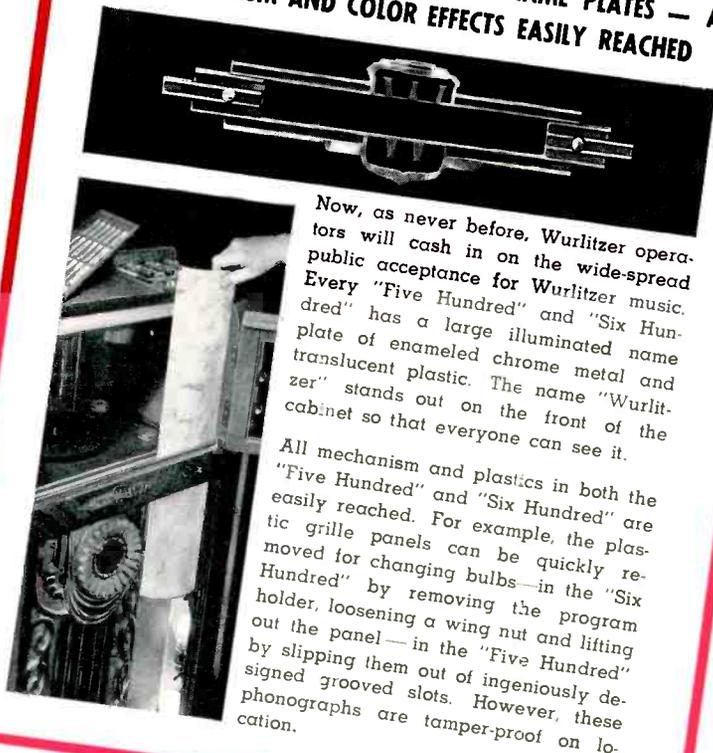
COIN SLIDE NUMERALS ON BOTH ARE BRILLIANTLY ILLUMINATED

Brilliantly lighted, coin slide 5c, 10c and 25c numerals on both models are protected by a bronze guard. Patrons who try to jam or abuse the slides will be foiled by this special tamper-proof guard.



FIG. 3 MODEL 600

BOTH MODELS HAVE ILLUMINATED NAME PLATES — ALL MECHANISM AND COLOR EFFECTS EASILY REACHED



Now, as never before, Wurlitzer operators will cash in on the wide-spread public acceptance for Wurlitzer music. Every "Five Hundred" and "Six Hundred" has a large illuminated name plate of enameled chrome metal and translucent plastic. The name "Wurlitzer" stands out on the front of the cabinet so that everyone can see it.

All mechanism and plastics in both the "Five Hundred" and "Six Hundred" are easily reached. For example, the plastic grille panels can be quickly removed for changing bulbs—in the "Six Hundred" by removing the program holder, loosening a wing nut and lifting by slipping them out of ingeniously designed grooved slots. However, these phonographs are tamper-proof on location.

WURLITZER

Liberal Factory Trade-in Allowances

The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records The Billboard presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

SWING MUSIC

- BENNY GOODMAN**
Victor 25880
My Melancholy Baby and Wrappin' It Up (the swing king holds on to his kingdom with these sides. Not the blatant, blary tootling that tears the roof off the house, but the smooth and subtle treatment with a kick that creeps up on the listener).
- LARRY CLINTON**
Victor 25882
Harmonica Hop and Foo To You (these stomperos will keep your phonos hot).
- COUNT BASIE**
Decca 1880
Sent for You Yesterday and Here You Come Today (the Negro blues beat out in swampfire style with James Rushing adding the lyrical licks. Platter partner, *Swinging the Blues*, is one of those killers that doesn't stop for traffic lights).
- WOODY HERMAN**
Decca 1879
Calliope Blues (it's the blues that get you real low down on the levee. Tho it's a white band, their playing is more to the colored folks' likings. Flat Foot Floogee completes the couplet but the rendition isn't as exciting as other labels).

VOCAL

- VICTOR YOUNG-CONNIE BOSWELL**
Decca 1885
Sweet Sue and Moonlight and Roses (it's sweet Connie and mellow music that matches the moods of the sides all so sweetly).

INSTRUMENTAL AND NOVELTY

- LOUIS ARMSTRONG-MILLS BROS.**
Decca 1876
Flat Foot Floogee (satchelmouth Armstrong is plenty strong on the floy floys with the Mills Brothers harmonizing for the background. Caravan doubles the disk but it's without Louie, only the singing brothers, and it's doubtful the song will appeal to any but rabid Mills Bros.' fans).
- TED WEEMS**
Decca 1884
Three Shif'less Skonks (it's about time that Ted followed up the feuding of the Martins and the Coys. This hill-billyish side is just as bullish and should mean many buffalo heads. Doubling ditty, *Buffoon*, is strictly an orchestral side with little appeal to the phono traders).
- RUDY VALLEE**
Bluebird 7667
Phil the Fluter's Ball (Rudy adopts the Irish brogue for this song of Erin. Paired with Pa-Hu-Wa-Hu-Wai, a Hawaiian novelty strictly for Hawaiians).
- JAN SAVITT**
Bluebird 7666
Hi-Ye Silver (the shuffle rhythms of Savitt's Top Hatters are tip-top. But this side is suggested for the vocal chorus in Yiddish dialect that'll delight all races. They'll never be satisfied to hear it only once. Plattermate, *We, the People*, is straight dance stuff, nothing more).

Fort Worth

FORT WORTH, July 9.—Real hot summer weather has swooped down upon this Texas town and the blistering beams of Old Sol have pushed the public indoors where shade and air conditioning exist. This brings up the play on all types of coin-operated devices in this town. "If we can get 'em inside where our machines are placed we'll get the play," is the way one cowntown op put it. Outdoor amusement spots are getting good night play.

Several Ft. Worth operators are busy these days working for their favorite candidates. The State and county election this year is an active one, with much interest centering around the election of governor and State comptroller of public accounts.

Willard White, dapper op of this city, recently visited the Big Bend country in South Texas in the interest of his business in that section. Willard was one of the early-day operators of automatics.

W. D. Dixon, former Ft. Worth op, is back in town and getting a string of equipment going. Dixon has been up in Oklahoma City for several months working for Jim Boyle, of the Boyle Amusement Co. W. D. says that somehow he "kinder" likes Ft. Worth. He had charge of the phonograph division with the Oklahoma operating firm.

Nick Nigro has moved the headquarters of his Big State Novelty Co. to 2711 Green street, where he will carry on his operating and jobbing business. Nick is looking forward to a nice summer business.

A Ft. Worth op told this week about a boy over in Dallas drowning because his pal did not have a nickel to use in a pay telephone to call for help. Seeing his pal going down and being a cripple himself, he rushed to a near-by pay phone in a small business stand near the native swimming pool, and finding the manager of the store out for the moment and not having a nickel with which to use the phone his buddy was drowned before help arrived.

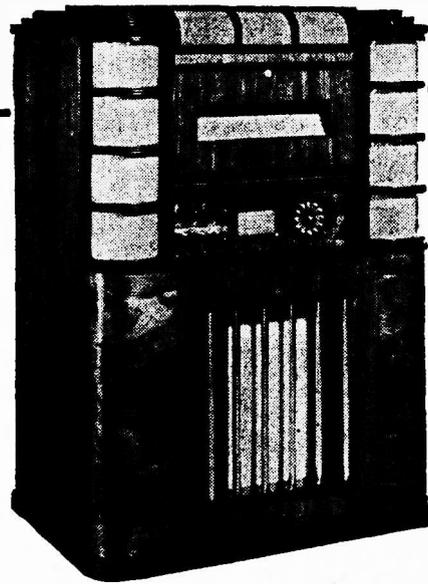
Buckley Mfg. Sales, this city, has moved from the Medical Arts Building to 3820 West Sixth street, where attractive and spacious offices and showrooms have been established. Marcus Reiners, manager of the Ft. Worth branch, invites operators to come in to the new Buckley home. "There is ample parking space and we'd like for ops to make our offices their headquarters when in Ft. Worth," said Marcus.

Detroit

DETROIT, July 9.—Employees of the Atlas Automatic Music Co. are now established in their new offices and salesroom at 9021 Linwood avenue. This is practically at the intersection of Joy road and Linwood avenue, the two streets in northwestern Detroit which now have more coin machine business on them than any other type of business. In one case there are three coin machine offices in one large building in this neighborhood, indicating the way that the industry has almost taken over this part of Detroit.

The Atlas Co., a subsidiary of the Atlas Novelty Co., of Chicago, is dis-

NEW LIFE IN THE OLD DOG!



SEE THIS NEW ILLUMINATED CABINET

Operators, take notice! COVEROLA cabinets will put new life in your old phonographs . . . satisfy locations . . . wipe out competition. Fully illuminated streamlined walnut cabinet installed in five minutes, on location! Order a sample TODAY!

\$49.50

In lots of 1 to 5. Quantity prices on request. Terms: \$15 per unit with order, balance C.O.D., F.O.B. OMAHA.

There is an ILLUMINATED COVEROLA to fit nearly every make or model. Write or wire for details.

COVEROLA

604 ELECTRIC BLDG. OMAHA, NEBR.

Attention Georgia Phonograph Operators

We can use some OLD PHONOGRAPHS at the present time and will make you very liberal allowances on

NEW-MODEL-SEEBURGS

Let us hear from you what you have and will get in touch with you at once.

SPARKS SPECIALTY CO. SOPERTON, GEORGIA

GEORGIA DISTRIBUTOR OF SEEBURG PHONOGRAPHS.

RE-CONDITIONED PHONOGRAPHS

Ready for Location at These Low Cash Prices, Subject to Prior Sale.

1935 SELECTOPHONE\$29.50	MILLS DO-RE-MI\$49.50
1936 ROCK-OLA49.50	P-1029.50
1937 16-Record RHYTHM MASTER	89.50	41279.50
MILLS STANDARD DANCE MASTER	29.50	CABLES19.50
MILLS DeLUXE49.50		

SOUTHERN AUTOMATIC MUSIC COMPANY
542 South Second Street. Louisville, Ky.

tributor for the Seeburg phonographs in this territory. Julian M. Kratze is manager of the company.

The new office has the advantage of a modern sales window which displays the Seeburg machines and helps to build popular interest in music machines at this busy corner. The office and display room are in the back and are equipped with a modernistic type of furniture.

A triple archway at the back of the display room leads into the stockroom, where the large stock of crated models is visible. Two of the arches are glassed in, while the center one serves for an entrance to the stockroom. Parking facilities are available near by, and the store is centrally located for operators.

Walter and Homer Hodges, east side operators, have moved their headquarters to 9961 Berkshire avenue. Mrs. Lily Hodges, also actively associated with the business, says they are looking for a definite upturn in business in about a month or so. As sound proof of their optimism, the Hodges are buying a number of new music machines for their routes, placing the new models in the better locations.

Walter Hodges, by the way, is managing his brother Homer's route as well as his own and has a side line of nut venders and amusement game machines.

MIRACLE POINT NEEDLES

"IN THE GROOVE" TO GREATER PROFITS

Send us your dealer's name and we will send you a sample needle

FREE

M. A. GERETT CORP.
2947 No. 30th Milwaukee

CORRECTION

In the Advertisement of BRUNSWICK RECORD CORP. in the July 9 issue. WEEK-END OF A PRIVATE SECRETARY, Brunswick Record No. 8089, is listed as sung by Mildred Bailey. Should also be listed as played by Red Norvo's Orchestra. FLAT FOOT FLOOGIE by Slim and Starr, listed as Brunswick Record No. 4021 should have been listed as Vocalion Record No. 4021.

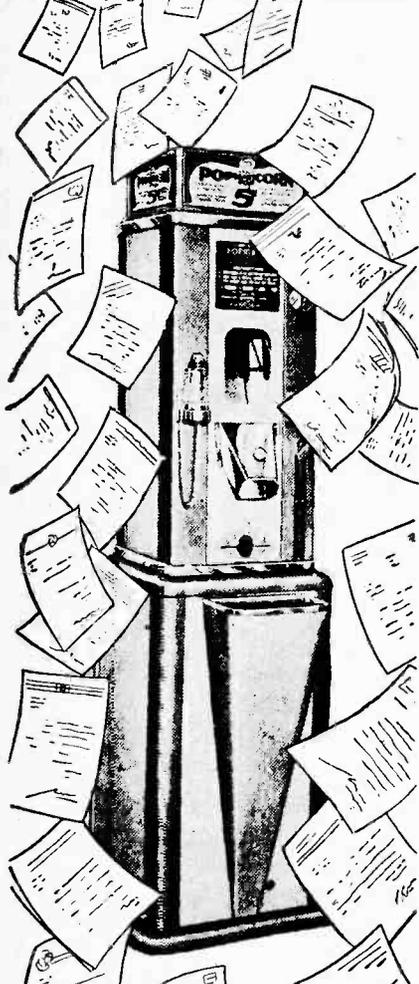
MUSIC OPERATORS!

Save money! We repoint old phonograph needles for \$1.00 per dozen! Up to 2,000 extra plays per needle! Send a dozen old needles with \$1.00! Results will amaze you!

Operator's Service Supply Co.
2045 Carroll Ave. Chicago

They're Pouring in

Very many letters from successful POPMATIC Operators have come to our attention



You too can cash in on the \$100,000,000 Popcorn Industry by operating a route of POPMATIC

The POPMATIC AUTOMATIC POPCORN MERCHANDISER Pops, Seasons and delivers a brimming bagful of fresh, hot popcorn for each U.S. nickel inserted

We are now making IMMEDIATE DELIVERIES

DON'T PUT IT OFF! Order your POPMATIC today while the best locations are still available

PHONE — WIRE — WRITE for complete details and prices

POPMATIC
Manufacturing Co.

5147 NATURAL BRIDGE AVENUE

ST. LOUIS

MISSOURI

MERCHANDISE MACHINES

LoBoys Clicking In Pennsylvania

CHICAGO, July 9.—When B. D. and J. D. Lazar were in town the other day they visited the Rock-Ola factory and not only took care of their phonograph requirements for the rest of the summer but placed an order for a carload of LoBoy scales. The B. D. Lazar Co., with offices in Pittsburgh, Scranton and Reading, is Rock-Ola's distributor throughout Pennsylvania.

B. D. told Nels Nelson, head of Rock-Ola's games division, that the scale business is the best he has ever seen. "It reminds me of an epidemic," said J. D. "Every operator wants scales this year. And nearly every operator who had a modest string before has increased his route."

Nelson advanced the thought that one reason for this heightened interest in personal weight scales was because so many more pennies are in circulation. "The scale has almost a 'magnetic' pull for loose change in a person's pocket," said Nelson. "Besides, everyone is interested in checking his weight frequently. There's an element of vanity and a vitally important element of health in maintaining one's weight. There's no better way of knowing the daily weight fluctuations than from an accurate penny weight scale such as LoBoy."

"Speaking for ourselves and our operators," Lazar continued, "our preference in scales is Rock-Ola's LoBoy, because it is A-1 in every way—in attractiveness, practical design and in dependable construction. They take only two square feet of floor space, so are adapted to many locations. The five-year guarantee gives further assurance that LoBoys are steady, responsible money makers. Operators who have operated routes of LoBoys in Pennsylvania vow that LoBoys are mechanically perfect and eye-inviting long years after their guarantee has expired."

Bulk Vending Is Real Opportunity

By W. R. GREINER
Northwestern Corp., Morris, Ill.

The operator who chooses the bulk vending field is the operator who reaps the real profit in the coin machine industry. In a hasty review of the coin machine field, the bulk venter may not hold the flashy appeal of other machines, the earnings may not be comparable in your estimation to those of amusement devices, but don't be misled. The whole story is very different from the outlook on the surface.

Let us consider the matter of investment; that is the first step in acquiring a route of machines. It isn't necessary to have a large sum of money to start a route of bulk venders, and it's only a matter of a few months until the machines pay for themselves. The small

initial cost has prompted many to operate bulk venders as a side line and have found it so profitable they have made operating their life work.

Cheaper To Operate

The upkeep of the machines is small. When replacements are necessary no great expense is involved. The mechanisms are not complicated and do not require the knowledge of a skilled mechanic to repair.

With few exceptions, there is very little tax on a bulk venter—a few States require it, most do not. It is a perfectly legitimate machine dispensing a fair portion of merchandise for each coin inserted. The operator is safe in locating his machine wherever he desires.

Because of the size of the bulk merchandiser it is welcomed by locations. Such a machine does not interfere with their business and they realize that the small space which it requires could not be used to more profitable advantage.

