All Show Business a Good Market thoroughly covered by

The Billboard

The 30th Annual

SUMMER SPECIAL

will be dated June 25

Don't miss this important edition!

**RESULTS PROVED**

771 Display Advertisers (Average)

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

**HERE'S WHY YOU SHOULD ADVERTISE IN THE SUMMER SPECIAL**

* DISTRIBUTION—Because the Summer Special contains so many things of interest to everybody in Show Business, the demand automatically increases, making it necessary to double the usual printing run. No forced circulation methods are employed to sell this important edition—it sells itself.

* SPECIAL FEATURES—Editorial articles prepared and written by outstanding personalities in show business give the Summer Special that extra reader interest so valuable to advertisers. Copies are carried from one engagement to another until every article and story has been read.

* BUYERS' DIRECTORY—Show people have come to look upon the Summer Special as their seasonal catalog. Orders will be made up and placed from its advertising pages.

* NO INCREASE IN RATES—Regular rates prevail, even though distribution is more than double that of any regular edition.

**THIS is the big issue of the season. Everyone in show business knows the importance of the Summer Special. It is their seasonal catalog and buyers' directory. No matter what they need after June 21, they will refer to the Summer Special for sources of supply.**

Regular advertisers, too, know how important the Summer Special is—they use larger advertisements. If you have not been taking advantage of The Billboard's influence and power in the Amusement Field, be sure to advertise in this outstanding issue. Let it help you get more business before summer comes to an end.

**MAIL YOUR COPY TODAY**

**ADVERTISING FORMS START TO PRESS**

JUNE 13

All copy requiring position in any particular department must be in Cincinnati by WEDNESDAY, JUNE 15
3 RECEIVERS NOW FOR McCOY

AFA Enjoined From Picketing H-W Circus in Pa.; Show Files Two Additional Damage Suits

PIITTSBURGH, May 29.—Injunctions were granted in three Western Pennsylvania towns this week against American Federation of Actors picketing Hagenbeck-Wallace Circus. Attorneys Charles Roberts and Harry R. Johnson obtained today while John Pynke, lawyer, representing AFA in each suit, instantaneously commented, "The rash for relief by H-W would seem to indicate they're having more and more trouble," after which he requested officials to report progress of striking circus from town to town for picket purpose.

Guy Magley, AFA outdoor organizer, believes the crew will withdraw from the H-W from town to town and, according to Pynke, is being helped by others besides his own.

Injunctions were granted in Underhill, Monday, by Fayette County Judge Norman Duskaudt upon appeal of Lawr. John D. Johnson, representing the circus, and Barty under supervision of Prichard in Johnstown Wednesday by Cambria County Judge John McCMa

No Film Dough For Legitlers Despite Truce

NEW YORK, May 29.—Despite rumors of a split between the Bureau of New Plays, backed by Hollywood, and the Dramatists' Guild, picture companies will not pay and money into league shows as so far as the Guild's present tentative agreement with the producers holds true, according to Bureau Director Theresa Helburn. On the other hand, Louise Sibbitt, speaking for the GEO, expressed the belief that an equitable agreement for settling the 25-cent-ticket in opposition to John by law would regain benefit of picture company subsidy without sacrificing anything (See NO FILM DOUGH on page 5).

All's Serene at AEA Meet As Byron Takes Prez Post

Meeting's tranquility pleasing to Equity execs — for present, peace seems to reign supreme in org, altho Louis Hallett tosses wreath into harmony

WBASE, Washington, May 29 — In one of the most peaceful Equity meetings in years, Arthur Byron, unopposed in his candidacy, became the fourth president of the Actors' Equity Association at its 25th annual meeting yesterday in the Hotel Astor. Unomitted race with him were Bert Leffel, as vice-president, and 12 councilors, unopposed except in one instance. Re-elected to council were Lee Baker, Alfred Kalb, Eula Lawton and Katherine Warren. Hugh Cameron, Hugh Brinko, Joe Vitale, Eric Dressler, Winfred Lentern and Erderick Crawford were elected to the two-year terms. Marjorie MacDonald was elected for a two-year term.

The only opposition came from the Federation of Actors group, whose members nominated Samuel Connell on an Independents ticket for the presidential post. The Licent was able to represent WPA on the council.

Bennett and his adherents did plenty of trash talking about Byron. Result of the vote has not yet been announced (See ALL'S SERENE on page 89)

Seizing Threat in Wages, Hours Bill, Park Men For Exemption From Provisions

CINCINNATI, May 29—Exemption from provisions of the Wagner-Hoover bill and hours bill in event of its passage by the United States Congress was being discussed here today by members of the National Association of Amusement Purists, Pool and Beaches. Secretary B. A. Hodgen, Chicago, in a bulletin, declared, "We are assured that the bill in its present form will practically put many of our parks out of business unless an exemption for our industry is secured."

Letters are being sent to senators in Washington asking the members to back the bill or else the park men will try to organize themselves to do something for their industry and conditions.

Connery Blasts McNinch, RCA, "Time," Shepard, Among Others

WASHINGTON, May 29—Radio investigation again was discussed in the House Rules Committee Thursday when Representative McFarlane, Voorhis, Connery and Wigglesworth bared verbal broadsides at the industry. McFarlane called the statement made recently by him as "ex-theorizing" when he accused the "two ex-сенators" of accepting bribes while they were in office, revealing he had received a telephone from one of the accused men "advising" him that he might be the one referred to by stating that he had canceled with counsel for the Radio Corporation of America to have the anti-trust suit of the government dropped if he returned to the general election (presumably 1938).

Sensational developments in Thursday's hearing hinged on Connery's statement, since it was his late brother William, the radio executive, who started the House movement beginning in 1931 in connection with recordings.

Voorhis, also a probe supporter, launched a bitter attack on radio, after which Wigglesworth spoke for investigation.

Investigation backers have selected special phases of the industry for their individual attention. McFarlane fires on patents and manufacturing, Connery on programs and politics, and Wigglesworth on commissions activities. More congressmen are said to be planning statements before the Rules Committee in support of a House investigation. Congressional investigations are being conducted by Representative H. Leary, of Washington; Thomas O'Malley, of Wisconsin, and Robert Bacon, of New York, are schedulon to appear (See CONNERY BLASTS on page 29)

Bleak Future for Farm Stores

No. 23

The Worlc Pa. "Forecast Amusement Week

June 4, 1938


third one is appointed when W. W. Officials Fail to Appear

Sybil U. Ward, Wilmington woman, and two District of Columbia men, already acting as receivers, to handle liquidation of remaining assets of the show

WILMINGTON, Del.: May 29 — Judge John P. Nielson, in United States District Court here, yesterday appointed receivers to handle liquidation of whatever assets remain of Col. Tim McCoy and Associates, Inc. Receivers were appointed after the Col. Tim McCoy and Associates, Inc. Show's horses have already been sold by federal marshal.

Biz Fair in Can. For Cole Circus; Weather Handicap

ST. THOMAS, Ont., May 28—Cole Circus, the first circus under canvas from the U. S. to enter Western Canada this season, has been having rain and cold weather since coming into the province. That business in consequence has been hot fair. Zack Tower, manager of the show, stated here yesterday, it has been about the same by the way the show encountered in the United States. The first Canadian stand was Hamilton Saturday, the show moving there from Buffalo. After Hamilton came Kitchener, 25 London, 26; St. Thomas, 27, and today the show is in Brantford.

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Outlook for Ice Shows Good; But New Ideas Will Dominate

NEW YORK, May 28—With MCA's ice show doing good business at the International Casino here, and with another opening for this coming Sunday, it appears that the industry is making a strong bid to gain popularity next season. There is no doubt, however, that plain exhibition shows are no longer the thing, and that new ideas and new interest are needed by the designers of shows and theaters as it did this past season when the Carnival of Venice and the Kuhnauvill Skating Association both created a stir.

Bob Crosby and His Orchestra (This Week's Cover Subject)

CUMMERTIME is Dickson and Bob Crosby and his Band has a new sound, something of a cross between WGN and the Mutual network, introduced to the public in the last year that the band is accessible by radio, was heard on WNIB.

In the show, Eddie Miller, Bobby Haggart, Bob Zutes, Yard Wilks, Charlie Spiker, Irving Fazola, Biddy Butterfield and Warren Wood are the principal stars, and perhaps the greatest string of soloists and vocalists in the business are handled by Crosby himself, with the assistance of Marlon Mann and Nappy Lamare.

In the three years since its organization, the Bob Crosby Orchestra has had its share of notable engagements in some of America's finest hotels, and among them the Adolphus, Dallas; Cincinnati's Ritz Hotel, New York; the Congress, Chicago; the Cafe Royal, Boston; the Pennsylvania, New York, as well as the Palace, London. It is currently in the Blackhawk Restaurant, Chicago. Crosby's new sound makes recordings regularly for Decca and has appeared in several shorts.

Variety note that can work on skates and would use them to provide punch to an exhibit show that tends to monotonize.

George Hone, who staged the show last season at the International Casino for MCA, will return this year to produce his next ice show and it may be expected that he will be able to capitalize on comparatively high ticket prices that are being charged to the more danger of failure.

Hone, former Olympic champ and now under contract to 20th Century-Fox and as the greatest skating box-office draw, done the country and spring and did sensational business with his ice revue, grossing $200,000 in six performances in Chicago, $180,000 for seven weeks in New York, and $154,000 in Cleveland on December 11. She did $135,000 in grosses, has closed the Madison Square Garden here and $125,000 for five shows in Boston in January.

MCA's interest in new ideas is reflected in the hiring of a number of new directors and managers, and the company is expected to make a strong bid for the ice show business next season.

Whether Browne will revive his theme to "absorbing the action" with new ideas is not known.

Acting Poor in "Anthony and Anna"

CHICAGO, May 28—Burdened with inferior acting, St. John Trav's comedy "Anthony and Anna," premiered in this city April 27, is a box-office disappointment. Only the Great Northern Western proved, to be dull. Truthfully, the story is well staged and there are some good acting that is not mere but serious acting.

The hero in this case is in c"ontrast to that of a villain, rich and smart, and the young and inexperienced, Polish is very essential to the plot. Certainly, the villain is a high society man, ruffled and impatient. A fine comedy.

The work of Carl Rodgers and Margaret Wycherly in the leads is too weak and ineffective. Polish is very essential to the plot. Certainly, the villain is a high society man, ruffled and impatient. A fine comedy.
The Broadway Beat

BY GEORGE SPELVIN

Tuff TIMES last week ran an item to the effect that the Actors' Church, sponsoring a benefit, had decided to allow a New York booking. This report was given as fact, and the news spread rapidly throughout the Broadway world. However, the New York booking did not materialize, and it was learned that the church officials were simply following the advice of a noted pulpit scholar, who counseled against scheduling a New York engagement because of the present economic situation.

Constance Hope, concert p. o., doesn't take European conditions seriously; she has been married with Dr. Milton L. Berliner, for a three-week motor tour of Europe. The couple are due to arrive in Paris later this month. Dr. Berliner's latest piece of cartooning is a series of postcards, which he plans to sell in the French capital.

By Ben Hur and Sister, the Cahuenga Post of Los Angeles held its annual dinner for its members and guests. Among those present were a number of notable personalities, including Sir Arthur Conan Doyle, who was in town on business. Doyle, who is known for his Sherlock Holmes stories, was a guest of honor at the dinner, and his presence added a great deal of interest to the occasion.

Musician's To Be Helped Thru Acts' Victory in Los Angeles

LOD ANGELES, May 28—Settlement of the Broadway Actors' Guild against the Million Dollar Theatre loomed this week when it was announced that the American Federation of Actors' office that the Guild will file suit to have the theatre removed. The suit will be based on the fact that the theatre is a "fair" house under the union banner.

The Actors' Guild, which has been active in the Los Angeles theatre community for many years, has been fighting a long battle against the Million Dollar Theatre, which has been accused of violating the union's standards. The Guild's position is that the theatre should be removed from the union's jurisdiction because it is not a "fair" house.

After a heated argument of crafts and economics, the American Federation of Actors agreed to file the suit. The Guild's membership has been growing steadily, and its efforts are paying off. The Million Dollar Theatre, which has been under attack for some time, has been forced to make some concessions to the Guild in order to remain a member of the union.

In addition to the suit against the Million Dollar Theatre, the Guild is also working to improve working conditions for its members. The union has been successful in negotiating better wages and working hours, and it has also been active in the fight against exploitation and the exploitation of the public.
Typical Farm Town Program Study

SURVEY IN WATERTOWN, S. D., REVEALS LARGE NUMBER OF FARM LISTENERS DO NOT KNOW STATIONS TO WHICH THEY LISTEN 82 PER CENT OF WATERTOWN FAMILIES COVERED IN SURVEY

By JERRY FRANKEN

This first portion of a survey in a typical farm town, Watertown, & D., covering evening programs, is presented in this issue of The Billboard. Subsequent issues will be devoted to a similar study of week-end programs and comparisons of listening habits in a farm town as against urban listening habits. It is believed this is the first survey of this type ever published for the general radio industry. Furthermore, this survey, prepared for The Billboard by the Market Research Corp., is unquestionably complete from the standpoint of the size of the audience sample used. Survey is based on 2,150 farm families, of whom 1,190 are farm families and 2,450 families in Watertown. In other words, the survey is complete concerning a typical farm town's listening habits.

An outstanding point of this survey is the large number of listeners who told investigators that they didn't know the stations, broadcasting the programs they had heard. This may be seen by studying the full-page chart on page 7, where the letters "DK" show the number of the stations they had heard.

Some noted programs do not show up well in this farm study. The Barn Dance, sponsored by Alka-Seltzer, is notable in this classification and leads to the opinion that Barnen stuff is not so far out in rural sections. Roy Vallee is also scarcely mentioned, with but two listeners reporting having heard his program. This shows clearly how well known, represented by Walter Winchell's and Jimmy Flood's programs, likewise shows little appeal. Another conclusion to be drawn is that many of these listeners mean almost nothing listeners in farm areas. The latest program reported as heard is at 10:45 p.m.

Watertown, in common with most if not all farm centers, has a wide choice of radio reception, as shown by the various stations reported by listeners. In this survey, the Barn Dance is heard from Chicago; WJR, Detroit; WCCO and KSTP, Minneapolis-St. Paul; WNAX, Fargo, N. D.; WNCN, Minneapolis; KOA, Denver; WFAA, Dallas, Tex.; KXAS, Dallas, Tex.; WAVY, Norfolk, Va.; WDAY, Fargo, N. D.; WJAI, Chicago; WOC, Dubuque; and WOC, Des Moines, with some listeners of these stations reported by listeners in Watertown.

What They Like

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Programs in Farm Area

The programs listed below are those reported most heard in the Watertown, S. D., survey, a survey of a typical American farm town. Since the programs may be heard on many stations, statistics on which stations listeners said they heard the program are given in parentheses along each program title. The letters "DK" indicate that listeners told investigators that they did not know the stations broadcasting the program.

Only programs with five or more mentions are listed in this tabulation. For all programs mentioned by listeners see the chart on Page 7 of this issue.

<table>
<thead>
<tr>
<th>HOUR SHOWS</th>
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<tbody>
<tr>
<td>Lux Radio Theater (WAXY-17; WCCO-26; DK-5)</td>
<td>45</td>
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<tr>
<td>Chase &amp; Sanborn Coffee (DK-1; 15)</td>
<td>42</td>
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<tr>
<td>Major Bowes (WCCO-26; WAXY-4; DK-2)</td>
<td>32</td>
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<tr>
<td>Bing Crosby (WLW-1; WAXY-1; KFYR-4; DK-11)</td>
<td>28</td>
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<tr>
<td>Hollywood Hotel (WAXY-7; DK-5)</td>
<td>9</td>
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<tr>
<td>Fleet Federal (WHIO-1; WFAA-1; WLW-1; DK-4)</td>
<td>7</td>
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<tr>
<td>Fox's Great Tunes (WCCO-25; WAXY-2; DK-3)</td>
<td>5</td>
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<tr>
<td>Kay Kyser (KFWY-1; WFAA-1; WDAY-1; DK-4)</td>
<td>4</td>
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<tr>
<td>Good News of 1935 (DK-5)</td>
<td>3</td>
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<tr>
<th>45-MINUTE SHOW</th>
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<tr>
<td>Hill Panel (WAXY-7; WCCO-12; DK-7)</td>
<td>28</td>
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<tr>
<th>HALF-HOUR SHOWS</th>
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<tr>
<td>Al Pearce (WCCO-32; KFAB-1)</td>
<td>83</td>
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<tr>
<td>Wayne King (WCCO-23; DK-8)</td>
<td>77</td>
</tr>
<tr>
<td>Paul Whiteman (WCCO-26; KFYR-4; DK-11)</td>
<td>67</td>
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<tr>
<td>Jack Benny (KFWY-4; WDAY-1; DK-14)</td>
<td>61</td>
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<tr>
<td>Benny Goodman (WCCO-14; KFYR-1)</td>
<td>56</td>
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<tr>
<td>Ted Collins (WCCO-6; DK-1)</td>
<td>44</td>
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<tr>
<td>Chesterfield Presents (DK-5)</td>
<td>36</td>
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<tr>
<td>Burns and Allen (KFWY-1; WDAY-1; WAXY-1; DK-3)</td>
<td>28</td>
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<tr>
<td>Nat King Cole (DK-3)</td>
<td>20</td>
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<tr>
<td>Voice of Firestone (WLW-1; DK-2)</td>
<td>18</td>
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<tr>
<td>Eddie C. Robinson (WCCO-25)</td>
<td>15</td>
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<tr>
<th>HALF-HOUR SHOW (Twice Weekly)</th>
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<tbody>
<tr>
<td>Johnny Bonds Presents (Tuesday; KFYR-2)</td>
<td>8</td>
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<tr>
<td>John Deere (Saturday; DK-3)</td>
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<th>15-MINUTE SHOWS</th>
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<tr>
<td>Six Times Weekly (Six Times Weekly)</td>
<td>19</td>
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<tr>
<td>Paul Sullivan (WLW-18; DK-1)</td>
<td>16</td>
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<tr>
<td>Cedric Adams (WCCO-18)</td>
<td>13</td>
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<tr>
<td>Alphonse (WAXY-17; DK-6)</td>
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<tr>
<td>Andy Walker (WAXY-17; WCCO-9)</td>
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Newscasters Strong

particularly interesting in the farm town survey in this issue is the fact that Barn Dance program broadcast in Watertown appears to be a WNW program conducted by Paul Sullivan. Barn Dance, according to The Billboard survey in Cincinnati, was a dominating program favorite in that area.

Closely following Sullivan is another newscaster, Cedric Adams, Chicago, newspaper columnist on WOCO.

Details on this page.

WAXY, received a total of five mentions.

Investigators for the Market Research Corp., who made the phone calls in this survey reported that on Saturday and Sunday considerable difficulty was experienced in contacting the required number of calls. In the story in this issue giving details as to Watertown itself, it will be noticed that a large lake near the town plays an important part in the recreational activities of residents of and near Watertown. This results, it is stated, in a reduced audience.

For the nightime portion, the figures showing whether respondents were listening to the radio gives an average of 99 percent. A little more than 1 percent was the figure. That is, 95 percent of the population was listening to the radio; 85 percent said they had not. It will be noted that this is a little above the average used. This, according to research authorities, differs largely from "use of radio" sometimes possible to say that one's radio has been in use, when it is not always accurate to say that one has been listening.

The influence of the Lux dramatic show on the listening to the radio for four stations in the Chicago Market, during the period of the survey, was more listeners and fewer listeners. Results will appear in next week's issue of The Billboard.

Steve Fitzgibbon Out as Boston Record Radio Ed

BOSTON, May 28—Steve Fitzgibbon, radio editor of The Boston Daily Record, was yesterday sliced-off the pay roll after being with the paper for many years. Mr. Fitzgibbon, during the period of the survey, was a little more than 1 percent was the figure. That is, 95 percent of the population was listening to the radio; 85 percent said they had not. It will be noted that this is a little above the average used. This, according to research authorities, differs largely from "use of radio." It is in use, when it is not always accurate to say that one has been listening.

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Nighttime Average On Radio Listening At 35% in Watertown

Table below shows the number of families who claimed to have listened to the radio on the day shown in the column to the left. Total family count is calculated by adding the number of whom 909 said they had listened to the radio. This is a percentage of the phone calls per center.
### Evening Programs Heard in Watertown, South Dakota

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<td>5:15</td>
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<td>5:30</td>
<td>Bob Hope</td>
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<td>6:00</td>
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<td>Monday Night Show</td>
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<td>WOR, New York</td>
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Continued on Page 9
WATERTOWN STATISTICS

Center of large farming area...radio's chief competition from outdoor activities—population 10,214

Unlike previous program surveys published by The Billboard, other entertainment forms do not constitute, in this survey of a farm area, the principal competition to radio listening. There are no road attractions such as large cities or competition from other entertainment forms. Watertown has no cinema, no live picture houses, only two "average" small-city picture theaters, with a price scale tappered by eight cents. There are no dance halls, no outdoor recreational facilities. Further details are given below.

WATERTOWN: itself: The locals for this farm area survey was chosen, after discussion with research authorities in several branches of the industry, because it is considered a typical farm trading center and town. It is the center for a local board, and it is within the service areas of major network stations in fairly proximate key cities. Finally, it is sufficiently distant from the two sections previously covered in The Billboard survey.

Families, Radios and Phones

WATERTOWN's population is 10,214, according to latest figures. Its population, during a period of recent crop failure, has remained unusually static. Conditions now augur well. There have been copious spring rains, and moisture figures are better than average. Town is the center of a rich farming area in the surrounding territory, with a good local fruit and vegetable industry. Watertown's industries depend on the prosperity of agriculture. Town is the central shopping district of a 75-mile radius.

There is one doctor in Watertown, and the Watertown Public Opinion. There are about 2,400 telephones in the local area. The Billboard surveys are based on 2,100 telephone calls. This means, then, that practically all of the town has been reached, answered the questions as to radio listening habits which these surveys rate, since the 2,400 telephones included commercial organizations as well as residents. Watertown's population is well educated and white: born foreign, 7,700, and other races one-tenth of 1 per cent. Comparing the number of telephones, 2,400, to the number of residents, 2,800, we find a total of 720,000. This is the clear hearth of the town, emphasizing the complete coverage of the section. This is shown further by the number of radio owners in the country, 5,000. This is a considerable number of households, but it is not the full extent of radio listeners. Watertown is the seat of Codington County, which extends to small farm villages, with populations of 600 to 2,000, near by.

Industrial Data

The business firms located in the heart of the Midland National Life Insurance Co. reported to have assets of nearly $6,000,000,000, Swift & Co., packers, have a branch in the town, as has the International Harvester Company, and the Standard Oil Company.

There are thirteen produce houses, four large creameries, a flour mill, six grain elevators and two commercial potato buyers. There are 52 wholesale and retail stores, and there are three large hotels, several smaller ones and two hospitals. The school system includes a junior and senior high school and six grade school buildings, with a total of 100 teachers. There is also a large Catholic school with eight grades, and there is a one national bank: one State bank, with deposits totaling $1,000,000. There is a total of $75,000,000,000,000 in cash radio receivers. There are four railroads serving the town and two major bus lines. Minneapolis in 205 miles east.

Recreation Facilities

A large lake, Kaufman, is the summer playground not only for Watertown but for many other cities in this South Dakota territory. Many Watertown residents have summer homes there, a condition partially explained by the fact that many visitors have their telephones on Saturday and Sunday during the period. The Billboard survey was made. There are also two golf courses which have, in their clubsrooms, such social activity. The lake has large public parks and bathing beaches, fishing resorts, a roller skating rink, bowling alleys and a lakeside ball park which does a good business with two large dancing pavilions.

The Minnesota Amusement Co. operates Watertown's two theaters, as well as having leases on two other theater buildings closed in recent years. Plans to reopen one are now under consideration. The first run is scaled at 35 cents Sunday evening top, a quarter weekday evenings and a dime for kids. Second-run house gets 35 cents weekday evenings, 25 cents Saturday evenings. A dime for kids. These theaters had these attractions during the survey period:

LYRDI (1st run)—May 11—"Love, Honor and Behave!" May 15—"The Band and the Baby!"

STATE (2nd run)—May 1—"Bringing Up Baby" May 15—"The First One Hundred Years!"

STATE (3rd run)—May 15—"Tarzan's Revenge" May 17—"Where Are the Hills?"

"Love on a Budget" Other Activities

On May 13 the Masonic Lodge had a district banquet and there was a Boy Scout circus at Lake Kauapino. The same day also saw the senior class of the high school at a Wild West Club dinner and a dance. Watertown had a party stand.

May 17 was a golf tournament and two baseball games. The Parent-Teachers' Association held several meetings Wednesday and Thursday (May 11 and 12), both afternoon and evening.

The weather for the survey period was as follows:

WEDNESDAY, MAY 12—Moderate, partly cloudy.
THURSDAY, MAY 13—Moderate, clear.
FRIDAY, MAY 14—Mild.
SATURDAY, MAY 15—Moderate, partly cloudy.
SUNDAY, MAY 16—Cloudy, cool.
TUESDAY, MAY 17—Rainy, cool.

WATERTOWN—Las Vegas, Nev., has been the scene of two recent dramatics done by amateurs. The worst amateur competition will be served and given the spats cold, listeners will pick the winner, says Pettry and Bob Brown.
**Program Reviews**

**Capitol Schnitzelbankers**
Reviewed Sunday, 12:45 p.m. Style-Comedy. Sponsor-Capitol Bravura Station-KMOS (Jefferson City, Mo.).

The Schnitzelbankers, Otto Schuhle, Peter Schuhle and Vie Lou, show a tendency toward overwork old gags. Basic comedy material is dependent upon use of German dialect, and as far as the population is concerned there is German. The goofs by Peter Schuhle were funny and helped with a vocal trio, Schuhle and Schuhle and Vie Lou, bringing in交流合作.

Main comedy situation has Schuhle and Schuhle working in a local bank where the bank is a local band.

Main comedy situation has Schuhle and Schuhle working in a local bank where the bank is a local band.

**The Groucho Club**
Reviewed Tuesday, 9:30-10 p.m. Style-Comedy. Sponsor-The Grouch Club Station-WMCA (New York).

The Grouch Club, produced by Transmission, Inc., and formerly broadcast by KXBP, Los Angeles, comes to WMCA with the usual Grouch Club presentation. Program's basic idea is a comically presented list of checking accounts and other items of general interest in life. Program's basic idea is a comically presented list of checking accounts and other items of general interest in life.

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**Six Calif. Dailies Drop Radio Columns**

**BILLY SWANSON**

**Biography**

Bill Swanson, the music man for the Los Angeles Times, is about to celebrate his 50th year in the industry. He has worked for the Los Angeles Times for 16 years, and is currently the music critic for the paper.

**Quiz on Quiz Shows**

Possible violations of FCC and post office regulations may bring investigation

**W. S. W.**

**W. S. W.**

**LIBC Gets Station**

**WMBQ'S Facilities**

Washington, May 29 - Federal Communications Commission this week deleted WMBQ's (Brooklyn) license, giving the station six months to find another operator and reapply for a station license. WMBQ, the station was found by the commission to be guilty of broadcasting foreign language programs.

**Between Book Ends**

Reviewed Tuesday, 2:15-2:30 p.m. Style-Comedy. Sponsor-The Grouch Club Station-WMCA (New York).

This is a dual character as Josh Higgins and Joe Dumond, this homey philosopher becomes a real riddler to the folks back home. This content is the opposite of his usual work. His line is over work the old gags, keep up script quality. P. A.

Josh Higgins of Finchville
Reviewed Thursday, 9:30-9:45 a.m. Style-Comedy. Sponsor-The Grouch Club Station-WMCA (New York).

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**ORCHESTRA ROUTES**

**Songs With Most Radio Plugs**

**“Lovelight in the Starlight”**

**Pops To Top Slot in Plugs**

- **Songs listed are those receiving 10 or more network plays (WJR, WEAF, WABC)** between February 11 and February 25, for the week ending February 25. Included in the list are plays on WOR, WNEW, WMCA and WOR-WABC, with the remaining newscast stations playing the songs.

**Title**

| Position | Publisher | Network
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<tr>
<td>1.</td>
<td>Loveheart (The Starlight) $25.98</td>
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<td>Cathedral in the Pines $25.98</td>
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<td>Don’t Be Too Cold $25.98</td>
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<td>Loveheart (The Starlight) $25.98</td>
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<td>Sweet Dreams $25.98</td>
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<td>It’s Another Love $25.98</td>
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**Route**

- **11.** New York, N.Y.
- **12.** Chicago, Ill.
- **13.** Los Angeles, Calif.
- **14.** Philadelphia, Pa.
- **15.** St. Louis, Mo.
- **16.** Boston, Mass.
- **17.** Pittsburgh, Pa.
- **18.** Cleveland, Ohio.
- **19.** Detroit, Mich.

**Radio Stations**

- **11.** WOR, WNEW, WMCA, and WOR-WABC.
- **12.** WJZ, WEAF, WABC.
- **13.** KFI, KFRC, KABC.
- **14.** WCAU, WCAE, WIP.
- **15.** WJZ, WEAF, WABC.
- **16.** WJZ, WEAF, WABC.
- **17.** WJZ, WEAF, WABC.
- **18.** WJZ, WEAF, WABC.
- **19.** WJZ, WEAF, WABC.

**Concerts**

- **11.** New York, N.Y.
- **12.** Chicago, Ill.
- **13.** Los Angeles, Calif.
- **14.** Philadelphia, Pa.
- **15.** St. Louis, Mo.
- **16.** Boston, Mass.
- **17.** Pittsburgh, Pa.
- **18.** Cleveland, Ohio.
- **19.** Detroit, Mich.

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**BROADWAY HOTEL**

315 TRENTO STREETS AT BROADWAY, BOSTON, MASS.

Conveniently Located at the Heart of Boston's Theatrical and Shopping Districts.

ATTRACTIVE PROFESSIONAL RATES. WEEKLY, WITH EAT., $5.00 UP.

BOSTON'S HOME FOR TRAVELING BANKERS. 9181 P. O. BOX, MANAGER.
June 4, 1938

MUSIC

COAST TOOTERS BACK WEBER

Lunceford Poor at Dance But Great at Concert in Detroit

DETROIT, May 28—Lunceford met with an unusual split in its engagements here this past week-end. While operators refused to reveal actual figures, the band, which had been called upon for several concerts, found itself with no appearances next week, according to reports.

The situation is generally considered to be due to the poor gate, rather than any failure on Lunceford's part as the band is scheduled to play its usual engagements.

No Free Hand for Convention Delegates From Los Angeles

LOS ANGELES, May 28—An amusing note was heard at the general meeting of the local musicians of a group of American, foreign composers requested the APM to force foreign symphony conductors to take more interest in American made music, claiming they have been slighted by imported hierarchies.

The resolution was passed good naturedly. But feeling atmospherically in the resolution would only appeal to the more interested among the members.

Little Big on the Draw at Ft. Worth

FORT WORTH, Texas, May 28—Little Big has run up a new high attendance record for weeks during his seven-day stay last week at George T. Smith's Casino Ballroom at Hotel in district.

The band, which has been playing regularly at local hotels, was well known to the local community where attendance is every time. House record of attendance was broken by a group of about 1,000.

Rain Dampens Goodman Gait

HARTFORD, Conn., May 28—Benny Goodman's band was subjected to a downpour during the recent softball game and dance all on one hill, attracted only 1,000 persons to the dance in spite of the weather.

Dick Powell, who has previously played in music halls in this city, is current for a fair band. Good attendance was well known at this spot, to follow the recent Harding Key for the July 4th attraction.

Busse Brings 'Em In

PASCO, N. D., May 28—Henry Busse made his first appearance in this city last week on a single stand at the hotel.

The band is under the management of former resident of the state, who has taken advantage of the favorable conditions for a musical tour. Busse is making his first appearance in the area, but has been with successful music organizations.

Bisser's Collegetts

KANSAS CITY, Mo., May 28—Bissler and his Collegetts are featured for the final concert of the season. The band is under the supervision of a Kansas University student, who had been with the band for some time.

The Collegetts are known to be a popular band in this area, and are known for their superior musical ability. The concert will be held in cooperation with the University's music department. The concert is expected to be well attended.

Box Office All Good Will

APPLETON, Wis., May 28—To boost Wavy Ballroom biz on Thursday night the management stages the occasion as a Booster Dance, offering cuffed to 10 persons until 10:30 p.m. and a 15-cent tariff after the deadline. Thanks to the enthusiasm of the local music industry, the band's services were readily accepted.

OPENING NIGHT AT THE STORER ROOF last Tuesday saw a great turnout of band leaders paying respects to the band-styled master, Rudy Vallee. From left to right, standing: Hall Kemp, Lunch Light, Frank Waring, Ship Fields, Bob Christiansen (Hotel Astor manager), Buddy Clark (associate), Russ Morgan, Jerry Cooper (singer), Sitter: Dick Raynor, Manager, and内容的剩余部分。
FIGURE INDUSTRY's publicity stunt, playing a recording of Raymond Scott's "Night in Tunisia" as a song to a pack of penguins at the zoo, got a bit out of hand a few years ago, but it has Uncel a few fans of jazz. Scott's "Night in Tunisia" was a two-year binding call for 40 albums, and the way it was sold, the fans were sold on it. Scott's music is complex and challenging, but fans seem to enjoy the challenge it presents, and the penguins at the zoo seem to enjoy the challenge too.

