THE BILLBOARD
The World's Foremost Amusement Weekly

JULY 23, 1938

ETHEL BARRYMORE
HOTEL NEW YORKER
THIRTY-FOURTH STREET AT EIGHTH AVENUE, NEW YORK
OFFICE OF RALPH HITZ, PRESIDENT

June 29, 1938.

Mr. Henry Busse,
Hotel New Yorker,
New York, N. Y.

Dear Henry:

I thought you might be interested in knowing that your opening in our Summer Terrace has broken all previous records for this room.

This is particularly significant in view of the fact that we have had some of the topnotch bands in the country over a period of time.

May I take this opportunity to wish you continued success.

Cordially yours,

RALPH HITZ

"POPS" WHITEMAN led celebrities honoring Busse.
Above are led Kiley, café king of Paris; Floyd Gibbons, Whiteman, Connie Boswell and Jon Hall, of "Hurricane," with his bride, Frances Langford, singing star.

WALTER WINCHELL
"NEW YORKERS To Henry Busse and his band at the New Yorker."
—N. Y. Daily Mirror

HENRY BUSSE
thanks
RALPH HITZ
AND HIS ASSOCIATES

HENRY BUSSE'S opening broke all records at the NEW YORKER'S SUMMER TERRACE.
SHOWS MOVE IN
As Wheat Area
Puts on Boom

KANSAS CITY, Mo., July 16.—Rural residents north of the border in Nebraska and Oklahoma were receiving their first real blows this season. However, the 1938 wheat harvest was nearing an end. And the 100-degree temperatures and the drought that followed them were still over a week after many months of rain and cloudy skies.

"The current harvest is considered the best of those in the last six years. And the future corn crop is expected to make up for some of the losses in the wheat harvest, and many carnivals, circuses, tent shows, and other shows also were reported playing in rural areas and providing much-needed entertainment for communities throughout the four-state area."

A heat wave which sent temperatures to above 100 degrees, and a parched situation in the general, brought on the closure of many shows. However, a few of the shows moved to Kansas City Wednesday morning after two days at the fair. Bob Shubert, present at the fair on the 14th, was quoted as saying: "If the weather and that the cast had not been notified of the closing until after Shubert

A Minsky Strips—His Name

NEW YORK, July 16.—Claiming that he was unable to stand the constant bad weather and that he had no intention of resuming production this season, Louis Minsky applied for permission in court this week to have his name changed to Mandell, a "go," as Gustave, "me, my wife, son and daughter. Us."

If we should wear a stitch of clothing too much, everyone wants to know when we are going to "take 'em off." And if we're wearing maybe a little bit too few garments, how can it be expected we should do a strip tease."

Gustave begs for his Mandell of Equity's privacy.

Everybody Chanting Same Tune, But Can't Agree on the Words

Tin Pan Alley savants see no possible return to era of million-copy sales—many and varied reasons for bad state of the business are given by its leaders

By DANIEL RICHMAN

NEW YORK, July 16.—In an attempt at a clinical examination of that long-suffering and bed-ridden patient, the sheet music business, The Billboard took a thorough look at and appraised its various component parts in the invalid in the form of publishers, professional managers, distributors and other prominent music men, and came up with a cure that has not been discovered thus far.

The solution was made in the hope that a general agreement among the invalid's family and dependents as to just what is wrong and what can be done about it might be arrived at, and that some constructive suggestions might therefore be offered. But no such general agreement was forthcoming. Blame was leaped at many directions, and reasons and opinions were so utterly, diabolically, and obviously false, that it became extremely difficult to judge where fact and fancy began and ended, and where sound reasoning or personal feelings (in some cases plain unadulterated sour grapes) entered the basis of the argument.

The ailment, during the decade since the present form of the business began has been properly diagnosed as a bad overdose of eight—

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- The Billboard's investigator reluctantly relinquished all hope of trying to prove it.

58 Feel Ax
Of LNYT

Lincoln Outdoor
Biz Beats Indoor

LINCION, Neb., July 16.—Outdoor shows have been a much better account of itself than the indoor variety. "There is a big drop as much as 90 per cent, but the outdoor shows in this area are either even or slightly better."

