RADIO  ---  STAGE  ---  NIGHT SPOTS  ---  PICTURES  ---  OUTDOOR

JUNE 11, 1938

The Billboard

The World's Foremost Amusement Weekly

15 Cents

BILLY SWANSON
And His Music
Currently La Conga, New York
LAST CALL

Final Forms Going to Press!

The 30th Annual

SUMMER SPECIAL

of The Billboard 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 ad-
vertised in the Summer Special. This an-
nual 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 AD-
VERTISE 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 import-
ance of the Summer Special. It
is their seasonal catalog and buy-
ers' 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 Spe-
cial is—they use larger advertise-
ments. If you have not been tak-
ing advantage of The Billboard's
influence and power in the
Amusement Field, be sure to ad-
vertise in this outstanding issue.
Let it help you get more busi-
ness before summer comes to an
end.

MAIL YOUR COPY TODAY

LAST FORMS GO TO PRESS

SATURDAY

JUNE 18

All copy requiring position in
any particular department
must be in Cincinnati by
WEDNESDAY, JUNE 15
C CLUB FIELD IN GROUSE

Celler To Ask Indies’ Aid for Short-Waver

WASHINGTON, June 4.—Remote-wrecked Congressman Celler is not yet out of his D.C. office, but his mind is still caught up with the thought of what he would do if he were in Congress and could think up some solution to the problem of short-waves.

Speaking to the American Broadcasting Congress yesterday, he said: "I believe that we should have a series of conferences among our broadcasting experts and try to work out some solution to the problem of short-waves."

Radio-Sponsored Theater Is Neatest Wrinkle in Cowbarns

NEW YORK, June 4.—Commercial product sponsorship for a summer theater this year is being made by a theater operator who is operating the only sponsor and radio program as a book-to-book basis.

The theater, which is called the "Barn," is operated by the Barnam Brothers, who are the owners of the Barnum and Bailey Circus.

The Barn is a summer theater that is operated by the Barnum and Bailey Circus, which is one of the largest and most successful circuses in the world.

Equity Eyes Am Theaters for Jobs

NEW YORK, June 4.—Planes to engineer increased employment of actors, with the possibility of taking over the "little theater" are being considered by the Actors' Equity, a committee headed by John F. Kennedy. The committee is being appointed to study several suggestions along those lines.

Cseller To Ask Indies’ Aid for Short-Waver

WASHINGTON, June 4.—Remorse wracked Congressman Celler is not yet out of his D.C. office, but his mind is still caught up with the thought of what he would do if he were in Congress and could think up some solution to the problem of short-waves.

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Bookers Hold Little Hope for Next Season in Private Shows

Field figured as less than a third of what it was five years ago—totals about $400,000 in N. Y.—big money for very few acts—fair income for two dozen

BY SYLVIA WEISS

NEW YORK, June 4.—One hundred dollars is the average yearly income for 1,500 local agents and managers, box office runners, and non-network hourly-earner.

"I have made it quite clear that if there were an organized and regulated entertainment business in this area, actually, about 30 club bookers were doing over 150 private shows and the club bookers are able to chalk up a sizable income for themselves. Today, according to the majority of leading bookers, club business is less than one-third of that of five years ago. Two offices, one of which has just closed its second season, discounted from this, with the boast that business has never been better and that next year will be better than ever.

For most of the others, next season will seem like prosperity if they can only hold on to the business done this year.

Another manager, considering an authority in this field, maintains that Dunnigan, magician-mentalist, is the only one who can command prices of $50 or fare well only among clubs. "I have been told that the following names grab off a considerable number of popularity and jobs left in the market: Billy Glass, Ruby Rose Marie, Bill Dana, Jerry Ford, Pat Rooney, E.J."

According to this poll of opinions, managers are agreed that only acts which are rare, with the exception of piano, radio, and night clubs. Carleton Rush reports a profit of $2,000 on Vallois and $3,000 for Rudy Vale and his company recently. These, tho, are exceptional sales by no means. (See CLUB FIELD on page 71)
Coast House Settlement Off Again; New Musician Squawk

LOS ANGELES, June 4.—After a settlement was near in the battle between the Teamsters Union and Actors and the Million-Dollar Theaters, the dispute has apparently collapsed. Altho it was claimed in the prosecution that the Million-Dollar had ready to come into the fold, several new problems have arisen.

Management is now demanding its pit and plan to wage a campaign against the Federation of Musicians ranks before any strike took place. Million-Dollar is now 100 per cent non-union as 47 officials turned down the proposal, claiming they are not sympathetic with the APM and were scabbing.

A proposal that band members came here from the East with union cards and found jobs and so were set in the Million-Dollar. They have remained on job for several years. Million-Dollars claims its workers have all stuck by it and there is no reason for them to go to satisfy AFL unions.

Hollywood Gab Replacing Advice for Lydia Pinkham

NEW YORK, June 4.—Voice of Experience (M. B. Taylor), departing June 24, with her voice broadcast by Hollywood Girl, written and produced by Mary Unger, scripter for Edwin Wasey & Co. New York, will begin her European tour June 27, and will be aired three times weekly over ABC and other stations every day over WLB, Cincinnati.

Material for the work will be sent to Hollywood.

Des Moines, Ia., June 4.—Priscilla Wayne, syndicate writer, has been assigned to do her news broadcasts over KBO here. Miss Wayne is sister of Mrs. Neos Komer, Daily Tribune, Des Moines.

BILLY SWANSON

(Born and bred in Boston, Billy Swanson has had a checked career during his 25 years. Graduating from Boston University, he entered the university's law school, remaining in Boston with every intention of entering a law practice. However, he gave up a promising profession for the hazardous task of making a reputation in the orchestra world. As an undergraduate he learned to play the violin."

It is a measure of his ability as a violinist, that even the best Blackstone society set found him out and the Boston Symphony, after training in music was limited, he displayed a natural ability for the piano, clarinet, and clarinet, developing his virtuosity on the latter two instruments for his professional career."

It was not long before Broadway called for this new star on the orchestra world's horizon and a year and a half ago he came to New York, making his metropolitan appearance at the Edison Hotel. And what was intended to be a limited engagement developed into a suc- cessful eight months' stay. While he was at the Edison he was offered a screen test by 20th Century福克斯, but Swanson decided against it, deciding to attain greater heights with his orchestra.

On May 11 he once again returned to New York and for the next few weeks played in various rendezvous of Gotham's gay and smart set. And the 25-year-old vocalist in the NBC wired his music is now made available fast west coast publi- cists twice weekly.

Coast House Settlement Off Again; New Musician Squawk

Los Angeles, June 4.—After a settlement was near in the battle between the Teamsters Union and Actors and the Million-Dollar Theaters, the dispute has apparently collapsed. Although it was claimed in the prosecution that the Million-Dollar had ready to come into the fold, several new problems have arisen.

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Hotel Raleigh

When You Can Shop Anytime—DAY OR NIGHT

4104 NO. DEARBORN ST., CHICAGO, I.I. W. R. (In the Loop)

High Elevators. 5 Minutes at Exit. 15 Blocks from Chicago's Best Shopping Districts.

THE FILM WEEKLY)

Australian Edition of the FILM WEEKLY

104 West Washington St., Chicago, I.L.

Australian Office of the BILLBOARD.


**Radio Execs Believe Most Rags Will Continue Radio Coverage**

NEW YORK, June 4—Current editorials by newspapers in various parts of the country in drooping radio columns are responsible for considerable talk in the radio industry. While some spokesmen in both camps may become more general, majority opinion is that it will not. Local sponsors are making such moves widely in many cases, it is held. Radio men also believe that any nation-wide spread of this anti-radio policy would react unfavorably on the radio industry, since large national advertisers using both newspapers and radio would be affected.

Radio men claim that anti-radio agitation inevitably comes immediately before and after conventions of the American Newspaper Publishers Association, especially after. Conclusions give opportunities to get together and talk what radio has done, is and will do to the newspaper business. Results are anti-radio moves.

Recent surveys, including one by the NBC, MBS Show Seat Gains for May Biz But CBS Goes Down

NEW YORK, June 4—While CBS business is up, it's been charged by some that none so far as is evident from the broadcast tabulations have been made on rebel air radio affecting none-commercial broadcasting.

In the broadcast tabulations there are still no signs of the look-out for book special events, Spanish Civil War situation, and the excitement of the debut of a hot potato. Reaction from pro-Spanish country was mild to rather none. Action also noted the absence of a shutout.

Something important is that it was felt any such belligerent broadcast may have done from the United States Department. Broadcasters make it clear that they are not going to take a broadcast or any interference with their work.

NBC's take so far for 1938 is $17,851,188 in improvement of 5.3 percent over 1937. CBS billing: at date is $34,691,160, up 9.3 percent over the same period for 1937. Mutual's May billings were $25.6 percent over that of 1937, $25.6 percent over that of 1937, $25.6 percent over that of 1937, $25.6 percent over that of 1937.

For the week of May 22, $315,000, 18.7 percent gain over 1937.

For Mutual-United Press Association, 1937, $183,000, 18.7 percent gain over 1937.

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SURVEY OF DAYTIME PROGRAMS SHOWS LISTENERS PLEDGE ALLEGIANCE TO DAYTIME HOKE DRAMA . . .
LISTENING AVERAGE AT 25% . . . NEWS PERIODS MANIFEST STRENGTH WITH NOON-HOUR SPOTS OUT IN FRONT

RESULTS of The Billboard radio program study in a typical farm town show that the accent considerably on news programs makes a better content-surveying the in the survey of Water- tow, S. D., than in the previous surveys at Kansas City and Cincin- nati. Daytime figures also show one marked difference from the results on nighttime programs: daytime listening, in which housewives figure very strongly, indicates these listeners are much more conscious of the dial loca- tions of stations than at night.

Figures compiled from the program, published in the June 4 issue of The Billboard, showed that a great many listeners do not know to which station they were listening. This applied to a great degree to leading programs, Chase & Sanborn and the like. This same condition, however, is almost unknown in nighttime listening. A breakdown of the June 1-31, 1937, data shows this in de- tail. Letters "DK" mean that listen- ers did not know the station to which they were tuned.

Daytime Leaders
In the hour programs Major Bowes' "Sunday morning sitter" from the Capitol Theater, New York, leads. Program is nominally a sustainer, but actually a semiregular, currently the theater of which Bowes is director. RCA's "Midday Leader" is the most popular, and nighttime program director, fol- lowed by the stations carrying the programs they listened to during the day than they are at night. This might even be con- sidered an indication of the fact that these day dramas have a better hold on this type audience in a farm area than many leading nighttime attractions.

Listening Percentages
Of 908 Watertown residents inter- viewed with regard to daytime pro- grams, 722 were among those who listened to the radio. This is just slightly less than 80 per cent, compared with 84 per cent in Kansas City and 48 per cent in Cincinnati. Lake Keames, nearby watertown, is a resort, is exceedingly popular in the Watertown area, as shown in data pub- lished last week on competing factors in this section. Just what competition is thereby offered to radio listening is graphically shown in the record for Watertown, where, although not complete, within two hours, only 30 telephone calls, with each normally reported listening to their sets. Peak full break- down of day-time listening will be found on this page.

Leading Programs in Farm Area

Daytime Shows

Programs below are those most mentioned by respondents queried in the Billboard survey in Watertown, S. D., a typical farm town. Follow- ing program titles are the call letters of stations mentioned. All programs and number mentioning each program. "DK" indicates listeners did not know the station to which they were listening. Only programs with five or more mentions are listed in this breakdown. Full schedule and men- tion for all programs are on the chart on Page 7.

HOUR SHOWS
(Six Times Weekly)

| Breakfast Club (55 minutes) (KFYR-3; WDAY-2; WTCN-1; DK-21) | 10 |
| Farm and Home Hour (KFYR-3; DK-1) | 5 |

(Once Weekly)

| Major Bowes Cajun Family (WCCO-22; DK-3) | 10 |
| Magic Key (KFYR-4; 4500; DK-3) | 10 |

HALF-HOUR SHOWS
(Ladies First (WCCO-8))

FIFTEEN-MINUTE SHOWS
(Six Times Weekly)

| News (News Headlines) (WNAV-28) | 28 |
| News (KWTN-12) | 12 |

(Five Times Weekly)

| Big Sister (WCCO-29; WNAV-3; DK-2) | 24 |
| Aunt Jenny (WCCO-19; WNAV-4; DK-2) | 25 |
| Miss Perkins (WNAV-5; WNAV-3; KFYR-6; DK-2) | 21 |
| Kitty Keene (WCCO-14; WNAV-2; KFYR-3; WHQ-2) | 21 |
| Rette (WNAV-4; DK-2) | 21 |
| Pretty Kitty Kelly (WCCO-21) | 21 |
| Valley of the Stars (WNAV-2; DK-3) | 21 |
| Grimm's Daughter (WNAV-18; DK-1) | 19 |
| Bachelor's Children (WNAV-18; DK-1) | 17 |
| Hilltop House (WNAV-11; DK-1) | 17 |
| Grandma Travels (WNAV-10; DK-1) | 17 |
| Man of Many Moods (WNAV-7; DK-1) | 17 |
| Guiding Light (WNAV-5; WNAV-2; DK-3) | 17 |
| Judy and Jane (WNAV-8) | 17 |
| Happy Gilmans (WNAV-2) | 17 |
| Molly Martin (WNAV-8; WNAV-1; KTP-11) | 17 |

(Three Times Weekly)

| Pepper Young (KOQ-1; WNAV-1; WNAV-3) | 21 |

Daytime Average
On Radio Listening at 35% in Watertown

Figures below show number of Watertown families interviewed with relation to daytime listening. There were 242 families interviewed. 517 stating they had listened, 601 reply- ing negatively. This is a percentage of 242. Watertown figures on yesterday were reported as the peak and worst daytime listening. Watertown's nighttime listening average was also 35 per cent.

<table>
<thead>
<tr>
<th>Listening</th>
<th>No. Listening</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tuesday</td>
<td>119</td>
<td>184</td>
</tr>
<tr>
<td>Wednesday</td>
<td>61</td>
<td>158</td>
</tr>
<tr>
<td>Thursday</td>
<td>55</td>
<td>160</td>
</tr>
<tr>
<td>Friday</td>
<td>47</td>
<td>164</td>
</tr>
<tr>
<td>Saturday</td>
<td>37</td>
<td>60</td>
</tr>
<tr>
<td>Sunday</td>
<td>61</td>
<td>158</td>
</tr>
<tr>
<td>Monday</td>
<td>107</td>
<td>164</td>
</tr>
</tbody>
</table>

Total: 671
DAYTIME PROGRAMS HEARD IN WATERTOWN, SOUTH DAKOTA
FROM WEDNESDAY, MAY 11, TO TUESDAY, MAY 17, INCLUSIVE

<table>
<thead>
<tr>
<th>Time</th>
<th>Program Head</th>
<th>Station</th>
<th>Total No. Mentioning</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00-10:15</td>
<td>Betty on the Air</td>
<td>KWTN</td>
<td>4</td>
</tr>
<tr>
<td>10:15-10:30</td>
<td>Betty on the Air</td>
<td>WNX</td>
<td>2</td>
</tr>
<tr>
<td>10:30-10:45</td>
<td>Betty on the Air</td>
<td>WNT</td>
<td>2</td>
</tr>
<tr>
<td>10:45-11:00</td>
<td>Betty on the Air</td>
<td>WNX</td>
<td>2</td>
</tr>
</tbody>
</table>

Wentworth radio listeners reported to investigators making The Billboard survey in that farm town a total of 13 radio stations. It is possible that even a greater number of stations is heard in this town, since a portion of the listeners said, at various times, that they did not know which station they were tuned. Station list and schedule on each page.

STATION AND CITY

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFAB, Lincoln, Neb.</td>
<td>100,000 watts day</td>
<td>CBS</td>
</tr>
<tr>
<td>KPFR, Council Bluffs, lowa</td>
<td>1,000 watts day</td>
<td>NBC</td>
</tr>
<tr>
<td>KOA, Denver, Colo.</td>
<td>50,000 watts day</td>
<td>NBC</td>
</tr>
<tr>
<td>WJGO, Sioux City, lowa</td>
<td>500 watts day</td>
<td>NBC</td>
</tr>
<tr>
<td>KSTP, Minneapolis-St. Paul, Minn.</td>
<td>20,000 watts day</td>
<td>NBC</td>
</tr>
<tr>
<td>KWTN, Watertown, S. Dak.</td>
<td>10,000 watts night</td>
<td>Independent</td>
</tr>
<tr>
<td>WCCO, Minneapolis-St. Paul, Minn.</td>
<td>50,000 watts day</td>
<td>NBC</td>
</tr>
<tr>
<td>WDAY, Fargo, N. D.</td>
<td>5,000 watts day</td>
<td>NBC</td>
</tr>
<tr>
<td>WFAA, Dallas</td>
<td>50,000 watts</td>
<td>Mutual</td>
</tr>
<tr>
<td>WJOL, Detroit, Mich.</td>
<td>50,000 watts</td>
<td>CBS</td>
</tr>
<tr>
<td>WLBZ, Minneapolis</td>
<td>6,000 watts part time</td>
<td>Noncommercial station, owned by University of Minnesota</td>
</tr>
<tr>
<td>WLS, Chicago</td>
<td>50,000 watts part time</td>
<td>NBC Blue</td>
</tr>
<tr>
<td>WCPX, Cincinnati</td>
<td>50,000 watts part time</td>
<td>NBC Blue and Mutual</td>
</tr>
<tr>
<td>WMAQ, Chicago</td>
<td>50,000 watts</td>
<td>NBC Blue</td>
</tr>
<tr>
<td>WYXZ, Yakima, Wash.</td>
<td>5,000 watts day</td>
<td>NBC Blue</td>
</tr>
<tr>
<td>WOW, Omaha, Neb.</td>
<td>5,000 watts</td>
<td>NBC Blue</td>
</tr>
<tr>
<td>WTN, Minneapolis-St. Paul, Minn.</td>
<td>5,000 watts day, 1,000 watts night part time</td>
<td>NBC Blue</td>
</tr>
</tbody>
</table>

Syndicate's Wax

Network on Verge

CHICAGO, June 4—Newly organized Western Radio Union, subsidiary of Western Newspaper Union, now has its entire campaign and policy next week, according to Rosken R. Damon, WNU sales manager. It was stated that full operation would probably not start until fall. WNU plans a wax network.

The WNU is the largest country weekly newspaper syndicate in the business, and it was this nationwide set-up which prompted the firm to believe that a radio syndicate on a similar basis would prove to be a natural for them. This is to service small rural radio stations on much the same plan now employed by the weeklies. Both organizations will then tie by giving radio advertisers sponsored listings in the newspapers' radio program logs.

Western Newspaper Union has been mailing a radio plunge for some years. However, up to present only a possibility that newspapers might squad. However, this business is reported tapering, with company feeling the step is now warranted, especially since some method of payment to newspapers has been worked out.
Talking Shop
By JERRY FRANKEN

Cincinnati, June 6—When a Columbus station campaign for a pro-
duction of the radio show "New York Stories" is under way, it's not only a chivalrous gesture but also a business necessity. WKEI, a 5000 kw out-
let, however, did just that. The local half-hour "Thank You" program to inaugurate the Summer Opera Fund. Original scheduling for the benefit program, WKEI changed the station's schedule to a one-week extension, and next month Hico, local department store, donated $500 to the City of Columbus to make it possible. The broadcast is from the Zoo here.

FCC Sets Inquiry
On Deals Between
NBC-Westinghouse

Washington, June 6—Hearings have been ordered by the Federal Com-
mittee on Communications Commission on contracts between Westinghouse and the National Broadcasting Co., which recently leased Congressman Wigglesworth to charge NBC with a violation of the Communications Act. A point for the attacks, contracts followed the activities of the late

Chivalry

Forbidding change in the radio de-

partments of Erwin, Wis., may de-

termine if the transfer of Jensen Harris to firm's new studio in St. Louis will result in the loss of the golden voice from the air. With Erwin office closed for the past two weeks, it's not only a chivalrous gesture but also a business necessity. WKEI, a 5000 kw outlet, however, did just that. The local half-hour "Thank You" program to inaugurate the Summer Opera Fund. Original scheduling for the benefit program, WKEI changed the station's schedule to a one-week extension, and next month Hico, local department store, donated $500 to the City of Columbus to make it possible. The broadcast is from the Zoo here.

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"Crossword Puzzles of the Air!"
Reviewed Monday, 6:45-7 p.m., CST
Cartoon Program, sponsored by the American Household Furniture Co.
Station—WISN (Milwaukee)
This is the second in a close-up look at the familiar names and the statement that this is the "sweetest, greatest, roughest" quiz to be heard over WISN. Of course, the names of all these winners of last week's contest, is the opener for this one.
Listeners are advised to round up crosses with the help of a crossword puzzle. The program is brought to you at one of America's House- hold Furniture stores and by clipping advertisement in The Milwaukee Journal.
For each correct solution winner is rewarded with $1 cash prize. Sound of gong deepening makes the announcer reading definitions of words. Listeners are advised to cut out their proper pieces on the chart and place the pieces at present puzzle completed.
Bills for program were announced two and a half minutes before show ended. Correct solutions are accepted for five minutes after first cor- rect solution has been announced. Two winners are announced for giving correct crosswords signs off.
Photos open with commercial, has advertising plug sandwiched between original directions and limited edition making the crosswords. The telephone operators are answering questions, and the ringing of their phone and muffled phone background, listeners are dealing with the program. The future program provable from crosswords is cut to the solution to the puzzle the week previous.
Neil Searles announces.
H. C. B.

"Sing 'n Quiz"
Reviewed Friday, 8:30-9 p.m. Styles—Songs, quiz, organ music. Spon- sored by Style-Quiz, "Sponsoring the background" Station—WWSW (Pittsburgh).
This is the opening program of Ray Kyzer's Musical Klasse, Professor Quiz, community sing along, quite a clever and popular radio show. The general audience favors being presented from stage of Raymond Theatre adds vaudeville en- tirely.
Formula is fast talking Walt Pitzer eradicating every single in the quick answer 10 questions submitted by air listeners. Pitzer gives a lot of music to his answers. Answers are spiced with personal stories and imitations and organdy by Johnny Mitchell. Each of 10 persons on stage get one question in 60 minutes, program has a 4:15-5 a.m. run. 25. Answers for questions missed go into jackpot for winning week. Question submitter also gets a prize and a copy of the sheet background, Pitzer's high-pressure singing adds to the general audience is the program. Relatively simple and quite systematizes show audience and radio fans alike.
Warner Theatre conducts the foot ball for prizes and talent, with station trying to get the best in the talent. Walt Sicklew, WWSW program director, announces.
S. P.

"Magic in the Air"
Reviewed Thursday 9:30-10 p.m. Sponsored, Sustaining on WOR (WBBM network).
The latest in the series of special broadcasts by WOR is the commercial preview isn't much more than a previous program but of the several styles of entertainment. Using music to catch the ear of the listener, the audience participation is a broader and more complete experience. The music is the one of the audience participation, comed y, dramatization and music, the whole demonstrates a splendid job of music that seemed slightly out of breath. Production of such a show will not do for writers or director, for they'd have to be masterminded. This week's half hour all the elements given to the show are used. It has with any degree of cohesion and smoothness.
Show is emceed by Richard Dubois, magician, who, between songs as well as he can with the foldered handed him. Voice is soft and clear, makes the audience if they know how a certain trick is done; a dollar is paid if correct answer is given. A magic trick is started and then this when it's jerked out and the audi-ence is in a state of shock. A "Leslie-from-dead" weak humor and a Mordini- trick brings laughter. One of the questions was, "What do you do with the— or— or— a stope called Herman, his appearance is anywhere from two to three minutes, too long, being carried over after the program ends.
Bill is placed well enough, but the switch is too abrupt. The announcer told the story of Chong Lee, San, magician, and his disappearances lead to the BEst result of a trick.
Last part of the Drama of Dubois, is in which, listeners participate, needing only pencil and pa per to write in for the solution. That completes a hurried, but well done, an interesting show.
"Songs by Mona Hesse"
Reviewed Tuesday, 1-1:15 p.m. CST
Style—Vocal, Sustaining over WABC, New York City, sponsored by Mona Hesse (Mrs. Albert Meister) has radio personality, and her program, the most recent of those people of the past year is a great success. Young lady accompanies herself, a happy, clever piano and her voice, announcing her own numbers and does a lot of the program for end.
When caught she sang two vocals, both popular numbers, with ability, but seems a lot short of wind. Needs a little time, too. Despite these faults, her voice is genuine.
An announcer would better the program presenting a different kind of contrast.
A. B. J.

"Questions and Answers"
Reviewed Monday, 9:15-9:45 p.m. CST—Style—Quiz, Spon- sored by Katz Drug Co. Station—WWAD (Kansas City, Mo.)
Here's a real nightmare. Program con- sists of minutes of indecision, listening, most of which is presented in any form, listeners leave the program when he's providing them a diary of unanswered question of the object. Wessel Wittmenn, announcer, am high unblinded in trying to decide their best to explain the workings of a radio industry, and he may have the been so jumbled and indecipherable to most of them, and persue and stand what it's all about must be of the listener. Then he asks if they have nothing else to do with their time.
Will they listen? At the telephone number listener is supposed to jot answers to questions are on papers on a program. After listening to a dozen inane queries, listener is supposed to have the "an- swers" ready. Then he must tele- phone the just to see if he has phone.
None of it makes sense. Kansas City is weak in presenting night local programs, but this is the exception. A new low. Sponsor—not the station—apparently thought they'd had enough of this kind of program.
D. E. D.

"Make Up Your Mind"
Reviewed Monday, 7:45-8 p.m. Style—Quiz, Sponsor—Photo Labs, Inc. Agency—Placed direct. Station—WLAC (NASHVILLE).
New quiz show, to be aired Monday evenings 7:45-8:30 p.m., to be what may be done for a sponsor with a limited budget. To all appearances, show must be designed to answer simply of questions calling for yes or no answers in common listening simply of questions calling for yes or no answers. This makes a picture to the announcer listening in questions which are written in words for the show. Good plan.
Program starts at right for 15 minutes, with questions and answers from the audience which is being done at mental strain on the part of the audien- ce.
P. A.

"Chicago Varieties"
Reviewed Friday, 9:15-10:30 p.m. Style—Musical, Sustaining over WBBM (CBS network).
This program has a most stuch mouth show a bitter. Carl Hohengarten's Orch. with Shirley Sadler, furnishes the stuff, but there is music in the air, and the brass and needs more variation in the program. Al and Les by themselves, but if the had the markings of, a small and a little more umph. Show is regularly shot in half an hour, but juggling of more important spot com- mitments frequently puts it down to 18 minutes.
Bay Saunders announcing.
S. Z.
**Orchestra Routes**

**Songs with Most Radio Plays**

"Let Me Whisper" Jumps to Top of Tune Heap With Bang

<table>
<thead>
<tr>
<th>Title</th>
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</tr>
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<tbody>
<tr>
<td>&quot;Let Me Whisper&quot;</td>
<td>1</td>
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</tr>
<tr>
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<td>6</td>
</tr>
<tr>
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<td>7</td>
</tr>
<tr>
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<td>8</td>
</tr>
<tr>
<td>&quot;The Words I Say&quot;</td>
<td>9</td>
</tr>
<tr>
<td>&quot;The Words I Say (My Heart Will Go On)&quot;</td>
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**Programs Listed for the Week Ending Thursday, June 23, 1938**

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<thead>
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<tbody>
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**List of the Top 10 Songs for the Week Ending Thursday, June 23, 1938**

1. "Let Me Whisper"
2. "Cry, Baby, Cry"
3. "Love Letter in the Starlight"
4. "You'd Be So Nice (If You'd Only Be Mine)"
5. "I Can't Believe That You're in Love"
6. "Says My Heart"
7. "What's That Little Bow"
8. "Who's Sorry Now"
9. "The Words I Say"
10. "The Words I Say (My Heart Will Go On)"
Hall a Heavy Fave in Tenn.

 Chattanooga concert and dance draws a good grand—mountain spots open

Fed Trade Code for Music Publs Now Only a Code in the Doze

Paine’s uniting efforts to regulate song plugging industry seen as a dream-house—house cleaning now an ASCAP cake-cutting party

NEW YORK, June 4.—Maneuvers of the publisher membership in the American Society of Composers, Authors and Publishers, with a view toward reviving the ASCAP anti-plug campaign, is now regarded as indicating that the majority of mischievous, but never realized, music code. Should this attitude be proven correct it will mean that the ASCAP will now move to the full number of those with good availability—that is.

Karzas Kicks In

With Wire Charge

CHICAGO, June 4.—Andrew Karzas puts his Aryan horde back into the big-name register after hooking in with the $100-a-week wire charge a network pack-up. Shad Pless is set for the first Coast-to-Coast airing, opening June 24. Edye Duechlin steps off for the July 3 week, Fields returning August, when Dick Jergens takes over.

Another maneuver and Tyson were made national institutions over WGN and the net, but when radio outlets headslapped on the $100 exact last January, it appeared that those who had not followed was not worth the hire. Pressure from diminishing gate receipts, coupled with the fact that it was using bin name bands without a wire, was evidently the factor that caused the dance pack-up toward the east. Tyson airs only locally over WIND.

CRA Adds Lincoln Hotel

NEW YORK, June 4.—With the song getting the booking exclusive for the hotel, Miss Muriel Kramer of the Max Kramer, Consolidated Radio artists gets the booking exclusive for the hotel's grill, thereby leaving Rockwell-O'Keefe's much beloved advanced spotting of Charles Clifton there in the fall hanging fire. The Edison, Kramer-contracted, is also booked by CBA, and the Car-

Raymond Makes Prom Pay

MADISON, Wis., June 4.—Louis Armstrong added another date to his current week preceding tour, bringing the total to 19. With dates set for July 1 at Radio City, the Big Band will appear for a week, paying $500 for the right of dress on the committee's usual budget for the affair.

Petrillo Won't Tip His Mits

CHICAGO, June 4.—James C. Petrillo boards the train for Tampa with plans for the musical union's maintaining a matter of strict personal property, for he has talked to no one regarding any of the recent Joseph Petitta association. He dropped a few weeks ago. Opinion here is that that last appearance will not be plentiful when he gets on the floor, but will not be so plentiful as any further by blastings to the press here and the chief complaint at the planned proposition might be waiting for a floor. Local salesmen more or less played up when the former president. However, the Times-Daily News bringing in an extra barrel in the form of an editoral blast, attacking Petrillo's $110,000 annual upper and saying that it was the private paying wage earners received some protection from exploitation "by the wrong type of labor leader" as well as the president's exploitation. Whether Petrillo was disturbed by these write-ups could not be learned. For up to the time of his departure he was still "out of town" to the press.

Whether Petrillo will be in Tampa by Thursday when the executive board takes up the preliminary distribution plan, convention starting June 13 has not been determined. It is expected that Petrillo will take the offensive by attacking the present administration for its lack of doing any real thing in the matter of plans to pave the way for work in piecemeal fashion. However, it is the belief that Sunday-end of the season Petrillo and Weber were scheduled to go to Hollywood last April, but it was believed Weber felt the time was not ripe and that a discussion between the two men on the subject drove a deeper wedge into their relationship.

Woolys in Tennessee

SWEET ON SKINS

PHILADELPHIA, June 4—Art Padden of Paladins black market for drummers. Gene Krupa, who just returned from the Toots International, Johnny Graff, who follows for the season and Ham- woods, who locates at Paddus River Drive and Anchorage Inn, are all masters of the skins.

What Next?

PHILADELPHIA, June 4—Johnny C. Edwards struck the district-international. He has been dedicating each night's dance remote to one of the female stars-

The impact of the code, Arthur C. Spender, said the sum-

STUART'S WEEK-END

FORT WORTH, Tex., June 4.—With hard rains going on all week, Stuart booked the first week-end. After selling tickets for the first week-end, Stuart takes over June 21 and 22, Nick Stuart proved stronger fed for the following Friday night's per-

The ticket to the men's room, piping Mr. Milt Shapiro, act's rotund press agent.

Gay Debut Double

The Take on

Biagini

Biagini

over

Golly

proved

Star

popular with the

crowd.

His

at the

Ballroom

mer.

his

Don's

named yet.

Saturday

gross of

three

just

June

11,

11,000

“MUSIC CODE COMA”

June 4,

MUSIC TRADE CODES

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Don's Last CRA Stand

DALLAS, June 4—Alko switched his booking affiliation to Music Corp. of America, following his last booking, good his last Consolidated Radio Artists booking, opening this week at the Adolphus Hotel, where he is appearing for the next 10 days. Bes- t follows Bill Bardo, who moved to New Or- leans for the Hotel Roosevelt's Blue Room, Bardo, making his bow in old town, however, later will return to New York, where he will take the Adolphus, registering better than June 1, equaling the record this year.

Sugar Blues a Sellout

NEW YORK, June 4.—Clyde McCarty's May 30 date at the Junior Chamber of Commerce and Associates meeting was sold out of the season's opening over 450 seats in advance. With floor space limiting capacity to 500, that many tickets at $2.50 each were grabbed up before McCarty gave the first downbeat. At the Buff, Mo. Queen's Ball in connection with the 15th year of the Queen's Ball date over last Saturday night. Band is a popular college combo in these parts and grossed $500. A crowd of 600 was paid $25.00 for ducats, no stray ages. J. Ray Helms, booking director of the Queen's Ball, was much pleased with the show- ing, both visually and financially.

Armstrong Makes Prom Pay

MADISON, Wis., June 4.—Louis Armstrong, part of the program for a week previous to his leaving town, added another date to his current week preceding tour, bringing the total to 19. Band brought from Joe Keasey at the right of dress on the committee's usual budget for the affair.

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Tongue in Cheek

CHICAGO, June 4.—Press agent puts this summer on James C. Petrillo's Grant Park Concerts on the schedule of this year's concerts. Petrillo's first kick will be a kick at the band wagon—another one of the invasion of mischievous, but never realized, music code. Should this attitude be proven correct it will mean that the ASCAP will now move to the full number of those with good availability—that is.

Garman Opens New Dancant

CEDAR RAPIDS, Ia., June 4.—James Garman ismeter in his Thorwood Park Ballroom, with plans on the schedule of this year's concerts. Petrillo's first kick will be a kick at the band wagon—another one of the invasion of mischievous, but never realized, music code. Should this attitude be proven correct it will mean that the ASCAP will now move to the full number of those with good availability—that is.

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Yes, We Have No

SCOFF and solely may carry favor with some hand leaders ... but as
for TOMMY DORSEY, it's the regime that turns the ... and we don't mean to ... that also is really in a sentimental mood when a
musician, either before or after the dressing
room during his Chicago Theater date ... with an entertainment head ... never have . . .

RICHARD HIBBARD, a trumpeter in his own right, ... found, a genuine magician. Dick now returns to ... as the melancholy Dan... the War-

Cobham Exhibition at the Apollo . . . will appear

As the melodic duo Dan... the War-


HUGHES PANASONIC's smooth dean of swingology, arrives on these shores next week . . .

LOUIE ARMSTRONG, playing the ... will get his share play with ... growth auspiciously.

WILLIAM KELLEHER locates at Coney Island's Luna Park . . . and it plays . . . go over ... he's made a name as the master DJ of the Coney Island... his schedule includes the 1937.

The National Broadcasting Co's Thursday night bridge program, features the "Dr. John" series, conducted by Dr. John Thomas....

JERRY SALISBURY Presents The NOBLEMEN

"Music At It's Best"... Dir: Consolidated Radio Artists, Inc.

The Smiling Maestro Is on the... By Kayne Korner

OK his kissing tips up in Kansas City as summer, present by a fort-

night of rain, makes its belated appear-

ance and admired.

MARSHALL VAN POOK has been pulling slingshot at Fairypark . . .

Name... for the last 5 years... Dick Wheeler and John Old going con-

trary to Midwest custom by buying bands for one or possibly two-week stays rather than... Dick ... in 

RAY MICHEN'S terrifically tempos logged week at the Apollo-the-Plaza, JULIA LEWIS at Mil-

non's Room and HERMAN WALDER shows an old-timey feeling at the Stomp-

ing Wheel . . .

The short on culture and enjoymentKemp ... Ray...

now will gladly part with last diners... but it is a good music... the nitty gritty and has... but will be good... summer or totally bought.

Brookings Bookings

RAMONA makes her metropolitan bow at the Loew's 13th Street with HENRY BUSSE following for a month...

June 27 for his Broadway first...RAMONA comes here from Hotel Nicolle, Minneapolis, where BOYD RAEUBRN makes his first appearance, and... hand ... the band leader takes the... the musical pulse and... of opening festivities, first... and they're doing it again.

A wonder nobody is... forward... the Maestro in the previous... says "this is letting the... band ... he's HOWARD JACOBS, British... and the still lingering yellow-eyed . . .

MARK WARKOW goes vacationing June 14th . . .

in his amusing ... his amazement . . .

Victor Arden, Don Voorhies and Gus Kemp... FRED WALK is scoring most of the..."...

The Western Limb

BARNEY's, 490... located for four weeks at Swiss-Bay Gardens, Kansas City June 14th . . .

PHIL LEVANT comes to... his Greyhound to make... he's the Chicago Theater date... the Apollo Theater. . .

JOEY MURPHY, both... for their stroll-

William M. ODERSEN

Orchestra Notes

PANCHO and His ORCHESTRA

PERISAN PLAZA HOTEL, N. Y.

MUS. MUSICAL CORP. OF AMERICA.

Return Engagement

JOSSE SANDERS AND HIS NIGHTHAWKS

NOW ON TOUR

MUSIC CORPORATION OF AMERICA.

PARIS PLAZA, N. Y.

MUS. MUSICAL CORP. OF AMERICA.

Return Engagement

By Popular Demand.

STOCK CLUB, N. Y.

"The Smiling Maestro..."

THE DILMOUTH BOYS AND THEIR ORCHESTRA

Now at the "TALMAG"... By JERRY ORION

GOODMAN and DORSEY STILL Lead Orkdon in Para Poll

NEW YORK, June 4th--A 50,000,...

The world for a century in... for recording for other concerns, was... Mark and RICHIE, the... the... and... with RCA Victor, a 36-inch record.

GRACE MOORE HUES WAXWORKS

NEW YORK, June 4--A 5,000,...

A little lack of brevity and... and... for the... of the... with RCA Victor, a 36-inch record.

The Great Awakening

BEACON, Tex., June 4--After

... for years as a writer of songs of the... for the... series, "The Last Roundup"... a cowboy running up a heap of... of西瓜 across the highway.

EDDY ROGERS

AND HIS ORCHESTRA

VAN CLEVE HOTEL, Dayton, Ohio, Mfrs. ROECKWELL-ENGLE, INC.

LEONIAL ZAPPI

AND HIS ORCHESTRA

PARIS PLAZA, N. Y.

DON REDMAN and his ORCHESTRA

DAM JACOBS and his MUSIC

NOW ON TOUR

BRANDON HOTEL, Omaha, Nebr., Mfrs. ROECKWELL-ENGLE, INC.

THE DILMOUTH BOYS... Chicago.

MUS. MUS. CONSOLIDATED RADIO ARTISTS, INC.

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DAM JACOBS and his MUSIC

NOW ON TOUR

BRANDON HOTEL, Omaha, Nebr., Mfrs. ROECKWELL-ENGLE, INC.
Coast Lights
And Looks Up

Rogue vies again
Waikiki and Arrowhead
again in the swim

Los Angeles, June 4—In spite of the record heat, record breaking numbers of visitors flocked to Waikiki today, according to the latest reports from the tourist bureaus. 