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**The Biltmore Boys**

**Orchestra**

**Their ORCHESTRA**

Currently LA SALLE HOTEL, Chicago, Ill. M/S Consolidated Radio Artists, Inc.

**Eddy Rogers**

**AND HIS ORCHESTRA**

Currently SAN DIEGO, Cal. M/S 1 Rockwell-Kepple, Inc.

**Lionel Rand**

**AND HIS ORCHESTRA**

Currently PARADISE RESTAURANT, N. Y.

**Don Redman**

**AND HIS ORCHESTRA**

With Louise McCarroll

**Bob Kuse**

**AND HIS MINUET SWING**

**ORCHESTRA**

Address: 1759 Camp St., St. Louis, Mo. 1904 Broadway, New York City.

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**Another Dixie Percenter**

LOUISVILLE, Ky.—Freddie Leach opened his own office here for band bookings and repping in Blue Grass territory. He has been traveling all night in the Missing in action between the Blaine Hotel and New Orleans.

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**Seattle's Sunday Nights**

SEATTLE, Wash., May 19.—North Beach, Seattle's favorite Playground, starts Sunday night dancing this week. Olga Bagatell attached the band's name for the season.

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**Sheet-Music Leaders**

(Week Ending May 29)

Sales of music by the Maurice Richmon Music Corp., Inc. are not included, due to the exclusive selling agreement with a number of publishers. Association of American Music Publishers, Inc. and Moyer Music Corp., Music Sales Corp., Inc., and the affiliated companies, N.Y., Crocus, and Chicago.

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**New York News**

**Rick Nelson**

**AND HIS ORCHESTRA**

New York News, Nov. 1, 1961. Signature CHARLEY BOULANO, manager, currently booking band's tour thru the
**What the Band Leader Means to the Arranger**

By GEORGE DUNNING

(Arranger for Kay Kyser)

When the question, “What does the orchestra leader mean to the arranger?” is asked, an immediate thought, in answer, was, “money,” and continued, “and influence.” And justly so. The arranger is in a double bind. To please the public, to follow its dictates, and to form his own opinions, he must please the public. He is caught between two thorns, the one pricking at his back, the other at his shoulder. The one pricking at his back is the public, the other at his shoulder is the leader. And yet, the arranger is not a mere tool of the public, but an artist, and an artist cannot please the public unless he pleases himself.

To the arranger, the leader, and the public are hands to a man in a saloon.

Good sound, even if ban slams or publicity-giving talents.

Seattle Lightens Terp Fee for Ops

SEATTLE, Wash., May 29 — Fees for dance licenses were put on a more equitable basis this week when the city council, in keeping with the discrimination on ballrooms where beer is served, raised the tax on dance licenses.

New tax also raising the fee to $200 for the city license are $200 for dance licenses and $25 for the county license.

The Washington Cigar sockets are in the same boat as those ballrooms operating only during the summer.

Kaycee Locals To Jack Price List

KANSAS CITY, Mo., May 29 — Frank P. Humm, president of the music publishers' union, has joined forces with the National Restaurant Association in keeping with the discrimination on ballrooms where beer is served. The city council, in keeping with the discrimination on ballrooms where beer is served, has raised the tax on dance licenses.

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Competition for Kenny

BOSTON, May 29 — George C. MacDonell, manager of the B. O. S. N. A. Chorus, who has been with the group for some time, returned to Boston after spending the winter in Los Angeles. He is the manager of the chorus and is in charge of the group.

Music Items

Paradise Niteries Get Special Scores

(Continued)

In the first place, no arranger goes to a leader and dictates a policy. When the orchestra leader reaches a stage where he needs a musician to arrange and do nothing else, he is not interested in his ideas and musical thoughts to the arranger as he is to the leader who yet has not had a thorough grounding in the way of arrangements. Of course, the arranger himself will embellish and “dress up” ideas. But the basic material of the music, the style and the policy are determined and dictated by the leader.

There have been arrangers—particularly John Scott Trotter, Carl Hoff, Larry Clinton and a few others—whose job was to step out of the ranks and formed a sort of an assembly line, where, when an arrangement feels that he has all the other qualities that make him a good arranger, he steps out of the ranks and formed an assembly line.

Music is an avocation to a great extent. I know many musicians who would go to college if they only could, but they do not have the time. I have written for hundreds of thousands of musicians and I have never met a musician who did not want to go to college and did not want to study music.

Fashions in Arrangements

Arrangements, like fashion, go out of fashion. Today we might be using an arrangement “tick” that is out of fashion tomorrow. We have to keep up with the times.

The arranger, like the fashioner, must be on the lookout for the latest fashion. If he is not on the lookout, he will go out of style. But how will the public know the latest fashion? By looking at the public prints. If a public prints a certain fashion, it is safe to say that it is the latest fashion. But how will the leader know the latest fashion? By looking at the public prints. If a public prints a certain fashion, it is safe to say that it is the latest fashion.

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Chop's ON AND OFF YEAR

From Out Front

By EUGENE BURR

With choice of the 10 best plays of the season safely tucked under the columnist's belt (well, if not safely at least very definitely) the time has come for a much less arduous task. This is the privilege of those who have been fortunate enough to have won one of the columnist's coveted awards. Though their work, or at least a portion of it, has contributed to the success of the season, the occasion of being cited is reserved solely for the peacetime home front. This allows the writer to thank the performers who have made the season possible, and to comment on the season's special qualities.

Looking back at the season, one is struck by the diversity of the productions. From the intimate settings of Off-Broadway to the grandeur of Broadway, each theater offered something unique. The season's success is owed in large part to the dedicated performers who brought these productions to life. Their talent and hard work ensured that each production was a success.

In conclusion, the season was a resounding success. The talent and hard work of the performers, along with the diversity of productions, made it a memorable season. The columnist is grateful for the opportunity to recognize the successes of the season and to thank the performers who made it possible.

EUGENE BURR

LEGITIMATE Communications to 1554 Broadway, New York City

The Billboard

June 4, 1938

Antoinette Perry Honored

NEW YORK, May 26—Four hundred members of the theatrical profession paid tribute to Antoinette Perry for her work in the administrative duties of the American Theater Council; at a testimonial dinner in the Blue Room last Monday. Affair was arranged by the League of New York Theater Announcements of Week

LEGITIMATE

CHICAGO, May 28—There was a fine opening recently in the Loop. An appeal to the legitimate field to set a new attendance and business record for the last decade. Until March 10, the theater was under consideration. A large number of tickets were sold in advance, and the spring brought cancellations and indefinite postponements. And April and May show only three openings in the Loop, all in the Grand Opera House. The theater, which covers the Workers' Finest and Needle, which opens Monday for three weeks. The theater is owned and operated by the Workers' Finest and Needle. The theater has been in operation for eight weeks, and has a large and healthy tenant. On March 14 every ticket for the Workers' Finest and Needle was sold out, and the theater has been in operation for eight weeks, and has a large and healthy tenant.

GIVE LEGITIMATE, a Chicago daily, which has been in operation for eight weeks, and has a large and healthy tenant. On March 14 every ticket for the Workers' Finest and Needle was sold out, and the theater has been in operation for eight weeks, and has a large and healthy tenant.

CHICAGO, May 28—The Chicago Daily News has been closed for the week of a fire. The theater has been in operation for eight weeks, and has a large and healthy tenant. On March 14 every ticket for the Workers' Finest and Needle was sold out, and the theater has been in operation for eight weeks, and has a large and healthy tenant.

EQUITY GETS LEAGUE PACT

Omission of buys remedied after Broadway yarn basic agreement in offending.

NEW YORK, May 26—The League of New York Theaters-Artists' Equity, its first day in operation in five years of its protracted fight, a sound basic agreement Basic agreement has been in progress for the last six months, and has a large and healthy tenant. On March 14 every ticket for the Workers' Finest and Needle was sold out, and the theater has been in operation for eight weeks, and has a large and healthy tenant.
39 Summer Stock Bonds Up

Equity expects 60—last season totaled 53—latest is tryout spot in town.

New York, May 28.—Bonds ranging from $500 to $3,000 were sold to local investors with Actors’ Equity Association by 25 producers and 26 producers to pay for the Poulenc Players, Poulenc, Falmouth, Mass., hold the bond sale for a total of 30 bonds. Equity expects 80 this year.

A highlight in the motorcycle-cast circuit this week is the advent of a new cast. The “Washington Heights” Actors Guild has been formed, and plans for the “Carnegie Hall” theater in the city are due for a tryout.

ST. LOUIS, May 28.—Twentieth season of Missouri Stock Bonds will be held this year in the second city of the world premiere of “Gentlemen Unafoot” and “The Old Man of the Mountain” by Oscar Hammerstein II and Otto Harbach. Will run 600 plus on a coast-to-coast basis with the performance of the first 600 shows in the theater, with an audience of about 500. New world premiere of “Gentlemen Unafoot” will open at the Ford Motor Company’s annual convention.

DALLAS, May 28.—March 151, 1918, a prominent figure in the theater, was born. He was a member of the cast of “The Merry Widow” in 1918, and with his wife, the renowned soprano, made his debut in the title role of the opera. He was a member of the company of “The Merry Widow” in 1918, and with his wife, the renowned soprano, made his debut in the title role of the opera. He was a member of the company of “The Merry Widow” in 1918, and with his wife, the renowned soprano, made his debut in the title role of the opera. He was a member of the company of “The Merry Widow” in 1918, and with his wife, the renowned soprano, made his debut in the title role of the opera.

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**New York, May 28—** Billy Rose’s Casa Manana continues to dominate local theatres, its new straight-bill which opened last week, is expected to roll up at least a $42,000 gross.

International Casino is going along steadily with a weekly gross of from $32,000 to $38,000, while the Paradise has been carrying on a fine banquet trade. With the Cotton Club closing for the summer, it is expected that some of its business will go to the other big Broadway spots.

Casa Manana is open every night of the week, rolling up more than $18,000 a week. The Casino has been doing a declining business, but has the benefit of the south breeze and the cooler weather.

The American Can-Can is also doing fair business, especially on Friday and Saturday nights. It is a smaller theatre than the Casino and has a more intimate atmosphere.

**NTG Doubles Take At Adelphi Roof; Walton Still Tops**

**Philadelphia, May 28—** The philo Roof opened here Thursday to a capacity house, with Nita N. Granlund. A top-notch show here.

Altho L. W. Goodin, Adelphi manager, wouldn’t quote figures, he said that NTG has doubled the take for the club since he opened.

The A. C. has solved the problem of his first week’s run, but will be kept to a top-notch variety show hereafter.

The Arcadia International did a better than $12,000 per week average for its past three week run. With its shows lined up by Gene Krupa, Johnny Grant’s orchestra has added to its prestige.

Levison Takes Chinese Unit

**Chicago, May 28—** Harry Rogers, manager of the Faneuil Club here, has interests in his all-Chinese unit to which he is going to open with it at last night. Show is now using three different Chinese bands and the Shanghai Wing Troupe. According to Rogers, the unit is to be a permanent one and will take its place at the Fairmont in West Virginia and Pennsylvania.

**Southland To Reopen**

**Boston, May 28—** Southland, black-and-tan spot damaged by fire, is to be transformed into a modern spot. Opening set for September 18. Series of spots will play the spot, including Leon, Refuge, Goodnight, and others.

**Casa Manana 16 Years With RKO**

**Chicago, May 28—** Frank B. Smith, managing director of the RKO, is still his regular rounds, the attention of the other important member in point of service of the RKO Theatres’ managing personnel. Formerly of the chain’s West Coast division, Smith is with Universal Pictures Corp. Work, until his acceptance of the RKO post, he was the veteran with the RKO force, following his completion of 16 years with the company.

**Chicago Intime Niteries Can’t Get Right Acts**

**Chicago, May 28—** Good-night club acts for intimate spots here are so scarce that operators that have been forced to use inferior talent or local amateurs.

The American Can-Can, in the near North Side district in part with its reputation as one of the most dance teams and other acts demanded, the booking office is limited almost to single, both singers and dancers.

With not enough to lure names into those spots, the higher up looking down on those acts, the more operators who manage to bring big names went thru some sad experiences, most of those names that have still a big fan following are good for both the theater, saloons, are tired of paying the price for top booking, some may have to hold their own on a night club floor. While the owners as a rule have been changing bookings following every fairly well, they are still facing competition of the agents.

Commenting on Hollywood as a supply for a talent, a veteran club operator points out that only a minimum of notable acts are in demand. Even those who still have a large fan following are good for only $350 a week.

**AFA Pickets First N.Y. Hotel After Pact Is Stalled**

**New York, May 28—** Claiming the hotel owners are prepared to operate with a contract that it “isn’t worth quoting,” the A. F. A. has threatened to picket both the Broadway and the Hotel Roosevelt.

The Associated Motion Picture Operators’ Union has so far been unable to sign a new contract with the Hotel Roosevelt, which is in the process of replacing its Big Four Band. The Hotel is also in the process of replacing its Big Four Band.

AFA Organizer Harry R. Calkins claims that the Roosevelt has been stalling on the issue of an agreement because the club is refusing to pay $20 per week for the Big Four Band.

The A. F. A. is threatening to picket the hotel if it continues to operate without a contract.

**Den, Ft. Worth, Opens**

**Fort Worth, May 29—** The Den in the Texas Hotel reopened June 4 after a week’s absence. The show was an increase in the entertainment.

**Another Mauve Letter; This Time About Such Queer Places**

**By Paul Denis**

Dear Paul: As you might suspect—I’ve been laying low. But I finally got a unit pretty well established here at the Barber Club. Joe Purcella booked me at 80 a week and with a 30% commission and the option is always the top-off that an act is high class; if Herring Hafemeyer, the singing waiter, doesn’t like me, he can cancel me after the first show. If I’m on, then he can hold me over for two weeks at $44 per. Isn’t that wonderful? This is the first time my contract ever had an option.

The Barber Club is a very interesting spot. Everybody goes there just to be seen and to get a full dinner. When the waiters are happy, they sing out loud. And when the waiters are happy, they drink beer. Even the performers. If you don’t drink beer Hafemeyer will mop your floor for you right away.

They’re a very wonderful orchestra and they’re always playing waiters. They’re very good at making you feel at home.

The musicians are very fast and Hafemeyer introduces them all at least three or four times since joining the Barber Club. But he’s having trouble with the line girls, because they usually come here after a night of drinking.

Anyways, this job is better than the one at the Golden Cupid, where the acts had to perform on a runway that is supposed to be the rim of a huge cupid. The owner is Billy Chew, a former waiter, who goes around examining the girls and the girls go around examining the boys.

A girl at the Golden Cupid gave me the job because she said she was a good dancer and she had the talent to star in the World’s Fair. All I’ve got is $40 a week. Should I take it? After all, Duke may never see me again.

**Miss. River Sailing Resume**

**Chattanooga, May 25—** Despite cool nights, river excursions with dancing are again gaining favor here. Miss. Mississipi, a good ship, Chickasaw as a floating restaurant and the Miss. Natchez, a paddle steamer is a large boat with about 200 people.
Bon Air, Top Summer Spot in Chicago Area, Opens With Names

CHICAGO, May 28—W. H. (Bill) Johnson has taken over the Bon Air Country Club and turned it into the most elaborate summer spot in this area. A spot located some 33 miles northwest of Chicago and 30 miles north of Wheeling, Ill., and has the usual country club accommodations. Spending between $30,000 and $75,000 for remodeling, the room's capacity has been increased to 1,000 persons. Preventing the old English motif throughout, the club, while anything but formal, succeeds in being intimate and highly informal.

Both the band stand and dance floor have been moved to the southern end, enabling patrons to view a vast decorative majesty when entering. A rose garden has been constructed on top of the new exterior. There the sound system will carry the show and dance music.

Shows, judging by the initial effort, will be among the most expensive in this area. For the opening, of Silly & Tyrrell, Chicago, is booking, and his recent experience in handling similar shows at Beverly Hills Country Club, Newport, Ky., has benefited him in contributing a solid talent-buying and production job. Silly Rose, formerly of Beverly Hills, is staging the gift numbers, 16 dancers being on hand.

The sound system brings about effecting the beautiful in color arrangement being particularly effective during spectacular numbers.

Jack Benny adds to the roster grace the band stand and as usual turn in a capable job, pleasing both dance patrons and sex. Benny is the probable choice for the opening attraction with a good reputation in Chicago as a result of his long stay at the Drake Hotel. He should attract the opening trade. Since his last showing here Benny added a girl singer (Mossie), a reed player, and a new female vocalist (Myrtle Deane, of Bla- tion WLW). Both are decorative features, the latter especially noticeable from the talent standpoint. His sex vocal attractions are Bob Pano, who has a very pleasing voice and likable personality.

Floor revue had its previous opening incongruity, but will probably smooth themselves out later, whether it is a good idea to use 16-year-old Margie Knapp to mistresses ceremonies is problematical. It's probably that she worked under a disreputable during previous showing, but the kid doesn't appear strong enough to handle such a big show.

On her last showing, a Benny Davis discovery, works with punch and steps pop tunes with a real show of stage presence for a kid her age. She leads the opening girl number in a Dizzy Doodle stunt. Kids are outfitted in bright and picturesque costumes and work with an abundance of zest. husbands, Tenders come in on the heels of this opening flash with sock aero competitive work. Silly adds to their act tricks which send the show off on a zippy run.

Tommy Trent holds his spot well with a clever Runch and Judy show and in the finale with his loose-jointed Negro marionette. His vocal renditions have undergone an improvement since his last Windy City stop. Berto and Mann dress them up with their Sally dance burlesques. Tall fellow's funny face and rubber feet are the strong points.

The line returns after Margie Knapp's individual appearance and this time in a beautiful waltz, introducing the splendid dance woman.dot and Barty. Among the younger dance teams this part is definitely on top. Girl is a charming brown-haired. man makes an unusually youthful and refreshing appearance.

The floor is smooth and tricks highly polished. Stayed on for a fast and slow and closed with an amusing novelty turn.

Bert Weber, the still-lipped vocalist, is next-to-last vocalist and this time in a colorful military number by the line. Berto and Mann turn for a lengthy season of more tomfoolery.

Show changed every four weeks. Billo's repeated twice, and third nightly, as business will warrant. Tom Kretzinger turned in a very capable performance in handling the previous opening.

Band is on a WON-Mutual wire nightly. Food delicious, the expert hands of Joe Spagnoli and his Congress Hotel brigade, including Tom Beling, sommelier. No cover. Minimum charge is $2.50.

The Four Ambassadors fill in versatile intermission entertainment, both vocal and instrumental.

At press time it was learned that the opening bill is being rearranged and a couple of the acts changed. Margie Knapp and Tommy Trent are out, with a new one, someone on the way from New York. Earn Homberg.

Astor Roof, Hotel Astor, New York

Rudy Vallee and band got the Astor Roof's summer season off to a strong start Tuesday night. The huge room, which can accommodate more than 3,000, was packed both above and below. Vallee is a great attraction still and there's no doubt that the women still think he's just too darling for words. Flirtatious the tables and coo with delight every time he does special songs that have become associated with the Vallee manner. Wisely avoiding too many pop numbers, Vallee makes himself, his band and entertainers distinctive. He sings college songs and light comedy tunes alone and sometimes backed by the four Gentlemen Sinisters. His vocalists are young, as are his 14 handmen, and they are all warbled in cool summer informal outfits—giving the entire presentation a youthfulness that reflects upon Vallee himself.

Dorothy Appleby, legt actress, is making her local debut as a band vocalist with Vallee. She is a nice booker with interesting delivery but no quality voice. Beverly Knapp, brassy, does okeh with Continental tunes. Red Stanley steps out from the band to do comedy-fable numbers, and the entire band participates in vocal novelties. The band as a whole delivers plenty of entertainment as well as good dancing.

The floor show that goes on twice a night is pleasant. Vic Hyde, ingratiating himself at the bar, gets his pitter and then impresses with his mu- sic versatility. Etna Strong's voice is one of the better tappers around.

Penny Kennedy amazes easily with dis- turbed stories and impersonations strung together into a clever story. Florence Conger does the character act.

Vallee's Band follows Vallee July 8.

The roof is a lovely ample, high-ceilinged room. Dinner is $2 and up, except for Saturday and holiday evenings, when it goes to $3. 11.75 bargain.

Bob Christenberry, managing, also can arrange for participants to dine. George Lottman is doing the press agenting. Paul Dennis.

Glen Island Casino, New Rochelle, N. Y.

Annual reopening of the lovely night spot on Long Island Sound took place this week. Glen Island is also the main scene for the new opening night the past four years. With a slight change in the cover-charge policy and the addition of a new cocktail lounge and bar spot is the same. It has always been invi- ted to be a cocktail lounge and bar spot is the same. It has always been invi- ted to provide a center of attraction for the place to be a cocktail lounge and bar spot is the same. It has always been invi- ted to provide a center of attraction for the place to be a cocktail lounge and bar spot is the same. It has always been invi- ted to provide a center of attraction for the place to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi- led to be a cocktail lounge and bar spot is the same. It has always been invi-

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Hotel Sherman Chicago

Getting a nice show with no admission, extras or minimum. Eats and drinks reasonable.

Bostons Jubilee Clyde Gardner, backed by eight first-class musicians and a call band. Since last season diners dishes out danceable scapes stuff that suits this crowd to a T.

Proceedings opened with Judy Layton, contralto, wailing a couple of ballads nicely. Has a sweet voice the hot stuff.

The Monocled Ambassadors, hand balancers, showed fine control and hand stands, their cigarette-lighting stunt gaining the applause of the audience. Darrell Sivells, personality dancer, did a clever and simple non-intrusive routine, but might have been a pleasanter thing.

Jimmy Bigelow, now on his fourth week.
AFM Nixes Vode-Visions; AFA Silent

NEW YORK, May 28—Executive board of the American Federation of Musicians has formally set its foot down against the Vode-Visions plan of B. A. Rolfe Thursday.

Mr. Rolfe, who has had several recent interviews with Joe Weber, stated "the board cannot entertain the Rolfe proposals, as it has never been in the habit of granting even informal record of music in places of amusement." The American Federation of Musicians union will definitely restrict expansion and acceptance of the concerto in entertainment, and in other regular showing at a Middletown, N. Y. club for this week, and will not place without worrying about musicians.

Vacan in Sacramento

SACRAMENTO, Calif., May 28—M. bombard McOona, who has been vaudeville for a one-night stand June 3, will play the Sutter Street Vaudeville as well as emcee and also gives sax solo. Another new addition is the comedy dance team, with the usual tap routines, but this time the music is served up with Bar Street in effective manner. Frank King and his orchestra laughs with his comedy rumba number and singing.

Newman, Kaycee, Spots Unit

KANSAS CITY, Mo., May 28—Newman Theater brought in Clyde McCoo's unit this week to offer competition with the Don Murray unit. Saturday night, the Fox has had a rival in several leading vaudeville acts, including those that had operated 10 years on straight motion pictures. Newman also plays two more nights for a week at the Fox.

Joe E. Ross finally landed from New York last week, accompanied by agent Al Pastor to represent him in the Lapidus June 6, with Miller returning to New York after a week's stay in Europe. Joe E. Ross has been in the past few years the most popular vaudeville act, and his experience when marooned on a raft. His personal appearance also has been weakened him. He will play the Kansas City Auditorium next week, which last year drew enormous crowds but failed to make money for its sponsor.

Marian Gibney, former vaudeville singer and actress, has been in the past with a number of successful shows, but since last year the business has been poor. Marian Gibney is the wife of a prominent attorney, and her recent appearance in a new spot is due to the fact that she is now married.

Booked for Foreign Dates

NEW YORK, May 28—William Morris office, thru Dick Henry, has lined up an all-combo unit, the Minstrels, to visit Ireland and Australia, sailing on the Normandie July 15, according to a cable opened in Kilburn House Aug. 11; Senator Murphy and his brother, and Richard Jenning, have played in Gladstone Park and Milton July 25, and Jack Leonard and his band are booked for a tour of Europe, beginning in Dublin on the same day.

Kramer in Morris Office

NEW YORK, May 28—Sam Kramer, who is an old friend of the music business and the music business. Kramer has been in the business for over 20 years, and has had several successful shows, including the Ziegfeld Follies.

Antlers Club, Kansas City, Mo.

Bill Christian's All-Colored Revue "To Thee, Donna!" Band share the spotlight here. Acts are all fast and furious, with a heavy leaning towards the popular music. The show is a success, and the band is doing well.

Bridgeport Vaude Mulled

BRIDGEPORT, Conn., May 28—Weekly performances are scheduled at the Bridgeport Vaude, with the show featuring local talent and a variety of acts, including musicians and comedians. The venue is known for its lively atmosphere and has been a popular destination for local entertainment.
Loew's State, New York (Repeated Thursday Evening, May 21)

Profound return of Georgine Deangelis to his old stamping grounds is made this week without his Norma contract, permitting his absence to play this one date. A blond beauty from Bessemer, Deangelis, usually hits for Le Talisman without apparent hurt to the box office.

Jessel is in rare form and carries his radio unit presentation almost single-handed, the various specialties interpolation being nothing more than breathers between his hits and the fire fighter patter and songs. He also плеет оперетку Clothes, sponsor of his radio show.

Robert, with a dozen Hollywood pictures under his belt, maintains his warm screen personality impression, which is decided. The look on his face is that of a young, thin, not unpleasant husky singing voice. He parties with Jessel rather mechanically and go off to a mild hand after a rather lengthy warm up. It's wonderful. Miss Roberts will probably play opposite Jessel in their following and at the State Chicago, along which both return to the Coast for picture work.

To the specialists the Hollywood Co. Ed., four-girl line in tap routines spaced with bits of acrobatics and eccentricity, is good. Their company is effective for Versil, Sing. Chorus trio also go over a single line of the tune, with Sirovich's driving the best hand of the business. Under front and a really worthy white baritone, always up as a real boy, Gesman demonstrated his vocal and instrumental work with a running rendition of Rossin's Figaro.

Tommie Tucker, who leads the Zwerig and Clanstein stage for the rest of the show, gets a chance to do a mildly amusing "nutty announcer" bit with Jessel. The Dancing Thoroughbreds, in a single offering, show interesting versatility in the "dancing animals" rumba, swing and zambala; lastly and scarcely less than half as fast, is Jessel's fast-paced hit, not much more than 45 minutes, but completely shadowed by the presence of Jessel. A show and entertaining showman, he combines his usual exuberance and the ability to make the same scene with every audience. His attention to his personal appearance and the ability to make the same scene makes him a popular favorite. His attention to his personal appearance and the ability to make the same scene makes him a popular favorite. His attention to his personal appearance and the ability to make the same scene makes him a popular favorite.

Roxy, New York (Repeated Friday Evening, May 27)

Adriana Caezetti and Harry Smith, Snow White and Prince Charming of the present season, are in the swing of the current hit, Triglou, their acrobatic routine, is well performed, their capacidad to maintain the interest of their audience is evident, and the style and quality of their work are consistent.

Michigan, Detroit (Repeated Friday Evening, May 27)

Good Friday night, in view of designated rubato, is a gala time at the Palace. A program that was heavy on the comedy element, it was introduced by a new talent, the Ginger Rogers.

The show was given by Eben Werner's orchestra in a full-bodied medley of seasonal flower songs. Johnny Crockett was the comic for the evening and proved a good swing outfit.

All Slaters, with ballads, numbers of the comic type, and a combination of the new with the old, is very well done with a nonchalant mockery that won the house.

Frank Paine does a string of radio imitations. His best numbers are the Indian drummers. Although he is on the Jack Benny broadcast—but he should bring his local following to the Detroit. The Briggs Stadium up to date. Paine rates very high.

John and Edna Torrence headline and joust, with a standard ballroom routine, a few comic turns, and a few contemporary dance habits—and a gay galaxy to die for, and work on all ends. The last got the active help of the audience clapping to beat time of marked steps.

Herman Hyde and Sandy Burrell have a program of dance, with slipping fiddlers that lay eggs and the entire cast. Sandy Danzinger close with a tumbler act and a couple of girls with slipping fiddlers that lay eggs and the entire cast. Sandy Danzinger close with a couple of girls.

Palladium, London (Week of May 16)

Swell on stage with seven American acts listed, only holdover is the human pinball machine, an excellent act. The girls concentrating on the high-speed club and hoop juggling in the light ing effects, Billy Russel, English comic, is a hit at the London. In his take-off as an Irish comic Arthur Kenworthy minutes.

State Lake City (Repeated Friday afternoon, May 27)

While the clout of the neighboring show brings the Skorin Brothers, with their acrobatic act, to a few extra dollars, as they did not indicate. The remaining comic act is a balding man, who, with a good acrobatic number, the other supporting act.

Sybil Brown, next, is a made-to-order act for this audience. Went over big with his comic act, he has a remarkable talent in bis.

Paddy Prince is in a tough spot here but his droll bit, on the other hand, still garners many laughs with his hand- made Handel and G. B. and Robert Hood satire. Betty Bats, sexy blonde, with her comic bit, is a hit. Brianunden, who is at his best when making a striking splash with a next tap dance.

Line returns with a clever routine in slow and fast tempo to Shire, carrying the show as their impression. In this case, her changes on the stage benefit her this time, give her a chance to show off, a remarkable study in burlesque.

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New Night Clubs—Vaudeville

The Jade, Hollywood
(Revised Thursday Evening, May 26)

This bold, brilliant cabaret art is now getting new life. There are changes afoot, and the result is a flair not to be missed. The atmosphere is electric, the lighting is radiant, and the music is superb. The cabaret is designed by Frank Rich, and the sets are by William A. Seidelman. The show is directed by George Beer, and the costumes are by John B. White. The show features a large cast of dancers, singers, and comedians. The music is provided by the Hollywood Symphony Orchestra, conducted by Arturo Tansini. The overall effect is one of excitement and fun. The Jade is a must-see for anyone who loves cabaret art.

Kitty Brando Splits With Husband-Partner

BOSTON, May 26—Kitty Brando, producer of the Brown Derby, filed suit against her husband-partner, Anthony Brando, for divorce. The case is set for trial in the courts of the city of their 10-year-old son, Brando.

Mrs. Brando's attorney, J. Paul Kofke, demanded Brando be committed for observation. Brando, after confessing with Judge Daniel A. Rollins, volunteered to submit himself to sanity tests. Judge Rollins continued the case, holding Brando in $1,000 bond.

Set for Burly Houses

NEW YORK, May 25.—Most recent Phil Rosenberg burlesque looking for Crystal Ames at the Tribes, May 27. Amy Pond for a return at the Republic the same day; Sherry Branson and Dawn DeLees also on the 27th, and Princess White wing the star, Brooklyn, June 3.

Opening in Boston, May 20 are Edna (Mute) Kaplan, Pamina, woman, Charlotte (Rimba) Davis, Chick Hunter, Boba Burns, Adrianne Winters, Minion and Jean Caton. Mike Sacks, headliner, and George Tuttle make their way to the city.

Eddie Glass, headliner, has filed petitions for bankruptcy.

RKO Dayton Vaude Out

DAYTON, May 26.—RKO Colonial has resumed straight picture policy. House has been running a picture with a seat prices beginning at the first of the year.

Just Out!

McNally's Bulletin No. 20

Price One Dollar

New, Bright, Original Comedy, Dancing, Dancing, Dancing, Dancing by John and Malvina McNeely, Directed by R. W. McNeely, Produced by Vaudeville Vaudeville Co., and Presented by the Vaudeville Vaudeville Co., and Produced by the Vaudeville Vaudeville Co.

WM. McNeely

18 East 123rd Street, New York

Actors Vaudeville Show Unit

PONY WOOLF

Dancing, Dancing, Dancing, Dancing by John and Malvina McNeely, Directed by R. W. McNeely, Produced by Vaudeville Vaudeville Co., and Presented by the Vaudeville Vaudeville Co., and Produced by the Vaudeville Vaudeville Co.

WM. McNeely

18 East 123rd Street, New York

SCENARY

For Junior, Film, Athletic, Commercial, Dramatic Use. Also suitable for Stage, Screen, Radio, Television, and Mime.

SCHILL SCENIC STUDIO, Columbus, O.
PRIZE candy sales, long an important and lucrative concession in the tent show business, have now been concentrated in the hands of managers who are realizing the value of a successful candy sale, but too many of them are not going to the limit just upon the candy-sale angle and are losing the business out of hands and easily earned profit.

Most candy managers say that there's no money in candy any more; that the day of big prize candy shows has passed. However, the past few weeks have been a smashing success for the candy market, and the sales have been so large that they are going to be in charge of a large measure for their capitalization and profitably, on the sale of prize candy packages. They feel that the prize candy model and the prize candy business is becoming one of the most important and necessary, on account of the difference in their business.

We've had our first glimpse in Marietta of Billy Bryan's famous showband, a nicely groomed craft.

J. O. D. F. Norton, editor of the Billboard, appreciated your interesting article in the magazine. He had the good fortune recently of attending the show in New York and he found the article of especial interest. The Journal, he said, that it's already dead! An article like yours, he added, is certainly an interesting story and it's the sort of thing that bears repeating. He concluded, feeling optimistic and enthusiastic to go ahead and do even better things this season than ever before. It's more power to you and your rep page grows into pages.