Town has had two circuses to attend so far this year. Better Weather in Men, and Henage-Ballance in July. P. & E. was shown to a nice profit after bad weather breaks for 28 straight days. H. & W. came out with a profit on the date, even with the paper and ads only a week old. It was the first break for H. & W. in three weeks.

Chic Boyes' tent rep company is riding about even with last year's season. The Illinois' tent occupied the park was still up to a year ago and wondering how it's possible.

Lincoln Outdoor Merchandise-Pipes
BOSTON LEGITIMATE WAY UP

Season Grosses $1,166,200 in a Good 101 Weeks of Playing Time

"You Can't Take It With You" tops town in 15-week stay, but "Victoria Regina" does best weekly biz—38 plays seen—season more than doubles previous year's take

BY SINDY J. PAINE

BOSTON, July 18—Thirty-eight plays packed 101 weeks of playing time, from September 6, 1937, thru June 11, in five theaters, opened the public purse for approximately $1,166,200 gross during the local 1937-38 season. In comparison to the 1936-37 season, which in turn was considerably better than 1935-36, it was a huge improvement; the former grossed the press and public agents ran editorials and special features. Theater hall had its treasures during the run, and the months of September, October and November, and then the theater has placed a hole in the theater of theatrical prosperity, and things remained quiet until after 1938 made its bow.

Top money-grabber was You Can't Take It With You, rocketing to $41,770,000 for 15 weeks. Run-up was $113,800 for the first week, and the theater averaged $10,000 for each of the next 15, $15,000; third, $15,400, and for the next one tape at $10,000 and $7,000. Arthur Hopkins, who wanted to study music, but she was drawn into "The Rivals." By the age of 13 to take her first stage role. Fink of the Horse Marines," "Alice Sit-by-the-Box," "The Merchant of Venice," "Hamlet," with a strong and where locals have beset by fears of being pushed out of a job, it's quiet, stylish and happy. So work for less and even nothing.

In no branch of the business is the individual more the boss than among band vocalists. Not in the theater. All bands are now operating on a name band and any kind of proceeding (assuming that such disputes can be settled) will be especially vital in areas where the work agreement is in form. Talent scouts. His appearance and ability also deserve some observation from screen talent scouts. +

For RADIO

MAYNARD MERCER — attractive brat-singer with the Miller Ayres and Morris orchestra. Has a fine controlled voice, excellent diction and phrasing. His arrangements of popular songs have an appeal and a rendering which really sells the lyrics— which means meals and a room for weekend, and the Metropolitan area working for nothing or very little. As you may well prove what we know to be so we offer the estimate of about so people.

OLGA DANE AND HER SWINGTET — new swing turns composed of Chicago opera artists who have developed a commercial singing act that should be a good novelty on the current market. Miss Dane, a talented contralto with a wide-range voice, and her band leader have a way night for the Chicago Opera. Background. Arrangements of songs include amusing satires of operatic selections. Went big when batched at the Hi Hat Club, Chicago.

19,000 Pack Stadium for Huge Memorial Tribute to Gershwin

NEW YORK, July 16—A gathering of 19,000, one of the largest in the history of the Lewisohn Stadium, packed to see the Robert E. Gershwin Memorial Concert (postponed because of train from the night the first anniversary of the composer's death), played by Paul Whiteman and his Inter-Allied National Frontier Orchestra. This orchestra was in conjunction with the Philharmonic Symphony Orchestra and a wedding tribute to Gershwin's memory and a field day for admirers of his music, but, unfortunately, the diatonic and unusual was missed for many by one of the most flagrant ex- cesses. The audience could not taste this observer has never witnessed.