Bremgardon, Vocco, Conn Loom Newest Music Pub Tycoons

Potent threat to Tin Pan Alley's more powerful domination is seen in the formation of the new music house beginning to take shape on the west side of Chicago. The Bremgardon and Chester Conn. coehn. When Bremgardon left general management at Feist no indication of the importance of this new house was given. The new house, which now is in full operation, is quite an acquisition to the mighty Barnes & Gable catalog, new pub, to be known as Bremgardon, Vocco & Conn, bids fair to become one of the most potent music interesst, will follow Vocco's lead in leaving that concern and join up with B. V. & G.

Fifteen thousand dollars was needed to acquire corporate stock of D., D. & D., with Bremgardon and Conn putting up most of the money. Some financing was also done on local money. The Bremgardon and Chester Conn are coehns with Warner Bros. music intell.ists, will follow Vocco's lead in leaving that concern and join up with B. V. & G.

Chick Adams, arranger for Abe Lyman, was bought out of the Under Milk Moon for Little Symphony with Roy Music. Also on a chart at B. V. & G. is Carolynn D., D. & D. June 8 at the Ritz-Carlton sees about 13,000 fans there for the new record of The Metal Plate of a well known local combo. The record "O-K's demon" has a really hard number. The record was purchased by the Warner Bros. firm when the record was offered to them by the group.

Billy, Rocco Vocco, and Johnny Feist are now in a new recording. They are the new act of the Royal Applause. Their recording is "The Metal Plate." The record was purchased by the Warner Bros. firm when the record was offered to them by the group.

The group consists of: Billy, Rocco Vocco, and Johnny Feist.

**FORSTER ENSEMBLE FOLIOS**

These Three Folios — FORSTER "C" Ensemble Folio No. 1, FORSTER "Bb" Ensemble Folio No. 2, and FORSTER "Eb" Ensemble Folio No. 3 — each a demand for arrangements of well-known numbers that can be used without transcribing. For student use, in an orchestra, in a small ensemble, for a duet or even for the soloist. Each folio contains 88 numbered parts, arranged to cover the instruments indicated by the title—C, Bb, or Eb.

**FORSTER "C" ENSEMBLE FOLIO NO. 1**

Is for all "C" instruments, such as C Saxophone, C Trumpet, or even a C Clarinet. It contains 88 numbered parts, arranged to cover the instruments indicated by the title—C, Bb, or Eb.

**FORSTER "Bb" ENSEMBLE FOLIO NO. 2**

Is for all "Bb" instruments, such as Bb Trumpet, Bb Cornet, Bb Alto Saxophone, Bb Baritone Saxophone, Bb Clarinet, etc. It contains 88 numbered parts, arranged to cover the instruments indicated by the title—Bb, Eb, or Bb.

**FORSTER "Eb" ENSEMBLE FOLIO NO. 3**

Is for all "Eb" instruments, such as Eb Bass Horn, Eb Basso Saxophone, Eb Alto Saxophone, Eb Eb Alto Saxophone, Eb Bass Clarinet, etc. It contains 88 numbered parts, arranged to cover the instruments indicated by the title—Eb, Bb, or Eb.

**ALL ARRANGEMENTS in each folio are in four part harmony, practical and effective**

**SOLOS**

DUETS

TRIOS

QUARTETS

ENSEMBLE

**SHEET-MUSIC LEADERS**

(Wide Bending Week 4)

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**CENTRAL SHOW PRINTING CO.**

MASON CITY, Ia.

**WANTED**

FROMBONE AND DRUMMER

H. S. DUDLEY

EBONY POLICIE

BRENTWOOD, Va.
Producers' organization, waiting for years over inability to control Indies, handed weapon by ticket agreement with Equity and basic pact with actors' org

NEW YORK, June 6—Producers who have been aloof to membership in the League because they don't agree to the agreement anyway, have submitted to the League, which has the agreement, the signatures of the playwrights who are members of the League and will be compelled to live up to what the League requires. If they are drawn up, no members of the League will be able to adhere to practices of the sort which the League requires, that is, if submitted to the contract next season. All such agreements will be forbidden in the code.

Producers and managers who are members of the League will have submitted to the agreement to the extent that Equity will have submitted to a basic pact not agreeing to change any conditions in its contract for the duration of the code. The employers who are not in the League will have submitted to the agreement anyway, without the playing of the game, that is, taking a chance that working conditions will remain unaltered at the hour.

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June 11, 1938

OUT-OF-TOWN OPENINGS

“Created Equal” (Empire Theater)

SALISBURY, ME.


The show draws from 100 various Federal Theater units, including Negro and Italian groups and recruits from vaudeville units. By the use of cast members, the play's audience is limited to that of the downtown theater, but it is estimated that 75 to 700 people are engaged in the production. The show's running time is a little over 2 hours, 30 minutes, is simply a continued battle of the proletariat fighting for those rights of personal freedom that were expanded for the land owners in 176 to the commune if they could not turn free officers into British men.

“Alcestis” (Sanders Theater)

CAMBRIDGE, MASS.


The title role is played by Sabina Lienenthal, Allan Downey, Rodney Whitney, Robert de Kock,and Betty Darnell, and the chorus is composed of Doris White, Lawrence O'Donnell, Betty Davis, John Frank, and Josephine Costello. Directed by Fred Bowe. Written by William McCulloch, David Samuel, Ernest Reschau.

The production was described as this in 438 B.C. An English version was introduced at Harvard University, May 19 and 21, 1938. The play is a favorite of students of the classics. In the literal line, with the boys not understanding the Greek source, the musical quality is evident. As played on the Harvard campus it is a commendable job—too much so. The program was presented at the Broadway mob, but rating support from a group of students who had been there for a while.

The production is directed by the willowy Mrs. Alcestis, the one person who must die. Mrs. Alcestis, after all others, is left with the burden of discovering the roles of the female and being slave to the ideas of her father. At the same time Admetus turns himself apart with deep remorse over his fate playing an active part in his own death. He desires the ceasing of death which he has trans- ferred to his wife and being therefore al- ready fortunate not to be discovering his fate. In the material, however, when Admetus makes Alcestis free from the grave and leads her precious reproduction won't do as well as the real—since the thing is finished. It's in its original form now.

And even the revivals had to be considered. They've all gotten cut all to pieces. Mr. Connelly has his整个 cast acting up and extra miles are not needed. The produc- tion is full of earnest amateurs participating in the activities of the College Women's Group (The Little Women's Laptop Club). When Kath- erine Larkin presented her Ten Nights in a Trave with a large and varied cast. But the tiny Triangle Theater 15 years ago—long before Christopher Plummer covered the country—the idea was funny,largely because such a fine actor as Eliza- Battle played it straight. At the Windsor the play in its revivals version is just too precious for words.

There are, unavoidably, one or two high spots along the way to the mountaintops of the Alcestis. The action is the same. But these are furnished entirely by the music, which sometimes manages to burst forth from the credulous performers. The dialogue and lyrics, notably at the end of the second and fourth acts, where the chorus is taken, incidentally, are unbilled in the program, with no indication given that the tunes were filed from old songs. The tunes of the composers have to be dead —and therefore defenses- the least one could do would be to offer the performers a bow of thanks.

When it comes to the question of which Mr. Connelly has practiced his coy directorial art in an odd mixture of amateur and professionals with out-and-out amateurs and completely inexplicable importations from another theater. The first act is well performed, as is the case with all the上场 performers. Not only, but even they have been able to stem the tide. For Miss Barnes herself, who has been hailing, is now, and with Mr. Correll (to all people) bouncing around her feet she manages to keep the charming and voice and no stage presence whatsoever. The acting is more gallant and Gabrielle Brune, both of whom had played Puck at various stages of their early careers, and in their seats have to have gotten over it. They're both, to be frank, a kindly, extraordinarily hard to take.

Only two people in the cast manage to escape criticism—Patricia Morris and Dr. Drake. Miss Morris, a charming and very accomplished actress, has an easy voice, a fetching stage manner, and entirely adequate of all the obstacles at the acting talent. Mr. Drake, the cast member to a speciality in serious playing, has a fine flair for comedy in almost perfect sense of timing, a nice voice and an extremely pleasant personality. If The Two Bouquets is remembered for anything at all it must be for having unraveled these two kids.

The production is carefully cow. with all this talent. The set and costumes, by Robert Barbra and Raoul Pene du Bois, are highly commendable. The lighting, particularly in the second act, is brash. But both performers and audience shall be kept in suspense. The season of 1938-39, in view of The Two Bouquets, almost say that it, like the customers, was sung to sleep.

Allen County, Producer

PITTSBURGH, June 4.—Allen County, Pennsylvania, has been building an audience for a large scale this summer. Having previ- ous plans for the use of stock leg at South Park, directed by Julian Bromley, Jr., the company this week revealed plans for program with cast of more than 1,000, to be pre- sented September 16 through 20 as part of county Sesquicentennial. The direction of J. W. McGowan, district super- visor of the University of Illinois, presented Western Gateway, show will be staged in the park, where programs are rated as pretty much of the same. The program is the new the German Stallions driven out of their stables in South America, but insist that continuation of such "neg- lect and discrimination will make it impos- sible and unforgivable." Celler questions the reasons for the death of his bill and wants to know why our government officials "feel such a sudden change of heart." It seems to Celler that under the present administration, he said, "I have some suspicions that the foreign policy has been changed, but I will not share in the not dark future."

Agreeing with Mark Elhard on the importance of World War I, Celler stated he believed the POCs since called for the creation of a national endeavor to develop a standard of "in- telligence and cultural awareness and necessity." Hearings should be called immediately, according to Celler, on the subject of broadcasting on a firmer foundation and it is "necessary to separate the wheat from the chaff," he said. "The last commission should be accomplished by the commission which is not. It is necessary to develop a general standard of opera- tion in the foreign field."

RADIO-SUPPORTED

(Continued from page 3)

will stage its first program on Sunday evening, beginning July 17, gratis for the whole family. In conjunction with Willard D. Gern- hardt's Cape Theater, Cape May, N.J., Boris Sharlo will host the Directing Apprentice Theater between July 10 and Labor Day. Directed by the past and now Managed by Nat Letchman, are back for a 23rd season on the Cape. 

CIO, WJBK

(Continued from page 5)

sion was evidently reached by mutual agreement. Future plans for the unions are under consideration.

DETROIT, June 6.—Cancellation of the Dobrynski speech was the first such action in 10 months of broadcasts. From George Bara, radio director of the CIO, he said that the broadcasts had been made on some special purposes. Action to discontinue programs, taken by the executive board of the national, was under reconsideration this week. Finan- cial difficulties, however, have created a considerable part in the decision to take such action. So far as the board's efforts were being made to keep them going without a break.

(40th Anniversary)

The BiUboard

In Acting, Directing, Personal Development, Drama 
DANCE — MUSICAL COMEDY

COURSES IN THEATRE

3 to 5 Every, Stage, Studio, Radio, A. solid foundation for professional stock theatre training through four years of full length plays, a week or two in each, putting students of all ages and abilities to test. The courses are taught by director White T. BELL, Secretary, 66 West 86 St., N. Y.
Big New York Club Struggle, Hope To Stick Thru Summer

NEW YORK. June 4—Big clubs continue to struggle along, with the Cosa Manana doing the best business. Cosa has been hitting between $35,000 and $45,000 a week, but has threatened to close. International Casino’s $30,000 to $35,000, however, is a solid profit and reopens. Conditions are so uncertain that all the clubs of the five boroughs are in doubt as to their future. The operators refused to sign the material priority pact, and are asking to be allowed to operate without it. It is feared that the clubs may close and the operators took the matter to court.

Material Protection Bureau

A Free Service for Readers

ATTENTION is directed to The Billboard’s Material Protection Bureau embracing all branches of the show business, but designed particularly to serve the Vaudeville, Night Club and Playhouse lines. Those wishing to obtain ideas or material priority are asked to indicate description of same, and sealed letter. It will be kept confidential.

The Bureau is designed to supply in any way the service performed by the U. S. Patent Office, to provide a means of obtaining priority of ideas that is not within the scope of the Copyright Office.

New York’s Oldest Club

NEW YORK. June 4—Black Cat, probably oldest night club in the city, Cosa Manana, Village Club and E. 8th Street were closed yesterday. The Cosa Manana will open again in time for the summer. The Parade opens June 17, with Cosa Manana managing the typical Cotton Club show featured by Ethel Robinson, Mae Johnson, Alida Ward, and the Chocolatiers. Eddie Dyer and Richard, Freddie James, Ted Childs Jr., 24 girls and Don Barrow’s Band. Spot cost $600 to build and $4,500 to operate. Cosa Manana club closed Tuesday and will install a $30,000 cooling system in order to remain open summers beginning with this year.

 Ft. Worth Men Promoting Casa Manana Return

FORT WORTH, Tex., June 4—Several companies have shown interest in booking the Casa Manana, but is not minded to start anything without a sure company, a group of local business men, most of whom are from the Frontier Centennial and Pi Beta Theta. Casa Manana has been opened in Fort Worth, Thursday, and with $10,000 capital is able to be run for six months without supplying the operators any profit.

Seeks To Stop Cancellations

CHICAGO, June 4—American Federation of Actors here is filing a initial case in Illinois courts against agents from taking talent from distant places. The AFA is not interested in local talent but is not live up to. Frank Shannon, of AFA, has been brought in for long engagements that threaten to be broken up.

Litigation will involve Ilida Allison, New York dancer, and Sammy Clark, booker for the Casa Manana Club. Claim Miss Allison was booked for four weeks and canceled the contract, when it was found that she had withdrawn it when Olen and Johnson picked her up for their unit.

Chi Summer Season Not Bad Despite Fewer Spots

CHICAGO, June 4—Despite the business full, summer night club season is not as profitable as in this area. Suffers only when stacked against years past. Last year, four clubs folded early in the year and failed to/open. Cocoanut Grove, Ben Lenhoff’s pride spot last summer, is only a week-end operation this year, and the work here, with O’Harre, while Ball Bal and the Stork Club are not as successful as last year. O’Harre is closing this year include Harry’s Cafe, Vanity Fair, Coconut’s Casino, Drake Hotel’s Cold Coast Room, only own, Jockey Club, the Var, and the Bolo Polos. Which ladies late this month.

Acts Drop Lawsuits

CHICAGO, June 4—Henry Kelphie, attorney, reports that the breach of contract suit by the association of actors for the rejection of Actors for Lee, Storms and Lee, was dismissed by the judge. Mr. Borde here were dismissed this week by minus judgment. Claims that Borde hadn’t lived up to contracts made while they worked in his Cocoanut Groveadero.

Dog Act Travels With Film

LINCOLN, Neb., June 4.—L. R. Lenjeron, Ill., 22 Kaptan Skit Band, is making the rounds of the Midwest with the Republic pictures, their latest picture the Yukan, Lenhorst turn has been played the ordinary gross. First test of the stunt was here at the Variety, the kids flocked for four days.

Newport News Spot Opens

NEWPORT NEWS, Va., June 4—Old Dominion Club, formerly Old Dominion Skating Rink, opened for business this week, with Bradly’s Originals, four pieces, furnishing music nightly.

Carlton Takes Over Club

MANTOUCO, Wis., June 4.—Daniel Carlton has taken over the LaPlata Club and renamed it the Carlton. Archie Kich’s Top Hatters, billed yesterday as “Barnum Boys” and Whaley’s Band have played here since change.

Canton Hofbrau Drops Show

CANTON, June 4.—Hofbrau, Meyers Restaurant, has canceled an engagement and is maintaining a beer-garden policy this summer, according to Curt Sinclair, manager of the location. Setting the tone of the beer garden was an auction against floor show and dance-band policy.

Coffeetalk: Makers of Coca-Cola Are Suing Rembrandt

Bob Dyer Set for London

CINCINNATI, June 4.—Bob Dyer, the last of the hillbillies,” who left the A. B. Hairs salon in Auntie Margaret’s Matinee, has been booked to tour on his own in that country by J. B. Hairs, the Australian distributor of the film, where he plans to stage a black suit show. He will be shown at the Third Cabaret from the latter house’s shows in Australia and Tasmania for the Australian Federation of Union and orchestral entertainment, the white coalition the願意的 white association.

Arabian Gardens Opens

COLUMBUS, O., June 4.—Nick Alba, muleteer, has opened the Arabian Gardens for the summer. “Betty Boop” is the star, and the show will be adjusted for all kinds of weather.

Buys Carter Lake Club

OMAHA, June 4.—Joseph Mazer, owner of Pony Park here, has purchased the Carter Lake Club, former private sum-mer club, and will start Restoration Forces San Fran Clubs Into Full-Week Shows

SAN FRANCISCO, June 4.— Night clubs offering shows two or three nights weekly, as well as clubs offering other nights, will meet opposition from APA, according to Al Smith, local representative. On club are expected to meet opposition from APA.

First such move was hinted by Smith, that Barron Long’s Hawaiian Garden, San Francisco, offering full week shows instead of herefore one week, will meet opposition from APA.

Some bookers look upon certain weeks as off weeks that show look but when presented for only a few people, full week operation with full week shows instead of herefore one week, will meet opposition from APA.

The Plantation and Club Alabam are the latest night spots to sign APA agreements. Clubs use colored entertainers. Exhibit space was acquired by APA of recent Union Label Exhibition at Civic Auditorium. Entertainers gave minia-ture performances which displayed pictures of Sophie Tucker and other well-known entertainers. Blackstone, magician, and his company of 20, have been signed by APA.

Catomy, June 4—Dispute between two of the leading Los Angeles and Topanga’s Roost was settled after a few days discussion and the trouble and standard acts. As the line girls received their notice from the management about the trouble and standard acts. As the line girls received their notice from the management about the trouble and standard acts. As the line girls received their notice from the management about the trouble and standard acts.

Chute Show was started by APA when the line girls were asked to work under APA standards. With the line girls. However, since the dis-potec, the line girls involved with APA. The Chute, used as a base of operations, is to be closed by the management, and the trouble and standard acts. As the line girls received their notice from the management about the trouble and standard acts.

Trouble started when APA showed management at the Whiteman Drive, a copy of letter from Joe Weber, American Federation manager, preventing all acts playing with the management. A trouble story, the parties are unable to agree, as the line girls who are working with the management, and the trouble and standard acts. As the line girls received their notice from the management about the trouble and standard acts. As the line girls received their notice from the management about the trouble and standard acts.

Calls for concert entertainers have been heard in Chicago.

CHICAGO, June 4—Season will find an increased number of cocktail bar spots along the main highways.CLUBS VAUDEVILLE

June 11, 1938

Conducted by PAUL DENIS—Communications to 1564 Broadway, New York City
Night Club Reviews

Class Hat, Belmont-Plaza Hotel, New York

The new hat in this sphere is the Belmont at 404, 8th Ave., between 44th and 45th Sts. This establishment is a real find, a gem of a place, and the club is not yet fully developed. The lighting is excellent, and the audience is a select group. The music is provided by a top-notch orchestra under the direction of Stan Kenton.

Villa Moderne, Chicago

Villa Moderne, 1401 N. Clark St., is a new nightclub that has gained a reputation for its excellent musical entertainment. The club is known for its sophisticated atmosphere and high-quality performers.

Sky Gardens, St. Moritz Hotel, New York

With Central Park blooming right at its feet, the St. Moritz has closed its main dining room and moved activities upstairs to the Sky Gardens. The view is lovely, with the New York skyline visible from every table. The food is first-rate, and the service is excellent.

Embassy Club, Newark

New Embassy Club, formally the popular Club Bowl, has reopened under new management. Frank Ford and features a policy of entertainment for men of all ages. The club is well-known for its elegant ambiance and sophisticated clientele.

Chez Paree, Chicago

The new revue is one of the strongest this season, with a cast of top-notch performers. Loaded with trained efforts from both the talent and the musical department, it peels a barrage of entertainment. A most rewarding feature is the top work displayed by the 16 girls who have already only looked to recommend them. There is the usual parade of former Chicago Theater producer, they blend the girls nicely into some numbers and prove delightful line dancers.

The Great INDIAN FAKIR

Mack Sennett, in startling contrast to his previous work, has kept the world, running time 1 hour. 40 Crochets, Inc. distributed, $1,000 cash prize. No cover, no $1.50 minimum after 11:30 p.m. Service and entertainment.

THIRD LOYD

The Chinese Players present "The Dance" in Interpretive Character Dance Creations. For Open Dates Either Phone or Wire Chas. H. Thompson, Mutual Enterprises Of Exon., Rochester, N. Y.

Casino on the Park, Essex House, New York

Richard Hibner and band are back here and opened officially last Friday night in a flurry of publicity and showmanship. Hibner realized one of his dreams when he and his 12-piece band, thanks to the unusual instrumentation suggested by his friend, Roy Addy, basis of the six-bar section and featuring the band a spurt of quality that enhances both sweet and snappy rhythms. The sticky Hibner is a popular, informal and spontaneous host, dressing his band to fit the occasion, the engaging in a good-natured game of wits, and getting in plenty of comic relief. A scene any fashion-conscious woman would love, the music is good and the booking is sure to please a capacity audience and some of them are truly impressive. Additional entertainment is provided by tony young sax man, Dave Cali, and Junior Laramore, and Junior's "The Mad Magician" does some most remarkable feats but energetic routines. Brunet June is featured, a radiant soprano voice to Continental and top-notch entertainment.

Mild Melodies by Jane Farrow

Jane Farrow

Director: Arthur Grossman

BRIDG, building 1619 Broadway, N. Y. C.
**Night Club Management**

**Club Talent New York:**

CAROL BRUCE, booked thru the William Morris office, replaced the ailing Lorraine and Rognan with the Larry Clinton Band at the Olympic Casino this week. . . RAMONA, with the Rockwell of Keene booking, is a Kansas City singer. . . VIVI WINTER, washed up by Billy Burton, of Rockwell of Keene, is at the Dunham ballroom. . . A feature of the last show was Jackie Stuart, singer, and Eddie on the last note. . .

**Three Great States Houses Add Vaude:**

**Chicago:** MARJORIE KNAPP is continuing in the Biltmore East Bar Club as an act with Dean Murphy entertainment. . . AURICUS MARCUS was the double-Tulip representative here last week. . . The Bob Crosby and Frankie Masters Orchestra, starring singer Pat Busek, returned from a 12-week stay in Mexico, where they were sponsored by the EDNA SEDWICK left for Hollywood for a spot serial with Larry (Buster) Crabb. . . JOHNNY WRAVER, the Maxine Thomas baton tosser, is still with the Chicago Opera Co. in the fall. . . and here comes LARRY OLIVIER, formerly of the Six Lucky Girls, formidably in a cabaret act which opens at Colony's in Denver. . .

**Here and There:** DOROTHY DUVAL, accordionist-comedienne, after concluding a month's run at the Paradise Restaurant in New York, now has a new act at the Pick of the Week club, 519 W. 43rd St. . . DOROTHY LIT has opened in the Atlantic Bar, West Side. . . BERNIE MARK is set for the season at the Beach Bar. . . The Blue Room, Palisades, N. Y., is open for the season at the Beach Bar, Palisades, N. Y., is open for the season. . .

**Billed Acts Out, So Patrons Refuse To Pay**

CHICAGO, June 4.—Practice of sudden act cancellations in the more prominent clubs has resulted in the losing pros grassing hot water when no money was to be had. In some cases certain acts were already out of the show the day they appeared. Patrons may return for their check if advertised acts fail to make. . .

*One reported case involved the Col- legiate, an upper Eight Avenue estab- lishment which displayed still the advertised Howard realistic. A 630 party celebrated on the house roistering unlimited, but still maintaining that he purposely came in to see the Howard. While jobby ads are usually a protection, this newspaper deductions prevent copy ac- curacy at all time.*

**Los Angeles Acts Elected**

**LOS ANGELES, June 4.—**With local branch of the American Federation of Actors settled in its new headquarters, one of the convention's main events was announced by John H. Corcoran, AFAP top man here. . .

**Youngstown Spot Reopened**

**YOUNGSTOWN, O., June 4.—**Re-opening of the Club, Manager, a night- club, has been announced by John H. Corcoran, AFAP top man here. . .

**Rathskeller Becomes Nitery**

**CANTON, O., June 4.—**Batt's Rath- skeller, Meyers Lake Park, has switched to a night-club management. Floor shows nightly. Cur- rently unoccupied, Morton, Denny, de- leo, Priago and Dick Kerstetter's Boys. . .

**Just in Case**

**PITTSBURGH, June 4.—**Peak of monotony was shown by Bill Degan, manager of the Biltmore East Bar Club. . . When he took third-floor dressing room. . . No art being offered stars, the Biltmore East after being closed the limelight spot?* asked the Irish dried-up club. . . The third-floor rooms, just last night. . .

*Asked about fellow players' Broodbargen salaries, he retorted, "And these gals who'll work for $8,000 a week but balk at $4,000. Poor still a mile of money."*
British Vaude Outlook Best in 10 Years

LONDON, May 28—George Black, di-
rector and booker of the London Pal-
ine, today announced that only the General Theaters Corp. and Moss En-
trance are doing favors for him, and George and Harry Foster (Foster's Agency) are unanimous in their forecasts that the new season will be best in history for British vaudeville.

General Theaters Corp. is buying houses. Klabin Empire, Ifford Hippo-
dle, and Imperial, all of which are im-
portant indie vaude houses here, have al-
ready been taken over. At least four more London music halls and some 10 more vaude houses in the sticks will follow.

Straight vaude will give way to units which may be a step below strength at the more important houses. The Holborn, Edward, Cam-
ningham Hippodrome, Manchester Hippodrome, etc., are available, will augment the standard booking.

George and Harry Foster claim a record week's bookings, negotiating con-
tracts for their talents to appear in about 15 vaude houses for the next couple of weeks. The Foster agency is being besieged with requests to appear in London Palladium and other theaters, with special offers from new locations to Calde-
low, Hite and Stanway; Stuart; Rand Roberts; Foster, Foster, Foster; and George Givot, Bud Castelli and Lady Santry.

Possible future headliners include

Robert Wildhacker, Judy Garland and
Robert Carroll, known to English audi-
cences and re-
known in the United States, have{41} included in their programs, are George Spaulding, Harry Pay of the Commerford Circuit.

Foster claims the new idea that the opposition Vode-Visions is now ex-
tratupling. "Our further efforts in this line," he said, "will not keep them under the hammer. The vaudeville, performers or any other kind of union, connected with the new business, will keep them under the hammer. The vaudeville, performers will fight the new business, and the not far television.

Commenting on the possibility of per-
formers and unions uniting to fight the new business, Foster said: "We are

unions bearing down on his idea. Horn, referred that the American Federation of Musicians had been in-
formed of the plans of the new business. Horn said that the AFM is going to take a stand against the new business. The AFM is going to take a stand against the new business.

Horn also let it be known that follow-
ing the new business, the American Federation of Musicians is going to take a stand against the new business.

Burlesque Places

NEW YORK, June 4—Phil Rosenberg, for a long time in charge of the Triangle here, says he has plans to have a burlesque house opened in the new building at 690 Broadway, which he is going to open as the Spiegeltown. Rosenberg has been working on the idea for many months.

Burlesque Place

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Vaudeville Reviews

Loew’s State, New York (Reviewed Thursday Evening, June 2) A good week, thanks to Marco Polo, whose performance is one of the highlights. The show is at its best in the musical numbers: the stage is well lighted and the music is well played. The highlight of the evening is the performance of the famous baritone, Paul Lewis, who sings a beautiful song in the style of his predecessor, Alan Ross. The audience is captivated by his singing, and many of them stand to applaud him at the end of the song.

The Three Barons do a good job on Cry, Baby, and the Two Barons do a good job on My Blue Heaven. The Three Barons are a popular vaudeville act, and their performance tonight is outstanding.

Palace, Chicago (Reviewed Friday Evening, June 3) It’s a clean and harmonious act. Al Paige and his gang are broadcasting the news of the week in their own particular way. Their presentation path, their members come on stage one at a time, and the audience has a chance to see them individually. They are dressed in a very appropriate manner, and their songs are well-rehearsed.

Peace is very much at home conducting this act. He has a delightfully peppy partner, Randy Blum, who is a fixture in the routine. Randy's reliability is evident in the way he handles the music, and his ability to entertain the audience is notable.

Danni Goodell, next, impresses as a lively character captain. The routines are not exceptional, but the act is well-rehearsed. Al Maffeo, while good, seems a bit stiff, and the act misses a bit in the control of the music. It is a well-rehearsed act, and the audience is pleased.

Music Hall, New York (Reviewed Thursday Evening, June 2) An act that scores at the R. C. Music Hall this week is a sort of $_$_. The act is well-rehearsed and is well received by the audience.

State-Lake, Chicago (Reviewed Friday Evening, June 3) A heavy bill and business first show, with some good acts. The Downtowners are a favorite, and they do a good job on Cry, Baby. The Two Barons are a popular act, and they do a good job on My Blue Heaven. The Three Barons are a popular act, and their performance tonight is outstanding.

Orpheum, Los Angeles (Reviewed Wednesday Evening, June 1) Despite the rain, the audience is in a receptive mood. P. J. Fox is doing a tremendoius amount of patience in teaching the audience to dance. He is a 10-foot-high bicycle and ride a scooter. The audience is getting ready to be a houseboat from last week. Miss Starr is definitely one of the most personable girls ever to play the Orpheum. Her color and her personality click with the audience.

The Blenders, country quartet, make a nice final on the stage. They are very likable. Most of their numbers were well-rehearsed, and their presentation was outstanding.

Palomar, Seattle, Wash (Reviewed Monday Evening, May 30) Allo Ben Turpin, 71-year-old cock-eyed star, was the star attraction, and R. A. Smith and his wife, Miss Della, were a great hit. Miss Della is a very likable girl, and their act is well-rehearsed.

Orchard, Springfield, Ill. (Reviewed Friday Evening, June 3) The act is well-rehearsed and is well received by the audience. The act is well-rehearsed and is well received by the audience.

Hippodrome, Brighton, England (Week of May 23) One of General Theaters’ best out-town houses stages a good nine-act bill this week. Will Paris is in the comedy department. Donna Sisters, three, fit in nicely with a good tap and a good dance. Nance’s are put in the act is Loy Lynette, Australian star. L. O’Gorman Brothers, English comedians, come in with a talent, although they manage to win the applause. The act is well-rehearsed and is well received by the audience. The act is well-rehearsed and is well received by the audience.
Sullivan, Chapman Swamp; Walker Status Uncertain

NEW YORK, June 6.—A temporary shake-up in the feature department of the New York Daily News is about to occur, with Ed Sullivan returning to his reporters job and John Chapman headed for Hollywood to cover the picture colony.

The latest information is that Sullivan will return to New York to cover the New York Magazine's Annual Moon Ball and perhaps take the wheel on the morning wave during that period. His return to the regular morning wave will be a move in a daily column. Chapman will ship to California for a month of these weeks. This arrangement is said to have the mutual consent of both columnists.

Despite reports that Dan Walker, coming from the road, will take over the Sunday columnist, it appears that he will maintain the status quo.

line. Italian comic, with a boxed English bulldog and pretty girl partner, gets crowds from crowd. Man and all are both clever with harmonics.

Dream offering, With Love and Hisses. Monday May 9. Day a bit under par. This was last stage show for season of James. Warner Tayford.

Toledo Niteries Scared; Folding or Cutting Acts

TOLEDO, June 4.—Following suit with a movement toward black-balled act. Night spots are either folding completely or are reducing their frills and all. There are several acts which are laying out of business.

Suburban spots are beginning to pop under pressure. Branding goes on a dormant winter. Dutch Village reports doing doubly well in its new location. Other suburban spots are beginning to pop up after a dormant winter. Dutch Village reports doing doubly well in its new location. Other suburban spots are beginning to pop up after a dormant winter.

Strippers Strip Performances

BOSTON, June 4.—Strippers at the Old Howard stripped their play-week to one performance two weeks ago.

First, Maxine Deshine failed to show up for her Monday opening; the entrance finally arrived for the evening performance. That following Monday another Howard manager, got a strip- mare again when Zona Divin slipped her opening at the entrance.

Some say this time the chances and a sent out for Mae Brown.

Dance Teachers Meet

NEW YORK, June 4.—Dancing Teachers' Association, Inc., has its annual convention July 25 at the Park Central Hotel for five days. The agenda lists improvement and promotion of the new Cherry Night Club and the La Coma and a discussion of rules of blocking the proposed Federal Arts Bureau.

Art Padula Celebrates

PHILADELPHIA, June 4.—Art Padula, owner of the Anchorage night club, will be guest of honor at a dinner celebrating its fifth anniversary. It is oldest night club in the city under the same ownership.

Talent Agencies

LOU IRWIN and Harry Norwood, both New York agents, changed office addresses recently.

JACK R. NEW YORK, new holding Hillsbreg for the Howard-Redden-Samuels Talent Agency. Province, is handling orchestra and entertainment for the Rhode Island Pharmaceutical Convention to be held.

Films Plug Night Clubs

NEW YORK, June 4.—Cycle of Hollywood screen titles now runs to niteries. Following Warners' Hollywood Hotel Paramount comes along with Coconut Grove, named after the Hotel Ambassador spots.

Warner production of Garden of the Morning风雨, based on The Saturday Evening Post story of same name, has a new Universal. Now Universal is rending Trocadero, famous Hollywood spot.

Chi Hostelries

Set To Resume Radio Remotes

CHICAGO, June 4.—Local hostilities and niteries are definitely going to forget their squabbles with radio remotes. The former's new 800-per-week service charge for remote wire, with present indications to an all-round thawing of the hatchet phase by all, Andrew Karulis, operator of the Trionon and Argon ballroom, brings the latter back to WGN next Saturday for a nightly stint, but leaves his Trionon on WIND. Both spots are expected to be back on the WGN fold by September. WGN also signed Old Heidelberg Inn, which starts airing tomorrow.

WIND began a real campaign drive for remotes this week, taking advantage of its position of being a local outlet with no charge for wire other than cost of engineer and installation, which runs (see CHI HOSTELRIES on page 21)

Atlanta Theater

Pans Units for 'Boring' Patrons

ATLANTA, June 4—Feeling that he is presenting the representative plan of many other theater operators who still support stage shows, Manager Earl M. Holden of the South Gate Theatre here has sent out an open letter to "show producers" in which he decries the sameness and repetitiveness of their presentations.

It's a novel and at the same time dramatic method of basing out the show producers for their poor and unimaginative output. Holden supports his claim by stating that his house is one of the few down here that play (see ATLANTA THEATER on page 28).

STROBLETE

Luminous Colors That Glow In the Dark

For Ad$; home, Night Club, lobby Displays, etc. Stroblite on Sale Now, 8, 16, 24, 48, 96, New York, W. M. McNally

81 East 125th Street, New York

ROYAL DUO

A SKATING ACT THAT IS DIFFERENT

Now Playing Second Week

GOLDEN GATE THEATRE
San Francisco, Calif.

Recently Featured
Robert Ripley's 'BELOW IT OR NOT'
Permanent Address The Billboard, New York

RICHARD SCHREIBER

NEW MUSICAL COMEDY BARITONE

NOW PLAYING BLUE MOON ROOM

HOTEL LA SALLE, CHICAGO

DANCE ALL NIGHT

WALLING DISCOTHEQUE

PURCHASED BY ROGER MURRELL

DANCE/MIX/STILL

DANCE/HALLS/

PARENTAL EDITION

DANCE MARCH PADDY

PROTECT YOUR PROFITS

Our Patented Dance Check Sticks throughバレルズ, dance can be removed and glued back on. Order today. Made in U. S. A.
Card ILLUSTRATED

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MINSTERLY.

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and Johnny Yardall. Write in, folks,

Openings in the early morning jam

sessions at Paul Mears' barbeque spot.

New York:

JULIA BRYAN, following three weeks at the Forum, Toronto, May 27 to June 2 at Star, Brooklyn, NY. June 3 to 6 at Loew's, New York, NY. June 3. After that another engagement in the

Shuberts. . . . LOVEY KAHN and Irna Vogelies and Princess White Wing are

to replace Queenie King and Annette. . . . TANNER, Al and Paul Hoge have

closed at People's last week. Bobby Newton and Paul Hoge have returned to Los Angeles. Ivy Jensen and Holly Leslie June 3 at CLODIN is boosting a grocery wheel at Palisades Park, Fort Lee, N. J. where Clem White is again assisitng Bert

in the press room. . . .

TONY MICOCCO has set July 8 for the

first Sunday Hudson River cruise of his business showboat, the Yankee. So far engaged are Margie Hart and

Paje. Also eight showgirl dancers. Five strippers to be hired later.

QUEENIE KING is teaching sister Mary some new dance steps for stand pannet crocheting . . . PAUL CUNNINGHAM is now a professional, the first. The Club Stadium (formerly Hi-Hat), Union

N. J. while Florence Benedict Cunn-

ingham is recovering at her home

Garden, L. I., home from a fall in the

latter part of May. . . . TANYA LOWA, whom we last heard singing and dancing in the chorus at the Stadium because of her

engagement, opened over again at the Majestic, Montreal, as a new notion singer for a second.

DEWEY MICHAELS, operator of the Palace, Buffalo, called it a season June

30 and will shunt the Howdow,

Boston, June 18.

Tommy Leveze, local agent, cele-

brated the opening of his new office June 8 . . . MARSHALL AND LEONARD come to the Times, New York, June

17 and Mary Joyce returns June 10 .

FRANKIE FAYE doubled and did the

front line and principal and Pat

Paige was brought in on a Tuesday at the Triboro, New York, which was

May 30 because of the illness of Barbara

REBER, local agent for John Jay D. Clark. New

HEMMING, front liner, did not shift

the line to the Republican, New

York, but sailed instead for a second

season in the Panama nitery. BERNARD DITT, ex-assistant manager of the

Frasier, has gone to life-saving over the summer at Roxel. You can hardly

recognize Charles Olesener, ex-spotlight man of Werth's, Brooklyn, is once more an able

seaman aboard the Delaware City.

ZONIA DOVLIN has arrived at the Elting, New York, this week. Dorothy Lawrence and

Dorothy Lenard left Elting June 3. . . .

KING KEN, come to the Lebanon,

Boston, New York, June 17. .

LUCKY LAD and Miss Ewing are

heading the cast at the Follies, Los

Angeles. CHARLES (KID) KOEBERLE,
total-burnt arm advance man, who

recently clinched an sizable picture deal, goes ahead of George Abbott's Where Life next season, opening in Boston Sep-

tember 1 . . . NAT AND BARE FIELD

with Irving Berger (not the Irving

Becker, manager of the road company of Tobacco Road) will be at Greenwood

Am, Elsievile, N. Y. over the summer, while Jack and Betty Kane with Ted

Wiley go to Sunrise Manor in Elsievile, N. Y. . .

Chicago:

NOELA FORD returned to the 600 Club, where Moma Leslie and Peschels are hold-

over. THE PALACE, Buffalo, goes to pictures for the summer and returns to

the Second City TOWNS to reopen with turquoise late in summer. The Orpheum, Baltimore, Maryland, Minneapolis, Cleveland, St. Louis and

Richmond. . . . PAUL MOROFSKY ended a five-week run at the Roxy.

Distributor at the local Roxy last week, with whom he is touring now, has

assumed his former capacities.

Brooklyn, are returning to the

Denver to Salt Lake City . . . HARRY VALLEY and the Duo Pictures for

Minnepolis . . . ADA LEONARD, now a new show at Colosimo's.

at Colosimo's, talking in the early morning jam ses-

sions at Paul Mears' barbecue spot.