Operating bulk venders is a steady business; it offers the opportunity to begin in a small way and build up to a great size. Being legitimate in every way, it is a business that can be handled successfully by men or women. Vending machines do not owe their popularity to a fad that may be going strong one day and on the shelf the next. They do not have the dramatic appeal of the big-money machines, it is true, but take into consideration some of the big-money headaches, such as large investment, expensive mechanical upkeep, graft, overhead, besides the fact that you may run one day and be out of business the next.

You will observe that big money involves more than just the return from the machines. When you compare the actual profit with that of a bulk venter you will find there is very little difference. The big intake of the various coin-controlled machines may seem flashy and fascinating, but do not forget that all is not gold that glitters and over a period of years you will find the steady, reliable earnings of the bulk venter your best bet in the coin-controlled field.

Gum Production Greatest in 1937

WASHINGTON, July 9.—As reflected by the growth of gum vending machines, the chewing-gum industry reports that a 10-year record in the manufacture of gum was broken during 1937. This was a gain of 18.7 per cent over 1935.

The value of chewing gum produced during 1937 amounted to \$56,721,745, according to the Department of Commerce. This is 36.2 per cent more than the 1933 production, the report continues. The number of manufacturers with annual volume above \$5,000 declined from 26 in 1935 to 25 last year. There were 31 manufacturers in 1933.

The number of wage earners in the industry increased to 2,401, a gain of 3.7 per cent over 1935, and wages rose from \$2,416,923 to \$2,966,585, a gain of 22.7 per cent.

Co-Operation in Retail Field

Merchandise vending machines are a part of the field of retail distribution. There is bitter competition in the retail field. Many of the tax bills that appear against vending machines are promoted by some retail organization.

Saul Cohn, of New York, president of National Retail Dry Goods Association, made a strong plea for co-operation among all branches of retailing at the opening of the convention of that association in Cincinnati June 27. Vending machine interests should keep it for reference.

"At the same time within retailing, different divisions of distribution are continually clashing and are unable to consolidate their points of view," he said.

"The effect has been to create a muddled and difficult situation in an important segment of business life.

"If a uniform voice in retailing could be developed, then indeed retailing would be a force to reckon with, but the development of such a uniform voice has been and will continue to be beset with many difficulties because of the cloud of discord which envelops the industry due to misunderstandings and lack of appreciation of one division of retailing for problems of another. Should retailing as an industry ever be able to determine what it is reasonably entitled to have, if it is ever able to develop a positive and recognizable viewpoint satisfactory to all divisions of retailings, it will be able to establish a logical and influential public position."

TOPPER

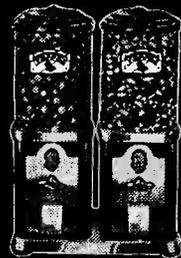
TOPS THEM ALL
For Beauty, Quality Performance and PRICE

TOPPER Is Unquestionably The Most Practical Bulk Merchandise Vender Ever Built



16 New Outstanding Features

POSITIVELY MAKES TOPPER "THE TOPS"



- ★ Vends Everything—
- ★ Charms
- ★ Ball Gum
- ★ Peanuts
- ★ Candies
- ★ Pistachios

Capacity: 5 lbs. Mdse. — 900 Balls of Gum
See Your Jobber For Complete Details And LOW PRICES Or Write —

VICTOR VENDING CORP.
4203 Fullerton Avenue, Chicago

PROVEN Money Makers!



Experienced operators know the important thing is to get the Vender into the location! Tom Thumb's got everything beat. Handsome, compact, it gets into taverns, waiting rooms, stores and restaurants closed to ordinary venders. 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 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. 29, Jackson, Mich.
The Following Distributors Carry a Full Line of Tom Thumb Vendors and Parts:

CAPE FEAR AMUSEMENT CO., 110 Winslow St., Fayetteville, N. C. (North and South Carolina Distributors.)

VIKING SPECIALTY CO., 530 Golden Gate Ave., San Francisco, Calif. (State of California Distributors.)

COLUMBIA VENDING CO., 2518 Dorr Ave., Parsons, Kan. (State of Kansas Distributors.)

SOMETHING NEW UNDER THE SUN

SOBER BREATH

CHEWING GUM AND VENDOR
A Delicious Chewing Gum That Absolutely Removes Alcoholic and Bad Breath.
A Beautifully Enameled Vending Machine, Sturdy Construction of Cold Rolled Steel. Easily Attached Anywhere.
Location Time Tested and Proven.
A Natural—Wherever Men or Women Drink.
Special Sample Offer—Penny Vending Machine and 100 Sticks Sober Breath Gum... **\$3.00**
Write for Further Details Today.
SHELBY SERVICE
12 South 12th St. Philadelphia, Pa.

NUT VENDOR

5¢ Coins Money FOR YOU!
HUGE DEMAND BY MERCHANTS

MARKET DRUG STORES, TAVERNS, BARS, RESTAURANTS, CLUBS, CIGAR STORES, WAYSIDE STANDS, Many Others.



Establish a permanent paying business in your community with Casterline. Millions of dollars spent monthly for 5¢ nuts and candies. Merchants eager to put Magic Salesman displays on their counters. They pay only for the cellophane bags of merchandise. You keep display filled—and collect your regular WEEKLY INCOME. Strict territory rights protect your ever growing business. Write: **CASTERLINE BROS.**
1916-1926 Sunnyside Ave., Dept. BQ, Chicago, Ill.

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

cigarette merchandisers' association

Address Communications to *The Billboard*, 1564 Broadway, N. Y. C.

NOW that the City Council has called it quits for the summer months, New York City ops are forgetting about the tax bugaboo and concentrating on business. There has been much discussion about just how extensively the new occupancy tax ruling will affect coinmen, but as this is written the official rules and regulations are still on the printing press, so exact knowledge of the manner in which it will be applied to cig merchandising machines is not known.

Matty Forbes, genial manager of the New York Cigaret Merchandisers' Association, was in a dither all of last week. The reason? He joined the ranks of married men on Sunday at 3 o'clock when he and Beatrice Harrow were wed in Brooklyn. After the ceremony the couple left immediately for a honeymoon in Matne. Early in the week Matty seemed to be suffering from the throes of apartment hunting. No wonder—he's searching not only for one to house his wife but also that great Dane he some day hopes to own. Our sincere congratulations, Mr. and Mrs. Forbes!

The reports of recent thefts of cigaret machines in New Jersey have again resurrected the need for adequate insurance protection for the operator. When you come right down to it, equipment insurance is regarded as a necessary expense in every type of commercial business, and therefore it is but logical that association members should protect the investment they have in their machines by covering them with insurance.

Of course many men have taken out policies in the past, but the move was rather expensive and the results not altogether satisfactory. The rate was high and the policy was usually canceled as soon as the operator reported his first loss.

Unless an operator has a large quantity of machines on location, individual insurance is an expensive proposition. By a group banding together and taking out one blanket policy, however, not only can better and more complete coverage be obtained but costs greatly decreased.

The Cost

We have looked into this matter thoroly and have a report from a nationally known company that would give complete coverage to a group of machines at the low cost of 1 per cent of the insured value of a machine a year. In other words, under this policy if an operator appraised the stock and value of a machine at \$60, the rate would be 60 cents a year for that machine. The policy would contain a \$3 deductible clause, which means the operator would have to stand the expense of any damage or pilferage amounting to less than that amount, as well as the loss sustained from slugs. On the other hand, it would protect the operator against fire, theft, robbery and damage of both the machine and the stock and cash therein. This policy covers the machine from the time it leaves the operator's headquarters until it returns. Machines are covered against any accidents incurred in transit to and from locations as well as on the location itself.

The reason why the insurance company demands a certain quantity of machines for this policy is that it, like all insurance, will be based on the law of averages. With a definite number of machines paying in a definite sum to the company it thereby has a large enough fund to cover a lot of losses, and hence the fear of a policy lapsing as soon as a loss claim is filed will be dissipated. On the other hand, the more machines that come under the protection of this policy the more the rate will be reduced. Consequently it isn't hard to foresee that once this move gets rolling an enlistment of 20,000 or 25,000 machines would reduce the rate to a negligible figure.

All Can Join

Under the terms of this insurance there is the possibility that members of all CMA associations can join up under the one blanket policy which the New York association is considering. This would make the coverage actually an Interstate CMA proposition. The advantages of such a move are obvious when you consider the vast number of machines that could be enlisted and the proportionate drop in rate.

Of course some organizations have attempted such group policies before. What happened then was that each member wanted to give his portion to his own particular broker. As a result the insurance company refused to regard these policies as members of one blanket group but instead looked upon them as separate risks since they came thru separate brokers.

How It Works

Under the terms of this policy there will be one broker, one policy, one group risk—yet all will benefit. Each member who takes advantage of this insurance will make a list of the number of machines he has on location, where they are and how much each machine and its contents are valued, and will pay at the rate of 1 per cent a year for each machine of its insured value. Each member would then be issued certificates to cover the machines he has on location. New machines would be reported once a month. Claims of loss would be filed immediately and would be paid as soon as loss was verified.

At the present time the New York association has almost enough machines pledged to enter this group protection plan. All we need is a few more machines to start the ball rolling. Isn't it worth a small amount a year—the price of a few packs of cigs—to feel sure that no matter what happens to your machines you won't lose a penny? You bet it is! . . . *Matty Forbes.*

THE ALBUM: Aaron Gosch has been operating cigarette venders ever since the business was in its infancy. He is now the proud owner and manager of the Supreme Cigarette Service, with headquarters in New Rochelle, Conn., and operations thruout Connecticut and parts of New York and Pennsylvania.

Aaron is a charter member of the CMA of New York and has been its perennial vice-president. This is fortunate for the CMA, because he has adequately filled the office of president ever since Will Golden's departure from New York almost six weeks ago.

Aaron has been married 12 years and a half and has three children—two boys and a girl. The boys occupy much of their father's time, or maybe it should be put that the father occupies much of the boys' time playing baseball, fishing and swimming.



Chicago Journal Reviews Cigaret Defy of General Business Slump

CHICAGO, July 9.—Cigaret consumption has shown its ability to defy the business slump this time, says a staff writer of *The Chicago Journal of Commerce* in a detailed review of production and of the financial aspects of the cigaret firms.

The cigaret manufacturing industry has had little trouble in maintaining its reputation of being able to resist depression forces in better-than-average fashion, the review says. This in turn is reflected in tobacco shares showing greater stability marketwise than industrial shares.

Defying the lower trend displayed in most lines of activity, cigaret production for the first five months of the year not only increased over 1937 but established an all-time high for that period, according to the figures issued by the Bureau of Internal Revenue. A highly favorable showing in May was the principal factor in the increase of sales for the first five months.

May Output Large

Both January and February ran below a year earlier, while March and April registered some improvement which eliminated by a narrow margin the year-to-year losses of the two preceding months. A gain of 9.59 per cent for May over last year carried the total for the five months to a level 2.03 per cent over the 1937 period.

Production totaled 14,323,650,620 cigarets in May, which was the seventh highest total for any month in the history of the tobacco industry. May of 1937 registered output of 13,069,936,403 cigarets. Output for the first five months of 1938 was 65,128,971,359 against 63,835,935,780 for the like period of last year.

Prior to the market upturn of last week, cigaret stocks as a group had declined about 25 per cent from the prices of March of last year, when the market turned down. In contrast, industrial shares averaged about 45 per cent below the peak of March, 1937.

Decline Is Low

The figures issued by the New York Stock Exchange show that between June 1, 1938, and the like 1937 date, the market value of tobacco shares declined 15.1 per cent as compared with a decrease of 39.7 per cent for all shares listed on the exchange. This tobacco group included manufacturers of cigars and other tobacco products as well as cigarets.

The showing of tobacco stocks in earlier depression periods is illustrated by the Standard Statistics averages which show cigaret stocks held within a 50.0-54.2 range in the weekly index during the last six months of the 1919-'21 decline. The Standard Statistics averages also show that the net loss of the tobacco shares in the comparable period of the bear market of 1929-'32 was less than half that of the average industrial stock.

Little Information

Little if any specific information is available as to the course of earnings of the leading cigaret manufacturers as the industry does not follow the practice of issuing interim reports. Costs, however, have not advanced above a year ago. Some advantage may be secured later when the lower priced 1937 burley crop comes into production.

Meanwhile the leading companies are maintaining regular dividends on their common stocks, an action in itself setting them apart from most industrial companies which have been forced to cut and in many cases eliminate common disbursements.

American Tobacco Co. has paid two dividends of \$1.25, the same rate maintained in 1937, when payments totaled \$5 for the full year. Liggett & Myers Tobacco Co. has paid two quarterly dividends of \$1, the same rate as last year. Total dividends in 1937 amounted to \$6, including a \$2 extra. The payments referred to are all on the common and Class B common stocks.

The R. J. Reynolds Tobacco Co. has initiated a change in its dividend pro-

gram, adopting the practice of paying four interim dividends rather than quarterly dividends during the year, which are to be supplemented by a final dividend near the close of the year to be determined by earnings at that time. Interim dividends were inaugurated at a rate of 60 cents this year. Three such payments have been made this year on both the common and Class B common. Last year quarterly dividends of 75 cents were paid.

Philip Morris & Co., Ltd., Inc., also is paying the same common dividends as a year ago. The company has declared 75 cents payable July 15 to holders of record July 1. In the fiscal year ended March 31, 1938, the company paid dividends of 75 cents each on October 15, 1937, and January 15, 1938, and a final dividend of \$4.50 on March 24, 1938.

Philip Morris continued on its fiscal year ended March 31 the uptrend in both sales and earnings it has enjoyed for the last several years. Sales mounted to \$55,613,034 from \$38,466,513 for the preceding period. Net income advanced to \$5,683,221 or \$10.91 a share on the common stock, from \$3,573,617, or \$6.88 a share. Subsequent to the close of the fiscal year the company issued preferred stock.

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LOOK

IN THE WHOLESALE
MERCHANDISE SECTION
for the
LATEST NOVELTIES, PRIZES
PREMIUMS AND SPECIALTIESCanteen Co. Ideas and Service
Promote Wide Vending Sales

CHICAGO, July 9.—In the July 4 issue of *Advertising Age*, Chicago, a lengthy publicity story of the Automatic Canteen Co., Inc., is published under the signature of G. D. Crain Jr., publisher of the advertising weekly. The article recites some of the history of the development of the Canteen organization, its ideals and services.

While there is a growing competitive condition between such organizations as Canteen and the small independent operators of vending machines, similar to the competition between chain stores and independents, the several large organizations in the vending machine field are pioneering a service and facing some of the opposition against vending machines that the unorganized independents would not be able to meet.

The article is a splendid tribute to the executives of the Canteen organization and is a part of the history of the development of the modern vending machine trade.

"Automatic vending has always looked like a gold mine to manufacturers of convenience goods, but in practice it has been a good deal of a headache," writes Mr. Crain. "Nat Leverone, head of Automatic Canteen Co., Inc., has given the idea such standing and respectability, however, that it is distributing many of the leading national advertised brands of candy and confectionery, as well as providing a valued employee service for some of the largest industries of America.

"The Leverone idea is to have a vending machine which is mechanically honest, returning the coin if it happens to be empty; which emphasizes sanitation in handling food products, and which is so designed and operated as to insure the freshness of the contents. His own engineers and designers have worked out the idea so that Canteen vending machines meet all of these requirements.

Time-Saving Emphasized

In addition, the plan of installing vending machines in large industrial plants, enabling employees to purchase candy, nuts and chewing gum without the loss of time involved in going to some central point, fits in with the new ideas of employee efficiency, since the value of candy as a quick energy food has gained wide acceptance among industrial executives. They are glad to have their employees 'get a lift' and avoid fatigue, just as they are now providing salt in tablet form to replace that lost thru excessive perspiration in superheated atmosphere in the summertime.

"So Automatic Canteen Co., Inc., which started modestly in Chicago in 1929, now has 125 franchise holders, who have exclusive distribution rights in most of the large communities of the United States. Only three or four States, mostly in the South, are not represented on the list. The number of machines in use runs into six figures, altho Mr. Leverone does not give out exact statistics regarding their number or the volume of business which they provide.

"Having grown up in the automotive supply business, the originator of Canteen turned to the franchise idea as the best method of creating distribution. The franchise holder, who pays nothing for this privilege, and does not have to make an investment in machines, as these belong to the parent company, is required to follow a specified method of operation necessary to maintain the high standards of service which are demanded.

"For example, all employees visiting plants in which Canteens are installed are uniformed, to identify them and insure their exclusive attention to the business in hand. They are under bond, to protect employers from possible theft, and are covered with liability insurance in case of accident to Canteen representatives or to employees growing out of the use of the device. And the distributor is required to service the machines regularly, so that all products can be guaranteed to be fresh.