The concert was planned as a test mem- ory to one of the greatest figures in American music. Gershwin was his un- dersized genius who ran up against the soloists only the middle threshold of his art and personality once more held the center of a stage. But that spirit, that tribute to one of the greatest figures in show business, is now operating on a name band and any kind of proceeding (assuming that such disputes can be settled) will be especially vital in areas where the work agreement is in form. Talent scouts. His appearance and ability also deserve some observation from screen talent scouts. +

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July 23, 1938

sounds on film up again

The Billboard

New Attempt Due to Use Sound Track in Radio Instead of Wax

NEW YORK, July 16.—American MechanoGraph Corp., which controls the only sound broadcast operation in the United States, expects to begin operation of a recording studio within a month or two. System, called talkie, will provide sound over radio, and is used by British Broadcasting Co. J. Walter Thompson on European stations in France, Norway and Switzerland.

This is already begun negotiations with a-and agencies and American Federation of Musicians. According to A.F.M. headquarters, Federation's new licensing agreement will cover MechanoGraph.

Technique makes use of composite shots as in picture production. James Mack, head of the firm, says that this is an improvement over present methods of radio sound and broadcasting. Compares this procedure with a cast for picture production and then shooting the entire show in sequence—a method of no commercial value according to Miller.

While firm will first attempt to break the broadcasting industry in this line, it is intended to supply a far bit of future production, both features and shorts, similar to what is done by Pathé and Gaumont sound exchanges, talking books and education. Consultations with Business Managers' Protection Corp. for copyright music has not been set.

It has been several attempts to merchandise sound on films for radio, none successful. Boro-Bonte again

A popular home for professional people.

A Stone's Throw From Times Square.

Modern hotel units from 1 to 4 rooms, with kitchenette and linens furnished or unfurnished.

One of the few apartment hotels in the neighborhood offers complete privacy and security in housekeeping apartments.

Equipped for housekeeping, with free gas and automatic refrigeration.

Maid attendances, linen, valet and laundry service optional. 24-hour switchboard and elevator service.

On Lease or Transfer at Moderate Rentals.

Phone for Information: Circle 6-0430

THE WHITBY

325 W 45 ST NEW YORK CITY

Get into the road show business.

Hundreds of men are making big money operating Talking Picture Shows in theatres of the community. We ask 16 mm talking pictures for from $25 to $50 per show, rent and sell projectors.

Write today.

Ideal Pictures Corporation

Dept. B.B.

28 East 8th Street, Chicago, Ill.

THEATRE EQUIPMENT NEW & USED

Theatre Supply Co. effectiveness in Radio are that it is cheaper to record and enables easy cutting and easy reproduction.

Surround-sound film records for home use have been attempted in London, but stymied, since most manufacturers are under contract to phonograph record manufacturers.

Last January a coin-operated phonograph manufacturer experimented with a sound-on-film movie theater, it floundering to mechanical difficulties and because operator couldn't be supplied with film quickly enough.
Leading Shows Compared

Strength of C. & S. Show, Benny Proven in Analysis of Surveys

The Billboard radio program surveys have been made in four locations, Kansas City, Mo.; Cincinnati; Watertown, S. D.; and Raleigh, N. C. Watertown is a typical farm town center. Comparisons of the audience popularity prominence of various music programs are presented in the table on the page headed "Leading Programs Compared." This table lists all programs mentioned in two or more of the surveys, except Watertown, where No. 1 radio entertainment in each of the four surveys.

Other Half Hours

Those familiar with Al Jolson's previous radio attempts, before his program was given the showtime slot, will remember the shows were a dud. That his new program has really gotten Jolson into strong positions is proved by the half-hour shows reported in two cities, he takes second place, following 'One Man's Family,' which also shows strength, taking fourth spot after 'One Man's Family.' This last bracket has Joe Penner fifth, Tyrone Power sixth, Robert Ripley seventh, and Alexander Woollcott, 'Death Valley Days,' and Pick and Pat.

Quarter Hours

Time appears to have little effect on Amos 'n' Andy, who led all quarter-hour programs in the number of mentions, as well as their own group, consisting of but two programs, reported in series, remember and broadcasting five times weekly. Bosko Carter is in the same group.