From All Over:

RUBY STATION, chorine who was

seriously injured in an auto accident last November, is able to walk a bit now, but she never will be able to walk as

her left leg is paralyzed. She would

now like a job and a chance to

her relationships. She has a home

at Box 803, Coal City, Ill. .

SALLY WALKER and

Peaches (FPe Wise) Lewis, leading

for a week in Champaign with the

COUNTRY & WESTERN PROGRAM, Billy

Collier, at the Orpheum.

The 800 Club, Buffalo, July 8.

RHYTHM AND BLUES, July 8.

Endurance Shows

(June 11, 1938)
Ketrow Plans Title Change

SALEM, O., June 4—William Ketrow’s giant 66x9 show is looking for a new title after a short change in its Ketrow’s Kamelidz. Ketrow reports that the present title is too familiar and as soon as special paper stock on hand is used up, the title will be changed and as possible. We can do that if only we have the co-opera-

tion of the whole field. In sending in news items to the press, the really cooperation is yours to tell us what you keep in your own hand and on your own shelves. It is just as easy to write the point. It isn’t necessary to write the whole story. May we have your cooperation?

Sees FTP as a Plague

Upon Small Show Owners

South Boston, Mass.

In the May 28 issue there appeared an article that the Federal Theater Board was out of funds and was forced to close. Little evidence of circus about the new trick other than the Ketrow ele-

ments which is a switch the winter over and we are not in the regular program.

Van Arman Notes

TOWANDA, Pa., June 4—Altho it was a hot day at Wellsboro, Pa., until too late to do any business, we hope the rainy period is not too long. We have been in several weeks since Covington, Va., has ended. We lost two of our three—Philippi, W. Va., and Sonora, Pa. We know come to town in the fall, but we hope that with good weather we can keep on.

This week we will start our old route which Van Arman has for 25 years. This week we follow at two in each town in our day with Lewis Bros’ Circus. Show re-

mained in Bangor, Me., for 10 days and opened and everyone is in good spirits.

Three former members of Van Arman’s Maryland General agent, is con-

fusing the route to the Middle West for the next fall season agent, is understood to have stands that were played regularly in West Virginia and Maryland.

Tex Rose Show Shots

MILLINOCKET, Me., June 4—A saw carnival tonight and sure have the tent full but with the cold weather (con-

ee show on the mountain top with general conditions as they are the tent may be there for quite a while in houses. Tommy Templin is still ping-

g the tent.

Recent visitors on the show included Al and Ma stuff. Ben and his former agent, who now is now of the Harold H. Steele, of Dolly and Harold Hovey, are operating a circus, which had just started.

Tex Rose was looking for a baseball game with the Art Lewis carnival and doing well. BILLY OBRIEN.

Rep Rippl's

Don (Sugar) LAYNE is principal comic on the George Barnes Show working thru East Texas. Shows moves on four cars, four living trailers and all necessary staff and managers and is going well. We can have all that if only we co-

operate. Let the cooperation be understood and as possible. We need the cooperation of the whole field. In sending in news items to the press, the really cooperation is yours to tell us what you keep in your own hand and on your own shelves. It is just as easy to write the point. It isn’t necessary to write the whole story. May we have your cooperation?

Heffner-Vinson Hi-Lites

FRANKFORT, Ky., June 4—Show played first of several two-weeks stand here. Everyone has been busy few past weeks.

Jim Heffner kept busy shaking hands and doing the public. He was in Paris and Little Heffner, 24-hour and banner people, back on show in the home town. Show is all right as usual and is starting to move steady.

In East Lexington.

He lawyer, who was on the show in rep., are now located in Frankfort, where Bob has a reasonable position at the old finance house. He is well known in the field. He is still No. 5, and several other features still the same for an informal gathering.

Mildred Harris Chaplin garners plenty of newspaper and magazine interviews and articles. Local scribes considered it an honor to have the opportunity to quiz a Hollywood celebrity.

Jim Heffner would like to know if Cal Waller is still willing to do the rep. work in the Billroy show made that Parkersburg.

Visitors noted on lot this week in-

cluded Carl Witteraker, former rep. pianist now with the new show. Jack St. Jack with Liberty National Show. George (Estate). Taylor and daughter, Evelyn

He was in Port Arthur, Tex., and says he is going to Atlanta and New Orleans. F. M. Maud, of Southern photos, completed a new tab bill for A. J. (Sheets) Clarke, operating in Texas.

JIMMY and EILEEN BEGAN have closed the Billy (Toby) Young and Edna Lilley show and are going to Texas. Tommy and a half, in Arkansas and Missouri, and Jimmy, are the identical twins, the Black Light Circus, Grand Rapids, Mich., as emcees. DORIAN and CARROLL HOPKINS, former members of the Kay Bros. circus, last week on this town will be joining the show and will be out in the country this summer to operate a gift show on Cape Cod. DORIAN SMART and KEMBLE, ex-correspondent at the West End show, is a doing a vent turn in interests in the Virginia State business.

Bilroy Briefs

JACKSON, Mich., June 4—Bilroy and his show, are doing steady business. We had an incident yesterday that is more than the 10-0 interests of the business at heart can handle.

The road will never come back as long as the circus. The reason is simply is addition to the catastrophe within an already overcrowded pro-

gram. It will be impossible to write their congressmen and other heads of important bills. These men are once and for all abolish this jokc on Va., night club. From the stand-

point of the small show owner it is a tragedy.

WILLIAM H. McCARTY.

Billroy is with his show making its way west and his wife is reported to be out here.

He bade farewell to his wife as they left for San Francisco, has added Russells Point, Ohio, to its schedule. For the past few weeks, the show has been in New York, is now handling theater business, and is about to open the second season.

Austin TABOR, long a circus man, and one of the first in the business, is a veteran showman and a true showman at heart.

The reporter is in the circus business, which is sale, and the circus are businesses for young people—men and women.

The government should encourage washed-up performers on any level to make full- length, feature films and to give children the same kind of experience as any other child in the world. The government should be the one to encourage the sale of children's books and books for children as a way to promote reading and literacy among children. The government should encourage the sale of children's books and books for children as a way to promote reading and literacy among children.

THELMA GRAY, a circus girl, was killed in a plane crash in her home in the hills of Bucov, County, Texas, Pa., and will be in August.

ELLEN MORRIS, who is recovering from the illness which kept her confined to her home for four months, is reported that she is out again in one of the larger aims of the government.

No one was hurt. BILLY OBRIEN

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BILLY OBRIEN
NOTE—Mail held at the various offices of The Billboard is classified under the 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, earnt in in Chicago, Chicago and St. Louis by Thursday morning, otherwise some of those concerned will be repeated in the following issue.

When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
June 13, 1938

Carmen Keffler, dedicated to the defense and promulgation of Wagnerian theories, is also considered a leading authority on the music of Richard Wagner.

Baron von Wolfsberg was active in the arts and sciences, particularly in the field of music and literature.

Victor, who has written extensively on the life and work of Wagner. For the last 10 years he has been the director of the "V.ValidationError:TypeError: Cannot concatenate string with number.

He also wrote on Bach, Beethoven, and Schubert, and was a frequent contributor to the opera Viola D'Amore, "The Castle of Hearts and Flute-Solo."
**Route Department**

Following each listing in the following acts section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

**EXPLANATION OF SYMBOLS**

- auditorium: b—ballet; c—canteen; cb—cabaret; c—country club; cb—country club; p—amusement park; ro—road house; re—restaurant; sh—show; t—theater.

**ACTS-UNITS-ATTACKIONS**

- NYC—New York City; Phila.—Philadelphia; Chi.—Chicago.

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**Night Club and Vaude Route must be received at the Cincinnati offices not later than Friday to insure publication.**

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**Kirk, Beverly (Astor)** NYC, h.
Kirk, Betty (Belvedere) NYC, h.
Kirk, Fred, (McAlpin) NYC, h.
Kirk, Harry (Reed's) NYC, h.
Kirk, Jack (Chicago) NYC, h.
Kirk, Joan (Pigot) NYC, h.
Kirk, Jules (El Morocco) NYC, h.
Kirk, Mabel (Belgrade) NYC, h.
Kirk, Millie (Shoreboat) NYC, h.
Kirk, Peggy (Hotel New York) NYC, h.
Kirk, Tom (El Morocco) NYC, h.
Kirk, Virginia (New York) NYC, h.
Kirk, William (Chicago) NYC, h.
Kirk, William (Chicago) NYC, h.
Kirk, William, (Waldorf-Astoria) NYC, h.
Kirkland, H. (Dudley) NYC, h.
Kirkland, Jack (Hotel Providence) NYC, h.
Kirkland, Joseph (Hotel Providence) NYC, h.
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In rehearsal one afternoon, her husband, a young composer, asked her if she would help decide which of his piano compositions to perform in concerts. She had agreed and was present when the music was played to the public for the first time. It was a success, and she continued to perform the compositions both as a soloist and in chamber music settings, becoming known for her interpretations of the composer's work. 

At the age of 82, Mrs. Dunning died suddenly at her home in Schuylerville, N.Y., where she had lived for many years. She had been active in the community, serving as a volunteer at the local hospital and as a member of the Schuylerville Historical Society. Her death was mourned by many, and a memorial service was held at the local church. 

Among her survivors were her husband, a retired musician; her son, a teacher; and her daughter, a lawyer. Her family and friends remembered her as a kind and generous woman who had dedicated her life to music and to helping others.
Route Department

EXPLANATION OF SYMBOLS

ACTS-UNITS-ATTRACTIONS section of the Route Department appears as a symbol. Fill in the designation corresponding to the word or address of organizations or individuals listed.

A
Buck, John (New York) N.Y., O'Keefe, John (New York) N.Y.

B
Baker, Joe (Chicago) Ill., O'Brien, Joe (Chicago) Ill.

C
Carter, John (Chicago) Ill., O'Brien, Joe (Chicago) Ill.

D
Daly, William (New York) N.Y., O'Reilly, John (New York) N.Y.

E
Egan, John (New York) N.Y., O'Brien, Joe (Chicago) Ill.

F
Fitzgerald, John (New York) N.Y., O'Brien, Joe (Chicago) Ill.

H
Haggerty, John (New York) N.Y., O'Brien, Joe (Chicago) Ill.

K
Kearney, John (New York) N.Y., O'Brien, Joe (Chicago) Ill.

L
Leach, John (New York) N.Y., O'Brien, Joe (Chicago) Ill.

P
Perry, John (New York) N.Y., O'Brien, Joe (Chicago) Ill.

S
Sullivan, John (New York) N.Y., O'Brien, Joe (Chicago) Ill.

W
Wallace, John (New York) N.Y., O'Brien, Joe (Chicago) Ill.


e

Night Club and Vaudeville must be received at the Cincinnati offices not later than Friday to insure publication.

ACI

ACTS, UNITS AND ATTRACTIONS

(Routes are for current week as shown above.)

A

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For Name's Sake

New York, June 4.—Happy Lewis was named at the Astor for a title this new show on WOR. Popped into the publicity office and sat down to see what was afoot. Perusal of the MUSICAL MEMORIES, Eight minutes later, a memo came in—Lewis was switched to Midnight at a MUSICAL REVUE. A great hit, now a major hit.

"Sorry," he said when he appeared the next day, "but you better look the broadcast as Jim and Joe Session." Then it was switched to Alice.

We refuse to tell what the title is for the sake of our member. BE SURE YOURワイキックリプレイエスelyn and the program sticky must always try to be accurate.

Bureau on Fence

Over Security Tax

Status of Actors

WASHINGTON, June 4.—Bureau on Internal Revenue is sorry it ever let itself be persuaded by Motion Picture Producers and Distributors of America, Inc., to issue a Social Security ruling on a hypothetical case. Now its own counsel has shown the justice of the Commission's argument in an entirely different case.

Way back in February, 1937, at the request of the American Federation of musicians, a Commissioner Charles T. Russell declared television performers to be independent contractors and not employees of the stations under completely supportive contracts. That decision ended the intricacies of performing contracts. Now the Solicitor General has explained this order as the basis for its appeal in the former case, since, he says, the house the employer of a show producer by David Baines.

Since Bureau has mulled over provisions of contracts in test cases during the past three years, it has been only to be further and further from the Hays answer, "You have no contract, no argument. Use the more liberal approach of the Illinois Commission, Judge Henry L. Smith, for your decision on the last decision. Bureau will release the early commitment.

Philly Agents

Mad at Licensing

PHILADELPHIA, June 4.—Local agents are threatening to stage a sit-down strike July 1 if they fail to obtain the renewal of the license of the St. Clair Company. The bookers, members of the Independent Film and Television Agents' Association, claim that they have been trying for months, without success, to get their license renewed. They have been denied the protection of the Bureau of Labor under the law.

Sitting by the license agent is rampant here, officials say. A current police, and State enforcement agents agree that the situation is that of a sit-down approach. If the Boston, boiders who are also supposed to obtain the contract, and the Philadelphia, including those in the law, and are getting away with it.

Lombardo for Waldorf Roof

NEW YORK, June 4.—Another name has been added to the maestros making music on "Hairsprayola" stage. Lombardo, who appeared a month and a half ago, is announced to have applied an extension of his contract.

Lombardo, or "Hairsprayola" has been performed in Chicago at the State Theater, and is now a part of the cast. The stage is now in the process of its fourth week. It is expected to be the last week.
Outlining Open

Roger Littleford Jr.

NEW YORK, June 4.—Your correspondent believes in the people of the circus. The Circus Fans of America, and has no in- terest whatever in the personal lives of any of the performers. We have always looked upon the circus world as a land of opportunities for the sons of worthy men with a common interest—riding and improving the circus business. 

Dear Mr. Littleford:

A letter received this week from our good friend, P. Darius B. Bringer, general and chief banker of the Drexler Pe- trows, CBCA. It was prompted by a comment passed re- cently by the enter- tainer, and the one that was made about our credibility, in this instance is seems to be only fair and not to permit Mr. Ben-

Mr. "My face is a little scarlet over that,-

I am at the conclusion of your paragraph

about Drexler's Tent's new officers for the July 4th show is known to the circus there. My dear friend, I was at the conclusion of the same paragraph.

"As Drexler's Tent would say, 'From the Golden Gate of California, from the Great Lakes to the shores of Mexico.' I have been through the circus and am in the circus, and I am aware to including the city of Los Angeles. It is, no doubt, the biggest and most publicized of the circuses in the world. I am there, and I am aware of the things that are happening to us."

"The Circus Saints and Sinners, as they are known in the circus world. We do have fun, in fact, of course, and chief banker of the Drexler Pe- trows, CBCA, it was prompted by a comment passed re- cently by the entertainer, and the one that was made about our credibility, in this instance is seems to be only fair and not to permit Mr. Ben-"
Erie, N. D., will
Manager Watertown Fair
and performers remained in Tidewater aged, but
number-June
was
knocked
out
of
the
crowd
at
an
hour.

Fair Biz for Mix Show; Owner Ill
For Several Days
SABANA LAKE, N. Y., June 4.—This city was fair for the first time since 1915, and
was only fair, but not Watertown good. Business in Ohio was
far
better.
The
report
that
Mix is
not
the
show
and
all
the
people
from other New York stands were not very encouraged when the crowd was
now in fine condition and is doing his best to draw a
performance.
Past many people, including artists and
crew, have been let out because the show started its tour and admission
prices have been reduced 20 per cent. Manager Dale Turner states that
there
will
be
so
many
draws
that the show will continue on its scheduled
route.

Linard Jones Fund $90
ERIE, Pa., June 4.—Frank R. Hanlon, Everetts Fund, E. R. Hanlon,
New London, Conn.; Joseph H. Daley, Nor-
wich, Conn.; E. R. Holcomb, New Britain, N. D., and a party from New York City
have donated $90 to the Linard Jones Monu-
ment Fund. The total amount is
$490.00. George H. Lux is general chairman
of the committee. He takes care of all donations and then turns them over
to the management. Address of Lux is 123 West 10th street, Erie.

IT'S LIVELY!
How the Circus Tries New Ideas and Methods
—By Eugene Whitmore

The Billboard
Conducted by CHARLES Wirth
Communications to 25 Opera Place, Cincinnati, O.

Downie Folds At Portsmouth

Might reorganize if conditions improve — most of personnel to Macon
PORTSMOUTH, Va., June 4.—Downie Bros. Circus folded here after Tuesday night's performance, bound for winter quarters at Macon, Ga., accompanied by most of performers and employees. Charles Katz, assistant
manager, said the show was caught in a
long spell of bad weather combined to cut the season short.
All bookings after Tuesday were canceled, and there is no likelihood that the show will go out at all this season, Katz said, however. that reorganization might be attempted if conditions improve
within the next few weeks.

A few of the show's 200 employees and performers remained in Tidewater Virginia, announcing intentions of seeking
other employment, but most personnel returned to Macon with the show.
Downie Bros. played in 10 States this season, the tour
having been extended from the scheduled
route when the show failed to make

Barnes Wins; Not
To Post Grand
At Lewiston, Ida.

SPOKANE, Wash., June 4.—Circus
men and business men of Lewiston, Idaho, were to post with the city council
last week, winning a resolution of a
resolution which would have required the Al G. Barnes-Sherwood Circus to post
$2,000 certified check before being
permitted to show in Lewiston, due to
possibility of damage to city streets.

The council voted the resolution because of alleged damage done by past circuses and
in agreement with the mayor and
residents of Lewiston.

Eugene M. Brower was chairman of the council committee representing the
Circus Paca. The circuses wired it would
abide by original plans to post Lewiston June 16.

Haddonfield Big for Eddy

Three performances given at New Jersey stand — show has all new canvas
CINCINNATI, June 4.—Kety re-
ports that Eddy Bros. Circus, at
Haddonfield, N. J., suspics of Memorial High School, had straw matériel
away at the 7 o'clock show and for the 9 o'clock show had two trucks of a house. Ed Reid had 21 banniers there.

Snapped all new canvas. Top is an
60 with two 30s and a 40; side-clothes 50 with two 30s. Dan Berry has eight-piece band. Louis is a
side show manager.

Peck's high-school band led the spee and several acts from the school
adapted the program, which opens with a pony drill, worked by Lou Barton and
Jimmie Wren; swinging ladders, starring in a recent spectacular stunt, is
small; clown number, Charles and Ed-
Hunt and Shorty, with a dog and pony; Lou Barton, Barbara Talbot, Delphie King,
Lucy (three) and Francine (seven);
boiling wire; boxing clowns; single traps; Mike and Rita (Mills) Mike finishing with
musicians and clowns. (See front of program.)

Seils-Sterling Business Good
Despite Cold, Rainy Weather

RACINE, Wis., June 4—Despite rain and cold weather, business has been
very good for Seils-Sterling Circus. The show has all new canvas and a number of
new trucks have been added. Among the new feature acts this year are El Ritchie, the upside-down marrier; Irene Ledgett and her high-school horses; Edie Tolson, in high and low catches. Will Wallow, after an absence of two years, is back with his comic bareback riding act.

Art Mix joined at Lebanon, Mo., with his leading woman, Jackie Lee; At Dean, company comprises 10 rough riders. Mix has special paper and is
being heavily featured by the management. It is proving a good draw. Archie Mc Hoffer and his 12-piece band are one of the features of the show. Excellent meals are served by Robert Dickens.

A birthday party was given recently in the courthouse by Mix for Miss Lee. Mix received a number of presents.
The table was decorated with American roses and a large birthday cake
was served by all.

A number of Circus fans have visited, among them Dr. and Mrs. Tommey, Bob and Ruth Clark, Joe Tavesta, Sverre Bratton, Joe McPartin, Bill Jackman, Edgar H. Wilton and Mr. and Mrs. Rich-
ard Lienem.

Circus Weather "Got Him", But Shucks! No Circus Near
KANSAS CITY, Mo., June 4—Escape of a 10-year-old boy from a local hos-
torial here yesterday attracted wide at-
tention, chiefly because of the kid's de-
tales, but also because of the groups who asked "why didn't you do it?"

His parents, after a pair of rusty taints was cut off, but
place in mind when he skipped out
through a ground floor window from the circus. He was in a circus, "said his father, "because I was large enough to leave the circus."

Mix was born last year. When and
the bird singing,
and felt the warm breeze, it was previously giving exhibitions of
instincts on the main street.

Russell Biz Better
In Chi Second Week
CHICAGO, June 4.—A partial break in the weather had weather that has prevailed for
some time gave Russell Bros. Circus a chance to get some fair business during its second week playing Chicago last Saturday, Sunday and Monday, on the northwest side of the city, the show had excellent night houses. On Wednesdays and Thursdays, when the weather is fair, the show did excellent business at Park
Ridge, northwest of the city.

Last Chicago is Sunday, and when a Monday show at Blue Island the show moves into Indianapolis.

The Program
The program opens with the spec, El Artegno Negro.
No. 1: Miller Trio, Sunshine Trio, comedy act, Lucy.
No. 2: Fourth of July, Ernst Burne, Fred Ledgett, riding dogs. No. 3: Worked by Rice, LaBelle and Lulus. No. 5: Clowns, Melvin, Overson and Polyes, double traps. No. 7: Clowns, Brothers, Miller duo, ring act; Teresa Morales, Mr. and the Siren, circus. No. 9: Liberty male act, Fred Ledgett, Liberty beauty; Ed Snyder, Liberty ponies. Personal introduction of Miss Sylvia. No. 10: Five-girl acts in three rings—Mary Barnes, Vivian Barnes, Ruline Wills, Helen Jane, Brooks. No. 12: Liberty male act, Mike Riddle, Rose Huber, Teresa Morales, Rose Nolard, Rosie, Josephine, Spain, Princes Myers, Norma Millburn. No. 13: Poltergeists, six women, five clowns, fifteen that—Kitchin, young, Bob, Bob, Bob, Bob, Bob, Buck. (See Seils-Sterling on page 34)
ROCHELLE, Ill., June 4.—On night of May 25, 9,000 people jammed a meeting which was pulled off in grand style. There was $7,000 worth of materials, and 360 horses and riders from the United States Army, visiting Harry Hertberg, was the guest of honor.

The meeting was a gala event, a given point and then headed by Porter Long's reorganized capable preceded outside city limits to what is called "Comanche Lookout," the highest point in and around San Antonio. There they were welcomed by Sedge Coppock and Raymond Coppock, whose father, Colonel Coppock, owns Comanche Lookout. The magnificent view was enjoyed, and Walter Loughridge and assistants, who had been working since noon on the scenes, were almost ready to serve by the time darkness came. Colonel Coppock was elected a member of the local tent. The tent now has 24 members.

Patrons were the following: Major Besse, Paul McSheen, Hertberg, C. J. and Thomas, E. O. Coppock, Raymond Coppock, Lewis Keyton, Jack Pitius, Howard Baugh, Harry Baugh, and Dr. J. B. Wagoner, Dr. W. M. Woff Jr., Park Street and Frood Whoolly. Others were Sedge and Raymond Coppock and E. E. Brown, United States Army, Mr. and Mrs. Hal H. Hartless left Chicago for Cincinnati to attend a linen show, then they will go to Atlanta, Ga., for another meeting and finally return here about July 1.

**Brather's, Torneys Entertain**

When Sel's-Steveling Circus showed off its fine animals for the first time on May 28 the show was entertained by Mr. and Mrs. Sverre O. VanDame, whose home is on Lake~~~~~

**J. B. Coppini, Major**

Raymond Best of materiale.

Raymond Best, Sedge, and the rest of the show are working since noon on the scenes, and will go to Atlanta, Ga., for a series of meetings and finally return here about July 1.

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**The Circus**

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Fred Becker, of Fort Wayne, Ind., is a former member of the assistance of a man that was injured on Hugensbeck-

Wallace. He is in a hospital there. The man has had a leg amputated and is expected there for at least another month.

Don S. Howland, who has been living in Fort Wayne, Ind., has been transferred to Columbus, Ohio, and married Miss Bob Clarke last week.

For his family there last week.

Announcement by Sedge & Byers & Beach Shows are located on streets of Rochelle.

Riding Act, a horse and herd of horses have been exchanged between show owners and the editor of Wild Western.

Among our visitors were a large group of people formerly connected with circuses.

**Three Major Shows**

**In Eastern Canada**

TORONTO, June 4.—The nearest thing to a circus invasion that has ever happened in these parts occurred last night when three big circuses crossed the Canadian border simultaneously.

Cole Bros. got the jump on the other two, Robbins Bros. and Hagenbeck-Wallace. Ran into drizzly weather in Western Ontario. Its first real break in the storm was in Toronto where its night performance jammed. Despite adverse weather a good 5,000 people were in the house.

The last night of the two-day engagement, the customers up to their throats on the deep grass.

Hagenbeck-Wallace went up to the Fringe of the Ontario busier belt, and launched their night's business.

In the mean time the Robbins Bros. got up at St. Catharines, first stop from the Toronto-Oshawa and kept going, taking in St. Catharines and Oshawa to check on prospects and expect to wind up in the maritimes at a later date.

Hagenbeck-Wallace went up to the fair business at Bradford and Hamilton and then on to Guelph.

**New Licenses for Athens, O.**

ATHENS, June 4.—City council here granted a new license for all kinds of tent shows, peddlers, and itinerant entertainers. Other traveling shows must pay charge ranging from $10 to $100, depending on size of show. License therefor that has no specific license ordinance, the license fee is $50 annually, to cover the costs of writing the license of the mayor and other city officials.

**John Ringling Estate**

SARASOTA, Fla., June 4.—The estate of the late John Ringling was kept at $3,000,000,000 in a report submitted June 1 to County Judge Forest Chapman by John F. and Mrs. W. L. Ringling, appraisers.

**Parker Under Knife**

MORRISVILLE, S. D., June 4.—Charles Parker, co-owner of Parker & Watts Circus, was taken to a hospital here for observation. He is doing highly and expected to remain in a few weeks.

**Around the Lot With R-B Show**

NEWARK, N. J., June 4.—Among visitors at Ringling-Barnum & Bailey Circus from New York were Arthur Simpson, Dr. W. R. H. Van Dam, and Mrs. and Mr. Dave Nimmo and others who were with the McCloy show. Boston is more or less a home of the circus here.
Under the Marquee

CIRCUSES

BICYCLES

THE GREAT DALRANIE opened at the Plaza Theatre in Atlantic City, May 28.

RINGLING-BARNUM is contracted for Worcester, Mass., July 1.

LEROY CARLSON is back in the Barns show handling his old job in charge of tickets.

RUBY LATHAM is doing trapeze and web as a free act with Honest Bert's Wonder Show.

KENNETH WAITE Troupe recently opened and will play 10 weeks in Texas and Oklahoma.

BUCK LEARY, comedy contortionist, is filling a two weeks' engagement at Plaza Cafe, Philadelphia.

GEORGE CRANDALL was promoted from inside ticket seller to the white wagon on Robinson Bros.' Circus.

THOUGHT is the seed of action.

CYRIL AND BERNARD MILLS, sons of late Bertram Mills, will write his biographies.

RAYMOND B. DEAN, on press of Robinson Bros., has been getting plenty of space in the newspapers.

FLOSSIE FULLER, stage manager at Royal Theater, and O. L. Cuney have married in Columbus, Ga., and Girard, Ala.

FRANK B. HUBIN, of Atlantic City, was recently visited by Col. Mike Welsh, Danny Gorman, Ben Well and Bill Byrne.

AFTER 40 DAYS as a circus Dakota Boy, Charles Smith, is now back on the circus, and is playing Western North Carolina.

VERNELL CONTELL, with Golden Boys' Circus, cards that he will do no flip-clap down the track in a monkey suit.

BOX-OFFICE (JACK) BROWN, Newark (N. J.) billposter, says Ringling-Barnum strayed em there at the May 30th matinee.

NEW CASTLE Sharon and Titusville, Pa., are good for Barnett Bros.' Circus but not for the Franklin and Beaver. Pulls not so hot.

WHITSTONE TROUP, after closing at St. Louis, will return to its regular circuit, drove to Peru, Ind., then to Westfield, Ind., where it will stay until fair time.

JAMES R. HAMER states that Robert Thompson of Citizens Circle of New Bedford, Mass., will go to Dennis, Cape Cod, to work as stagehands there this summer.

LAST LUNCHEON of the season for the Dexter Fellows Tent, Circus Saints and Sinners, has sold ice cream. Come in, New York, June 8, when Winthrop Rockefeller will have new mail.

R. L. BICKFORD, of Worcester, Mass., states that AP has given all circles plenty of publicity in that territory, but that still the salesmen are bad in the manufacturing cities.

ROGER LUDY, manager of Hines Theater, Portland, Ore., states that Robert Ross Bros.' Circus will be in that state June 9, and will be the first in and should do a nice day's business.

SAM GOLDEN, side-show manager of Sparrow Bros.' Circus, recently visited Silver City, New Mexico, and went to Butch sunset a friend of H. R. Bunch. Butch was on his way to Arizona to make a Decoration date with his wife.

PAUL M. CONWAY, Macon (Ga.) attorney, has returned home after a vacation in Florida, where he enjoyed meeting his old friends on several shows. He was the guest of Barnett Bros. Circus for several days in Pennsylvania.

F. D. WHITTEM, of Fred's Kiddie Circus, reports that business for show was way off in Iowa and Nebraska and that show is appearing under Commercial clothes. Promoters are downs, music, magic and pets.

W. B. (MACK) McGINNIS, formerly with Campbell Bros., Yankton, South Dakota; and Patterson-Smith, Selma-Plato, Hagenbeck-Wallace and Beckham & Cutcheon, is now with Barnum & Bailey, Bowling Green, Ky., owned by his uncle, William H. Bashara.

ADVANCE of Ringling-Bernum circus is the only one on which it is extending its riding limit to make it easier for patrons from far-away centers. In a week for the show's appearance June 8 at Westfield, Mass., it was extended from 40 to 60 miles away.

EVERETT BLANSHAN states that he assisted Buddy Jenkins of the Tom Mix advance, in getting bills placed in some windows in Huntington, W. Va. Instead of the show being on Athletic Park as previously mentioned, it will play just outside of city limits in Uster on the Powell lot.

MARY FROCK (Jolly Jot, fat girl), in recent visit to Hagenbeck-Wallace Golden Lion Show, is confined at home of her brother-in-law, Mr. and Mrs. G. B. Irwin, 860 Connecticut Ave., Washington, D.C.

WHEN THE WPA FEDERAL THEATER PROJECT'S circus appeared at Rossville, L. I., N. Y., Paul Edwards, administrative officer for Federal Project 90, was given a report of the show. He reports, left to right: (bottom row), Oronora Sullins, managing director of Federal Project 90; Mrs. J. Charles Edwards; Mrs. F. E. Terry. Second row, left to right, Joseph Salaman, safety inspector; Charles Patero, director of employment for Federal Project No. 1.

JUNE 11, 1936

COLE BROS.-Sending results of first day, show is now near in Goodlettsville, Tenn., where it will have a big opening. Will stay through the 17th.

KENNETH WAITE, for Schofield Bros.' Circus, is now on Mrs. Walker's yacht, Mrs. Walker, playing in the Southland.

BABIES-SILLS-PLUTO.-Believe it or not, but here's a picture for you. As they say in the circus world, "grab your berets and get your masks on." That's what just what Paul Eagles, assistant in charge of the show played Klamath Falls, Ore. Some of these berets are really hard to think of with them. After fixing a short while they are really quite a number of the graceful and balance-able, suddenly Paul felt a kick, got his balance and held on. After an hour and 15 minutes in this position, he delivered to the lot a baby Pluto, a boy. What happened was the following, Mr. Pluto would not come down, and Mrs. Conners is spending most of her time trying to get the binkie glass out.

WILLIE GREGG.-Looks like this is going to be another hot spell in the Pacific Northwest. The big news of the day is that Jack Kelly of the show is in for a big play. Harold Voice, man who has been on the scene of the show for years, has been seeing to it that all the shows are run off in a neat and clean manner. Harold Voice, who is well known to the circus world, and who has made a great many friends, is virtually a permanent part of the show. He says he has named his baseball team after Harold Voice, and has replaced Stanley Wheland. It is more likely the case. Harold Voice is really clicking. Homer Holmes' riding act was the big act last year, and this year it is the Philip Sweet, which has the same reputation. One of the best things about the show is that it is in Oshawa, Ont., during the parade, VAN WELLS.

COLE BROS.-Sends report of first day's play to St. Thomas, Ont.-performers vs. cooks. Happy, and results are said to have been a no-hit game, 7 to 1. The highlights were plays by Alf Silvers, Reddy Cushman and Jack Voise.

The performers were well satisfied with the first showing.

All the girls in the dressing room are taking up reappearance, and most of the spare time taking. Jack Wolfe is doing Sterling's acrobatic equitation director, is doing a swell job. And Jack Stone is going in fine shape. The Grettos are in the highest form for their wire act. Harold Voise is in his element with the flying act. Several ticket sellers are revenue producers, and Kinko have been fishing almost every minute since the show opened on Saturday. The men that are the ones that got away. Tennis season also is opening, and Willy Grego seems to be the great Will.

HAL SILVERS AND JACK VOISE.

PARKER & WAITE.-Show came in near noon at Rapid City, S. D.—no parades in town. Shows opened and doors opened on time; good matinée and night show from 1 to 2, 9 to 11. Arrived from caring for the yellow douding in Rapid City, S. D., to ramble with H. S. Sullivan. Several visitors from Bierum & Hansen on sick list this week. The two b Outline is odd, there was no Lima Aracne making calliope covers. Al Conner is back in the limelight, and Mrs. Conner is spending most of her time trying to get the binkie glass out.

WHERE FRANK LOVET plays golf we see he is in good form, and the best person on the lot between 10 and 3 would be Arthur and Jack Penton. Show will have to get a larger tent than they have had in the past. The dogs are quite an attraction in parade, and it is said they are monkeys or baby tigers. Johnny Kennedy is in for a set of teeth lost during wedding ceremonies. Show is well directed if any other show has so many Jimmys. Mr. and Mrs. Pemberton are due the other evening. "Jimmy, do you want to quit, because I want you to write and here Jimmys on the board and Mrs. Conners is spending most of her time trying to get the binkie glass out.

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Much Rain for WPA Show at Canarsie

CANARIES, Brooklyn, June 4.—The WPA Federal Theater Project’s circus closed its season last night at the Canarsie Mead with weather which caused the first three days was poor, with a downpour of rain on the day of the last show which stalled the performance as well as closed off opening night due to rain. Prior to the last day, the WPA had a capacity house. Saturday night’s crowd was over one hundred on the straw. Saturday night another capacity house.

George E. Shelly, the WPA’s theater manager, said the towers a lot of excitement by escaping the cold and heavy rains. A crowd of people captured by Trainer George and Jimmie Mulligan, who brought in a man report, was Wendell J. Goodwin.

Model Builders’ Activities

ST. JOSEPH, Mich., June 4.—On Sunday afternoon at the stadium of the Circus Model Builders was held the last of its season. Building-Ring, a lot at Philadelphia with Terrell and Dolly Jacobs as hosts. Two hundred people were present, and among those present was Richard E. Doehler, Harrisburg, Pa.; Robert G. Donaldson, Youngstown; Norman Reading, Reading, and Hamilton Gilbert.

Thursday evening at the home of Stan George’s boys lived in the towers a lot of excitement by escaping the cold and heavy rains. A crowd of people captured by Trainer George and Jimmie Mulligan, who brought in a man report, was Wendell J. Goodwin.

Editor: The Billboard: 

much of the circus, the ordination of the WPA’s activity was not of the last appearance. He recited, with feeling and gusto and a few other things, a classic entitled Oecon, and then David was not present to sponsor and introduce him on that occasion. Those grave and quiet artists, futurologists and actors would keep him telling stories by the hour. They are all there: that’s what they did.

The point of this letter is to tell you about the first of the “sneaky” audits, which are especially intriguing by this reincarnation of our WPA-related legions. The address is Charles Douville Coburn. For three years Charles has been begging for a copy of that bit of verse. More properly, the WPA, called the editor of the weekly paper in Shinglehouse to find out if any of his old friends may have been missed and was unable to find a soul that knew, in Niagara Falls, the next day resulted was a banner spot. The show arrived in the city after several days of rest and relaxation. Visitors were Lester K. Wehner, brother of Colonel Wehner, of the air force; the artist, and they are there: that’s what they did.

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DOWNE FOLDS—

(Continued from page 30)

section despite threatening weather all three days.

Capacity Night House

RICHMOND, Va., June 4.—Downie Bros. Circus had a capacity house at night and fair business at matinee. Show field had a good turn-out at night and fair business at matinee. Show field had a good turn-out

MAGIC—

(Continued from page 32)
giants, their wives and friends to take in the show. Arnold, P. R., has been associated with the association. Robert O. Danzer, Indianapolis, Ind., saw Heatmack-Wilson and thermometer at Per. Robinson Bros. of Kirkwood, Mo., and found the weather was a little bit on the cool side for circuses.

Mr. and Mrs. Zark Terrell and Mr. and Mrs. Charles Spainke were guests of John P. Ramsdell, President of the Midwest Broadway producer, at Copley Plaza Hotel, Boston, May 28.

Clinton (Ill.) license for shows was cut to $50 a week by a new city council. A Mr. and Mrs. Zark Terrell and Mr. and Mrs. Charles Spainke were guests of John P. Ramsdell, President of the Midwest Broadway producer, at Copley Plaza Hotel, Boston, May 28.

Joe Dobek, juggler, was with the Thompson and Harris Sideshow in Eveleth, Minn., doing a double dagger juggling act. Mr. and Mrs. Dobek, juggler, was with the Thompson and Harris Sideshow in Eveleth, Minn., doing a double dagger juggling act.

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Earl Chapin May

Earl Chapin May Inquires About O’Connell’s ‘Osecola’

New York

Editor The Billboard: 

What is the colorful ‘Osecola’ O’Connell was so very much alive he used to appear at the annual spring Circus Night of the Men’s Open Table of the National Arts Club, New York, and fascinate the gentlemen there assembled by his tale of the white tops and of tops so dead.

He was a wonder in many ways. But in no way, within my knowledge, was he more wonderful than when he showed off his powerful hind legs and juggled the Englishman as only a boss canvasser from Lynn, Mass., could juggle it.

‘Osecola’ is still fondly remembered by the Men’s Open Table. I am proud of the way in which it was presented to sponsor and introduce him on that occasion. Those grave and quiet artists, futurologists and actors would keep him telling stories by the hour. They are all there: that’s what they did.

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**CLASSIFIED**

LANKFORD’S BAND


SPEAKERS BAND

THE BILLBOARD:

PUBLISHED WEEKLY

THE BILLBOARD:

The Editor: The Billboard: 

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THE CORRAL

BY ROWDY WADDY

MRS. JUSTINE SCOTT and son, Major G. W. Scott's 4-Bullet Rodeo Band, were making Miss Happy Pile and sons, Red and Al, at their home in New Britain, Conn.

CLYDE MILLER'S RODEO CO. has been an annual feature of Prescott Days this month in Chippilco, Mo., where the rodeo was to be held soon in St. Louis, S. D., under direction of the Stoger & Negend Co. Rodeo.

TID AND BETTY MERCHANT, Eddie V. Body Seleghe and Ole Thomas are doing their trick riding act on the Hogey, and they recently purchased a new horse, which is working in the act.

CONTESTS WILL be staged nightly and on Saturday and Sunday afternoon during the annual 1938 championship video to be held in Chicago Stadium this fall, under Chicago Stadium Co. direction. Managers of the general committee are the same as last season with the exception of H. G. Cloud, Legion commander, Jim Terrier, manager; Mike Oster- reid's, Vacation chairman; Bruce Randall, secretary; O. F. Rendl, treasurer; Cy Taelen, announcer, and Allen Holter, Bob Aked, and Jack Marmon, judges.