"The list of nationally advertised brands handled by Canteen is much longer than would be guessed from the fact that selectivity is provided in the machine for five candy bars, the principal product distributed. Slow sellers are promptly eliminated, and only goods in active demand are kept available. The result is that the company has 40 or 50 different brands in distribution, each machine and plant receiving the brands which practice has shown are in greatest

demand. Wrigley's is the only chewing gum distributed.

Valuable Service

"While the volume of business which Canteen delivers to the manufacturers has reached such proportions as to be an important factor, the system has found favor also because it performs a valuable sampling and missionary service. In some cases it has enabled a manufacturer to break into a market from which, for various reasons, he had been excluded. Getting to like a given product, the worker calls for it outside and the result is that dealers are soon asking their jobbers to supply it for their regular stocks.

"This explains why dealers do not resent the appearance of Canteens in the plants from which their business ordinarily comes, as they have been shown that in many cases the plan builds business for them. In addition, the Canteen idea is to restrict distribution to products which can be consumed on the premises. For this reason cigarets are not stocked.

"Manufacturers and other employers who have provided Canteen service found some resistance at first, because of the impression that some workers received that the company intended to make a profit from their purchases. While the employer receives a commission on sales—and prompt monthly payments of these commissions is a basic feature of the plan—it has now been generally decided that it is good policy to contribute this to some phase of employee activities, recreational or welfare. This has eliminated all possible criticism from this source.

Quality Essential

"Mr. Leverone's pet peeve is the insanitary fashion in which some food products are distributed thru vending machines. Consequently, in devising a dispenser of nuts, he not only uses air-tight containers for distribution, but protects the machine with rubber gaskets to prevent loss of freshness in the contents. The machines are made with no projecting parts, and their capacity is reduced to a point which requires frequent, almost daily, servicing.

"Manufacturers whose products vary in quality have difficulty staying on the Canteen list. Variations in size and weight are also objectionable, since the machines require standardization in these respects. Sometimes manufacturers attempt to use stale materials in their candy production, with the result that it becomes inedible, according to proper standards. When this happens the defects are noted by Canteen laboratories and the offender is eliminated as a source of supply.

"The automatic vending machine can never take the place of manual service," said Mr. Leverone in discussing the success of the Canteen system. "The customer appreciates the service he gets in a retail store. But if he cannot avail himself of that service, the Canteen makes it possible for him to refresh himself, conveniently and at no loss of time, thereby increasing his own comfort as well as adding to his efficiency as an employee. That is why so many large companies have provided this service in their plants and offices."

Sales Tax a Burden

"The local sales tax, which is a problem for producers and distributors of all low-priced products, makes the operation of the Canteen relatively unprofitable in some States, but in most cases the distributor is holding on hoping for a more equitable distribution of the tax burden in the future.

"The head of Automatic Canteen Co., Inc., is famous as the president of the National Anti-Superstition Club, which has its lunches on Friday the 13th, with 13 people at each of 13 tables. Its exploits have been widely publicized and have been broadcast by Bob Ripley on his Believe It or Not radio program.

"We place a mirror in the center panel of each machine," said Mr. Leverone. "This prevents any attempt to break the front in order to pilfer the contents. People are too superstitious—they won't break a mirror!"

Hart Gathers in
Vending Machines

NEWARK, N. J., July 9.—"There has been a decided spurt in the demand for reconditioned vending machines," re-

ports Frank Hart, of the Eastern Machine Exchange, "and as a result we've been arranging for the purchase of used venders in all parts of the country. After these machines arrive here they are thoroughly reconditioned by our staff of mechanics and tested before being shipped.

"While I haven't checked the records, offhand it seems we've shipped more reconditioned vending machines during the past 10 days than we've shipped for many months. It seems that our prediction some months ago that there would be a swing back to small venders is coming true. Right now we are busy as bees around here. Our six-for-five offer has won us many new customers, who report they have found our machines much to their liking," Hart concluded.

Modern Venders
Will Pay Best

By W. R. GREINER

Northwestern Corp., Morris, Ill.

Are you making money or just going around singing the blues? During the course of a month we have the opportunity to talk with a good many operators who visit the factory. To hear some tell you would think the bottom has dropped out, that the depression killed all the business there ever was. Even the mention of new equipment and late models causes them to shy away with the remark that new machines cannot make any difference.

Modern Machines

On the other hand, just as large a percentage come in all smiles and bubbling over with enthusiasm. They are basking in prosperity and, even though they may operate in the same territory as some operator who is in the depths of depression, their route of machines is showing greater earnings than ever before.

It is difficult to believe such a condition exists, but it does, and the reason for this difference is equipment. Modern machines do make a difference—a mighty big difference. All you have to do is look at the earning records being piled up by modern bulk venders. Compare the success of operators using these machines with those who still depend on the antique vender and would-be substitute for quality machines.

A good example is one operator who visits the factory frequently. He has a fine route of merchandisers and was not the least interested in adding new machines. His contention was that modern venders are very nice, but he did not believe they would earn more money than his present venders. At the insistence of one of his locations he finally bought a modern vender. The earnings from this machine were so much greater than he previously had received from this location that his curiosity was aroused to the extent that he purchased 10 new ones so he could give them a thro test thruout his entire route. Today you never saw a more enthusiastic booster for modern machines, and arrangements are being completed to place new ones at every one of his stops.

Hundreds of other operators have also learned from actual experience that modern venders are by far the most profitable bulk vending equipment they have ever operated. The many thousands of these machines now on location are there only because they have proved to their owners that even if their original cost is somewhat more they provide a much greater earning—and that is what counts these days.

If you are interested in making money take the advice of operators who know from experience—just try a modern bulk machine on your route and see for yourself.

Correct Address

"To the Editor: We note that in your issue of June 11, page 81, you quoted our editorial of May 21.

"May we point out that the address which you gave—*The World's Fair*, London—is incorrect, as this journal is published at the head office, Oldham, England. We, of course, have a London office, but all communications should be sent direct to the head office.—D. MELLOR, *World's Fair*, Union street, Oldham, England."

Expert Stresses Need for New Outlets in the Candy Industry

(An address by C. E. Birgfeld, Assistant Chief Foodstuffs Division, Department of Commerce, before the 1938 convention of the National Confectioners' Association in New York.)

For many decades and until comparatively recent times the people of the United States enjoyed the advantages which are invariably present in a new and growing country. Many physical frontiers remained to be conquered, the West was a land of never-ending possibilities, and the manufacturing and agricultural industries of the Eastern and older parts of the United States thrived to a considerable extent because of the constant calls which were made for their products by those who were opening up the Western Empire.

The settlement of that Empire, the exploration of its possibilities and the development of them and the growth of industries through what had once been the frontier settlements of our American civilization have created an entirely new economic scheme in which quite naturally there is lacking the impetus to economic development which existed in the formative years of our country. New economic problems have arisen with this more complete development of our country. The covered wagon days are gone and agriculture and industry are forced to gear their activities to this new order.

Planned economy, of which we hear so much today, is not a concept which was just pulled out of thin air. Rather, it has developed because of the need for it.

Tonnage Levels Off

I find some analogy between this "coming of age" of the American nation and the present mature status of the confectionery industry. The 1937 report on Confectionery Production and Distribution shows that again last year, as in 1936, your tonnage tended to level off at about 2,000,000,000 pounds. These figures seem to indicate that for the confectionery industry as well as for the nation "covered wagon days" are gone forever. Your industry went thru the same stages of development, the same period of adolescence, as did the United States as a nation, and you have now reached; in fact, probably reached it several years ago, the mature stage in your industrial life comparable to that reached by the nation as a whole.

Many of you no doubt recall that this same general idea was expressed last year in Chicago, when it was pointed out that tonnage in the candy industry was approaching a peak. By this I do not mean that some increases in tonnage will not be obtained. Tonnage in 1937 would have been higher than it actually was had it not been for the retarded business activity of the last few months of the year. But even without that recession, and even if candy sales had attained the same rate of increase for the last four months of 1937 as for the first eight months, the "leveling off" tendency still would have been apparent.

The probable effects on your sales and marketing problems and on your profits of the leveling off in candy tonnage and the coincidental prosperity of your raw material industries and the country in general were pointed out by me a year ago, and I think you will agree that at

least some of them were felt during the intervening time. Indeed, prosperity was a mixed blessing to you in 1937. Some of your raw materials cost you more to buy, wages tended upward, averaging 46 cents per hour in 1937 as compared with 42 cents in 1936, according to the Bureau of Labor Statistics, and you were far from free of another phenomena of a certain stage in the upswing of the business cycle, the industrial strike.

32 Strikes in 1937

There were 32 strikes in the confectionery industry in 1937, involving more than 8,000 workers and resulting in the loss of 84,000 man days. These were more than you experienced in any other year in your history.

At the risk of boring you with an oft-repeated admonition, the candy industry must give increased attention to many different problems. These include such things as management-employer relationships, manufacturer-jobber relationships, consumer education and the development of consumer good will, the scientific analysis of your marketing structure and the elimination of any weak links in the chain which carries your product from the factory to the consumer.

Among the things which the Foodstuffs Division of the Department of Commerce has tried to stress to candy manufacturers in recent years has been the importance of your industry. The confectionery manufacturing industry is an extremely vital cog in our economic machinery. Each of you is a part of the sixth largest food manufacturing industry in the United States. It behooves you to do everything in your power to keep your industry in an economically sound condition, because your size is such that financial weakness would affect a considerable segment of the workers of America.

Jobber Relations

You have already thru your association made lengthy strides toward solving some of these problems. Officers of your association are constantly addressing jobber and wholesaler associations with a view of improving manufacturer-jobber relations. You have established an educational bureau for the purpose of consumer education. You have a very efficient committee which keeps a close watch on the legislative and tax situation.

In the field of marketing statistics you have also gone a considerable way, and occupy the position in fact of being one of the first, and even now one of the few, food manufacturing industries actively to recognize the importance of statistics on sales and distribution. These have been reported by you to the Foodstuffs Division for about 12 years now and the results of these combined figures have been given back to you for your use for an equal length of time.

Further Research Needed

It seems to me that the time is more than ripe, it has been ripe for several years, and you have not entirely failed to recognize it, to expand your activities in the field of distribution research. One of the leaders in your industry wrote me several days ago and asked me to point out the need for statistics on sales by types of products, and by marketing areas within the United States. We in the Department of Commerce and you in the industry have been giving considerable thought to this for a number of years, and in fact it was tried six or seven years ago without much success. This question of regional sales statistics, and the question of analysis of your sales by the different types of jobbers which handle your products, are probably the most important ones which confront you in the field of marketing statistics.

Without being able to read your minds I am pretty sure what many of you are thinking, and that is that an undertaking of this kind would not be successful. You are saying to yourselves that probably a sufficient number of manufacturers could not furnish such figures, and you may be thinking that they would not be interested even if they could. This recalls the question which was put to you in Chicago last year by Mr. Chapman. I had just finished stating that at the request of many manufacturers the Foodstuffs Division would inaugurate a series of monthly reports on poundage sales, to supplement the dollar sales reports which we had been publishing for many years, and for the purpose of giving you figures each month on tonnage and on the aver-

age value per pound received as a group by confectionery manufacturers in related lines of business.

Argue Possibilities

At that time Mr. Chapman then asked the convention how many would be interested in such a series of monthly reports. And if you were there you will recall that the number of hands which were raised was apparently most discouraging. The result was quite the opposite. The reports were inaugurated for the month of May, 1937, and have each month since then shown tonnage figures and data on the average value per pound received by manufacturers based on their individual sales.

Anyone less familiar with the uncertainty regarding such a proposed project which naturally is the point of view of a manufacturer before he knows just exactly what he is going to get and just what the figures are going to look like, and anyone equally unfamiliar with the degree of co-operation which the confectionery industry has always given to the Department of Commerce, would have never expected such a result after such an apparent lack of interest.

Monthly Candy Prices

And even so, these monthly poundage and average value per pound reports have not yet reached their maximum value, and will not until the report for May of this year, since that will be the first month for which there will be a comparable figure for the same month of the preceding year. From this time on you will have an index of what your industry is getting for its product and I am sure that you will be equally as reluctant to abandon this report as you have on occasions in the past been reluctant to abandon the monthly sales reports and the annual surveys on production and distribution.

I have a definite reason for citing the above example, since it indicates so clearly the lack of expressed interest which is always evident whenever something of this kind is suggested and equally indicates the success which can be made of such a project if you would consider it desirable to undertake it.

Association Should Do Work

At this point I also want to make it very clear that I am not trying to sell you something for the Department of Commerce. Because, frankly, I think this would should be undertaken by your association. You should have a division of research in your association to which your individual confidential figures could be furnished for tabulation and the publication of combined totals.

Please do not think that I am implying that the Department of Commerce is not willing to continue the work which it has been doing on confectionery sales and distribution. It is more than willing to do that, and it is also eager to help you any way that it can in any further steps which you might take in that direction.

Other food manufacturing industries equal in size of yours, and some by no means as large, have found such division of research and statistics practically indispensable.

Other Industries

I have in mind one association in particular which created such a division of research immediately following the abandonment of the NRA codes and which now has a service at only nominal cost which gives the industry timely statistics on sales and stocks. There is no question that your industry is as important as this one of which I am speaking, and certainly there is no question in my mind that you would find similar data of equal value.

In brief, the "covered wagon days" are gone insofar as candy marketing is concerned. There are no longer wide-open market spaces merely waiting to be tapped without fear of competition or without consideration for one's fellow-manufacturer. If the 1937 Confectionery Survey shows anything, and it does contain a wealth of analysis and statistical facts, it shows that candy has a "new frontier" in the problem of co-operative market development and presents a challenge to the confectionery industry to solve its common problems thru common action. Accept that challenge.

Sam May Okehs Triple Entry

CHICAGO, July 9.—Sam May, head of Sam May & Co., Baltimore, is one of the country's largest distributors of console games. May made a special trip to Chicago last week to see Triple Entry, the new nine-coin three-dial console

3 Million Packs of Cigarettes monthly are sold through **Ginger** TOKEN PAYOUT Cigarette Reel Games "Every Sale Certified"

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1005 Broadway, Rockford, Ill.

game announced by J. H. Keeney & Co., according to reports.

May said: "I had a console game idea of my own which I was going to have made up for my own distributing requirements, but when I saw Triple Entry I forgot all about my own game."

May immediately went into a huddle with Keeney officials in arranging a schedule of volume shipments of both the regular and Skilttime models of this new Keeney console game, and he hit \$0 in his new custom-built Cadillac all the way to Baltimore so as to be on hand when first shipments began to arrive, reports say.



MANAGER E. J. FIELDS of the Modern Automatic Exchange, Cleveland, reads the news as he stands in front of his office.

**EXHIBIT'S NEW
"LIGHT UP"
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WITH MYSTERY SELECTION AND CHANGING ODDS PAYS ON WIN-PLACE-SHOW

Coin in Slot—LIGHTS UP—Selection of one or more horses, OFF!—goes the race—THE WINNER—the POSITION—and the ODDS are announced at the finish. Odds up to 20 to 1. Has all the thrills and money-making appeal of a console machine. Colorful lacquered screen glass top—built in a smart compact counter cabinet—equipped with ball gun vander. Operates on 110 volt—A.C.

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**New York Debate Brings
Monopoly Issue to Fore**

Author of amendment challenges churches and reform groups—says rackets also oppose amendment—experts believe vote in committee will be a close one

ALBANY, N. Y., July 9.—When the proposal for removing the anti-gambling clause from the State constitution came up for second reading before the committee July 6 all the political and social angles inherent in such a situation came to the fore again. While the Constitutional Convention has had under consideration various proposals for modernizing the New York State constitution, the removal of the gambling ban has been subjected to heavy political maneuvering. Republicans generally have been opposed to removing the ban, but when the subject came up for discussion on July 6 it was apparent that Republicans were beginning to divide on the issue.

The whole country is watching the issues, and if the gambling ban is removed in New York other States are almost certain to follow the plan. It is understood also that if the gambling ban is removed in New York a move for some kind of a State lottery will also be set in motion.

If a State lottery should be tried it will be the first real test in modern times of a gambling monopoly. Many coinmen in New York State feel that the removal of the gambling ban from the State constitution will open the way for legalizing amusement games. While others see the serious possibility of a gambling monopoly which will give to some large gambling proposition a monopoly in the State. In that case there would be a strong tendency to keep petty gambling out.