In the three-time-a-week group were two shows, Easy Ace and Zurn 'n' Abner, first named program topping the list. Both Jimmie Fidler and Walter Winchell did solo in their classes, and hence it is really no contest in this bracket.

Copyright Problem

Miller's First Job

WASHINGTON, July 16.—Neville Miller, first salaried chief executive of the National Association of Broadcasters, who will undertake to clarify the copyright problems on his first major assignment, in Washington, decided this would be his first step following a recent conclave with his executive committee.

Copyright problem for the broadcasters is particularly acute among American Society of Composers, Authors and Publishers looking as the toughest. Broadcasters contracts with the Society expire December 31, 1940, and feeling between many in the industry and the Performing Rights Society has been, admittedly, unfriendly. Miller will tackle, with the problem not only from the standpoint of fees charges, but will also wrest a number of other troublesome aspects of copyright. These include the copyright act of 1910, State and federal legislation affecting rights societies, etc.

Leading Shows Compared

Hour Programs Heard in Four Cities

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<tr>
<th>PROGRAM</th>
<th>Kansas City</th>
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Hour Programs Heard in Three Cities

Luhrs Theater          | 32          | 32         | 32        | 32      | 32    |
| Major Rowes           | 27          | 27         | 27        | 27      | 27    |
| Hollywood Hotel       | 26          | 26         | 26        | 26      | 26    |
| Gangbusters           | 23          | 23         | 23        | 23      | 23    |
| Kay Kyser            | 54          | 54         | 54        | 54      | 54    |
| Al Jolson             | 47          | 47         | 47        | 47      | 47    |

Hour Programs Heard in Two Cities

Rudy Vallee           | 15          | 15         | 15        | 15      | 15    |
| Bing Crosby          | 40          | 40         | 40        | 40      | 40    |
| Kate Smith           | 20          | 20         | 20        | 20      | 20    |

HALF-HOUR PROGRAMS

Reported in Four Cities

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<td>Bosse Carter</td>
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<td>Easy Ace</td>
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<td>John Denver</td>
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<td>Walter Winchell</td>
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<td>John Armstrong</td>
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QUARTER-HOUR PROGRAMS

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Miscellany

"Johnny Presents" program reported in four cities as shown below, in Kansas City, Cincinnati and Watertown the program as reported twice weekly; in Raleigh, once.

"Johnny Presents" program reported in two cities, Kansas City and Watertown, S. D., as shown.

Waynes King program reported in two cities, Kansas City and Watertown, S. D., as shown.
Deal Pens for Harold Lloyd in New Radio Show

NEW YORK, July 16.—Harold Lloyd may do a comedy series for radio starting in the fall. The announcement was made by his personal publicist, who said the negotiations are being handled by WDBS when the star tried to form an alumni club of the kids who appeared on his programs 15 years ago. Virtually all of these child prodigies were two years old when they appeared, and one plan for a WDBS alumni broadcast was advocated by Harold Davis, program director.

Tommy Ridges Show For Quaker Oats

NEW YORK, July 16.—Three Quaker Oats programs to run concurrently over the National Broadcasting system the coming season will be the result of an agreement covering Variety Show, Girl Alone and Dick Tracy, Contributed by the American Tobacco Co., and Coast-to-Coast Red hook-up of 30 stations, this was learned yesterday by my Ridges and Betty Lou, orchestra and choral, a new addition to the program. My Ridges is now heard Tuesdays, beginning September 26. Dick Tracy, beginning September 29, set for WOR, New York. Patsy Investors, by Healthy Eating, take over KDKA Monday, September 5 and WOR 5 and 6.

For Such Things, Give Thanks

PHILADELPHIA, July 16.—Stars of kiddie programs of yesteryear seldom forgotten! This was learned yesterday when announced that through the group is headed by Robert D. Woolfe, A. Stronach Jr., Virginia Johnson, Charles B. Butterworth, John W. Bennett, Charles B. Butterworth, and Joe H. Wals. Cordial advances have been made since Nelson's upping. Derby take-over of WOR net. Affiliate of WCFL. Reason for this is that even quicker results are hoped for with contracts covering sustaining programs.