MORGAN HINGLE SHOW

WANTED

WANTED: Performing Horses for sale. Good money.
Leipzig Named New SAM Prez

New Endurance Shows

Endurance Shows (Communications to Bill Sachs, Cincinnati Office)

Dunlap Keeps Going Despite Judge's Ruling

Savannah, Ga., May 28—Judge John Rourke Jr., of Superior Court threw a wrench into Roy (Pop) Dunlap's plans by ruling against him after 2018 hours. In the hero last Saturday when he ruled that the final walkie from midnight Saturday until 12:04 a.m. Monday, however, determined not to be out of the injunction brought against the show, Dunlap moved to cancellation. Savannah Beach Saturday night and they were left moving under the Georgia rules until Monday morning.

The original petition claimed the contest invaded rights of the city. Albert A. Garrett, plaintiffs. Judge Rourke vetoed this talk as more than 20 persons residing near the show claimed that it was not the least bit a public nuisance.

Of the original 27 couples starting the walkie, six couples reached the finish line. Of the 800 hours in operation, the walkie was forced to end due to the wind-up to leg injuries.

The walkie will, held the night after the contest closed, proved quite an affair for both contestants and spectators, Jim King scoring a win over 900 feet. All the other races were won by Chester, Pennsylvania, Fair Entertainers, wire.

HAL J. ROSS
MIKE MULE'S ARENA, Alexandria, La.

WALKATHON

Opening
JOPLIN, MO., OASIS
(As Conditioned)
## 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 the concerned will be repeated in the following issue.

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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
Baker—Edward L., 36, dancer, stage and radio musician, recently in Halifax, N. S., after a short illness. Survived by his wife and four children, all in this city.

Busch—Mrs. Helen, 50, sister of Dorothy Johnson, actress, actress, who made her stage debut at 16 and at one time appeared on the stage opposite Jerome Kroll, was killed in a tragic accident while working for a picture company in Hollywood in March. The accident occurred on the set of a film being made for the Warner Bros. company. Miss Busch was a native of Yarmouth, N. S.

During the World War she was a member of the Red Cross, worked in France, and went to Philadelphian. She was a graduate of the American Conservatory of Music, New York, and for some time was a member of the American Indians Association, which she represented at the Peace conference in London.

Jenkins—James Louis, 36, the only son of Mr. and Mrs. Louis Jenkins, 1589 Main St., and a student at the University of Washington, was killed in a tragic accident last week. He was on his way to the West Coast in a car when it was involved in a collision with a train near Bellingham, Wash., and was killed instantly. The car was demolished. The driver of the car was also killed. The accident occurred on the Bellingham-Skagit Valley line of the Northern Pacific Railroad.

Jenkins was a prominent student at the University, where he was a member of the Debate Society and the Law Review. He was also a member of the Phi Beta Kappa Society and had been awarded a scholarship to study law in Europe. He was a member of the National Rifle Association and had been active in the Boy Scouts.

Jenkins was born in Seattle, where his parents have been prominent citizens for many years. He was a graduate of the University of Washington and had just completed his first year in the law school. He was to graduate in the spring and had been offered a position in a prominent law firm.

The accident occurred on the night of December 28, when Jenkins was returning from a visit to his family in Bellingham.

The accident occurred on a curved section of the track and the car was thrown off the track. The driver of the car was killed instantly. The car was a new model, and the accident was caused by the condition of the tracks.

Jenkins was a promising young man and his death is a great loss to his family and friends. The family has decided to give the car to the University of Washington and to use the money from the sale of the car to provide scholarships for other students.

The funeral will be held on January 1, 1938, at the chief's residence at 1589 Main St., and the body will be taken to Bellingham, Wash., for burial. The family has asked that no flowers be sent, but that a donation be made to the University of Washington for a scholarship in memory of James Louis Jenkins.
ACTS, UNITS AND ATTRACTIONS

(Events are for current week when no dates are given)

A

1. B. O. Trib. (Erion) N.Y.C. N.Y.C.
2. Barksdale (Little Rock Opera) N.Y.C.
3. Bailey, Vivian (Stephenville Opera) N.Y.C.
4. Balthrop, Mrs. C. (Villa Chiara) N.Y.C.
5. Bally, Terri (The Bolshoi Ballet) N.Y.C.
6. Ballard, Beulah (Dr. Longmire) N.Y.C.
7. Balfour, Robert (Walt Disney) N.Y.C.
8. Bally, Terri (Villa Chiara) N.Y.C.
9. Bailey, Vivian (Stephenville Opera) N.Y.C.
10. Bally, Terri (The Bolshoi Ballet) N.Y.C.

B

5. Bass, Irene (Boston Symphony) N.Y.C.
6. Boucher, Bert (Mason's) N.Y.C.
7. Bally, Terri (The Bolshoi Ballet) N.Y.C.
8. Bally, Terri (Villa Chiara) N.Y.C.
9. Bally, Terri (The Bolshoi Ballet) N.Y.C.
10. Bally, Terri (Villa Chiara) N.Y.C.

C

1. Col. G. S. Stiles (Chicago Opera) N.Y.C.
2. Col. G. S. Stiles (Chicago Opera) N.Y.C.
3. Col. G. S. Stiles (Chicago Opera) N.Y.C.
4. Col. G. S. Stiles (Chicago Opera) N.Y.C.
5. Col. G. S. Stiles (Chicago Opera) N.Y.C.

D

1. D'Arms (St. Regis Hotel) N.Y.C.
2. D'Arms (St. Regis Hotel) N.Y.C.
3. D'Arms (St. Regis Hotel) N.Y.C.
4. D'Arms (St. Regis Hotel) N.Y.C.
5. D'Arms (St. Regis Hotel) N.Y.C.

E

1. E. L. (Barnes) N.Y.C.
2. E. L. (Barnes) N.Y.C.
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J


K

1. K. H. (N.Y.C.) N.Y.C.
2. K. H. (N.Y.C.) N.Y.C.
5. K. H. (N.Y.C.) N.Y.C.
THE TITANS

"RHYTHM IN SLOW MOTION"

Hilton, Blond (Blonde Venus) NY.

©

THE BILLBOARD

June 4, 1938

ROUTES

NYC.

S

St. Clair & Yvonne (Kodachrome) N.Y.

William, Patsy (Half Moon) Country Island.

Z

White, Bob (Racy) N.Y.

For any questions you may have, please visit our website or contact us directly. We are always here to help.

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THE BILLBOARD

June 4, 1938

THE TITANS

"RHYTHM IN SLOW MOTION"


Dir. MILLS INGALLS & JACK DAVIES.

Thomas Clark, Brown (Rainbow Inn) NY.

Tsosie Harvey (Mara's) Los Angeles, Calif.

S

Studios, Don (Kodachrome) N.Y.

Williams, Ken (Morning Star) Chicago.

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Hartmann's Broadcast

We ADMIT that the carnival manager who sees to it that the loading and unloading of his show train at night, whether on a week day or Sunday, is done in the most quiet manner possible. Perhaps the Paperback Circus, living near the lot, the runs and along the streets, and in that sense, is appreciated.

A. C. Hartmann

The campaign of the Col. Lindon Jones Memorial Committee to raise funds for the erection of a monument at the grave of "The Little Colonel" is not as successful as anticipated, our good friend Mr. Jones, chairman of the committee, informs. The money is up to last week's $742.20.

Of course, we all realize that money has no hands. Perhaps the hands of outdoor shoefolk, yet one would expect that the money would be more forthcoming. Perhaps it is because there is not the same. Some of the members of the Jones committee have been very active in raising money, while others, Chairman Jones tells us, have given out that the money they collected for the circus and loved all circus people.

It was originally intended to make Flag Day, June 14, the deadline for the committee. Perhaps enough money will not be raised by that date.

There is no set amount to give. "Whatever one can afford" is all that is needed has been the slogan. If you have not yet done so but are able to do so, try.

All money is to be addressed to George H. Long, Chairman, Col. Lindon Jones Memorial Committee, 1231 W. 10th street, Erie, Pa.

Notes from the Crossroads

By Nat Green

A N INTERESTING letter from T. S. Brayshay, of the Southern Ring, London, England, concerning Emmett Kelley, American pantomime clown, is making a big hit here and says Brayshay: "He has already earned himself not only to all hands here, but to the greatest advantage.

I think I am going to bring him into Introductions to British circus audience under the standing innovation of the circus world. These operations are always a success with us in America, and Bernard Mills is receiving many congratulation for introducing him over here."

Continuing, Mr. Brayshay says: in part, "If you have not seen the Mills Tenting Circus this year, you have a surprise in store. The Mills, Cyril and Chimp, and the extremely worthy sons of a great father, good business men and of every kind. Any opportunity or new idea. Allied to the circus business, it is not a thing to be thought for their fellow men. The circus is the last word in efficiency: the same demands for the same, and the thing is dirty weather, keeps up, brand-new. Need not live wonderful. It may not be as large as some of my shows in the U. S. A., but I very much doubt if there is anything better in the world, or approaching it in appearance, efficiency and presentation, which we have never seen in England."

Another item of interest is that Kelley is extremely happy with his reception and thanks British audiences really grand. The Mills show is playing to record business everywhere."

Carl J. Sellmayer stopped briefly in town yesterday to call on his hotel friends. He is attending the annual meeting of the Amusement Trades Association at the Racine, Wis., where the Royal American Shows are now playing.

Harry W. Shoemaker, president of Shoemaker Bros., the circus show, says the show had a good fair play on the road.

Ralph Williams, who has been the business manager of the American Pavilion and managers' association, spent a couple of days in Chicago looking up some of the old boys.

The Brown Bros., who have been in the circus business for many years, are now living in Oliphant, N. J., and made their appearance in the Orient to bring back two more giant baby pandas.

Arthur Hopper, of the Ringling-Barnum and Bailey, has returned to Chicago after spending several days in Chicago on business, the circus is expected to visit this old friend of G. W. Webb, owner of Russell Bros., Circus."
COLE WAGE SCALE LOWERED

Workingmen Under New AFA Agreement Cut $8; Bonus Out

New terms are temporary and union reserves right to re-establish old scale when it thinks business justifies; performers also agree to make concessions.

NEW YORK, May 28.—The American Federation of Actors concede Cole Bros. a 42 per week reduction in workingmen’s wage scale before the show left Buffalo. This was requested by the board of directors of the company.

Union Executive Ralph Whitehead visited the show, listened to management’s tale of distress, discussed the prospect of lowering the minimum monthly wage scale by approximately 82. Old rate of 420, in effect most of last season and up to and including the 50 Buffalo engagements, has been reduced by temporary rate of about 423.

A new wage agreement, which is in form of a temporary amendment to original union contract, stipulates that lower wage scale should be effective following full payment of back money due employees up to and including May 21st and based on the 420 scale. Circus management, it is understood, has not paid all employees at full contract scale each week this season. Union also reserved the right to re-establish the old scale if and when, in the opinion of the AFA, business justifies.

Performers, operating under reduced contracts, with Union also agreed to concessions in many instances, following full payment of back money due employees, was made, however, that payment in full, per original contract, was subject to the termination of 1932 season.

In the meantime, workingmen’s compensation plan was scrapped.

[See COLE WAGES on page 68]

Polack Misses First Lethbridge Date Due to Snow

LETHBRIDGE, Alta., May 28.—Heavy snow blocking the road along Glaciar Trail, continued labor troubles, and mechanical difficulties delayed the arrival of the Polack Bros. complete unit here in time for last Friday night’s scheduled opening. However, the circus made its appearance Sunday and operated a good business.

The elephant truck, carrying Jumbo and driven by Capt. Rudy Muller, owner of the Polack Bros., arrived in a collision while crossing the pass near Glaciear. Yoko, unfortunately, no one was injured. Mrs. Muller was riding in the cab of the truck with her husband. The left side of the windshield was smashed and the left rear fender torn off. The other vehicles were not damaged. Many of the performers took the wrong road out of town and didn’t arrive here until midnight Friday.

The circus was presented here by the Lethbridge Legion and the proceeds went to aid the Legion’s fund. The circus was and was staged at the Arena, which has a seating capacity of 3,500.

R-B Passes Akron, O.

AKRON, O., May 28.—For the first time in years, the Ringling-Barnum & Bailey Circus passed this city without a train stop, although two stops were made previously.

This year the Big Show was originally listed for June 15, but our special correspondent reports that the Big Show will not stop here and pass up the stand. Unemployment and labor troubles in this city and the fact that the rubber factories is said to have prompted the move.

A circus under the name of Polack Bros. is said to be passing the city en route to the East.

The circus is under the management of Charles Polack, who is said to have purchased the show from the Big Show.

Downie Closing Set for May 31

Sparks worried about two weeks’ notice after N. J. stands give encouragement.

ALEXANDRIA, Va., May 28.—Charles Sparks, owner of Downie Bros. Circus, indicated that he may shut down about three counties located in the state of New York, unless there is a demand for the show. The Downie Bros. are the last professional circus to be given a two weeks’ notice.

Advance men were notified to return to the show and billing stopped at New Jersey. The circus is to leave New Jersey on June 28th.

Russell Bros. Strike Bad Weather in Chi

CHICAGO, May 28.—Russell Bros. Circus, which has been playing lots in the Chicago area for the past three weeks, encountered bad weather with the storm. The circus cannot set up, unless the weather clears up, and the company is on the verge of bankruptcy.

Linar Jones Fund 874

ERIE, Pa., May 28.—Mrs. Abner K. Jones, owner of the Jones Bros. circus, and the Erie Country Club of New York City, have donated to the Linard Jones fund, $874, which is an accumulation of $874 in the fund.

George H. Lux is general chairman of the committee. He takes care of all donations and then turns them over to the Jones Bros. for the benefit of the fund.

[See INTERIOR page 68]

Hagenbeck-Wallace Pullmans Are Threatened When R. R. Car, Next to Them, Is Set Afire

CUMBERLAND, Md., May 28.—An attempt at sabotage here on Tuesday by a committee that set fire to a railroad road car which was spotted on the track by the detectives, who are now under the command of Harry W. Bary, manager of the Hagenbeck-Wallace circus, was stopped by the presence of the Baltimore and Ohio Railroad officials who immediately put out the flames and unloading the car of the show out of the danger zone.

An investigation by county and city officials into the fire is being conducted, but the fire was said to be started by the firemen who are said to have been drinking heavily at the time.

Herald efforts on the part of the H-W truck crew were successful in extinguishing the flames, which were made active by liberal spreading of gasoline, officials said.

Montreal Opening Big for H-M

MONTREAL, May 28.—The Hamilton-Morton circus is playing its last indoor engagement of the season this week in the Forum here. Show opened last Saturday and is playing a big house. On Tuesday, the holiday in Canada (Queen Victoria’s birthday anniversary), capacity at both performances. Paid admissions in afternoon, 4,141; at night, 5,900.

The program, in order: Concert overture by New York Madison Square Garden Band, directed by Joe Rinaldo, with cornet solo by director. Tournament. Trained dogs and ponies by Ed Torelli and assistants; comedy mules, Sir Ed.

[See MONTREAL page 68]

Parker-Watts Biz Okeh Despite Rain Nearly Every Day

ALLIANCE, Neb., May 28.—The Parker & Watts Circus has had rain most every day over the last week, but despite this the management is well pleased with business. Lincoln, Neb., was a big one both day and night. Parker & Watts are staying in Alliance, and there is a good chance of weather improving.

Fremont, Columbus and Grand Island shows are to follow.

The first time in the writer’s circus career, made three towns in one day. The show left Broken Bow Sunday morning, arrived at Minden Monday night at daybreak for Mullen, showed in the afternoon, then left for Alliance. Arrived there with the first set at 3:30 p.m. and the last section at 4:30 p.m.

[See PARKER-WATTS on page 68]

Cole Show Gives Prade at Canton, Night Biz Good

CANTON, O., May 28.—The first andlikely the last parade of the season was given by Cole Bros., May 19, to make good a promise made the administration when show was granted a permit to exhibit here several weeks ago. While not a pretentious parade such as given by last show season, when parade was a daily feature, the march pleased many people. Next-capacity business was done at night.

[See CANTON page 68]

Don Cooke Breaks Leg

PORTLAND, Ore., May 28.—Don Cooke, headliner under the G. B. Barnes-Schmitzale Circuit, suffered a painful injury last night when he broke his left leg in a baseball game when Cooke, who was playing for the Yankees, fell into a ditch and hit his left leg. He was operated on by Dr. Crow, physician to the St. Vincent’s Hospital here.

His wife, Miss Helen, went on with the show.

The show, which had been booked for a week, was stopped, to the disappointment of many people.

Don Cooke, who is reported to be in good condition, is expected to make a full recovery.
CIRCUSES

June 4, 1938

The Billboard

Sawdust and Spangles

JAKE POSEY, former well-known circus hostler, located at Baldwin Park, Caliform, has been taken into the employ of the Los Angeles Ringling Bros. and Barnum & Bailey, to be his good and friendly friend, Tom Lynch. In all the years they worked together, he never had a cross word or an argument. Jake is the sort of man who never seems to be in a hurry, and always able to work with a light touch.

FRANCISCO ROSE'S MIDGETS

Wanted for Advance Lewis Bros. Circus

TIGHT S HOSES

TIGHTS

OPERA HOSE

KOHAN MFG. CO.

ROSE'S

With the Circus Fans

By CHARLES WIRTH

Sawdust and Spangles

By CHARLES WIRTH

Sawdust and Spangles

By CHARLES WIRTH

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By CHARLES Wirth
Lewis Despite Only Fair Biz
Has Made Little Retrenchment

MILLERSBURG, O., May 20.—Lewis Boardman, who had been in the business for so far only fair, a representative of G. E. Boardman & Co., says his business here is “we have made no better than most of the circuits so far. I hope to make a good showing at the end of the season.”

CIRCUSES

SUGGESTS HISTORIANS WRITE
Life Histories of Showmen

ROBBIE

I'm not going to talk about Broadway in the form of a person, but rather as a collection of stories. Each story is about a person who has contributed to the history of show business.

PHOTO snapped when Parker & Watts Circus played Ive M. Watts' home in Los Angeles.

The Staff

Paul L. M. Lewis, general manager; Frank B. Ritsch, secretary; W. E. Beals, auditor; William L. Tingley, chief bookkeeper; H. L. Bethard, assistant bookkeeper; Glenn McIntosh, front door; Les Daniels, side show; T. R. Charles, assistant side show; H. T. Smith, general manager; C. E. Smith, presents four lions in steel cells in center ring. An excellent turn and a good act. Used in several shows.

Big top is 90 with three 400s; managed by T. R. Charles, assistant side show, No. 1. —Trained dogs and sheep. L. L. Daniels, baby, Mary Donald, dogs, No. 5. —Single tent, H. T. Smith, presents four lions in steel cells in center ring. An excellent act and a good turn. Used in several shows.

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Says Bonds Are Superior

Editor, The Billboard:

The May 1 issue of The Billboard presents a very interesting article on the subject of bonds. It discusses the advantages of owning bonds in comparison to investing in other types of securities. The author suggests that bonds are a superior investment option for those seeking a stable and secure return on their investment.

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KEEPING RECORD STRAIGHT

Editor, The Billboard:

In reply to Harry Mann's criticism of McClintock's article in the Spring Special Number of The Billboard, I am advised that there is a real difference in the costs of a circus without a ring and a circus with a ring. The costs of a circus without a ring are considerably lower than those of a circus with a ring.

In this case, the costs of a circus without a ring are considerably lower than those of a circus with a ring. The costs of a circus without a ring are considerably lower than those of a circus with a ring.

GAINESVILLE COMPLETES

Gainesville Completes

GAINESVILLE, Tex., May 28.—The Gainesville Community Circus has completed its bookings for the year.

The show goes to Foraminifera May 31, where it will open a 10-day stand. The circus has been on the road since March 2, and will be in Foraminifera until May 10.

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Wants More Parades

Editor, The Billboard:

I notice that only one major circus is staging a parade this year and that under unusual circumstances. I wonder if it is not possible to stage more parades in the future.

It seems to me that parades are an important part of the circus business and that more should be done to promote them.

Gary S. McMillan

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Gary S. McMillan
UNDER THE MARQUEE

by CIRCUS SALLY

FOLLOWING the great performance of the "Circus of the Stars" at Madison, O., Jack MARQUEE — 

PORTLAND, Ore., which has always been a good stand for the Barnes show, was one of the 

SCHOOLS were dismissed at noon at Geneseo, N. Y., for Dewar Bros.’ date there May 25.

PAUL JEROME, clown with the Ringling 

barnum/and Bailey show, recently was men-

RED DAVIS, of Philadelphia, W. Va., saw Jimmie Collin’s Circus and McKey and Silver Bros. show, 

J. C. ADAMINE informs that Eakin & Donahue’s will tour one more good week (May 21-31), although it rained every day.

WYATT DAVIS was producing clowns for VMCA Circus at Bogalusa, La., May 18.

BOB MCCOWAN, formerly with the Barnes show, is at home in Indianapolis. His favorite act is the Criminal Family.

ON SING east thru Ohio of Cole Bros. Circus — Red has plenty of space in the Columbus and Cincinnati newspapers.

FELIX AND IVA MORALES, who recently joined Patasck Bros., are expected to join the United States 

TOM HENRY, of the Barnes show, recently was in Spokane, Wash., and canceled for shows appearances there June 3.

J. C. GODDARD, piano-accordionist, planned to sing the clown’s song, "Up to our Neck in Water," at Carson Circus following a business trip to New York. He planned three of his acts for the Circus world.

MARRISL AND HELEN, after leaving World Bros. Circus, were married in Indianapolis on May 14. They will play parks and will have their own act with Todi sisters and Avery.

LEON MURRILL, EWITT writes from 

DOWMIE BROS.’ CIRCUS had to close the ticket windows for both shows at Mesfall, N. Y., May 19, due to the fact that they have had no takers for the Dodge show for years but solicit in two places at a time "something to cruise about.

HARRISON V. DOUGLAS cards that Brassers Bros. Circus has opened up business at Poletown, Pa. He adds: "and don’t let anyone tell you that the parade didn’t have a lot.”

BLO DANWILL, of the Danwill and Farrell Bros. Capt. Rail & Stage Lines, was injured in St. Louis Police Circus, he in City Hospital, Division 10, that city, and is in bad shape from four months last month with 38-piece band.

FRANK H. THOMPSON pens that the 18-piece band on the McCoy show has built in a lot of success and has upgraded some fair dates. It will be at Shrine con-

JAMES LIVINGSTON advises that Barnatt Bros. ’Circus was at Jamestown, N. Y., last week. The farm had two capacity houses notwithstanding rainy weather.

CHARLES REICHENSTECK’s Worth 

W. ROWAN, with Hanging 

HARRIETT AND CLYDE BEATY spent a busy day when Cole Bros. Circus called at Canton, O. They were dinner guests of Judge and Mrs. R. S. DeLong, at their home in Massillon between shows and at night were honored with an informal party given by Mr. and Mrs. Pete Mardo, former clowns, also. They were joined by George Long and others in attendance.

REMARKS of unfavorable weather conditions, Newton Bros. Circus had two full houses at Kingston, N. Y., May 19, reports Everett Hinsman. The concert, 

DURING ENGAGEMENT of Polaski Bros.’ Circus at Coeur d’Alene, Id., a number of troops were guests at Harper Joy’s summer home at Liberty, Lake, Wash. Joy and Frank and Mickey Davis caught the Saturday matinee of the show at Coeur d’Alene, says Davis. The show nicely costumed, well lighted and cleverly staged. A noticeable feature is the neatness and orderliness which are apparent on every side.”

H. R. SHAW, editor of The Exponent, 

BOB ELLIS is to assist the "Big Four” 

TOM J. MCGOWAN, popular president of Mesfall, N. Y., and director of the Mesfall Fair, is in Jamestown, N. Y., where he and family are spending the week.

ROBBINS BROS. — The performers and 

JACK RYAN is handling the mike 

JAMES BURRUS, of the Harrisburg Trotting Club, had an enjoyable day in Jamestown, N. Y., as guest of Harry M. Lind, juggler, and asociates. Shown in the picture are Tom, Mabel and Bath Bros. John R. Ager, 

WHEN THE TOM MIX CIRCUS was in Muskopps, Ohio, John A. Guthrie, of the Celanese Chemical Co., Jamestown, N. Y., and his associates. Shown in the picture are Tom, Mabel and Bat Bros. John R. Ager, "Mr. Popcorn,” the ballyhoo man, and Mrs. George. "Miss Popcorn,” and the clown, "Little Bob". A grand show was given by Tom Mix Circus.

THE DECATHLON DAILY, Decatur, Ala., May 10, carried a very interesting 

LINDA LINDALL and Miss L. B. Coan, assistant show editor and put show also did well. It was announced at both performances that the Tom Mix Circus would play there on the same lot, Athletic Field, June 9. Hinsman was the guest of Manager William Morton.

PARKER AND WATTS — Think it is about 

DOWINE BROS. — Noticed several 

ROBBINS BROS. — The performers and the property boys tangled in a baseball game at Binghamton, N. Y., in which Binghamton won by a score of 6-0. In Fremant, Louie Belarde and Tommy Ross were among the property boys in the game.

JACK KIPPLE and partner have joined 

from local editors will never hurt the show 

WHILE IN ROUTE with Cole Bros. 

MORAN, of the Harding Trio, jugglers, and George Dodson, comic juggler, spent an enjoyable day at Jamestown, N. Y., guest of Harry H. Lind, juggler, and associates. Shown in the picture is a group of assoociates and pertaining to jugglers, past and present. (See Color Page, page 12.)

They took us into the workshop and showed us how a modern juggling club of the 1930s would function, and upon which, he hopes to have the auto- 

C. H. WOOLDSCHUICH advises that he and his wife will head the 30-man troupe of Siouy City, Neb., “Atterbury Bros.” Circus, for the next big tour in which they were connected, have started on their tour.

RINGLET and CLYDE BEATY spent a busy day when Cole Bros. Circus called at Canton, O. They were dinner guests of Judge and Mrs. R. S. DeLong, at their home in Massilon between shows and at night were honored with an informal party given by Mr. and Mrs. Pete Mardo, former clowns, also. They were joined by George Long and others in attendance.

cause of rain. Show did not leave when 

EDWARD, former office manager, and wife, entertained her son and his friends at their homes. Included were Dale Drivenbrook, Myrna Mast, Roy McGovin and I. L. Marlow.

(See UNDER THE MARQUEE page 27)
EXHIBITION aad entertainment, Pat Rathaway, 2321 N. 9th St., is putting together a parade. Capital City will have a boat that will be sailing in the parade. The boat will be decorated with flags and flowers, and it will be manned by young people wearing white uniforms. The parade will start at 2 p.m. on Saturday, June 25, and it will travel through the streets of downtown, displaying an array of floats, music, and colorful costumes. The event is expected to attract a large crowd, with people of all ages coming to enjoy the festivities.

The parade will culminate with a grand finale on the city's oldest cotton mill, located at 1000 Main St. The mill will be illuminated with fireworks and lights, creating a majestic display for the audience. This spectacular finale is not to be missed, as it marks the conclusion of a day filled with joyous celebration and community spirit.

The city of Capital City is proud to host such an event, and they encourage everyone to participate, whether by watching the parade, creating their own floats, or simply enjoying the festivities. It's a day to remember, filled with laughter, music, and the spirit of our community.

Let's come together, join hands, and celebrate the beauty of Capital City! For more information, please visit the official website at www.capitalcitypatriots.com or call (555) 123-4567.
BOOKING ACTIVITIES SPURT

Wirth Again Enters Field

Fair bookings to be added to enterprise conducted on independent basis

NEW YORK, May 28.—Following termination of an agreement on June 1 whereby he remained inactive in the fair and park booking fields for seven years, Frank Wirth, former partner and president of the Wirth & Hamid Fair bookings, Inc., returns to the business next week. He left the old booking firm on May 30, 1941, and since then has been (See WIRTH AGAIN on page 37)

Brandon Sees Good Outlook

BRANDON, Man., May 28.—The 1938 Provincial Exhibition here will be known as Manitoba’s Prosperity Year Exhibition. But crop outlook for 1938 is 10 years old as reason for that. Recent surveys reveal Western Canadian conditions much more normal, drought lands in Southern Saskatchewan, where there has been no crop in the region, being particularly fortunate in way of moisture. The fair will have part-participants for a three-day harness race program. Royal American Shawls will be on parade for the fifth consecutive year. Prize money is considerably augmented, said Manager E. P. Huddle. Publicity campaign is under way with H. Lyall McGill in charge and radio and billboards will be heavily used.

Board Adopts Theme Song

DONALDSONVILLE, La., May 28.—Acceptance of Come to the Fair as the official theme of the Donaldsonville Louisiana Fair here was voted unanimously by the board of directors. Arrangements are being made by Paul English, stage star, and Castro Carojo, band director of Louisiana State University. Thousand of copies will be distributed to schools and industrial bodies to give wider publicity to the 1938 annual. President L. A. Berne announced completion of entertainment plans.

TOMMUSUM, Md.—John T. McCaulkin, assisted by J. J. Burns, will again superintend the 56th annual Maryland State Fair midway here, said Secretary M. L. Dugan. Races, with pari-mutual betting, will be run 10 days.

Windsor Fair

NEW YORK, May 28.—What agricultural fair is the oldest in the United States is the annual fair held at San Francisco, George A. Hamid, organizer, ran a story purporting to show that the Frederick (Md.) County Agricultural Society was the first to receive the title. Reader’s Digest to show the contrary. Robert P. Trask, general manager of the Maryland Agricultural Society, Topfield, Mass., is the first to accept the challenge. He writes to the editor of Fair Times:

“Here is one man who refuses to concede the honor of holding the first fair in the United States to the Frederick County Agricultural Society of Maryland. I can produce documentary evidence that the Essex Agricultural Society, of Topfield, Mass., was founded by Cyrus Cummings’ Tavern, Topfield, February 10, 1816 (See "OLDEST FAIR" on page 37)

Hamid Slates Show Upturn

NEW YORK, May 28.—According to booking states of George A. Hamid, Inc., outdoor attraction house, celebrations and special events are staging a marked comeback as users of live talent and thrill shows. With American Legion dates leading the way, closely followed by Elks, Shriners and other fraternal groups, Hamid’s are doing better work hereabouts than in recent years. Stronger line-up from attraction angle, are churches, which are accounting for

(See HAMID SLATES on page 37)

Suit Pending in Indiana

CRAWFORDSVILLE, Ind., May 28.—Suit for foreclosure of mortgage and judgment of $11,500 was filed in Montgomery Circuit Court here May 26 against Montgomery County Union Agricultural Society and Ward McClendon, trustee, and Mildred McClendon, the latter’s wife, by Crawfordsville Building and Loan Fund and Savings Association, appointment of receivers requested in the action. Suit alleges that defendant society borrowed $4,000 from plaintiff in 1929 and that in 1931 the society conveyed to McClendon, as trustee, the real estate involved, the fairgrounds. The fair has not been held in several years.

Grand Stand Burns in Wis.

JANESVILLE, Wis., May 28.—Fire razed the 50-year-old wooden grand stand on the Juneau County Fair grounds here May 23 with damage estimated at $5,000 and $7,000 respectively to the grand stands with benches, crates and lumber stored between. Owner Mrs. P. J. Buehner has submitted plans for rebuilding and plans are pending.

Badger Annual To Continue

MADISON, Wis., May 28.—Also Dane County board refused to appropriate funds for a county fair, directors of Dane County Agricultural Society voted to hold a 1939 fair. Secretary Julius E. Petersen said the fair will start an advance sale of 5,000 tickets to raise funds for liquidating indebtedness.

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Buyers found to be unusually receptive to suggestions for augmented bills

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Claim of “Oldest Fair” Brings Challenge With a Sporting Tip

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Horny Re-Elected in Huron

HURON, S. D., May 28.—Secretary Edgar A. Hornby was re-elected by South Dakota State Fair board, together with President C. B. Hansen, Chairmain, and Vice-President Emanuel Heiman, Huron. For the 1938 State Fair workmen, assisted by NYA boys, are remodeling sheep and swine barns. Activities of the board, coupled with more than normal rainfall, give fair prospects a big boost, say members.

“Words for It

SAN FRANCISCO, May 28.—The Greeks have words for it—lots of ‘em. Letter from Carl E. Huntz, 118-year-old Greek newspaper, to 1939 Fair was addressed: "Golden Gate Bridge San Francisco May Internationa] Fair Exhibition of the Pacific Treasure Island."

Only Working Passes Pass at G. G. Expo

SAN FRANCISCO, May 28.—No "knives" were in evidence when H. A. Bohmer, New York World’s Fair good will ambassador, and Mayor Angelo J. Rossi exchanged handshakes and scrolls on Treasure Island during a recent visit. One scroll invited Rossi to New York in 1939. The other invited Bohmer to the San Francisco fair same time.

They’ll be no places to Treasure Island except for the working press, says President Leland Coit, Oklaho were (See ONLY WORKING on page 37)

LEON H. HARMS, 41, secretary manager of New Mexico State Fair, has been a resident of Albuquerque and assumed his duties on March 21, 1935. He was a member of State in the state, has held 31 years and has been at Elmo 18 years.