The tendency has been in States that permit pari-mutuels to enforce a monopoly. Racing interests in such States seek to keep out all petty gambling on the theory that nickels spent in any petty gambling are lost to the pari-mutuels. Newspapers profit considerably by publishing news of racing and racing results and hence newspapers often oppose petty gambling in order to support the pari-mutuels monopoly. All these factors are entering into the hot discussion of the gambling ban in New York State.

Slot Machines

District Attorney Hirschberg (Orange County), whose proposed amendment is the chief matter under discussion, injected "slot machines" (meaning bell machines) into the issue in his impassioned plea for removing the gambling ban. He also threw the whole issue of gambling monopolies into the open arena by describing the racket monopolies on gambling.

Mr. Hirschberg declared that the sweeping constitutional prohibition had been "an utter futility and has been disobeyed and flouted in every section of the State, utterly worthless so far as preventing the evils aimed at."

With the broad prohibition against gambling and bookmaking in the fundamental law, he added, all the Legislature had done had been to pass laws which virtually nullified the constitutional proviso.

"Hypocrisy" Legislation

"The reason for this disgraceful his-

tory of legislative subterfuge and hypocrisy in the enforcement of the constitutional prohibition is not due to legislative corruption, but is due to the fact that the Legislature in refusing real enforcement has been acting in accordance with the wishes of a majority of the people of the State," Mr. Hirschberg continued.

He recalled that he had been elected district attorney of Orange County on a reform wave in 1916 because there had been at that time a "sinister and corrupt combination between the Republican organization in the county and commercialized gambling and vice." Soon after he had taken office, he said, he was approached by a representative of the slot machine interests who told him to name his own price for an open county.

"When I refused he told me that I was a fool; that he could name at least eight district attorneys in the State who were on his pay roll," Mr. Hirschberg said. "The lords of policy and the number games and their like do not want the repeal of the constitutional prohibition against gambling any more than the bootlegger welcomed the repeal of prohibition."

Mr. Hirschberg contended that the proposal ought to go to the people. If upheld at the polls on a popular referendum enforcement of the anti-gambling clause would become a popular mandate which prosecutors throughout the State would be compelled to heed, he added.

Reform Groups

Many clergymen and officials of reform groups were at the hearing in opposition to the Hirschberg amendment. Mr. Hirschberg even challenged the clergy by suggesting that if the amendment failed pressure would be put upon all enforcement officials to enforce the law to the letter and to arrest clergymen, heads of civic bodies and others where any form of lottery or game of chance was used to raise money.

His statement that the rackets were also highly in favor of keeping the gambling ban in the constitution had the effect of putting the church and reform groups in the same class with racketeers and all working for the same objective of keeping the gambling ban in the State constitution.

It is a strange coincidence, outsiders said, when churches, reform groups and

racketeers are working for the same thing.

Most observers on Capitol Hill believe the vote on the Hirschberg proposal will be close and that it will zigzag across party lines. At least half a dozen Republican members are expected to support the Orange County delegate, who asserted, in opening the debate, that his experiences as a public prosecutor convinced him that the constitutional proviso against gambling had never been really enforced in this State and was, in fact, unenforceable.

Some prominent Democrats in the convention may refuse to follow the majority in their party and join hands with the Republican majority in the contention that to take out the prohibition against gambling would open wide the doors to violation of anti-gambling measures which are part of the statutory laws of the State.

**Delvin Explains
Fitz's Service**

NEW YORK, July 9.—Jack Delvin, sales manager for John A. Fitzgibbons, Bally's Eastern factory distributor, took time off from his selling the other day to explain the various methods which the firm is using to give unusually careful service to the ops with whom it deals.

Delvin claims: "There has never yet been a clear understanding of what our firm does for the average operator. Some of the men bring a game to us and ask that we put it back into condition for them after it has received some unusually rough treatment. They don't realize that in some cases these games are actually taken apart, part by part, and inspected, cleaned and replaced if necessary."

"In many cases," he went on, "we have scraped, cleaned and repainted the playing field and cabinet, replaced bulbs, inserted new glasses and checked and rechecked each machine many times before returning the machine to the customer. The manner in which coinmen have come to depend on Fitzgibbons for dependable machines is the result of doing every job right, coupled with fair and square dealing," Delvin concluded.

**Hot Weather Aids
3-Up Game Play**

CHICAGO, July 9.—"Whew, it's hot—and so is business," exclaimed a well-known operator, mopping his brow, to Jack Nelson, Rock-Ola's vice-president and general manager. Nelson passed the time of day with this Wisconsin operator on a short trip over the recent holiday.

"And he certainly is right," commented Nelson. "He took me out to visit a nearby resort and I was really surprised to see what big crowds were around the four 3-Up tables in this one location. The tables are outdoors in a sort of arcade—with more room to move about the crowds were gathered like flies around the honey jar."

"It's been like this for weeks," said the location owner. "Ever since the vacationists started north. And you should see them on week-ends! The crowds surely go for that 3-Up game of yours. I think in a few weeks now I'll have the fruit symbols on the back panel changed to the horse race symbols and give the folks a chance to get as excited over Across the Board."

**Ford Announces
New Phono Cabinet**

OMAHA, July 9.—E. J. Ford & Co., of this city, have announced that they are now manufacturing a new illuminated cabinet for automatic phonographs which is to be trade-marked "Coverola."

Say the manufacturers, "The Coverola is brilliantly illuminated around the grill on both sides and at the top. Curved Diophane panels in cerise and blue shield ordinary low-watt lamps. One location owner features moonlight dances with only the lights of the machine to illuminate the dance floor."

One of the features of the cabinet, as announced by the company, is that the surface is treated to resist smoldering cigars and liquor. Another attraction claimed is the ease of installation.

The company reports that distributors have been so interested in the cover that they have stepped up production to approximately 100 cabinets a day.

MCGALL'S SPECIALS

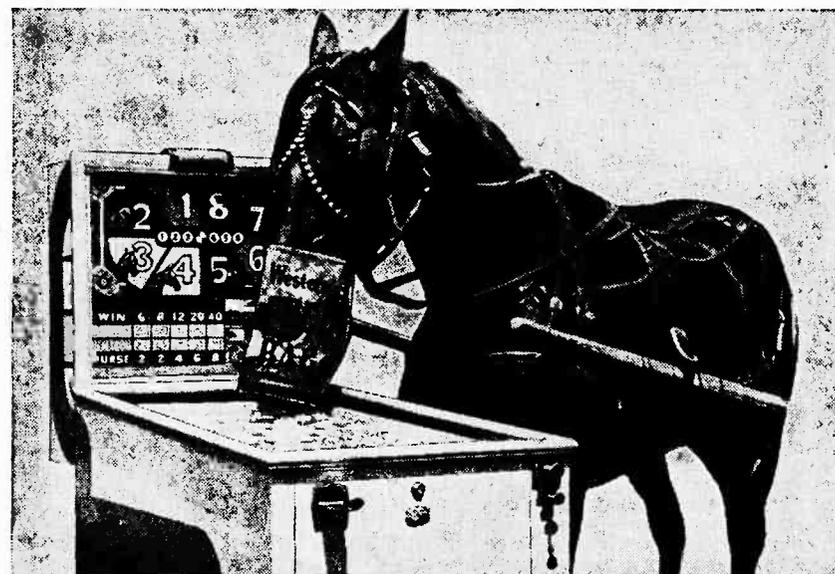
NOVELTY GAMES.	
Auto Derby \$12.50	Hold 'Em \$ 7.50
Bally Basket	High Hand 7.50
Bally 37.50	Happy Days 7.50
Bally Booster 9.50	Long Wire 17.50
Bally Bumper 7.50	Mad Beach 5.00
Exhibit Basket 22.50	Running Wild 13.50
Ket Ball 17.50	Replay 7.50
Carnival 22.50	Ricochet 7.50
Dux East & West 7.50	Short Sox 5.00
Elec. Score-board 7.50	Stooky Tour-nament 14.50
Excol 5.00	Mills

Terms: 1/3 Deposit, Bal. C. O. D.
WE BUY, SELL OR EXCHANGE
3147 Locust St., ST. LOUIS, MO.
CALL NOVELTY CO.

truly amazing
VANAK
SLUG REJECTOR
Patented Check and Check Separator give extra protection. Individual checks available for each operator—an added income safeguard! See your jobber or write
A. DALKIN CO.
4311-13 Ravenswood Ave., Chicago.

BLOOD PRESSURE
SELF-SERVICE
SLOT MACHINES
BLOOD PRESSURE INSTRUMENTS CO.
4530 PARK AVE. NEW YORK

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



OLD DOBBIN LIKES WESTERN'S FEED BAG, TOO. Western Equipment Co. officials invite one and all into the paddock to inspect the machine.

Operating and Maintaining

By FRED BESSERN

A department on the repair and upkeep of coin-operated machines. A year's subscription to The Billboard is offered for the best letter received from an operator each month on any phase of the subject.

"Dear Sir: I have a payout motor that sparks considerably at the brushes, altho it seems to have enough power to operate the payout unit. Can you suggest a remedy for this excessive sparking.—J. R. Brankus, Oklahoma."

Answer: Your trouble probably lies in the fact that the contact between the commutator and the brushes may not be firm and uniform. The carbon brushes should be removed by unscrewing the cap or screw that retains the brushes in place. Upon inspection it may be determined whether they are worn or pitted. An inspection of the commutator will probably show wear in the form of black lines on the surface of the commutator. This dirt may be removed with fine sandpaper held against the commutator while the motor is running. If the commutator is difficult to reach place a narrow strip of sandpaper down and up around a screw driver, then press the flat side of the screw driver and sandpaper against the commutator.

If this cleaning operation does not reduce the sparking it may be necessary to replace the carbon brushes if they do not have a true arc on their end to match the circular part of the commutator.

"Dear Sir: On some of my games that are fairly old I find that the payout units go haywire on me now and then by sticking. I find that the trouble is caused by small particles of the die-cast slides wearing and chipping off.

"I am always able to correct this trouble by removing the slide and polishing it with fine emery paper and oil. If the slide is well worn I first use a file and then finish off with the oil and emery paper.

"It is important, however, not to remove too much of the slide, otherwise incorrect payouts and jamming might result, especially on multiple slide units.—R. S. Short, Indiana."

"Dear Sir: I have found a handy way to clean relay plungers on location. I remove the plunger entirely from the relay itself. Then I put the plunger in the jaws of my drill. If I can press the location owner into service I have him rest the body of the drill against a table meanwhile turning the handle. While the plunger is rotating I clean it with sandpaper to a high polish.

"When I have to work alone I place the drill on a chair, hold it with my foot while I turn the drill and clean the plunger.—O. M. Rogers, Pennsylvania."

How To Calculate Resistor Values Part II

In the last issue we discussed a very simple mechanical problem concerning a man pushing a boy in a wagon against the resistance of the sidewalk. Perhaps it would be well to review that article, for as simple as it is it attempts to show exactly how Ohms Law operates. We cannot apply Ohms Law to that mechanical example, but in working with electrical values it is simply a matter of substituting the proper values in the correct equation and we obtain our answer. The equation that represents Ohms Law states that amperes times ohms equals volts, or

$$\text{Amperes} \times \text{Ohms} = \text{Volts (1)}$$

This same equation can also be expressed by saying that

$$\text{Volts} \div \text{Ohms} = \text{Amperes (2)}$$

$$\text{Volts} + \text{Amperes} = \text{Ohms (3)}$$

Now let us measure some electrical values in a simple electrical circuit. Let us say the voltmeter reads 30 volts, the ammeter reads 2 amperes, and that we have a resistor of 15 ohms in the circuit. Let us substitute these values in the first equation.

$$30 \text{ Volts} = 2 \text{ Amperes} \times 15 \text{ Ohms}$$

$$30 = 2 \times 15$$

This is true. Now let us substitute the same values in the other two equations.

$$2 \text{ Amperes} = 30 \text{ Volts} \div 15 \text{ Ohms}$$

$$15 \text{ Ohms} = 30 \text{ Volts} \div 2 \text{ Amperes}$$

These are also true. Let us now assume that in our original measurements we did not know the value of the resistor, but that we did know the voltage and amperage because we measured and found them to be 30 volts and 2 amperes. Substituting these values in the (3) equation we would find

$$30 \text{ Volts} \div 2 \text{ Amperes} = 15 \text{ Ohms}$$

Let us use this for a practical problem. Let us determine what the resistance of an 18-volt lamp is when operated at its rated voltage of 18 volts. Applying exactly 18 volts to the lamp and inserting an ammeter in the line, we find that the ammeter reads 0.25 amperes. Using equation (3), we find

$$18 \text{ Volts} \div 0.25 \text{ Amperes} = 72 \text{ Ohms}$$

This 72 ohms is the resistance of the 18-volt lamp. Remember when we measured these values we found them by placing the voltmeter wires on either side of the lamp socket to read the voltage across the lamp. The ammeter was placed in series with the lamp, as the current in a circuit is the same at any point of the circuit.

Let us lay out a circuit with a light bulb, resistor and a transformer to supply the power. This is shown in Figure 1. The wiring circuit shown here might be termed the fundamental light circuit, as it is the basis upon which all other variations of light circuits are founded. By this is meant that all light circuits are fed by a power source such as the transformer, contain a lamp to be lit, a resistor to reduce the voltage applied to the lamp and some control in the circuit such as the switch. The switch may be a switch closed by a ball lodging in a hole on the board or closed by a wiper resting on a contact button in a spinner.

Let us assume that we have to replace a defective resistor and that the only information we have is that the transformer supplies 30 volts from its secondary terminals and that we are using 18-volt lamps. An 18-volt lamp draws 0.25 ampere of current so that we know that the current thruout the entire lamp circuit as shown will be 0.25 ampere. We know that we can only apply 18 volts to the lamp so that we will have to reduce the supply by 12 volts or have a voltage drop of 12 volts across the resistor. This is found by subtracting 18 from 30, which leaves 12 volts.

Now we use equation (3) which states that

$$\text{Volts} \div \text{Amperes} = \text{Ohms}$$

Substituting we find that

$$12 \text{ Volts} \div 0.25 \text{ Amperes} = 48 \text{ Ohms}$$

This is the method used to find the resistor value shown in Figure 1. When we hook up the units as shown in Figure 1 and measure the values we will find exactly the values as shown there.

Now let us assume that we already had the set-up as shown in the illustration and that we wanted to know for some reason what the resistor value was that was wired in the circuit. In this case we would measure the voltage across the resistor and find that it was 12 volts. Then we would measure the current in the ammeter and find that it was 0.25 ampere. We would also use equation (3) in this case and find that

$$\text{Volts} \div \text{Amperes} = \text{Ohms (3)}$$

$$12 \text{ Volts} \div 0.25 \text{ Amperes} = 48 \text{ Ohms}$$

This is, of course, the same result that we found above, but we found the values differently. In all uses of Ohms Law we need only two values to determine the third.

To illustrate the use of equation (1) we need the amperage and the resistance.

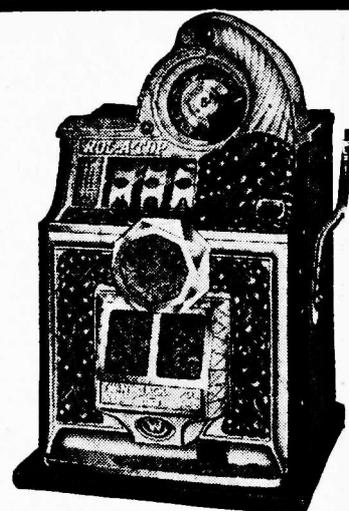
Daval Smoke Reels Has Heavy Sales

CHICAGO, July 9.—Daval reports that their new five-reel penny cigaret game, Smoke Reels, is well on its way to surpass the sales record set by their first cigaret game, Penny Pack, which appeared three years ago.

"Ask any operator who knows," said D. Helfenbein, secretary-treasurer of Daval, "and he'll tell you that a penny counter game with the cigaret appeal makes more money for a longer period of time than any other game. Players don't hesitate to throw a few odd pennies into a game, whereas they wouldn't care to spend a nickel or more. The odds of 15 to 1 up to 150 to 1 gives Smoke Reels a magnetic appeal. Who wouldn't play a penny for 10 packs of cigarets?"

"I have reliable records," said Helfenbein, "to show that the take on Smoke Reels averages 5,000 pennies. That's better than a few nickels."

"Smoke Reels is built to last a lifetime in a stylish cabinet of solid walnut. It incorporates many desirable features, including the Daval turntable swivel base. It's priced remarkably low to fit the pocket of every operator."



DIAMOND BELL

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play
Made Only By

WATLING MFG. CO.

4640-4660 W. FULTON ST.
CHICAGO, ILL.

Est. 1889—Tel.: COLUMBUS 2770.
Cable address "WATLINGITE," Chicago.