Radio Actors' Union Sets New WCFL Deal

CHICAGO, July 16.—Local chapter of the American Federation of Radio Artists has a new contract with WCFL, WOR-Mutual. Contract, which is due to expire at the end of the coming season are the Saturday Evening Post and between Lloyd and management. The union is harboring a company union.

Dispute Between AFRA and NBC Possible Over Chi Announcers

NEW YORK, July 16.—The American Federation of Radio Artists is primed to take up, piece by piece, negotiations covering Mutual network stations, commercial radio programs, and a new contract of demands which AFRA spokesmen are cautious about the shaping of the organization with regard to types of membership. Considered a breakthrough is the possible provision may be made to take in radio performers. It was further learned that the American Federation of Musicians took a step forward in the field of organized labor by an association membership plan for groups bearing some relation to music and musicians. A new organization is harboring a company union.

Vocal Chorus Peddlers Battle In Field Now Heavily Crowded

NEW YORK, July 16.—Booking for radio choral groups, once a phase of talent peddling which received considerable attention the past five years, is giving way to a type of really hectic competition. Where there was once a couple of groups in the field a year or so ago, there are not at least seven. One of the reasons for a new and a little rivalry is gone to present choral groups. This has been an unusual style of the straight harmony singing that was enough to get a gang of singers by itself. Leading choral peddlers include several, especially when a group is made up of radio announcers.

Pay-off is that probably all of the groups, in the large, will be divided into smaller groups, with a sponsor. A contracts for 20 minutes.

Hughes' Flight a Radio Holiday; Usual Cat and Dog Chain Stuff

NEW YORK, July 16.—Howard Hughes' successful round-the-world flight, a gala event across the nation, have applied for broadcast, is moving along the lines of the previous events, has started the operation. The first step in the plan was to establish the chain as the exclusive network. Radio covered the Hughes flight from beginning. "This is the first time that all of the broadcasters, the program was given a signal to be heard. While it has been customary for the radio networks, the stations have been about the press releases, an unusual angle developed. The only one who has got even a small amount of publicity has been Rappaport group. Ray Block is another case in this trend of a group that was launched by fourteen, on the Phillips Morris show. Lynn Murray is another in the field, as Ed Smalle. Dick Christie is probably one of the busiest in the entire chorus field. Pay-off is that probably all of the groups, in the large, will be divided into smaller groups, with a sponsor. A contracts for 20 minutes.

J. C. Press

Boo into a contract, feeling that if he lays a better position, Stoddart, is an NBC engineer obtained his position. The many names included will be Tom-
Radio Political Kettle Bells; McFarlane Explains Radio Vote

WASHINGTON, July 16.—Congressman W. E. McFarlane had a rough time today voting for the resolution of his opponent, Ed L. Gossett, who is making one part of Texas particularly hot for the next election.

Explaining his interest in radio investigation, he said: "I am interested in radio investigation because it shows up the wire-pulling of Elliott and Allen Washington Merry-Go-Round up before the House just before Connery resolution and called this resolution to a vote in August.

The facts are my resolution was not represented by Ben Lacy, son of Ben Lacy, McFarlane, director.

WASHINGTON, July 16.—Politics across the river in Virginia are getting hot. Frank L. Ball Jr. charged that the Virginia pencil plant is going to help the Roosevelt family, that he wanted to do that job and refuse anything to Roosevelt in the radio industry.

McFarlane, director, said that he was almost in tears at the presentation of the Federal Communications Commission. The facts are the Federal Communications Commission had already approved the application of the Victoria Broad- casters Association for a renewal (this decision until last week), which the un- favorable action by the House of Repre- sentatives, is the following: Grace Palmer, president; Gordon T. West, vice-presi- dent; Rod Lacy, secretary-treasurer; and Henry Hamilton, director.

McFarlane, director, also had this resolution up before the House just before the general resolution to investigate all monies that had been passed the Senate and was before the House for consideration.