VIEW OF DEVELOPMENT of New Mexico State Fair grounds, Albuquerque, as proposed by New Mexico State Fair Commission with cooperation of Administration. After a recent meeting Governor Tingley and commissioners and commission men, announced work and progressed so as to permit presentation of a State fair in fall of 1938 after a 22-year lapse. Secretary-Member Leon H. Harms said it is expected that construction will be completed by September 1.
Fair Grounds

MELVIN, La.—Having been voted the official Ashland County Fair, which carries with it a State aid, this year's event will go under that name rather than Red River Valley Fair, as it has been known. Lawson and Fred committee in charge of exhibits and competitions, and Fred McPherson, street committee.

CHATTANOOGA, Tenn.—Assurance of probable appropriations for construction of a community exhibition building for Tri-State Fair Association has been given President Joe Engel. Reenacted a five-year lease on the fairgrounds in Warner Park, he asked city property for an appropriation of $25,000 for a building. This week he was informed by Mayor G. F. of the county court they would appropriate $25,000 and would give them 25 more. These appropriations will be supplemented by a $25,000 WPA grant

"AS OTHERS SEE US"

Sixteenth of a Series of Self-Relieving Testimonials

Altamont "Sees"

"It was a wonderful show and you extended us the best cooperation. Everybody was pleased."

ROY PEUGH

Albany-Schenectady County Fair, Altamont, New York.

Thank you, Mr. Peugh

Albany-Schenectady County Fair

GEORGE A. HAMID, Inc.

1500 Broadway, New York

OFFICE IN ROOM 7-138

Phone JAY-6000

Home of "Bill-Office Champions."

WANTED

CARNIVAL

To Play

AMERICAN FIRE FAIR

Association

In Its 14th Annual Carnival and Pageant, August 17-26, 1938, Annual Fair, October 3-12, 1938.

E. D. PEERS, Prop.

EFFIE M. LAMPMAN, Secy.

H. J. JONES, Mgr.

Omaha, Nebr.

WANTED

FIREWORKS EXPERT

To manage and fire display on July 4 and other occasions.

Experienced, we will supply.

Manager's approval necessary.

AMERICAN FIREWORKS DISPLAY MANUFACTURERS ASSOCIATION

672 Hudson, N. Y.

ACTS

FOR JULY 4TH AND OTHER CELEBRATIONS

COLLINS ENTERPRISES

"Riders, Shows and Concessions for Good Company and Good Fun."

420-422 S. Spring Street

ELBERT McINTOSH, Manager

WANTED

FOR WASHINGTON COUNTY FAIR.

October 3-9 or October 4-10.

High-class entertainment for all.

DR. CLAUDE MCDOWAN, Secretary.

Phenix, N. C.

Grand-Stand Shows

BRANDON (Man.)—Provincial Exhibition will have a Thrill Drive, provided by Flash Williams' company. Ernie Young, doctor, was chief guest. The reports Publicity Director H. McC. McGil.

BOARD of Ashland County Fair. George G. with a C. A. Klein, ticket sales over $2,000. On the fair at show, the Klein unit having been last year.

MCA Is Planning To Push Name Attractions Mostly

NEW YORK, May 26.—Not more that three or four big fairs will be on the booking lists of Music Corporation for America this year. Prominent for several years in orchestra, night club and other booking offices, indicated last fall that it planned aconcerted drive to obtain business in both the fair and park fields, following a successful debut at Michigan State Fair, Detroit, in 1937. Present plans call for a cautious entry into outdoor gladually infusing larger enterprises through nation to employ entertainment of MCA caliber nationally. Kear will be up individuals in january to handle certain engagements, rather than employ an agent experienced in that line. Kear is temporarily heading the department out of New York.

Understood that MCA plans to emphasize name bands, radio and video shows, and a wide variety of entertainment cuts, both in means of increasing outdoor gate revenue and in entertainment budgets fair operators are expecting to do his office will probably have to be in excess of $30,000.

BATESVILLE, Ark.—Independence County Fair Association elected Frank Albro as new general chairman, Paul H. Flechmann, Blanche Cline, M. H. McLeod, O. C. Williams, and W. D. Deaton, as suburban chairman, Robert L. Case, secretary-treasurer.

FREE ACTS -- ATTRACTIONS

AND GRANDS AND SHOWS

Space Reservations for the Professional Section of the Summer Must Be in Cincinnati June 10.

New!

A special combination Publicity and Advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Celebrations will be incorporated in the Big Annual Summer Special Edition of The Billboard.

PHOTOS AND SHORT SKETCHES

ACTS AND ATTRACTIONS

TO BE USED

Nothing like this has ever been done in The Billboard before. It is a real "honest-to-goodness" service for performers that cannot help but work to their advantage. Here is your opportunity to add prestige and recognition to your name—and, possibly, close several weeks of additional playing time during July, August, September and October.

RUSH A LETTER OR POSTCARD IF YOU HAVE NOT RECEIVED COMPLETE DETAILS AND INFORMATION

Professional Promotion Department

THE BILLBOARD PUBLISHING CO.

CINCINNATI, OHIO
Rinks and Skaters

by CLAUDE R. ELLIS

CINCINNATI CINCINNATI CINCINNATI

Now under management of Ted Gorman, Three Whirling Wheels, Buddy, Gay and Bob, were rededicated in Toronto last week after an engagement in Three Stars night club, Buffalo.

ROLLER TOPPER Ten roller-skating rinks has been opened in Des Moines, Ia., at Grand avenue and 11st street for summertime operation. The operator, also has a rink in Newton, Ia.

ROLLER SKATING is popular in Capitol Park, Montford, Conn., where a new roller-skating rink, under management of Leo Doyle, who for several seasons has operated in Hartford.

THIRD annual roller skaters' convention in Arena Gardens Rink, Detroit, was held last month. The Detroit Rink Links in Chicago, Toledo, Cleveland, Minneapolis, St. Louis, Badger Rink Links, and Traverce City and Flint, Mich., were represented.

EARNINGS of Knox Cave Rink, Alton, Ill., X. are much bigger this season, because the management has put in a new floor, which is better than a recent day which has been topped several times this year, reports J. Baldwin, Ravenna, O., who operates the rink. The new floor was installed this month. The rink has a combination of figure shows and skating acts, with regular children's classes in skate dancing.

While visiting Charles Segger's nest rink in Flint, Mich., W.E. J. and Sarah Baldwin, Ravenna, O., "while couples are skating a whole row and the men immediately leave and hurry to a large dance that is in order in the center of the floor. Very soon the rink is filled with boys and girls. The new floor was put in. There is not a single bad spot. We bungled the rink to a season of skating, and the floor cannot be faulted. Referring to the better business, Mr. Segger said: "We have had no change in the rink for the last nine months. At the time we were put in, business was not good, but we have stuck it out and have been able to keep the rink going. The new floor has made a big difference."

IT SEEMS to me that some old-timers have just discovered the beauty of old-fashioned skating and the rink writes Fred (Bright Star) Murree, 77-year-old Pawnee Indian, a fancy roller skater, and now their latest creation. The new floor could not have been so successful unless exceptionally well laid.

"SKATE CO.," 1112-1114 Wabash Ave., Chicago, Ill., has been in business since 1884. Of late years, with the opening of the new rink, the business has been very successful. The first rink was opened in 1884, and the business has been continued ever since. The rink is now owned and managed by Mr. and Mrs. E. H. Richardson, who have been in business for over 30 years. The rink is situated in a fine location and is easily accessible to all parts of the city. The rink is well lighted and the floors are always kept in excellent condition. The management is always ready to give satisfaction to all customers.

THE Billboard has been designated as official publication for the dissemina-
tion of information by the Advisory Committee of the Association of the United States, for the purpose of promoting the general interest of skating. Several exhibitions and demonstrations are planned for the next few weeks, and the Association looks forward to a very successful season.

Arnold B. Smith, the prominent skater and manager of The Skating Rink in Boston, has been invited to participate in the World's Fair in Chicago, Ill., which opens next month, and he is expected to make a successful appearance in the exhibition.

HAMIL SKATERS (Continued from page 13) about 17 per cent of special bookings, most of which are made for groups of more than 200. The Willows, located in a beautiful setting, has been especially popular with clubs and organizations.

Reason for the increase cannot be determined exactly, although the apparent decrease in demand is due to the increasing number of roller parks and clubs that are opening. The increased demand is due to the increased number of roller parks and clubs that are opening. The increased demand is due to the increased number of roller parks and clubs that are opening.

ABEL ALLEN, general manager of Hamil, comments on the increase in demand as follows: "The demand for our services has increased tremendously in the past year, and we are now able to book more than ever before. The increase is due to the increased number of roller parks and clubs that are opening."
**NEW DRESS GREETINGS**

**Picnics Good In Pittsburgh**

New features numerous in Kennywood and West View — Hamid acts are started

PITTSBURGH, May 28—Picnic bookings are on the up. Woodlawn has announced that Manager A. Brady McSwigan, Kennywood Park, and Ken Withrow, West View Fashions, are about to open a new season wherein 12,000 will be added to the present 24,000. New features are the admission fee of $1.50 which will be charged at the main gates. Big business getters on these previous Saturdays were the dance pavilions.

Free acts started last week in Kennywood, with Woodlawn Comedy Circus double-featured with Young Ladell Company and both booked by Woodlawn. (See PICNICS GOOD on page 54)

**New Rides Ready At Euclid Opening**

CLEVELAND, May 28—Euclid Beach, which has been last week, is now open weekly with dances during the last few weeks, went into action today with three new rides, Flying Starter, Dipper Whip and Rocket Whip. A distinct band will be played by the 12-piece band at the bandstand.

Clevege Shapes up with Decoration Day, which was a new children’s playground. Surprise innovations were introduced during Decoration Day.

Chippewa Park has Emerson Off Track Bets and Ballyhoo. The park is featured on Sunday and Monday, Putt Putt Springs Park, which has been open twice a week for the past month, now has its full quota of amusements today.

**Crowds Big at Savannah**

SAGINAW, Mich., May 28—Saginaw Beach opened its season on May 21 with visitors from all parts of the state coming from the far north. More than a dozen concessions and many rides will be found at Savannah Beach. In Breakers pavilion a bowling alley, mechanical game and game rooms are featured. Opening was marked by the first annual turtle derby on the beach; 500 children entered into the contest. In Breakers, the 1,000 were served; firewoks and annual ball are in the works.

**Toll 30 Years at Beach**

PEWAUKEE, Wis., May 28—The May 28 will open for the season, the 30th year for the beach. Toll, the manager, is a collector of beaches. (See TOOLL 30 YEARS AT BEACH)

**Rides To Be Built On Galveston Beach**

GALVESTON, Tex., May 28—Two permits for rides on the boardwalk between 34th and 36th streets were issued, one for $9,000 for Sunset Amusement Co. to construct three rides at 34th street and another for $10,000 for a company to bring out two other rides at the same location. The beach drew many extra thousands last week-end when about 20,000 Shriners paraded through the streets.

**Crews Rush Work for Opening Hamid’s M-D Pier on June 25**

ATLANTIC CITY, May 28—Crews are working overtime preparing for the opening of Hamid’s Million-Dollar Pier here on June 25. Hundreds of men directed by experts, are putting the pier into operation, with complete fort of patrons stressed above all else. From its bright marquee overlooking the Atlantic, the pier is being completely modern, streamlined.

Several artists, headed by the expert artist, Taylor Blue, are making murals and decorative effects and all preparation is under the eye of Resident Manager Samuel W. Gumpires. Arena in course of construction is to seat more than 2,000. Norwegian Log Rollers, high flying champions of springboards, high wire act and water rodeo will be among attractions for this stadium. At end of the pier will be the natatorium started a few years ago by the late Capt. John L. Young. Mr. Hamid is keeping to his slogan, “Everything new but the red bandanna.”

Walking toward the shore, one will thru a 500-foot sun parlor with rockers and chairs. To the end of this is Tiny Town and just across is the kiddie playground, covering an acre. In the Big Steeplechase being assembled under direction of Billy Fennan, will be more than 300 competitors, with more than 500 horse will be found. Thomas Hudson, manager of Hamid’s Park, is putting over the city and all the shows on the pier. (See ATLANTIC CITY)

**Big Coaster Near Completion For Woodliff**

NEW YORK, May 28—Working chiefly at Queensborough Park headquarters, Nicholas F. Dyruff, manager and operate, has been supervising final arrangements for the constructing of the Woodliff Park, Long Island. (See BIG COASTER NEAR COMPLETION)

**Features this year will include a figure-eight coaster, nearing completion under direction of Vernon Keenan, designer and Fred Gagnon, in charge of engineering, who estimates that the coaster will be ready in time to open the park. The coaster will be ready in time to open the park.

Eric Olsien will again be park superintendent for the Woodliff Park. He is active. John Evans was contracted to operate the roller rink as a concession. Mr. Dyruff reports 11 excursion boat charters already signed for the park by 2,500 modern seats are replacing the old Hudson River Day Boat Line. Under normal conditions, he said, the city lighting fixtures will be used.

**Seataum Boost Expected**

BUCHURUS, O., May 28—Seataum Park launched its season today with fireworks and a parade. In St. John's Day Fund Day. The park expects to benefit greatly from the Seataum fund. Columbus, which is being dismantled. Some improvements have been made since the old railroad stage has been to the midway, which again has rides, concessions and dancing. Manager R. A. Smith is going to play fairs and celebrations in Ohio.

**Des Moines Has Free Gate**

DES MOINES, Ia., May 28—Riverwood Park of 322 acre today, new free-gate policy. Pleasure park to be opened next Monday, at July 4. In a new arena with 3,000 seating capacity and for the first time, will be held. Supper patrons may undersell in bathhouses close to the white race, to the dance, for the entrant, will be held at the gallery. Ballroom has been into a roller rink with a new floor. Ballroom has been into a roller rink with a new floor.

**Auto Dressing at Saltair**

SALT LAKE CITY, May 28—Free dressing at Saltair, which opened today with Jimmy Durante as its director and the park was taken over by the Saltair Company, who was in charge. At the Kile’s, pleats and firewood remain in limited engagement. Officials reported crowds largest in a number of years.

**Fifth year under Miller is launched with numerous changes and bill of acts**

NEW YORK, May 28—For opening of Luna Park, Coney Island, today Central Park, with a number of improvements, installing several new rides and adding a number of concessions and new shows. All available space has been booked for this season. He reports.

Park is repainted in white and light blue, with a dash of orange. The one-ring circus has a new Baker & Lockwood top. Streets of Paris has been eliminated and its place will be Willow Grove, free with admission, and Victory Orchestra and 10 vaudeville acts. Willow Grove will now seat more than 1,000. New circus includes Wirt’s Performing Wreath, trained and presented by Captain Spain; Roberts’ Society Circus, penguins, comedy dogs and monkeys, La Grotta, Europae, aerial sensations, concluding with a topaz ride; Jules Clivin, pantomime and acrobatic mount, and clowns Ben Turner and Harry Marlow. Victor’s Circus Band plays the acts.

Willard Keeler and his Murray Hill Hotel Orchestra, have been booked for the (See LUNA SPACE IS ALL TAKEN)

**J. ED.BROWN, who as director-manager, is in charge of work at New Virginia, Long Beach, Calif., location is in the best of Long Beach, pike, the site proper being the old Virginian Hotel property with some beach frontage. Progress is being made on a new main building. Cost of new main building is an amount of $150,000 and to house concessions and attractions. Revenue building company is made up of prominent business men.
The Pool Whirl
By NAT A., TOR

New York City

AtlantiC City
By W. H. MACMAHON

ATLANTIC CITY, May 28.—This weekend marks the opening of the bathing season at the city, and the first day that bathers can take advantage of the beaches. The weather has been warm and sunny, with temperatures reaching the upper 70s. The beaches are expected to be crowded, and the lifeguards will be on duty to ensure the safety of all swimmers.

Portsmouth Pools
By ROGER S. TITFORD, JR.

CONEY ISLAND, May 28.—The beaches at Coney Island are expected to be crowded today, with temperatures reaching the upper 70s. The lifeguards will be on duty to ensure the safety of all swimmers. The weather is expected to be warm and sunny.

The Pool Whirl
By NAT A., TOR

New York City

Last Laugh

APPROXIMATELY 100,000 PEOPLE parked their cars in the vicinity of the Greater New York Exhibition Building at the Grand Central Parkway to take part in the annual New York City Spring Flower Show. The show, which opened today, features thousands of beautiful flowers from all over the world. The show is expected to last for ten days.

FINNISH OUTLOOK

CONVERSE, May 28.—The Finnish Government has announced that the country will not participate in the Olympic Games this year. The government cited economic reasons for the decision. The country's athletes will instead focus on training for next year's Olympic Games in Seoul.

The Pool Whirl
By NAT A., TOR

New York City

Hot Too Late For Custard Machines
Our Eez-Way All-Electric Is Making Many Good Friends

GENERAL EQUIPMENT CO.
423 W. South
Indianapolis, Ind.

AUTO-SKOOTER-WATER SHOWMEN
GET THE RIDES THAT PAY YOU
LUSSE BROS., INC.
AUTO SHOW BUREAU, 2909 N. FAY, ST. LOUIS, U.S. A.
American Recreational Equipment Association
By R. S. UZELLE

Up to May 24 spring has been cold generally throughout the entire U.S. On May 21 and 22, we did get going, but within 48 hours a powerful line of thunderstorms moved in with a severe downpour of rain and the temperature dropped to near freezing. A warm spell is expected to persist throughout the rest of the month. A number of our members have reported a very good response to the outdoor recreation programs offered in their communities. A variety of activities have been offered, including hiking, biking, and fishing, with many people expressing interest in these activities. The outdoor recreation programs have been well received, and many new programs are expected to be offered in the upcoming months. The association encourages all members to continue promoting outdoor recreation activities in their communities.

PARKS-RESORTS-POOLS

Playland, Rye, N. Y.
By J. WILSON CLIFFE

This big Westchester spot has been bathed in a new bright warm move in unison. Jupiter Flavious was unkind on opening day, and Jack was not in his best form for several weeks. The writer has been with the park since opening day, and the change of scenery has made the park more attractive.

The pre-opening night pretheater display, but fireworks will be a highlight feature. Each Tuesday and Friday will see shows in the sky. The Park will open up a fine program of free acts from the stage, in addition to the usual lights to come. Helen Reynolds will be on hand, in charge of the hits, while Miss Reynolds, Miss Kinsey, Hamid-brothered singing act. Current free fun is Four Flying Sensations.

A free boat department, under Robert C. Morris, operates excellent service. Tom Woodward, bathhouse manager, is supervising final preparations of beach and pool. With Assistant Sherman Downer and staff working overtime, it should be completed in short order.

Administration is not much changed and consists of Herbert F. O'Malley, director, John A. O. O. Luntz, auditor; Leo B. Donohue, Frank F. O. Director; Paul Morris, advertising manager; Arthur Driscoll, publicity. O'Gray's pools, including Miss Steel's, includes many veterans of Playland: Tom Woodward, bathroom manager; Dave Ask, parking manager; Bruce O'Leary, maintenance foreman; Frank Talbot, lifeguard; Robert Wood, chief carpenter; J. Campbell, chief painter; E. K. Deter, chief electrician; Jerry Curr, manager rifle range; Harry Martin, Charlie Waller, B. Brunner and Jack Cliff, radio.

Bassato and Sons are featuring many bands at their new park opening this week with Peggie Heaths opening and Mal Bettall set to follow in June. Mayor of the city will open the park at the entrance of Pleasant Beach, Bridgeport, Conn. A new attraction is to be featured in the administration building and one will be announced later.

Director O'Gray's installed a new music public-address system with no less than 32 speakers placed throughout the park. At no time or place is a customer out of ear shot of theJosie Adams, recreational personnel, notes and comments will be forthcoming each week. And so we say, "Lasta Luego!"

Gleanings from the Field

MUSKOGEO, Wis.—Muskogeo Beach had its pre-season opening on May 21 with burlesque, rides, swimming and roller skating.

DETROIT—Salt-water swimming pool on the city’s new road is open daily in the northern suburb, ready and will be opened when weather permits. Management is headed by Edward A. and Irma Boggehr.

END, Okla.—Lake Huluma Park here is ready for opening and the management of Mr. and Mrs. O. Malone, with special attractions, skating, boat rides, etc., is in charge. Business is reported good.

WHEELING, W. Va.—Pool in Wheeling Park opened on May 17 by Mrs. 28. Chris W. Hartman, general manager, said the pool opened and completed late due to weather conditions. Business is reported good.

BALTIMORE—John T. McCauley has contracted to put in binga and a number of other activities. He has started a new $7,000 concession building having been built in 1934-Cabaret, is for John A. O’Malley, has moved the Heyday to another location.

PARIS—At the opening of the outdoor activities, on May 20, new rides and attractions have been brought from the mid-way of the 1937 expo. Free attractions of the Robert and Helen Boys are featured as a semi-annual season is expected.

OMAHA—Krug Park is open for the season, with 2,300,000 worth of improvements. Park features dancing to Frank in Vincenzo's Orchestra and traveling bands, roller skating, pool, free movies and pickle grounds. Improvements included in Octopus ride. ATLANTIC CITY—Among visitors to Atlantic City this week were over the weekend of May 21 and 22 were Lew Deneau, Frank H. Director; Paul and Mrs. Veldo. Mrs. Dixon, visitors are Fairbank, William and Mrs. Omer J. Kennedy. Bad weather is blamed. Prospects for a banner season are good, declared. Many large picnics are scheduled. Newspapers gave the opening a cordial vote.

KANSAS CITY, Mo.—Business in Fairlane Park has been poor since the opening, according to Omer J. Kennedy. Bad weather is blamed. Prospects for a banner season are good, declared. Many large picnics are scheduled. Newspapers gave the opening a cordial vote.

CINCINNATI—Poster of Monkey Race Track in Coney Island is here: E. L. E. Zerby, general manager; William W. McDonald, ringmaster; Al Ross, talker; Claude Losten, mechanic; George T. Kruger, chief confectioner, is assisted by A.}

Savin Rock, Conn.

Despite cool weather and economic conditions these past few weeks, Savin Rock, Conn., has given new life in the grove and several other rides have been improved around it. A new Whip and Flying Horse has been added to the grove. Children's Park is taken on by the owners, and all too soon the strain will have charge of many rides this year. With his own Whip and Flying Horse, two skier rides, plus the new Whip Skier under his management, Charles J. Gass, Chairman of the town, who Dick Gray will start his season, the Whip, flying horse, and various other rides are at Donovan Field in New York. The Whip and Flying Horse, on the other side, have some new hands coming in. Wilson Pier Restaurant is open for the season.

Philly Willow Grove: The Willow Grove Buckuns is now in full swing today, having been open since late last week. The Willow Grove Buckuns will have a new look this year, with the addition of the Buckuns and some new hands coming in. Willow Grove Buckuns is open for the season.

Eastwood Gardens Enlarged

DETROIT, May 28.—Eastwood Gardens, opened for the summer yesterday, has been enlarged and re-decorated, with seating capacity increased to accommodate an additional 1,000 visitors. The park is open on a low season on June 10, 1938, will be open on June 15. The park is located near the northeast corner of Jones. An additional band shell has been constructed at east end of the park, providing additional seating. A balcony to accommodate 400 spectators has been added to the entrance. Outdoor dancing will continue nightly until Labor Day.

Oswego, also a Coney veteran, reports good business with his Bubble Ball game.

CHATTANOOGA, Tenn.—An exhibit of the Southern Goofy-O-Round is being set up in Chattanooga, and another large crowd to Lake Winnipesaukie, T. N. Tucker, former manager, has arrived. A large Goose-O-Round has been added by Mr. Tucker, along with several new kiddie rides and more concessions. A balcony to accommodate 400 spectators has been added to the entrance. Outdoor dancing will continue nightly until Labor Day.

AURORA, III.—Opening the season is the appearance of the Coney Island Show at 3 p.m. appearing at Anthony (Ean.) Central Park. The bill will include roller skating, light band, half-talons, report increased demand for outdoor activities in the Park and Fair Department. The billboard. Other acts in the Coney Island Show will be Harry Murphy, clown.
P.T. GIVES CARNIVAL OKEE

Event in Kansas City Accepted
As Impetus to Show Industry

Harry Duncan presents J. L. Landes Shows for Parent-Teachers Council most successfully — repeat date requested — this sponsorship may become nationwide.

KANSAS CITY, Mo., May 28.—A new trend in carnival productions which may sweep the country has been inaugurated by the presentation of the Heart of America Showman's Club and a veteran member of Fair play, Mr. Harry Duncan, who has engineered something of a return engagement in 1939. All but two of the days were rainy and cool, but business was good and the crowds, which averaged 7,000 each day, was enthusiastic over the well-balanced Landes show.

"It was the biggest crowd and the most motley body of Parent-Teachers who have had in 18 years," said Duncan, who had formed the P.T. C. in 1921. Duncan believes that the Parent-Teachers organizations should have a share in the management of the school district, and is a strong advocate of better facilities for the children. He also believes that the Parent-Teachers Council should have a stronger voice in the running of the schools.

Mayor Don McCombs Attends
Mayor Don McCombs has been invited to attend the next show in Kansas City, and Mayor John F. O'Brien has also been invited to attend the show in St. Louis.

No Rail Increase In La. for Shows in Passenger Service

BATON ROUGE, La., May 28.—Louisiana Public Service Commission this week denied requests from railroads to increase passenger rates for shows on the Mississippi.

Fulkerson's Tent Amusement Co. and S. B. Doyle, Mimi's World Shows, appear to be in no hurry to make any move in the matter, but were asked to make a statement as to whether they are increasing passenger rates.

Special Act for Beckmann-Gerety

LINCOLN, Neb., May 28.—Barney Oldfield, Nebraska Evening Telegram columnist and official correspondent of the Saturday Evening Post, has been named as the official mascot of the Beckmann-Gerety midway for this year.

Edwards Shows Open at Home

Organization larger than in several years — rain, heat

WOOSTER, O., May 28—Reveling in newness and substantially enlarged, J. R. Edwards Attractions, again made its mark on the January 1939 tour in the heart of the city. After weeks in the cold, one of the wettest caravans in weeks, the tent was held in the heart of Wooster with the opening of the opening night of the show.

Take out and discount:

- No rail increase in La.
- Special Act for Beckmann-Gerety

Ballyhoo Bros. Circulating Expo

A Century of Profit Show

By STARR DELBELL

Cow Pasture, Ind.

Week ended May 21, 1938

Dear Red Onion:

Due to committee here making boxes of milk for the community, Ballyhoo Bros. decided to leave their condensed milk contract. The committee that showed up under and finally got out in under was billed as "Milkman's Milkboxes and Annual Milking Contest," city of Cow Pasture being held there for its dairy products from three to four miles around.

Our much-publicized special block-type paper advertised midway as the World's Only Pastured Milk Way, but did not mention our milk and water attractions. Our first setback on anything caused by local health inspector, who insisted on dishing all of our people and live stock, claiming, "Your town is in heart of sick-infested area. Not only town, committee and all working in this area are covered with a dense growth of milk- weeds. Weeds were quickly stripped of their fluids and placed in ice cube table pitchers."

Monday night, billed as Butcher and Stool Night, brought thousands of milked patrons to lot. Special advertisement crowd-swelling inducement, allowing any man carrying a quart of milk to win double the usual $1.00 for Aladdin jar. Bottomless and leaky buckets were filled out of all the buckets. The cumbersome milkings were reprocessed, the exchange of old milk for new.

Thursday night again lot packed. The feature of week was milk-judging as Grand Master, W. J. Dowd of New York. The crowd was thrown off of lot some lady and her escort picked it up and came in.

Major Privilege

The show was held in the Heart of America Showman's Club and a veteran member of Fair play, Mr. Harry Duncan, who has engineered something of a return engagement in 1939. All but two of the days were rainy and cool, but business was good and the crowds, which averaged 7,000 each day, was enthusiastic over the well-balanced Landes show.

"It was the biggest crowd and the most motley body of Parent-Teachers who have had in 18 years," said Duncan, who had formed the P.T. C. in 1921. Duncan believes that the Parent-Teachers organizations should have a share in the management of the school district, and is a strong advocate of better facilities for the children. He also believes that the Parent-Teachers Council should have a stronger voice in the running of the schools.

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CARNIVALS

Line o’ Two of News

15 Years Ago

(From the Billboard Dated June 2, 1923)

Harry Coppings Shows were playing in Chambersburg, Pa., to fair business despite the weather, which was cool and windy. Harry Ross, general agent, Canadian Atlantic Shows, was awarded exclusive contracts for midway features at New York State Moose Convention, Niagara Falls, N.Y., and for the following midways.

Shows were playing their second week in Philadelphia, Pa., in spite of the prevailing winds, with plenty of business. Harry LeVee, general agent, White Star Shows, had a large crowd in New York City.

Carnivals were being well attended at Racine, Wis., by Prince William, midget, his mother and two sisters, and Leota, retired from carnival life after 25 years, and were living in St. Louis. Jack McNeely, general manager, was playing in the southern part of Pennsylvania territory.

Cotton Belt Exposition Shows, engaged in the sale of bonds for the Louisiana Purchase, added New Orleans and Houston, Texas, to their list of barnstorming shows. The company also announced that they were going to the south for the summer.

American Legion gets more Detroit permits.

Detroit, May 28.—The American Legion Post No. 24 in Detroit has secured two additional permits for its carnivals, bringing the total number of permits for 1923 to six. The permits will enable the post to operate carnivals in Detroit, Pontiac and Willow Run.

CARNIVALS

Cincinnati, May 28.—O. Guy Dodson, president of Dodson’s World Fair Shows, has announced the opening of the fair at玑c., Ohio, on June 6.

The fair will feature the most modern and up-to-date attractions, including a large midway, a variety show, and a grandstand. Dodson has been active in the midway business for many years and is well known for his ability to attract large crowds.

The fair will be open every day from 10 a.m. to 11 p.m., and will continue until the end of the season in September. Dodson has promised a great show and is looking forward to a successful season.

CARNIVAL WANTED

For County Fair, Free Fair, Bonneville, Art., Fairgrounds within city limits. Will move off of same point. Address E. W. HOGAN, Secretary.

AMERICAN CARNIVAL, CIRCUS, FAIR, MIDWAY RENTAL

PHONE 1010

A FULL LINE OF NEW 1938 PENNY ARCADE MACHINES & SUPPLIES

EXHIBIT SUPPLY CO.
602 W. ILLINOIS, CHICAGO

TRUCKS

AUTOMOBILES — MOTORIZE YOUR SHOW

CHARLIE T. GOSS
WIN STANDARDS CHEVROLET CO.
627 ST. LOUIS, ILL.

SHOW and TRAILER CANOPY

Fulton Bag & Cotton Mills

CONCESSION MERCHANDISE

EXCLUSIVE, unusual items with real sales value and eye appeal for PARKS CIRCUS, CARNIVAL, FAIR, MIDWAY RENTAL

R. D. "GOBY" PENNY AMUSEMENTS
1414 E. MAIN STREET

WANTED

May 31 and a few Limited Concessions

R. D. "GOBY" PENNY AMUSEMENTS

CITY LAKE

Box 211, High Point, N. C.

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For County Fair, Free Fair, Bonneville, Art., Fairgrounds within city limits. Will move off of same point. Address E. W. HOGAN, Secretary.

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602 W. ILLINOIS, CHICAGO

THE BILLBOARD

June 4, 1938
Thinks Best P. A.'s Born With Instinct

Chilliothe, O.

The claim has been advanced that the best press agents have a newspaper background, having been trained in the art of putting over a story that is always true. Everyone knows that such agents are needed in these days of newspapers and the importance of a newspaper background should there- fore, if not now, soon be acknowledged. My idea is that such press agents should know the old "case," how to manipulate the press, what to say and all the rest. Getting down to brass tacks, I am convinced that the most powerful weapon the "hot" story mortal can have is friendship. The editors and writers who know a publicity man or press agent are likely to deliver a story splendidly and mark such a one's copy, "All original." Another mighty background is a balance to "wise," women and Jones. Particularly that is true of the Marine Corps, girls who work in them and not in schools of journalism and by newspaper background education, the sending forth of such stories is much better than an education without common sense.

DOG WADDLE

NO RAIL INCREASE

(Continued from page 41)

It is advisable that those traveling in passengers' service have representatives appear before these State commissions in the various districts where they are holding hearings in order to save themselves, as in the case of the Interstate Commerce Commission, which has granted the railroads this increase.

PT GIVES

(Continued from page 41)

new trend, as are Landes and others af-

fected with L. Landes shows are already contacting the Parent, Techs, and similar organiza-

tions to stage their own carnival dates in the Kansas City area.

A new trend in this direction was used by organizations to bolster their shows. Car-

nings are the most successful if the undertaking here be used as a guide.

KANSAS CITY, Mo., Profitable

PELLFELDER, May 20-21 - L. Landes shows opened here this week after 7 days in Greater Kansas City. Rain, which had fallen throughout the past two weeks, is cutting tile attendance.

Following a successful six-day stand in Kansas City, a carnival now now open in Kansas City to pull people across the river to Kansas City, Mo. In 48 hours of rain, the tonnage at the show in city's northwest section, the carnival attracted 18,000 persons, good consider-

Kirkurban, Burbank, woman manager and wife of Mr. and Mrs. W. A. Kirkurban, is por-

ing for an addition to the Landes shows by going to their home in K. C. Railway Ex-

Press Co. employees sponsored the week in Kansas City. The iron was removed from some of the cars and there were delivered one day so children could attend the show. From Kansas City edition, the Landes shows moved westward to gelii.
Everything is running smoothly and a season is ahead. But on the lot with the rain would hail.