Repeal and Hotels

The survey conducted by the State Liquor Authority among the hotels of New York State confirms what must have been obvious to any observer who remembers the dreary rookeries of prohibition days. The repeal of prohibition doubtless has saved many hotels from bankruptcy and has resulted in the rehabilitation of others which seemed far gone in despair. The State Liquor Authority reports an increase in general hotel business, the spending of large sums of money in improvements, increased employment, less property damage and (this may seem odd to prohibitionists) less drunkenness. A probable moral gain also lies in the fact that middle-aged people, the ones who either drank nothing or suffered from bootleg stuff during prohibition, are among the best customers; the youngsters seem to drink less than they did in the dry years.

There can be little disputing these

findings. Virtually all of the better hotels of this city have improved in every way since repeal. The food and service are better. The atmosphere is more cheerful. Fancy and costly public rooms have been built. And the hotel men, after a slow start, have realized that the nightclub proprietors need not have a monopoly of good entertainment and music. If anybody has a kick against the workings of repeal, it is not the hotel proprietor.—(Editorial in The New York Herald-Tribune, July 6, 1938.)

We use this equation to find the voltage drop across a resistor and in this instance let us say that we know the value of the resistor to be 48 ohms and that the current flow thru the circuit was found to be 0.25 ampere. Substituting in equation (1), which states

$$\text{Amperes} \times \text{Ohms} = \text{Volts (1)}$$

$$0.25 \text{ Amperes} \times 48 \text{ Ohms} = 12 \text{ Volts}$$

We know that this is correct, as we have already checked our figures by the voltmeter reading.

The last use of Ohms Law can be proved by using voltage and resistance values to find out the value of current drain or current flow thru a resistor. The voltage across the resistor is 12 volts and the resistance value is 48 ohms. We use equation (2) which states

$$\text{Volts} \div \text{Ohms} = \text{Amperes (2)}$$

$$12 \text{ Volts} \div 48 \text{ Ohms} = 0.25 \text{ Amperes}$$

This we also know to be true from our test.

Our original problem was to determine the resistance required to reduce 30 volts to the 18 volts needed for an 18-volt lamp. This resistance we found to be 48 ohms. If we were to attempt to purchase a resistor of this value we would find it slightly difficult. It would be much easier to find a 45 or 50 ohm resistor. The 50-ohm resistor would be the one to use, as it would reduce the voltage slightly more and allow only about 17.5 volts to be applied to the lamp. Do not suppose that resistors are not wound for the exact resistance that is required, and in every case it is best to purchase the resistor directly from the manufacturer who has the exact resistor for the particular use required.

As we mentioned last week, it would be well to save these articles. Next week's article will discuss lamps in series and in parallel and the computation of resistor wattage.

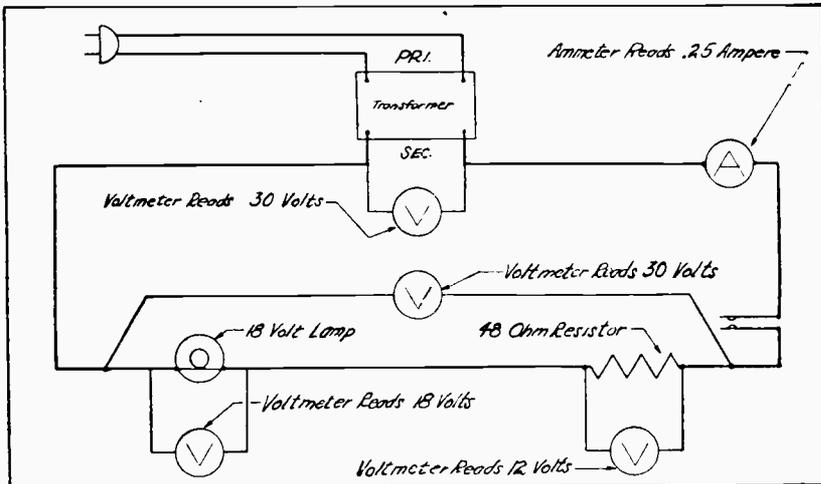


FIG. 1

You'll be glad you waited for

Peppy

HIGH SCORE NOVELTY GAME

that's got "it"

CHICAGO COIN MACHINE MANUFACTURING CO.

1725 W. DIVERSEY CHICAGO

Ban Lifted On Boardwalk

Blue laws beaten—Skee-Ball op urges merchandise awards instead of cash

ATLANTIC CITY, July 9.—Responding to a resort ad appealing for fair play under Atlantic City "blue laws," the authorities have recognized Sternbergh's Skee-Ball Stadium as a place of clean, legal recreation. Public support was so great and feeling so high for the Stadium that after Sternbergh had triumphed in his fight to stay open he ran the following ad in the newspapers:

Thanks

"To more friends than we ever knew we had for the veritable wave of moral support and the generous offers of more substantial assistance.

"To Prosecutor Altman for his timely support.

"To the Law for recognition of the sound and hitherto unquestioned fact that our Skee-Ball is a clean, legal recreation and that our gameroom, with all its interesting and instructive penny tables, transgresses no law sensibly enforceable or worth enforcing, because no coupon, free game, cash or other inducement is offered. (Even your doctor probably cracks a few old blue laws if he arrives on the Sabbath in his auto.)

"An old, old adage says: 'He who fights and runs away may live to fight another day.' The Skee-Ball Stadium has no desire to fight—another day—therefore the Skee-Ball Stadium fought and did not run away. The Skee-Ball Stadium desires the peace of victory here that it enjoys elsewhere and this is not its first victorious fight.

"We are friends, fast friends, of the police and they are our good friends, because we abide by reasonable laws and cause them no trouble, and be it said here and now, our police officers add up to a fine bunch of fellows that would be a credit to any city. Of course, we all make mistakes.

"The Skee-Ball Stadium will continue



"WELL, WHAT CAN I DO for you, boys?" queries Johnny Donahue, genial Mills coin machine department salesman.

to furnish fine, healthful, body-building recreation; clean penny movies, in which not only are no suggestive films offered but, furthermore, in which no pictures of gang or other fights are displayed unless the law triumphs.

"Even if, as or when the Skee-Ball Stadium resumes Bank Night it will still be within all reasonable legal bounds, we feel, because Bank Night has never cost our guests a penny and never will, and anyone may register and enjoy the fun and the benefits without playing a game of Skee-Ball or spending a cent.

"In conclusion, may we suggest, in the interest of diversified amusement on the Boardwalk, that all game operators who must of necessity stray from our beaten path of sound legality give themselves and the police a break by forever abandoning the cash pay-off and cash redemption of coupons. Pay off in salable merchandise, cigars and chewing gum, and purchase (not redeem) that merchandise from the customer at wholesale rates. The closer you can keep to legality the better it will be for all of us.

"Once more, thanks and hurry back.—The Skee-Ball Stadium, Layman M. Sternbergh."

The ad was three columns wide and 11 inches long.

Genco Grand Slam Out; Mystery Over

(New Game)

CHICAGO, July 9.—Genco, Inc., reports that the mystery which has surrounded its plant for the past few weeks has been dispelled by the announcement of a new game by David Gensburg.

Stated the Genco exec: "After extensive location testing we are offering our newest creation, Grand Slam, to the trade, and it looks like the kind of game that sends sales records and profit records to stratospheric heights. The game features a top jackpot of \$22, and the winner takes the entire jackpot. In Grand Slam, we've incorporated an exclusive Genco feature—a skill lane which gives a player a free number on the scoring rack and greatly increases his chance to win the jackpot. It's this extra that's keeping Grand Slam players on location for hours and hours.

"Among other features are the automatic reset, the indicator automatically resets to \$1 or \$2. The adjustable award switch enables the operator to set the jackpot to increase with every 20 or 30 cents played. Grand Slam is unquestionably one of the finest games of its type on the market. We're confident coinmen will agree with us as soon as they place it on location.

"Hoops, the counter game we introduced last week," continued Gensburg, "has been a success. Orders have been pouring in in growing numbers every day. It's here to stay for a while. Coinmen say it's packed full of player appeal and holds as much interest for players as many pin tables and consoles."

Chi Coin Peppy Still a Mystery

CHICAGO, July 9.—According to all reports emanating from the Chicago Coin Machine Co.'s office, Sam Wolberg and Sam Gensburg, company officials, are still reticent about their newest creation, Peppy, which up to this date has merely been announced as forthcoming.

Mr. Wolberg and Mr. Gensburg when queried said: "We still think you'll be glad you waited for Peppy. Every coinman has a pleasant surprise coming. We thought a few weeks ago that we would be able to announce Peppy as on the market. But we're afraid we'll have to hold off another week. We can say this much about it—it's a sensational new five-ball high-score novelty game that—and—well, you'll be glad you waited for it."

Chi Coin's Cadet continues to be a best seller, according to these officials. "It seems that three words, 'Winner takes all,' are the passwords in coin machine circles these days," they said. "The new five-ball game offers a big prize award and draws the players in. Enthusiastic ops' reports show that its player appeal is tops."

Said Gensburg: "Awards start at \$1 and go as high as \$16.60 on Cadet. To win any award the player must contact all bumpers on the playing field. According to reports, players play game after game trying to get that big prize. Orders for it stand as evidence of the success with which it is meeting on all locations."

Introduction of the pinball games. The games have been reinstalled in all the former locations. The reappearance comes after the games have been out of New Brunswick for about 14 months due to questions in regard to their legality.

Prior to the orders to remove the machines the pin games had been distributed all over New Brunswick, going particularly strong in the towns and villages. The distribution of the games is now more widespread. The vets are placing them in country roadside inns, service stations, etc.

During the absence of the pin games and the jackpots, the latter having been ordered out just before the pin games made their temporary departure, the coin machine field has been given over to music machines and merchandise vendors. The absence of pin games proved a severe blow to proprietors of many businesses, who showed severe losses while the nickel games were out. Consequently the merchants are solidly in back of the vets

Monarch Reports Big Holiday Sale

CHICAGO, July 9.—"From the activity taking place during the past weeks here at Monarch," stated Roy Bazelon, Monarch Coin Machine Co. executive, "one would think that the Fourth of July and its accompanying rush of orders from our many operator-customers in all parts of the country were just coming up rather than just passed. We were extremely busy the whole week filling the many orders for dependable Monarch reconditioned equipment. In other years the week following America's gala holiday usually has been very quiet, for most operators stock up before this time and thus are prepared with plenty of equipment for a long time to come. This increased activity coming at this particular time is really a good sign and it can't do anything but make us optimistic for the future.

"Live Profits, our electric shock machine, still continues as a favorite of operators everywhere," said Bazelon. "Its low initial cost, low operating cost and high profits are making it one of the best counter machine 'buys' on the market."

Canadian Vets Operate Games

ST. JOHN, N. B., July 9.—Arrangements have been made for the return of the pinball machines thruout the province of New Brunswick. An organization of former members of the Canadian Expeditionary Force has taken over the

COUNTER GAMES FURNISHED FREE!

for Location Tests

One of the largest manufacturers of coin games will soon introduce two new and revolutionary counter games, but before doing so wishes to put out a number of both games for actual tests on location.

These location test games will be furnished free to those operators wishing to co-operate, and with the understanding that all earnings shall be retained by such operators. The only requirement is that operator send in daily reports as to the performance of each game.

If interested, please tell why your territory would be a good one for such a test.

Address: BOX 616, THE BILLBOARD, 54 West Randolph St., Chicago, Ill.

FIRST COME — FIRST SERVED

A Limited Number of Slightly Used

GOTTLIEB GIANT SINGLE GRIP MACHINES \$9.00 each

TERMS: 1/3 Deposit, Balance C. O. D.

MORRIS NOVELTY CO., 4505 Manchester Ave., ST. LOUIS, MO.

READY FOR DELIVERY!

STONER'S ZETA

THE GREATEST MONEY MAKING NOVELTY GAME EVER INVENTED

ENTIRELY REVOLUTIONARY IN DESIGN AND PRINCIPLE

D. ROBBINS & CO. 1141 1/2 DEKALB AVE. BROOKLYN, N. Y.

MACHINE CLOSEOUTS

HOME STRETCH	\$10.00	STONER RACES	\$17.50
LONG BEACH	15.00	BATTER UP	10.00
RUNNING WILD	10.00	BALLY BUMPER	7.50
BALLY LINE-UPS	19.50	SKI-HI	29.50
SILVER FLASH	24.50	PAGE COMETS	28.50
DUX	22.50	PREAKNESS	29.50
GROETCHEN "21," Like New	6.50	POST TIME	16.50

One-third Deposit with Order. Reference, Genco Co. 25-Cycle Pat. Installed for Canadian Operation. ROBINSON SALES CO., 2995 Grand River, DETROIT, MICH.

Advertise in The Billboard—You'll Be Satisfied With Results.

MULTI-FREE RACES

By KEENEY

"WITHOUT ANY DOUBT MULTI-FREE RACES IS THE GREATEST SENSATION IN THE NOVELTY 5-BALL (FREE PLAY) GAME FIELD TODAY! IT'S A PERFECT COMPANION TO THE FAMOUS, ORIGINAL, KEENEY FREE RACES! IT'S THE ONE GAME WE RECOMMEND UNCONDITIONALLY FOR PLAY APPEAL, MECHANICAL PROTECTION AND FOR THE BIGGEST, STEADIEST PROFITS EVER EARNED!"

SIGNED..... *George Ponser*

READY FOR IMMEDIATE DELIVERY!
DON'T DELAY! RUSH YOUR ORDER NOW TO . . .

THE GEORGE PONSER ORGANIZATION

33 WEST 60th STREET, NEW YORK CITY, N. Y. ★ 11-15 EAST RUNYON ST., NEWARK, NEW JERSEY ★ 1435 BEDFORD AVE., BROOKLYN, N. Y. ★ 900 NORTH FRANKLIN, PHILADELPHIA, PA.

Imperial Shipped To Hawaiian Op

BIRMINGHAM, Ala., July 9.—"Last week was an occasion for real celebration at our offices here," reports Harry Hurvich, of the Birmingham Vending Co., manufacturer of the Imperial coin-operated billiard table. "The reason for the celebration was that it marked the first shipment of the Imperial to a foreign land. This order came from Hawaii. The purchaser of the Imperial reported that he had seen our ad in *The Billboard* and wrote us that it interested him, for he believed our coin-operated billiard table was an ideal type of equipment for the islands and would prove unusually popular.

"Perhaps at a later date after we have made several shipments to foreign ports we will take an order like this as a mat-

ter of course. Right now, however, we feel it is a sure sign of the growing popularity of the Imperial."

Hurvich also explained that they have been able to step up their manufacturing schedule since enlarging their quarters. "It won't be long before we will be able to take care of all orders as soon as they are received. The Imperial is going over fine. It is a tough job to convince the average operator to try a sample, but once they get the Imperial on location it seems we are always sure of re-orders within a few days. This makes us believe that the Imperial is going to be one of the leading games for many years to come."

New York Still Weighs Lottery

ALBANY, N. Y., July 9.—While trying to shape plans so that adjournment could be reached by July 29, the New York State convention for revising the State constitution definitely announced plans to take up again the proposal to remove the anti-gambling ban from the State constitution. The proposal to remove the ban has occasioned wide discussion, is a matter of intense political controversy between Democrats and Republicans and has also raised the ire of many reform groups.

Gambling has been made a special order for July 6. The Republican strategy on gambling has not been decided. Mr. Pitcher said today that the second party conference to be held by the Republican majority in the convention would meet Tuesday afternoon, July 5, at 4 o'clock. In his notice to the delegates he termed the conference "extremely important." The gambling question will be taken up at that meeting.

Only one thing appears certain about that situation, which is that there will be no attempt to bind up-State delegates to vote for the removal of anti-gambling ban. Their votes would not be necessary for the passage of the amendment if the Republican leadership decided not to oppose that passage.



RALPH MILLS, vice-president of Mills Novelty Co., takes time out for a couple dishes of ice cream.