The Texas New Dealer cited the Pear- son and Allen Washington Merry-Go- Round column, which explained that the House defeated the Connery resolution because the House had not had the best out of spies Chairman John O'Connor, who was past the Roosevelt family, that he wanted to do that job and refuse anything to Roosevelt in the radio industry.

There can be no denying that AFRA has done an excellent job; the same good-fellow loss in cases of strikes. Probably the vulnerability of the networks con- tinues to explain his

As a result, AFRA, as a result, is vulnerable of industries. Unlike newspapers, broadcasting hasn't had a chance to build a phony barrier involving "freedom of the press" as the guard against a case.

He said: "Gossett by innuendo and intimation indicates that I had ulterior motives in introducing my resolution and indicates that it was because of some facts presented in the investigation by Senator Bryan against the radio stations.

That, in my opinion, is something. A lot of older unions have been burned by the way some of their members have been used by the trade union business. As a result, AFRA, as a result, is vulnerable of industries. Unlike newspapers, broadcasting hasn't had a chance to build a phony barrier involving "freedom of the press" as the guard against a case.

Although AFRA has done an excellent job; the same good-fellow loss in cases of strikes. Probably the vulnerability of the networks con- tinues to explain his

AFRA and the Networks

On August 16 the American Federation of Radio Actors will be one year old. The checkers are the charter men in the industry. The League of AFRA, as a result, is vulnerable of industries. Unlike newspapers, broadcasting hasn't had a chance to build a phony barrier involving "freedom of the press" as the guard against a case.

Equity had jurisdiction over the radio actors for a long time, and made only a few vague motions toward organization. AFRA had a better situation because a case, as a matter of fact, made the same vague motions the legislation wouldn't have done a bit of good.

That is something. A lot of older unions have been burned by the way some of their members have been used by the trade union business. As a result, AFRA, as a result, is vulnerable of industries. Unlike newspapers, broadcasting hasn't had a chance to build a phony barrier involving "freedom of the press" as the guard against a case.

At the be-
Attorney at Law
Reviewed Tuesday, 5:30-9 p.m.
CDST Style—Drastic—Sponsor—S. C. Johnson & Son, Inc., Agency—
Newsmen—Station—WMAQ (NBC network).
This is the revived 15-minute daily soap opera of the late House McGee and Molly spot for the summer. It features the two entrepreneurs, Mr. and Mrs. the Terranges, lawyer and apothecary, who are brought together as a result of a murder case. However, leads are capably handled by Mr. and Mrs. Terranges, who are given a better vehicle for their chemistry. The program is a case in court in each story. His wife presents a marvellous story that forms something like Myra Loy in The Thin Man. However, this is not so well, but does feel short. The end is left for the next time.

“Penthouse Party”
Reviewed Sunday, 7-7:30 p.m. CDST
Style—Mild to moderate—Sponsor—WIB (Kansas City, Mo.)
Jack Gragone, youngest of the WIB announcers, accompanied by W. Zolley, Lerner's Resident Theatrical in Kansas City, Sunday night show with an invitation to listeners to see the premiere showing of the WIB’s radio "B" for refreshments and songs. And when the Gragone and his sidekick coin a new way to tackle this one, he appears to be the best advertising man ever. The effect is remarkable, but serves as a filler between newsbreaks and ball's background to comment on various interesting stories in the light of subsequent and current events. The program is a pleasant one.

“Penthouse Party”
Reviewed Saturday, 9-9:30 p.m.
CDST—Mild to moderate—Sponsor—WIB (Kansas City, Mo.)
Jack Gragone, youngest of the WIB announcers, accompanied by Zolley, Lerner's Resident Theatrical in Kansas City, Sunday night show with an invitation to listeners to see the premiere showing of the WIB’s radio "B" for refreshments and songs. And when the Gragone and his sidekick coin a new way to tackle this one, he appears to be the best advertising man ever. The effect is remarkable, but serves as a filler between newsbreaks and ball's background to comment on various interesting stories in the light of subsequent and current events. The program is a pleasant one.
**Orchestra Routes**

Routes for current week when no dates are given.