FIRST TIME IN

(Continued from page 41)

carnival ever to show in this city. At 12 noon, a line of women approached nighttime in their worst night attire in a park model, accompanied by rain, swept the show's days. Streets in the city were flooded. The midway resembled the conventional "Jeeves," with pools, mud puddles, mud puddles and ditches to drain off the lawn of water, trees, mud puddles and ditches of a drying ground. The more rain, the cleaner they were.

With this handicap Evanville crowds turned out in large numbers to get a glimpse of the midway. Flooded streets, running shoes and getting feet flooded for miles on the main highway U. S. 31, are many of the scenes. A sure bet to tell this will be the one day show.

Concessions: Cookhouse, Eddie Weck-

le, chairman; Mrs. C. Phillips and W. B. R. Day, signers; Harry Thomas, boy; Clinton Wilson and Pete Grant, counter; Penny Arcade, slummers; Raymond glass dispenser; Beulah Witter, chocolate box girls; Ed Satterfield, corn shucker; Robert Jordan, donkey; Rose Race, clamber; Mrs. Grant, donkey; Leon Caroll, added attraction in the horse tent; D. R. Bell, newsboy and horse; Al and Dolly Lee, dancers; Howard Paddock, and "Great White Way" dancer; World Mouse Circus, Mrs. M. B. (Phil) Phillips, manager; J. E. Harroun, booker.

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SPECIAL ACT

(Continued from page 41)

accepted the offer, which calls for four personal appearances daily, from Walter Hale, Beckmann & Gerety press agent.

Oddfors will prove a greater attraction, it is believed, than either Tony, the dog, or Fred, the alligator-skinned man. The columnist will occupy a platform between Athena, monkey girl, and the chimpanzee twins, Doris and Thelma Patent. Prince Dina, midget, will introduce Oddfors and will go on making arrangements to have his picture pulled from the original plate, which he will sell for cash and offer for sale.

Journal editors, Oddfors, are enthusiastic over the personal appearance that will be a great deal of the excitement and not as an extra added or blow Judiths. It is a fact that the new faces in the carnival industry cause every showman to take a hand with the special attraction.

EDWARDS SHOWS

(Continued from page 41)

manager; Buster Chittam, driver; J. L. Phillips and Will Hunter, signers; Vernon Phillips and Wilber Dudgeon, tickets; W. C. Hall, refreshments, Raymond glass dispenser; Beulah Witter, chocolate box girls; Ed Satterfield, corn shucker; Robert Jordan, donkey; Rose Race, clamber; Mrs. Grant, donkey; Leon Caroll, added attraction in the horse tent; D. R. Bell, newsboy and horse; Al and Dolly Lee, dancers; Howard Paddock, and "Great White Way" dancer; World Mouse Circus, Mrs. M. B. (Phil) Phillips, manager; J. E. Harroun, booker.
Our Midway

By RED ONION

Communications to 25-27 Opera Place, Cincinnati, O.

MIGHTY SHEERILY MIDWAY had quite a rousing start last Friday, May 22nd, and is expected to be in fine form for the 1937 midway season.

MAE CHUNAS cards from Painted Post N. Y.: "Booked with Bobby Knight's Hawaiian Village on the W. C. Rains Shows."

L. C. WHITE, a concession agent, cards from Ottawa, Ill.: "Marie Ralph is dancing in Doc Wilson's peep show on God's Liberty Show. We were wondering where Bobbe Burna is."

PRINCE ELMER letters from Lincoln, Calif.: "Spent the winter and spring with Doc Wilson on the Natural History, a vaudeville unit, playing the big cities of California. Be

R. T. MILLER, president, Lion trainer, who is contracted this season with the Kemp Lion Motorth, on the Doc Wilson show.

FRANK J. LEE continues to do good press work in advance with God's Liberty Show. He scored well in Beloit, Wis., recently, when the shows played for the South Beloit policeman.

BUDAH PAPERS - SUPPLIES
Full list of Astral DAILY, HOURLY, AND SLOWASTLAS
Buddah Papers, 5-5-6 and 10 pages, ready, 50 cents each. Ready to ship. Your Order Design to Order. Address:
ROBINSON POPCORN CO., Inc.
31 West Washington Street, Chicago.

CHARLES BANKER is doing publicity for Golden State Shows in California. It is reported that he will be in the city with H. H. Williams as general agent and William Hobbay as manager.

Mr. and Mrs. GEORGE LEBOY, lettered from Jemez, Ark.: "An old friend who is coming for a visit. Mrs. LeBoy and myself are living here in the country, and we are not able to work."

RALPH N. BLISS, from Butler, Pa.: "Enjoyed the Game Shows, especially the Lancaster show on Friday night. The shows were well attended."

BOB WELLS, of Erie Digger fame, last time this column heard about him was from one of his friends, who wrote from Independence, Kan., that he was painting plays for a Jacks Blackstone show which was to play in Kansas City and vicinity this season.

JOHN A. SCHMIDT writes from Terra Haute, Ind.: "Doddor's World's Fair shows are booked with the usual fare, although the Big Spider's show is to be held in New York City."

DOROTHY CARNALL, showing at the Western States Shows, reports that the shows are well received and that the shows are well attended.

WALTER W. MILLER, president of the Miller Garden, reports that the shows are well received and that the shows are well attended.

LEONARD SMITH, manager of the Smith Shows, reports that the shows are well received and that the shows are well attended.

JAMES H. TIMMONS, general manager of the Timmons Shows, reports that the shows are well received and that the shows are well attended.

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Carnival Press Agent
Answers Some Questions

"That's just a mistaken idea, that we
take all that money out of town."

Harry B. Shive, of Gold Medal Shows, se-
says that while he has been in the business
for the past 25 years and has seen many
changes, he believes that the annual in-
carnival is still a valuable way to bring
people together.

"Time and time again we see how the
annuals bring people together." he says.

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American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., May 29.—It again became more apparent this month in the increase in the membership of our association that the demand for carnival membership application from Martin P. B. Bowers, of Waterbury, Conn., Mr. Bower's organization becomes our 45th member.

We would appreciate it very much if our members would write us as soon as possible in connection with and if they prefer to have us visit their shows as part of our annual schedule.

Congress and the Railroads

The battle between the Congress and the railroads is waxing fairly warm as evidenced by the report of a speech of Francis D. Culkin, in which he answes an article explanatory of the Association of American Railroads.

Representative Culkin takes the position that Congress, in attacking the railroads fairly, but its first duty is to the public. Mr. Culkin's address is detailed in the speech which was made in connection with an issue of the railroads and, while we think it is not a subject on which we merely pass along this information, it is to be hoped that the public will be interested in the developments relating to railroad show transportation.

It Gets in the Blood

Old Cappie and Bill, two connoisseurs, played at the carnivals and county fairs, carving up, planning and eating. Always on the spot where money was spent.

They worked the North and the South. Always on the road, always busy. Everywhere they went, they always had a free seat at the card table, and always on the spot where money was spent.

They quit the road, said Bill and Cappie, and we'll quit this business.

We will each own a farm and live like kings.

Then they sailed away on the sea, never to be heard of again.

Why they were the best men in the world, never to be heard of again.

They sent their children to school, and their grandchildren to college.

And the grandfathers went on the road again.

But when they died, and the children and grandchildren died, the road was left to the children.

They were the best men who ever lived, and they left the world better than they found it.

Their memory will live on forever, and their legacy will be a shining example for all to follow.

Tactics and Ethics of the P. A.

By L. G. (Toby) Miller

SHOTS are being fired from different sources at the tactics and ethics of the P. A. man. These shots may well be a better understanding on the things that now seem so light but really are important, in the show business.

Who should come first, the employer, the outlet or the public?

What is publicity?

If a person paid by an outside business to a radio station, newspaper or any other outlet to release, talent, post, or do a story, both publicity and the public are getting a free ride. They should be paid for. The person being paid for should not be paid for a job, but should be paid for a job well done.

There is no more accurate definition for the word than that. The P. A. man should be able to do both his job and his public relations job at the same time.

The P. A. man, if doing both jobs at the same time, will be able to do both jobs better. He should have a job well done, and he should be paid for it. He should be paid for it.

This definition alone is enough reason for the things to be a better understanding of the things that now seem so light but really are important, in the show business.

Since the case is the, first, now and forever, should come the OUTLET being used; that they might have confidence in the blubbering blabber, as an outside paid by others, and BAND, the employe with no practical means for reaching the public.

The P. A. man should be in the show business.

According to old word Webster, the word means "a person employed to obtain newspaper publicity for some institution, enter of, theater, sport or private individual."

That definition alone is enough reason for the things to be a better understanding of the things that now seem so light but really are important, in the show business.
Carnival Roster
As Reported by Show Representative

Frisk
(Motorized)

Mr. W. E. Stands, Little Farm, Evelyn Roemer and James Bruer, Pitt Show, Jack Hoeschen, Mirror Show, Ovillo Truck, Bill Howard, Fleidt, Miller, Mervene Gerliebel, T. J. Rose, Atherton, Fifteen Show, and Mrs. W. K. Keener, Four Show, shows at opening of season at Winchon, Minn., April 14.

CARNIVERS

June 4, 1938

Showmen’s League of America

165 W. Madison St., Chicago.

CHICAGO, May 28.—Interest in the Showmen’s Home increases each day, wherever members gather it is the topic of discussion and will continue to be. So far it is the outstanding effort of all Showmen, and the results have done. Literature and pledge cards are being sent. C. O. Beckmann and Carl J. Seidman are in hopes that all members will give these their prompt attention so they may be kept posted on progress of this drive for funds. Flags and flowers have been put in place of Showmen’s Rest, Woonlawn Cemetery, and new church in all their beauty for Memorial Day.

Letter from Brother Morris Lippky says he has not forgotten the League and will soon get busy and begin to show results. Howard Crane of Pennsylvania is a business trip, dropped in for a call. Brother J. A. Terry, of La Porte, Ind., was a welcome caller at the clubrooms.

Kindel of Kindel & Graham, San Francisco, was in for a business call.

Larry Biliter was admitted to the American Legion.

Gilbert Noon dropped in for a call.

Louis Schlesinger is out after his ill

and was a Chicago visitor.

Dick Stilch included Bill Rice, rest

room at the Chicago Fair.

J. F. Owens and Bob Miller, confined in their offices, have left the U. S. V. Hospital, is now in Jacksonvil

Letest news from Dave Mulline or Al Wagner, both of whom are out and about.

Billie Claire, going thru town, stopped in to mail.

Ruef Liebmann in town on a day and back to New York.

Salie Elmken a Sunday visitor in tow.

Manager callers at the rooms were Jack Pritchard, Max Bernstein, Joe Murphy, I. S. Colker, Sol Golden, Young, A. L. Rossman, L. L. Lohman, J. C. McCuller, Julius Wagner and several others.

Several members were visitors at the Board.

Welcome letters received were from W. E. Conlin, National Showmen’s Bros. Shows, and E. W. Bruns, of Cincinnati, Ohio.

Harry W. Hennens in town on business and called at clubrooms.

Ladies’ Auxiliary

First part of May 28. — Showmen’s Home members who desire social and beautiful prizes were present to win.

Sister Minnie Murdock was awarded first prize, a hand-maiden towel set, Sister Blanche Gossard received second prize and a gorgeous pair of hand-made pillow slips to hairpins. All reported that they enjoyed themselves immensely.

Several members were present to leave for Decoration Day. Sister Clara Bolder Kranke will spend the week visiting friends in Winchon, while Sister Mrs. A. Altman will join her hubby on a road show.

THE CARNIVAL

Showmen’s Home

1730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 28.—Thirty-three members were present at the Business meeting. Officers present were First Vice-President, Harpil Harrigan; Ross B. Miller, Business Secretary; and Julius Wagner, Business Manager.

The business procedure, including the reading and approval of minutes and the ordering of current bills paid, was read. No report was made from the secretary.

Communications: From Claude Barte, a letter regarding the new brand United Shows. Dan Hurley came in to visit with Sister Edith Excelsior, Ross Oglevie lettered about Filer & Burt Shows. Letters were also received from President C. F. Zeger.

New members: G. W. Hinckley, credited to Charlie Schlechter, and Lippky and Morell, credited to J. D. Brown and Val Morell, credited to President C. F. Zeger.

Visitors included Felix Bank and William Lown, former showmen.

Charles Tohn is ill and confined in General Hospital, Los Angeles. His home is in San Diego. John S. Lyons is on his way to Brooklyn.

No important reports from standing committees were forthcoming. Newly elected Board.

Resuming business, Frank J. Downe reported that the Society wishes to reply on the annual Charity Banquet and has asked the trustees to watch the expense of the banquet and to handle the advertising program. Downe reported that no decision has been reached at the event is held.

Sister Patsy was present and reported that the new showmen’s show, which is under the Giant, stated that she will be out to make it an outstanding affair.

Suitable decorations for the lobby of the house will be studied and held for the annual National convention have been made. Joe Murphy and Brother Billy Phillips are arranging the decorations.

The Billboard reported that the decomposed showmen’s show will be supplied with flowers on Memorial Day. Sister J. F. Owens and Soon are on the job.

Several other speaks briefly about the membership drive and the intensive effort that will be made. Steve Mack has framed a letter for the drive and copies will be mailed to all stewards for John H. S. Turney, Baby Aerodrome, Ovillo Truck, and Miller, Arlie Gerliebel. T. J. Rose, Atherton, Fifteen Show, and Mrs. W. K. Keener, Four Show, shows at opening of season at Winchon, Minn., April 14.

Carnival Roster

As Reported by Show Representative

Frisk

(Motorized)

NORTHEAST, Minn., May 28.—Pol.

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TIELELY SHOWS WANT

Carnival Roster

As Reported by Show Representative

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(Motorized)

NORTHEAST, Minn., May 28.—Pol.

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Showmen’s League of America

165 W. Madison St., Chicago.

CHICAGO, May 28.—Interest in the Showmen’s Home increases each day, wherever members gather it is the topic of discussion and will continue to be. So far it is the outstanding effort of all Showmen, and the results have done. Literature and pledge cards are being sent. C. O. Beckmann and Carl J. Seidman are in hopes that all members will give these their prompt attention so they may be kept posted on progress of this drive for funds. Flags and flowers have been put in place of Showmen’s Rest, Woonlawn Cemetery, and new church in all their beauty for Memorial Day.

Letter from Brother Morris Lippky says he has not forgotten the League and will soon get busy and begin to show results. Howard Crane of Pennsylvania is a business trip, dropped in for a call. Brother J. A. Terry, of La Porte, Ind., was a welcome caller at the clubrooms.

Kindel of Kindel & Graham, San Francisco, was in for a business call.

Larry Biliter was admitted to the American Legion.

Gilbert Noon dropped in for a call.

Louis Schlesinger is out after his ill

and was a Chicago visitor.

Dick Stilch included Bill Rice, rest

room at the Chicago Fair.

J. F. Owens and Bob Miller, confined in their offices, have left the U. S. V. Hospital, is now in Jacksonvil

Letest news from Dave Mulline or Al Wagner, both of whom are out and about.

Billie Claire, going thru town, stopped in to mail.

Ruef Liebmann in town on a day and back to New York.

Salie Elmken a Sunday visitor in tow.

Manager callers at the rooms were Jack Pritchard, Max Bernstein, Joe Murphy, I. S. Colker, Sol Golden, Young, A. L. Rossman, L. L. Lohman, J. C. McCuller, Julius Wagner and several others.

Several members were visitors at the Board.

Welcome letters received were from W. E. Conlin, National Showmen’s Bros. Shows, and E. W. Bruns, of Cincinnati, Ohio.

Harry W. Hennens in town on business and called at clubrooms.

Ladies’ Auxiliary

First part of May 28. — Showmen’s Home members who desire social and beautiful prizes were present to win.

Sister Minnie Murdock was awarded first prize, a hand-maiden towel set, Sister Blanche Gossard received second prize and a gorgeous pair of hand-made pillow slips to hairpins. All reported that they enjoyed themselves immensely.

Several members were present to leave for Decoration Day. Sister Clara Bolder Kranke will spend the week visiting friends in Winchon, while Sister Mrs. A. Altman will join her hubby on a road show.

TIELELY SHOWS WANT

Carnival Roster

As Reported by Show Representative

Frisk

(Motorized)

NORTHEAST, Minn., May 28.—Pol.
OFFICE WAGON OF CRAFTS 20 BIG SHOWS said to be one of the finest in motorized carnival business. It is built on a 13-foot semi-trailer and hauls 10 machines from R. L. Eger. All the equipment is manufactured and assembled. Rubber-tired wheels make it easy to handle. Lightning and sudden storms are no hindrance.
CARNIVALS


Coalman, O. J. (Baggage cars and trucks)

POD, P.O. Box 100, Dallas, Tex., to H. D. Hatcher, PO Box 274, Los Angeles, Calif.

BURGER

ROAST BEEF BARBECUE

NIGHT OF HOT DOGS

COOKED ON COLEMAN STOVES

and Served at the Army-Navy Game

Cooking seven miles of hot dogs in a couple of hours is a truly "colossal" performance! But 50 Coleman Handy Gas Stoves did the job at a total fuel cost of less than $20!

The man who held the stadium concession contract and fed about 120,000 people—Albert D. Gerber—says: "We are well pleased with the performance of Coleman Handy Gas Stoves and Burner Equipment and can sincerely recommend them for their quick-action, dependable heat at an extremely low operating cost!"

LIGHT INSTANTLY! Whether you cook one hot dog or seven miles of them, Coleman Stoves give dependable service at minute cost. Coleman Appliances make their own gas from ordinary gasoline. They light instantly. You can start cooking right now—regulate the heat to any degree you want. They give you the real service where it counts. They are, for cooking in concessions, restaurants, trailers, cottages, apartments...for heating portable stoves, griddles, coffee urn, boilers...for use in hot dog and popcone stands.

And remember—30,000 Coleman Appliances are in the United States and Canada! You're never far from Coleman service.

FREE—Write today for illustrated literature showing various models of Coleman Handy Gas Stoves and Urn Burners, Coleman Lanterns, Cabin and Trailer Stoves.


METROPOLITAN

SHOW PRINTING

POSTERS OF EVERY DESCRIPTION

$2.50 per set for 100, $1.98 per set for 250, $1.75 per set for 500, $1.65 per set for 1000. Postage prepaid.

C. G. CASSIDY, 126 E. 23rd St., New York City

ELEPHANT CANDY FLOSS MACHINE COMPANY

202 Tivoli Ave., New Orleans, La.

WANTED

For YOKUM, TUK, TOMATO TOM and BALANCE OF SEASON.

May have to offer large price. Write direct. Have bookings on $2500.00.

E. V. HALL. 361 West Washington St., Chicago, Ill.

SARATOGA CANDY POPPERS

Burbick's All Texas Shows, 1113 N. Laredo, Laredo, Tex.

Tell the Advertiser in the Billboard Where You Got His Address.
3000 BINGO

Bingo tickets, black on white; Wood markers price them: 50 cards, $2.00; 100 cards, $3.00; 200 cards, $5.00; 500 cards, $12.50; 1000 cards, $25.00; 2000 cards, $48.00. Bingo cards marked cards $5.00 per 100.

3000 KENO

Made in sets of 50 to 100 cards each. Played in 3 rows across the page. Per set 100 cards with markers, $5.00; 200 cards, $9.00; 500 cards, $22.50; 1000 cards, $45.00; 2000 cards, $90.00. Per 100 cards, $5.00, with direction and direct line. All cards marked.

THIN BINGO CARDS

Bingo cards, black on white, size 3x3. Four cards, $1.00; five cards, $1.25; six cards, $1.50; ten cards, $2.50; per 100, $25.00, without markers. Set of 50, $1.50. 125 cards, $3.00. 200 cards, $5.00. Automatic Bingo Blanks, real class, 40,000 markings per marker, $5.00. Bingo Card Markers, in strips, $2.50 per 100 cards. 200 cards, $5.00; 500 cards, $12.50; 1000 cards, $25.00. We pay postage and tax, but you pay O. D. expense.

J. M. SIMMONS & CO.

Chicago

WANTED

ROYAL WINTER FAIR, for immediate engagement, shows and entertainment for barn, date is Sunday, November 18. Has everything on stage, and carries largest and best collection of underground acts on earth under one roof. Full orchestra, etc. All features paid. All expenses paid. All travel expenses paid. Royalty, 30 per cent. Address CAN PLACE, Chicago, Ill. Full detail in next issue.

BARKER SHOWS

PLACE Cook House at one, that one can cater to any requirement of the show business. A complete organization, complete in all lines, in every way, complete show, complete show service. WILLIAM ROY GOLDFINE, Cincinnati, Ill., this week.

ADVERTISE IN THE BILLBOARD.

YOU'LL BE SATISFIED WITH RESULTS.

FREE ACTS--ATTRACTIONS

AND GRANDSTAND SHOWS

Space Reservations for the Professional Section of the Summer Special Must Be in Cincinnati June 10.

New:

A special combination Publicity and Advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Celebrities will be incorporated in the Big Annual Summer Special Edition of The Billboard.

PHOTOS AND SHORT SKETCHES

OF ACTS AND ATTRACTIONS

TO BE USED

Nothing like this has ever been done in The Billboard before. It is our best "front-to-goodness" service for performers that cannot help but work to their advantage. Here is your opportunity to add prestige and recognition to your name -- AND, for the second time close several weeks of additional playing time during July, August, September and October.

RUSH A LETTER OR POSTCARD IF YOU HAVE NOT RECEIVED COMPLETE DETAILS AND INFORMATION

Professional Promotion Department

THE BILLBOARD PUBLISHING CO.

CINCINNATI, OHIO

CARNIVALS

June 6, 1938

Parker, Minstrel Show, Shuckers, Etc.


Rally held after opening Monday night a heavy rain stopped business. Following, the weather cleared up, but show was rained out again. Thursday and Saturday nights every- one believed the show was going to open, but more than satisfied with work of Eddie Loomis, manager. The Police Department co-operated by adding a), Camels and Calamities, which helped to bring the Riders to stage a couple of safety campaigns on business streets. Jules Miihleifen, of Brownsville, has taken the roller rings in Chicago and Los Angeles, establishing a reputation for himself as manager with members of show at roller rings. Two newspapers used his matinees and matinees for Saturday was a big day for Middle. Tuesday evening many attractions were advertised, announcing district, with VFW bugle corps, coves of kids. 1250 people were in the Earl A. Childs and Hillby Band.

CHICK FRANKLIN

Endy Bros.


Pine location on main highway plus clear and warmer weather through week was fine for this season's opening. Business employment here at higher level because of the Easter and, half holiday. "Winter," population, 100,000) responded nicely to Endy Bros. with business increasing. One of the biggest order success. Employers of all kinds of merchandise merchants and townpeople here, doubtless partly traceable to Endy Shows. An order of merchandise, shows which played town last year. Bill Ebin drive and friends. Endy Show action was felt and Mayor Johnson in- vited Endy Bros. to fill in the time with their advertising schedule in county weeklies and local daily. Both co-operative in putting end to the week. Endy Bros. newspaper becomes more and more important. Endy Bros. with a by the title Endy Bros. as they said, Mrs. Regan helpful. Newsboys' day and Endy Bros. are taking orders for shows now operating Sex Show in addition to the Endy Shows. Impoverished truck driver who lost all his belongings, including a girl band to present with his new show to open soon. Sabbath curfew at midnight and weather, giving over 6,000 people lots of seats at Benny Weiss' Bingo layout to close. GLENN JERTON.

Miller Bros.


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Heller's


Bunty's

(Shaggage cars and trucks)

Arnold, Pa. May 16 to 21. Auspices, Allegheny Athletic Association, 16th street showgrounds. Weather, threatening every day until Friday. From friends all over country who have seen him in one of three new shows following his cannon stunt with credit both to Endy Shows and himself. Your report is that New York spent day in New York visiting friends in The Billboard. And making contacts for stories in papers and on radio since Monday, still in business, good.

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FRUIT CONCENTRATES
FOR SNOW-BALL AND DRINK STANDS
GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you need this season. They have the rich, full-bodied flavor of the real fruit yet are priced with the lowest.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details of your distribution territory.

GOLD MEDAL PRODUCTS CO., 133 E. Pearl St., Cincinnati, Ohio

ELKS CONVENTION
ALPENA, MICH., WEEK JUNE 6—LOCATION AROUND THE CITY HALL
Can place a few more Concessions, including the exclusive on photos, also Motorodrome, Fun House, Penny Arcade and Shows that do not conflict. After Alpena we will play the Upper Peninsula of Michigan.

Address: W. C. WADE SHOWS, Wyandotte, Mich., this week.

GOODMAN WONDER SHOwS
WANT Mower Show, or any other Show of merit, with or without equipment. readers of Goodman Shows communicate. Also WANT Outstanding Offices, office sells and photos. WANT any popular Shows not on our route. (Box R. 34, PODER, N. J., 7:07.) BIG GRAND ISLAND, W. B., week May 30: P. D. PIERCE, 14, 6:45, June 6, Address.

FUNLAND SHOWS
WANT NOW

(Click here for details)

CANDY FLOORS & CORN POPPERS

WANT MORE revenue for your organization? Read "BINGO BUSINESS" a Column About Bingo in the WHOLESALE MERCHANDISE DEPARTMENT, this week and every week. ADVERTISE IN THE BILLBOARD YOU'LL BE SATISFIED WITH RESULTS
CONCESSIONS WANTED

De Luxe
New York, N. J. Week ended May 15

Show set up and ready to open Monday. Thursday, Tuesday, Wednesday, Friday, Saturday.

Even day it rained all day and night, making it barely possible for show to get moved by Monday, there were many visitors, this being the home of De Luxe Shows, as well as many connected with show.

MRS. CHUCK SIMMONS.

Golden State

Cowboys and girls out in their splendor and glory and things are going as pleasant as can be.

Governor Marriam was here to open Big Golden State show on Thursday evening, at 8:30.

Starting on time and was out of the city early next morning. Miss Elizabeth A. Finkle, of Golden State, has $500.00 worth of tickets for this show. Golden State is going to New York.

Show is going to be a big hit, as good as any other.

JACK WHITNEY.

L. J. Heth
(Motorized and Baggage Car)


Staged at the Chicago World's Fair, this is the official model of the Golden State show. The show has been running smoothly for the past few days.

JACK WHITNEY.

CARNIVALS
June 4, 1938

GOLD MEDAL


Rubin & Cherry
(Railroad)


Show is going to be closed down due to the heavy rain.

TOM BROWN.

Hilderbrand's


This town as usual gave show one of its usual good turnouts. It was found midway and to capacity. The show is in good shape.

H. P. Clark still loading all delivery and storage with everything. Hildersmann's bridge is in good repair. H. P. Clark still loading all delivery and storage with everything. Hildersmann's bridge is in good repair.

Mr. Jack Moore, manager, is looking for a new bridge. He has been on an all-nighter but much better now.

MIDDE HOLDING.

Fair Hotel


The weather was fair and business was good. The show featured a good variety of acts, including acrobats and clowns.

Mr. Jack Moore, manager, is looking for a new bridge. He has been on an all-nighter but much better now.

H. B. SHIVE.

BEGINNING JUNE 4
10 WEEKS OF ITALIAN CELEBRATIONS

Want to bring your family to Italy—RIDES: Five Wheels, Four-Bicycle, Venetian Swings, Merry-Go-Round, etc. All rides and games for children and Grind Stones. Bill Berg and Charlie Gise, proprietors. Phone 1102.

MIKE CENATTI, 873 N stabbing, New York, N. J.

CARNIVAL WITHOUT RACKET WANTED

TIMONIUM, MD. STATE FAIR.

DAYS—Monday, Tuesday, Thursday and Friday.

BOO, SALE UNDERWAY. HEAD, TOONANS, 10-30 PM. 10-30 PM. 50c.

JOHN T. McGABLIN

BALTIMORE.

WANTED

Ball Games, Grind Stones. CAN PLACE Ten-in-One or any Grind Show. NEW ENGLAND MOTORIZED CARNIVAL

Barre, Vt., all this week: Berlin, N. H., all next week.

ZIMDARS GREATER SHOWS, Inc., Wants

SHOWS—Saturday with groups to take over Girl Scouts, Can also book day dances. Can also book civic events. Will go anywhere in U.S. or Canada. Phone 615, WENDELL, 215. Address, Old West. This week.

RECORD-HAND SHOW PROPERTY FOR SALE FOR IMMEDIATE DELIVERY.

5000, 6000, 7000, 8000 and 10000. All A.D. Games, with Auto and Motorcycle, with every horse. Will go anywhere in U.S. 769-561 TO ORDER.

M. G. SMITH, ST. PAUL, MINN.

CONCESSIONS WANTED

Park Place, Fish Pond, Bowling Alley, Long Slide, Juke Box, etc., etc., etc. M. E. MIKESKIE, Hotel Motor, Philadelphia, Pa.
girl show and two concessions no real change.

Davie L. Bockus and Superintendent
John Miller will go to work and are doing
everything well.

Mr. and Mrs. Merritt and their son
joined to take front on Sun Kist Vani-
les. They arrived Sunday from St.
Thomas, Canada, to visit Manager
Robert White.

The hotel committee is making plans for a
party in honor of Royal, 8-year-old son
Mr. and Mrs. Robert White, under
planners care past week, but is doing
get some sort of an idea. The meeting
of the Out-Appointed Club was called off,
but will be held at the hotel next week
and officers will be elected.

The day Saturday afternoon gave
more room than any other time of year.

Mr. and Mrs. E. W. Goodwin, Mr. and
Mrs. Grady Nix, Gus Nance, Harold Timkins and
Lois Blake.


Sam Lawrence
Middletown, Pa. Week ended May 22.
Sunday, May 15, was a beautiful day, and
many went for rides.

Show played this town last year to
knock business this week Wednesday, weather,
farewell season of the O. S. A. 

Lawrence, secretary and treasurer; C.
D. Crump, general agent; Mr. and
Mrs. Howard Conway, billposter; Louis G. W.,
electrician; Samuel Reed, porter; Allard Dodge,
Bell, Martin R., ball room waiter; William Taylor Todd, trainmaster; Dick
at the office, general: Bob Young,
charge of all canvas. Concessions are
in the hands of Mr. and Mrs. H. C. 
Main, Benridge, Castard, Eddie Cole, three; Bud
Dunavant, photo studio; Bud Rumer,
charge of all canvas. Concessions are
in the hands of Mr. and Mrs. H. C. 
Walter, Bell, Martin R., ball room waiter; William Taylor Todd, trainmaster; Dick

World's
Omaha, N. Y., May 15 to 21. 
Another race track will open here soon
in the form of West's. Centennial, pote, weather,
showing up well. 

Monday and again Saturday midnight. Just after show closed delight
wires. Writer asked Mr. Grubbs: "How
you are doing. No one in town "do us face of what we have gone thru" He
just that.

I don't know your name. And
this is about the weather, warm, full, but with law,
appealing committee" who wanted to
show. 

Bob Young, charge of all canvas. Concessions are
in the hands of Mr. and Mrs. H. C. 
Walter, Bell, Martin R., ball room waiter; William Taylor Todd, trainmaster; Dick

Buckeye
Natchez, Miss., May 16 to 21. 
Dennis, American Legion, weather,
rain, snow, cold. Business, good.

Dennis, American Legion, weather,
rain, snow, cold. Business, good.

F. H. Bee
Winchester, Ky. Week ended May 21.
Dennis, American Legion, weather,
rain and cold. Business, fair.

Dennis, American Legion, weather,
rain and cold. Business, fair.

J. F. Sparks
Mayfield, Ky. Week ended May 21. 
Dennis, American Legion, weather,
rain, snow, cold. Business, good.

Dennis, American Legion, weather,
rain, snow, cold. Business, good.

Huggins' West Coast
Elkhorn, Wash. Week ended May 21.
Dennis, American Legion, weather,
rain, snow, cold. Business, fair.

Dennis, American Legion, weather,
rain, snow, cold. Business, fair.

J. J. Colley
Buck, Okla. Week ended March 19. Location, baseball park, Audubon, Cho- 
Anna Elise Fair Association, Weather,
rainy, cold. Business, good.

Buck, Okla. Week ended March 19. Location, baseball park, Audubon, Cho- 
Anna Elise Fair Association, Weather,
rainy, cold. Business, good.

Chandler, Okla. Week ended April 4.

Dennis, American Legion, weather,
rain, snow, cold. Business, good.

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rain, snow, cold. Business, good.

The show was held in the Park, and was
a success.

The weather was sunny and warm.

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Dickey Head Of K. C. Fete

Jubilea plans are for a water-show theme—sale of 12,500 tickets proposed.

KANSAS CITY, Mo., May 28.—With the appointment of Lincoln G. Dickey as manager of the 1938 Jubilea, third annual, plans are moving forward for the program to be presented in Municipal Auditorium. Mr. Dickey, who was general manager of Great Lakes Exposition, Cleveland, and five years manager of Atlantic City Exposition, has been selected over eight other applicants.

Contract calls for $4,000 salary for 10 weeks' work and $60 per cent of all profit up to $12,500. Assisting him will be Andrew R. Watson and Peg Willim Humphrey, long affiliated with Mr. Dickey.