Re-Conditioned Games

- | | | | |
|---|---------|----------------------|---------|
| 6 Fleetwoods | \$54.50 | 5 Golden Wheel | \$15.00 |
| 8 Fair Grounds | 54.50 | 6 Photo Finish | 15.00 |
| 4 Turf Champs | 15.00 | 2 Post Time | 15.00 |
| 3 Gottlieb Derby Day Consoles, Skillfield, 9-Coin Head, Clock, Like New | | | 99.50 |

SLOTS—5c Play

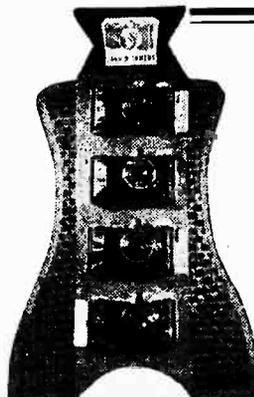
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| 10 Jennings Silver Chief, 3 weeks old, B.M. Check Separator | \$69.50 |
| 25 Jennings Blue Chiefs, Serial Nos. 118,000, B.M. Separator | 25.00 |
| 20 Pace De Luxe Comets, 1938, used 3 weeks | 49.50 |
| 20 Pace Royal Console, Mystery Bells, 1938, used 3 weeks | 69.50 |

SLOTS—1c Play

- | | | | |
|--|---------|-------------------------------|---------|
| 25 All Star Comets | \$20.00 | 1 Watling Rollatop | \$15.00 |
| 2 Mills QT | 15.00 | 1 Mills Blue Front D. J. | 25.00 |
| 20 Pace De Luxe Comets, 1938, used 3 weeks | 45.00 | | |
| 50 Safe Stands, used 3 weeks | 5.00 | | |
| 50 Folding Stands | 1.00 | | |

MT. ROYAL NOVELTY, INC.

306 E. BALTIMORE ST., BALTIMORE, MD.



THE SUMMER HIT

Here's Your "IDEAL" Tested Deal

FALCON CANDID CAMERAS

A Nationally Known and Advertised "Candid Type" Camera—guaranteed for 12 months.

THIS IS THE DEAL THAT NEVER MISSES. A 2,000-HOLE BOARD PAYS OUT 4 CAMERAS AND 44 25c PIECES.

PRICE Complete with 4 Cameras, mounted on an attractive three-color metallo Paper Display Pad, with easel back and 2,000-Hole Board.

\$13.75 each LOTS OF 6 OR MORE - \$13.25 EACH

TERMS: 1/3 Deposit, Balance C. O. D.

We manufacture a Complete Line of Premium Display Pads, made to your own specifications and sizes.

IDEAL SALES, INC., 1518 Market St., ST. LOUIS, MO.

SMOKE REELS



A NEW-STYLE PENNY CIGARETTE COUNTER SENSATION!

It's penny cigarette play that brings the biggest profits! SMOKE REELS is a super-thrilling penny cigarette counter game that gathers in the players' odd pennies and makes them change dollars into more pennies once they get started.

WHAT OPERATOR DOESN'T PREFER 5000 PENNIES FROM HIS SMOKE REELS CASHBOX RATHER THAN TWENTY OR EVEN FORTY NICKELS FROM A GAME WITH LESS APPEAL? YES, OPERATORS ARE CONSISTENTLY REPORTING A TAKE OF 5000 AND 6000 PENNIES AT ONE TIME FROM THE CASHBOX OF SMOKE REELS! THAT'S REAL PROFIT FOR ANY OPERATOR!

SMOKE REELS is the FIRST 5 REEL CIGARETTE GAME . . . precision built by DAVAL, makers of the famous Penny Pack . . . easy to play . . . easy to understand . . . beautiful and convenient in its radio-type cabinet of solid walnut . . . equipped with exclusive Daval swivel turntable base . . . and priced amazingly low . . .

SMOKE REELS IS A WOW! Gets Profits—And How! Order Yours Now!



DAVAL

325 N. Hoyne CHICAGO

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

People Like To Take a Chance

Howard Vincent O'Brien, *The Chicago Daily News* columnist who dared to tell his boss, Frank W. Knox, in 1936 that he "was not fit to be President," devotes his "column" in the July 2, 1938, issue of *The News* to a realistic consideration of the popularity of gambling. He says:

"An investigator for the Northwestern National Life Insurance Co. dropped in this morning with some statistics on the American public's devotion to gambling—exclusive of the stock market.

"Betting on horse races is now legal in 22 States. Horse or dog racing has become legal in 12 States within the last four years. Bookmakers operate practically everywhere—under cover if not openly.

"In addition to ordinary race track gambling, and probably taking in much more cash, there are the foreign sweep-stake tickets.

"Rare is the citizen who has not contributed \$2.50 toward the support of the Dublin hospitals, dropped a dollar or two into an office baseball or football pool, given the slot machine a few whirrs during his lunch hour, or shaken dice for his cigars and cigarettes.

"Billions of dollars go into petty gambling every year, and nearly everybody, judging from the figures, carries a share of the burden.

Petty Gambling

"The housewife does her bit. Now and then she puts a dime or two on a number peddled by a door-to-door solicitor. If the last three digits on her ticket tally with those of the total bank clearings for the day she can buy a new hat. If not, what's a dime or two?"

"In the evening friends drop in for some bridge at a 10th of a cent or more. Junior mourns the nickels which went into the pinball machine at the drug store near the high school, but he holds a salesboard chance that may win him a miniature radio for his bedroom. Sister is off to the neighborhood movie house. It is Bank Night, and the pot is up to \$275.

"Tomorrow night is the drawing of the lodge raffle. Some fortunate family will win a new set of dinner silver, or perhaps a sedan. The profits will help furnish the new clubrooms, or buy a piano for a settlement house maintained by the lodge.

Win or Lose

"The big cities are the centers of gambling. The rural population furnishes the principal opposition to periodic efforts to legalize the forms of gambling not yet permitted.

"The game of 'policy' or 'numbers' has a tremendous following among the Negroes. In some cities the operators of numbers games maintain downtown offices with pay cages like loan companies and have fleets of cars for picking up the money. Housewives are good customers for this business.

"Slot machines are illegal in nearly all States, and their operation therefore depends upon the strictness of local law enforcement. After some spasm of civic virtue has driven the slot machines into hiding pinball machines customarily replace them. Pinball machines which pay off automatically are usually classed as gambling devices, but those on which the proprietor pays off in merchandise frequently get by under the classification of games of skill.

No Blanks

"It is estimated that the 'take' of pinball machines the country over ranges from \$7.50 to \$10 per machine a week. Machines checked recently in Minneapolis averaged \$11.20 per machine for the week in which the count was taken.

"Church raffles and bingo parties have become immensely popular in many localities as a means of raising money for church and charitable purposes.

"Schools, alumni associations and other non-profit organizations have found in humanity's passion for chance-taking a quick and simple instrument for money-raising.

"The volume of money wagered in football pools increases each fall. Every business office of any size has its perennial 'jackpot' organizer, just as no ship can ply the seas without passengers making bets on the day's run.

"People gamble in prosperous times because it doesn't hurt them to lose. They gamble freely in depression times because they are desperate in their desire to get something for nothing.

"So far, there is not the slightest evi-

dence that gambling can be stopped by law. It seems to be almost as uncontrollable as hunger."—(Copyrighted by *Chicago Daily News*.)

"It Can Be Done"

By JAMES A. GILMORE

Secretary Coin Machine Mfrs.' Assn., Chicago

The following headlines taken from a large city daily recently are suggestive of some important ideas in the amusement games field. First, one sees the following heading:

PINBALL GAME "TEST CASE" SET IN POLICE COURT

One of the operators of the pinball games asserted: "It is our contention that the pinball machines are games of skill and amusement and should not be classified with slot machines.

"More than 1,000 persons in Schenectady, N. Y., had been depending on the pinball machine business for an honest living and we believe the majority of the store proprietors are in favor of having the ban against the machines lifted."

LARKIN FREED IN PIN MACHINE CASE BY FRYER

The court said in its statement: "The determination in each individual case must depend upon the particular type of machine and the existing circumstances at the time of the arrest.

"In several recently decided cases it has been held that pinball machines of this type are not games of chance and do not violate the penal law, and various cities have actually issued licenses permitting their use.

"If it should be that betting is permitted during the operations of the machine, then a crime is committed and the device becomes a public nuisance under Section 892 of the penal law. But without evidence of betting or prizes there appears to be no violation of law."

Operators of the pinball machines were planning immediate reinstallation. The "lid" has been on tight for several days.

The decision in this case clearly demonstrates "It Can Be Done."

The police justice in this case clearly recognized the difference between an amusement game and a gambling machine and his decision in favor of amusement games lifts the lid to permit operation of pinball machines in a city where a great many operators as well as location owners will benefit.

It never pays to lie down and admit the case is hopeless. Better far to stand up and fight, for what is worth having is worth fighting for.

If the public did not want pinball games and amusement machines it would not spend its money and its time getting some fun out of them. It is doubtful if one person out of a thousand that patronize them ever gave it a thought that there was any element of gambling in them. For that matter you can use a sharp knife to cut a tough steak and you can use the same sharp knife to cut the heart out of a tough hombre. But law enforcement authorities do not declare sharp knives illegal merely because it is possible to use them for two such widely varying purposes. It is the purpose for which a thing is used that determines its legality rather than the purpose for which it can be used.

Pinball game and amusement machine manufacturers must never admit defeat. There is always the hope and the chance that an honest, fearless and fair-minded judge will put prejudice and bias to rout and declare that pinball games and amusement machines are for entertainment and tests of skill. As such they provide inexpensive fun for those who patronize them and a legitimate source of revenue for the operators and location owners.

Free Play Award Idea Taking Hold

CHICAGO, July 9.—"I have always believed the free play award idea to be fundamentally right, but like all things new it takes time to get them across." That was the way J. H. (Jack) Keeney prefaced his remarks in a recent discussion of the growing popularity of games issuing awards in free replays.

"We pioneered this type of game and spent thousands of dollars in perfecting a free game recording unit. We also

—\$1.25 Per DEAL—

GET A HIT. 1260 Tickets @ 5c. \$63.00 Av. Pay. \$40.50	PECK'N. 1260 Tickets @ 5c. \$63.00 Av. Pay. \$42.00	5-STAR FINAL. 1260 Tickets @ 5c. \$63.00 Av. Pay. \$39.85
Av. Pft. \$22.50 2280 Tickets @ 5c. \$114.00 Av. Pay. 70.00	Av. Pft. \$21.00 2280 Tickets @ 5c. \$114.00 Av. Pay. 73.15	Av. Pft. \$23.15 2280 Tickets @ 5c. \$114.00 Av. Pay. 68.80
Av. Pft. \$44.00	Av. Pft. \$40.85	Av. Pft. \$45.20

1260 Ticket Deals—\$1.25 per deal in dozen lots for refills. Refills include Tickets, Jackpot Card & Jar Label, Jars 25c each, Holders 25c each. Complete deals \$1.75 per deal in dozen lots. Sample deals \$2.25 each complete or \$6.00 for all three complete.

2280 Ticket Deals—\$1.75 per deal in dozen lots for refills. Jars 25c each, Holders 25c each. Complete deals \$2.25 each in dozen lots. Sample deals \$2.75 each complete or \$7.50 for all three complete. If 2520 tickets are desired add 25c per deal. 1/3 deposit with order, balance on delivery.

Send for Catalog of Other Winners.

WINNER SALES CO.
"PICK A WINNER WITH WINNER."
3307 ARMITAGE AVE., CHICAGO, ILL.

OPERATORS

CONSIDER THIS ADVERTISEMENT! IT IS OUR AIM TO GIVE DOLLAR FOR DOLLAR VALUE. NOVELTY PIN GAMES.

Bally Bumper	\$10.00
Dux	22.50
Jo-Jo	29.50
New America	29.50
Miss Rocket	39.50

AUTOMATIC PIN GAMES.

Golden Wheel	\$25.00
Fair Grounds	75.00
Polley	10.50
Preakness	35.00
Turf Champs (Ticket Model)	30.00
Winner (Ticket)	19.50

COUNTER GAMES.

Baby Bell (Jackpot)	\$ 6.50
Black Jack "21"	5.00
Aluminum Peanut Machine	2.50
Jennings Club Vender (Check Pay-out)	16.50
Main Street (Dice)	2.50
Penny Pack	9.50
Reel "21"	3.00
Sandy's Horses	2.50
Target Skill	17.50

SLOT MACHINES.

Jennings Club Vender (1c)	\$16.50
Jennings Dutchess (5c)	15.00
Jennings Little Duke, Triple J. P.	17.50
Jennings Victoria, D. J. P. (5c)	12.50
Mills Blue Front Vender (5c)	32.50
Mills Blue Front (10c)	37.50
Mills O. T. Orange Front (1c)	35.00
Mills Skyscraper (5c)	19.50
Mills Tiger Front, D. J. P. (5c)	19.50
Mills War Eagle, 20 Stop (10c)	27.50
Mills Double J. P., F. O. K.	20.00
Watling Twin J. P.	15.00

Rock-Ola Modern Scale . . . \$30.00

OTHER AMUSEMENT MACHINES.

Seeburg Ray-O-Lite Rifle Range	\$139.50
A.B.T. Squirrel Shooting Machine	175.00
Bally Basketball	39.50
Paces Races (Serial 2021)	85.00
Stoner's Skill Derby	175.00

Terms: 1/3 Deposit, Balance C. O. D.

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

spent thousands of dollars in introducing a series of such games in promoting and establishing this type of non-payout table in various territories.

"But our expenditures did not begin to show any substantial returns, nor did our free game idea seem to get anywhere until the earlier model of our Free Races was introduced. The game was introduced in December, 1937, and we were two months trying to sell the first 200.

"However, we then sold many times more in the next 20 days than we had in the first 60, and in June, seven months later, we still could not turn them out fast enough to supply the demand.

"Then we introduced our Multi-Free Races, which employs the same free replay award idea but uses a multiple-play coin chute (one to three coins), and we have already booked more orders for this game than were sold during the first five runs of the original Free Races. That's because the free play award principle is taking hold all over the country.

"We have one entire production department concentrating on Multi-Free Races, and in spite of day and night shifts orders continue to pile higher and higher. I think," stated Keeney, "that another six months will see our free play award games used exclusively in all non-payout territories."

Repeal Aids Hotels; Coinmen Profit in Liquor Locations

NEW YORK, July 9.—Full appreciation of the hotel industry for repeal was indicated here in the report of the State Liquor Authority, which said that the hotel industry of the State is agreed that repeal had saved many hotels from bankruptcy. The coin machine industry could voice a similar testimony to the benefits of repeal, since it has benefited greatly by the popularity of hotels and other locations where liquor is sold.

The benefits of repeal as viewed by the hotel industry are outlined in the July issue of *The A. B. C. News*, organ of the Liquor Authority, edited by Mrs. John S. Sheppard, a commissioner. The results of repeal were appraised in a survey recently conducted by the board. The survey is based upon replies from 220 hotels in 46 counties to a questionnaire sent to the leading hotels throughout the State. Sixty-two responses from New York City included those of several operating heads of important hotel chains.

"Replies from 208 hotels declared that repeal had saved the hotel industry from bankruptcy," said the summary of the survey made public by Henry E. Bruckman, chairman of the State Liquor Authority.

Departments Benefit

"There has been a considerable increase of business in all departments of hotels since repeal," reported one member of the New York group, which was unanimous on the economic benefits of repeal. "Repeal has enabled us partially to meet higher labor costs and additional taxes which would have been impossible otherwise," said another. "It has increased revenue approximately 20 per cent," still another declared.

Among the Buffalo hotel owners, who reported without exception an increase in business, one wrote, "We have spent \$11,000 in improvements and repairs and find that we were justified in making them." Syracuse, Utica and Albany hotel managers replied to the questionnaire in similar vein, and small-town hotel owners were no less emphatic.

Of the 178 managers reporting decided benefits to the restaurant business some disclosed increases in food sales ranging from 20 to 300 per cent. Some 184 managers reported that employment increases ranged from 20 to 50 per cent in the hotels of New York City to 500 per cent in some of the small up-State hotels.

"The practically unanimous opinion was given by hotel owners and managers throughout the State," the summary said further, "that there has been less drunkenness at hotel functions since repeal, and less damage to hotel property as a result."

One manager reported that during prohibition, when bootleg liquor was consumed in rooms, there was more damage to furniture and furnishings and more annoyance to other guests.

Young Drink Less

A majority of hotel owners and managers believed most of the drinkers at hotel functions were between the ages of 25 and 40. A prominent Albany hotel owner wrote:

"One of the noticeable things about repeal is the fact that the younger element, who evidently used to think that it was the smart thing to drink bootleg liquor, have either reduced their drinking or cut it out entirely."

In New York City 59 hotel owners reported likewise that the majority of drinkers under their observation were between 25 and 40 years or more than 40. Up-State hotels reported that the middle-aged groups were their best customers.

Most of the hotels that permit women to drink at bars explained that the majority of women preferred to drink at tables.

"The majority of hotels reported that they believe the bootlegging menace is almost ended," the summary added. "One manager wrote, 'Bootlegging has greatly decreased, but I believe that the high cost of liquor has resulted in the continuance of some bootlegging activities.' All seem to feel that, as far as the hotels are concerned, the bootleggers do not exist, but express the belief that a certain percentage of the liquor trade is still going into the cheaper channels."