OFFICIALS of the three-day seventh annual Ringling Bros. and Barnum & Bailey Circus Rodeo, at the Philadelphia Civic Center, have been announced by Mr. O. G. K. Crook, vice-president; Mr. O. F. Rendl, president; Mr. O. G. K. Crook, executive director; Mr. O. F. Rendl, public relations director; Mr. O. G. K. Crook, executive director. Event will be managed by Carl B. Armstrong. Nor Denton is arena director.

GONE OF THE FEATURES of the annual Frontier Days celebration this year was the Smokeyereotype of the Smokey-Myth under which the annual Frontier Days was to be held this year. Clyde Miller has what is said to be one of the best set-ups for such contesting stages. Thus the efforts of the riders, all of whom have been engaging and effective in this arena has been improved; the capacity of 5,000 and a bleachers seating capacity of 5,000 for the showfront will not present night and afternoon performances of good quality. Clyde Miller, R. C. Johnson, chairman; A. A. Jones, vice-chairman; Mr. O. F. Rendl, treasurer; Grace M. Spinks, secretary; C. W. McKnight, assistant manager; and Harry Whitt, arena director.

DAY MONEY and final winners at the rodeo held recently in Texas by the Texas Rodeo Association, Joe Munday, Legion president, are doing this month and last season with Happy Pilz of Wilkes-Barre, Pa., will play the exhibitions scheduled to be staged at the Legion Fair, beginning June 19. In addition to Miss Happy Pilz, Texas Rodeo, Chief Stillwater Campbell, Biddy Word and Arizona Sandy Sherad.

NOTHING FUNS more fan interest into actual rodeo than a genuine contest among contestants.

WOLF POINT (MONT.) STAMPED the 1938 season will again be under American Legion auspices. Members of the general committee are the same as last season, with the exception of H. B. Cloud, Legion commander, Jim Terrier, manager; Mike Osterreid's, Vacation chairman; Bruce Randall, secretary; O. F. Rendl, treasurer; Cy Taelen, announcer, and Allen Holter, Bob Aked, and Jack Marmon, judges.

FIRST AND THIRD annual Arkansas Headquarters at Fort Smith, May 28-30, amassed all attendance and revenue records and attracted the largest list of contestants in the event's history. Chamber of Commerce, sponsors of the show, turned out nearly 30,000, with 104 contestants and riders. Officials were H. K. Rodgers, general manager; Bob Alford, arena secretary; Dr. Jo Ann Fiers, arena manager; A. A. Jones, vice-chairman; Mr. O. F. Rendl, treasurer; Grace M. Spinks, secretary; C. W. McKnight, assistant manager; and Harry Whitt, arena director.

FIFTH annual three-day Arkansas Headquarters at Fort Smith, May 28-30, amassed all attendance and revenue records and attracted the largest list of contestants in the event's history. Chamber of Commerce, sponsors of the show, turned out nearly 30,000, with 104 contestants and riders. Officials were H. K. Rodgers, general manager; Bob Alford, arena secretary; Dr. Jo Ann Fiers, arena manager; A. A. Jones, vice-chairman; Mr. O. F. Rendl, treasurer; Grace M. Spinks, secretary; C. W. McKnight, assistant manager; and Harry Whitt, arena director.

DRESsing Room

(Continued from page 12)

took the blist, but when Bud Smeth and the ((concert agent) came up, the announcer he had formed the habit of kicking the blist off the blist, he got ready for his stomp. He laughed heartily, but no more hard than a quiet a few of the footmen in the dressing room. He laughed a few of the footmen in the dressing room. He laughed a few of the footmen in the dressing room. He laughed a few of the footmen in the dressing room. He laughed a few of the footmen in the dressing room. He laughed a few of the footmen in the dressing room.

CIRCUSES

June 11, 1938

FOR SALE

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**Fairs-Expositions**

**Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Place, Cincinnati, O.**

**June 11, 1938**

**Trenton Sets Special Days**

N. J. State Fair to have varied features—space demand brisk at grounds

**Bigger Gate Seen Thru La. Program**

Shreveport, La., June 4—Louisiana fairs, having requested an increased appropriation from the Legislature, indications are that some increase will be granted, said William R. Hirsch, secretary-manager Louisiana State Fair, who also announced that progress is being made with the State Fair building program.

The $700,000 State exhibit building is expected to be finished in August and find unit of the five-track arena and 125 by 250-foot horse-show ring is done. Dais of the Louisiana State Fair Coliseum created by 100-foot building has been erected for exhibits and to store equipment. Attendance from Texas is expected to show an increase due to widening and improvement of the fair grounds and running parallel to the fairground.

**All-Time Mark Set in Va., 1937 Official Count Shows**

Richmond, Va., June 4—An all-time record for attendance was made at the 1937 Virginia State Fair with 223,793 paid admissions, reported annual meeting of directors of Virginia State Fair Association here on May 31, Du Buisson Day. Biggest of the week, 71,000 passed thru the gates.

*J. C. Griffin, president, president. Former Governor George C. Peery named chairman.*

General Manager Charles A. Somers stated that no machinery and equipment sections have already been allotted for the 1938 State Fair.

**Barnes Gets Kansas State**

Chicago, June 4—Barnes-Carruthers Fair Booking Association states that reports to the contrary notwithstanding, it for the 25th consecutive year has awarded the grand-standing program of the Kansas State Fair, Hutchinson. The 1938 State Fair Circuit extravaganza, which was 10 times its size, and a bonanza, was booked by M. H. Barnes at a special meeting in Hutchinson on May 30.

**Battle of Fairs" Gets Rise From Sec of Old Bath Group**

Bathe, N. Y., June 4—"The Battle of Fairs" has gotten a rise out of Secretary J. E. Stebbins, Steuben County Agricultural Society, here, who has written an open letter to George A. Hamid, president of the old Bath group recently queried as to which is the oldest agricultural fair in the United States.

"Stebben County Fair may as well come forward as to who has the greatest ground," wrote Secretary Stebbins. "During the past winter I spent a great deal of time in the South, one committee member trying to find the correct age of our society and fair. The first fair was held in Bath (then in Ontario County, later the boundary was changed and Steuben County formed) in September, 1793. This fair was continued of our society to the present time."

**Lessons in Crops**

By J. P. Mullen—President of Iowa State Fair Board, Des Moines.

I believe that the whole country now realizes that prosperity of the country depends on prosperity of the farmer. If the bottom is permitted to drop out of farm prices everyone will lose—manufacturers, labor, railroads, all business and all vocations will suffer. We hope that these groups in other sections have not forgotten the lessons learned during the last depression. They cannot help recalling that farm income from 1929 to 1935 was $9,500,000,000 less than for the preceding five-year period. And they cannot help recalling what happened to all classes in the country. This condition was allowed to exist. We know that the Federal maintenance of farmer buying power will prevent another Iowa Tercentenary involvement being taken up by the broad lines. Only the maintenance of farmers’ buying power can enable factories all over the land to keep going and maintain our national prosperity at a high level. We hope that the nation has learned the lesson from the past, and that building crops will not act as a deterrent on continued good times for all of us for all time.

One of the most interesting developments of our State fair, and for the county fairs as well, was the plan for Iowa Tercentenary Centennial being celebrated through the State in 1938. Under (See LESSONS IN CROPS on page 37)

**Good Investment**

DETROIT, June 4.—A visit to many county fairs shows a decided shortage in grand-stand accommodations. Thousands of people with a desire to purchase seats to see attractions in various fair competitions are unable to do so because of lack of capacity in so many instances. Increased grand-stand capacity is a problem that will take interest on its cost and build up the fair. These fair authorities have also increased attractions before the grand stand and the increased revenue from these attractions may make up the difference and contribute to extra expense. Larger grand stands are costly, but in my opinion, and experience, allow for better entertaining. (See FULLER GIVEN on page 37)

**Bay State Annuals Had No Loss in ‘37**

BOSTON, June 4—During its successful fair season of 1937 practically every fair in the State made a reasonable profit or broke even, reported Secretary Treasurer A. W. Lombard in a compilation of reports from Massachusetts Agricultural Fairs Association members. Major fairs in the State had total attendance of 655,098. There are added to this attendance at granges and community fairs and proceeds from auction and rabbit associations the total is 669,016. At these fairs there were 78,512 agricultural exhibits. Exhibits of 4-H Clubs, vocational agricultural school students and Future Farmers of America numbered 12,046. At 14 major fairs, including Eastern States Exposition, Springfield, and Connecticut Fair, total premiums paid were $85,121.17.

**"No Nudity" Stage Now Reached In Publicity About San Fran Expo**

SAN FRANCISCO, June 4—No nudist, domestic or imported. That is the ultimatum of Harris Conner, general manager of the 1938 Golden Gate International Exposition, to a proposal for erotic dancers from the South Sea. At the same time Rene, buxom and lusty body builder of the local nudist group, attack the proposal because it would deprive American girls of work. "We will tolerate no such costumes as, for instance, a chrysanthemum," Conner said. "We’re going to put on a very refined show."

Expo season tickets began on Wednesday with 16,000 volunteer salesmen canvassing Northern California. Full season’s book sells for $56 book of 12 admissions, $3; sale to end on June 18. Los Angeles Chamber of Commerce, 160 strong, spent Wednesday visiting Treasure Island. Southern Californians returned the visit recently made by Northern leaders to Los Angeles.

May 27 was deadline for submission of programs in a run-off contest to break a tie. May 29, the exposition’s naming contest for its fun zone. Of more than 1,700 names submitted over the week, the one submitted the winning tag Gayway, 700 turned in five-word stanza to break the tie.

The Exposa has announced participation in the fair, word having been received by the United States minister in Caracas.
ANNOUNCING A NEW POLICY FOR THE 89th ANNUAL

MICHIGAN STATE FAIR

16 DAYS—AUG. 27th to SEPT. 11th, 1938—16 NIGHTS

"THE NATION'S GREATEST STATE FAIR"

1937
A ten-day fair brought 108% increase in paid attendance.

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FRANK N. ISBEY, General Manager,
Michigan State Fair,
Administration Building,
Michigan State Fair Grounds,
Detroit, Mich.
Telephone—Townsend 6-4000.

MAFA Group Okhaled Bill
Protecting Rodeo Cattle

BOSTON, June 4.—The committee on state relations of Massachusetts Agricultural Pairs' Association has had a busy time, appearing on several occasions before legislative committees of the General Court and carrying on an extensive correspondence with members of the last Legislature and members of the association.

A bill before the agriculture committee upon petition of the Federation of Dairy Association had for its purpose the control of importations of animals with Bangs disease. The bill as originally written would have restricted importation of cattle into the State unless they were accompanied by a certificate of health approved by the proper livestock officials of the State of origin indicating that each animal six months of age or older had passed a negative blood test for Bangs disease within 90 days prior to entry, and punishable by a fine of not more than $200 for violation.

This bill was opposed by the committee as being too drastic and as originally drawn would have restricted importation of rodeo stock and cattle for driving and pulling contests. The committee on agriculture agreed to change the wording of the bill to read "cattle for dairy purposes," which was satisfactory to the committee.

Dallas Ticket Drive On

DALLAS, June 4.—Campaign to sell souvenir tickets to the Golden Jubilee Celebration of the State Fair of Texas to finance improvements and rehabilitation of buildings necessary for presentation of the 89th State Fair is in the hands of the junior board of directors, said Otto Herold, president of the fair. The souvenir tickets are sold in books of three for $1. Each book represents a saving of 50 cents, as value of the three admissions is $1.50. More than 300 couples have been invited to participate in the golden jubilee celebration to be one of the features of the fair.

Vote for Annual in Arkansas

EL DORADO, Ark., June 4.—Plans for a permanent Cueva County Fair Association were set in motion when the fair board asked quorum courts for $5,000 to buy grounds and voted to construct buildings. County Judge Clyde B. Byrd, also president of the board, has been urging to outline a public campaign for subscriptions, with a committee in charge of R. E. Moenert. Board voted a premium list of $2,000, an increase of $250 over 1937.

Fair Grounds

DOVER, O.—Directors of Tuscarawas County Agricultural Society issued a plan to give away $600 each day of the 1938 fair with co-operation of merchants throughout the county. Board also voted (See FAIR GROUNDS on page 66)

WANTED
GAME CONCESSIONS
WELLINGTON FAIR
AUGUST 23, 24 AND 25
Booth for Day, Night, Two Nights
Applications to A. R. BRANSON, Sec'y, Wellington, O.

WANTED
Independent Shows, Rides and Concessions, 3 or 4-Ride Carnival, to play two Fairs 25 miles apart: Wilson County Colored Fair, Lebanon, Tenn., September 1-2-3; Rutland County Colored Fair, September 8-9-10. Write or wire J. E. McDANIEL, Sec'y, Lebanon, Tenn.

THE 1938 ST. FRANCIS COUNTY FAIR
WILL BE HELD SEPTEMBER 22, 23, 24.
A good location, good accommodations.
F. W. DAVIS, Chairman, Fairground Committee, Farmington, Ark.

WANTED CARNIVAL
FOR WEEK OF JULY 6
TO SHOW SIX DAYS.
C. B. HAGERMAN, Sec'y,
Ohio County Fair, Hartville, Ky.

ACTS
FOR JULY 4th AND OTHER CELEBRATIONS
COLLINS ENTERPRISES

TOURIST WORLD STANDARD ATTIRE
400 HOMESTYLE RIBBON PRIZE HYBRID SEEDS

FOR SALE—
HIGH QUALITY FAMILY COTTON SEED

FOR SALE—
HIGH QUALITY FAMILY COTTON SEED

FOR SALE—
HIGH QUALITY FAMILY COTTON SEED
Rinks and Skaters

By ClAude R. Ellis
(Cincinnati Office)

T. L. KELLER, second vice-president of the Roller Skating Rink Operators Association of the United States, upon his return home to Salem, Ore., called a meeting of a Pacific coast delegation of the Bollinger's Oak Park Rink, Portland, Ore., and an Eastern delegation, and the meeting, which was to explain to Coast operators who were on the Pacific coast the present status of the national convention the business methods to be followed, to demonstrate various exhibits and to discuss the many changes and improvements among operators, was held.

Mr. Keller reported that the presidents of the most complete Pacific Coast skaters will be eligible for the title of Rink President. It has made extensive renovation of his Mellow Moon Rink in Salem, installing a new electrically operated elevator, making the building with a new heavy hardwood floor with sanding machines and placing new decorations for the opening on June 7. Keller said that the Rink was one of the oldest RBOA members for cooperative operation on their recent trip to many rinks in the East.

A ROLLER RINK has been opened at Edgewater Beach, near Zenioaie, Ore., one of the largest in the West, with sessions every Tuesday, Thursday, Friday and Saturday. New equipment has been installed.

RALPH J. FISKE, operator of Am- phitheater Gardens Roller Rink, Duluth, Minn., last summer, installed an extra 144-inch rink. The Duluth Club Rink Supervisor, Wm. and Mary, opened in 1938 and after 200 were turned away, Ken Chryser, who is skating from Minioa, Wyo., to Del Rio, Tex., put on an exhibition on opening night.

"I'm hard to beat that the build- ing being built by John B. Bollinger is, for any other purpose than to house the rink, even. In 1937 Mr. Bollinger E. M. Moore from Philadelphia. "Without question, it is one of the finest we've seen in the United States.

Earl Van Horn and Tez and Mr. Fister, operators of the first rink opened and placed in operation. The first rink was Mollie's and has an expansion of floor of the best type. It is one of the show-rooms of the country. While many others are closing for summer, this rink is hav- ing its busiest hours of the year. It is open around the clock and will be open around the clock in 1939."

On one of its many unique features is the staff of trained employees, the former stars of vaudeville skating acts.

There is a little, Barney, a feature member of the 1937-38 United States team. On the other side of the country, in the headquarters for the Western Rink Operators Association, the organization of the United States.

Perhaps the most noted member of the Pacific coast is the Actor's, featuring with Avery Brundage in Chicago recently, Robert Martin advised that en- dorsement of roller skating in the Olympics is a no-brainer. The event is that by that time, if progress in figure skating events is not shown present, our showing will be a surprise and a credit to all.

LABOR pavilion formerly used for display in our exhibits in the country a large outdoor pool was opened in June. The pool, which has been converted into a rink, is an addition to the new roller skating pavilion opened for decoration Day-week end.

Fred Burtin, Cleveland, is manager. More than 1,000 new skates have been purchased.

SMALL rinks in large cities are begin- ning to show better profits. Improved equipment and improvements made in larger rinks and innova- tions advocated by the Skating Rink Operators Association of the United States. Already plans are being made to make skating rinks a new business of the future. A rink designed to be one of the largest in the country will be opened in the near future. As many large rinks now in operation. It is expected that this will be a new addition to the business and will be a feature of the American rink skating operations.

WILLIAM HENNING, skate technician, of the Marion Park, Marion, Ohio, year-old net rater of the little Ohio Association, out of work spent half his career in the game, has been pro champ of the Midland, member of the Atlantic fleet championship and a Coase-To- Coast high school rater of some renown. While in the U. S. Navy in 1917, Henning was a member of the Atlantic fleet championship.

BILL HENNING, skate technician, of the Marion Park, Marion, Ohio, year-old net rater of the little Ohio Association, out of work spent half his career in the game, has been pro champ of the Midland, member of the Atlantic fleet championship and a Coase-To- Coast high school rater of some renown. While in the U. S. Navy in 1917, Henning was a member of the Atlantic fleet championship.

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Many Stirred By Slow Start

Holiday boating spot as to weather and local aspects —plan more exploitation

CINCINNATI, June 4—Opening of the early season park season over Decoration Day weekend by tour predictions made in a survey in the Special Number of Billboard. It was pointed out then that while the season started with a bang in 1937 and experienced a drop-off early in July, indications were that opening business this year would be under that of last year and that a pick-up would be felt as the season progressed.

While attendance was off somewhat last weekend largely because of bad weather in many localities, receipts evidently took a drop of as much as 25 per cent in many spots, as compared with the 1937 inaugural. Weather was not too favorable in general on the East Coast and in many parts of the Middle West and South had rain.

Operators in nearly all territory felt that this was as good as it got, with most operators making good efforts in exploitation and a number of them firing up week-ends and many clubs laid out in new equipment and in making playgrounds more modern and interesting. It can hardly be said that operators have done anything to help promotion or even gotten under way in preparation. If economic conditions are any measure of go-by, then the measures will be quickly formed to meet a season that is not likely to be good but on other lines of business apathy.

Picnics Set
To Hypo Trade
In Fairyland

KANSAS CITY, Mo. June 4—With early season set in a slump because of inclement weather and hard conditions, management of Fairyland Park has planned a big week-end picnic with a series of picnics, approved by the city health department, to be held by more than 50,000 boys and girls.

With The Kansas City Journal-Post the park will sponsor several week-end picnics for elementary grades thru high schools. Omer J. Kernasy, manager, plans a free gate on those days, beginning on Friday. But those attending must dip a newspaper coupon to be admitted, to receive week-end rides and to enter Crystal pool and other attractions at reduced rates. Last year more than 25,000 were attracted with this plan. (See PICNICS SET on page 59)

OHIO AREAS' OPENING SCHEDULES

Ohio Area's Openings Convincing Managers That Special Efforts Are Needed for Rest of Season

CANTON, June 4—After Decoration Day week-end in Eastern Ohio amusement parks operators of some of the major resorts they were pleased with the inaugural response, tracking for many a week-end and the appearance of some of the parks more than a decade declared that while business has been in some of the parks the more than a decade declared that while business had been in some of the parks the more than a decade declared that while business had been in some of the parks better than normal.

Newspapers were used by most of the operators to stress new features. Others used sound trucks in territory and many bought spot announcements on the air in addition to film spots to broadcast from 15 minutes to a half hour after sunrise minimum of some of these features operators have planned.

In Summit Beach Park, Akron, Manager Frank F. estimated more than 50,000 to the rejuvenated resort during the three days. Decoration Day attendance was reported about 20,000, with midway and radio programs. Also being featured is the high ride grossed heavily, as did the ballroom.

In Meyers Lake Park here attendance showed a decided increase on Sunday over that of Saturday, but midway well all day on Monday. Drumming failed to materialize because of bad weather. Concessions, with few exceptions, reported a big holiday and rides were liberally patronized. Idora Park, Youngstown, was crossed slightly up compared to former years, but the opening was good. (See OHIO AREAS' on page 59)

Casino Walk Has Added Attractions

PARKS, RESORTS, POOLS

Conducted by CLAUDE R. ELLIS—Communications to 25 Opera Houses, Cincinnati, O.

June 11, 1938

UP'S PREPARE TO PEP BIZ

"Open Letter to Pool Operators"

Paul H. Nuebelkop, Indiana Swimming Association, Portland, Ore.

Dear Mr. Hooplekop:

This letter is being addressed to you because of my understanding that you are definitely and actively interested in the sanitary conditions of swimming pools throughout the country.

Recently I went swimming in a pool where the water looked clear enough, but a very noticeable rust-like growth was present on the sides and bottom of the pool. I was unable to determine whether this slippery growth was caused by the algae, plant life or whatever. I was then led to think that this was due to a deposit from impure water.

However, I am a very definite concerning the fact that it is impossible to prevent the growth of algae, and that it is impossible to prevent the growth of algae. I am certain that the growth of algae is distinctively detrimental to the water, and that the growth of algae is distinctively detrimental to the water.

I am sure that the growth of algae is distinctively detrimental to the water.

Yours very truly,

(H. R.) W. S. W. (R. W. S. W.)

Alas when in modern swimming pools is filtered and chlorinated continuously, there is a constant accumulation of foreign materials which settle on the walls of the pool, forming a slimy film. These materials, which are the growths of algae, are distinctly detrimental to the water and will not leave the pool.

With the use of scientifically controlled methods, the water will be clear and pure.

Yours very truly,

(H. R.) W. S. W.

Dear Pool Operators:

I have found some very undesirable conditions of swimming pools throughout the country, and I am sure that the growth of algae is distinctively detrimental to the water.

Yours very truly,

(H. R.) W. S. W.

P. B. Morris is in charge of all games and concessions and lunch and drink stands for the park management, which now operates a pool.

Douglas Beavers operates Atchison game for the park, Terre Haute, Ind., K. C. and B. Corrals, log-cabin stands for park, and Jack O'Connell, who runs a log-cabin stand for park, and Jack O'Connell, who runs a log-cabin stand for park, has his concession on the water.
Coney Island, New York

BY ROGER S. LITTEL

Coney Island is opening another season this weekend—its first under the supervision of Park Commissioner John G. Mitchell. Mitchell, who recently assumed the position of President of the American Legion Post 64, was instrumental in the re-opening of the amusement park after it had been closed for several years as a result of the Great Depression.

The season opens on Friday, June 4th, and will continue through Labor Day. The park will be open from 10 AM to 9 PM daily, with the exception of Sundays when it will be closed.

New attractions include the new Ferris wheel, the Tidal Wave roller coaster, and the new Flame Tower which rises 200 feet into the air. The park also features a variety of rides and games for all ages, including the classic Ferris wheel, the Dipper, and the Tidal Wave roller coaster.

The park is situated on a beautiful stretch of beach, with views of the ocean and the skyline of New York City. The park is a popular destination for families, couples, and friends, and is a must-see for anyone visiting the city.

Coney Island is located at the end of Surf Avenue, just a short walk from the boardwalk. It is open daily from 10 AM to 9 PM, with extended hours during the summer months. Admission is $10 for adults and $8 for children under 12.

For more information, visit www.coneyisland.com or call (718) 378-7222.
Hampton Beach Biz Better Than in '37

HAMPION, N. H., June 6—Bustle at Hampton Beach this week is just what it was at this time last year, said Capt. John T. Smith of the Chamber of Commerce. Rental agents say all-season rentals for cages, houses, and beach and oceanfront properties have been made at rates 30 per cent better than last year. Ham­pton Beach is right on the money to explain this unexpected turn in busi­ness in a year when New England has been under a cloud. Mayor Allen P. Pylin, civic manager, may bring in many out-of-staters from the so­called "motel belt." The Sunoco Film Company in place of movies. The Casino is being remodeled, and operated in conjunction with the Olympia Theater.

In observance of the 30th anniversary of the town of Hampton, buildings and places of entertainment will be turned over to the town for one year, everything commercial, restaurants, and floor space, ex-officio says, has already been contracted.

Pennys Opens in High Point

HIGH POINT, N. C., June 6—R. D. Penn, owner of the Busy Bumble Bee, has opened his new penny arcades Monday at Union Mall. Here he said Mr. Penn will in charge of amusements. He has over 500 machines, including the Brett; Loop-to-Loop; Cocky Boggs; Loop-to-Loop; and Super Loop. The Pennys will also install a new amylping system and a new sound system for their uptown bally. Open free game will be given to all children from the age of five.

Park Free Acts

BUCKEYE Lake Park, O., launched its new free acts this week with Jack Nelson, trick and fancy diver. The Fireworks chimes program on Sunday.”

American Recreational Equipment Association

By R. S. UZELL

President "Burt P. O. Maloney, Playland, Rye, N. Y., Wednesday, at the annual meeting, makes inquiry as to whether a similar organization could be established for areas not specifically applied to ownership of Playland. The only effort thus far has been at Sunnyside Beach, Toronto, owned by Toronto hor­izontal. It was built on land filled in to improve the waterfront, primarily to make work for unemployed immediately following the Service from the War. Then in 1917, when the land was filled-in area that would produce a revenue the Sunnyside Beach was adopted, largely, I think, because the Canadian National Exhibition in Tor­onto was still so successful.

Fred H. Ponty was presumably set for summer's operation of Atlantic High­lands down the Jersey coast. He had a contract for the Mandalian, one of New York's best excursion steamers, which has always been attractive to pleasure seekers and has, Jr., has been a great asset to his career of safety since 1914, when he was launched on the Long Island Sound, was unfortu­nately renamed the Arcadia, a tanker, and has been taken beyond the Narragansett Bay in 64 feet of water. Captain of the Arcadia for a time, he was not to be back until the Mandalian fell with 300 passengers. Whether the tragedy was an actual one or not is entirely to the report of divers who are thoroughly inspecting damage to the hull.

At best it lost May 29 and May 30 for Atlantic Highlands, where it would have been the ideal type of excursion steamer and seekers. Should it be rated there will be a slow start in the excursion and sought. Ponty has some delay in contract­ing for his passengers, but the sharp excursion steamers are booked for the season. This is one of those sudden un­expected breaks that will hit any business, but park men can appre­ciate the need for curtailment of excursions and the hard times and courage and will double finds a way to make these one of the first part of the season.

Oddy enough, G. A. Traver and Company have declared for the city on amusement property to come from "Away Beach Front, while your humble servant in each instance has represented the interests of the amusements and rides. This far there have been no official word on the matter, have been made out of court, and at Carolina Beach, N. C., the grand opening of its new show house and pool of that nature, has been so quiet this year as to be almost a non-event. Those who have played in the past like to try the game. The views the NYJ, Ad in the Palace of Arts, "Banga" Lieu-ar ranged by Bert Nevin. Winners in lo­cations included Reuben Goldberg, first prize, gold glass, and some others.

Chi Rivue:

By HAROLD HUMPHREY

Altho weather has been everything ex­cept excellent, the people have been look­ing if they will have to search for an­other city and the result has been medi­um. Several ideas are being mulled over by the director of the large new building to give the desired lift. Recent holidays displayed a large con­cessioners in all lands.”

Tood Cold on Holidays

Decorators for July Fourth and Sunday previous have been made up by the Floral Society, but the weather has been so cold, that the sea breeze has been drawn from greater distances.

Clipping:

PALSAPUDS, N. J.

By CLEM WHITE

That sweet Decoration Day week-end was one of the best that has been seen here in some years, the only complaint being that not only concessioners but local restau­rants, too, failed to make full jump at any day, and holds the season should have a new hit Accounting for the decrease this year, it is held that the weather was somewhat light due to 13 degree difference in weather from last year. The weather was very fine the whole time around long enough to know, declared Mr. White. If everything in the world held true today, the season should have a new hit. It certainly did not get here to arrive.

Harris has switched from the Mitchell-Berry idea on her stand to those new kangacons, which go with either a Wheaties or a Fries. The noise has been the same but not as bad as in the past. Jackie Bloom and Red Faber have got away from the spaghetti and groovy wheels. All-time championship bus driver of the day, in fact, has agreed to go to Roos by Hisp., the Midway Casino stand. Their Thompson and orchestra were received so well in the New Park Casino and in his radio spots on WIN that his engagement was extended indefinitely. Current free attractions are the Great Peters and Wootches' Dazzlings, both being well received. Daily Mirror party an annual affair, added to the show by offering Sophie Tucker, Bert Wooster, and Tom Sawyer, with a list of or other celebrities to the show.

Billy Cella, of the "Toots in Blue" po­pular as a well-recognized vaude­ville career, as he seems to like to attend at any minor first-class cases personally. He is said to look for new indications, due to The New Yor­k, Ad in the Palace of Arts, "Banga" Lieu-ar ranged by Bert Nevin. Winners in lo­cations included Reuben Goldberg, first prize, gold glass, and some others.

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**Value of a Carnival to Cities Explained in Radio Broadcasts**

Billed only as the "world's largest midway," Royal American Shows is in the nature of a convention of 1,200 men and women visiting a city every week. The convention is spread over Florida to Northern Canada, spending large sums of money which all branches of industry share.

No Chamber of Commerce secretary cares for this business. No money is appropriated to entice this convention to any city. Yet the fact remains that Royal American organization spends more money in a city than the average convention ever has before, and it makes travel agencies, hotels, and other business houses for some farm boy or girl in an obscure hamlet to have a fat money prize for the winner at a fairy garden.

These and other salient facts on the value of a carnival to a city were told in a radio broadcast made in this last three weeks at Racine, Ind., and at Racine, Wis., by two of the owners of Royal American Shows, Eumer C. Velare, business manager, and Carl J. Sedlmayr, general manager. Both broadcasts were by invitation.

The first was made on the Royal American midway at Evansville by both Mr. Velare and Mr. Sedelmayr. They spent approximately four hours that morning, as a prelude to the short-wave pick-up of Station WQAR which operates in Indiana.

The second talk was made by Mr. Sedlmayr from the studios of WRJN at Racine at the behest of the studio director and from a prepared script lasting 18 minutes.

Both broadcasts aroused much interest in the two cities. It was the first time that Royal American had played that city, and the city council in Racine, Ind., made the occasion the outstanding event of the week in the city.

The broadcasts devoted their time to the various auditors under which Royal American plays nor of the many fairs and exhibitions. The regular city council made up his premium list with an eye to the midway which is coming to his fair this year.

In reply to a question by announcer Kenneth H. Roberts on WRJN in Racine, the audience of more than 600 people was told that Royal American would spend more money in Racine than it could possibly be worth in the city.

Mr. Velare and Mr. Sedlmyar explained in the program that Royal American was a business, the city's health, increased prosperity, increased happiness, and entertainment was all that a city could ask for.

The announcer mentioned the fact that all the activities and shows were crowded out with the exception of the radio audience. This did not include the inference that a carnival was nothing but a show.

Mr. Sedlmayr explained that the radio audience of 600 people was not worth more than a fair for the city, but that Royal American was doing a large volume of business.

Sedlmayr explained that the Royal American midway was running to near capacity only for about a half hour. This short play, he explained, could never make up for the overhead expenses of the city and that the total expenses could be balanced.

Sedlmayr explained that he had been asked on several occasions why they did not take his show off the road until the opening of the fair. Instead of omitting this, Sedlmayr explained that the entire show was the same, and that the city was given its fare.

Duncan Plans To Beat Stiff License Law in K. C. Kan.

KANSAS CITY, Kan., June 4—Harry Duncan, last week successful manager of two successive engagements of the Royal American Shows here, revealed the possibility that the current Kansas City law, especially as applied in the city, could be used to the city's books by being beaten by the local Parent-Teacher group, Board of Education, and American Legion.

The law, calling for an annual payment of $100 before a carnival can play the city, would have prevented the current big carnival last week at Kansas City. Added to the clause that "no traveling carnival will be allowed to use the city's streets," another clause was the possibility that the city's payment fee be raised.

This, according to Duncan, would have spoiled the intention of the city last week which led to the city's decision to bring a suit against the carnival.

**IT'S LIVELY! With Interest!**

Unfair Competition—Trade-Mark Infringement

LEO PARKER

Watch For It in the Summer Special Number—June 25

**CARNIVALS**

Address Communications to WILLIAM JUDKINS HEWITT, Carnival Editor, 25 Opera Place, Cincinnati, Ohio.

June 11, 1938

The Billboard

**Moffat & Harvey Start Season**

Business at same stand lower than last year due to extreme heat

LOS ANGELES, June 4.—Moffat & Harvey's United Attractions opened for the season at the Los Angeles Shrine Auditorium on April 15 under the auspices of the San Jacinto Shrine and Pinta Association. Extremely hot weather, centering around a temperature of 110 degrees, did not deter the servicemen from the show nor having measured up to last year's popularity, which management that the business was approxi- mately 50 per cent of 1937 gross revenue.

Racine was located near the In- dian Country and was a small town in the south of the state in which the San Jacinto Valley participates has been one of the top profits this season.

(See Moffat & Harvey on page 55)

**Exhibition Did Good Memorial Day Night**

MONROE, Pa., June 4—Matthew Me- nninger, who owns a 15-car Winter Park train midway, and Mrs. and Mr. Bill Lichtbuer preparing to leave for Los Angeles, hosts a Saturday Night show. The opening ballyhoo of the Rainbow Revue Bud Brewer failed to turn the ballyhoo on the second party on the fifth day of the carnival.

Duke Wilson, ex-host of Goodfellow Club, preparing elaborate programs for (See ROYAL EXHIBITION on page 43)

Hennies Showfolk Given Party by the Palermers

DAVENPORT, la., June 4—Doctor and Mrs. B. J. Palmer entertained a most sumptuous dinner a small group of the Hennies Show Folk's Board of Directors last evening for the most part of the evening on the good of the fried chicken and the good of the fried chicken.

Before and after the long distance telephone service which the Palermers' private collection of masterpieces, antiques and treasures gathered by them for the past 25 years traveled to all parts of the country.

The guests that evening were Mr. and Mrs. George L. Hennies, Mr. and Mrs. Joseph S. Schollm, Mrs. Daisy Hennies and Carmen and Don Seymour.
Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Modernistic design and coloring on center panel of the attractive 10-seat passenger car has resulted in increased passenger mileage due to its eye-catching appearance. The kiddie ride is equipped with the usual continuous loop design and is built on a 12' truck body. Weight is 1,280 lbs.

Price: $1,352.00 Cash, F.O.B. Factory.

TEN YEARS' EXPERIENCE

REFERENCE OVER 150 OWNERS

WILL MAKE MONEY FOR YOU TOO

The Outstanding Choice of Men Who Know.

ALLAN HERSCHELL COMPANY, INC.
NORTH TONAWANDA, N. Y.

Philadelphia, June 4 — Weather still remains cold and temperature was lowest June 1 on record. This makes it bad for business with the carnivals, and added to the bad business conditions they are all complaining of in this section. Endy Bros, is the only one now in the city and business is off a great deal from last year on the same location.

J. W. Shaller closed his morning show and presented Frank West's Shows and joined Max M. and Mrs. Bill Tucker have well stocked concessions with Edy Bros.

Eight Street Museum holding up good business with Patricelli Magic, Poses Plastiques, illusions and dogs.

Mr. and Mrs. Carl Tunstall report very good business with their pony acts with World of Mirth, some spots better than last year.

The gate is the life saver for many shows this season, as people are not spending a whole lot of money inside as in other years.

Spandy Mordorree's Cornedbeef, with big flash and fine refreshments, is a fine show.

The American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., June 4 — Our visit to the Big Top this week has been a real pleasure and we are pleased to announce that plans are made to let the following acts follow us; Allen Lewis Shows, Syracuse, N. Y.; Gruber's World's Exposition Shows, Schenectady, N. Y., and World of Mirth Shows, Potsdam, N. Y. We shall report fully on our visits in ensuing issues of this column.

We are pleased to announce that James R. Kelleher, agent for Art Lewis Shows, Inc., and formerly treasurer of States Shows Corp., will be a fully equipped ACA this week.

Following our trip to World of Mirth Shows we shall depart for remainder of week in Chicago in connection with certain matters. We renew our membership that ACA offices will be ready and waiting for us in our absence.

Carnival Publicity Desired

We are indebted to L. M. Miller, press agent of Cellini & Wilson Shows, for sending us a clipping through Sun-Telegram further depicting antics of Susie trained chimpanzee. The page of photographs is unusually well gotten up and public reaction from such favorable publicity is bound to be more than favorable. We would urge all of our membership to forward this office favorable publicity of this nature, as it is one way of answering self-created critics who can sometimes be made to see other side of picture by being shown something tangible.

We will again request all members to advise us as soon as possible to the date and place that they wish to have us visit their shows. If a visitation is desired it is essential that this information be given us not later than the next two weeks.

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Ballyhoo Bros.' Circulating Expo.

A Century of Profit Show

By STARR DEBELLE

Stripped Gear, Ill.

Week ended May 29, 1938.

Dear Red Ordin:

On show's arrival Sunday night entire press corps fell off the water wagon (which was still on the train), leaving this correspondent with a scribbler. With their battery of pen and the office dry, the bosses decided to let their employees take the ride with no student from the rank and file. At the same time it was arranged for ranking for the public.

Three different parties were im- mediately formed: complimentary passes, "Penny Arcade Shows", and "Four Wheelers" the Carnival Concessions," each with their choice candidate.

The election thrust was a quiet one, under the watchful eyes of Pete Ballyhoo, with no rioting or disorder. By 9 p.m. the betting was at its peak, with the odds 12 to 1 in favor of the show, and music also a "more sex appeal" plank in the campaign. The "pass-accepting show" ticket can on the lot was crammed full with bal- lanza. The entire office staff was forced to work until day Tuesday counting the 2,000 votes (a.m. train) (noontime) they announced, Mr. Oscar (Shaff) Transmission, que for the Tumble Bug,酯, the winner. A last-minute break in the concession party, by the sticks bolting due to no

Oscar ballots being permitted, gave the ride party the greatest election landslide in carnival history.

Since taking over the show editorial control of the organization have noticed the big difference in the press and former mode of handling the department. The new department, as planned is for a lot more equality, in the past years, the past 2 years this is the first time in years that I got on a ride at the "Fair" and trau- ance.

This Monday was made Hastie's Night and Thursday night the show was packed solid, giving very

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**Carnivals**

**HI-DE-DE-HO UNO SHOW AND RIDE COMBINED**

By Spillman Engineering Corp.

**United States Tent**

S. T. Jessop, Pres.

AND WINNING CO.

Go, MONROE, U. P.

Circus, Carnival and Concession Tents, Side Show Banners that Will Last, Send for Used Tent List.

701 South Sangamon Street,

Chicago, Ill.

**O. C. Buck Shows Can Place**

Monkey Circus, Life Show and other Grind Shows. Want High-Class Man to take charge of Fall Fairs, stage new beautiful modern outfit. Jockey Elks, Fourth Annual Fair, week June 20; Keene, N. Y., Fourth of July Celebration, June 29 to July 4; followed by Downtown Syracuse for Ten Days.

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**Evangeline Shows Want**

To rent, Trotting Shows, Trot, Pace, Plow, Fox Hunter, Harness Driver, Half-and-Half, Crime Show. Engaged at present under their own management.写过的提及。J. W. S. N. J. T. O. W. M. 

**Northern Show, Illinois**

By Spillman Engineering Corp.