Executive committee headed by Cor- (See Dickey Head on page 59)

Sponsored Events

Veteran, Lodge and other Organization Festivities

Conducted by CLAUDE R. ELLIS

(Domineeing Op. Place, Cincinnati, O.)

Junior Order Has Profit

At Henderson, Ky., Event

HENDERSON, Ky., May 28.—Profit of $13,350 was made by Junior Order of and American Mechanics, sponsor of Farmers and Merchants' Spring Faire here on April 29, report P. A. Bird, Alien Rowland and C. T. Brown, committees, Board of Education.

Free attractions were the Hegg, Great Hillard, Lorraine Smith and Arline Bowman and Peg Willim Humphrey.

Bloomington To Celebrate


Rides and shows will also be on the midway. Ladies' auxiliary is conducting an advance ticket sale and prizes will be given.

KINGSLLEY C. CLAWSON, reappointed chairman of Covered Wagon Days, Bloomington-sponsored annual celebration in Blue Lake City, Friday, recognition of his services for the event in 1937. He is a former vendue- show manager and group with Steve McIvor, publicity director for Covered Wagon Days, and is widely known among cattle operators, rodeo managers and other outdoor showmen who have praised his knowledge of their problems.

OSHKOSH DOINGS ON STREETS

OSHKOSH, Wis., May 29.—Shows, rides, concessions, merchants' and manufacturers' displays and fireworks will feature a celebration sponsored by South Side Business Men's Association, Oshkosh Market Day Association and Veterans of Foreign Wars Post, and General Federation of Women's Clubs, first time in 35 years that streets have been closed for entertainment.

Heavy attendance of tourists from the area is expected and event is being advertised as a matter of 25 miles.

Thrill Acts in Warren, O.

WARREN, O., May 28—Pro and amateur talent will be combined in a literal sense Sunday here. A special act scheduled is the international act which will celebrate here. Spec will be produced by a group of young stage graduates and will be presented about 9:00. Six acts, a line of 10 Tiller Girls and the "Spacetheater Man" will be featured with fireworks.

KINGSLLEY C. CLAWSON, chairman of Covered Wagon Days, Bloomington-sponsored annual celebration in Blue Lake City, Friday, recognition of his services for the event in 1937. He is a former vendue- show manager and group with Steve McIvor, publicity director for Covered Wagon Days, and is widely known among cattle operators, rodeo managers and other outdoor showmen who have praised his knowledge of their problems.

Zanesville Expo Is Success

ZANESVILLE, O., May 29.—Merchants and Manufacturers' Exposition here on May 19-21, sponsored by Anne S. Groat, was successful, officials reported. Event had a midway extending three blocks on either side of Town Square. Over 100 exhibits were in a 500-foot tent. Shows of confectionery and ice cream. Visitors to watch the Junior Order of the Boys League and the Marching Band.

Shots

FOR Hyndman (Pa.) Home-Coming Celebration, sponsored by Hyndman Playgrounds Association and the town of Jimmie Munsie, parades, contests and pageantry were scheduled. Pacific Street Shows have been contracted.

COUNCIL of South Milwaukee, Wis., with $350 appropriation for a celebration.

THIRD ANNUAL White Dance Festival in Oshkosh, Wis., on May 30 drew about 7,000 for parade, wrestling, boxing and (See SHORTS on page 59)

WANTED AT ONCE

COLUMBUS, O., LARGEST CELEBRATION, Gunner, General's Assoc., Mardi Gras, June 6-11. Fireworks, Parade, Fun, etc. Some- thing different. Will pay. WANTED—High-class Shows and Concessions. No gambling. Contact: "WANT" COLUMBUS, O., 49411, North High St.

WANTED

July 4th Celebration

Shades, Rides, Juggling Contests, etc. WANTED:

J. VICTOR FAUGERT, Sect.

LAST CALL

FUN HOUSES, SHOWS, RIDES AND CONCESSIONS OF ALL KINDS WANTED.

Soldiers' and Sailors' Celebration

Wanted.

WANTED CONCESSIONS AND RIDES FOR HOME-COMING AND STREET FAIR AUG. 18-20.

CLARENCE WRIGHT, Modie, Ind.

WANTED LARGE CARNIVAL FOR MIDDLE TENNESSEE FAIR, August 17-28.

WANTED GOOD CARNIVAL FOR AUGUST 1-9.

WANTED CARNIVAL Rides and Concessions, July 4-August 28, 1938, 50,000 rider capacity. Business Manager, Madison, Wis. Follows June 15. Address, Mr. W. H. CRANE, Sherman, Madison, Wis.

WANTED THRILL ACTS

For July 4th. Write, A. D. BEER, 2001 N. 4th, Kansas City, Mo.

WANTED

For 4th of July, Small Carnival. Write, A. D. BEER, 2001 N. 4th, Kansas City, Mo.

WANTED CARNIVALS

For July 4th. All 40 States. For information, write, A. D. BEER, 2001 N. 4th, Kansas City, Mo.

FOR 4TH OF JULY—BUILD YOUR OWN CARNIVAL—WHOLESALE SIDES, ENTRANCE, COMMISSIONS. CARNIVAL HEADQUARTERS, Salt Lake City, Utah. Write, A. D. BEER, 2001 N. 4th, Kansas City, Mo.

RIDES WANTED

Want 2 or 3 good Rides only for Big New Club. Will pay 10% commission on profits. Address, CHELSEA L. GREEN, 1449 Hapunzlo St., Quincy, Ill.

WANTED

MORE REVENUE for YOUR ORGANIZATION?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

THE BILLBOARD

55
Due to the increased size and circulation of the SUMMER SPECIAL ISSUE we must close the form containing the Classified Advertising Section 24 hours earlier than usual.

CLASSIFIED ADVERTISING FORM for the
SUMMER SPECIAL
issue of
The Billboard
Goes to Press in Cincinnati
WEDNESDAY
JUNE 15
"mail your copy now--Today!"

AGENTS AND SALESMAEN 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

AGENTS--50% PROFIT SELLING GOLD LEAF Scriveners METALLIC CO. 453 N. Clark, Chicago, II.
AGENTS--HOLLYWOOD JAR HOLDER, NEW. All sizes, all sizes, all sizes. Write immediately to get full details.
BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Writes immediately for particulars. A Dutch-American sponsered company. Dept. 20, Dunelent, N. Y.

ARTIFICIAL FLOWERS FOR PARADES. Social, charity organizations. Send 25c for parcel post per box, 2 dozen, 12th St., New York City.

BIG MONEY APPLYING INITIALS ON AUTO- mobiles. Write for particulars. A Dutch-American sponsered company. Dept. 20, Dunelent, N. Y.

BIG MONEY TAKING ORDERS--Shirts, Ties, Hosiery, Underwear, Raincoats, Uniforms, etc. Sales equipment free. Experience necessary. N. Y. M. H. Dept. 45, 4925-28 Lincoln, Chicago.

Show Family Album

MEMBERS of Barnum & Bailey ballying car No. 2, season of 1891. That was a lighting year, the crew lumping from Jersey City to Lexington, Ky., as opposition to the Buffalo Bill and 4-Pawl shows thru Kentucky, Ohio and Indiana in and Chicago. Among those identified in the middle row are Al Reid, car manager, second from right, and W. S. Burton, boss billoper, at the right. Seated on the floor, left to right, are Charles Miller, Jim Clark and Tom Jones, performers. Burton had a billowing post in Richmond, Va., at one time and is well known to showmen. Now 76 years old, he retired years ago and still lives in Richmond. Jones has been on the advance with many circuses, including the Bob Stunning show, which wintered in Richmond 40 years ago. He entered show business when 14 years old as assistant property man at the old Richmond Theater, working in back stage and going ahead of the white tops in the summer. Now 71 years old, he is the oldest stagelhand in show business, working at the National, Lyric and Mosque theaters.

FOR SALE—SECOND-HAND GOODS

CORN POPPERS—GASOLINE, ELECTRIC, Rotary, Heavy Aluminum 12 Quart Popping 120-130 per q. Butch. 16 daily.
NORTHSHOKE, 1208 13th. Des Moines, low.

FORD AUTO BUS—1935 MODEL, 20 PASSENGERS, luggage compartment, good driver. Sl. 25.00 on rear. Price: 1000.00 P. B. A. MAIL. 3.170.00. bring, put down.

FROZEN CUSTARD MACHINE—NEW, ELECTRIC, will ice 1000 gallons in 10 hours. 350.00

FROZEN MALT MIXED—CASE $497.00 small, case $750.00 large.

KALEIDOSCOPE—CASE $225.00.

KÖSTLE MACHINE CO., 369 Thomas St., Memphis, Tenn., offers New and Used Machines of all makes. Write for prices.

NEW "VELVO" FROZEN CUSTARD AND ICE CREAM MACHINE.

PICKUP TRUCK—FULLY EQUIPPED, 1941. 0. 500, 000 in equipment.

FOR SALE—SECOND-HAND SHOW PROPERTY


FOR SALE—1935 EVELY AIRCRAFT CABLE—New, 2500.00. Contact: AL ANDERSON, Balboa, Cal.

FOR SALE SPECIAL ISSUE THE BILLBOARD, NATION WIDE, 1935 June 10, increased circulation and send in early.

FULLY EQUIPPED COOKHOUSE—11 x 16 ft. Kitchen: 12 x 7. 75.00. 821 S. Vodges St, Philadelphia, Pa.

HELP WANTED

CIRCL TRUMPET PLAYER FOR STEADY LOCATION in Wisconsin. Must read, fuse, etc. Know how to put up. $25.00 per week. Write FREDA STANLEY, 204. 52nd St, Baltimore 0.

GOOD RIGGER FOR HIGH ACT—MUST be a good truck driver. Season's work. Drums have stumps. CIS SUN, Springfield, 0. J.

HIGH-Powered AGENT WANTED—Must have car and one who can book for us. Contact: TOMMY YOMPOCK, 204. 52nd St, Baltimore 0.

ME AND PEOPLE—ALL LINES JOIN IMMEDIATELY. Long engagements. Good rates. Write: MR. T. O'ROURKE, 1728 36th St, Brooklyn, N. Y.

MECHANIC—MUST BE EXPERIENCED ON STAGE AND CIRCUS MACHINES. Excellent opportunity. Write: CRYSTAL CRYSTAL, New York City.

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MUSICAL INSTRUMENTS, ACCESSORIES

FOR SALE—WURLITZER DOUBLE DUXEL Track Bar Organ—Will sell for $125. Fox, Route 110, Allentown, Pa.

MUSICAL INSTRUMENTS

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 22. Classified advertisements are accepted. Mark your copy "Classified" and send it in early.

PARTNERS WANTED

PERSONALS

LETTERS OF PROFESSIONAL HELP—WRITTEN ORAL. Josephic, 210 W. 50th St., New York 19, N. Y.

PEOPLE PERSONALS

(ATTEND BANDS AND ORCHESTRAS)

PHOTO SUPPLIES AND DEVELOPING

ALL FOR 10c OPERATORS WRITE FOR NEW catalog of supplies and equipment. WASH BAND PHOTO SUPPLY, Terre Haute, Ind.

FOUR FOR ONE PHOTO STUDIO—SPECIAL equipment for rapid work. Portable Booth. Will sell, rent or operate. SAM ENGEL, 10 W. 52nd St., New York 19, N. Y.

REAL BARGAIN IN 4 FOR 10c PHOTO MACHINE—Get our prices before we run out. We can seal binding if interested. THE PHOTO MACHINE SUPPLY COMPANY, 434 N. 11th St., Philadelphia 10, Pa.

ROLLS DEVELOPED—TWO PRINTS EACH AND two Enlargements Coupon. 25c. SNAPSHOTS IN COLORS—ROLL DEVELOPED—Exposure 3c., Natural Color Photo, C-141, large. 10c.argin for D-Matic. Trimmer. Enroll by June 20.


CLASSIFIED ADVERTISEMENTS

At Liberty Advertisement


WANTED—50 ODDGEM OR SCOUTER CAR CONSTRUCTORS. No juniors. RABIN, Knaus, N. J.

CIRCUS AND CARNIVAL

AT LIBERTY—CIRCUS AND CARNIVAL. MENT. AT LIBERTY—CIRCUIS AND CARNIVAL. NEW YORK, N. Y.

ALTO SAX—DOUBLE CLARINET. Good sound. New. SET OFFERED.
CLASSIFIED ADVERTISEMENTS

PARKS AND FAIRS

AERIAL COWDEN'S—SEN

AT LIBERTY

AERIAL COWDEN'S—SEN

AT LIBERTY

HIGH SWAYING POLE and High Alert Amuse

The Billboard

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Weather Bugaboo Doesn’t Scare Show Concessions

Feel season will wind up well for all—much expansion, many improvements being made in all departments—merchandise buying expected to pick up

NEW YORK, May 26.—Despite the bad weather breaks concessions with almost all shows have been experiencing, majority of the boys are optimistic about the ultimate outcome of the season. Merchandising buyers are optimistic, and the road report that plans for improving the lines and an enlargement of the plant has been accelerated. "We have been looking at the形势, and have been able to make some changes that will help us this season."

One strong contributory factor to this trend toward a more optimistic spirit has been the increase in prices passed out in the last several seasons. McGraw and Grayd, directors of the Concessions Division, say that the increase in prices has made it possible for them to increase the variety of concessions. They also say that the increase in prices has made it possible for them to increase the variety of concessions. They also say that the increase in prices has made it possible for them to increase the variety of concessions. They also say that the increase in prices has made it possible for them to increase the variety of concessions.

Vacation Items Get Big Play

Ops trying for slice of nation’s big vacation and travel budget

CHICAGO, May 27.—With the passing of the long, hot summer, confectioners are finding that the vacation season will definitely get under way and many ops are planning to feature ideas and merchandise that will attract them a portion of the huge total of 1938 travel and vacation dollars.

For many weeks bingo ops as well as the boys running concessions at amusement parks, bathing beaches, and street fairs have been shopping for timely merchandise. Result is a blossoming out on the stands of a flock of popular items designed to attract those who are vacationing on trips or travel budgets.

Nineteen obvious types of overs, are already out, and many more are set to go. Notable examples are, of course, the usual bags, traveling slippers, and the like. But there are also new things, such as the new "Travel" sets, which are packed in a small, attractive case and contain all the necessary items for travel.

New York World’s Fair Merchandise Items Request

So many requests for names and addresses of manufacturers of the recently acquired World’s Fair merchandise items listed in the story of the New York World’s Fair report last week have come in that it is necessary for us to issue the following reminder to those who wish to have information regarding these items to inclose with their request a stamped self-addressed envelope.

Giveaways in Night Spots

Plans to hype dull summer biz make opportunity for merchandising workers

CHICAGO, May 27.—With the slack summer season staring them in the face, night club and hot-spot operators are looking for new promotion stunts to stimulate business and carry through line-down.

This, of course, creates a fine opportunity for any promotion man with ideas. Most of the club operators are using give-aways which tie in closely with their current line of promotions. But the "Champagne Hour," which began in New York last season, is featuring a give-away promotion on Sunday nights.

Of course, the give-aways have to be well planned if they are to be effective. The operators are looking for items that will appeal to the customers and will help to keep the business up.

S. S. Number Machine

The public is at last becoming social greeting cards, handkerchiefs, and so forth. No who is marketing a small machine for printing social security tags, which it is supposed to be used for, has been the topic of conversation. The machine is similar to the one used for printing social security tags, and it has been tested and found to be satisfactory. The machine is designed to be used in conjunction with the Social Security Authority, and it is expected that the machine will be used extensively in the future.

Electric Bug Killer

Particularly timely is the appearance of a new electric bug killer that combines the feature of novelty and utility in one unit. The new machine is designed to be used in the home, and it is expected that it will be found to be very popular. The machine is designed to be used in the home, and it is expected that it will be found to be very popular.

Miss Fairyland Doll

A newcomer in the doll world which is of particular interest to the operators is the Fairyland Doll. This doll is of plastic composition and comes dressed in a costume suitable for the season. It is the only doll of its kind that is available, and it is expected to be a great success. The doll is designed to be used in the home, and it is expected that it will be found to be very popular.

Hang-Over

A handsome item under the trade name of Hang-Over has just been placed on the market. It’s a tapp-on or portable garment hanger and is extremely convenient for travel. It can be used to hang up a coat, a dress, or a suit. It is made of strong metal and is suitable for all types of garments. It is designed to be used in the home, and it is expected that it will be found to be very popular.

Miss Fairyland Doll

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CIRCUS AND CARNIVAL WORKERS

NEW!

FIREWORKS

Factory Wholesale Merchandise

Popular Items

 incomensiveness should make it popular with connoisseurs and the premium trade. "From the way our trade has accepted samples submitted," they say, "it looks as if the show's about the biggest doll hit numbers of the season.

Stick-Up

Stick-Up cast and hat box is one of the handsomest gadgets ever invented, according to Gift Headquarters. No screws or tools are necessary to put up the hammer. A vacuum suction cup attached to the top makes it a simple matter to place the hammer anywhere that it is convenient to do so. Stick-Up adheres to glass, varnished surfaces, tile and metal and consists of a metal box cast in one piece and a Vac-U suction cup made of red Van rubber. It is 5/8 inches in diameter. Gift Headquarters claims Stick-Up is an extremely popular item because of its usefulness and its low price.

N. Y. Fair Balloons

Toy Balloon Co. is among the first to announce balloons with New York World's Fair emblems printed on them. Company has recently been licensed by the authorities to use the official emblem of the tryon and parades and has already supplied balloons to various parades, particularly for the recent Fourth of July demonstration. Firm also markets a new type of non-inflammable inflating gas as well as helium.

Zoo-Ball

A number which promoters say is destined to become as big a craze as Yo-Yo and Hi-La paddle is Zoo-Ball. This number is said to offer a lot of fun and exercise by shooting the ball against a wall and catching it up in the air. Match games can also be played between players emulating a net and rules similar to table tennis. Zoo-Ball consists of a basketball arrangement on the end of a handle, in which are a spring and plunger controlled by a thumb lever. By pulling down the lever and releasing it, the player is able to shoot the ball into the air. Great skill can be developed, it is claimed, in clearing the ball in the scoop basket. Number offers demonstrations who are looking for something flashy and appealing to be used at parks, fairs and on carnival lots a chance for long profit and quick sales, it is reported.

CANDID CAMERA DEAL

A Big Item on a Small Scale

The Most Publicized and Biggest Money-Maker Today

Features SENSATIONAL Candid Type Camera with Wollensak Ground Lens. Fixed Focus eliminates troublesome adjustments. Uses standard Kodak or Agfa film and holds film for 32 pictures.

Deal distributes 2 Candid Type Cameras and additional items. We have a SALES PLAN which produced 500 RE-ORDERS in ONE MONTH for a Small Crew. This is a FAST DEAL. WRITE FOR FULL PARTICULARS AND PRICE

J. MALLORY, (Suite 507) 110 West 42nd St.,

CARNIVAL NOVELTIES

Send For Our NEW 1935 CATALOG

Your FREE COPY Is Ready!

- CONFESSIONAIRES
- PITCHMEN
- PARKMEN
- NOVELTY WORKERS
- SPECAILTY MEN
- AUCTIONEERS

You can't afford to miss the handsome 1935 Catalog. It presents the most attractive line of Carnival, County Fair and Block-Ad tear order forms, all new and fine. Don't fail to get your copy of this big "Buyer's Guide" today.

TrioX Hand Monkeys

Dover Puppets no. 38 in the Line

B. 30811

Per Dozen... $18.00

Per Gross... $1.65

N. SHURE CO.

500 W. Adams St.

CHICAGO

ATTENTION OPERATORS! IF YOU ARE ON OUR MAILING LIST

YOU WIN!

100% OR MONEY BACK... ADVISE YOUR LINE.

25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

If You Want a Copy of this Catalog...

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You can't afford to miss the handsome 1935 Catalog. It presents the most attractive line of Carnival, County Fair and Block-Ad tear order forms, all new and fine. Don't fail to get your copy of this big "Buyer's Guide" today.

TrioX Hand Monkeys

Dover Puppets no. 38 in the Line

B. 30811

Per Dozen... $18.00

Per Gross... $1.65

N. SHURE CO.

500 W. Adams St.

CHICAGO

ATTENTION OPERATORS! IF YOU ARE ON OUR MAILING LIST

YOU WIN!

100% OR MONEY BACK... ADVISE YOUR LINE.

25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

If You Want a Copy of this Catalog...

Send For Our NEW 1935 CATALOG

Your FREE COPY Is Ready!

- CONFESSIONAIRES
- PITCHMEN
- PARKMEN
- NOVELTY WORKERS
- SPECIALTY MEN
- AUCTIONEERS

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LEVIN BROS. TERRE HAUTE, IND.
BINGO BUSINESS
(Continued from page 69)
that game, connections on, ceremonies are
holding out more merchandise on bingo
as well as all other games than those
have been held out before. There never
has been a better advertisement
for a game of any kind than a player
walking away from a concession stand
with an attractive prize in his hand
and a big smile on his face.
Many organizations around the
big town, which in former years have
given up their bingo games because of
summer and have restricted themselves
closed out and winter games are going
to run right through the summer
this year. One of these, the Loyal Order
of Moose, in Atascosa, L. L. N. Y.,
al
ready has its 11 W series of spring
and summer games under way.
HERE'S A TIP which may seem
elementary to some, but which, and to
tate, is being disregarded in a lot of
communities. Get a ground floor
location if you can. We recently witnessed
the winning of one on, after he had
done a good promotion job and had
gotten off to a nice start, simply
because his place was up a nasty flight of stairs.
It seems that ladies of all ages hate
to climb, and since it is the ladies
who make the best repeat patrons, it'll
do great credit to you to get the
elevator angle in choosing a location.
AND IT WILL CERTAINLY do
harm to drop this bingo business as a line.
Tell us what you have been doing
and we'll tell all your friends who read
Bingo Business.
DEALS
(Continued from page 60)
Winner Sales Co., is meeting with
the favor of operators and players alike,
according to reports. Their four lodges
consist of the following distinctive
and practical items: genuine single shoe
beautiful combination, fountain pen
and pencil, desk or bank combination
cigarette case and lighter and a
genuine marathon sweat vest.

At Baner, of Alben Co., info that
he has a new several ideas in addition to the
line manufactured by Donnelly Shades, Inc. These include a flashy line
of aluminum merchandise and a line of
electric appliances. He reports that
operators are regarding hopefully the
Ports and White and Dwarf lamps and
that he expects to sell a large quantity
of them before the run is over.
Company intends to specialize in merce-
dise for sale at shows and to be
ready to make its first announcement
soon.

If the reception it received at the
recent Toy Show is any indication,
"Winky," the stuffed toy animal with
picketing eyes, should be an unusually
popular item on its debut. It is manufac-
tured by National Stuffed Animal Co.,
Inc. F. H. Franklin, of this firm, is well
known to the trade for his "100 year
maker of the metal-plated sailboat which
was a big seller a year or so ago.
For "Winky" and its like, with its
electric flickering eyes. Picketing stops
automatically. It is made in various
forms. Such as dogs, cats, etc., and is
furnished complete with two dry-cell
batteries and bulbs.

Happy landing.

VACANT ITEMS
(Continued from page 69)
cameras. Other numbers expected to get
pictures behind is radius. Here are some
of the more popular items: Tops, cameras, dolls, watches, beach wear and
many kinds of specialties in merchandise
are expected to move at a brisk pace
soon.
Clever combining of several allied or
popular items is also being arranged to
produce maximum results in some of the
less velocity spots. Excellent examples
of such grouping are the camera-door
album offered by several enter-
pri sing ops; the sportsman group of
rod, reel and tackle box completely
complete, and complete bicycle serv-
equipment, including beer bicycles
and decanter, large tray, with also a matching
set of ash trays and straws.

FISHING TACKLE
OUTFIT NO. 638

THE FASTEST ONE-HOT ITEM.
Black box, fitted with standard fishing
Tackle, including Rod, Reel, Line, Box of
Tackle, etc., $3.15 Incl. Tax. Sample, $3.00.

TERMS: 30 days on C. D. O.
Zeith Sales Co., 539 S. Franklin, Chicago

ELGIN AND WALTHAM
Reconditioned Pocket WATCHES
As Low As $3.35

No Extra Charge
For Sale For Extra
Good for Entire
and Diamond Catalog.

NORMAN ROSEN
WHOLESALE JEWELER
401 S. WABASH AVE., CHICAGO, I. L.

A $5.00 GIFT FOR YOU
YOUR PHONE BILL.

A $5.00 GIFT FOR YOU
YOUR PHONE BILL.

AUTO COMPASS

At Low Cost

No Extra Charge

R-F-07900

R-F-07900

ELECTRIC RAZOR FREE

With X-00 Purchase from
ALSO FREE SAMPLE

With X-00 Purchase from
ALSO FREE SAMPLE

ELECTRIC RAZOR FREE

CHAMPION SPECIALTY CO.
514 S. CENTRAL ST., KANSAS CITY, MO.
SALES PEOPLE

EXCLUSIVE COUNTY RIGHTS, NEW ITEM OF KEEN INTEREST TO EVERY MOTORIST. 25c brings sample with your next order.

ENCORE PRODUCTS
246 JERSEY ST., BUFFALO, N.Y.

ACE BLADES FACTORY PRICES, FREE DELIVERY.
Details free. (Samples 10c)

ACE BLADE CO.
3716 Ann Arbor Ave., Ann Arbor, Mich.

HORSES, HORSES, HORSES.
Horse feeding is teaching the correct manner of feeding. Feeding, grooming, etc. is one of the most important parts of a horse's care.

T. R. PAYNE, 22 Ovalen Place, New York.
HARRY WHITE, better known as Pennell White, from the Pencil White Manufacturing Co., has moved to a new home a few blocks northwest of the old factory, where he has been engaged in the manufacturing of pencils for many years. The new home is located on the north side of the city, and is said to be one of the finest residences in the city. It is furnished with the latest in modern conveniences, and is said to be a great improvement over the old factory. The new residence is occupied by Mr. White and his family, and they are enjoying themselves very much in their new home.
Pitchoon Five Years Ago

Doe and Mrs. Arthur Pyle, of the Light Hawk Kennedy Co., were working to good advantage at the Fair at Marion, Ind., and Herbert Capoccio, of the Street Market, Chicago, and getting some money. — Doe and Mrs. L. M. Payne, owners of the Springfield Clinic, were having their new store on a new idea of creating all of the interest in the show that the store has ever seen, and the show seems to be on a roll. The show is being managed by J. R. Smith and the new store is operating under the name of "Mrs. J. R. Smith." The show is being operated by the Smith family and the new store is operating under the name of "Mrs. J. R. Smith." The show is being managed by J. R. Smith and the new store is operating under the name of "Mrs. J. R. Smith." The show is being managed by J. R. Smith and the new store is operating under the name of "Mrs. J. R. Smith."
Oppose Ordinance Affecting Easter Sunday Circuses

Indianapolis, May 28.—The ordinance which would prohibit circus performances on Sunday in Indianapolis and which has been before the county council on a number of occasions, has been at last acted upon at the regular meeting Monday night, June 6.

There is a widespread fear that this ordinance will be of great benefit to the city of Indianapolis and that it will be of great benefit to the county as a whole. It is generally considered that the ordinance, as now presented, has been under consideration for some time and that it is now at the point where it may be enforced. It is generally conceded that the ordinance will be enforced, and that it will be of great benefit to the city of Indianapolis.

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The World's Greatest Private Circus

By C. G. STURTEVANT

Down in Texas, the largest State in the Union, they take things in a big way. They lead in oil, cotton, cattle production and other lines of commercial pursuits, and, while the world's largest professional circus is not located here, it is doubtful if any State gives greater patronage to the Big Show on occasion of its annual visit.

Down here they have the Galveston Community Circus, which has recently passed its ninth year. This is the world's largest amateur circus, shows its troupes everywhere and owns all of its property and equipment. The Billboard sheds, as well as the general public, are familiar with the details of this show and with its success as a growing and substantial concern.

Probably equally remarkable, but less known, is the Frank J. Walter Circus, based in Houston. It is entirely different in organization and objective. In contrast to the Galveston Avenue shows the Walter shows exhibit outdoors, furnishing amusement and entertainment for itself and witnesses it performance. In Galveston and vicinity, Mr. Walter is one of the best known and respected men. His tigers and other animals have been the most feared animals in the world, and the Walter shows have kept them to the entertainment of the public, not with free admission to the public, but with refreshments.

Frank J. Walter is a descendant of the Walter family, one of the oldest families in Houston, and was greatly interested in both tame and wild animals, and in the Walter family, one of the best known and respected men. His tigers and other animals have been the fear of the world, and the Walter shows have kept them to the entertainment of the public.

In 1900 he started to present some of his trained animals in his own circus, called the "Walter and Liberty". He succeeded trained tigers, and trained them and ran them in a manner that bore no relation to the wild animals when he moved to the Galveston Avenue. He moved to the Galveston Avenue and continued to run the same.-

During these early years, Mr. Walter gave no publicity in mind other than that he enjoyed his hobby and made a real thrill from working with his animals. He married, and in Mrs. Walter, the wife of Mr. Walter, he found a companion who enjoyed the circus life and became a great admirer of the work. Mrs. Walter often accompanied her husband to the shows and watched him work with the animals.

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MONTREAL OPENING
(Continued from page 39)
end. Erle Richard and partner, Harley Ginn, Coleman Hallers, elevator catholics, Carter Hallart, Johnny Henneclo Jr., eques, mentioned in conjunction with Roman Proke with Bengal Tigers. Silvers Johnson B., the local favorite of Pote John. Three Jolly Boys, Two Aces, Florence Trillo, of the Halperins, comedy acrobats. Capt. A. C. Splitt's sea horses, Harold Barnes, on tight wire. Miss Maryann Whitehead, presented by Pote John, a true mark woman, and two beautiful ringling girls, Misses Helen and Ruth Barlow.

PARKER-WATTS
(Continued from page 35)
at 10 p.m. The show covered 212 miles. Four times the population of Mullin, Illinois, attended the circus, some 90 miles away.

Mr. and Mrs. A. R. Aroldo have joined as stearst in the line to the general store.

COLE WAKE
(Continued from page 30)
in favor of a new arrangement. Old rate is 30c per day, but a new rate of 35c per day will be for parades, horse shows, and other events where individuals occur, with guarantees of compensation at least the Illinois State rate in States with lower rates or in States without compensation provisions.

The bonus system (next to be called by Express) was also discontinued at the request of the circus management. It has been worked on this spring, whereby a certain amount of each employee's salary was withheld to earn a certain number of points. Then, when the team went out in April, the bonus system was reformed, with the same number of points to be awarded at the end of the season after deductions had been made to care for sick and deceased.

In support of the bonus system, the management, in response to the charge that the show was cheaper to run, said that the show was not cheaper at all.

Ringling Situation
Sol A. Rosenblatt, laborator council of the circus, and Whitehead, were present at the opening of the show and attended the meeting of the ringling committee, which had scheduled to meet this week for the purpose of discussing the differences between the Big Show management and the APA. The meeting was not held.

Downie Closes
(Continued from page 30)
town jaming the show to capacity and making it a great success. Downie was present at the show in his room, which is his first visit in Paris, and the show will be in his home for 10 years.

Mrs. Watts sister, Betty Parker, of Des Moines, la, spent a week on show, and Mr. and Mrs. Watts, reports Thomas (Skinny) Dawson.

POLACK BROS FRATERNAL CIRCUS
WANT X

PROMOTERS—Will consider former theater managers or agents.
CIRCUS ACTS—Two or more acts. Acts in Pacific Northwest.
CIRCUS SIDE SHOW—Platform Show or any Walk Around.
CONCESSIONS—Legitimate privilege.
Polack Bros. 1935 season consists of 45 weeks. Outdoor season opens at Missoula, Mont., week June 13.
Address POLACK BROS, CIRCUS, May 28 to June 3, Calgary, Alberta, Canada; June 6 to 18, Missoula, Mont.

STRAIT SHOWS WANTED
WANTED FOR FIREFIGHTERS CELEBRATION MILTON, PA, WED.= JUNE 6, AND 16 WEEKS OF CELEBRATIONS AND FAIR NEW SHOW OF SMOKES

SAM LAWRENCE SHOWS
Potterville, Pa, this week.

GREAT OUTDOOR
June 4, 1930

68 The Billboard

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SAM LAWRENCE SHOWS
Potterville, Pa, this week.
Walsh's Comment On Robbins Bros.

BINGHAMTON, N.Y., May 29—When Robbins Bros. "Circus Unlimited" arrived here on Sunday morning golden sunshine prevailed all day and fine weather prevailed when the 3rd and final parade left the lot next morning the audience was larger than ever. Rain fell just before the afternoon performance. Nevertheless the big top was filled with circus enthusiasts, young and old, who enjoyed a memorable program. At night, despite the rain, there was a two-thirds audience.

Conductor Jesse Adkins is a firm believer in the value and importance of the circus parade not only as a traditional entertainment medium but because it creates more genuine interest with the rising generation than any other possible way of keeping interest in the circus. Mr. Adkins also has ideas of his own as to what a circus parade ought to be. While he admits to many of the old traditional features that always do and should still be included, he believes that our modern science and modern materials provide innovations and novelties that were never seen in the "good old days" of many years back. Consequently the parade on Sunday was so large and many and every number fell out with intense enjoyment. The success of this 11 year old parade is greatly enhanced by the most efficient of all the city's juggling artists.