Novel Gadget for Cash Registers

CHICAGO, July 9.—Offering what is called the "newest idea in retail merchandising," the J. H. Bowers Co. here is announcing a Profit-Sharing Register which attaches to the top of cash registers in locations where it can be used as a very novel trade stimulator. Operators may use it to appeal to locations, it is said.

The device is made in a prominent coin machine factory here and is said to be quite novel mechanically. It attaches to the cash register electrically and only operates when the sale has been recorded on the cash register. Location owners will like the device, it is said, because it insures that all cash receipts will be recorded. The customer is attracted by the novel spinning of the pointer on the dial.

ZETA
by Stoner

You can't afford to overlook ZETA, a truly extraordinary novelty game . . . Entirely revolutionary in design and principal . . . **INDISPENSABLE . . . INCOMPARABLE . . .**
ZETA will meet your most exciting requirements . . . unquestionably the solution to all location problems . . .
Tested, proven mechanically perfect.



TWO OF A KIND: Meet the girl named by Daval as "Joker Lady." Says Daval's ad manager Rotkin: "Both Miss Forde and Daval's Joker Wild Poker Game are outstanding in their class."

ATTENTION!

THE NEWEST JAR DEALS-THE LOWEST PRICES

1c CIGARETTE DEAL—Contains 1,250 Tickets.
1c MONEY DEAL—Contains 1,250 Tickets.

Takes in \$12.50—Pays Out Approximately \$4.50—Profit Approximately \$8.00.
Small 5c Deal—Contains 1,250 Tickets—Takes in \$62.50—Pays Out Approximately \$35.00—Profit Approximately \$27.50.

These Deals are the latest out—Small in size, easy to operate—Tickets are Three Colors, Cards are Three Colors, Seals are Five Colors.
Sample Deal of any of the above—Price \$2.50 Complete, Express Paid.
Dozen Complete, \$18.00—1 Refill Free, Refills, \$12.00 Dozen—1 Refill Free.
100 Complete Deals, \$125.00; 100 Refills, \$75.00.
Price in Dozen Lots, F. O. B. Dallas. Terms: 1/3 Cash with Order, Balance C. O. D.
Cards are 9 inches high, 6 inches wide.

"COMPETITION YES" "COMPARISON NO"

INTERSTATE TICKET CO.

2642 Jeffries Street, Dallas, Texas

GUARANTEED RECONDITIONED GAMES		
Keeney Track Times	Dark Horse	\$ 65.00
Red Head	Bally Skill Fields	147.50
Keeney Track Times	Exhibit Races	75.00
Grey Head	Bally Reserves	65.00
Liberty Bells	Equalite	6.50
Derby Day Consoles	Home Run	6.50
Tanforan	Boosters	8.50
Ray's Tracks	Silverflash	29.50
Longchamps	Ak-Sar-Ben Free Game	72.50
Mills 1-2-3		\$ 75.00
Hare and Hound		27.50
Stone Champs		140.00
Classio		15.00
Carom		15.00
Fairgrounds		75.00
Preakness		25.00
Derby Champs		Write

Write Us for Any Other Equipment That You Need.
WANTED TO BUY—Bally Reserves, Airway, Track Times, Derby Day Consoles, Tanforans, Keeney Free Races, Model F, Target Skill and Penny Packs.

CLEVELAND-CHICAGO AMUSEMENT SALES CO., 2729 Prospect Ave., Cleveland, Ohio

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY

Bally Mfg. Co.	D. Gottlieb Co.	Daval Mfg. Co.
H. C. Evans & Co.	A. B. T. Co.	Western Equip. Co.
Groetchen Mfg. Co.		

KEYSTONE NOV. & MFG. CO. 26th and Huntingdon Sts. PHILADELPHIA, PA.

DAILY RACES JR. COUNTER GAME

Famous Daily Races in midget! First counter game with illumination, Mystery Selection and Mystery Odds! Coin brings up one or more horses, finish position and odds, all illuminated! Two dice show winning horse and finish position to win! Odds 2-1 to 30-1. Ball Gum Attachment filled without opening machine. ABT slot, last coin visible and illuminated!

100% LEGAL



SIZE: 8 1/2" Wide, 11" Long, 5 1/4" High.

1c. 5c. 10c. 25c or Combination Slot.

\$24.50 110 V. A. C.

Resort Paper Is Defender

Contends resort visitors should have privilege of playing amusement games

DELAVAN, Wis., July 9.—With opposition to amusement devices appearing here, the editor of the local newspaper in this resort city has come to the front as a bold defender of the privilege or courtesy of allowing resort visitors to enjoy modern amusements as they prefer them. He includes coin-operated amusement machines as a vital part of local amusement conveniences.

The following editorial appeared in the June 30 issue of the local paper, edited by L. E. Sternwaldt:

"THIS IS WHAT I THINK. Heretofore Walworth County has been free from Progressive influence, but now it appears as if our good (?) Progressive friends have slipped something over on us.

"This revived movement against slot and pinball machines, etc., which prevailed just before election in the fall of '36, was all a political gesture to promote the candidacy of some Williams Bay and Whitewater people who were running for sheriff and district attorney. Well, you know what the final vote was later at the election—a sweeping victory for the two regular candidates.

"This recent 'stir up,' so to speak, is not to better the morals of our Walworth County citizens—far from it; but they are trying to put our officials again "on the spot" and in bad with our voters.

"Well, the machines are out of Walworth County—at least out of Delavan. There has also been a movement among the so-called Granges to regulate the people's morals, especially those who come to Delavan Lake during the summer months. From my personal viewpoint—and I have been in business for some years—I think that anyone who is of legal age and in his right mind should be allowed to have the personal liberty of spending his money as he sees fit. Or do we have to be regulated by the new deal in Walworth County?

"One of the first things I learned at my mother's knee was to "mind my own business," and I have always found that it was a good plan for all.

"Of course, in every community there are some good (?) people who carry this 'holier than thou' attitude and want everything prohibited but what they personally like. If they do not like onions, then you should not eat them.

"Can anyone tell me just what the difference is between playing cards, pool, bowling, golf, etc. (even without a side bet) and a pinball machine which is played 99 per cent of the time purely for amusement? There are many fine, respectable people in Delavan who like to play these machines, and enjoy

OUT THEY GO!!!

RECONDITIONED-GUARANTEED

40 Wurlitzer 400s (Late 1936)	Each \$99.50
3 Tom Mix Ray Guns	72.50
1 Hollywood DeLuxe Ray Gun (Console)	39.50
1 Mercury	15.00
4 Tournament	12.50
2 Bally Zephyr	34.50
3 Bull's Eye	34.50
3 El Toro	35.00
3 E-Z Steps	12.50
2 Chico Derby	12.50
1 Stoner Ball Fan	6.50
1 Running Wild	14.50
2 Track Meets	17.50
2 Neck 'N Neck	4.50
2 Long Beach	18.50
4 Genco Football	12.50
4 Ricochet	6.50
2 Dux	24.50
8 New Rockets	25.00
1 Auto Derby	15.00
1 Sprint	12.50
1 Happy Days	6.50
1 Home Stretch	15.00
1 Airway	34.50
1 Beamite (1937)	22.50
5 Bally Skill Fields	132.50

IDEAL NOVELTY CO. 1518 MARKET ST. CHICAGO, ILL.

METAL SLOTTED COIN COUNTER

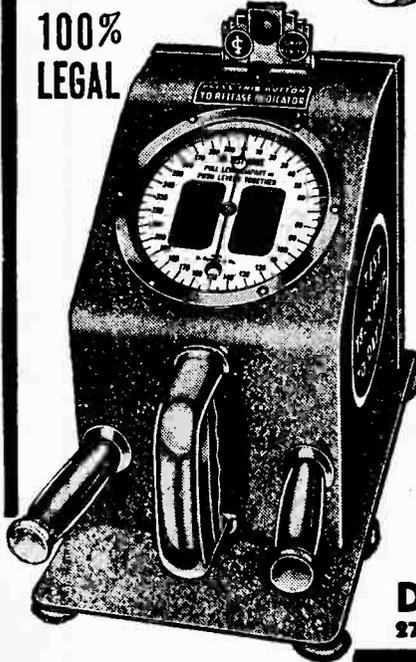
SAMPLE 75c
10 or More, 65c Each.
Polished Aluminum; stamped gauge marks. See slugs through slot! Lasts a LIFETIME! (For Pennies Only.)
Star Mfg. Co. 3901 Wayne, Kansas City, Mo.

DE LUXE GRIP SCALE 3-WAY STRENGTH TESTER

Built by a manufacturer who knows how! These quality features: New Sure-Grip 6 suction-cup base; new Button Indicator Control for competitive play! Chrome Handles throughout; Anti-Tilt, Tension-Adjustment to suit location; Bell Adjustment to ring at any number; Non-Clog Slot; Separate Cash Box, etc. Metal Stand, \$2.50 Extra.

\$19.50

IMMEDIATE DELIVERY
D. GOTTLIEB & CO. CHICAGO
2736-42 N. Paulina St.



BIG LEAGUE BASEBALL

4 SHOTS AT \$25.00

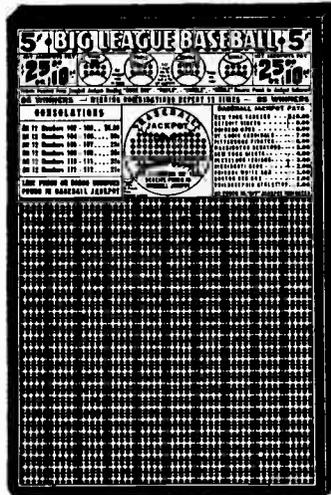
No. 2415 2400 Holes
Takes in \$120.00
Average Payout 58.99

Aver. Gross Profit \$ 61.01
Jackpot Tickets Printed With Names of Big League Teams and Amount of Award.

Write Today for NC-15. Price Each
Get Our New Low Prices. Only \$4.94
Plus 10% Tax

HARLICH MFG. CO.

1413 W. Jackson Blvd., Chicago, Illinois.



"THE HOUSE OF PROVEN WINNERS"

JULY SALE

NOVELTY GAMES

Bally Reserve (Jackpot) ... \$55.00	Line Up \$14.50
Bally Reserve (Free Play) . 55.00	Crossline 9.50
Bally Daily Dozen 55.00	New Rocket .. 24.50
Bull's-Eye ... 24.50	Equalite 9.50
Airway 27.50	Bally Basket .. 29.50
Bally Zephyr . 29.50	Bally Bumper . 6.50
Mercury ... 14.50	Homestretch .. 9.50
	Ricochet 6.50
	Stoner's Electro 29.50

AUTOMATICS PAYOUTS

Blue Bird
Challenger
Hialeah
Daily Races
Multiple
Snappy
Ten Strike
Bally Derby

\$12 EACH

One-third deposit with order—balance C. O. D.

Many other games equally low priced. All games reconditioned, ready for location. Ask your fellow operator.

J. & J. NOVELTY CO.
Detroit, Michigan

4840 Mt. Elliott Plaza 1433



S. L. STANLEY, of the Automatic Amusement Co., snapped while showing deep interest in Sport Page during a recent visit to the Bally Mfg. Co. plant, Chicago.

LOOK
ELECTRIC GRILLE

FOR YOUR OLD MODEL PHONOGRAPHS
THEY FIT ALL EXCEPT 1938 MODELS
SAMPLE - \$10.00
LOT OF 5 - \$5.75 EACH
LOT OF 10 - 8.50 EACH

ACME ELECTRIC SHOCKER
SAMPLE - \$9.00
LOT OF 10 - \$8.50 EACH
LOT OF 25 - 8.00 EACH

Operators of Paces Races, we can fill your
orders for parts for Paces Races, such as
Paper Rolls, Mercury Switches, Brakes,
Crank Shafts and other parts at a saving to
you.

- 1 Ez Ki Mo Rifle Game used as
demonstrator, guaranteed per-
fect \$175.00
- 1 Bang-A-Deer, used 30 days for
demonstration purposes 175.00
(10,000 bullets with each
gun without charges.)
- 1 Buckley Flashing Ivorys, 7-
coin head, like new 125.00
- 1 Buckley Track Odds, 7-coin
head, like new 125.00

Pin Games, slightly used and like new. Prices
effective July 16, 1938.

- 1 Bally Skillfield, Serial 2143 \$80.00
- 2 Post Times 12.50
- 2 Daily Race Day table 10.00
- 2 Jennings Hunter 5.00
- 2 Jennings DeLuxe Sportman 20.00
- 2 Chico Derbys 12.50
- 17 Bally Reserves, guaranteed same as
new 52.50
- 1 Bally Booster 8.50
- 1 Heavyweight, perfect 12.50
- 2 Rosements Combination, 50-25c,
perfect 23.50
- 1 Jennings Liberty Bell 55.00
- 1 Exhibit Chuck-A-Lette 37.50
- 2 Classics, perfect 11.00
- 3 Galloping Dominoes, 5c. chk. sep. 90.00
- 1 Rock-Ola Rhythm Master, 16-record
with illuminated grille, Ser. 27403,
like new 120.00
- 5 Mills Counter King 15.50
- 1 Totalizer 5.00
- 1 Turf Champs 22.50
- 1 Gottlieb Derby Day with clock,
either cash or ticket 20.00
- 1 Shoot-A-Gun, brand new 42.50
- 1 Pamo Chase 8.00
- 1 Power Play, perfect 5.50
- 2 Preakness 25.00
- 1 Mills Big Race, perfect 65.00
- 1 Preview, perfect 9.00
- 1 Air Races 12.50
- 1 Carom 12.50
- 1 Fire Ball 5.00
- 25 Gottlieb DeLuxe Grip Testers,
used 10 days 11.00
- 2 Ray's Tracks, ch. sep., 5c. Ser. 3314-
3547 70.00
- 1 Ray's Track, 5c Check Sep., Serial
1585 65.00

All of the above machines are offered subject to
prior sale. All orders must be accompanied
by 1/3 deposit in the form of P. O., Express
or Telegraph money order. Get our prices on
the new season's hits of coin-operated ma-
chines, as we guarantee to meet competitive
prices. Ask us to put you on our mailing list.

MOSELEY VEND. MACH. EX. Inc.

00 Broad St., Richmond, Va.
Day Phone 3-4511. Night Phone 5-5328.

**Atlas Picnic Is
Reported Success**

CHICAGO, July 9.—Sunday, July 3,
was a gala day in more ways than one
for officials, employees and friends of
the Atlas Novelty Co., for it was on that
day that the third annual Atlas picnic
was held at Whitney Farm, Lake Zurich,
Ill.

For several days prior to the day of
the picnic heavy rains had flooded the
entire countryside in and around Chi-
cago and Morrie and Eddie Ginsburg
were doubtful as to whether the picnic
would be held at all. However, on Sun-
day morning a bright hot sun dried the
picnic grounds out completely and the
rest of the day was perfect insofar as the
weather and the picnic itself was con-
cerned.

Mrs. Ginsburg, mother of Morrie and
Eddie, as is her custom, assumed the
role of hostess and was her usual suc-
cessful self in seeing that everybody was
well fed and well entertained. Altho
Mrs. Ginsburg is not a youngster, she
participated in several of the activities,
and would have joined in the women's
race but for the fact that she didn't
want to show up the younger ones.
Much of the credit for the success of
the Atlas picnic can be attributed to
the indefatigable efforts of Mrs. Gins-
burg.

This year's picnic was unique in that
several well-known radio entertainers
attended the picnic and performed for
the benefit and edification of everybody
present. The consensus of opinion was
that this picnic was the most successful
thus far.

The day was replete with contests and
games of all kinds. A small boys and
small girls' race was held, as well as a
men's free-for-all and a women's free-
for-all race. The climax of the day's
sporting activities was a softball game
between the Atlas players and a picked
team known as the Counterfeiters. The
Atlas players were humbly defeated by a
score of 15-0.

Eve Ginsburg, capable and efficient
office manager of Atlas, succeeded in
acquainting strangers with one another
and as a result there wasn't a "wall-
flower" in the crowd. Morrie Ginsburg's
charming wife, Rose, was the center of
attraction with her two beautiful little
daughters, Janice and Gail.

Among the many guests attending the
picnic were Fred Kosecki, official of the
Seeburg Corp., and his family. Mr.
Kosecki expressed himself as never hav-
ing had a more enjoyable time. Harold
Howell was very much in evidence with
his banter and his better half and also
enjoyed himself immensely. Julian
Kratze, manager of the Detroit office of
Atlas, attended with his father and
mother.

the plane breaks up and bursts into
flames.