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**Northern Show, Illinois**

By Spillman Engineering Corp.
CARNIVALS

June 11, 1936

Our Midway

By RED ONION
Communications to 25-27 Opera Place, Cincinnati, O.

CARNIVAL

By RED ONION
Communications to 25-27 Opera Place, Cincinnati, O.

WHEELS

Park Special
50 in. in diameter. Turntable at the base. We carry
in a complete line of WHEELS, $2.00 to $200.00. 100
numbers special $12.75

BINGO GAME

52-Player
20-Flyer

Send for our new 1088 Catalog. Send 50c for name of
Wheels. Price, $1.00. Send for our new 844 Catalog. 20-
flights. Price, $1.00. Send for our new 57 Catalog. Satis-
factory. Price, $1.00. Send for our new 108 Catalog. 20-
flights. Price, $1.00. Send for our new 844 Catalog. 20-
flights. Price, $1.00. Send for our new 57 Catalog. Satis-
factory. Price, $1.00.

SLACK MFG. CO.

124-126 W. Lake St., Chicago.

ASTRO FORECASTS AND ANALYSES

All Readings Complete for 1937-1938.

Buddha Papers, 4-14. 20c. Transplanting, Par. 58-68.

Theodore, 4-14, with Blue Cover, 6c., 20c. through

Forest and Analytic, etc. Fortune, etc. 50c. Special

 Spot. March 8, 4-14, 25c. Special.

NEW DREAM BOOK

120 Pages. 2 Sets Numbers. Checking and Pol-

ishing of cards. 25c. 50c. 1.00. No. 78, with 4,350 cards.

Buddha Papers, 4-14. 20c. Transplanting, Par. 58-68.

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"ALL ABOARD FOR THE FAT-GOING-OUT!"—amos charlton, the first airplane passenger at the atlantic city exposition. looks like us with baby lilian, first girl passenger in Williamsport, Pa., passing showfolks.

FLOYD NEWELL letters from springfield, O.: "many thanks to editor a. c. hartzman for the defense of the carnival, in his recent broadcast. the "mighty thing" has plenty of rainy weather to give to some downright kids. enjoyed the cola break! circus performance when in Cincinnati. hope red onion never gets any cold beer just for disappering me not being my guest at the circus. business is tough; probably the show has a problem.

HARRY WILSON, pres gaggen Bandy's all-american shows, lettered from arnold, Pa.: "one night there were 2,000 people on the lot when it started to rain. four people presented past at the front, which read: 'please don't get to bearers to grounds, shows, rides and all things to eat.' (big auto wreckers.) have heard of many funny things but the cake taker. as might well be supposed, the show had no dealings with the parties who signed this kind of a pass.

how and what: Some carnivals are titled "shows" and then subtitled "expositions." how can a carnival be a show and an exposition at the same time? what is an exposition anyway? if expositions are semi-permanent events how can they be anything else? how about "amusement expositions," if "shows" and "carnivals" are barred? let the carnival business take it or leave it, but something is being advertised to appear in their communiques.

DUSTY RICHES letters from amarillo, Tex.: "in charge of sound car and sound equipment with Western States Shows. 2,500 have used our service. all ride men wear khaki uniforms. i have white shirts and white capes lettered in red "western states shows sound engineer." it is my opinion that all shows using sound equipment should have sound engineers and then the equipment would be in good condition at all times and not run the customers away. been thinking of getting equipment and do it myself."

L. CLIFTON KELLEY, general agent goodman wonder show, letter from Fargo, N. D.: "weather has been bad but we won't let that worry us. i say that i know anything about it, but from what they do they have good weather looks like the year that will drive everybody but real troupers off the road. worst week goodman show has had this season. was in champaign for it. week it had far was with quite a lot of bad weather mixed in with some good.

WILLIAM R. HICKS, press agent for F. H. Bee Shows, says: "no doubt all the shows are working harder now since they have been informed that a certain young man has entered the field. modesty prevents me from mentioning his name; however, he has ambition and dynamism and is out to capture the title of 'queen of press agents.' it is the time for themselves after they try a few jobs." in two places on F. H. Bee's letterhead there is the word: "you won't be disappointed." it is a pretty job—red onion.

plenty of prominent managers of carnivals charge titles every so often, but the reason they probably know, it is certain that. some men make reputations and they are had many times when they might in it will be better known. changing titles without due notice to the carnival business is a bad practice. men are in the business to make good names for themselves and not to be a credit to the carnival business.—wiley tif.

Frank S. Reed, Arthur Sharpe win solid mouse trap

Hearten to this one! Frank S. Reed, seen putting on circus, & C. J. E. H. Rees, letter from Madison, Wis.: "this is a new idea and Arthur Sharpe, carnival of Madison, Wis. It is a very fine trap. Of course the writer would be president of the operating company. Under our plan there would be no social security tax to pay, which would eliminate all work of show secretaries, bookkeepers and auditors, as there would be no social security collections and no receipts to keep that kind to make out. the saving of time and money in this very important work would be considerable to say the least under our plan of not having anyone of the show under 25 years of age and solve a problem for the government as to what to do with men who are past their Social Security age."

"the old folks at home" shows should be a good drawing card with the public, which would be all the better. if they put up and taken down by old men with long whiskers and old women wearing caps, then they can make something of themselves. by the new age system we could have a thousand of pretty people doing the talking.

thirty times a show over refrigerating the names of men and women from 65 years upwards as to keep back as ball-gate, caterers, concession agents, talkers, dagoes, adagio and all that. what the 'cell'

AL LINTON, sword swallow, lettered from chambers city, N. Y.: "received letter from J. R. Edwards candor. i am old bloodhound for the billboard. i am not going out in the street any more. i am not going to have my home in the pacific coast and was going to drive back to it. adopted the idea. my house is too big to be moved. i have 2,500 shows all over the place. i have been here since 1938 and have only heard of the job. i am in business since 1938 and have lived in the steet."


EVANS DICE WHEEL One of the most popular wagers in the country. New junior size $2.00 in diameter. Face of wheel is divided with two colors and polished. Write for samples.

PADDLE WHEELS all kinds $2.75 each

CARNIVALS-the billboard

The Billboard

EYERLY ALUMINUM MILK BOTTLES 16 ounce type with 24 ounce capacity. Nice clean bottles. Will last for years. $1.00 each.


RIDES WANTED Parity Wheels, Riddle Rides or Whit. Good colors any decoration for July 4th. Rides at Pigeon Forge.-Evans & Co., Inc.
CARNIVALS

Bert, Va.: "So Arthur Monday Loop-o.Plane-Octopus-Kiddie battle, CAN, the Billboard hotel, the plenty good show must be as good as it was agin a long ago, and business is still as good as ever. I see some of the old boys of the road. Cover Crop has lost his show and Crop Crore is good and it looks like 1933 will be a good season for Georgia. I have the Pipes column in The Billboard first, then truth and nothing but the truth. Why shouldn’t we be as good as all who we represent show in Cincinnati and near there and The Billboard also speaks good and plenty about our show. I also suggest an in-the-face circuit. I see the Albert George Washington will not have made good on the front of the show as a talker.

ABOVE A MIDWAY: Visited a Carnival some time ago and made this and I heard the talkers say, first show, "Smallest people on earth," second show, "Largest people on earth." Third show, "There is a man in this town with no more brains than a monkey." Fourth show, "There is a man in this town with the brain of a human being." Fifth show, "What is the girl without a head?" Sixth show, "Manel a baby with two heads." Seventh show, "We have a woman here in face of the face of a male." Eight show, "There is a woman in hare of fame and beauty." This was the story that the talker said. I still tell the show must go on. Am wonder-

WALTER D. NEALAND, press agent Mark Sholes, lettered a : 20% N.J.: "Business fair-to-middling all season. Has been in the show most of the time. Weather has been fair and dry all season. Daylight has been right for the show. Has had three bad days and it has rained and thundered during the show. Let us all wish Ed Squires a speedy rec-

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M. B. Golden resigned as general agent with World at Home Shows after being associated with organization for 13 years in that capacity. Arthur C. Ward's home show was closed Aug. 1st, as the owner is Co-Operative Electrical League suspect, got off to a flying start on opening day of two-week engagement (Bill) Fleming, while en route to Shriners' at Washington, D. C., stopped off in Cincinnati and visited the CARNIVAL OFFICE. Three Carnivals were exhibiting in Rome, N. Y., while four others were in the mill. Miss Jenkins-Jenkins Carnival Co., a promotion of H. D. Dudley, Negro theatrical m-

DR. L. E. BROWN letters from Cuth-


CARNIVAL SHOWS for Four Days of July celebration here. This will be the near haunt spot as it will be the first Independence Day celebration here for many years. Governor of Georgia will be here. The government is willing and the music and there will be a masked procession of the firemen and fireworks. I trooped with C. A. Wortham and Nat Reise and was known as Al Budah. I am a homeguard and marked many of my blood. I will see some of the old boys of the road. Cover Crop has lost his show and Crop Crore is good and it looks like 1933 will be a good season for Georgia. I have the Pipes column in The Billboard first, then truth and nothing but the truth. The truth should be used on the fronts of shows as well. In the past Floyd Newell and my self have been staunch believers in what

MOTOR LADY RIDERS DROME MEN

Inaugurating new ideas. Need more Riders. All available contact me immediately below before the start of the sea-

WALTER B. KEMP, ear Royal American Legion, Lock Haven, Ill., June 6-11: per route thereafter.

COUDERSPORT, PA.

Aunt of NORTH PENNSYLVANIA. Parade...Decoration.

CAN PLACE SHOWS and Contests.

We Have Thirty Celebrations and Conventions Booked For Our Two Units. Karl Middleton Shows Port Allegheny, Pa.

ERIC B. HYDE SHOWS

WANT a Lens-Plate—Outlets. Kidney Ringe.

WANTED: Week and Heat and 50% of the profits for two weeks, and $400 in advance. E. W. Benedict, Jaffa, Ill.


GROVES GREATER SHOWS

Oscar Studs, and Bill S. Freshman. All owners, except Franklin Butter- Nearly all of his shows have been in the show most of the time. Weather has been fair and dry all season. Daylight has been right for the show. Has had three bad days and it has rained and thundered during the show. Let us all wish Ed Squires a speedy rec-

GROVES GREATER SHOWS

CAN PLACE FOR WASHB. IN, JUNE 6-11, and BALANCE OF SEASON.

SHOWS with corn, calf, Pete, Rooster, Elusive, etc. With fairs in addition to other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season. CAN PLACE, Clinton, Ohio, and the other shows. Also patrol for Pat Shiret Warrior season.

$6 GROVE, in effect, Washb., June 6-11.
Johnny J. Jones

JOHNNY J. JONES (Railroad)

PITTSBURGH, June 4—Following is the report of the opening of the annual convention of the Association of Railroad Conductors and Trainmen, as that organization appeared in this city this week. Monday, May 29, was the opening day of the session, and Tuesday, May 30, was the last day of meetings. The convention was attended by delegates from all parts of the United States.

CARNIVALS

Rosters of Carnivals

As Represented by Show Representatives

There are many carnivals in the United States, each with its own distinctive features. These carnivals provide a fun and exciting experience for visitors of all ages. Here are some of the highlights of the carnivals:

- **Favorite Attractions**: The carousel is a popular attraction in most carnivals. It is a large wheel-like structure with benches and horses that move up and down as the wheel spins. The merry-go-round is another popular attraction that offers a circular ride with different animals like lions, tigers, and elephants. The Ferris wheel is a large rotating wheel with enclosed cabins that offer a panoramic view of the carnival and the surrounding area.

- **Performing Acts**: The Ringling Bros. and Barnum & Bailey Circus is one of the most popular carnivals in the United States. It features a variety of performing acts, including clowns,杂技演员, and animal acts. The circus is known for its colorful and elaborate tents, which are set up in various locations throughout the country.

- **Food Stands**: Food stands are a popular feature of carnivals. They offer a variety of foods, including hot dogs, cotton candy, fried chicken, and deep-fried vegetables. Food stands are often located near the rides and other attractions, providing a convenient source of nourishment for carnival-goers.

- **Games and Prizes**: Carnivals often have games and prizes for visitors to participate in. These games can range from simple tasks like throwing darts or tossing rings onto bottles to more complex activities like navigating a maze or solving a puzzle. Prizes are awarded to winners of the games, often in the form of small toys, stuffed animals, or coupons for future visits.

- **Live Music and Entertainment**: Live music and entertainment are a staple of carnivals. Bands, choirs, and other musical groups perform on stages located near the rides and games. Entertainment can also include magicians, acrobats, and other performers who wow the crowds with their skills and talents.

- **Carnival Workers**: Carnivals require a large workforce to operate smoothly. This includes workers who set up and take down the tents, run the rides and games, and sell food and other items. Carnival workers are often known for their friendly and energetic personalities, as they work hard to ensure that visitors have a great time.

These are just a few of the highlights of the carnivals. With their mix of food, fun, and entertainment, carnivals are a beloved tradition in the United States, bringing communities together to enjoy a day of celebration and enjoyment.
**American United**


Large crowds packed every night throughout season. The show set up in Hillyard, a suburb where railroad shops are, and most of shops closed probably accounted for low receipts. En route from Lewiston last week cookhouse was broken into but very little damage was done. It was set back on the highway with girl of crew. Virgi and Peggy Snow, Manager Carrie Smith, and Bob and Billy Supino, A. B. Miller, writer and husb. help a party at D. T. Skinner's party. People joined in Chinese food and beer. A. B. Miller was eating a Dutch lunch and drinking tea. M. H. Buckley is join-

Banty's

(Baggage cars and trucks)


Everything ready to go at 3 p.m. Monday. Sun was shining bright but without warning it started to rain and blow. Suddenly it changed for worse and lot went down somewhat. Lunch was was enjoyed. There was funeral for several concessions, including top and frame only. Gifts were displayed. Lot was a mud hole, but emergency crew assisted by Harry Agne kept water flowing and when it did stop raining they got lot in shape. Night was fine, and the Band and the theatre was ideal. Alto business was not good as people left after sidewalk service.

In the morning the show reopened satisfactory. Committee, headed by Joe McVey, run the show on every car at all times. Russell Catheney and George Miller's baby, pet, and all boxes were safe.

Bazinet C. active and ran for second year. Harry Agne, bugle player, busy keeping up with business and people. All concessions now on. Thruout the week 10,000 meals were served.

**Selling the Billboard on the State Fair Shows.** Harry Geyer, left, of Billie Geyer and Brothers, annual art, is seen here with Tillie Geyer, his niece, and his brother, Billie. To the left is one of the wagon fronts of the State Fair Shows.

**Blue Ribbon**

(Locator)


Show arrived from Seymour, Ind., 180 mile jump, on schedule. Heavy rain started early Monday morning and continued all day. Workmen not minding rain put all efforts forth and stayed at it. Band ready at night, Ready to play.

Fair crowd attended at night. Next Monday at show beginning in cold for outdoor admissions. Weekday weather little washer and everyone had night business. Latest arrivals are Pat Show with Jolly Rose. Sullivan, Jim Crabtree. Pat Show killed out has Big Apple Revue, and Bert Mottville is EB with his Rube, MB, and others. MB
tops arrived to replace those torn down by storm in Seymour. L. E. Rohr made trip to Madisonville, Ky., to be resides of Mrs. Rohr, who unaccustomed serious accident. Latest reports are that she is on recovery. Mary Lee Newton doing a good job as secretary while Mrs. Rohr is recuperating. Ferguson's Kiddie Band keeping public in good humor. E. K. Johnson doing great work with his band.

**Burwick's**

Giddings, Tex. Week ended May 29. Location, business district. Auspices, none. Rain started opening Monday night. Tuesday a fair crowd come out and each showfeller brought a larger attendance. Giddings is a town of less than 3,000 people and this show was probably first to use a pay gate here. Saturday night afternoon 8,000 patrons remained until well after mid-

**Carnivals**

As reported by News Representatives for the Shows

**Carnivals**

June 11, 1938

**Wm. Bazinet & Sons**


Last of this weeks' engagement here. Weather was good and everyone on show well pleased with outcome of run. Company put new and unusual show for Mr. W. William Bazinet his new Vagabond or Vagabond Theater. It was another new Chevrolet tractor and semi-trailer rig that was put on one of emergency trucks. Joseph Brown, superintendent of show, an experienced showman, put on two new concessions. Leo Nagel joined with a popular and real crowd filled with perry pitch. Novel concession joined with the show and one that cannot be missed is the free Float. Mr. Nagel's Nemo says his blankets should be rubberized to suit the weather.

**Western States**

(Motorized and baggage cars)

**Burke, Tex.** May 18 to 21. Auspices, D. A. P. Business, good.(

Burke was discovered here. Burker was known as the wildest of oil booms, but it is now a town. They supplant its former dirt streets and wooden-planked sidewalks. It is now a thriving and modern city. Date is known to all shows that exhibit here as the popular and patronage enjoyed by all depart-

ments of double on tow was fully enjoyed and dust failed to keep the folk from coming out. Joe Maginn, manager, Adjutior Albert Wright, General Representative A. J. Schneek and Benny Hyer, agents, were doing a fine job.

**Amarrillo, Tex. Week ended May 29. Auspices, good.**

Fair came early, stayed late but was little. That was the verdict of the local people. Gran reminder of disastrous duststorm era swept down Wednesday and went on to create some sort of a night's business. It is difficult to find any suitable comment. With press, radio and public ice wedding, we have the usual good attendance. Shortage of money is only one thing. Tille Jones, niece of Mrs. Jack Ruback spent time in Tyler, Texas, visiting her mother.

**Carnelli & Wilson**


Concessions were the best attraction on lot in McKees Rocks. Show remained quite busy and without trouble. Better than first week, the rain prevented open-

ings. Cracraft, with his regular Legion parade, was the hit of the week being Saturday. Every other night was threatening and cold. Big乐队 made a successful run in the past week on Saturday.

**Dollar Bill**


Business good in this spot despite fact that last week in town and followed show in that operated by them. McPherson, Kan. Week ended May 21. Location, old ball park, was quiet except for a couple of boys on streets. Weather, rain. Business, good.

Wednesday was All-School's Day and there was a good crowd in to see what they brought with them. They had a busy day and steady dropoff at night business considered good. DON FOLTS.

**Elkins**


**Burlington**


June 11, 1938

CARNIVALS

TO TERRILL, veteran of many circuses, has been named general agent, business manager and booking agent for W. H. Harris on the Model Shows. He left recently to form a partnership with Ernest Morohi and launch the "Persh" & Morris Shows. Prior to this Morohi operated the County Fair Shows. Terrill is a native of Atlanta, Ga.

Fairs

Fairway (Semi-Trucks and Trailers) Tobby, Wash. Week ended May 27. Areoplane, American Legion, weather, crowds. A large truck show had long been rumored here but there was no sign of it in the fairgrounds when the fair opened last Monday. The show was conducted by the Fairway Management Company of Independence, Kan.

Carnivals

Dee Lang

Missouri, 14, May 9 to 14, Autocross, American Legion, Location, South end show grounds. Watson, weather, business. Fair was well attended.

Rain and cold hampered business opening at a downtown DiSalvo-on-Parade, managed by Mr. and Mrs. Charles S. Sadowski. In years past, snow, ice, and Dillingers, are trying to accustom them- selves to the idea of enjoying a sunny day and to treat them as they do clothes and to make up for last year. King Froglip and Floogler, forced to stay at home all his gymnastic stunts. Also featured in act is Gypsy Prince, Prince dog, in his dog act. See bid by owner of trainer Omar Shipley. New bally stage is a hit with the patrons.

Mr. and Mrs. George Cole, Ray Hinton, owners of the Ray Hinton Theater, recently announced that they will open a new Wood Theater, a theater, a movement, Radio Station KJFP. In appreciation of good will of showfolk, Thursday afternoon, the Ray Hinton Theater, will play host to employees of show in the area. Some 2,000 persons, with music and lots of fun were had by all who attended. Among those who attended was Mrs. William, front gate; Bobby Barlow, of McLaughlin, L. G. Goffin; Bud Phillips, who gave a lot of applause of the performers.

Mrs. H. B. Blackburn, Visitors: Mr. and Mrs. W. F. McFadden, Misses: Eunice Masseth, Ann Carvel, and Eleanor Laughlin, of West Bros’ Shows.

W. C. Kauss


Babe Emuwall is a new member of the new circus that is passing through. He is a large, 10-year-old elephant. He is the largest of the circus, and the only one of his kind in the country. He is a good performer and has done well in all the circuses he has worked in. He is very friendly and gets along well with everyone. He is a great favorite with the children, who love to see him perform.

Adrian, July 4th Celebration

Southern Michigan's Best. Sponsored Annually by the Adrian City Council, the Adrian Police Department, the Adrian Fire Department, and the United Merchants Association. A grand celebration is planned for July 4th. The day will begin with an outdoor breakfast at the Town Hall. A parade will follow at 10:00 a.m., with the grand marshal being Mayor A. J. Breckenridge. The parade route will be along Main Street, with stops at several locations along the way. In the evening, a fireworks display will light up the sky. The event is free to the public, and everyone is encouraged to attend.

WANTED

TOLUCA, ILL.

JULY 1, 2, 3, 4 — ON MAIN STREET

INDEPENDENT SHOWS AND CONCESSIONS

Largest event in this section of Illinois. Drawing patronage from all parts of Illinois, Indiana, Michigan, Ohio, Wisconsin, Missouri, Iowa, and Kansas. Open to exhibitors of all kinds. Free camping and transportation. Visit us at the fair, and you will be glad you did. For more information, contact M. J. DREBER, Chairman Commercial Club, Tolou, Ila.

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Winters

(Baggage cars and trucks)


Show down in rain at Ambridge and set up in rain here. Lot boiled half block from business section on Ohio River was in bad condition. Cliders used filled up bad spots and as no shrub-
Al C. Grill
Bridgeport, Conn. Ten days ended May 7. Location, Stratford avenue and East Main street. Asparagus, Briono-Hauser Post, American Legion. Weather, cold. Ten-cent gate. Business, fair. In sales, similar to last week. Show cards and white gifts were good each night. Free acts are Colonel Steve, Leo Adam, and Great Sherwood, trapeze artist. Manager, L. L. Ortlip; with C. O. Buck Shows six miles away.

Westport, Conn. Week ended May 14. Location, Nash's Corner, Aspiques, 12 miles from Westport. Show was well attended. Weather cold, and rain. Business, poor. This week the weekly showcards and white gifts were sold, but no show was made.

Robert P. Dale

Al G. Hodge


Marvin Laird

Hilderbrand's

(Motorized)

Salem, Ore. Week ended May 28. Location, circus grounds, Aspiques, 12 miles from Salem. Weather, cloudy. Ideal weather in the northwest, and business was very good. Show opened on a dull and cloudy day, but business was good. Business was very fair for the past week. Business was good. Show had a good start, and business was steady. Show had a good start, and business was steady. Show had a good start, and business was steady. Show had a good start, and business was steady. Show had a good start, and business was steady.


New England

(Motorized)

Men and W. Y. May ended May 21. Location, New London's lot, Aspiques, bobs, Cudets and fire department. Business, good. Weather was very good toward end of week. Shows co-sponsored, P. S. C. and Steamboat, Cudets and fire department. Shows were well attended. New London's lot was 50 cents, but was sold at a discount of 50 cents, due to the advantage of stayover and had much work done to it. Shows were well attended. New London's lot was 50 cents, but was sold at a discount of 50 cents, due to the advantage of stayover and had much work done to it. Shows were well attended.

West Broom

(Motorized)

Boone, Ind. Week ending May 31. Location, downtown show lot, Aspiques, tickets. Price was $1.00. Shows were well attended, but weather was an obstacle. Shows were well attended, but weather was an obstacle. Shows were well attended, but weather was an obstacle. Shows were well attended, but weather was an obstacle. Shows were well attended, but weather was an obstacle. Shows were well attended, but weather was an obstacle.

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FRUIT CONCENTRATES FOR SNOWBALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snowball syrup you have wanted for a long time. They have the rich, full-bodied flavor of the real fruit that everyone likes.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for our most exclusive line of Guard, Service and Drink Concentrate. You will want to make an extra order.

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

L. A. HODGE SHOWS INC.
W. M. TUCKER, Manager — ANDY ANDERSON, Bookman, Manager.

WANT LEGITIMATE CONCESSIONS OF ALL KINDS. $100.00 WEEKLY.

Various Shows and Carnival Operators, you cannot afford to pass up this free extra that your patrons demand and you need a legitimate connection. For your show and carnival.

If you fill your concession stand with the best, you will get the biggest patrons. They spend more money and make your show a success. Give us a call or write for a free sample. We will furnish you with a FREE CONCESSION SAMPLE.

AGENCIES: 618 E. Roosevelt, Chicopee, Mass. 215 N. Front St., Binghamton, N. Y.

CARNIVALS

July 11, 1938

WASHINGTON STATE SHOWS

WANT


CARNIVAL INDUSTRIES

Fishing, Racket, Shooting Games, Ball & Ring Toss, etc., etc., EXCLUSIVELY. AGENTS WANTED. 21 S. Third Ave., Grants Pass, Ore.

FISHING GAMES.

Open classes.

PRIZES:

1st. $500.00 Cash. 2nd. $300.00. 3rd. $100.00. 4th. $50.00. 5th. $25.00. 6th. $10.00. 7th. $5.00. 8th. $5.00. 9th. $5.

SHOWS:

$50.00 per show. WIRE:

519. W. S.

KREKOS CO., INC.

WANTED

Taking second at this show, it attracted a lot of attention. Ray Tahman's boys, because of cold, Mr. Gordon joined the company and Mrs. Paul Rogers and sons joined. This was another of John Doe's side show again approved as a tattoo artist. A new sound truck was added this week and scenes and used on advance as well as on midway and streets. Visitors: Frank Tarte, Billy Lee, Al Steiner, and Mr. and Mrs. Allen Show and at present in insurance business. Frank Tarte, Billy Lee, Al Steiner, and Mr. and Mrs. Allen Show and Hope's red underwear, of Alvin Herschell Co. Secrecy and in charge of the water department and are very efficient.

V. L. DICKIE.

O. C. Buck


At last show got a half break with weather and scored heavily at show. Barely backed and sponsored by Chamber of Commerce, now operating kiddie rides, with addition to a 50 by 170 top filled with Deming, Ruth and Cornwall hairstyles, J. D. Wright Jr. and Roy Peugh, secretary of Altamont Fair, still in charge of the scene and detail and had a splendid job, backed up by heavy billing under direction of Harry Schrimscher, concession manager for the show, Jockey Roland's motorhome, 1259 E. 21st Ave., Eureka, California. Harley Bevire top among shows, while Mr. George G. Bollinger, press representative, Norman M. Griffen, press representative, Sheri Rosen, concessioners. Mr. and Mrs. Max O'Neil closed at this spot with cookhouse and pop corn. New cookhouse was built new pop corn concession. Billy Ritchey's Water Circus still a sensation, and with 25 cents a piece of the most popular act, with Mr. Bob Owen's blazing way with paper, making a sensation and a big hit of his show. Prominent hits, Mrs. O. C. Buck new and popular at this show and Mrs. Ray Van Sickles long range gallery and knife and rustler act. Mr. and Mrs. Mark Graham building new concessions for future date, giving them four, all of which are doing well. Much rivalry between Schrimscher and Whitman's. Second season, Midway carnival, with Mr. and Mrs. Carden as manager, opening Thursday night.

Gold Medal (Motorized)

July 11, 1938, 30 to 30, Location, Rialto Ball Park. Accepts, Veterans of Foreign Wars, U. S. A. and any educational, religious, social, juvenile, and charitable organizations. W. A. W. A. W. W. O. W. E. W. M. W.

LEO ORANDO.

FRUIT CONCENTRATES FOR SNOWBALL AND DRINK STANDS

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LEO ORANDO.
MECHANICAL MAN

For Rally at Once.

JOHNNY BRANSON
JOHNNY J. JONES EXPO.
Per Route

SECOND-HAND SHOW PROPERTY FOR SALE.

207-314 W. 32nd St. Chicago, Ill. 1,000.00. 4 Flying Mushroom Bikes. 1st Eng. 4-21. Wind-up. 400.00. Eeyore and ALL Kinds of CANDY AND VA- MEN AND CONCESSIONS. TOWN WEIL.

WANT


Molly’s Greater Shows

WANT


WANTED


Cant. L. Louis, Ill.

WENT’S WORLD’S WONDER WANTS

ILLUSSION SHOW UNION SHOW UNION SHOW DEEP SEA SHOW.

HAWAIIAN SHOW (Must Be Handled) FURNISH OUTFIT AND WAGONS TO ALL.


CRIME SHOW UNION SHOW EXPOSE SHOW.

FIRE ENGINE SHOW ENCLOSED SHOW.

FAMOUS MUSICAL ANIMALS—LAWD BAYBE![n]

GRANDSTAND SHOWS

RUSH AT ONCE photos, sketches, advertising copy instructions and cuts for the Professional Section of the SUMMER SPECIAL.

ALL MATERIAL MUST BE IN CINCINNATI BY JUNE 14

A special combination publicity and advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Cирк, which will be incorporated in the Summer Special Edition of The Billboard.

Photos and Short Sketches of Acts and Attractions Will be Used

NEW! Nothing like this has ever been done in The Billboard before. Here is your opportunity to add prestige and recognition to your name in the prime selling weeks of additional playing time during the latter part of the season.

If you have not inquired about this section do so today. Full details will be sent air mail immediately.

Professional Promotion Department
THE BILLBOARD PUBLISHING CO.
CINCINNATI, OHIO

CARNIVALS

June 11, 1936

Rubin & Cherry
(Railroad)

Rockford, Ill. Week ended May 28.
H. A. & S. AUCTIONS, Modern Woodmen. Weather, cool. Show cost about $900. Rain fell daily on this strike-plagued city but did not dampen any more than usual during week, and Thursday matinee rained out. Attendance was about 1,200 per night week, but many of them out of town, were not spending. New Hayden arrived from Spillman Entertainments, and was especially good in operation under direction of Riche Super Comedy Shows. Shows were good for the week.

Miller Bros.
Columbus, Neb. Week ended May 28.

Because of heavy rains it was impossible to set up on regular shows just outside city limits. But chief of staff. Bison, and entire city of Columbus assisted by Bally Bros. on week of real fun and securing a week’s lease on a lot southwest of town. The entire shows were set up one man, who owned property near these Bally Bros. A former councilman, tried to prevent the show from exhibiting by digging up an old oven. The chief of staff was in charge and was left in charge. In order to show must have unanimous consent of council. Fred Lynch, a local mayor had the special council passed unanimously, with nothing more to be done. Merchant’s co-operated well and everyone was happy. Little money on nights it did not rain. Miss Pearl Linn, of Melvine Bros. in Des Moines, Ia., and Eda Goben, Chicago, A. A. is going on tour.

CHICK FRANKLIN

SO’S
(Motorized)

South Beloit, Ill. Week ended May 28.

During the first and sixth week of rain on this show, with same show. Ride and concessions operates on same outfit, which speaks well for new as well as older古城. Managers of management of SO’s Liberty Shows. Manager, Mr. Bally Bros., desire the sunshine would be welcome now that spring has come, and when it comes again, to have us. While General Agent William

WORLD’S FAIR
(Motorized)


Journeyed into foothills of Sierra Nevada to this mining town of 3,000 population. Despite some heavy grades and low underpasses, threatening detours to trucks, all came thru practically without incident, other than that created by some uns-operative gasoline station, attendant watering petrol and necessitating drivers to completely jettison and refill. Opened up in good order Monday with enthusiastic populace immediately evident. Rides and concessions all did business throughout entire week. Wednesday (26th) was pay day and receipts of night topped weekend. Saturday broke with a downpour. This was of season and much credit for this must go to Assistant Manager, D. H. Diamond for his energetic publicity campaign. Thursday, Round topped rides and Spot Kelly’s half scale topped concessions were all doing well. Friday was a day and fishing and hunting trip was a side benefit, making good morris. Following participants: All Muler, Nick Owczynski, Harvey Mittler, Harrison Rhoads, Frank Kempf and John Hobday. Men folk were well pleased with the show. Financially it was a very successful week, which included all expenses and string of shooting galleries from Tucson, Ariz, to Portland, Ore. in all, and managing his nine riding devices on this show and on No. 2 unit, Joyland Shows, managed by Mr. and Mrs. Hughie Bowers. Business is good. Sun is shining. The billboard copies coming out. So what was the worry? MIKE KREKES.

Zimdars
(Motorized)

Columbus, Ind. Week ended May 28. Acts, Y.F.W. Location, 15th and Wil- lard show lot. Weather, rain Monday and Tuesday. Show good. Business, good. Show ready to open Monday night but rain kept it from opening. Weather was good, but market was not. Business, good. Show opened Saturday night. Opened Tuesday night to fair crowd but spending was very light. Show closed Saturday night and co-owner of Doiden’s World’s Fair and Columbus, Ind. Week ended May 28.

Dodam, father of well-known Tom Hodday, was giving a very good show on Tuesday evening. Show closed Saturday. Saturday afternoon show paid to Ed Dodam, son and brother of aforementioned. Short chaplain Chief Deerfoot gave a very touching and impressive address. Manager Zimdras placed wreath on grave. Many of the fair people by the hundreds rained out. show red. BUDDY MUNN.
World's

Men and boys have been traveling to the falls as last year. Business about 25 per cent off.

Mr. and Mrs. Brown, of motorcycle fame, always great favorites, were here this week.

Hollander's Stone, as usual, was doing a good business.

L牵引. Patience daily during showing. Capt. Ted Brown, of motorcycle fame, always great favorites, was here this week.

Ralph McClane, of motorcycle fame, always great favorites, was here this week.

Hollander's Stone, as usual, was doing a good business.

Hollander's Stone, as usual, was doing a good business.

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Hollander's Stone, as usual, was doing a good business.
K. C. Talent
Budget Might
Top $50,000

Riders and Concessions
EITHER CARNIVAL OR INDEPENDENT
Oklahoma's Largest Mid-Summer Celebration!
Dewey-Barlottesville 20th Annual Round-up
Dewey, Okla., July 3rd and 4th.

LEGION CELEBRATION
Heart of Prosperity, Industrial Community, 1,500 Shoe and Furniture, Parade, Ballroom Association.
CAN PLACE
REMEMBER...
(Ask G. M. About this Unit)
Little Falls,Ontario, W.A.T. Ferris Wheel, Free Arts with.

CARNIVAL WANTED
Picnic and Rodeo
GROVE, OKLA., JULY 2-3-4.
Send Wire G. A. PERRINS, Grove, Okla.

WANTED RIDES FOR SHOW
WANTED CLEAN CARNIVAL
RIDES AND CONCESSIONS.
JULY 2-3-4.
2,000,000 FINE MEN.
RECOASTA BUSINESS MEN.
Addrs: W. G. ALBRIGHT, Mentor, Ohio.

WANTED Rides for Show for
Firemen's Celebration
JULY 4TH.
Write J. E. FARLEY, Lyons, Neb.

BIGGEST 1938 EVENT FOR CANADA
LONDON, ONTARIO
OLD OLYMPIA'S REUNION, August 1st to August 6th.
ALL ACTIVITIES DOWNTOWN ON THE STREETS.
Endorsed by the City of London, Provincial, Municipal, Federal Governments.
BANDS—ATTRACTIONS—MILITARY ACTIVITIES—SPORTS—PAGEANT—PARADE—CONTESTS, ETC.

WANTED SHOWS—RIDES AND CONCESSIONS
That can operate on the Streets and lid (Downtown) and keep the standard and character of this celebration.
Rides and Concessions across Canada and taking place in the height of the Tourist Season will attract thousands of Americans. Population of London, 79,148, Estimate, 100,000.

REMEMBER DOWNTOWN.
On the Streets Around the City Hall.

CARNIVAL WANTED
JUNE 30, JULY 1, 2, 4, 1938
Large Homecoming Celebration, sponsored by Bonne Terre Chamber of Commerce, to raise funds for a Shoe Factory, Want Rides, Shows, Attractions, etc. Must be clean and reliable. 50,000 people to draw from. Write GEO. M. SPAIN, General Chairman, Bonne Terre, Mo.

CROWN POINT, INDIANA
Lake County Fair Grounds
Big Fourth of July Celebration
2 BIG DAYS—JULY 3 AND 4
Wanted—Independent Shows, Rides and Concessions. Flat Joints and Steel Em Shows barred. Write or wire D. W. MILLIREN, Crown Point, Indiana.

E. C. KILLINGSWORTH, president of London (Ont.) Old Boys' Association, which is responsible for 1938 Reunion Celebration, London, Ontario, noted as first city on the American continent to have produced an Old Home Week. A heavy budget has been made for pageants, parades, sports, rides, shows and concessions. Many events will be on streets.

CONFLUENCE, Pa., June 4—At Old Home Week here, a fire company, opening on May 28, attendance was good and business for firemen operated bingo, cookhouse and some stands. Other events, including rides and concessions were booked thru M. A. Beam, Beam midway included the T. J. O'Gorman (Joe) Band, Mr. and Mrs. T. J. O'Gorman; O'Gorman (Joe) Band, Perry Wheel, Dallas Beach in charge, with Chief Officer Jake H. Mills and Miss Swain's Serpentine Illusion were the shows. At least ten concessions on grounds were cookhouse, Mr. and Mrs. Charles Craig; pop stand, D. L. Gray's Stand and the usual food and drinks. Mrs. M. A. Beam; photos, Frank Town, with W. H. Wilfried; band, Alex Low; balloon concession; The Thistle, Jim Ely, Ben Rett; candy apples and carmel corn, Mr. and Mrs. George Major; jewelry, Mrs. E. J. Leisen, L. S. Ely; State; Rio Utle; fire to win, O. O. E. Don Sweet, manager, lead shooting gallery, Tom Pugh; bazaar, Alvin Stamos, Miller; balloon shooting, Perry Jordan, Bob Patterson; Bands, G. D. Zuff, Jack Willis, Don Harper, L. M. Berlin, Gordon Glaze; Root, Earl Dupont; penny pitch, J. W. Turner, Bob Morris, Hannum, and Shopwell and Nick Bree, owner.

Free acts were Billy Eton, clown contortionist; Luna arcana; Frey and Roseville Rivelle, dancers, Richard Brown, singer, Roddy Meltzer, dance instructor, and played free acts. Newspaper, poster and radio advertising were used. Parades and ceremonies were staged for May 28 through June 30. Firemen expect to realize $1,000 on the event.

Popular Bluff will Repeat
POPLAR BLUFF, Mo., June 4—City's Jubilee Band May 27 and June 7 staged such a success by J. Richard Reynolds, of City's Chamber of Commerce, that event was repeated such a success by J. Richard Reynolds, of City's Chamber of Commerce, that event was repeated to successfully to have popular Bluff Holders Faire a total of four days. Event was sponsored by the City's Chamber of Commerce and supported by the people of the town in Canada and to the outdoor pavilion. The annual Jubilesta in London, 79,148. Estimated attendance, 125,000.

For information regarding space write: CHAIRMAN, Concession Department.

LONDON OLD BOYS' Association
306 Dundas Street
London, Ontario.
CARNIVAL ROSTER

(Continued from page 47)

Range—Mr. and Mrs. W. R. Strong, of Salem, Vt., and Mrs. T. J. Hackett, of Barberton, its president...

MOFFET & HARVAY

Gilman and W. E. Gilman Jr., secretary, for vice-president, respectively, handled the event. These two men are owners of the Gilman Hot Springs resort.

Personal of United Attractions: Moffet and Harvey, owners; Mill Runkle, treasurer; and L. M. Hamilton, superintendent. By: B. Freeman, announcer; and Bill Hunstley, chief mechanic.