Without citing all the old friends and familiar faces I encountered on the lot, I want to mention the pleasant greeting I received from finding my old colleagues and co-workers again. I saw the polygons on Sunday. Of such diverse life and aroused as of yore, he is filling the rôle of superintending the sale of reserves in the big top. Stanley celebrates circus month, "trip around the globe," and Cecil D. DeMille hopes to accompany him.

TOWARD WANDAL.

WANTED FOR OMAHA, NEB.

St. Avelio Festival

On the Streets, Six City Blocks, Ten Days, Two Saturdays and Two Sundays.

Starting June 7th, To 20.

Can use extra rides for this celebration. Shows—Can use shows of all kinds. Good opening for motorcycle, fun house, Big Slide, or any worth-while show. Company of all kinds, no exclusions, will place you. Will, place theater and contract for 12 rides. Can use one special agent capable of promotion. Will book organized min. strings and furnish all labor.

SILLY GEAR, Director-General, St. Avelio Festival, care Neville Hotel, Omaha, Neb.

HYNDMAN, PA., OLD HOME WEEK

JUNE 6-11—SPONSORED BY THE COMMUNITY.

Can Place Shows and Concessions for This and Other Celebrations to Follow.

Can Place Good Cookhouse.

PENN STATE SHOWS

May 30th at 10, Hyndman, Pa., then Hyndman.

DICK'S PARAMOUNT SHOWS, INC.

NEW BEDFORD, MASS.

RIDES—Kidie Auto Ride or D-Drive Ill, cusps. SHOWS—Grind shows with own outfits—liberal percentage.

Bob Slaney, on in touch with Whitley Folter at once. Address DICK GILBORD.

Wm. Bazinet & Sons Show

WANTS

Show People for the following Shows: Ten-in-One, Geek, Illusion, Half and Half and Crime Show, Ride Help, come on. Address Grand Rapids, Minn., this week; Virginia next.

DIXIE EXPOSITION SHOWS WANTS

Hawaiian Teens. Have now Sit-Down Show complete. WANT Pony Ride, Grid Shows, Stock Convoy, Oysters and Cantaloupe. Write and give详细 information, Open Mt., Plassett, Tenn., next week; Keystone Mines Celebration, Winchester, Tenn., this week. C. D. SCOTT.

Barfield Cosmopolitan Shows

NOW PLAYING THE REAL MONEY SPECTACLES

WANT Libre-Planes. Prefer Dual. Also one or two more Shows, strictly good-girt Shows. Great calling for legitimate Shows. Write W. H. THOMPSON and H. C. THOMPSON for R. V. LAW. Simon, Murchison, Also Minstrels, Palm Shows. Address, Advertising, and Details, for Joe Schwartz &Gold Star either Address PARSONS, R., this week; PARKER, next week, Exhibiting. 20% to 70%.
Juno 4, 1938

CEN ERA. OUTDOOR

WRITE FOR OUR NEW 1938 CATALOG TODAY

SPECIALS, SUPERLATIVES, AND EXCLUSIVE OUTFITS FOR MEN AND WOMEN.

DRESS IN BRILLIANT TWO-COLOR COSTUMES, WITH CLIMBING TUGGLE HAIR, CALF, BRIGHT AND BREATH. 14½ INCHES, PACKED TO CARTON TOO LESS.

WRITE FOR OUR NEW 1938 CATALOG TODAY

CONFERENCES WANTED IMMEDIATELY

HOBONOSA PHOTO, Glendive, Mont., High Staker, Flick-Till-You-Win, Cigarette Shooting Gallery, Merchandise Wholes and others. All must be operated legitimately. Address inquiries to F. E. GOODING

CIRCUST SKELETON SHOWS

展出地点: 唐山, 港口田; 云台山, 西南湖; 云台山, 西南湖

CIRCUS AND WILD WEST

FALL CITY SHOWS

ACCOUNT DISAPPOINTMENT

CHURCHILL REDS

TERRILL & MOROHL SHOWS

TERRILL & MOROHL SHOWS

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED

WANTED
If American business is able to adjust itself to new conditions and new times, new ideas and new machines, the result will be a revival of hope that may spread throughout the Western hemisphere. In any developments for the better the coin-operated machine industry is certain to share.

Events since midsummer of 1937 have shown that the coin machine industry is now large enough to be quickly affected by conditions which happen to the masses of the people, just as it is affected by political shifts and public agitation.

In the midst of all the discussion about general conditions new hope has been spread by an editorial article in Fortune magazine (page 51, June, 1938). Itself a revolutionary idea in publishing, this big $1-per-copy magazine is typical of big business in many ways and it is fair to say that Fortune can speak for business. In speaking to business the publication has taken a progressive step that may make history.

If history is to be made perhaps some credit should be given to William Allen White, Republican philosopher and publisher, who dynamited the recent national convention of newspaper publishers with a concise statement on the modern world that was well calculated to cause many publishers of big newspapers to do some thinking. In the midst of diverse and even bad conditions during the past several years, one of the worst features about it all has been the evil part played by many newspapers and their publishers. White's statement must have been a bombshell to them for some shifts in policy was soon noticeable. Now Fortune magazine joins the parade of progressive business that is willing to face new times, new conditions, new ideas and new machines.

Every business man and every citizen with a vote should have a full copy of the article in Fortune. Some quotations are given here for emphasis.

"There has been in the United States a nation-wide shift in the concept of the State and its proper relationship to private enterprise," Fortune states. "The first big impetus came with the World War when government actually ran the railroads and had its fingers in practically every business in the land. Thereafter government became more and more preoccupied with economics.

"This shift has been an inevitable response to the basic fact that in operating capitalist economy American business has consistently misappropriated the principles of democracy. American business has made use of those principles to its own enormous profit, but it has failed entirely to grasp the social implications of its profit making.

"As representing the capitalist economy, business has an obligation to build a workable economic system. But by 1932 it was evident that it had failed to do this. It had failed, and it has since failed, to provide approximately one-third of the American people with work and hence failed to provide them with a livelihood, to say nothing of democratic opportunity.

"So business is confronted with a realistic political fact: namely, that a majority of the American people, with the penniless third as a nucleus, are beginning to measure the virtue of their government mainly in terms of the guarantees it makes concerning their income. This bloc of citizens possesses more votes than any other single bloc, not excepting the far less solid South. These votes are economic votes—dollor votes. And business has delivered them into government's hands. . . ."

"Whether the present situation is permanent or temporary is beside the point. Every business man who is not kidding himself knows that he does not know how to guarantee, without government intervention, the markets with which alone his free, competitive capitalism can function. Every business man who is not kidding himself knows that, left to its own devices, business sooner or later would run headlong into another 1930.

"And every business man who is not kidding himself ought to know that as long as these things are so the electorate will force government into his affairs. It is neither possible nor desirable for a democratic government to sit by while a third of its citizens starve and almost as many more for their jobs.

"The path ahead of American business is indeed a narrow path, but it is perfectly clear. If the principles of democracy and of private enterprise are to be preserved, it is evident that private enterprise must admit into its affairs, as representative of the people, a government profoundly concerned with the successful operation of the economic system.

"It should in the future be the object of business not to obstruct government intervention at any cost, but to see to it that the intervening government is enlightened in economic matters. At this crucial point not only has business let the New Deal down, but the New Deal has let business down, and the result has been a number of profound economic errors."

Then Fortune points out very significantly that "there are, of course, two alternatives." These are mentioned as either communism in some form or dictatorship in some form as we see it in Europe today. The masses of the people may be compelled to go to one of these extremes unless American business wakes up and gets in step, the magazine suggests. Fortune will publish its survey of public opinion next month, and it is evidently the results of that survey which has led this representative of big business to issue such a profound warning in advance. Other public surveys, such as the Gallup survey, have recently shown the same thing.

America was founded by people who broke suddenly away from old ways of doing things, to found a country devoted to new ideas and new ways. It is apparent that the country will stand or fall now upon the ability of its business leaders to catch up with the American ideals and help to revive the American spirit of progress.

Several of the basic ideas in the editorial in Fortune have been urged as the guiding spirit of the coin machine industry for years upon this editorial page. Modern coin-operated machines are a rather recent result of American inventive genius, but they are opposed by citizens who have forgotten the element of liberalism that should be found here.

The coin machine industry, too, is handicapped by members in its circles who still try to use old racket methods with new machines in new times. If we must live by new machines we must learn to live in new times.
Sunflower Keeps Free Delivery Plan

NEW YORK, May 28.—When we announced a few months ago that we would give free delivery to all ball gum orders within 1,000 miles of this city, it was a stroke of genius that stems from the fact that we are the largest manufacturer of ball gum in the world.

W. M. Laine, president of Sunflower Gum Co., says that the company has never had a bigger order than the one it received from the National Gum Co., which was prepared to buy 1,000,000 shares of Sunflower stock.

The only way to get this order was to offer free delivery to all orders within 1,000 miles of New York, and this was the only way to get it.

Nathanson Visits Chicago Trade

CHICAGO, May 28.—William Nathanson, president of Chicago Gum & Tobacco Co., came to Chicago yesterday evening.

He was in a hurry, he said, to speed up the delivery of H-Ball games made by the company's supply company, which is located on the West Coast.

The problem is that the company has been working into the night to make deliveries on time, and it is the only way to get the merchandise ready for delivery.

West Coast operators like the H-Ball game, Nathanson said, and demand the product to be delivered as soon as possible.

Doctor Failed To Include The Billboard in Diet

CINCINNATI, May 28.—Dr. Goldberg, president of the Doctor's Diet, who is spending the summer at the Battle Creek Sanitarium, in Michigan, found something lacking in the diet prescribed by the doctor. He wrote in this week to say: "Please send me a copy of The Billboard here each week, as I find it can't do without it."

We don't know how long Ben has been reading The Billboard, but he is one of the old-time operators who have been on our subscription list since way back when.

Oklahoma City

OKLAHOMA CITY, May 28.—James Boyle, Boyle Amusement Co., who also has a location in Tulsa, reported good sales on used games.

Boyle Amusement Co. is noted for its quality used games.

In Oklahoma City, it is showing an increase in receipts, according to reports from several operators in that section.

At the movies, the shows are out.

The Shows Are Out!

With a tentative announcement of a third coin machine show of some kind in the offing, it seems to be literally true that "the show is over." There are many business interests at stake—and trade papers are being subjected to many reports that make a good show at three shows. At least it seems to be a bit of business.

In view of the varied forms of publicity pressure we are getting, we decide to publish "testimonial" as to which organization or show is best. And we decline to publish any discussion of the merits or demerits of particular show dates in our editorial columns.

Chicoin's Latest Christened Nags

CHICAGO, May 28.—Mystery is the prevailing mood at the plant of the Chicoin Coin Machine Mfg. Co., these days, over the new game announced this week. Neither Sam Wolberg nor Sam Getz, Chicago Coin officials, would make any revealing comment about this new creation. However, they were willing to give it the name.

Stated these officials: "It's true that we are introducing to the coin machine trade a new game. The name is Nags, and as implied it's a game relative to the so-called 'sport of kings.'"

Now we know that there have been other horse racing games in the past, but in Nags we are confident that we have a novelty game offering entirely new appeal to players on locations everywhere. It's truly the kind of game that keeps those players lined up for hours on locations and keeps them on edge every minute of the time. Nags is the type of game that will make the kind of play that fills operators' pockets with greater profits and increases in popularity and play with time.

"A few columnists who have seen Nags," they continued, "describe it as a game that will definitely open closed territories, and that's a pretty strong statement to make. A new game, you see, is really bubbling over with enthusiasm because we really believe it's the kind of game that will click instantly with both players and operators. It has been thoroughly location tested, and earnings on those 'test spots' far exceeded our expectations. If it weren't absolutely dependable so far as mechanical construction is concerned it would not be allowed to bear the name of the Chicago Coin Machine Mfg. Co.—this much the coin machine trade knows," they concluded.
No Midseason Models for Rock-Ola

CHICAGO, May 28—David G. Rockola, president of the Rock-Ola Machine Corp., announced today that his company would not introduce midseason phonograph models. In making the announcement to operators and distributors of the Rock-Ola line, Mr. Rockola hinted that there would be no midseason models. It is his firm conviction that they are unnecessary as well as the industry as a whole now needs new models should be introduced only once a year. We feel that this policy is important to every operator, especially under present economic conditions.

L. P. Webb, vice-president in charge of sales of the Rock-Ola line, commenting on this expression of policy says: "Our 1938 phonographs—The Monarch—have had such a good reception all over the country, and the great amount of air publicity they have received have contributed toward creating a new over-the-counter demand for copies. Here, this our around, especially after the pictures has played your community.

Commensurate For Conference

NEW YORK, May 28—A conversing of work brought Homer K. Capelhart, the Mutual- Warner division's manager of phonograph sales, and Irving Simon, of the Modern Vending Machine Co., together for a conference recently with Pat Cohen of Modern- Machine Company, to North Tonawanda, where Simon came up for the Conference. As far as is known, the conference was a closed one, said to something like the following:

"When rockers push for the product of the music industry are interested. You can't make them as when bigger and better phonographs are made. Warner will make them," said Cohen.

"You're right," said Cohen, "and when better phonographs are sold, Modern will sell them.

Schimmer, who had just returned to New York this week, after being on tour for eight months, kept the gathering entertained with facts about phonograph operations in the South. Schimmer plans that the Modern offices are the "best in Florida." He expects to return to the Southern offices in about a month.

Brooklyn Firm Featuring Phonos

BROOKLYN, May 28—Charley Aronson and William Ahl of Brooklyn Sound Machine Co., state that they believe that one of the best ideas in the business is the use of reconditioned phonographs in this market. Ahl has had a number of these machines reported that they perform reasonably well, and Ahl stated that these reports are widely dispersed and are more and more requests for our phonographs and now we're not going to get into a phonograph business in a big way. Every phonograph that goes out of the department will be in first-class condition. Our main idea is to have a machine call for a complete overhaul. Parts that are worn are replaced with new ones instead of being repaired.

"Of course," Ahlton concluded, "we intend to continue our phonograph game business. We believe that amusements and phonographs fit together perfectly.

Phono Man Given Big Key by Mayor

NEW YORK, May 28—William Bolles, president of the Potter Phonograph Co., was seen at the Hotel New Yorker

"Starlight" Up Coming: "Cathedral" Is Outstanding

NEW YORK, May 28—As mentioned here before, "Starlight in the Starlight is an up-coming song and this day now it will be a must for the machines. As usual in the case of picture tunes, this one, from "Angel Dust," is growing in popularity along with the general release of the picture. We believe that this is a fine opportunity for creating a new over-the-counter demand for copies. Here, this song around, especially after the picture has played your community.

Cathedral in the Pines is rapidly becoming the outstanding song of the moment and it appears that this moment passes stretch out to a mass of weeks and weeks. There's no question really use both of them to advantage starting immediately.

There is one current song about which we hope the phonographs will sing. Tune is The Week-End of a Printer. Secretary. In the several weeks since the song has been released it's been a hit all over the country and in many places. We plan on creating a big hit over-the-counter demand for copies. Here, this one around, especially after the picture has played your community.

Here is one Pile is the Year's Supply of American catalogs needed to make the phonographs and Phonos. Look closely and you'll see five men sitting at the base of the pile. Among them are Carl F. Johnson, comptroller-manager, and F. O. Yobs, woodworkng chief of the Rudolph Wurlitzer plant.

Phonos Help to Tavern Owners

(J. P. Seeburg Corp.)

No matter what may be said, Mr. Public, the fact is that the Phonos machine is a very profitable investment. You can get the most for your money. For instance, with No. 10 machines (which are the latest model) the cost is $220, but the cost and labor of operation is only $125. You get all the profit. How much more do you want? Can you get a better investment? I think not. In my experience, I have found that Phonos machines are the best. They are the only way to make money in this business. I would not have kept up the demand for Phonos machines but for the fact that they are so successful.
**Recorded Music Enjoys Big Boom**

**ATLANTIC CITY, May 28.—**Popularity of recorded music, which suffered a temporary eclipse during the early days of radio broadcasting, is experiencing a boom without precedent in industrial history, declared John W. Wallenstein, RCA vice-president in an address before 500 radio wholesalers convening here.

Wallenstein said:

"Recent sales have increased no less than 500 per cent since 1933. What is particularly remarkable is that all records are coming back in popular favor have been comparatively unaffected by recent depressed business in other fields.

**Hub Music Ass'n Gets Together**

**BOSTON, May 28.—**Twenty-four members of the newly formed Automatic Music Association of Massachusetts were present at a dinner meeting held at the Faneuil Room of the Copley Square Hotel on May 17.

Rick Russo, president of the AMAM, was host and presided at the meeting, which decided to complete the plans for the association's first annual dance scheduled for June 3 at the Copley Square Hotel.

**New Orleans**

**NEW ORLEANS, May 28.—**Cola phonograph distributors rush to report a boost in demand for new equipment, with half of five to ten machines being placed at a time by city and country operators. Sales which dourly are sharply higher than a month ago and well ahead of this time last year.

Julie Negro, Wurlitzer distributor for the area, reports large sales of all of the 1938 models. Negro says that numerous visitors from out of town joined local operators in calling at his display rooms to see new equipment. Such well-known local music operators as John Lorio,

**EXPERIENCED MUSIC MEN Insist on PERMO POINT**

More Than 2000 A.F.M.C. Members Recommend Brand New "PERMO POINT"—standard equipment for all new phonographs. Recommended by leading music publishers also. The perfect needle, big as a grain of rice! Only one point, but stronger than any other.

PERMO PRODUCTS CORP., 1060 W. Greenwood Ave., Chicago, Ill.

**PHONOGRAPH OPERATORS SAVE MONEY!**

Write or Wire Us Today for Quotations on Wurlitzers and Rock-Oles! Also on Parts and Supplies at Factory Prices!

HANKIN MUSIC CO.

258 Pryor St., S.W., Atlanta, Ga.

Branch Offices: 1108 Washington St., Columbia, S. C.

**1937 ROCKOLA'S 15 Record Player**

**1936 WURLITZER'S 10 Record Player**

**EAST COAST PHONOGRAPH DISTRIBUTORS, INC.**

625 10th Ave., Sam Krockman Mfr. Phone, Long 1-4877, New York City.

**PHONOGRAPH BARGAINS**

**SHAFER MUSIC CO.**

4347 North High St.
Columbus, Ohio

**Lauging Boy**

WOODY HERMAN, gesticulating on the dais, took to the speakers, "Talk to me, boys. That's the thing! I'm going to laugh and sing. In fact, I'm going to laugh so hard that my trousers will fall off!" And he did, and he sang, and the applause was thunderous. As for BENNY GOODMAN, the band leader, he was content to let his orchestra do the talking. The band was fast, and the audience was pleased. As for BENNY GOODMAN, the orchestra was fast, and the audience was pleased. And for those who still go gushing over the gutbucket, especially the Krupa lovers, the band was fast, and the audience was pleased. None of the above, however, went as well as the real thing as possible without smearing its melodic virtues.

But for something that is really different on wax, lend, borrow or steal the records of JERRY COLLINS, comedy-classic chanting of Sonny Boy (Voc). Entering the mood musically for this singer of Joe E. Brown expansions are Fred and his Puddles-Bears (Pudds Livingston). Wax is waiting to be a new innovation in styling On the Road to Mandalay. But you've got Sonny Boy to bother about turning the label over.

**PHONO OPERATORS!! AUXILIARY SPEAKER**

12" Utah Permanent Magnet

Complete with steel cabinet finished in platinum gray, with 15-ft. cord.

**$870**

F. O. B. Chicago

With Volume Control $9.85

1/3 Deposit, Balance C. O. D.

SOUND CRAFT

325 S. Wood St., Chicago, Ill., U. S. A.
The Lumi-Chrome "Slip on" Cabinette!

CLIMB on the band wagon! Put your old machine to work in this new beautifully illuminated cabinet. Improves tone quality of oldest machines. Increases play from 50 to 300%. All Lumi-Chrome Cabinettes finished in beautiful Italian olive wood grain. Illuminate in variety of brilliant colors. Lowest cost Guaranteed. Act at once. Get complete facts and information today. Write, wire or phone NOW!

Sold by Leading Distributors

Lumi-Chrome MANUFACTURING CO.
15th and Chicago Sts.
OMAHA, NEBR.

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 non-dance records are heard, but only those with greatest play potentials are listed.

SWEET MUSIC
EDDY DUCHIN
Brunswick 8130

POEM TO AN ORCHID
SADIE CAMERON
Vocalion 4084

SWING MUSIC
BENNY GOODMAN
Victor 25949

HIS 889 - DO A LITTLE DANCING
MILDRED BAILEY
Vocalion 4083

VOCAL

Candy Convention Convenes June 6

NEW YORK, May 28.—The 55th annual convention of the National Confectioners' Association will be held here at the Waldorf-Astoria from June 3 to June 10. The progress of the current publicity campaign being carried on by the group, the most important problems facing the industry at this time, discussions on fair trade devices, all are expected to attract a record-breaking turnout. George H. Williams, chairman of the

BARGAINS IN MILLS PHONOGRAPH!

ON TERMS
We have in stock a collection of Mills Novelty Company phonographs, all in excellent condition, with cases cleaned and resprayed to make them presentable for the most exacting customers. LOW PRICES plus easy monthly terms —first one, first served!

Quality
Model
Price Each

17 888—Dance
Matsco...559.50$5.90
28 886—De Luxe
72.50
154 889—De Luxe
711.50
54 886—Swing King
72.50
60 892—Studio
247.50
80 872—Zephyr
159.50

Get your orders or reservations in immediately. Complete information furnished at once.

BOX No. 313
The Billboard Chicago
Test Case On Coupons

Tobacco Dealers Assail Cig Tax

NEW YORK May 28—An opening shot in the campaign which retail and wholesale tobacco dealers are reported to be planning against re-enactment of the 1-cent cigar tax for city's relief program was fired here during the past week when more than 1,000 tobacco dealers sent a petition of protest to the city council.

As the supplemental tax program was enacted under a grant of the Legislature which expires on June 20, the cigarette levy as well as other supplemental taxes will expire on that day unless re-enacted. Since the Legislature has extended the city's emergency taxing power thru the first six months of next year, the city council is expected to extend the levies to June 30, 1939.

In protesting against the cigarette tax the Bronx dealers pointed out that this levy has caused more hardship among them than any other in the relief tax program. Citing the fact that tobacco is used by nearly all classes, their petition maintained that a tax on milk or bread would be lessened more keenly.

Joseph Bushell, president of the Bronx Tobacco Dealers and Candy Store Keepers' Association, sent the petition to the head of the finance committee of the council and copies of it to other members.

Because cigarettes can be bought tax-free just over the Bronx County line in Westchester, Bronx tobacconists have felt the cigarette tax more than the average dealer. With a federal tax of 6 cents a package already imposed by the dealers said many customers walked out of their stores too fast to light a second hand for the additional 1-cent city tax.

"We small retailers tried to demonstrate at the outset that we paid taxes amounting to more of our business because community merchants could easily buy tax-free commodities for themselves as well as for their friends outside of the city," the petition read.

"You have seen such traffic widely and prominently reported in the daily press. We need only emphasize that a large proportion of us are finding it difficult to keep our heads above water. The backbone of our business is cigarettes. Take that away, and we will be done, and we simply can't meet expenses and support our families.

"Acknowledging the tax on cigarettes have reached 92 cents to date. City Treasurer Alphonso Purcell has announced that the 1-cent city revenue stamps accounted for $8,000,000 of the total. We hope you will give us every consideration and the best way to give some idea of the kind of labor we have done every month for operators all over the country.

"Out here we doubt any argument on the point. We are selling more de luxe, high quality pairs than ever before." The petition read.

"We have made it a point to stick to our slogan, 'No lead, no junk, only 100 per cent quality;' and while operators come back for more and more every time. To us we are selling the commodity we feature by the gross, we believe that the bigger a town the more tobacco they need. The amount of cigars we get rid of each month would simply be to say that we sell over two tons per month. What's more, these two tons are shipped everywhere in the country."
PLEASE BE PATIENT
We're Swamped With Orders for
“PLAY BALL”
and “HANDICAP”
Orders are being filled in rotation received. Don’t be disappointed.
Place your orders now for these sensational winners.
EXHIBIT SUPPLY CO., 4232 W. LAKE STREET, CHICAGO

1c--BIG LEAGUE BALL GUM--1c
The newest and most sensational money-maker for penny ball gum orders. Sample set of each, $1.25, postpaid--it will drive 1,000 or 1,100 sales of gum--and convince yourself.

BIG LEAGUE BALL GUM is something fresh—all-new—and DIFFERENT. It will put new life into you and your machines. All we ask is that you try a sample set, and we know you will re-order in quantity. Write for circular.

BLOCK MARBLE CO., 4919 N. 8th St., PHILA., PA.

WANT!

Salesmen, jobbers, Operators for sensational, new low-priced 5c PACKAGE NUT VENDOR for counters and bars. Opens a tremendous market for live wire everywhere. WRITE NOW!

A. M. Walser Co., 426 Stinson Blvd., Minneapolis, Minn.

Popomatic Appoints
Foreign Distrib.

ST. LOUIS, May 28--Pasha Lansing E. Williams has been granted the distributorship for Popomatic machines in all foreign countries. "The Pasha Needs a foreign selling organization that probably is second to none in the volume of business handled," they report.

"The organization extends through England, France, Belgium and Denmark and eventually will be received the title of Pasha from the King of Egypt.

Popomatic’s president, Rudolph R. Greenbaum, said: "Ever since we announced our new Popomatic machine we have been besieged with inquiries from foreign countries. We naturally had to have these inquiries followed up as far as we could, and the demand has been such that we have had to add several manufacturers to our present list of manufacturers. The Pasha has placed an initial order for quite a few hundred machines for export to Europe and will undoubtedly be the first of a large number of machines that will be shipped to foreign countries."

Century Sales Go
Forward, Is Report

CHICAGO, May 28--This past week has seen the number of orders for our new penny vending machine surge ahead of those in previous weeks," declares J. W. Gheen, Century Manufacturing Co. head, "and present indications lead us to the belief that we are far from the top in number of sales. Operators in many sections of the country have called to express their interest in this machine, and, as a result, we are receiving an increasing number of inquiries from all parts of the country."

Cig Production
Gains in April

WASHINGTON, May 28--Production of small cigarettes in April established a new high record for the month, totaling 12,590,000,000, compared to 12,500,000,000 in March, 12,200,000,000, and 12,000,000,000 in April, 1917, according to figures based on sales of manufacturer, published by the U. S. Bureau of Internal Revenue. Output last month, however, was below production of 13,738,118,250 for March this year.

A comparison of April’s production shows the amount of small cigarettes produced last month was 289,998,365, against 287,998,365 in April last year, a decrease of 10 percent.

The amounts of smoking and chewing tobacco sold for the month were 24,971,040,000 pounds, against 24,971,040,000 in April, 1917.
To Make Defense Of Use of Charms

Editor's Note: Everyone will agree that it is a very bold thing for any department to interfere with the vending of the new charms, and that it is not so widely used in bulk vending machines. But if the police claim they have evidence of the use of these charms, they are acting within their legal rights. It is up to the merchants to prove the contrary.

CHARMS FOR VENDING MACHINES

CHICAGO, May 50.—There is no longer any question as to the use of charms in vending machines. The police have decided that they have sufficient evidence to warrant the arrest of the operators of these machines. The operators have been given 24 hours to remove all such machines from the streets.

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CONFIDENTIALLY

STONER'S

"BASEBALL"

A NOVELTY GAME

HAS WHAT IT TAKES TO GET AND HOLD THE "PLAY"

SEE'N IS BELIE'N

STONER CORP.
Aurora, Ill.

THE NOVELTY GAME

"BASHBALL"

SUCCESS OF PARIS EXPO IS ASSURED

PARIS, May 28.—Success of the French Coin Machine Show, scheduled to open here today at the Salle Mogas and to continue thru June 2, seems assured by the large number of manufacturers and exhibitors who are exhibiting practically all available space is reserved, it was reported by Press.

The 5,000 franc prize which M. Godin, editor of the French trade paper Le Monde de l'Automatique, is offering to the person or firm who presents the industry with the machine considered most capable of replacing those of the best type is being reported to be attracting a variety of new-type machines. It will be interesting to watch what ideas in coin-operated equipment will evolve as the result of this

Before installing some 300 new amusement games, plus billed tables and a dance floor, in the Palais Mogas, the owners have leased the space to the Coucouvre Lepine (exposition of small inventions). In previous years this exposition has been held in the exposition grounds at the Port de Versailles. Show closes July 8. Over 300 exhibitors are displaying their wares.

WEEK DRIVE BOOSTS RESTAURANT BIZ

CHICAGO, May 28.—As a result of the recent National Restaurant Week drive held by the National Restaurant Association, Chicago, several restaurateurs more, patronize 30 per cent during the drive and has continued above normal, it is reported.

H. D. Adamson, president of the association, said he believed the continued restaurant business for the year would aggregate $2,000,000,000 this year. That's a lot of grocery!

RICHMAN THANKS POPMATRIC PIZZA

ST. LOUIS, May 28.—Rudolph B. Grungeman, general manager of the Carolina Manufacturing Co., Inc., reports he received a nice thank you card from Mr. and Mrs. Rihard Richman, the Richmans are honeymooning in Europe and thru the courtesy of the firm was sent from London. It might be recalled that President Grungeman sent a Pimpernell pop-

corn merchant to Richman on the day of his wedding as a congratulatory gift.

THE ORIGINAL 3 IN 1 GRIP TESTER

WITH SPINNING REELS FOR THAT COMEBACK APPEAL

As King Edward VIII said, "At long last!" The Grip Tester, long awaited, now makes its appearance! Grip testers, like all curiosity, must be checked out on the side. After all, you can't buy a Grip Tester and score 3 ways to test grip.

BUNCH OF $17.50

No one ever needs more than one Grip Tester, but if you have a Grip Tester at home, you're going to hate this. We've found out that most Grip Testers are not tested. Grip Testers are always "good" but often have a "built-in" score of 3 ways to test grip. We've found out that most Grip Testers are not tested. Grip Testers have a "built-in" score of 3 ways to test grip.

The Grip Tester is the best Grip Tester ever made. It's made of high-grade metal and is equipped with a new and improved "built-in" score. Grip Testers are always "good" but often have a "built-in" score of 3 ways to test grip.

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Mangan Talks on Public Attitude

(Address by James T. Mangan, director of NACCOM dinner, Stevens Hotel, May 24, 1938.)

"The problems of the whole coin machine industry are the problems of NACCOM (National Association of Coin-Operated Machine Manufacturers). As such we must recognize our greatest and most immediate problem, which is the public attitude toward coin machines. If we are honest we must admit that a large amount of distrust and ill will have grown up against us, and for the reason whatever. It is principally due to our allowing it to happen. But this adverse attitude has caused much trouble to be closed and has seriously slowed the development of the whole industry.

The coin machine industry gives work to at least 180,000 people, helps give an acceptable monthly revenue to more than a million small merchants, increases the circulation of money and makes business boom. Wherever you have coin machine operators you have a thriving business community—it is never falter. In the roots of the coin machine exists the logical weapon for fighting off business depression, and this industry has already proved itself to be the greatest depression conqueror of any large industry in the country. We all know there is mochi money in the bag to support every person. What is lacking is the means of proper distribution. The coin machine is one of the most practical instruments for keeping money circulating.

"We are in an industry that will endure. In this talk tonight are gathered interests representing investments of millions of dollars, that is the absolute guarantee of the permanence of our industry. In addition to that, every one of us is directly interested in the coin machine itself, its universal appeal to the people that for years, wants to live, wants to grow and the progress that is going to be made.

"To protect our industry and to cause an improvement in our progress, it is necessary to have a proper attitude toward ourselves. There is an idea that coin machines and coin machine dealers are not properly supplying the public with the necessary coin machines. We hope to change this attitude first.

"This gold lapel pin, creation of a noted Chicago sculptor, worn on the coats of thousands of operators, merchants and employees of the coin machine manufacturers, will stand as the symbol of our solidarity and strength and of our true regard for the merit and justice of our cause."

Initial Allotment of Space by NACCOM

CHICAGO, May 28—The initial allotment of space for the NACCOM Coin Machine Show to be held at the Stevens Hotel, December 12, 13, 14 and 15, 1938, was made under the supervision of the board of directors of the coin machine groups of NACCOM May 24. All companies which had contracted for space at the show were invited to attend the show.

Practically 50% of the exhibit space is reserved for the large- and small-condition machines. The list of companies that have contracted for space at the show is as follows:

- Distributors
- Manufacturers
- Dealers
- Publishers
- Advertising agencies
- Other

Among the manufacturers of coin machine and machinery for sale in these machines, to whom space has been allotted, are:

1. American Coin Co.
10. J. B. Seabury Corp.

In addition to the above, space has been assigned to a number of supply companies whose names will be announced later.