In spite of the unfavorable weather
at the resorts, it is said the guns are
doing a capacity business. Chief
feature of the guns is that they use
neither photo-electric cells nor ampli-
fiers.

**Machine Gun Game
A Hit at Resorts**

(New Game)

NEW YORK, July 9.—A machine gun
game is one of the latest ideas in amuse-
ment devices that has made its appear-
ance at Playland, Rye, N. Y.; Felt-
man's at Coney Island, New York, and
in Schork & Schaffer's Sportlands in
the Times Square district.

The device resembles a machine gun
and is mounted on a cabinet which
houses the entire mechanism. Upon
insertion of a coin the machine projects
on a screen moving airplanes which the
player tries to hit. If he is successful



THE ABOVE PICTURE SHOWS a section of the 1938 Exposition of Amusement and Vending Machines recently held in Paris.

EVANS'

BANG TAILS
FIRST RACING CONSOLE-
AND STILL IN TOP PRODUCTION! THERE'S A REASON!

**YOU GET MORE
THAN A GAME
from EVANS!**

You get right treat-
ment! Every sale is
backed to the limit
with Evans' depend-
able factory service
and full co-operation
to help you make
money! You get the
highest quality mer-
chandise that money
can buy—and besides,
you get the support of
this sound, reliable
46-year-old organiza-
tion interested in your
success!



**IMITATED
BUT NEVER
EQUALLED!**

★ TRUTH IN
ADVERTISING

To prevent wrong impres-
sions, we make only con-
servative statements of
facts in our advertising

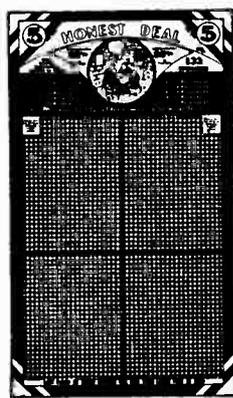
BANG TAILS is "tops" in class, performance and earnings!
New Legalizing Skill Feature with Gold Award meets skill
game requirements. Evans' NEW 7-coin head stops gyp-
artists!—no coin jamming—last 3 coins visible. New Steel
inner wall prevents fawmpering with operating mechanism.
Silent action precision mechanism, non-drop powerpak, and
dozens of other NEW features make it the standout racing
game of 1938!

At Your Jobber, or Write, Wire or Phone
Haymarket 7630.

**OTHER
EVANS'
WINNERS**

Galloping
Dominoes
Rollotto Jr.
Write for
Details.

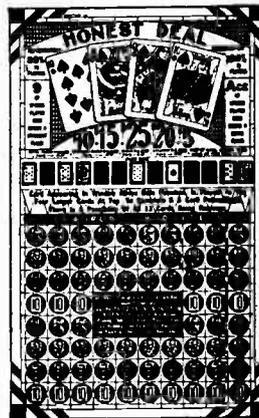
H. C EVANS & CO. 1520-1530 W. ADAMS ST. CHICAGO



**"AN 'HONEST DEAL'
for Every Location!"**

The perfect companion to "PAR-
LAY." Superior's new mechanical
board—and-card deal. All the
appeal of the Nation's best liked
card game, "POKER" is contained
in this new 2280-hole deal. \$40.71
profit for operators. Also made in
2520 size with \$12.00 more profit.
Players actually draw the 5th card
to complete "POKER" hand. Play-
ers win up to \$25.00. Write for
details.

SUPERIOR PRODUCTS, Inc.
14 NORTH PEORIA
CHICAGO, ILLINOIS



IT'S TRUE!
We're giving FREE with EV-
ERY ORDER from this ad a
Set of 10 EXCLUSIVE HER-
CULES PAYOUT PROTECT-
OR PADS. Rush Your Order
NOW!

- Stoner Races \$ 9.50
- Beam Lite 18.50
- Turf Kings 12.50
- Vogue 15.00
- Power Play 8.50
- Exhibit Basketball 11.50
- Stoner Baseball 16.00

- Long Beach \$11.00
- Chico Baseball 23.50

Weekly Special!!
MILLS FORWARD
MARCH \$11.50

1/3 with Order, Bal. C. O. D.,
F. O. B. Newark.

Write for Our New List, Including Latest Used Games — Too New To Be Advertised.
HERCULES MACHINE EXCH. INC., 1175 BROAD STREET, NEWARK, N. J.
Cable Address: "HERMEX."

**FREE OFFER
EVERY**

Operators can benefit by sending us their name and address to re-
ceive our price list every week. This keeps you posted on the value
of used games, without any obligation whatsoever.
Game is carefully gone over before packing. WE NEVER HAVE COMPLAINTS
and don't like them. You may buy machines from us with complete confidence.
**STONER'S BASEBALL—MARS—VOGUE — \$20.00. HAPPY
DAYS—NECK & NECK—ZENITH—THRILLER—GOLD
GULCH—GINGER—HOLD 'EM—TOTALIZER—SEQUENCE—
\$5.45 Each; 5 for \$18.00. 1/3 Cash With Order, Balance C. O. D.**

EXPORT
"We Cover the World."
Cable Address:
"NATNOVCO."
Merrick, N. Y.

MILLS ONE-TWO-THREES

Payout Units, never used, \$50.00 Each. Only 89 Left.
Evans Galloping Dominoes, 1938 Models, \$150.00; with Remote Control, \$175.00; Saddle
Clubs, \$100.00; Mills Rios, \$100.00; Bally Turf Specials, \$70.00.

Orders Filled as Received.
Send 1/3 Deposit with Shipping Instructions.
BILL FREY, INC., MIAMI, FLA.

Is Your Subscription to The Billboard About To Expire?

Operators May Help in Bigger Baby Production

It's all part of machine age—manufacturers think more of machines than babies—operators would produce voters if city fathers would allow games

CHICAGO, July 9.—Rumors were current here that the coin-operated machine industry would take steps, either official or unofficial, to comply with the suggestion contained in the report recently made public by President Roosevelt that the population of the United States would reach its peak of 158,000,000 by 1988. It calls for an increase in baby production, all coinmen here agree. Since the interest of the coin machine trade was aroused in baby production a few years ago it has not been possible to check whether there has been a real or supposed increase in babies among the trade. All admit, however, that there is a healthy rivalry between better baby production and machine production.

Rumblings among operators are beginning to indicate a suspicion that coin machine manufacturers are giving more attention to machine production than to the production of future players for coin-operated machines. A few of the manufacturers, while not producing babies themselves, have within the last year or so given their engineers permission to try a hand at baby production and to take time off if necessary from designing new machines to see what they can do in the way of new model babies.

A traveling representative of one of the Chicago distributors said there is a growing sentiment out in the trade for operators to give up their business and turn to baby production altogether unless a lot of the legal restrictions are removed from the games. Other operators say they would give more attention to baby production if the powers that be would be more liberal toward their machines. If the machines could operate, they say, then operators would have more money to put into baby production. Operators in at least one city are planning to put this proposition up to their city council, as it is understood the city fathers would like to see a few more voters growing up in the city.

Oldsters Will Win

In the report which President Roosevelt made public it is suggested that when baby production drops off so that the population becomes stationary then the country will fill up with old or middle-aged people. The prediction was made by the committee on population problems and was transmitted to the White House by the President's national resources committee.

The experts estimated that between 1935 and 1975 the number of persons 20-44 years of age would increase only 6 per cent, whereas the number 45-64 years old would increase 69 per cent.

Persons over 65, now comprising about 6 per cent of the population, will constitute 15 per cent of it in 1980. People under 20, now about 37 per cent of the population, will be only about 25 per cent in 1980.

"A most striking feature of the population shift predicted for the next few decades," the report said, "is the increase in the number of older workers relative to the number of younger adults."

All this, the committee suggested, might be circumvented by relaxation of present bars to immigration and by a reversal of the diminishing birth rate, but in the long run a halt in the population increase might not be such a bad thing after all.

"It may, on the whole," it said, "be beneficial rather than injurious to the life of the nation. It assures a continuance of a favorable ratio of population to natural resources of the United States. Each citizen of this country will continue to have, on the average, a larger amount of arable land, minerals and other natural resources at his disposal than the citizen of the countries of the Old World. This supplies the material basis for a higher level of living."

While the committee leaned toward a population estimate of 158,000,000 by 1988, it said there was a possibility that the peak might actually be 138,000,000 and that it might be reached as early as 1955.

Discussing births, the survey said white and Negro groups now are reproducing at about the same rates, while the American Indians are the most rapidly increasing racial stock in the country.

The report placed particular emphasis

on its analysis of the age distribution of workers, which showed that older workers now predominate in industries which are declining while the personnel of new industries is heavily weighted with young people.

Exhibit Shipping More Handicaps

CHICAGO, July 9.—After busy days of shipping games to all parts of the country, officials of Exhibit Supply Co. said they were glad to get the relief of an extra holiday last week-end. In keeping with reports from other firms, they said that shipments naturally had been heaviest to resort territories. They could not make any definite reports this early in the season as to sections that are taking most games, or to make any comparisons with the summer business of last year.

The table game Handicap is a big favorite in the present sales, according to Leo J. Kelly, of Exhibit. He said that "the game's \$10 or more Bank Night award feature offered an extra appeal that goes over with the public in many sections. Operators recognize this very popular award plan as something which everybody understands. The game offers five balls and also has an award system based on 2-4-6-8-10, etc."

Atlas Gets Op's Thanks for Aid

CHICAGO, July 9.—Eddie Ginsburg, of Atlas Novelty Co., frequently travels in the interest of the firm. He is the general emissary of the firm's policy of personal service, he says.

In his travels recently he said he enjoyed talking with an operator who expressed approval of the Atlas policy in such a way that he had tried to remember it.

"I don't happen to be one of those individuals who passes out many compliments," Ginsburg quoted the operator as saying, "but I cannot refrain from complimenting you and your organization on your splendid handling of my business and the pleasant reception every time I visit your offices."

"I often read about Atlas personal service," the operator continued, "and boys, believe me, it is the real McCoy. I certainly hope to favor you with all my coin machine requirements."

Ginsburg says that speech is good enough to remember.



BALLY'S TWO-WAY BELL gains the admiration of George Jenkins (left), sales manager, and Jack Moore as they look it over.

GRAND SLAM

WINNER TAKES JACKPOT!

Exclusive skill lane feature increases chance to win jackpot! The jackpot ranges from \$1 or \$2 to \$22. Adjustable award switch enables operator to increase jackpot with every 20c or 30c. Jackpot indicator automatically resets to \$1 or \$2.

- AWARDS MAY BE CONTROLLED BY SIMPLE ADJUSTMENT!
 - AUTOMATIC JACKPOT RESET!
 - TWO VEEDER COUNTERS!
 - ARMOR LINED CABINET!
- ORDER TODAY!

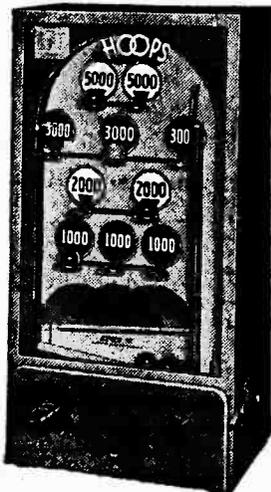


HOOPS

HIGH SCORE COUNTER GAME

Here's the thrilling high score counter game coinmen acclaim as the most appealing ever conceived! 29" tall, 15" wide and 10" deep. Hoops fits any location—may be operated on any location. 1 1/2" rubber balls . . . 7 ball play with odd colored ball counting double! Truly an outstanding profit-builder, and priced at only

ORDER TODAY! **\$29.50**
Immediate Delivery!
STAND \$3.00 Additional



F. O. B. CHICAGO

GENCO, Inc.

2625 N. ASHLAND AVE., CHICAGO, ILL.

TWO HITS

BASEBALL

1,000 Holes.
Takes In . . . \$50.00
Pays Out . . . 24.85
Featuring 1 \$10, 1 \$5.00

Now Only **\$1.72**

PLAY BALL

600 Holes.
Takes In . . . \$30.00
Pays Out . . . 15.25
Featuring 2 \$5.00.

Now Only **\$1.14**

NOTE: Beginning July 1st, Globe Products will be free of U. S. Government Tax.

NEW LOW PRICES NOW IN EFFECT

Ask for Our New, Low Price List.

GLOBE PRINTING CO.

1023-27 Race St. PHILADELPHIA, PA.



WURLITZER \$144.50 ea.

— 616 — (Lots of 10)

SINGLE MACHINE—\$164.50. 616A—\$189.50. P12—\$79.50. 716—\$159.50.

ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.
ROWE ARISTOCRAT (8 Columns) . . . \$22.50
STEWART & McGUIRE (8 Columns) . . . \$27.50
NATIONAL 1937—9-30 . . . \$74.50

KEENEY'S **BOWLETTE \$39.50**
(PRACTICALLY NEW)
50% Deposit, Balance O. O. D.

BABE KAUFMAN MUSIC CORP. (CIRCLE 6-1642) 250 W. 54th St., N.Y.C.

8 REASONS

WHY 2763 Operators are making more money with this machine

- 1 You can operate it with the same collectors, same mechanics, same general business set-up you now have.
- 2 Many of your present locations (regardless of what type of machines you operate) will let you install one of these machines.
- 3 Thousands of new locations are waiting for operators to introduce it.
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- 6 It affords an opportunity to **build** a substantial, staple and profitable business.
- 7 It is the most beautiful, the flashiest and most attractive machine of its kind ever produced.
- 8 The business still is new—operators are growing with it!

Thousands of other operators will assure themselves of consistent earnings by mailing this coupon today ~ Be sure you are one of them ~ There is no obligation ~ GLIP IT AND MAIL IT TODAY!

- IF you are interested in finding a line of equipment which will afford you a steady income with the least amount of effort and worry . . .
- IF you don't want to fight your way through the law clearly defined . . . how it affects you and your business . . . that you may go about your operations unmolested . . .
- IF you want to be in a position to build your business, to reinvest your earnings in it, and some day be able to depend on it for a stable income . . .
- IF you have to assume financial obligations today, and . . .
- IF you want to have the income with which to meet those same obligations tomorrow . . .
- IF you want to retire some day, and when that time comes if you want to feel you are justified in retiring—that you have worked hard and long and that you deserve to spend the rest of your life at ease . . .

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VENDOMATIC MANUFACTURING CO.
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NEW YORK CITY

Mail me complete details on your line of equipment today. I understand there is no obligation.

Name

Address

City, State

WURLITZER INAUGURATES FACTORY TRADE-IN ALLOWANCES

WITH THE "FIVE HUNDRED" AND "SIX HUNDRED"
PICTURED IN COLORS IN AMUSEMENT MACHINE SECTION
THIS ISSUE OF BILLBOARD

Simultaneously with the announcement of the most brilliantly beautiful automatic phonographs ever introduced to the music operators of America, Wurlitzer inaugurates a step of equally far reaching importance — Liberal Factory Trade-In Allowances.

No longer need the operator's progress or profits

be retarded by the presence of old instruments that lack modern appeal and earning power yet are in good working order.

Now Wurlitzer will pay an allowance on such phonographs toward the newly announced models — will forever remove them from the market by complete and total destruction.

Here is the greatest opportunity ever offered music operators to "clean house" — to rid their operations of old instruments of all makes — to replace them with Wurlitzer Automatic Phonographs of unrivalled eye and play appeal and high earning power. Write, wire or phone for particulars today!

**WURLITZER MODELS 500 and 600
ALSO AVAILABLE AS 500-A and 600-A
with 5c, 10c and 25c MAGNETIC COIN
EQUIPMENT AT NOMINAL ADDITIONAL COST**

Standard coin equipment on Wurlitzer Models 500 and 600 is mechanical play registration utilizing 5c, 10c and 25c Wurlitzer Coin Slides.

Operators who desire only a single coin slide on their instruments may have one magnetic type 5c slide at no additional cost.

However, both models are available as 500A and 600A with full magnetic coin equipment at nominal additional cost.

OPTIONAL COLOR EFFECTS ON THE MODEL 500

Moving varicolored illumination in white onyx plastic corner panels with red mottled plastic grille panels or vice versa at operator's option.

OPTIONAL COLOR EFFECTS ON THE MODEL 600

Plastic grille bars and record changer compartment background in three matching colors—red, amber and green at operator's option.

THE RUDOLPH WURLITZER COMPANY
North Tonawanda, New York

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WBS-105

*Sold
only to
Operator*

**TURN IN YOUR OLD
INSTRUMENTS ON**

WURLITZER

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**AUTOMATIC
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**UNDER WURLITZER'S
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