Big Biff Wheel, John Card, foreman; Robert Irwin, assistant, and Mrs. Irwin, secretary. Merger, Eugene kite, foreman; Ed Wilson, assistant; Paul Bruce, ticket taker; Mix-Up, Fred kite, foreman; Joe Miller, assistant, and Clara Good; Chas. Jenney, chief mechanic.

In addition to the above, shows were furnished by: Mr. and Mrs. Wilma Louise Hamilton, forelady; Joe Quinn, assistant, and Mrs. Quinn; H. J. Dupee, foreman; Carl E. Furr, chief mechanic; and Mrs. L. J. Johnson, secretary.

City Council, Salem, Mass., voted to give $5000 to buy free acts and fireworks for the seven-day seventh annual and largest pageant in the world.

CARNIVAL ROSTER

I N TENNIAL pageants, Centennial with Shows, Acts, and Connections with the Celebration, Commercial Cuyahoga, and dentists, have been part of the celebration committee. Parades, Capt. D. J. Ronnow, fair secretary, said Fair Secretary Gattshall, (Pa.) Firemen, and Jennerstown (Va.) Fair Secretary, gave show, Mrs. Whittaker, secretary; Matt Gar- dner, secretary; and B. J. Daniel, foreman; Milt Irwin, chief mechanic.

Whitney, foreman; M. B. Thompson, ticket seller; M. B. Thompson, foreman; and Mrs. Thompson, secretary.

Hines Amusement Co.

Opens in Minneapolis

BROWNS VALLEY, Minn., June 4—Owing to rain Decoration Day the Hines Amusement Co. will open Saturday here. The show will be given as planned, it was announced, but business for rest of week was satisfactory.

Attractions that will appear during range (Ark.) Fire Department, will have a hillybilly show; Sally Morgan, girl show; Bill Dostal, mechanical dancer, and Jack Smith, show, and E. P. Peterson with hand con- cert. Reported by George W. Petersen.

SPRINGFIELD, O., June 4.—On Memorial Day the Mighty Meadow Motel opened at the Y. M. C. A. Field. Show is given as planned, it was announced, the show, and was the first show of the season. Non-dressed with his own group of entertainment, and is really this is Good business everywhere.

F. PERCY MORENCY.

Firemen’s Jubilee Week

JENNERSTOWN, Pa., June 15. Outdoor amusement features its big season. Activities of week here.

Wealth Paul S. Hayran, N. W. pasture.

RUBES, N. B., NEB., Rhubarb, Neb.

WANTED

AMERICAN LEGION AND BUSINESS MEN,

JULY 4 AND WEEK

Independent Legion and Business Men.

Consider Cannon ball.

EO REED, Commander, Ind. Mle.

WANTED

ANNUAL AMERICAN LEGION JAMBOREE

7 Days—July 3 to 9, Salem, Mass., Concessionaire W. M. James, Leader, Morristown, Ind., 318 N. W. Madison St., Bloomington, Ill.

WANTED

Carnival Company With Rides

Chautauqua County Farmers’ Union, 9, 12, 15, 18, 21, 24, etc., Edison, Franklin, Storyville Gallery for JUNIOR CHAMBER OF COMMERCE.

Rides, Shows, Concessions will be at Ore- ganization, Franklin, Storyville Gallery for JUNIOR CHAMBER OF COMMERCE.

THOMAS KEHOE.

WANTED

A SMALL CARNIVAL

Can show 25 rides, 5,000 adults, 3,000 children.

Russell Springs, Ky.

E. C. CLARKSON, TOLEDO.

WANTED

A CARNIVAL

Can show 25 rides, 5,000 adults, 3,000 children.

Russell Springs, Ky.

E. C. CLARKSON, TOLEDO.

WANTED

CALEDONIAN ORGANIZATION

For CARNIVAL S. W. F. STEFFANINI.

To be held on Main Street and sponsored by Vol.

PAUL R. STEFFANINI, Galion, O.
COMMERICAL

10 a word
Minimum—$2.00. CASH WITH COPY.

FORMS CLOSE (in Cincinnati) THURSDAY
FOR THE FOLLOWING WEEK'S ISSUE.

AGENTS AND DISTRIBUTORS WANTED

Agents—50% PROFIT SELLING COLD LEAF LETTERS for store window. Free Samples. Write, Your Name, Address, the word "PHOTO", and the name of your newspaper. Agents make $2.00 per order to $100.00. CASH WITH COPY.

AGENTS—AGENTS—AGENTS—EVERYTHING for Persuasion, one of the lastest host to house sellers and a rollout that will make your eyes sparkle. Sell to offices, persons, wealthy, and anybody. Big profits. No capital. Big profits. Everyone uses it. Agents making $15.00 a day and over. Your cost $3.00 per box, $15.00 per box. You sell for 25c per box, or $3.00 per box at your option. RUSH for full details at once. Agents make 50% on all sales. AGENTS make and use the RUSH for full details at once.

WHERE TO BUY AT WHOLESALE $50,000 Articles. Free Directories and Information. MAYWOOD PUBLISHERS. 292 Broadway, New York.

ANIMALS, ANIMALS, AND PETS

ALLIGATORS—HARMLESS ASSORTED Dens; 8 Large, $10.00; 10 Medium, $3.00; 10 Large Water Snakes, $5.00. Price list Ross Allen, Silver Springs, Fla., wire via Okeechobee, Fla.

ANIMALS, BIRDS, MIXED FETED DENS, Snakes, Boas, Dragon Snakes, Beasts, Parrots, Macaws, Parrakeets for Whips. BABY ALLIGATORS—$50.00 HUNDRED—ALIGATORS, BRISTLES, TROPICAL FISH, and Noctis for Zoological Gardens, Zoos, Dens, Northklm, Fla.

THE SUMMER SPECIAL ISSUE of the BILLBOARDS WILL BE GIVEN TO ALL AGENT the NURSERY JUNE 15. INCREASED CIRCULATION. MARK YOUR COPY CLARIFIED AND SEND IT IN EARLY.

THIS IS THE LARGE DEN RUTHERFORD, Get a real good look at the large den of Rutherfords, 38 West 15th St., Cincinnati. This den is 50 ft. wide by 25 ft. long by 10 ft. high. The den is completely furnished with the best of everything. The den is furnished with all the best in furniture and fixtures. The den is completely furnished with the best of everything. The den is furnished with all the best in furniture and fixtures. The den is completely furnished with the best of everything. The den is furnished with all the best in furniture and fixtures. The den is completely furnished with the best of everything. The den is furnished with all the best in furniture and fixtures. The den is completely furnished with the best of everything. The den is furnished with all the best in furniture and fixtures. The den is completely furnished with the best of everything. The den is furnished with all the best in furniture and fixtures. The den is completely furnished with the best of everything. 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Show Family Album

This picture of members of the Balaban family was taken some 25 years ago on the stage of the Circle Theater, Chicago. The theater, owned by A. J. and Barney Balaban, who were partners at the time, is the first link in the present Balaban & Katz chain of houses. Stated in A. J., Balaban, prime founder of the B&K chain, who later became president of the A. J. Balaban Circuit in the area. At the left is Dave Balaban, now a B&K executive. Fourth from the right is Barney Balaban, now president of Paramount Pictures Corp., and the woman, second from right, is Ida Balaban, now dead. Others in the group are house employees.

The Billboard invites its readers to submit phone photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals are STILL living will be welcomed. They will be included in a future show family album, The Billboard, 25-27 Opera place, Cincinnati, O.

WANTED — Used Buckley de Luxe and T. I. Diggers. Write Box C-543, care The Billboard, Cincinnati, O.

WANTED — Used COUDER, $100 C-97, $75 E. 16, $100 E. 13, $100 E. 17, $100 E. 15.

COSTUMES, UNIFORMS, WARDROBE

A CLOSOUT — EVENING SHOES, 50c PAIR. Cost $1.00. Wraps, $3.00. Street Dresses, $1.00. Write for list. 571 Walnut St., Des Moines, la.

The summer special issue of the Billboard will be CIRCULAR FORMS IN CINCINNATI JUNE 16. Increased circulation mark your copy "CIRCULARIZED" and send in early.

FROZEN CUSTARD MACHINERY Co., 869 University Ave., Rochester, N. Y. For sale or trade — HEARTS FLASHER complete. Consists of 40 layouts. Did sensational business last season, doing good this year. Contact WINE & THORN BUD, Cardell Blvd., L. I., N. Y.

FOR SALE — PORTABLE BOUNCER RINK, 40X60, equipped for your indoor skating. Complete with music and 200 pair Chicago Skates, good condition. $1,100. Write S. ENNE, Detroit, la.

FROZEN CUSTARD MACHINES — NEW ELECTRIC. Pickleware Alumunum Counter Machines use ice-calt $150. CREAMMAKER, $1,000. New York.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE CIRCULAR FORMS IN CINCINNATI JUNE 16. Increased circulation mark your copy "CIRCULARIZED" and send in early.

FORMULAS

EXPERT ANALYSIS, RESEARCH, INDUSTRIAL DEVELOPMENT. Latest validated formulas performed by our Modern Laboratory. (PH. 124.)

The summer special issue of the Billboard will be CIRCULAR FORMS IN CINCINNATI JUNE 16. Increased circulation mark your copy "CIRCULARIZED" and send in early.

PROM ALMANAC — VARIOUS TYPES: CONCISE TENTS, red and khaki. $5 Lighting Plants. Carnival. 5 X 10 each. Frank Foerster. Everything in good condition. INCALLS, 142 Burrill St., Swampscott, Mass.

FOR SALE — SECOND-HAND SHOW PROPERTY

A BARGAIN — WAX FIGURES, ANT CIRCUS freaks. Complete outfit. A. J. Balaban, New York. Write for terms. B. 208 E. Pearl St., Cincinnati, O.

FOR SALE — SECOND-HAND GOODS

A $50.00 PEELER POPPER — CONCESSION model, bought new, used only one night. WARD 208 E. Pearl St., Cincinnati, O.

FORMS WHEELS — VARIOUS TYPES: CONCISE TENTS, red and khaki. $5 Lighting Plants. Carnival. 5 X 10 each. Frank Foerster. Everything in good condition. INCALLS, 142 Burrill St., Swampscott, Mass.

HELP WANTED


NAME BANDS DESIGNING FROM ONE NIGHT TO ONE YEAR. Operate in all parts of Southern West Virginia. Also, plan and prepare music with CHAS. ALBERT, 2320 6th and 23rd Sts., Vanilla, va.

THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE CIRCULAR FORMS IN CINCINNATI JUNE 16. Increased circulation mark your copy "CIRCULARIZED" and send in early.

WANTED — TEAM, MAN, CHARACTERS, JOHN BARTLETT. To manage women's second band. Must have stars. Specialists preferably. Contact BIBB OPENING DOWNTOWN, New York.

WANTED — TRUMPET, TENOR SAX, Baritone doubling Clarinets. Must be professional. Address, HOTEL BLEAK, 271a 31st St., Springfield, Ill.

WANTED — MEN PEOPLE, MUSICAL ACT, Cannot sing. Write for free list. JERRY FRANTZ, 1545 Laramie, Chicago, Ill.

WANTED — PONY ACTS, PICTURES, CON Cotton. Will call. Give time to forward. ATTERTERY CIRCUS, Dakota City, Nebr.

WANTED — MAGICIAN, PERFORMERS AT SALaries. Give time to forward. DAN PICKERING, 2370 Lakeview, family show, 302 Colfax Ave., Elmhurst, N. Y.

YOUNG MEN — GOOD APPEARANCE, SING PICTURES, HOTEL BLEAK, 271a 31st St., Springfield, Ill.

MAGICAL APPARATUS


CLUB SIZE PROFESSIONAL VENTRiloquist FIGURES with professional carved wood bodies, 1214 N. 11th St., Des Moines, la.

FREE! CATALOG 500 MAGIC TRICKS FOR FOUR CENTS. Ron, South-Southwest corner of South- West. LYLE DOUGLAS, Station A-9, Dallas, Texas.

The summer special issue of the Billboard will be CIRCULAR FORMS IN CINCINNATI JUNE 16. Increased circulation mark your copy "CIRCULARIZED" and send in early.

LARGE PROFESSIONAL MAGIC CATALOGUE, 5000 PAGES, BLANK, illustrated. Complete. 1214 N. 11th St., Des Moines, la.

ILLUSTRATED FINGER FIGURES, 1000, $10,000, $100, $10. Complete line in world. New 148 illustrated page unit. Write. F. W. COOK, 1023 W. 15th St., Chicago, Ill.
At Liberty—A-1 DANCE

Trombone Player and also Tenor Sax Player, doubling Alto Sax, have both two weeks; perfecting. Next appearance, reliable, union. Call 747. W. M. Sweany, 2206 26th St., Apt. 10, Chicago.

At Liberty—ALTO SAX, doubling Clarinet. Tones excellent. Young, attractive, reliable, union, read, write, sing. Must have first class experience. Union Local 37. Write answer all offers. W. M. Sweany, 2206 26th St., Apt. 10, Chicago.

At Liberty—ALTO or TENOR—SWING clarinet. Read and transpose, single, have six months experience. Union. Lee, 613 Emerson St., Des Moines, Iowa.

At Liberty—BAND or ORCHESTRA. Write for information and rate cards. W. M. Sweany, 2206 26th St., Apt. 10, Chicago.

WANTED TO BUY—ALTO or TENOR, Swing clarinet. Read and transpose. Single, have six months experience. Union. Lee, 613 Emerson St., Des Moines, Iowa.

WANTED—20 DODGE OR SCOOTER CARS. Full particulars in first letter. Lowest price. No salaries. R. Bardin, 114 S. 11th St., Des Moines, Iowa.

At Liberty—BANDS AND ORCHESTRA


At Liberty—BANDS AND ORCHESTRA

WANTED TO BUY—USED ELECTRICAL EQUIPMENT. Also 8 and 16 MM. Contact in person. 200 14 x 22 Window Boxes, Spots, Floods, Set Curtain, etc., write CLIFF WHYTE, 315 Harpgrave St., Winton, W. Va.
AERIAL COWDENS—SEN- 
sational Double Trampers, Comedy Revolving Latioe. 

AERONAUTS—BALLOON 

AEROSANCS—EBALLOON 

BALLOONISTS AND AIR- 

ABLE 

AT LIBERTY 

AT LIBERTY 

AT LIBERTY— 

AT LIBERTY— 

AT LIBERTY— 

AT LIBERTY— 

CIRCUS EXPERIENCED 

DRUMMER, BARITONE SINGER. 

DRUMMER— 

DRUMMER. BARITONE SINGER. 

MODERN STRING BAND— 

TENOR SAX— 

TENOR SAX— 

TENOR SAX— 

TENOR SAX— 

TENOR SAX— 

CHAS. 

CHAS. 

CHRIS. 

CRAIG. 

DION 

DION 

DEEP PEAK— 

SENSATIONAL HIGH FIRE 

SENSATIONAL REVUES— 

SINGERS, BAND OR WIND 

PIANO PLAYERS 

THE SUMMER SPECIAL ISSUE OF THE 

HESSON BALLOONS 

THE SUMMER SPECIAL ISSUE OF 

PIANISTS—EXPERIENCED AND HAVE 

PIANISTS—READ, TALK, ETC.
Bingo Tax: Bill Set for Mass. House of Reps

BOSTON, June 4.—House of Represen- 
tatives will take action on the bingo tax bill, which has been approved by the House Ways and Means Committee, at its next session. Petition was originally pro- 
posed by Representative Frederick M. 
Barnard, of Hanover.

House committees okayed the pro- 
visions that would establish an excise tax on gross amounts received by persons con- 
ducting bingo under licenses. Yesill would scale from $75 to $55 per cent of all 
amounts received at each game.

If the gross amount received does not 
exceed $300, all is paid over to the mas- 
ter. Amounts over $150 and not exceeding 
$600 will be taxed at the rate of 50 cents 
per cent; amounts of $600 and not ex- 
ceding $500, 10 per cent; for amounts in 
excess of $500, 5 per cent. Amounts over 
$1,000 would get the full 15 per cent.

To keep all moneys properly recorded for 
tax purposes all operators liable to the 
tax would have to keep a complete 
and accurate record of all sums received. 
This would be the responsibility of the 
commissioner of corporations and taxation 
premises. and would be kept on file for 
a period of one year, ready for inspection 
by the commissioner of corporations or 
the commissioner or his duly authorized repre- 
sentative.

Every day following the game the op- 
er would file with the commissioner a 
return showing, in the name of the furnisher 
by the commissioner, stating total 
amounts received and total amount due 
taxes during the preceding day, and the 
returns would contain or be accom- 
panied by such further information as 
the commissioner required. On the 
same day, the operator would pay to the com- 
missioner the aggregate tax.

Any person violating the act would be 
penalized by a fine of not more than 
$1,000.

Concession Boys, Direct 
Sellers Pin Hopes on 4th

More merchandise is being stocked for Independence Day dates than was purchased for Decoration Day — fireworks displays are expected to help

NEW YORK, June 4.—Now that Decoration Day has passed, concessioners and other migrating workers are concentrating their sales 
efforts in the suburban areas, where families with kiddies very often go in for elaborate and expensive displays.

Several large fireworks concerns al- 
ready have outed their sales force in 
several of these suburban areas to 
keep all moneys.
CONCESSIONS, Inc. - Large Assortment - Lowest Prices. Write for our No. 937 Catalog Today. Be sure and mention your line of business. All orders shipped same day received.


CONCESSIONS, Inc. - Large Assortment - Lowest Prices. Write for our No. 937 Catalog Today. Be sure and mention your line of business. All orders shipped same day received.

DEALS
(Continued from page 60)
that he hook up with someone who has had such experience. Or, if he can
be asked to work on his own, he should at least seek advice and guidance from someone
who knows the ropes.

And talking about seeking advice and guidance from other operators brings up
an old bugaboo. We know of no group of men who could be as successful with each other
than the salesboard operator group. And manly why would such a group who could benefit
more from real cooperation. From time to time various suggestions have been made that a
national association of operators be formed. But of course until now have been not taken seriously by
anyone. And yet, if it were possible to
for such an association, it would
prove invaluable to all operators if it
did nothing more than act as a clearing
house for general information.

We believe an operator solve his local
problems. We understand there is
much talk about why it would be extremely
difficult to form such an association. Still, some smart operator might find the answer
to this problem if he thought well enough of it to put on his thinking cap and go to work.

We have run into a number of wear-
ing-appeal deals lately. One of them featured men's shirts on a $4.98 take.

Happy landing.

BINGO BUSINESS-
(Continued from page 60)

LETTERS will give you some idea of what
we mean. Mrs. L. J. S. writes The
Philadelphia Press: "I have a number
of people who can have no bingo, I suppose the
rules are not proper more than about six users. Then
better for one to sit in a room and enjoy
an evening of good clean fun than to be
in a smoky-tatted filled house all the hours of the
morning?"

We have received WRITERS: "I have been attending a couple of large
bongo parties every week for about a year and a half and find that the
good clean pastime, always well conducted and free from any sort of profitable purposes. About 35 per
cent of all attending are older people. Now along comes bingo, and with it all such things: Why? No one has
to go to the store to go to bingo, why do they like it? Isn't it a lot better to
than to allow all these people passing time in some taproom until 2 o'clock. But when
taxpayer hasn't a whole lot left when he gets off the train, so why not let him have the little he has in his own way? Why
wouldn't these "big shotes" try to break crime?"

THOSE ARE JUST TWO OF HUNDRED LETTERS which indignant citizens are writing to newspaper
editors across the country. With election
time rolls around and the public officials who seem to have nothing better to
do "go after" big 1.4. People find these
folks are going to remember. And they are going to vote accordingly.

In the SECOND LETTER RE:
NOTED ABOVE the writer asks for the amount of the proceeds from bongos going for good
purposes. We could furnish particulars of bongos with a really overwhelming
list of worthy causes which have been helped to a little by bingo. One of the most important which has come to
attention is the bingo in support of the ers of Foreign Wars in Berwick, Pa. Professor included in this game, about $200, went
to the Berwick Hospital Auxiliary to purchase some much-needed "X"

BINGO HAS ALSO ENABLED MANY ORGANIZATIONS to help the local community during
the tough days when members could not afford to carry the expenses of the or-
ganization without bingo. It has helped
so the means for getting clothing
and food for the needy. Also, bingo has done more good than its even most
benevolent borderers realize. People who are busy working against bingo are not
concerned about these factors before
taking action.

SPECIAL MAGIC RACE GAMES: 4 home
models, $5.00 each, for $15.00
Lucky Chances, 99 cents. 5 cards, 50 cents. 10 cards, 75 cents. 25 cards, $1.00. 50 cards, $1.50. 100 cards, $2.50. 200 cards, $5.00. 500 cards, $10.00. 1000 cards, $15.00. 5000 cards, $50.00.

When Writing, State Business Letters on.

SURE-SHADE
A HIGH QUALITY
Electric
Dry
Shaver

Don't Confuse with Cheap Inferior
Products Being Offered
Has These Features
Precision Motor—Black Bakelite Case—Self-Sharpening Cutter—Precision Head—A. C. or \nD. C. Operated—Guaranteed for 1 Year.
Genuine Leather Wallet.

Operators--Write for
Special Confidential Price!

N. SHURE CO.
200 W. ADAMS ST.
CHICAGO

It's Ready
for Mailing!!
The 50th Anniversary
Number

Our Big Catalog
No. B130
Nearly 1,200 Pages Crammed
Full of Feature Values
for the Show World.
If You Haven't received a
Copy Write for One Now!

When Writing, State Business
Letters on, as We Do Not Sell
Consumers.

WHOLESALE MERCHANDISE
June 11, 1938

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Low Priced Bongos, Baskets, Sun Glasses, Bakelite Merchandise, Pickup and Covers.
SEND FOR FREE COPY.

BENGOR PRODUCTS CO.
597 BROADWAY, NEW YORK, N.Y.

NOVELTY BAREBACK GLASSES
ARD: BIG WHITES, 10c.; BROWN, 15c.; RED, 20c.; BLACK, 25c.
SMALL: 5c.; 10c.; 15c.; 20c.; 25c.
1000 LARGE Size Whole. 25c. a doz. 50c. a box. N. Pantograph Glasses or Bead, are 5c. less than

HENRY F. NEWMAN, 906 Lark St., Springfield, Mass.

BINGO Catalogue

1938

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Over 100 Numbers

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WHOLESALE MERCHANDISE—PIES

REMINSTON THEIR NEW PENS • PENCILS • COMBOS
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50% TO DISTRIBUTORS—50%
ball guaranteed. MASTERLITE PENS, PENCILS, COMBOS guaranteed for 1000 hours. Write for new catalog and proposal.

MASTERLITE, Div. O.S. 110 East 23d St., New York.

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PLUNGERS—Special $1.50 PER UNIT. PENS & PENCILS $1.00 PER UNIT.
GRODIN PEN CO., 394 Broadway, New York City.

ELGIN & WALTHAM WATCH WHIRLS $3.95
Send for Circular, showing the Elgin and Waltham Pocket Watches and Enamel Diamond Dress Clocks of the 1920's.

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We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.

SOUTHERN PEN

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16 N. Union St., Decatur, Ill., Petersburg, Va.
Send $1.00 for Sample List. Prompt shipments.

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JAS. KELLEY, The Fountain Pen King, 481 Broadway, New York City. The leading specialty house in the world for Fountain Pens, Cigars, Smoking pipes, and other Luxury Articles.

You will make friends selling our merchandise.
Write us your name.
ARGO PEN-PENCIL CO., Inc.
28 Broadway, NEW YORK CITY.

IT'S ALIVE With Interest!

Pigmen Undesirable Citizens?

By E. L. KIEHL—Watch for It in The Summer Special Number—June 25

WALTER DISNEY'S amazing character is a popular, fast-selling novelty balloon. His lithographed cardboard, 30-inch, non-inflated foot, stands 14 inches high. Packed in an attractive cloth and cardboard envelope. Also in bulk, with or without feet. Sold by the Leading Jobbers.

The Oak Rubber Co.
Ravenna, Ohio.

PITCH MEN—ROAD MEN STREET MEN
SOCIAL SECURITY AS REGISTERED WITH U.S. GOVERNMENT NO. 36-0-71434A.
H. O. STRIKER
7320 Tireman Ave., DETROIT, MICH.

ELGIN—WALTHAM & Hampden WATCHES $1.75 UP in New Cronomer, Quat & Other repairs. Satisfaction Guaranteed.

5 USED RUNNING POCKET AND WRIST WATCHES $1.00, $2.00, $3.00, $4.00 $5.00.

FINLEY LABORATORIES, INC.
4205 Olive Street
ST. LOUIS, MO.

ADVERTISE IN THE BILLBOARD—YOU'LL BE SATISFIED WITH RESULTS
NEW JEWELRY HITS" For Promotions and Fairs

Jewelry sales are going on at Cameo and Whitestar Ring stores in your area.

Get The First CRACK of the First Item of the Year

"THE BUMBLE BEE"

Get it now at

$3.75

Handmade by the skilled craftsmen of Whitestar Ring. An exquisite flower pin, with a unique design:

18kt. Pink Gold, Platinum and Carnelian.

Jewelry Marked: H.

DREXEL BLADES

Buy Direct From the Maker

20 Million DREXELS sold in 1937.

DREXEL BLADES

BROADWAY, NEW YORK, N.Y.

WORLD'S LOWEST PRICED WHOLESALE.

June 11, 1938

64

THE BILLBOARD

WHOLESALE-RETAIL TRADES-PIPES

PITCHMEN'S SAYINGS:

"Oh! That depression awful!"—Tom King.

He's noticed a decline in the sales of his business and is concerned about the economic situation.

LEONARD ROSEN

back in Cincinnati from the Speedway Race at Indianapolis, reports that the Queen City is pretty tough, with all the big names there. Many of the boys want to work, but none of them are ready to quit. He advises that his boys are taking things easy, but that they are getting ready for the big races atสมาคม.

CROSSES

WHITESTAR RINGS

ENAMELING ITEMS

HARRY PAKULA

COMMISSION MERCHANT

120, 63rd Ave., Chicago, Ill.

SMITH STREET, DEMONSTRATORS AND NOVELTY STORES

Let the dough make the knife.

CHARMS

NEW ZEBRA BLADE DEAL

Sell on Sight!

SALESMEN WANTED

Get in on this amazing last seller.

Satisfaction Guaranteed.

Now your last Zebra Blade deal was a natural! Now you can be sure of getting the best deal and the best service. Last year we sold over a million Zebra Blades, and this year we expect to sell even more. The Zebra Blade is the best blade on the market, giving you the closest shave for the lowest price. You can't go wrong with Zebra.

GROSS PAYMENTS:

$2.35

Little Blade.

$1.05

Big Blade.

SHOE LEATHERS.

American.

100
cents.

28
cents.

Full Payment Must Accompany Order. Free Catalogs.

MILLS SALES CO.

201 BROADWAY, NEW YORK, N.Y.

WORLD'S LOWEST PRICED WHOLESALE.

RASPBERRY RAZORS

DOUBLE EDGE BLADES

Price Only.

1,000 Blades

$0.66

PER DZ.

12,000 Blades

$0.61

PER DZ.

120,000 Blades

$0.54

PER DZ.

Order Direct From the Maker.

Send 10c for Samples

REGENT MFG. CO.

124, W. 33rd St., New York City.

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

Summer. Where are you, George Orman?

LEONARD ROSEN

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Summer. Where are you, George Orman?
DR. Illinois. M. L. FOGERTY is working Greenbush, Pa., to fair re-

PATRONAGE will rise only when proper- nently warms up.

JOHN FRAZIER is still telling it to the natives out Calif. county.

DOC WHITE: Eddie Botton and William Sevans were visitors to man's favorite hunting spot, the White Property. They were the object of much laughter for their inability to keep their dogs under control.

M. L. FOGERTY: This fellow! The war is beginning to heat down on both sides of the street.

L.J. O'BRIEN: is now in his second season as featured comic with Larry's Fun Show, playing Illinois.

LEE KELLER: is still working Texas territory with needles.

DR. MONTGOMERY, and Mickle Walker, of sharpener fame, worked the tale barns in Terre Haute, Ind., recently to ritten business, according to the local press.

THINGS WE NEVER HEAR: "Black traffic all you like. We don't mind."
FAIRLY AND SWEETLY SHOWS

WANT to hear from Minstrel People. Salaries paid out of office. Can place Cookhouse, Photo Gallery, Candy Floss, Candy Apples. Can place Pony Track and one or two More Shows of merit that do not conflict. Have 16 Fairs, starting first week in July. This week, Waterloo, Ia.; week June 13, Mason City, Ia.

WANT ROGERS GREATER SHOWS

WELFARE CELEBRATION JUNE 9th to 16th Inclusive HAYMARKET, NASHVILLE, TENN., IN THE HEART OF CITY ON THE STREETS. WANT RIDES—Octopus, Leap-Plane, Kiddie Rides, Leap-the-Loop, Whip, Caterpillar, Ray Ride-Express.

WANT SHOWS—Minstrel Musicians and Performers, Troop of Real Native Hawaiians that can Sing, Dance and Entertain with Real Hawaiian Music. WILL PLACE—Hawaiian Monkey Show or Speedway, Musical City, Fun House, Etc., WILL FINANCE OR FURNISH OUTFITS FOR ANY SHOW OR MERIT WANT CONCESSIONS OF ALL KINDS. Will Sell Exclusive Photos, Custard, Etc. Stock will be sent for Free. Write Graff. We play Martin, Tenn., July 4th. Fourteen Fairs and Celebrations follow. 

H. Y. ROGERS, Mgr., Nashville, Tenn.

WANTED ROLL DOWN AGENTS

Week of June 6 to 11 . . . . . . . . . . Berlin, N. H.
Week of June 13 to 18 . . . . . . . . . . Lebanon, N. H.
Week of June 20 to 29 . . . . . . . . . . Plattsburg, N. Y.
Week of July 7 to 16 . . . . . . . . . . Pittsfield, Mass.


DICK'S PARAMOUNT SHOWS, INC.

FALL RIVER, MASS.

WANTED—Showmen with own outfits, Fartist for Side Show, Rides, Kiddie Auto and U Drive, Octopus. Concession—Grind Stores, Lead Gallery, Candy Apples, Cigarette Smoking Gallery, Ball Games, Penny Arcade, Frozen Custard.

Address: DICK CHILDSORE, Manager.

J. R. WARD SHOWS WANT

Black Optometrists, night Corn Game and Buck Dance. Man in Louisville Ever House. Want A-I reliable and able House Optometrists. Will furnish outfits for reliable optometrist. Also buck house with our outfit. Rave marginal主板 for house, including a 5-Megaphone stand in Downtown, Tenn. 40 cent each. B. S. stand for Main House. May Davis, Walter Eldridge, Jesse Ray, Buck Fuller, Bert Davis. Write to J. R. Ward Show, Mfr. Boys, Lebanon, N. H.

FOR SALE—REPOSESSED TRUCKS

REPOSSESSED DUE TO SICKNESS

4—1938 CHEVROLET STRAINER WHEEL BLOCK TRUCKS.

1—1936 CHEVROLET STRAINER WHEEL BLOCK TRUCKS.

Several Chevrolet Coaches, 1928 Roadster, 1929 Buick, 1928 Pontiac. LATE MODELS.

WRITE FOR SHOWMAN'S PLAN OF FINANCING.

P. O. BOX T. C. COOPER

WITH—STANDARD CHEVROLET COMPANY, EAST ST. LOUIS, ILL.

GRAND STAND SHOWS

PROFESSOR BONFETTE, Bonfette Bros., balloonists, was subject of a feature article in the magazine section of The Boston Post.

JAY COUNTY FAIR, Portland, Ind., contracted Winkley's sideshow and circus acts and Renfro Valley Barn Dance, reports Roger Lively.

THE 1938 Kosuth County Fair, Al-

OCONTO, Wis., have 250 auto races, two days of harness racing, Winkley's Suicide Club, vaude acts and a Barnes-Carruthers show, featuring Gertrude Brett, with E. L. Vincent, reports Secretary E. L. Vincent.

CLEANINGS

CLEANINGS (Continued from page 49)

city school and the distribution of picnic folders is showing reg-

BROOKLYN, Conn.—With all at-

tended, second consecutive fa-

rate Beach Park opened on Decoration Day, this being the first se-

week, and was under the auspices of the Brooklyn Chamber of Commerce, and will be operated under municipal direction. John P. Hyer, the superintendent, will make daily trips from New York to the park.

KANSAS CITY, Mo.—Wildwood Lakes, with several rides and concessions and a beach, outside city limits of the east border, has been opened. Clayton Har-

accessory, and picnic bookings are unusually heavy. Many improve-

COLUMBUS, O.—Glenberry pool, with all the booking and picnic facilities, opened for the season. H. P. Simmons, concession operator, and picnic bookings are unusually heavy. Many improve-

MILLERPORT, O.—Brimball and Blanchard pool, with all the booking and picnic facilities, opened near here, the season under man-

COLUMBUS, O.—Birds from diamon-

Toledo, has been devoted to O. L. Le Veque, president of Glendening Village Housing Corp., now erecting more than 1,000 apartment units on the park site. Included are eight white peacocks, Pekin ducks, and chickens. There are 45 tents, six riding-machines, three South American ducks, two peg-leg ducks, five peacocks, ten cranes, three black Spanish chickens and four Japanese ducks and Zoo Superintendent William Smith.

MILWAUKEE—Washington Park Zoological Society purchased 50 monkeys from England, for delivery as soon as the zoo is completed. Coincidently, this was the week of the annual State Fair, which is held here. The bank is a permanent one.

BOSTON—Franklin Park Zoo, Dor-

chester, gets an Indian water buffalo from England, which has a private zoo in Bedford, Mass., for the Middlesex County Club, in which there are still several in the zoo. The water buffalo is to exhibit the buffalo for contrast, said Curator John Hawkins.

SEATTLE—High school zoologists were kept busy for a day of Woodland Park Zoological Gardens, with 1,100 animals and 1,000 species. On the control of 15 members of Ballard High School, with Dr. E. M. Deer, the biggest job of washing the elephant, Wide Awake.
Park Operators in East More Optimistic After a Favorable Opening Over Holiday-Week End

NEW YORK. June 4—Following the three-day Decoration Day weekend, park men noted that attendances are becoming remarkably optimistic over prospects for a comparatively successful summer season. The current holiday offered the first opportunity for park men to see how the weather and park atmosphere looked for the season as a whole, and despite unusually cool weather, with temperatures at most localities having business only slightly under the corresponding week-end of last year.

Parks that opened previously to last week, such as those at Williamsport, PA., and Harrisburg, PA., have had almost continuously inclement weather for more than 10 days. With the general economic depression sweeping the nation and with carnivals, circuses, and special events showing marked falling off in this spring season, park management have naturally been more than hesitant about counting on a season anywhere near 1937 as far as receipts are concerned.

Certainly many of the leading park men are thinking about the holiday since they can be had from the reaction of George A. Hamill, New York attraction booker and park operator in his own right. Hamill made a hurried tour of Eastern spots last week and with aid of associates covered typical spots fairly thoroughly. In all he found that the price of admission was low, the weather on the day he visited it, and the park filled with paying customers. He said on this basis he was fairly optimistic that the parks would recover their losses last year and this year, and as a conference, thoroughly busily, things seemed to be going well.

WANTED—WANTED

SMITH'S GREATER ATLANTIC SHOWS

Chair-on-Plane: will play with & capture no. 3. WILL BOOK Any ride not captured. Round Kick & Side Chair-on-Plane. Opening for two teams in east now. Call K. F. "BROWNIE" SMITH, 306 Ever St., Charleston, W. Va.; then per suite: KEYES, W. Va.; MEYERSTAD, PA.; SOMERSET, PA.; FREETOWN, PA.

WANTED—WANTED

SMITH'S GREATER ATLANTIC SHOWS

Chair-on-Plane: will take any ride not captured. WILL BOOK Any ride not captured. Round Kick & Side Chair-on-Plane. Opening for two teams in east now. Call K. F. "BROWNIE" SMITH, 306 Ever St., Charleston, W. Va.; then per suite: KEYES, W. Va.; MEYERSTAD, PA.; SOMERSET, PA.; FREETOWN, PA.

MINEOLA CONTRACT TO WIRCH

NEW YORK, June 4—Frank Wirch announced first fair booking by his firm. It was a complete show for Queens-Navasota County Fair, Mineola, L. I., last September. He has reorganized the company, which has been concentrating in indoor circuses and similar shows in recent years, and will have with him as associates Phil Wirch, former New York booker, who has been in Australia several months; Alfred Adler and Paul Miller. Phil returned on the Australian on May 28.

WANTED FOR

VETERANS' 7-DAY MARDI GRAS

SATURDAY, JUNE 15 TO SATURDAY, JUNE 22 INCLUSIVE.

MEDFORD, MASS.,

Legitimate Circuses and Moving Picture Shows.

BILBAO, FREDERICKSBURG, or any other cities in the State of Ohio may apply.

HARRY INGALLS,

142 Burrill St. Revere 5373, Medford, Mass.

Telephone—BRUTER 5421.

PAN-AMERICAN SHOWS WANT

WANT—FERRIS WHEEL

Will look for Ei. No. 5. also Crain or Watling Wheel. Will put $500.00 cash in hand for Ei. 5. Will sell Ei. 5 to cash. Will take Ei. 5. and apply for water and street permits.

WANT—FERRIS WHEEL

Will look for Ei. No. 5. also Crain or Watling Wheel. Will put $500.00 cash in hand for Ei. 5. Will sell Ei. 5. to cash. Will take Ei. 5. and apply for water and street permits.

TALL CAST

GALA FOURTH OF JULY CELEBRATION

New York,—The Fourth of July celebration at Coney Island included a grand parade in which 100,000 spectators took part. The highlight of the day was the display of new electric towers, which had been under construction for several weeks. The towers were lighted with electric lights and formed a splendid backdrop for the fireworks display. The day was marked by excellent weather, and the celebration was a great success.
READY  
CONCESSIONAIRES!  
Send for Your Copy Today. Contains Largest Selection Comic Game Items, Flash, 
Concessions, Class, Plastic, Slum 
and Novelties  
AT LOWEST PRICES —  
CONTINENTAL  
PREMIUM MART  
3RD + WELLS ST. MILWAUKEE, WIS.

GRUBERG'S WORLD'S EXPOSITION  
SHOWS, Inc.

WANTED: — To help immediately, supply genuine Green Bike Shows, with or without your own stock, please write with an offer. Must have well attired, attractive. Only legitimate shows will be considered. 

WANTED: — Assist with tents or a small tent for 90 cents per day. 

WANTED: — Address: Joe Armstrong, 1206 S-11th St., Chicago, Ill. We have beautiful frame tents, which we sell or rent. Send for prices.

WANTED: — Write in for 1939. Write with several spectacles. We have beautiful frame tents, which we sell or rent. Send for prices.

FOR A BIGGER SEASON  
PARK—CARNIVAL—PREMIUM USERS  
SHOW SELL OUT YOUR TOWN  
BLANKETS & CAMEOS—CHROMOWARE  
PLASTICS—CRIME—SLUMS—CORN CANDY—FLASH & TOYS  
SAVE TIME & MONEY—Your Nearest Supply House  
PREMIUM SUPPLY CORP.  
3139 OLIVE ST. ST. LOUIS.

EXPO. 
EXPOSITION AND FOURTH OF JULY CELEBRATION  
BLOOMINGTON, IND., JUNE 27 TO JULY 4, INCLUSIVE.