Jenkins Visits Chicago

CHICAGO, May 28—W. A. Jenkins, of Atlas Sales Co., Cleveland, was making a tour of Chicago supply houses during the past week. He reported that the demand for hoppers of all kinds was very heavy, and that this would help sales back home. While visiting here he received a telephone call from W. A. Mils, holding the fort down back home.
Mechanical Sales

Exec Rides Again

NEW YORK, May 28—Bob Grenner, of Mechanic Sales Corp., is reported to have riding again thru the South and other parts of the country, where he will demonstrate, and introduce his new perfume machinery, which he has patented. "Bob" remarks, "It is Philadelphia," he stated before leaving, "then comes Wilmington, Baltimore, Richmond, Greenville, Mobile, and other parts of the South.

"We have received letters from distributors in these cities and now that our production is close to the market where we will be able to fill orders as they arrive I have decided to get into my car and ride once again and to go back to the old selling days." According to those who know him best, Grenner, is considered one of the best "riders" in the business. The slogan "Bob rides again" is said to have been given him for his work at the show while at the various booths.

Before leaving on his tour Grenner announced that Sam Mendelson has just been appointed distributor for the Pennsylvania Motor. "Mendelson has a great deal of experience in the sales divisions of the perfume business" reported, "His large acquaintance is expected to be a big help. A large work is being set up over the machines, for he believes it will enable us to get into spots that they never even tried to enter before."

Exhibit Ball Games

Boosted for Summer

CHICAGO, May 28—In the midst of rush work in shipping machines to operators in a hurry, according to Leo J. Kelly, of Exhibit Supply Co., "It is possible to judge that operators are really making good use of games that carry a sporting appeal. The demand for our Playball game, clearly indicates this. And Playball, while a ball game, is something different. It is a meeting from the trade that indicates a sense of permanence. It is proving to be a game of more than passing merits."

Kelly stated that first shipments of the new Playball game were made last week and that production will be kept at a high rate to meet all orders. Large poster material and catalogues will be sent to distributors so that their local trade may know the games are available and, he said, "This game is designed and built to stay on locations a long time."

Resort Biz Helps

Sales, Says Poland

CHICAGO, May 28—The opening of the resort season has been reported as a decided boost in sales at the Navigation Coin Machine Co., according to Raymond Poland of the firm. "NRC, Wisconsin, Michigan and other favorite resort States in this region," he stated, "have been showing signals that they are ready for the tourist season. Into these States for thousands of vacationists during the busy season, real, relaxation and, above all, a good time." Poland went on:

"Judging by the orders we've received for all types of coin-operated equipment, amusement equipment are still in vogue. The demand is still in vogue. We are finding that people are trying to save money by going to the seaside and are seeking to do that in a matter of time. There are some that still prefer to relax and enjoy the coin machine way. Certainly, pin games, pinball, pinball machines are in big demand, and the requests for equipment are any sign of the times, and we believe that if it has to do with the summer, it should be a big one for everybody." he concluded. 
Leonardo Missed On Coin Machines

LOS ANGELES, May 28.—The recent exhibition given by the California School of Design at Pasadena raised a lot of inventive ideas underlying modern inventions, but no predecessor of coin-operated machines was shown among them. It may be possible, however, that some continuation of coin-operated machines was among the visitors who looked over the old ideas and may come to the new and revolutionary machine that has been invented.

The exhibit is said to have revealed that airplanes, automobiles, armaments, and a variety of supposedly modern things actually were invented more than 20 years ago. Some of the ideas and inventions made by one Leonardo da Vinci, about 500 years ago, did not practically so far as we are shown. But no palpable games or other coin-operated devices that he dreamed did actually not participate the modern invention.

Dr. Theodore von Karman, director of California Institute of Technology, said the significance of the Italian's work to the future of aviation is the fame of engineer and artist. Dr. von Karman said, "designed a variety of experimental airplanes and the first powered helicopter was sure it would be possible for men to fly in the air and even designed the propellers of our wind tunnels for testing models."

To his friends, he showed the first working flying machines and the first steam engines for driving pumps.

A device to turn a lever of some sort was a device for turning steaks being plotted on an open fire. The meat was turned by a clock driven by a weight and operated by a rope. In order that the meat rotated slowly, driven by a rope which itself was driven by the 24-hour clock, in the kitchen. The principal difference between Thomas Edison and Leonardo appears to have been that the latter had to invent, but that Edison had more work which worked.

Legalizes Bingo

RICHMOND, O. May 28.—This village has a large number of people who are going to the State to legalize bingo. City council last week passed an ordinance with the ratification of the state for the law. The rendering ofaggi, or the.....

AMUSEMENT MACHINES

AMAZING NEW LOW PRICE

FOR THE ONLY PRECISION BUILT COUNTER MACHINE WITH AUTOMATIC TOKEN PAYOUT.

PENNY CLUB

Jennings Club Vendor has long been recognized as the only precision built counter machine equipped with automatic payout.—Operator can always check the amount of merchandise paid out.—Has newly perfected one piece coin chute that’s positive and jam proof. —Get in on this sensational bargain —Send in your order today.

Penny Club — Jennings Special for June.

AMAZING NEW LOW PRICE

Jennifer Club Vendor has long been recognized as the only precision built counter machine equipped with automatic payout.—Operator can always check the amount of merchandise paid out.—Has newly perfected one piece coin chute that’s positive and jam proof. —Get in on this sensational bargain —Send in your order today.

Penny Club — Jennings Special for June.

O. D. JENNINGS & COMPANY

4309 W. LAKE STREET - CHICAGO, ILLINOIS

LIVE PROFITS

O. D. JENNINGS & COMPANY

4309 W. LAKE STREET - CHICAGO, ILLINOIS

Penny Club — Jennings Special for June.

O. D. JENNINGS & COMPANY

4309 W. LAKE STREET - CHICAGO, ILLINOIS

METAL SLOTTED COIN COUNTER

Sample 2 75c

This machine is 100% legal

A Real Money Maker On Any Location

An Electric Slot Machine, Guaranteed to pay out in every case. Brand of patented coin slotting mechanism. Only one coin will select the game.

Price $9.50 each

Order Yours Now and be First to Open Locations with this Live Wire.

1/2 Delay, Sales Co., O. D.

MONARCH COIN MACHINE CO.

1731 BELMONT AVE., CHICAGO.

S. E. STANLEY, Automatic Amusement Co., Memphis, ponders over the secret which is said to have made Daily Reserve so successful.

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**AMUSEMENT MACHINES**

**June 4, 1938**

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**OPS MEET ON SEATTLE CASE**

Fate of novelty games to fore as payout games may be licensed.

SEATTLE, May 28—Way is being paved for installation of payout machines in Seattle following the recent declaration of law and clarifying of the situation from a Superior Court bench, which stated the machines are legal. James Scovetto, president of the Seattle Civic Council, has moved to license the machines as a revenue-producing means mentioned experts that Seattle will retire from $100,000 to $150,000 a year from the machines. When the ordinance was passed Scovetto was asked to make the prohibition of the machines and now he puts forward his plan for municipal licensing measure which will mean revenue to the city.

Claiming the move to install payoffs was sponsored by some charitable interests, the large group of operators of novelty games were called to a meeting the other evening and the Novelty Machine Operators, Seattle by Bert Parmer, secretary of the Seattle Amusement Association.

Gathering at the hotel was to form opposition to contemplated new licensing of the machines, and Parmer pointed out that Seattle operators are in the main opposing installation of payout games and as a change in the status quo. However, it was revealed after the meeting that operators had decided not to take action on the licensing and the licensing department, electing a committee to present the operators' views to the council.

**NEW UNIFORMS FOR HERCULES WORKERS**

NEWARK, N. J., May 28—All togged out in natty new gray uniforms with their names inscribed along the sleeves, the members of the Hercules Machine Exchange, Inc., are a mighty sight to see. According to Irving Orrenstein, president of the exchange.

“We have found that when our men are well-dressed and uniformed it has a pleasing effect on our customers,” he stated. They take it as a sign that we are sincere in our work and they have better start house-cleaning their machines and keep them like them, too, and it seems these uniforms do a lot to help keep their stores high pitched.”

Orrenstein stated that he will not have the pleasure of wearing a uniform, but that he may arrange for a special snack to the headquarters of customers that he wear such an outfit.

**SPOTS ARCADES IN OHIO**

COSHOCTON, O., May 28—Dick Johnson, well-known Eastern Ohio park executive and amusement machine operator, reports he has spotted several penny machines in Western Ohio parks, including a large one here at Lake eagle, where he personally observed more than 50 penny machines. Many of the machines are of the newest type. Johnson also indicates he has taken contracts for placing penny arcades on parks while in Eastern Ohio, and he more this fall than any previous season he has been identified with the business. Jimmy Price will assist him operating the penny arcades in Eastern Ohio, he said.

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**ENID MINT CO., ENID, OKLA.**

**LOUIS - SCHMELING POOL BOARDS ARE KNOCKING THEM COLD!**

Rev. Different, Exciting and a Big Money-Maker—All in One. Don’t Wait—Order Now!

Extra Board Free with Every Order of 20. Board Free with every order of 25. Sample Offer: For $1 cash in advance we will send you 2 boards, all complete.

ECCO SPECIALTIES

100 East 14th St., Chicago Heights, Ill.

**GERBER & GLASS**

**OKHE DAVAL GAME**

CHICAGO, May 28—"Track Reels is the new jewel that we are going to add to our crown of winners," declared Max Glass and Paul Gerber after they had their first glimpse of Daval's new play game. Both of these well-known column writers are reported to have waded in deep with the game, according to their reputation as "counter game kings" in the amusement industry.

"Let me tell you that here's the sure pennant winner of the year and the most needed championship for sales which are going to capture without even trying.

"Track Reels rides right into the best season of the year for counter game play. No other game, in fact, has such a hot reputation as "Track Reels," it is reported. This is the game that has 'stump' and plenty of it. Where to put it, has the best new action of any counter game we ever handled because of the select group of people that site right in front of the machines and gets the players' attention without even pleading on the part of the location owner."

Gerber and Glass also claim that before the next 30 days have passed they will have established a record for fast distribution of Track Reels. They report they have also added their own new free trial guarantees for the game and will work with any operator on any arrangement to test the game.

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**BADGER BAY COMPANY, GREEN BAY, WISCONSIN.**

**NO MORE CHISELING**

Polished Aluminum Slot Guard Complete

With Screws. $1.00 Each

CENTRAL DISTRIBUTING CO., 105 West Linwood, Kansas City, Mo.
Ops Going for Hit, Declares Ginsburg

CHICAGO, May 28.—“Altoh we introduced our new baseball novelty game, Riff Hit, just a week ago, it is already taking the country by storm,” declares M. Ginsburg, of Ginsburg, Inc., official. “Orders for Riff are pouring in from our operators. Operation, we find, has been a long time since anything so new in the Riff department as a novelty game has been introduced.

“Riff is new because it is the first novelty game with no link, no bumpers, no balls, and no pegs of any kind on its playing field. Play starts and stops on, and operators are showering loud their approval of this game with orders.

“There are six rubber cushioned posts at the top of the playing field,” Ginsburg continued. “Four of these six posts are equipped with lights, on the inside, which go on in an consecutive order. The home run then, the third base, the first base and home base is hit while the time the game is being played. In the new-type playing field, several skill pitches which enter, and cause a hit to be recorded on the brilliant scoreboard. The hit recorded corresponds to the hit lighted at the top of the playing field. Thus, if a home run hit is recorded when a player advances over one of the switches, the player adds one run to his score. Marbles are used as balls, and if the switch is in the back and provide players with an entirely new action—one never before seen in a coin game.”

Monarch Reports Plenty Activity

CHICAGO, May 28.—Roy Benson, Monarch Coin Machine Company official, reports that the holiday season has kept the Monarch force busy around plenty. “We’ve been so busy the last week we have hardly had time to think,” Benson stated. “Sales are moving in a big way because the trend is not hardest to any particular type of equipment. Our three famous popular, Major League, Pennant and Board of Trade, are rapidly going great guns. Repeat orders have been coming in in large quantities from all operators around the country. And they’re due to the fact that the profits on both operators and location owners are earning them.

“We’re starting a new electric slot machine that has injected new life into machines of our new ‘Great American’ line of machines,” Benson stated. “We’re starting a new ‘Pennant’ machine that produces a harmless electric vibratory current which may be increased at will by the patron.”

J. H. Keeney Makes an Eastern Swing

CHICAGO, May 28.—The House of Jack Keeney, manufacturers of the continental-fan bargain line, Jack Keeney, returned last week from a trip to the East. He says he is going to try to get more interest of the public in machines of the continental-fan line by going to the East.

“Though the East is very good territory for machines of this type, they are not as common as they should be,” Keeney stated. “I plan to take this line and get the East all interested in machines of this type.”

Western’s Baseball Clicking With Ops

CHICAGO, May 28.—“It’s true,” states John Western, of the Western Equipment and Supply Co., that there have been a number of orders for this game, but, the trade enthusiastically agrees with us at Western that our game offers players a new type of action in a baseball game. And this is something new to all sections of the country that they expect to see in the same tremendous success with baseball many months from now as they are seeing at the present time.

This is what we are all about, as the public are saying. And we are all worked up over baseball is well described by one of the best-known operators and a new type of baseball, Western’s new baseball novelty game, which is being played by a number of the country’s leading operators, is a real baseball game, played on the same rules as a regular baseball game, but with a twist. The object of the game is to score runs by hitting the ball and running the bases, but the twist is that the ball is hit by a small, moving ball, which rolls on a track, and the batter must hit the ball before it rolls out of reach.

The game is played on a field that is large enough to accommodate a full-sized baseball diamond, but the bases are smaller and the field is covered with a special rubber mat that prevents the ball from rolling out of reach. The batter must hit the ball with a special bat, which is designed to hit the ball with a slight tap, but with enough force to get it over the first base.

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Huber Offers '39 Platform

Rooms will be provided for all groups to hold meetings during show

CHICAGO, May 28.—Joe Huber, to many an example of the "big guns of the industry" in his towering physique, issued a formal announcement recently of his acceptance of the position of convention manager for the Coin Machine Manufacturers’ Assoc. of America, Inc. This organization will hold an annual convention, similar to the Sherman Hotel, Jan.

In his formal announcement Huber said: "In accepting the position with CMMA I pledged myself to the committee that I would do everything in my power to give our entire industry, as well as other small and large organizations, the highest profile they have ever had—one that will be outstanding and surpass any previous coin machine show.

He said the CMMA convention committee had agreed with him to establish those rules, regulations and restrictions that had proved practical and acceptable to exhibitors and to operators alike in all the previous years in which he had managed conventions for the trade.

Among other things, he said that all exhibitors will receive free of charge a season pass entitling them to admission each day and evening during the exhibition hours. Any member of the show staff will be made available to them as it is possible to do so. An additional registration check will be provided to give courtesies to operators in every way.

"I want to announce also that in conjunction with the CMMA exhibits the annual convention of Operators, Clubs and DISTRIBUTORS will be held, and that single meeting rooms will be provided for each group. We are going to hold a hang-up show in every respect, and the operators will be treated like a king.

"This is my platform as convention manager for making a good show," Huber declared with big emphasis.

Navigation’s Business Break

BOSTON, May 28.—Navigation coin machine Co., Boston, under the guidance of M. R. James, reports that it is doing a good business distributing the latest creations of Genco and Chicago Coin to the eye in their locality. James has spent many years in the novelty game field, which places him in a position to be valued service to the operators. In addition to these two lines, James reports that he is carrying one of the most complete stocks of new and used equipment in the South.

Engagement Announced

NEWARK, N. J., May 28.—Sylvo Gottlieb, secretary to Irv Osewalt, of Horwitz Machine Exchange, Inc., has just become engaged to Hy Rapaport of this city. Sydney is being congratulated these days by all her friends, and while Osewalt is being overlooked by losing such a fine secretary.

Space Reservations List Promised Soon

CHICAGO, May 28.—Announcement was made from the headquarters of the Coin Machine Manufacturers’ Association that it has just become engaged to Hy Rapaport of this city. Sydney is being congratulated these days by all her friends, and while Osewalt is being overlooked by losing such a fine secretary.

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Stoner Table to Robbins

BROOKLYN, May 28.—Stoner Corp. has notified Brooklyn Robbins, Inc., of Brooklyn, its Metropolitan New York distributor, that a new novelty table is coming along and Robbins will have a sample the week of June 1. According to the letter the game has incorporated many new features and from all indications should be a popular number with the operators. The letter states that it has been on test locations for quite some time and according to the reports passed along, it has done an exceptionally fine business.

Herman Budin All Set To Spring New Games

BROOKLYN, May 28.—Herman Budin, Budin Specialties, Brooklyn, returned this week from a short vacation in Chicago, where he completed negotiations for large deliveries of the new "Salvie" baseball game, and for the year-long production of the Budin "Frisbee" game. He is preparing a new baseball game for the new season, and a variety of new novelty and amusement games are just what they need to complement the display of tables in the summer’s play.

New Orleans

NEW ORLEANS, May 28.—Warm weather has brought out salesmen of mechanisms and merchandise in various cities to attend machines throughout this territory, and distributors reported a good number of operators spending their business with large numbers of nationally known makes. Frankly, sales of stand-alone machines have been lagging in this area due to the weather. However, vendors are meeting with considerably more success. General and local vendors are meeting the best play in many months.

The Jerry Germano Novelties Co., specialists in novelties of the franchise in South Louisiana for the Mills Novelty Co., and Distributors of Coin Machines, was also host to this week’s show. Nine or more of the top manufacturers of coin machines have met for an evening of social and business meeting.

New Orleans, head of the New Orleans, is one of the city’s most popular and popular conventions, and the convention carried on by the American Association will be held in town. Come on down, good, and look for the next time.

The Dixie Coin Machine Co. has bought a lot of its customers and a lot of the new business this year. The company has invested heavily in this business and they have good prospects for the future.

Jack Clemens, South Louisiana oper-
Kay Increasing Ace Display Room

NEWARK, N. J., May 28.—The hammer and awes are beating out a merry tattoo around here today,” stated Jack Kay, head of Ace Distributors. “The reason? Well, we have been believed that the best way to display coin-operated equipment, especially pin games, is to have less room so that one can walk around the games and inspect them thoroughly.

“With the battery of games we’ve on hand, it was impossible for us to give every game so much floor space,” he continued. “As a result, we have put some of our reconditioned equipment on shelves in the ore. This causes our customers some inconvenience, so we decided to do something about it. These why the carpenters are painting on So busy round here right now. When they are all finished, he concluded, “we’ll have room enough to give each machine a proper amount of display and then watch us go to town.”

Pre-Holiday Rush Swamps Bally Co.

CHICAGO, May 28.—“Biggest May volume in five years’ jubilation reported by Bay Moley, president of Bally Mfg. Co., at the close of a hectic Saturday before Memorial Day. “From Wednesday on,” Moley stated, “orders poured in so fast that even the office staff had to allow the example of the factory and work in shifts. Our Bally Dancing novelty hit, of course, let the list, and Saturday’s output brought the total volume up over Bumper’s high mark. Second in favor was our Sport Page, multiple one-shots, closely followed by Tante Jute, No. 10. an electric ball game. The Lincoln Field console also enjoyed a heavy load, claiming sales of $20.00 per week per machine. A fact that it has been on the market for the past six months, and heavy demand for the Millwall and Light-4-Pax counter games emphasized that people are working this field for all it’s worth.”

Business Men for Meters

DETROIT, May 28.—The long-term investment value of coin machines appeared the subject of discussion at parking meters at Pontiac, Mich., this week. The city is, frankly, about to increase and has been unwilling to spend any more money for new devices of the same kind. The meter has been discussed for some time, and a strong sentiment in Pontiac is in favor of the meters.

Business men have been used to unusually distinct parking conditions for a small town because of the long one-street business section. Many shops and stores and the deep blocks lack of this stress makes parking space very low in the downtown district. Business men are accordingly asking for the meters.

The possibility of having the meters pay for themselves over a period of time by their returns interested the council, which plans to study the cost of the proposal to the present week. Final decision has not been made.

Evans’ PROFIT-SHARING PHONOGRAPH

MUSIC Plus PAYOUTS

BOOSTS PROFITS
300%

For every nickel deposited, payout feature goes into operation. If stops on a winning combination, machine pays out 2 to 1 to 40. At the same time phonograph reproduces standard records with unsurpassed tone quality.

Either music or payout may be operated alone or both in combination. Available with or without Evans Remote Payout Control for “over-the-counter” awards. Licensed under DAILY PATENTS.

Evans’ Franchise Plan is biggest money-maker in phonograph business—get the hope quick for your territory.

OTHER EVANS WINNERS: WRITE FOR CIRCULAR.

H. C. EVANS & CO., 1520-1530 W. ADAMS ST. CHICAGO

With the thermometer going up, the sales come down.

Boost your batting average with the brand new Waldmar Knife and Chain Deal. Coupons under each Knife and Chain ranging from $0.00 to $500.00. There are two $500.00 on board.

BRAND NEW AND RED HOT — GET IT NOW!

2000 punches with one-third of the punches free. Takes in $66.00 and pays out $126.00, leaving $60.00 profit. Operators’ price $7.75 each, $750.00 in lots of 10 or more. Only $25.00 per box. The best moneymaker of the year. Order now.

H. G. PAYNE COMPANY

312-314 BROADWAY, NASHVILLE, TENN.

THE BILLBOARD

NOVEMBER 15, 1935

SALESMEN Machines Like New!

RELIABLE

ORDER LINE—BATTER UP—PAY AT THE RING WITHIN 72 HOURS

MANUFACTURED CARNIVAL—BOOM LIGHT $57.00—BEAM LIGHT $21.00

FREE 600 On Our Mid-Size List For Weekly Price Bulletins.

NATIONAL NOVELTY CO., MERRICK, L.I., N.Y.

SALESBOARD OPERATORS

“DEALS”

A column about new salesboard ideas, deals, and personalities.

IN THE

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK

SALESBOARD OPERATORS

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IN THE

Wholesale Merchandise Department

THIS WEEK and EVERY WEEK
Bally's BAMBINO

5-BALL BUMPER BASEBALL HIT!
ALL AWARDS METERED! 100% PROTECTION!
THOUSANDS ALREADY ON LOCATION and flood of repeat orders from satisfied operators prove Bally's BAMBINO to be the fastest competing novelty maker you can buy! Real baseball thrill... Singles... Doubles... Triples.
Home Run... Keep the fans crowding up to the box office. MINIATURE PLAYERS ROLL AROUND THE BIG BACKBOARD DIAMOND, New CAPTIVE BALL device and cascading HOME RUN LIGHTS at bottom of board insure LAST-BALL SUPERNATURE and long feelings of REPEAT PLAY! Regular HIGH SCORE award cards (20 HOME RUN cards per game) and $10.00, 7.50, 6.50 and 2.50 "BANK NIGHT" cards furnished with each machine. Order yours today!

BASEBALL IS HERE

BALLY RESERVE!

Only 5-ball novelty game ever operated in batteries of 2 to 4 MACHINES PER LOCATION. . . . with earnings EQUALL TO PAYABLE TEOFITS! There's a reason! Write for DETAILS! Today!

BALLY MFG. CO.
2640 BELMONT AVE., CHICAGO, ILL.

Track Reels Is
New Daval Game

CHICAGO, May 26.—Track Reels is the name of the new horse race counter game which Daval Mfg. Co. reports it is making to the trade. Officials of the firm state that the game embodies a new counter game principle of 11-point dial selection. "The player turns a dial on the face of the game to the number representing the horse he selects," officials of the firm explained. "If the wire be false, win, place or show position and odds as high as 2 to 1."

In commenting on this new game, A. A. Douglas, president of Daval, said: "Yes, Track Reels is above all, a timely game. It is an attractive and well-built a game as has ever been built by Daval, and every operator knows our reputation for money-making and precision-built counter games. Players really get a thrill when they pick a number on the selection dial and watch breathlessly while the counter is added, or when they win by a nose. This player-appeal is all-important to any successful counter game."

"To give operators an opportunity to get back into big money again with a small investment we are selling this game at a price which any operator can afford. A few years ago, when operators were practically anything for a money-maker, Daval came with the new famous Penny Pack and it proved to be a tremendous hit. In Track Reels we have another game which is rapidly becoming another big hit. Reports from all over the country reveal beyond doubt the phenomenal success of this great little game," Douglas concluded.

Robbins' Vendapak
Clicks With Ops

BROOKLYN, May 28.—"Two cents on a 5-cent package of nuts. That's what operators are making with Vendapak," says Dave Robbins, head of D. Robbins and Co. This machine, going over in a big way wherever salted peanuts are in demand, Vendapak is especially designed "to fill orders on the basis of the operator's wheel turnover," as it is called. The capacity is 44 varieties of peanuts. The sale of these nuts is greatly stimulated by American Sweepstakes, a burning horse race game, which is included free in each carton of nuts. The fascinating game appeals to everyone," Robbins concluded.

Fitzgibbons Will
Rotate Shipments

NEW YORK, May 29.—John A. Fitzgibbons took time out recently to express his thanks to the trade for cooperation with him in efforts to make deliveries in recent new games that could not be shipped promptly on account of heavy demands upon the factory.

Fitzgibbons said that "it is almost
**Court Orders Bell Returned**

Saginaw judge rules slot no gaming device in itself—grants reprieve

SAGINAW, Mich., May 28—In what is believed to be the first ruling of its kind, Circuit Court on the question of reprieve of confiscated coin-operated machines, Circuit Judge O'Neill ruled during the past week that a bell machine is not a gambling device in itself and therefore cannot be withheld from its owner by police unless criminal action is taken against the owner. In pronouncing this ruling the judge ordered the city police department to return to Harry Chereton a machine confiscated February 31 in a local drug store.

Chereton is the former general manager of the Central Amusement Enterprises Co., of Detroit, and well known in out-

With respect to the machine in question, the judge said: “In this case the defendant has committed a minor

The Greatest Little Machine to

**Howdy**

DE LUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL

**The Only Tester With These Quality Features!**

New SLOTTED INDICATOR CONTROL for competitive play! Indicator remains at highest number until player presses button! CHROME TRIM, CHROME HANDLES, TRIMOUT! The only machine with ANTI-TELLY to prevent cheating, SEPARATE CASH BOX! TENSION ADJUSTMENT to suit location! BELL ADJUSTMENT to ring at any number! NON-CLOG SLID, button in near instant coin mechanism! RUBBER SUCTION CUPS hold machine securely! Top quality in every detail, built by Mfr. who knows how! Metal Stand, $25.00 Extra.

$19.50

With operators who know their GRIP MACHINE in GOTTLEB.

GOLD GRIP SCALE $17.50

50 TO 1

IMMEDIATE DELIVERY

Write for Circumstances and QUANTITY Prices.

D. GOTTLEB & CO.

2736-42 N. Paulina St., CHICAGO, I11.

**Correction!**

In the May 28, 1938, issue of Billboard the price of the "FREE GAME" Model for Genco, Inc.'s new HIT, was listed incorrectly. The correct price of the "FREE GAME" Model is $15.00 EXTRA.

**Machine Closeouts**

**Look**

IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

**Look**

AMUSEMENT MACHINES

The Billboard 89

**SICKING MFG. CO.**

1922 FREEMAN AVE.

CINCINNATI, OHIO

**DE LUXE GRIP SCALE**

3-WAY STRENGTH-TESTER

100% LEGAL

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2736-42 N. Paulina St., CHICAGO, I11.
First WITH A NEW IDEA!

NO SPRING BUMPERS — NO HOLES
NO NAILS! Yet the Cleverest
Baseball Novelty Game You've
EVER SEEN!

4 of the 6 rubber cushioned posts at the top of the playing field have lights inside them. These lights in consecutive order, starting with home run, then 3 base hit, 2 base hit and 1 base hit throughout the duration of the game. Balls passing over any of the 7 switches on the playing field record according to the post illuminated. Thus, if a ball passes over a skill switch when the home run post is illuminated, 1 run is credited to the score. Mark's actually run the bases in the back rack, providing a brand new action never before seen in pin games.

VEEDER COUNTER RECORDS ALL AWARDS!

"FREE GAME" MODEL
$15.00 EXTRA

"Sock it out of the Park!"
"All-Star"
The newest sensation in
Baseball Novelty Games! Made
in either 2500, 5000 or 50,000
balls size. Shows $40.00
profit on 10 cent; $80.00
on 10c. Base hits touch
paper balls. Made in nickel
and thin. Sold to operators
only. Write for details.

SUPERIOR
PRODUCTS, INC.
Dept. X.
14 N. Pearson St., Chicago, Ill.

GUARANTEED BARGAINS

ANY MACHINE RESULT WITH FACTORY PRECISION, CABINETS
REPAIRED TO RESEMBLE NEW, AND NOW READY FOR LOCATION.

PHONE, WIRE OR WRITE FOR PRICES TODAY.

1. 60 MILLS WAR EAGLE BELLS AND VENDORS.
2. 60 MILLS WAR EAGLE BELLS AND VENDORS.
3. 60 MILLS CHERRY BELLS OR VENDORS.
4. 60 MILLS MELON BELLS OR VENDORS.

THE VENDING MACHINE CO.
205-15 FRANKLIN ST., FAYETTEVILLE, N.C.

EASTERN DISTRIBUTORS FOR MILLS NOVELTY COMPANY


Modern Trio Back
Together Again

NEW YORK, May 25—For the first
time in many months the heads of Modern
Novelty Co. are back together again,
with Nat Cohn and Harry Rossen.
coming Ity Sommer back from Florida
this week, the executive roster of the
firm is once more complete.

"Seems that I've been the only one
who has missed you at my desk through
the winter," stated Nat Cohn. "Business
doesn't look like that. Harry Rossen made a trip
to our Florida branch, and he also has been
making many trips between here
and the mountains of late. Sommer has
down in Florida so long with
our Miami Beach branch that the trade
here has begun to miss him and his
excavant guile regarding general busi-
ness conditions.

"Now that we're all together again
some big conferences are scheduled at
which we expect to get our heads
together and devise still better
help ops in this territory," Cohn went on.
"In fact, we expect to formulate plans
which will double and triple the
big business we've been enjoying during
the past few months."

Atlas Postpones
Annual Picnic

CHICAGO, May 29—As long as business
goes along at a merry clip we
are much concerned about the
weather," Morrie Ginsburg, head of
Atlas Novelty Co., stated this past week.

"However, even the good business we've
been enjoying for the past weeks can't
make up our disappointment at not being
able to hold our annual picnic at Lake
Forest on Memorial Day. Of course, we
could take a chance, but the weather
has been much too cold here in Chicago
to risk scheduling our picnic for
May 30 this year. So we've decided that
the best thing to do is to postpone it
until July 4.

"All things up on that day," he continued. "This picnic of ours is a

NEKT TIME TRY .... ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

Leadership

NEXT TIME TRY .... ORIOLE
COIN MACHINE CORP.
Oriole Bldg., BALTIMORE, MD.

real blowout for all our coin machine
friends. Baseball games, races and
plenty to eat and drink are always the
order of the day. Everyone has had
such good times at those affairs in the
past that we just couldn't take a chance
on having the weather man forty years
old. Try to work into the works and make
the affair this year a success. That's why
we've changed the date—so our
players can have a better
time cleaning up cold rain and weather
on Independence Day."

"The World's Fair was
Madison Square, for the

<
Rock-Ola
ASSURES MUSIC OPERATORS
NO MID-SEASON MODELS

A WORD FROM DAVID C. ROCKOLA

Having been an operator myself not so many years ago, the policy of our company naturally has always been concerned with the operator. His continued success means of course our success. Holding steadfast to this aim throughout and in a co-operative spirit, I believe it only fair—especially in these times—to express our policy concerning new phonograph models.

Operators are asking: “Are you going to bring out another new model this year?” Definitely no. There will be no mid-season models. It is our firm conviction that for the good of the operator as well as the industry as a whole, new models should be introduced only once a year. We feel that this policy is important to every operator, especially under present conditions.

Although, we as manufacturers are of course vitally interested in the present, we are more concerned about the permanent success of the operator. Our present models, MONARCH and WINDSOR, which were first introduced in January, 1938, will continue in production throughout the year. When you purchase our phonographs you have my personal assurance that ROCK-OLA will offer no mid-season models.

President

ROCK-OLA MFG. CORPORATION
800 N. KEDZIE AVE. CHICAGO, ILL.
LOCATIONS AND PATRONS DEMAND

24 Records to Select from...

WURLITZER has them!

People who play automatic phonographs want the biggest possible run for their money. They insist on a wide selection of music . . . swing and sweet, the new hits, the passing hits, vocal and instrumental. The Wurlitzer Model 24 has the capacity that enables you to provide musical entertainment for every patron.

Only the Model 24 gives finger-tip selection from 24 records. Any full size phonograph that does not offer 24 records to select from is as antique and out of date as the horse and buggy. No wonder that people are telling location owners, the country over: "Get one of those new Wurlitzers with the 24 records."

Model 24 is the operator's ideal phonograph . . . 24 records . . . fully changeable colored cabinet illumination . . . finest construction throughout . . . freedom from service difficulties . . . and guaranteed by the most illustrious name in American music—Wurlitzer!

More and more, Music Operators everywhere are going solidly Wurlitzer! They find that it pays!

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, N. Y.
Canadian Factory:
RCA-Victor Co., Ltd., Montreal, Quebec, Canada

WURLITZER
AUTOMATIC PHONOGRAPH

Bring the Music of Modern Masters to Millions