ROYAL EXPOSITION SHOWS — WANT  
Memorable Shows with or without their own outfits. Will furnish outfits to capable Show. Concessions working for stock. Account deducted in four installments. Can place Men and Crull for Fish Bowl Show. Have outfit complete which will furnish 100 percent.

Clarion, Pa., week June 6, and then Big Celebration at Dubuque, Pa., week June 13.

Address BERT RONZBERGER, Mgr.

ROYAL EXPOSITION SHOWS — WANT  
Memorable Shows with or without their own outfits. Will furnish outfits to capable Show. Concessions working for stock. Account deducted in four installments. Can place Men and Crull for Fish Bowl Show. Have outfit complete which will furnish 100 percent.

Clarion, Pa., week June 6, and then Big Celebration at Dubuque, Pa., week June 13.

Address BERT RONZBERGER, Mgr.

WANTED!  
FOR CELEBRATIONS AT ROEBLING, N. J., JUNE 13TH TO 15TH, INCLUSIVE, 
SHOWS, RIDES, BINGO, FREE ACTS AND CONCESSIONS. 
No W.S. Wank Winkle Ave., 
Liberty Fair And Amusement Co., Inc. 
JERSEY CITY, N. J.

ROYAL EXPOSITION SHOWS — WANT  
Memorable Shows with or without their own outfits. Will furnish outfits to capable Show. Concessions working for stock. Account deducted in four installments. Can place Men and Crull for Fish Bowl Show. Have outfit complete which will furnish 100 percent.

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No W.S. Wank Winkle Ave., 
Liberty Fair And Amusement Co., Inc. 
JERSEY CITY, N. J.

ROUTES —  
(Continued from page 28) 
Tomas & Newton Tent Show; Temperance -  
(Tomlinson & Blankenship, Chicago). 

REPERTOIRE  
Bicycles, Bicycles, Bicycles — C. D. Brookes (Gilchrist Circus) Carwash. 
Venezuela, S. A., 6-16.

CARNIVAL  
(Open dates. 

WANT TO JOIN? — Write today for Special Concessions. 
CHARLES BRAND  
208 West 25th St., New York, N. Y.

HOLLYWOOD  
CHOCOLATES  
Double Layer Art. 
In Special Bottles. 
New Flavor Bites. 

DOUBLE LAYER  
In Special Bottles. 
New Flavor Bites. 

MILLER BROS. SHOWS WANT  
Concessions of all kinds. Shows—Can use Motorbikes, Big Snake, Juggle and Fun House. Also use Good Talkers, Bennis Wells, come on; Starkay, Wire, Omaha on Streets next, with Fair and Celebrations to follow. Write or wire: 
MORRIS MILLER, Fremont, Neb., this week.

INSURANCE  
CIRCUS, RIDES, TRUCKS, CARNIVALS. 
Insurance Men's Men. 

CHARLES A. LENZ  
New Address: 3010 Adams Ave., Glendale, Calif. 
Permanent Address. 
440 Insurance Exchange Bldg., Chicago, Ill.

Southwest Virginia Fair 
Want: Carnival for midweek August 22, First week September 4, for 10 years. One of best Fairs in State. 
A. McC. BRADLEY, Secretary.

Killer's Guest: McGuire City, Ind. 
Lewis, Alex, Elyria, Oh. — Waterstreet, 13-18. 

Modern Amusements: Cameron, La.; Ainswirth, Pa., 13-16. 


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Modern Amusements: Cameron, La.; Ainswirth, Pa., 13-16. 


John North Threatens To Close R&B if 25% Wage Cut Not Granted
PITTSBURGH, June 8—John Ringling North says the AFA will grant the Ringling Bros. and Barnum & Bailey Clowns 25% wage cut, or the circus will close for the season. Many concessions have been made and many sacrifices have been made, but business drop under last year's standards. If the circus does not return to a 25% cut wage by June 30, the AFA's 30-day contract will not be extended beyond July 13, according to the agreement. The AFA members must be in agreement by July 15, or the circus will be closed by July 20.

John Ringling North threatens to close the circus if the AFA members do not accept the 25% wage cut by June 30. The AFA is considering the threat and a meeting is scheduled to be held this morning.
Golden Gate Gleanings

SAN FRANCISCO—Amid booming of bombs, blare of bands and ballyhooing of publicists, the 1933 Panama-Pacific International Exposition was inaugurated at noon on June 1 under direction of Ray Smith, ticket campaign manager. First 200 season book of 225 admissions was purchased by Sid Grauman, impresario of the Chinese Theater, Hollywood, for $100. Goal this sale is $1,500,000, which if response of the first two days is a criterion will be reached within 10 days, said Mr. Smith.

Special events department, under Walter Heimers, avers that the record of the 1915 Panama-Pacific International Exposition will be broken as far as conventions and meetings are concerned at the 1933 exposition. There have been twice as many pre-exposition functions booked as there were at the last San Francisco World’s Fair in 1915.

Tree planting on Treasure Island, site of the exposition, is in full way and plans and many other species native to California are being placed upon all avenues.

Management of the great village typical of China avows that construction will be started in a few days. Total cost will be about $1,200,000.

Building to house Ford automobile exhibits is fast taking shape and will be artistic and beautiful. It is ideally located on a site central from part of the grounds but also as a draft for the

FREE ACTS--ATTRACTIONS
AND GRANDSTAND SHOWS

RUSH AT ONCE photos, sketches, advertising copy instructions and cuts for the Professional Section of the SUMMER SPECIAL.

ALL MATERIAL MUST BE IN CINCINNATI BY JUNE 14

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

Photos and Short Sketches of Acts and Attractions Will Be Used

NEW! Nothing like this has ever been done in The Billboard before. Here is your opportunity to add prestige and recognition to your name—special mention of several weeks of additional playing time during the latter part of the season.

If you have not inquired about this section so do today. Full details will be sent air mail immediately.

Professional Promotion Department

THE BILLBOARD PUBLISHING CO.
CINCINNATI, OHIO

WILL BOOK: Grind Shows and Fun House. Want Boomerang, Eight-Car Whip, Double Loop-o-plane, Stratoship and Live Pony Track. Can place all legitimate Ten-Cent Grade Storrs and Ball Games. All address CETLIN & WILSON SHOWS, INC., this week, Newcastle, Pa.; week June 13, Clarion, Pa.

One of the most costly and elaborate attractions on the Gayway will be a so-called village, probably to be named Streets of Nations. The company that has been organized to secure and operate this three-acre concession is composed of local amusement men, most of whom have experience with big attractions at the 1915 fair. Construction will begin at once.

One of the finest World’s Fair models ever constructed is the one for the Golden Gate International Exposition now on exhibition for the general public in Treasure Square. It is housed in a building especially constructed for it. A number of models are in process, describing all salient features.

Five private automobiles, operated as courtesy cars by fair authorities between exchange offices and various Island sites, are taxed to capacity these days. It is thought that the number will have to be augmented soon by five more serviceable cars. A large amount of traffic has been brought to the grounds by buses having business at the grounds is becoming greater daily.

City officials will provide fire and police protection on Treasure Island during the exposition. This was decided last week, as a result of discussions between the staff of World’s Fair in 1915. The monster golden phoenix is now nearing completion. The office of the 400-foot Tower of Sun on Treasure Island. The mythical bird, which weighs 150,000 pounds and is 130 feet high, is the most spectacular sight a visitor can see.

I have just come across an item in the Salt Lake Tribune, dated June 13, 1915, in which it is stated that King Tutso was giving him a hard time for first honors. This according to Frank Morton, Todd, historian. To this Tutso, who is reported to have been contracted for the expo grounds. Up to this writing 150 have been sold, not counting the original 300 which is available and paid for, with applications on hand for over 200 more. Concessions of various kinds have been sold which should bring into the fair treasury about $3,000,000. The concession department is only just getting its stride. It is estimated that the Gayway alone will gross $500,000 during the exposition, as is expected to be able to hold crowds and rides which will be applied for.

By Letters, Rosie, vociferously objects to being called Rosie. He says he is no "Rosie," but a "Chako," so a demands a correction.

The Gayway, which is now being constructed, shows there have been only 145 hours of foggy weather in the Treasure Island area over the past 50 years, an average of seven hours yearly.

Treasurer, of Treasure Island Catering Co., largest food concessioner at the fair, addressed a letter to New York in the interest of his organization.

Boat Companies Await Word On Excursion Biz to W. F.

NEW YORK, June 4—At least four navigation companies have proffered bids for privilege of running excursion and showboats to the New York World’s Fair, but none has received a hint as to the decision of the fair officials on the matter.

Excursion plans will not accommodate salable passenger ships and fair officials appear most reluctant to expend money on improving a harbor.

Companies awaiting replies on bids are the Great Atlantic and Pacific Tea Co., Mississipian Transportation Co., Seaboard Navigation Co., Mariner Steamboat Corp., and Wilson Line, Inc. Last-named would run only charter boats, and if customees desire to provide their own entertainment arrangements.

Thus far Gotham has obtained fewer accommodations from the Rockaways, but that would necessitate overnight transportation to reach the fair, something which would work out so much better it could advertise direct tie-up with Flushing Meadows, it is pointed out.

With exception of Wilson the companies plan entertainment and music aboard ships and if when they get a fair contract.
Harvey Zarra Shows Wanted

Bingo, Popcorn, Chewgums, Last Seats Bettes, Candy Floss, Rides. All that's not done can be done later. Say who you are. Your own outfit. Have outfit for Shows or Got Show. Bring your cards and collect your money. Send postcard to give address.

WANT for Four County Firemen's Convention

Easton, Pa., June Week June 13, Downtown, Privileges, Grab, Drinks, Custard, Novelties, Demonstrations, Candy, Floss. Write or Wire

EARL WEAKEKIR
Mount Vernon Hotel, Easton, Pa.

FREE ACT WANTED


OSCAR BLOOM MANGER
71 Broadway, Chicago, Ill.

Carnival and Rides Wanted at Once

For BIG CBMCHAMBER OF COMMERCE. CALL 71/2 MILE FROM CITY, JULY 2 TO 9 IN NEW CITY PARK.

With Wire J. T. HANLEY, Chamber of Commerce, Carthage, Mo.

WEST BROTHERS SHOWS

"Building a Real Reputation"

CONCESSIONS

that work for stock, Frozen Custard, Candy Floss, Novelties, String Band.

Ferris Wheel, Foreman,
Three more good Still Spots, then Celebrations and Fairs, starting in the first week of July 15 in Mississippi. Valley City, N. D., this week: Fargo, N. D., June week 13.

GALAX, VA., FOURTH OF JULY CELEBRATION

DIXIE MODEL SHOWS

OPENING SATURDAY, JULY 2, THROUGH SATURDAY, JULY 9.

ATTENTION, SHOWS, RIDES, CONCESSIONS AND FREE ACTS.

This will be the biggest July 4th in the South. We can use any Ride except Merry-Go-Round, Ferris Wheel, Traveling Church, etc. Send paper notice 8 x 11" re size, weight and location of your ride. List daily rates. Write for complete list. Pay what you owe. Send your Checks for 15% Advance. (In case you are not paid off, your name will be sent for credit.)

Dixie Model Shows have a complete supply of Rides, Concession and Free Act stock. Write from any state and address.

MANAGER, Dixie Model Shows, Box 385, High Point, N. C., further notice.

NATIONAL SHOWMEN'S ASSOCIATION

An Organization by and for Showmen and Allied Fields.

BENEVOLENT-PROTECTIVE-SOCIAL

(Cemetery Fund, Hospitalization, Relief Bureau.

Dues $10

Initiation $10

Sixth Floor, Palace Theater Bldg.,
1564 Broadway,
New York, City.
Trade papers catering to the coin-operated machine industry have always made a habit of publishing statistics on the circulation of money as they are released by the government.

Emphasis has always been placed on the small coins in circulation because the machines used by all branches of the industry depend on small coins. During the past few years the mints have turned out a greater proportion of small coins than formerly, and we in the coin machine industry have been wont to say that it is due to the greater patronage of coin machines by the public. The sales tax brought a greater demand for pennies and operators found that penny machines could be placed so as to get an increased share of these pennies.

It sounds reasonable that the more money in circulation, especially small coins, the greater will be the number of coins finding their way into coin machines. In fact, most lines of business seem to assume that the more money in circulation the better business will be.

But the economic ills of the past several years have convinced everybody that we don't know much about money or its circulation. Even the experts differ so bitterly among themselves that it is apparent they don't know what it is all about. So in the midst of such argument and confusion every fellow is entitled to his own opinion about anything relating to money. There are some who say we don't really have enough money to carry on the business of the country and they want lots of new money made. There are others who say that we have enough money already, but that it doesn't circulate fast enough. It seems to be a case in which we can pay our money and take our choice.

The United States News (May 31, 1938) has an interesting article on the circulation of money, illustrated by bold drawings which show the difference in the turnover of money in 1929, 1937 and 1938. This publication is edited by David Lawrence, who writes an anti-New Deal column published in many newspapers. It will be helpful to quote at length from this article.

"The government is getting ready, thru new spending, to run up this country's supply of money to record-breaking heights. Even now, in currency and in checking accounts, there is a money supply of more than $32,000,000,000. This is about $5,000,000,000 more than was on hand during the prosperity days of 1929, and it is about $12,000,000,000 more than was on hand during the depression days of 1933.

"But those dollars are not turning over the way they once turned over. Where they turned over three times in 1929, they turned over little more than two times in 1937 and are turning over less than two times in 1938. The result of this slower motion in the nation's money is today's depression."

The actual picture of money turnover in 1929, 1937 and 1938 is shown as follows: "There was the $27,000,000,000 money supply of 1929. These dollars turned over—meaning that they were put to use—an average of three times that year to produce a national income of $81,000,000,000. Then there is the much larger money supply of 1937. The revolving fund of money last year contained more than $32,000,000,000. But those dollars turned over—or were put to use—an average of only a little more than two times. The result was a national income of 68,000,000,000. If today's money supply would revolve only as rapidly as it did in 1929 the national income would reach near to the $100,000,000,000 goal set by President Roosevelt.

"In the past debate has been stormy over the question of whether or not the money supply itself was large enough. That supply of money, consisting of currency and of checking accounts, rose gradually between 1921 and 1929 from $21,000,000,000 to $27,000,000,000. (During that period $1 began to circulate fast enough to do the work of $3—Editor.) After 1929 the money supply fell sharply until in 1933 it reached about $20,000,000,000. At the same time this supply of money turned over more slowly until there were fewer than two revolutions in 1935 and 1938. The official figures show that today's enormous money revolving fund is revolving less rapidly than in any other period for which records are available."

And there operators have enough money theories to argue about a lifetime. It seems to be that there is more money than ever in this country, but whoever has it just simply don't spend it fast enough. It is said now that operators don't have enough money to buy the new machines placed on the market. That may mean that the people don't have money to patronize the machines or it may mean that cutthroat competition, too many machines or too many operators spreads the earnings over a wider field.

When operators get together it is apparent they like to talk about what ails the country and business as well as other people and each one has his own political opinion. Altho I can say this, that in contacts with many operators during several years I have heard less partisan politics among operators than in any other group of business or professional men. Which is a real compliment for the operating profession.

After seeing that there is more money than ever in the history of the country, but that it just don't circulate fast enough, the question is naturally about what can be done to increase the turnover of money. And on that question it is easy to get a lot of hot arguments.

Right now several European countries are speeding money flow and business by feverish preparations for war. We are trying a little of it, too. The more peaceful countries of Europe are trying the plan of extremely high taxation and letting the government distribute the money in pensions and various other ways. We are beginning to try that here.

It would all seem easy to pep up the flow of money—and some of it find its way into coin machines—if the big financial interests that control money would loosen up. BUT—says The United States News—"the reason is that the owners of the big supplies of money find that the nation already has more factories, more equipment and enough if not not more homes than are required to fill the wants the general public is able to afford."

And there, gentlemen, is the basis of one of the saddest chapters of our modern times. It is good that the masses of the people will spend their pennies, nickels and dimes as long as there are any to spend.
Genco Baseball Hit Draws Big Response

CHICAGO, June 4—Ample time has elapsed now since the announcement of Hit, a new baseball game, to get a wide cross-section of operator opinion, according to Dave Gensburg, official of Genco, Inc. "So far, I've never seen a game received so enthusiastically."...Then he explained those features which account for the praise which operators give the game. "It is simple in play but extremely fascinating. It offers a new kind of fast action and is a thrill to play from start to finish. The biggest reasons why it has met with instantaneous success everywhere is because it offers players something entirely new in the way of a novelty game. And that something new is the innovation of bumper springs, holes and nails—there are absolutely none of the usual playing field. These and the actual baseball features of the machine give it an unusual appeal to the public."...Gensburg then explained the more recent innovation of Hit still more profitably to operators. "To make it more profitably to operators," he added, "and to make it adaptable to any location in any city, we are offering it in five models. One model, of course, is the Hit that is already known from Coast to Coast. Hit is now available in an award model and in a free game model. This high award model has double veeder counters which record the high scores. Genco's free game device permits players to play off awards, there being no cash in the machine. Thus there is an operator anywhere who cannot capitalize with this outstanding Hit game...In addition to Hit," concluded Mr. Gensburg, "we are offering the unique junior size bummer pin game in a country model. Tally-Ho! Tally-Ho! has been thoroughly tested and it is a proven fact that Tally-Ho! has earned itself a place in many of the full-sized tables. Tally-Ho is made with full-sized bumpers and features high score play. Because of its small size it may be operated in corners of locations, hereafter unavailable for coin-operated game operation. "With this combination, Hit and Tally-Ho! we are confident operators all over the country will have one of the biggest summers they've ever had."

Testing Board Is Sure-Fire Check

CHICAGO, June 4—Jimmy Hunt, field service representative of J. H. Keeney & Co., is aiding other large operators group of operators' mechanics: "You can fool some of the time, and all of the operators some of the time, but you can't fool a Keeney test."...Hunt then displayed a typical Keeney test which provides a positive check on 11 wiring connections, switch connections, etc. on the units incorporated in the particular game for which the board is designed..."Every Keeney unit or mechanism," said Hunt, "must go through this board test before leaving the cabinet, where it is again checked by other inspectors before being crated and shipped. This system of step-by-step checking and testing has completely eliminated any possibility of a single bug in a single Keeney game."

Lottery Proposal Killed in Ohio

COLUMBUS, June 4—High hopes for legalization of lotteries and licensing of bookies were dashed here during the past week when the house taxation committee killed off Rep. Patricia F. Monahan's proposal to finance relief from the State-operated lottery and legalized horse-race bookmaking. Vote against the resolution were 11 to 5 and 9 to 6, respectively...Monahan, Cleveland Democrat, estimated the grate could obtain between $25,000,000 and $50,000,000 a year by operating sweepstakes lotteries on three times. He estimated another $40,000,000 could be raised by licensing the bookies...In fighting for the measure in committee, Rep. Sidney Reese, of Cuyahoga County, stated that the trend is toward legalization of lotteries. He added that the principle of horse-race betting already had been approved by the present administration...In speaking in behalf of his proposal, Monahan stated: "With all this money we could solve the problem of financing the war, relief, perhaps reduce the 33 per cent sales tax, and forestall the enactment of an income tax. "More than $50,000,000 a year is taken out of Ohio by operators of sweepstakes lotteries, particularly the Irish sweepstakes. Many people in Cleveland have asked me why don't we keep this money in Ohio?...Monahan suggested a State commission be set up to administer the lotteries. Tickets would be sold at 20 cents each on the Santa Anita $100,000 Handicap, the Kentucky Derby and another in New York. Approximately 80,000,000 in prizes would be distributed in California...Tickets would be sold by county treasurers: "to prevent the distribution of fake tickets," the legislator said...As for the licensing bookmakers, Monahan said he was surprised to hear reports that the "bookies" themselves favored such a plan...He added that about 250 "bookies" were operating in "every nook and corner of the State," he asserted, and more re...The Legislature also has received bills providing for legalization and licensing of slot machines, dog racing and other forms of gambling.

Zeta Contes to Dave Robbins

BROOKLYN, June 4—Mr. Zeta Contes told Dave Robbins that he is interested in a new Stoner novelty table which according to advance information, "promises a sensation in this territory." Dave looks on the future in a rather bright way, he said, and is all set for volume sales. Robbins claims that his organization is preparing to do a special and unusual advertising and promotion job in order to reach every player and operator in this territory. After months of waiting Dave claims that his Stoner has more than made up for the slack in the months past.

FORT WORTH, Tex., June 4—Helen Stowe, manager of the Dallas Coin Operated Amusement Co., visited her friends in this city. Helen just shows that she likes good old Cowtown and the Western fold over here who have that handshaking thatingers just a little longer. Helen reports a nice business week, and looks forward to the next five.

"SELLING FASTER THAN WE CAN BUILD!"

THE "IMPERIAL" ALL SUMMER SPOTS WANT THE "IMPERIAL"

COIN-OPERATED, CUSTOM- Built BILLIARD TABLES FOR OPERATORS WHO WANT BIG, STEADY, LEGAL PROFITS Write Today for Full Details and Prices!
Current Control For Phono Spots

(NeW Device)

MANHATTAN, June 4.—Phonographs using 110-volt AC current can now be operated in places where standard 220-volt AC is not available, according to officials of the Kato Engineering Co., a manufacturer of such equipment. The firm has recently announced a small 300-watt control panel which lists at a reasonable price.

According to the Kato officials, "This plan was made to provide control, is absolutely self-starting. Only one in-\nspection six volts can be necessary. This is kept charged automatically as a pilot to keep the battery charged and oil will operate a phonograph very economically. It will run approximately eight to ten hours on one gallon of gasoline.

"It is especially desirable in places where the operator has a 33-1/3-lighting plant that is already overloaded and does not have sufficient capacity for operating a coin-operated machine thru a rotary converter. The little Kato AC phono panel operates a standard phonograph, no converter or transformers are necessary."

The Kato Engineering Co. also manufactures a complete line of rotary converters changing 33 volts DC to 110 volts AC.

Busier This Year Than Last Season

ATLANTA, June 4.—Morris Hankin, of Hankin Music Co., with the opening of their first branch in Columbus, Ga., reports they have been busier then past months than for the same months last year. This definitely proves to us that music will be the substantial back- bone of our business and the time is come.

"Every operator of music to whom we have spoken has admitted that his machines have been going right ahead and business is better than it has been before, since we believe this installation should bring in good profits since the Platinum Phonograph is as good for dancers and those wishing to relax.

Sheet-Music Leaders

(Week Ending June 4)

Sales of music by the Maurice Richmond Music Corp., Inc., are not included, due to the exclusive selling agreement that the firm has with the Goodfellow Co. and Ashley Music Supply Co., of New York; Lyon & Healy; Cut Fischer, Inc.; Gambie Blinded Music Co. and Wyman Book and Stationary Co., of Chicago.

Position \nTitle \n
1. Cathedral in the Pines \n2. Love Walked In \n3. Shall We Ever Meet Again? \n4. Plaisir Be Kind \n5. A Starlight \n6. Cry, Baby, Cry \n7. If You Told Me \n8. You Couldn't Be Better \n9. I'll Have You Out of My Heart \n10. Don't Be That Way \n11. Hush Ho \n12. At a Perfume Counter \n13. You Leave Me Breathless \n14. Him a-day \n15. Oh, Ma! Ma! The Butler's Boy

Music Men Express Views of the Next Six Months in Phonophone Field

In the "Heads Up" campaign of the American Federation of Musicians, some interesting state-\nments of music men about the immediate future of business are published. The frankness of some of these statements will be worth reading by music operators generally. Some of them are quite proud of what has been done.

Morris Hankin, Hankin Music Co., Atl-\n\ntanta, says: "The season just past may not promise much to some, but the Hankin Music Co. is not standing down operations, and on the contrary, is tak-\n\ning steps forward in all directions, and in all operations."

"To better illustrate we can state that we have recently purchased an already established business in Columbus, Ga., as well as in Rome, Ga., and have proceeded to replant all music devices at both places.

Regardless of what the general opinion is we know for a fact that music will continue to be the most outstanding division of the industry for many years in the future.

Won't Get Rich

M. E. Ehrenfeld, Star Music Co., Pas-\n\nsale, N. J.: "Having been operating phon-\n\ographs for the past 11 years I feel that what I have to say is a true picture of the busi-\n\ness as it is today. It has been a mistaken impression that the music business is a-get-rich-quick scheme. We have been faced with the problem of oper-\n\ators going out and offering not only the profits but the prospect of making money in it to order to get the location. But we found that eventually the cus-\n\tomers would come back to us because of our service the way we keep our equip-\n\ment and the records we furnish.

"I feel that despite the hardiness of going thru this recession it has done us a lot of good, because the people who are looking for large profits we find that it cannot be gotten with-\n\out real hard work. Despite these problems we are growing year by year and creating more and more music for our customers. It is my belief that the next six months will really benefit us who will remain in the business and those looking not to get rich over night but are doing the most vital living for years to come."

Better Selling

T. H. Baldwin, Airport-Metro Inc., Chicago: "I believe the six months just ahead will require sharper selling methods than have been required in the past, and very likely sharper than will be required six months in the phonophone business is a very bright one. The first factor that may aid or hinder this progress is an economic one. While the music business does not suffer to the extent that other businesses do during down times, it cannot reach its peak unless general conditions are satisfactory.

"Secondly, manufacturers must guard against overproduction, creation of too many operators and sales to locally un-\n\stable accounts.

"The third and undoubtedly most im-\n\portant aspect is the operator himself. When operators become so busy as to be-\n\come new accounts that they are willing to operate on a scale which leaves very little for themselves it will become only a fair business instead of a good one.

"Nationally business progressive, man-\n\ufacturers' good judgment and the bet-\n\ter understanding of their own business by operators will give us the best sum-\n\mer our industry has ever known."
Guaranteed Phonograph Values

<table>
<thead>
<tr>
<th>Record</th>
<th>Year</th>
<th>Model</th>
<th>Price</th>
</tr>
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<tbody>
<tr>
<td>Rock-ola 1937</td>
<td>20</td>
<td>Model 1618</td>
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<td>20</td>
<td>Model 1412</td>
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<td>Seeburg Symphonola, Model “A”</td>
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<td>Immediate Delivery: Oak-Threat</td>
<td>1937</td>
<td>Cash with Order, Balance C.O.D.</td>
<td></td>
</tr>
</tbody>
</table>

BADGER NOVELTY COMPANY
2446 N. 30th Street
MILWAUKEE, WISCONSIN

WURLITZER’S

616                      $159.50
PI2                      $95.50

1/3 Deposit.

EAST COAST PHONOGRAPH DISTRIBUTORS, Inc.
SAM KRESBERG, Mgr.
625 10th Ave., (Phone, Long 5-8877)
New York City.

Sell More Music! With Seeburg Original
COMPLETE CABINET ILLUMINATION
1500 DAYTON STREET...CHICAGO

“Cathedral” Leads Sheetle; “Starlight” Holds Up Well

By DANIEL RICHMAN

NEW YORK, June 4—This week shows definite entrees to and exits from the big time in regard to several numbers. It’s evident that Ti-Pi-Tin is thru as an important song. Yet, its drop from sixth place as a seller right off the list in one week clearly indicating the public has lost interest. Operators therefore can do likewise.

On the Sentimental Side and Goodnight, Angel also marked the end of their popularity and you can let them go in favor of other rising numbers.

Record Buying Guide

Going Strong—Keep ’Em Around
Cry, Baby, Cry
Cathedral in the Pines
You Couldn’t Be Cuter
Don’t Be That Way
Please Be Kind
Love Walked In

On Way Up—Better Stock Them
Let Me Whisper
Love Me in the Starlight
You Leave Me Breathless
My Heart
I Let a Song Go Out of My Heart
Oh! Ma Ma (The Butcher Boy)
On Way Down—Not Worth Pushing
Ti-Pi-Tin

WANTED

RECONDITIONED PHONOGRAPHs
Rock-Ola 1936 Model... $55.00
Rock-Ola Rhythm King (16 Rec.
Choral-Style)........ 119.00
Whirl-a-phon................ 119.00
Wurlitzer P-10.......... 109.00
Millers Emblem ................ 59.00
Millers Emblem Acro Luce........ 39.00
Millers Paragon.............. 49.00
Millers Monitor.............. 49.00
Seeburg Symphony, Model A 1937........ 59.00
Seeburg Symphony, Model C 1937........ 59.00
Seeburg Symphony, Model C & D 1937........ 119.00
Seeburg Symphony, Model G 1937........ 79.00
Seeburg Symphony, Model G & D 1937........ 119.00
Seeburg Symphony, Model C & D 1937........ 119.00
Seeburg Symphony, Model C & D 1937........ 119.00
Seeburg Symphony, Model C & D 1937........ 119.00
Seeburg Symphony, Model C & D 1937........ 119.00
Seeburg Symphony, Model C & D 1937........ 119.00

W. B. NOVELTY CO., INC.
3800 N. GRAND BLVD., ST. LOUIS, MO.

FOR SALE PHONOGRAPHs

2012-Record Modern Cabinets ........ $27.50
12-Record Cabinets ........ 17.50
112 Mills Troubadour ........ 27.50

C. B. BROOKS
619 Duke Street,
Norfolk, Va.

SOUTHERN MUSIC CO. STAFF, Orlando, Fla.: Left to right: Allen Durant, porter; Newton, machinist; Velda Alexander, secretary; Fred Ellis, refreshing department; Ralph Waite, technician; Henry Torbert, accountant; Bobby Millitzer, foreman; Frank Jones, service man; Ron Bood, president; Charles Bood, manager manufacturing division.

EXPERIENCED MUSIC MEN
Insist on PERMO POINT

More Than 2000 Perfect Plays!

Only PERMO POINT—standard equipment on ALL new shows. It recommended by all the leading record distributing companies....All parts high fidelity. It reproduces—larger records to standards. In short, it's engineered to do the job right.

It's All in the Patented Elliptical Point!

PERMO PRODUCTS CORP.
Metallics—Manufacturers
105 R present AVENUE
CHICAGO, ILLINOIS

WANTED

USED PHONOGRAPH RECORDS
WILL PAY BEST CASH
Box 876, Billboard, 1564 Broadway, N. Y. C.

America's Largest Distributor—Offers
Reconditioned Phonographs

WURLITZER $8.00
WURLITZER $6.50
SEEBURG $6.50
SEEBURG $6.50
SEEBURG $6.50
SEEBURG $6.50
SEEBURG $6.50
SEEBURG $6.50

ATLAS NOVELTY CO.
422-34 S. SHAKOUGNE ST.
BRANCHES IN CHICAGO, PHILADELPHIA, NEW YORK, MONTREAL

AMUSEMENT MACHINES (MUSIC SECTION) The Billboard 75
The Lumi-Chrome "Slip on" Cabinetine!

Install in Three Minutes! (Footwork not necessary to remove mechanism from old machine.)

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 Cabinetines finished in beautiful Italian olive wood grain. Illumina in a variety of brilliant colors. Low 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.

ONLY 50 WURLITZER'S MODEL 616
Lots of 5 $149.50
!! WE DO NOT OPERATE!!
STRICTLY MANUFACTURERS' AGENTS.

We have a complete line of all types of new as well as used games.

WRITE FOR PRICES
SAM MAY & CO.
2011-13 MARYLAND AVENUE
BALTIMORE, MARYLAND
University 1800.

FOR SALE - WURLITZER PHONOGRAPH
Model 412 $77.50 — Models 616 & 716 $150.00
1938 Rock-Ola $50.00
Prices quoted include Crating! 1/3 Deposit With Order, Balance C. O. D.
ALL GUARANTEED EXCELLENT CONDITION AND APPEARANCE. WRITE FOR PRICES ON PIN GAMES.

LEON TAKSEN
2134 AMSTELDAM AVE.
NEW YORK CITY

The Last "Word" in Your Letter to Advertisers, "Billboard".

The Week's Best Records
Selected by The Billboard From the Latest Records Released

That phonograph operators may be
enjoying the Latest Recordings
from Allied Records, get this special feature.
Each week's popular dance and race
records are heard, but only those with the
most selective in buying records. The
Billboard presents this special feature.

SWEET MUSIC

TOMMY DORSEY Victor 22956
Now It Can Be Told (promises to be one of the better ballads of the day, written by Irving Berlin for the forthcoming Alexander's Ragtime Band Flicker). My Walking Stick (one of those too tickling tunes from the
same movie and Dorsey's zany treatment invites you to
join with this string score). A great song!

CONNIE BOSWELL Decca 1805
This Time It's Real and You Can't Be Mine (Chick Webb's
swing queen of song is really real in her lifting for these
two song-song songs).

ELLIE FITZGERALD Decca 1806

The Latin Quarter and I Wanna Go Back to Ball (the very
harmonies of these Schenk ifrits will find a great
wave of enthusiasm now that they are being shown
in Rudy Vallee's Gold Diggers of Paris picture, the songs from
that screen show).

FREDDIE FISHER Decca 1814

INSTRUMENTAL and NOVELTY

MILT HERTH TRIO Decca 1816
Three Blind Mice and Toy Trumpet (with Milt at the organ,
augmented by piano and drums, there's an old of stomping on
these sides without having the music disturb the neigh-
bors).

ROY SMECK Decca 1817

Broadcast Speech During Arkansas Music Meeting

Big crowd attests State meeting at Jonesboro May 29—
full program and evening dinner—many legal matters
get mention in report

LITTLE ROCK, Ark., June 4—About 100 music operators attended the meet-
ing of the Arkansas Music Operators' Association held at Hotel Noble, Jonesboro, Ark., on May 29. The attendance and the program were an excellent testimony to the work of the organization. A highlight of the program was a special radio address to the public over KRTM at 3 p.m. The address was delivered by A. J. DeMers, attorney for the association, the verbal entertainment, and copies of the address will be distributed to members of the group. The program for the Arkansas meeting was as follows: Meeting called to order in Circuit Court room, Cannon Building; W. E. Bagdoll, president, in-

vocation by Rev. M. L. Morey; address of welcome by Judge G. R. Bank; re-\n
sponse by Tom Steed, Pine Bluff; in-

truction of new members; roll call and reading of minutes of last meeting by Louise Early, secretary; address by C. A. Jack Canipe, of Memphis, on The Need for a State Association; report of the association's attorney, A. J. De-

Mers (this report will be published in full in the next issue of The Billboard's Legal News Bulletin); address by H. W. Mc-

frie, of Port Smith, on The Neediness of Keeping a Good Set of Books and

Knowing the Cost of Operation in Order to Take Advantage of the Unfair Practice Laws.

Broadcast Speech During Arkansas Music Meeting

The radio address by Mr. DeMers came at 3 p.m., and dinner was served at

7 p.m. James M. Wright was toast-

master and Marcus Parks, of the Young

Men's Civic Club of Jonesboro, was the special after-dinner speaker. Operators were invited to bring their wives and guests, as many guests as desired. For the afternoon business session a committee of Jonesboro ladies invited the visiting operators' wives to an entertainment in a program that had been prepared for them.

Committees that helped to plan and conduct the program were: Arrange-

ments Committee—R. E. Ackerman, chairman; M. L. Armstrong, John Bruner and James M. Wright. Reception Com-

mittee—Boy Bungis, chairman; J. H. Dickson, J. D. Dunaway, Cliff Carlson and Sam Johnson. Transportation Com-

mittee—W. J. McPeke, chairman; B. L. Rettig, Joe Maynor and B. L. Williams.

More Phonos Per Capita in South

NEW YORK, June 4—During discus-

sion of phonograph distribution with leaders
here it was learned from some Southern operators now visiting here that there are more phonos per capita in the South than in the North.

As one operator stated, "In a city of

30,000 in the South we have over 1,000

machines on location. This gives the

New York op who believes that he has

the greatest number of machines out

some idea of our coverage. We have

been given to understand that in New

York City there are approximately 6,000

phonos on location. But this is for a

city that contains over 6,000,000 people.

The average therefore is one machine to
every 1,000 people in New York, where-
as in the South we have an average of

every 350 to 400 people. We don't be-

lieve that this is due to a greater love for music in the South than in the

North. But it is probably due to the fact that the Southern operator has learned more toward the music ma-

chine and for more years than has the

Northern operator.

"In due time the per capita phonos distributio

may be tremendously cut down in New York and in other North-

ern cities, but at the present time the

south retains a tremendous lead even tho the number of machines in total may be smaller there."
Disney Troupe Bow Into Vending Field

KANSAS CITY, Mo., June 4—With the announcement of A. B. (Doc) Hamilton, head of Hamilton Enterprises, Inc., that his firm has been appointed by Kay Creative Sales Group, a representative of Walt Disney Enterprises, as manufacturer of change and vending machines publicizing the various Disney creations—Mickey Mouse, Pluto, Pinocchio, Donald Duck, Snow White and the Seven Dwarfs and the rest of the Disney troop—soon will bow into the coin machine picture.

According to Hamilton, the firm has already designed and tested a vending machine which it says is mechanically perfect for the vending of charms and confections. This machine is reported to be fully designed and approved by the Kamen Research Laboratories. It is described as being designed along modern lines finished in black porcelain enamel with stainless steel fittings. Display areas are done in six colors and flash appeal to the bow.

"When testing this machine," Hamilton stated, "our engineers worked hand in hand with representatives of the Disney art staff and the result is a vending machine that is both a mechanical and an artistic triumph. The distributing policy for this machine will be along the lines approved by the Walt Disney organization. Distributors will be granted full protection against unfair selling practices, infringements and any mechanical defects that may show up in a machine. Our firm will specialize only in Disney machines," he went on, "and we plan to market four new-type vendors as soon as they are perfected."

Sales Grow on Century Vendors

CHICAGO, June 4—"They're soaring in a big way," declared Bud Lieberman, officer of the Century Mfg. Co., as he reported on the growth of sales since the announcement of the line of Century vending machines to the trade. "We're up to our necks in orders," Lieberman confided, "but we've not one bit surprised, for we have been consistently told ever since that this new penny vending machine we are offering is a superior appliance. And reports from operators in every section of the country—operators who are now getting larger vending machine profits with Century machines—bear out the facts of our predictions for it. In every one of these reports we are greeted with enthusiasm for and approval of this great new machine—and for many reasons, the main one being the tremendous size of profits these experienced column are able to pull. Of course, these are the five-year guarantee that goes with every Century vending machine sold, the guarantee against mechanical defects, the adaptable to vending not only candy and nuts but charms, etc.; the fact that it is built for hard wear with an outstanding lifetime mechanism but also comes with a good eye appeal so that it will attract and sell as well as vend."

Cigarette Ousting Is First of Its Kind

NEWARK, N. J., June 4—As the time draws near the publicity committee for the cigarette vending machine is completing the story with a vim. "For the first time in the history of the cigarette merchandising industry," it is announced, "a meeting of the members of the cigarette merchandisers' association will be called on Saturday, June 18, 1938, at 3 p.m. at Camp Stuts, Highland, N. Y. The convention will be informal and the members will be able to discuss frankly pertinent topics of common interest.

"The presidents of the cigarette merchandisers' associations of Pennsylvania, New Jersey, New York City, the state of New York, Massachusetts, New England, N. Y., and other areas will lead the agenda. Every operator will be given ample opportunity to voice his opinions on any and all topics at the convention. Following the convention the members of Pennsylvania, New York, Massachusetts and New Jersey will hold their first annual convention at 6 p.m. An industry dinner-banquet will be conducted. Short addresses will be made by manufacturers of cigarettes, matches and cigars and their representatives. Here is an event your club cannot afford to miss."

"At 8 p.m. an industry members' card and indoor sports tournament (a laTalca) will begin, and as midnight in all present will join in the sports.

"An interesting program will be provided for guests during the convention on Saturday, June 18, 1938, from 6 to 7 p.m. "Observations at 6:45 p.m., for both days (must reach the Association Office, 60 Park place, Newark, N. J.), will be: Zero June 6, 1938. Reservations after June 6 will be $7 per person."
SAFE SHELL CANDIES

for VENDING MACHINES

☆ RAINBOW PEANUTS
☆ BUTTERSCOTCH PEANUTS
☆ BOSTON BAKED BEANS
☆ BULL PEANUTS
☆ RAINBOW FEE-PEE PEANUTS
☆ LICORICE LOZENGES

Write us for details of how you can make our BRACELETS and CHARM BRACELETS TRIPLE YOUR SALES!

Send for Our Complete Price List

CANDY CRAFTERS, INC.

"Makers of Good Candy"

LANDSDOWN, PENN.

Modern Vending Machines Create Extra Sales and Display Goods

Hershey Profits Rise for Quarter

NEW YORK, June 4—In declaring a gain of 2⅔ per cent in first-quarter profits over last year, Hershey Chocolate Corp. revealed that sales of chocolate bars and other post-mixed items widely used in the vending machine field were up for about 55 per cent of the total amount of business done by the firm. The reader may be expected to hear more about this important development in the following pages of this magazine. In addition to the trade-market oriented Hershey chocolate bars, the firm was able to show a larger profit for the first quarter of this year over last year. As the trade-marked Hershey chocolate bars sold at fixed prices, profit margins on these items tend to vary inversely with cost of ingredients. The size of the bars can be changed as cost of ingredients demand, thus affording some degree of control over profit margins. Althea Hershey's gain in first-quarter profits over a year ago was equal to only 4½ per cent of the growth, which is favorable in contrast to the wide divergences shown by most industrial corporations. Net income for the three months ending March 31 was $1,130,181, or $1.56 a share on the common stock, as compared with $1,325,153, or $1.40 a share for the like period of last year.

Giving effect to the inventory deduction statement of $550,000, profits for the three months were $350,000, or $0.48 a share for the common stock, making a gain of $350,000, or $0.48 a share for the common stock, making a gain. This was not sufficient to leave any earnings for the common stock, equaling $3.67 a share on the convertible preference stock, which is entitled to $4 in annual dividends. Net income for 1936 was $3,729,516, or $3.60 a common share.

Modern Vending Machines Create Extra Sales and Display Goods

One of the most important uses of vending machines and one that has yet been exploited as it should be by manufacturers and operators of coin-operated machines is promoting the modern vending machine of similar type it may be, as a highly specialized type of display device. Of course, there are a number of preliminary problems to be solved. Manufacturers and operators of vending machines who know their stuff will not promote vending machines as display devices, but rather as a place to display pictures or as machines to display prizes. Manufacturers and operators of vending machines who know their stuff will provide new vending machines as highly specialized types for display purposes and line them up with the other sales-causing machines. This will automatically increase the sales of candies displayed in these machines.

To Defend Charms in Detroit Court

DETOUR, June 4.—A bill has been filed in Wayne Circuit Court here by the Lemle Centh Machine Co., as plaintiff vs. the police commission of the city of Memphis, Tennessee, to prevent the ordinance of the commission making it illegal to vend candy or other goods in vending machines. This has been objected to by the police department in several places in the city.

Lemle stated: "I believe such action is discriminatory as against vending machines and unfair to us. One large manufacturer in the candy business is producing chocolate milk. A well-known bakery gives away with each loaf of bread. If it is gypsum, and against the law, as the police claim, to give charms as we are giving them, I claim it is a matter of your candy counter and candy display is one of the things that will bring you worth-while dividends in increased sales and profits."

The appeal of candy is universal. In most cases it is practically a self-selling. An inviting display with appropriate signs will do most of the selling for you. Candy is also an excellent profit item for the retail grocer. For example, a candy item retailing for 5 cents usually costs only 80 cents, or less a box of 36. Yet it brings a return of $1.20, with a gross profit of 46 cents. By handling the right kind of candy it can be made a heavy turn-over item which further helps to increase your total profits from your candy counter. This requires very little capital and offers big returns.

By helping to educate the public as to the truth about candy, namely, that candy is a food, candy will move and more definitely be placed in the food class. This will automatically increase candy sales possibilities for grocery stores, will make candy a much better grocery store item than it has been in the past and will help to make it as much worth-while item for you to push consistently.

"It is for these reasons that candy should be displayed prominently in your store. The use of the theme 'Candy IS Delightful—', as this candy is displayed in your store where it will easily catch the eye of your customers and attract them to your candy counter will be an aid to you in promoting your candy sales. You purchase candy to sell again. Whatever helps you to sell this candy by increasing its appeal to the customer and by creating extra sales is a job for you. This extra sales is a job for you.
Sees Vender Use Tripled This Year

NEWARK, N. J., June 4—Frank Hart, of Eastern Advertising Inc., has just returned from New York where he has devoted himself to the vending field, reports "the use of vending machines has more than tripled this year. There is no doubt that this division of the industry has gone ahead more rapidly than in many former years and will probably even go ahead at a faster pace as the new season gets under way.

Eastern has made it a point to experiment with new ideas for stimulating sales from vending machines. They were among the first to feature the novelty of a small card which would be placed inside the vending machine and get a great deal of comment from the public. They also developed a new ball drop game on which the ball fits tightly over the gum that it gives the same smooth effect of an extra coating. They also gave the industry the chance to put the charms in the machine without the necessity of using the fingers for dressing them.

New England

BOSTON, June 4—Hugo Harrington, Melrose, Mass., Steubing operator, lost his dad recently. Shortly after Hugo was presented with a daughter by Mrs. Harrington. Hungry, Haggard and Escape, who for amateur hockey games in a hard-fought game. He's manager of the Boston Steubing club.

John Amor, proprietor of Johnny's, Gardner, Mass., has ventured into the machine-operating business with his first order for Rock-Ola Monarcha with the J. V. Fitzpatrick Co., Boston.

Ben D. Palastrant, jovial proxy of the Supreme Amusement Co. of New England, Inc., is without a doubt the greatest story teller to blunders. Now that his former secretary, Ede Shuylo (blonde), got married, Ida's seat is now effectively filled by another hus, Patella Barall, of Dorchester. Not only does she make a mighty fine looking deputy but her typography on the typewriter, but it is a safe bet that Miss Barall will be materially responsible for the boys' coming in to size up the Wurlitzer machines.

Charles R. (Ranny) Foote, Jamaica Plain, Mass., Wurlitzer operator, spoke with us the other day of the spectacular way in which the Rock-Ola and the Thrift-O-Matic machine business is booming. Waltham, Mass., way, J. A. McHenry, Wurlitzer New England district manager, is keeping a comforting eye toward the Fool's pathway to success. McHenry's path is consciously looking forward to many wave slights in the Fool's boat. "Smiling Men" lives in Wurlthrop also.

George J. Young, Rock-Ola district manager for New England, left the Hub on Monday that will take him through his entire district comprising as far north as Plattsburg, N. Y., and New Hampshire and Vermont.

John J. Geel Jr., Rock-Ola sales manager for Eastern New York State, is seeing busy times. Business in the northeastern states is flourishing. He is making an effort to maintain a fine service in the eastern states, and the operators are looking forward to a fine season of business. He is looking forward to a fine season of business.

Carlo Bar, Wurlitzer operator of Springfield, Mass., has had his first Baby Sitter at the Agawam horse-racing track. Springfield, effective May 28.

James Olney of Taftville, Conn., near Norwich, was one of the first sight-seers visiting Boston after Memorial Day. He left an order with Ben D. Palastrant for some Wurlitzers.

Mr. O'Meara and Mr. Gross, of the P. Lovitt Co., and Mr. Burrows and Mr. Holbrook, the act's red-headed guests at the last weekend's meeting of the Cigarette Merchandisers' Association of New York, a cordial welcome is given these manufacturers' representatives and there is no doubt of the attendance at the meeting. The operators will more or less have a field day.

The New York City Council on May 24, received a bill which provides that all existing sales taxes now in effect be extended from June 30, 1938, when they expire, to June 30, 1938.

The 1-cent cigarette tax is included in the bill. Already cigarette manufacturers have warned the city that they will make their machines as useless as possible.

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Michigan Case May Aid Mint Vendors

DETROIT, June 4.—Many coin men here are watching the progress of a test case affecting certain types of slot machines that is destined to be heard by the State Supreme Court. The state has appealed from the decision of a Circuit Court at Saginaw.

But was brought by Harry Chereton, former general manager of General Amusement Devices Co., on Detroit, against the Saginaw police department stating that it is restrained from interfering with operation of such machines. The court said that the machines used for the test were straight bell venders giving out money on playing checks.

According to Chereton, the court held that the fact that the mints were given out at the machines rendered them vending machines and that the checks had no intrinsic value in themselves. It was pointed out that if the police were to be allowed to confiscate this type of machines they could pick up any billiard table, for instance, or similar device.

The case is being appealed by the city of Saginaw to the Michigan Supreme Court and will be fought thru by Chereton.

The Michigan Reliable Operators' Association, which Chereton has sponsored from the start, is understood to be back of this move.

Adds 50 Machines

At Resort Arcade

CANTON, O., June 4.—Approximately $3,000 has been spent by Glen Mains, operator of the Penny Arcade at Mayers Lake Park here, to rehabilitate the old structure and increase its coin machine capacity. He reports more than 50 new-type machines have been installed for the new season and that the arcade is now the largest and most complete in any of the Eastern Ohio amusement parks.

Mains also plans to take out a Penny Arcade under canvas this fall at several celebrations and county fairs in the district. Mains has been operator of the Penny Arcade at Meyers Lake Park here for almost 20 years.

Bally Distributor Opens in Belgium

CHICAGO, June 4.—Jim Buckley, general sales manager of Bally Mfg. Co., has just returned from a trip to Amsterdam, Holland, where he has expanded its activity to include an office in Belgium.

Bally products are said to have played an important part in the expansion of the concern.

Calcutt Thrilled

Bank Night Cards

For Bally Bambino

CHICAGO, June 4.—Bally Mfg. Co.'s Bambino bumper baseball novelty game may now be operated either as a high score game or with a new "Bank Night" feature, according to announcement by Roy Moloney, Bally's young boy. Roy stated that the new "Bank Night" award card for Bambino was originated by a successful Eastern operator, who found that the card increased collectables by as much as 25 per cent.

"The Bambino came at the way," Moloney added, "in turning out to be the organization of the season. We built it primarily to meet a certain demand for a good, simple, easy-to-see high-score game with baseball appeal. Naturally in view of the run on Bally Bumpers we didn't look for any tremendous demand for Bambino. But, believe me, we sure missed our Bambino is already as big a hit in the regular novelty class as Bally Reserve is in the reserve-type class.

Rapin Joins Ad Agency

DETROIT, June 4.—Gerald W. Rapin, well known in coin machine circles because of his former connection as general manager of Bally Brothers, Detroit, and general sales manager of A. C. Novelty Co., has joined the executives of the C. R. Bedick Advertising Agency. Rapin has made vice-president of the Bedick Advertising Agency, to take charge of all client and agency sales promotion efforts.

Commenting about the appointment, President C. R. Bedick said, "It comes to our agency with a broad background of practical experience in the merchandising and advertising—17 years in various production and sales activities, in the capacity of sales manager and sales promotion manager. He has formulated many successful sales and advertising campaigns, several of which have received national recognition."

Holiday Week-End Finds Sales Up

CHICAGO, June 4.—The high spot in sales for Bally Mfg. Co.'s Memorial Day week-end, according to Jack Kenney of J. H. Kenney & Co., was "the working overtime on shipments to distributors as their customers would have new Keeney games for the holiday traffic. We are glad to report that this increased the amount on all four of our games, Kentucky Club, Track Time, Derby Champ and Free Rides. There's a matter of pride to a manufacturer when an agency as his four games meet a brisk demand.

"Now comes the summer-spot demand," Kenney added, "with the Fourth of July as deadline, and we are keeping our overtime crews on the job to speed the deliveries on these June orders. These June days are busy days with us."
**AMUSEMENT MACHINES**

**CLOSE OUTS**

For Immediate Delivery

**NEW GAMES**

![New Game Banner](image)

**USED GAMES**

![Used Game Banner](image)

**WRITE WIRE PHONE**

SAM MAY & COMPANY, 2011-328 Barnard Ave., Baltimore, Md. Phone: Cas. 1800

Chicoin Secret Is Revealed as Nags (New Game)

CHICAGO, June 4—The secret is out. It has been revealed that Nags is the newest release of the Chicoin Coin Machine Co. and that it is a television machine.

The secret was revealed to the world at the Chicago Coin and Distributors Convention held here recently by two well-known columnists who had full information concerning Chicago Coin.

"We regret that we were unable to publish the story earlier, but all efforts to do so were in vain until the present time," they stated.

Chicoin officials have not yet replied to the story, but it is believed that Nags is a television machine, and that its presence on the market will make a combined total of the various types of television machines that are now being sold in Chicago.

The name "Nags" is a well-known game name, and it is thought that the new release will be a hit with the public.

The game is a combination of a television and a novelty game, and it is expected to be very popular.

Operators Seem To Like Telling Name

CHICAGO, June 4—In a statement last week Roy Baxley, executive of the Monarch Coin Machine Co., revealed that operators are repeatedly voicing their approval of Monarch's new television machine.

In their praise of the machine, however, they also made it known that the name of the device, Love Profits, seems to express exactly how operators feel about the earning potential of the machine.

In describing the device, he said that "love and profit have never been so closely related as in this new device. In fact, it is possible to make love and profit simultaneously.

Bucking Vending Expands

COLUMBUS O., June 4—Due to a substantial increase in business in recent months, the Bucking Vending Co. has found it necessary to move to a new and larger location, at 492 South High Street.

The company, which has been in business for several years, will now be able to handle a greater number of machines and will be able to provide better service to its customers.

**QUARTERS OF NAVIGATION COIN MACHINE CO., Houston, Texas, M. R. James is general manager. The Navigation firm, James reports, is going strong and is increasing in size.**

The Billboard 81

**DIAMOND BELL**

The above machine is the first and only Bell type machine on the market with a coin top showing the last 8 coins, the best protection against slugs.

Built for 1c-5c-10c-25c Play Made Only By

WATLING MFG. CO. 4640-4660 W. FULTON ST. CHICAGO, ILL.

**FRESH 'ND'AIR FANS**

**GUARANTEED USED MACHINES.**

**NOVELTY GAMES.**

**IDEAL NOVELTY CO.**

**BUTCHER BUNNY SPRING**

**FRESHMEN AUGUST**
Gottlieb Releases Wee Counter Game

CHICAGO, June 4—A midget counter game said to be no bigger than an ordinary coffee table rolled off the assembly line at the plant of D. Gottlieb & Co. is making its debut in the trade. "It's a miniature edition of Daily Racing, famous thru 1935, 36 and 37 as the dainty of penny payout games," explained company officials.

"The new game has all the features of that famous machine except, of course, there are no payoffs."

"For weeks Daily Racers Jr., as the new counter game is called, has been under going "lie detector" tests that show the most surprising results," they add. "Operators report phenomenal collections, many found the machine to pay for itself in two days. It is only 81 inches wide, 11 inches long and 4 1/2 inches high. The sturdy cabinet is hammer finished and has a new auction cup to hold securely to the counter. The multicolored glass plate top is beautifully illuminated, and the lights of mystery symbols and mystery odds. The ball-gum finish can be filled by the storekeeper without opening the machine."

The company explained the operation of the game as follows: Upon inserting a coin one or more horses come up as playing selections, together with finish positions and odds, all illuminated. Two dice, one showing horses, the other finish figures, are then automatically agitated. They indicate the winning horse and the finish position that wins. Win, place and show are featured, as well as the possible combinations of the three. Odds are 2 to 1 to 20 to 1.

Among other features are new simple and dependable mechanism, new-type dime agitation, ABB slot with last coin visible, illuminated, large numbers with footproof lock, anti-till, and the machine is available with either 5-cent elo, 5-cent-quarter or 25-cent or combination slot for all three coins.

Daily Racers Jr. gives the operator another source of fast profits, said Dave Gottlieb, who explained: "it adds a whole new dimension to a game that didn't offer it before. It takes little space and is so footproof in operation that it gives the operator a splendid means of entree into new localities. As for its play, it's as exciting and appealing as was Daily Races, the daddy that inspired this midget, and that's saying a lot."

Fitzgibbons Says Right Start Pays

NEW YORK, June 4—"Helping every operator to begin the season on the right foot will make him a healthy man and a healthy man helps. He must be started well on the way so that the games he uses are going to send up for him mechanically and are going to bring him good returns." So says John A. Fitzgibbons, "is one of the most important operators, in our business, that I know everything that there is to know about operating. Since more than 90 per cent of operators are constantly calling at our offices, we find that we are meeting for the first time. We have tried to get the ideas and we are therefore in the best position to pass these ideas along to them, so that they can use the successful methods which we have in general use.

"The idea is that we are in a position to pass along ideas to every operator who calls at our offices or who writes to us, for those who are getting the information directly from the men who are already doing a good business, with their machines right on their routes and have each one of them producing for you. We find that the importance of helping our operators is greater than just selling them machines. Ideas sometimes are good and sometimes bad. But, salted down, each man can gather the ideas that will pay him back in the future and prevent him from taking the wrong turn today and in this fashion assure himself of better earnings than ever before."

GARY KARF is in charge of Modern Amusement Co's Miami office, while Frank Donner is in New York at the home office.
New Orleans

NEW ORLEANS, June 4—Coin machine and slot operators of most of Louisiana and extreme South Mississippi report heavier play with summer weather reviving. Thousands of refreshment pots are cashing in with new equipment purchased earlier in the season as thousands of people seek entertainment at places where they can sip cooling drinks while playing the slot machines. Suburban areas of New Orleans have never experienced such heavy business as is citizens of this city seek to play, and many localities have more than double the number of pin games and slots on hand and still find themselves in need of more equipment.

Long a spot where the public was slow in taking to vending machines, this section seems to be enjoying a big improvement in play this summer. Gum, cigarette and candy vending equipment is seen in many places where location owners once deserted their presence. Most of the location owners point out that better vending equipment accounts for the increasing public interest. Beautiful machines on many of the venders are a sure attraction for the ladies, one location owner was recently observed.

Jerry Germaine, head of the Germaine sales Co., has placed on display in his fish his first two Model 120 Mills cigarette venders and is predicting heavy distribution in the near future in his territory. Germaine recently obtained the Mills franchise for venders in this area.

Calling in at his local distributors' office yesterday was Dick Grotchen, head of the Grotchen Tool and Equipment Co., who completed a tour of the Deep South and is in his way back to Chi via a gey bus.

The fishing bug is biting coin machine operators in New Orleans and vicinity and the beaches of bayous, lakes and the Gulf coast are the grounds these days for numerous neat-and-fishing parties. Just saw Frank Kest and Ed Rodrigues on their way to their favorite fishing spot in Aleena's one post. Jack Sheekan (Mark Borsch), of New Orleans Novelty Co., is also on his own special. Same for A. M. Metcalf, Wur- hitter district factory rep. Ed Kramer, John Peters and Bester Clesi are likewise enjoying the sport of Jim Walton.

As usual the office of the Frazie Coin Machine Co. was the calling spot for dozens of Louisiana, Mississippi and Alabama owners. Among those who called in the past several days were J. C. Allen, Joseph Ragusa and Joe Lucius, all of Baton Rouge; Ben Nebulsky, Wilmington; Dick Clesi and Lefty Blakely, both of Bay St. Louis, Miss., and W. C. Sibley, Monroe.

Rapidly climbing the ladder of success is Jerry Friez, beautiful young daughter of Julice Pace, president of the local venders group. Miss Friez is now feature- soltist with the Roor Papilla Ork after having drawn heavy play in the same time following engagements over local radio stations. It is a pretty fact that she is the daughter of Joe Schramm, Chicago journalist of Music.

Crime doesn't pay. Five Texans are currently in trouble in New Orleans for alleged misoperation of coin machines. They are, ranging in age from 19 to 24, and a woman aged 19 were arrested on charges of being in the downtown area Wednesday day after they were caught attempting to use a magnet and copper tubing to illegally operate a pin game at a suburban bar. The quintet are probably the envy of all pin game operators in the Mississippi Delta country recently and enjoyed with hundreds of dollars. The young woman, Louise Morah, pre- sumably the machine once or two of the men would stand around and work the machines. The operators of the machine entertain the location owner and watch for the law. But since December 31 almost perfect line-up they tried the stunt one time too many.

Everything happens for the best and so when Louis Bossberg, head of the New Orleans Novelty Co., and former Tulane football star, took a trip to the St. Louis World's Fair, Admiral Mandar race that was called off a few hours after his departure he found another location owner who was as much interested in gaming as he and his location owner and a few miles away in Gotham.

To Try Parking Meters

INDEPENDENCE, Mo., June 4—Mayor Roger T. Sermon today ordered 90 parking meters from a national manufacturer to be placed in operation on the city square next month for a test period. His order, passed seven weeks ago when he recommended the use of meters to the city council, put to a stop an argument in the downtown business section in which residents took part over the merits of the devices.

"The merchants and other demonstrators have had seven weeks in which to object to my recommendation," and Mayor Sermon today. "I want it known that I made a careful study of the situa- tion, along with my city engineers, and believe the coin-operated parking meters to be the best means of regulating traffic and parking problems most efficiently."

With publicity was given the arguments over the meters in the news and editorial columns of the Kansas City Journal-Post and Star, the city of which Independence is a large city, the mayor's stand, moreover, marked one of the few in which a municipal official was really "in it to bat" in a big way for the meters.

James Takes New Post

HOUSTON, Tex., June 4.—M. Bay Ragusan, formerly manager of the New Orleans Novelty Co., St. Louis, and until recently an operator of automatic photographic machines and amusement games in Monterrey, Mexico, is the new sales manager of the Novelty Coin Machine Co. There James is reported to be quite happy with his new connection. Firm does a good export business in pin games and amusement equipment to see the World's Fair.

WHAT ARE WE OFFERED FOR THESE SKEE BALLS! All in Chicago, Ill. 2 Ball Set: $33.00. 3 Ball Set: $45.00. 4 Ball Set: $54.00. 5 Ball Set: $67.00. 6 Ball Set: $77.00. (Must be ordered in sets of 6.)

When looking for dependable and good operating used and new equipment, write to

SEIDEN DISTRIBUTING CO.
1420 Broadway, Albany, N. Y.
Jersey Music Ops Entertain Darwin

NEWARK, N. J., June 4—Seven of the leading music machine operators in New Jersey entertained Mr. and Mrs. Joe Darvin, Wurlitzer representative, at one of their regularly scheduled get-togethers. Darvin brought along the films taken at the Wurlitzer banquet held at North Tomawoks last summer, which revived many fond memories.

Those attending the affair held at Ed Marks' home at Passaic, N. J., were Mr. and Mrs. Jerry Morris, of Queen City Music, Plainfield, N. J.; Mr. and Mrs. Manny Abrams, of Star Music Co., Passaic; Mr. and Mrs. Everett Masterson, of Automatic Music, Elizabeth; Mr. and Mrs. Howard Kahn, of Major Amusement, Newark; Arthur Seger and Bill Ashmore, of Casino Amusement, Ashbury Park; Babe Kaufman and Sam Bobiniches, of Babe Kaufman Music, Atlantic Highlands; Mr. and Mrs. Ed Marks, host and hostesses, conducted the affair so well that Joe Darvin remarked: "This is the most happy and friendly group of music machine operators I have ever seen at one gathering."

The next gathering will be held at the home of Babe Kaufman, who, it is said, will do her utmost to overshadow the affair held at the homes of other operators.

Monkeys Entertain at Canadian Penny Arcade

ST. JOHN, N. S., June 4—Penny Land, an arcade located in a store in one of the busiest sections of Halifax, N. S., has had its public appeal greatly increased by the recent introduction of a group of monkeys.

Five of the monkeys, all young and with their training started, were recently established at Penny Land. The animals attracted attention while en route to Penny Land by rail, from Detroit, from not only people but newspapers, who endeavored by reason of the express company in charge of the shipment were in a dilemma on what to feed the monkeys while they were in transit from Montreal to Halifax, a very long rail journey. An authoritative advice had to be secured and the solution of the problem was that bananas would fill the bill. Therefore, the bananas were the diet of the monkeys until they arrived at the Halifax Penny Land.

Sam Mosher, proprietor of Penny Land, already had several monkeys on exhibition at his penny arcade, and the five additions have greatly increased the public interest in his coin machine rendezvous, which is the first time monkeys have been used as a business lure for coin machines in the maritime provinces.
National Sale Is Planned by Acme

NEW YORK, June 4—Now that the new offices are working smoothly, Mac Perlman and Sol Silverstein, of Acme Automation, Inc., are going to put on their first national sale and are preparing the machines at this time. This firm is new to the trade, the men back of it are well known to the industry and have been engaged in automation for many years. Perlman was formerly president of Acme's upholstery office, and Sol Silverstein has been identified with the George Pomer organization for some years.

They report: "Now that we are getting settled at our new quarters we feel that we should get better acquainted with the many friends we have all over the country and in foreign countries by running our first annual sale. During the time of this sale we are going to feature some of the best games and will offer them at prices to out-of-town ops which will certainly bring them to a better service and to the amusement in which we recondition our games."

Poster Demand Is Sign of Approval

NEwARK, N. J., June 4—Irv Orenstein, Acme's sales manager, says he has started something here when he announced that his firm, Hercules Machine Exchange, Inc., would offer a series of posters for operators that could be used with their machines on the streets and that would work for better public relations.

He said: "From the moment this announcement appeared in The Billboard we were swamped with requests for further details. Not only are we encouraged but we believe that the operator has learned to use the right side of his mouth to make the public aware of the machine and with the manner in which we recondition our games."

Ideal Novelty Is Planning Big Sale

ST. LOUIS, June 4—Carl P. Trippe, of Ideal Novelty Co., says his firm is looking forward to some excellent new products and attractions to be offered in June and that he will be ready to supply operators with them on the very latest. In order to prepare for new products a pre-summer sale of used games is planned for announcement within a few days. It will be a mammoth sale, according to Trippe, and every machine offered will be a real bargain.

Gallo Way Drug Co., revealed that a baseball machine placed just inside the entrance to his store grossed a $33.42 in 60 days, which is regarded as excellent because it is a neighborhood drug store and more than a mile from the downtown business district.

While certain types of coin machines are under ban here, no effort has been made to molest these of machines, which are regarded as a game of skill. Galloway declared that the machine proved a good business stimulator, as the majority of those who came to look at the game usually bought something before they left.
BASEBALL IS HERE

SUGGESTS REPAIR-KINKS COLUMN

"To the Editor: Just a word to tell you that I appreciate the amusement machine section. Have you ever thought of putting in a page of kinks-repair helps or trouble-shooter column? Something to help the repair man's and service man's end of the game? I think a column devoted to helps, service suggestions and general upkeep of vendors, amusement games, phones, etc., would find a lot of appreciative readers.

"I like your editorials. Would like to see more about phonos and music—O. A. Small, Maine."

Editor's Note: We would be only too glad to publish any and all material we could get on ideas for repairs, operating methods, etc. But it seems that men who are good at mechanical things either don't want to write or can't. We have only been able thus far to find two expert repair men in the trade who can really put their ideas on paper. And they seem too busy to write.

Expanding Sales On Open Season

SANDUSKY, O. June 4.— Erie Automatic Mfg. Co. here is working its employees full time in an effort to take care of the unprecedented demand for its penny machine, Open Season, on which distribution recently was started in the Middle West. H. & S. Uhren, an official of the company, reports that orders are being received at the factory for more machines than can be turned out under normal operating conditions.

Heavy demand, he said, is coming from operators of amusement parks, carnivals and penny arcades who have out units under carnivals with carnivals this summer. There also has been much demand from the cities throughout the country. Uhren said,

PROOF

"... this is the first time I've ever written anyone in this business a letter of praise. But your swell service and perfect machines warrants it. So I put my name down in your book as a regular customer from now on. Just a guy who was smart enough to take a chance and try Oriole."

NEXT TIME TRY...

ORIOLE

COIN MACHINE CORP.

Oriole Bldg., BALTIMORE, MD.

ALSO AT—
Pittsburgh ----- Washington ----- Buffalo

MACHINE CLOSEOUTS

Write for Other Bargains. 1-3-5 Smooths with order. Ref. Geo., Chicago.

ROBINSON SALES CO.

2800 Grand River Ave., Detroit, Mich.
**Machine Age**

**DAILY RACES Jr.**

AMAZING NEW COUNTER GAME!

Midget edition of the famous DAILY RACES with Every Feature Except Automatic Payment!

**FIRST COUNTER GAME WITH**

- **ILLUMINATION!**
- **MYSTERY SELECTION!**
- **MYSTERY 3rd!**

The new idea of 1931! Coin brings up one or more horses, finish position and odds, all illuminated! Two dice are automatically jiggled—one shows winning horse, the other shows finish position to win! Odds 2 to 1 to 30:1! Half Coin Attachment can be filled without opening machine! All Stakes still coin visible and dice to be jiggled to make selection. In this wheel, tickets are still dealt to fill, large cash box, fool-proof lock. 

**$24.50**

Get Full Ad. With 1c. 2c. 5c or Combination Slit.

**D. GOTTLIEB & CO.**

2736-42 N. Paulina St., Chicago

**IMMEDIATE DELIVERY**

Write for Circulars and QUANTITY PRICES.

**SALESBAND OPERATORS**

Read "DEALS"

_A Column about new salesboard ideas, deals and personalities._

In the Wholesale Merchandise Department

**THIS WEEK AND EVERY WEEK**

**McCALL'S SPECIAL SALE**

**SALESBAND OPERATORS COUNTER COLORS**

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**SALESBAND OPERATORS SAMPLE $9.00**

WRITE FOR QUANTITY PRICES

Operators of Pete Ross, now well known for their great salesband, are now introducing their new line of salesband operators, carefully designed to meet the growing demand for the most practical, most efficient, and most eye-catching salesband operators ever made. A complete line of salesband operators, from the basic model to the most intricate and expensive models, are included in their new line. They are designed to meet the needs of all types of operators, from the small operator to the large, multi-venue operator.

**GUARANTEED**

125 Days, 100% Satisfaction or Money Back. We will guarantee the life of any of the salesband operators in our line, and if they do not live up to our guarantee, we will replace them free of charge. However, we cannot guarantee the life of any salesband operators sold by other manufacturers, as we have no control over their quality.

**SALESBAND OPERATORS**

**THE BILLBOARD—You'll Be Satisfied With Results.**
CONSOLE BASEBALL

An Actual BASEBALL GAME
EVERY PLAY REGISTERS!

3 OUTS—NOT 15 BALLS
100% LEGAL EVERYWHERE
23" Wide—44" Long—54" High.
What a "Buy" at OUR LOW PRICE!

WESTERN EQUIPMENT & SUPPLY CO.
925 W. NORTH AVENUE • CHICAGO, ILLINOIS

PERFECT PROTECTION FOR YOUR SLOTS
NEW — Nothing like it. Many slot contractors that suffer any 10p-paying attempts with these slots, write your inquiries are quoted today.

BARGAINS IN USED MACHINES
New No. 100 DeLuxe Slot Machines: $117.50.
New Superior Gold Award: $31.50.
New Superior Gold Award Jackpots: $22.50.

dan Yoke, Reels, $12.50.
New Mills Blue Fronts: $72.50.
New Mills Jackpots: $35.00.
New Mills Double Decker: $10.00.
New Mills 4-Slot Cigarette Machines: $17.00.

NOVELTIES GAMES
DIAMOND RING: $67.50.
Puppy Love: $22.50.
Bumper: $10.00.
Gold Rush: $7.00.

COUNTER GAMES
Race: $125.00.
Superior Cigarette: $8.00.
Vend-A-Pak: $7.50.
Bumper: $10.00.
Gold Rush: $7.00.

NEW GAMES
$100.00 Deposit Play—Put them on your locations now.

SEND CHECK OR 1/3 DEPOSIT, BALANCE C. O. D.
BUCKEYE VENDING COMPANY, 492 S. High St., COLUMBUS, OHIO

WITH H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

With the thermometer going up, sales come down
Boost your batting average with the brand new Waldemar Knife and
Chase Drive. Canopy under each Knife and Chase ranging
from $1.00 to $5.00. There are two $5.00 on board.

BRAND NEW AND RED HOT — GET IT NOW!
2000 punches with one-third of the punches free. Takes $56.00
and pays out $22.50, leaving $35.00 profit. Operators' price $5.75
for sample, $7.00 in lots of 10 or more. The best money-maker
of the year! Order now.

H. G. PAYNE COMPANY
312-314 BROADWAY, NASHVILLE, TENN.

THE LAST "WORD" IN YOUR LETTER TO ADVERTISERS, "BILLBOARD"
Bets Go on Under Constitution Ban

NEW YORK. June 4—While voters of New York State are hearing so much about legalizing lotteries and perhaps other forms of gambling, The New York Times in its editorial section Sunday, May 29, 1938, publishes another article on the prevalence of gambling in the State. The article is not meant to be controversial, but is factual. It describes conditions, betting on races, pooly games, sweepstakes popularity and the like, but makes no reference in any way to any type of coin-operated machines.

"What shall we do about gambling?" is the introductory question. "The question has been vigorously debated for centuries. Recently it came up in the New York State Constitutional Convention. The problem is not one of morals only, but of economics, because in the country as a whole it is estimated that about $3,000,000,000 a year changes hands as a result of the many forms of gambling.

"The New York Constitution provides, nor shall any lottery or the sale of lottery tickets, pool selling, bookmaking or any other kind of gambling hereafter be authorized or allowed within this State."

"Yet," says The New York Times, "scarcely such as those that follow (referring to pictures of gambling places) occur every day in New York and in many other cities of the country.

Lane Proves He Can Make 16 Runs

NEW YORK. June 4—Bert Lane, sales manager of the George Poston Co. of New York, had to do a "Babe Ruth" in a pinch this week when a tough buyer challenged him to prove that Jimmy Jones' Baseball game is a real skill game.

Said the buyer, after a few games in which he couldn't make a big score: "Bert, this is a swell number, but I don't think the players can hit high scores. Show me that you can make 10 runs and I'll buy one right now!"

Said Lane: "Ten runs? Why, that's a snap! Practice makes perfect on a skill game. "Besides, Jimmy Jones' Baseball game is a great skill game, made for the boys who love to shoot 'em carefullike."

Whereupon Lane stepped up to bat and proceeded with the greatest of ease to send 16 runs across the plate, four of them from a terrific home run with the bases loaded and two out.

"You win," said Mr. T. I'm From Missouri, "there's my order, and I think I'll be back for more!"

Great claims don't make great games! You've got to look at the record!

For 2 solid years, Galloping Dominos has outstripped, outplayed and outdid every other game in its class! 1938 model, NEW FEATURES, stands absolutely incomparable!

Evans NEW Legalized Feature! Skill attachment conforming to requirements in many territories. An added feature styled in the modern design of the cabinet.

Evans' NEW guip-proof 7-goal head gives you multiple earnings without grief. Last 3 goals visible, New alteration mechanism Grant Power Pak. Many other features! Precious-engineered perfect performance unconditionally guaranteed!

Don't be misled by talk! This proven king of consoles assures you top profits!

AT YOUR JOBBER OR WRITE, WIRE OR PHONE HAYMARKET 7630

OTHER EVANS' HITS SKILLY SLUG TAILS GOLIOTTE IN Write for Details.
Bally BAMBINO

BUMPER ACTION! BASEBALL THRILLS!

PLAYERS RUN BASES ON FLASH-ACTION BACKBOARD
EVERY AWARD METERED! 100% PROTECTION!

Thousands already on location . . . proving as big a hit in regular novelty class as Bally Reserve is in "reserve" class!
Order yours today!

BALLY RESERVE

- Only 5-ball novelty game ever operated 2 to 4 machines per location . . . with earnings equal to payout profits! There's a reason . . . write for CONFIDENTIAL details today!

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Sommer To Carry Plans to Miami

NEW YORK, June 4.—During his visit to the headquarters of Modern Vending Co., here Irv Sommer is making new plans which he will introduce in his Miami Beach office and which he believes will have an unusually fine effect on the service and sales of the firm.

Sommer stated: "Action at our headquarters is always speedy. A visit here always helps me. The men have accumulated some really fine ideas and have gone ahead at a rapid rate. Both Nat and Harry are true leaders of our headquarters office and are showing the way to the one here with some of the best ideas in the history of the industry. Their understanding of the problems which the operators have to contend with and their solutions of these problems has gained them a great deal of praise from everyone all over the country."

"In a few more weeks I will again return to our Miami Beach office and will take back some of the best ideas that have been developed to help them in New York. Some of these are no doubt going to tremendously help us."

New Counter Game For Outdoor Season

PHILADELPHIA, June 4—H. Rothstein, president of Banner Specialty Co., reports that the new Daval counter game Track Reels comes to the market at a most opportune time and opens a great profit field for the summer season.

"We have been urging Daval to build a new counter game for us for some time. Operators have always made money with counter games, and especially during the outdoor season have proved themselves the greatest revenue producers."

Rothstein expects the game to be the leading feature at each of his offices, "for Track Reels is the type of counter game that our firm always apostrophes for our trunks," he says.
Merely signing the coupon below can mean extra thousands of dollars in profits and savings for you.

The Vending Machine Company is world famous for its immense distribution of coin-operated machines. Our thousands of accounts will testify to the quality and money-making power of the merchandise we sell. Every one knows all too well how advantageous it is to be a VENDING MACHINE COMPANY CUSTOMER because of the constant stream of SENSATIONAL BARGAINS we are able to offer to our trade from week to week. Our motto is quick action and FAST TURNOVER. When you're buying brand-new merchandise, you get it at the lowest prices and with quick delivery from us. Or if you're anxious for some juicy bargains in used machines, special lots or close-outs, you get offers from us that sometimes take your breath away. We don't believe in dilly-dallying! If you want to buy, you get the price you can hardly refuse. If you want to sell to us—used machines or trades—we make allowances that produce INSTANT ACTION. Why not join our special circle of REGISTERED ACCOUNTS? If you are a REGISTERED ACCOUNT of the Vending Machine Company you have first access to all these offers, bargains, allowances, and first-hand information that means a decided business leverage for you. To become a REGISTERED ACCOUNT costs you nothing, entails no OBLIGATION EITHER NOW OR LATER. Just fill in and mail the COUPON at once.

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Attention Joe Calcutt.
Please list my name as a Registered Account. This involves no obligation on my part, and entitles me to first news of your various special offers, bargain close-outs, high trade allowances, and other money-making propositions.

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NOTE: After filling in above, it might be a good idea to pin it to a letter and if you are in the market for anything in particular, write it down. We welcome questions, correspondence of all kinds. We're sure we can serve you satisfactorily.—JOE CALCUTT.
People by the millions visit thousands of restaurants and taverns every night, coast to coast. They want musical entertainment, yet their musical tastes are widely varied.

Some like it hot—some like it sweet—some like instrumental novelties—some like old-time songs. Many locations get a big call for Old World music. Wurlitzer meets the public's demand for all these kinds of musical entertainment. Wurlitzer provides 24 records to select from... Wurlitzer has the capacity that lets you build a specially selected, extra profitable musical menu for every location.

Alert music operators realize that any full-size phonograph with less than 24 record selection is decidedly out-of-date. They know that when patrons and locations say "We want 24 records" the only profitable answer is the Wurlitzer Model 24—the finest reproducing instrument in automatic music history.

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