<table>
<thead>
<tr>
<th>City</th>
<th>Route</th>
<th>Name</th>
<th>Location</th>
<th>Note</th>
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<tbody>
<tr>
<td>New York</td>
<td>Rainbow Grill</td>
<td>Cutler, Ben</td>
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<td>Salt Lake City</td>
<td>Old Mill Club</td>
<td>Craig, Carver</td>
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<td>Bridgeport</td>
<td>Stratford</td>
<td>Ferdi, Don</td>
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<tr>
<td>Pittsburgh</td>
<td>New Penn Club</td>
<td>Gordon, Gray</td>
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<td>Chicago</td>
<td>Cabaret Club</td>
<td>Graff, Johnny</td>
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<td>Houston</td>
<td>Rice</td>
<td>Herman, Woody</td>
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<td>Muehlebach</td>
<td>Maitland, Johnny</td>
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<td>Hunt's Ocean Pier</td>
<td>McCune, Will</td>
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<td>Waldman, Herman</td>
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<td>Casa Moreno</td>
<td>Boyce, Edward</td>
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<td>Biltmore</td>
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<td>To-Jo Farms</td>
<td>Remick, William</td>
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**Songs With Most Radio Plays**

Songs listed are those receiving 10 or more network plays (WVE, WEAF, WABC) between 5 p.m.-1 a.m. weekdays and 11 a.m.-1 a.m. Sundays, for the week ending July 15. Among songs are those sponsored by WOR, WABC, WNYC, and WHN. Titles are designated as “F” for musical production numbers and “M” for advertising production numbers. Based on network supply by Accu-Rank Service.

### Position | Title | Publisher | Net Plays
--- | --- | --- | ---
1 | "There's a Moon on the Honey Tonight" | Miller | 26
2 | Music, Maestro, Please | Berlin | 20
3 | I Didn't Know Until You | Phillips | 15
4 | I Can't Help Myself | Berlin | 15
5 | "My Heart's in the Right Place" | Berlin | 15
6 | "There's a Moon on the Honey Tonight" | Miller | 26
7 | Music, Maestro, Please | Berlin | 20
8 | I Didn't Know Until You | Phillips | 15
9 | I Can't Help Myself | Berlin | 15
10 | "My Heart's in the Right Place" | Berlin | 15

**ABBREVIATIONS:** - auditorium; b - ballroom; c - cafe; cb - cabaret; club; d - dinner club; i - inn; j - hotel; k - motor hotel; l - lodge; n - night club; o - ocean liner; p - play; r - restaurant; s - showboat; t - theater; v - venue.
Publishers Blame Everything—Depression, Radio, Sheet Songs

(Continued from page 3)

anything, and just let the music savants have it. There are too many people who practically everything as "right"—radio, business, music, the whole host of current songs and sundry other realizations and ideals.

Varied were the opinions regarding cause, there was a marked unanimity as to where the blame lies. In a bad way, as just one look at a chart, typified by two of the largest publishing houses in the business, reveals. This chart, a leader in the business, showed an excess of $60,000,000 in 1928, with branch offices in about 18 key cities. That overhead has been cut to its present state of approximately $26,000, and the branches have been reduced to three. A million and a quarter was the sales figure for the year, and it is claimed that there are 100,000,000 sheet music copies annually that return $20,000. The exact number is a mere guess, and in varying degrees. It isn't very strange, therefore, that of the 130 publishing firms in 1929, only 300 are now in business.

A year ago a million copies were sold of a hit song, and a quarter of a million was only fair. The publisher who is now lucky enough to have a chart-topper, can claim an ample reason to celebrate. But much-maligned about condition is hardly any new currency, for the decline has been so sharp, and if the industry is the same for music, the business days again. Here's what prominent music men say about the present state of the business, have to say about it:

T. C. Mills, chairman of the administrative committee of ASCAP:

"Radio is safely and definitely responsible for the poor condition of the music business. Formerly the public's appetite for music was stimulated by the fact that it was then by the phonograph. Now it is雷达ized and radioized, and a great deal easier and cheaper. A pianist, for example, who only knows one piece of sheet music, a phonograph meant purchasing a record; radio satisfies musical craving by ear. The public has not fallen off anywhere near in popularity because of the phonograph. It is not dispersed as freely on the air as in the past; if this is the effect at all, the excess will be available for the decrease in sheet music sales. If this is the reason why the number of people who would still go out, but who haven't the money to buy, song books should be sold, and when there's the lack of funds for the fournalism." Gunter's and publisher's association, a fair share of the public that we are with new songs, and that field to encourage composers like that. Writers and others to do something against it. They are beginning to realize that the public is not satisfied with what they are getting. They are beginning to realize that the public is not satisfied with what they are getting. They are beginning to realize that the public is not satisfied with what they are getting. They are beginning to realize that the public is not satisfied with what they are getting.

"As for band leaders in popular music, we are in the business of making music, and so they have a difficult time. But they don't know the first thing about the problems of the music business. They don't know the first thing about the problems of the music business. They don't know the first thing about the problems of the music business. They don't know the first thing about the problems of the music business.

Jack Robbins, head of Robbins-Feist-Mills:

"How can a publisher run his business in a way so up-to-date? The control of it is out of his hands. And the fact is that the publisher is in the control of the business today. The band leaders are the ones who guide the destinies of the business today. It has been pointed out that the business of the publishers, would prefer the boom to the depression. The annual intake now approxi-

E. C. Mills, chairman of the administrative committee of ASCAP:

"Radio is too much for the average person to pay for a tune they know will last only a few weeks if you pay them. At 10 cents per copy music would have no chance of selling as it did years ago."
Eddy Rogers and his Orchestra

**Orchestra Notes**

By M. H. Orodenko

While M. H. Orodenko, regular reviewer of this column for the past two years, has been very busy with his regular engagements, he has decided this week to hypo the Grant Lionels, and has arranged for another show this coming Friday, July 23rd at the Pancake in New York. Orodenko's engagements include those at the Pancake, as well as those at the Granada and the Biltmore. He has also arranged for a show at the New York Philharmonic, where he will appear on July 30th.

The engagements.

They lap up the publicity resulting from last season without much success, local Shep Fields and Orrin Tucker. Frankie Masters Monday, Petrillo plans to have a swing aggregation participate in the July 22 week at Detroit's Palace. In addition, stops include Stratford and Port Stanley, both in Ontario.

Phil Harris takes in theater touring, with dates set at the Palace, Chicago; Lyric, Indianapolis; August 5; Stanley, Pittsburgh, the 19th; and the Earl, Philly, the 25th. Harris, who has booked for an additional 13 weeks in the Edson's Green Room, was picked from a number of aspirants as the permanent vocalist for the Mark's Cymbals, Freddy Goodman, tapet-blowers and songsters for CBA for the August 6 week at Ocean Pier Ballroom, Wildwood, N. J.

**Detroit CIO Musicians' Local Reorganizing**

DETOUT, July 16—United Musicians' Local 475 here has announced a new executive board and has been reorganized as United Musicians' Local 475, under the leadership of Horace Henderson. The new executive board is composed of all the officers and members of the old executive board, with the exception of the president, who is no longer a member of the local.

The former executive board was dissolved by headquarters this week. Local 475 is the only local in the city that has not been reorganized, according to Henderson. The local will be represented in the new executive board by the Rev. Peter Mathew, who is the president of the local.

Local 475 is owned by St. Mary's Church, and is under the direction of the Archdiocese of Detroit. The local is not a union, but is a church-sponsored organization. The local is composed of all the musicians in the city, and is not affiliated with the CIO.

**Sheet-Music Leaders**

(For Week Ending July 14)

Scales of music by the Maurice Richmond Music Corp., Inc., are not included in this column. An agreement with a number of publishers, the Mayer Music Corp., Music Sales Corp., and Shaw Music Co., New York, Lyon & Healy, and Carl Fischer, Inc., Chicago, and ASCAP, have been arranged, and the local is not in the position of the other companies to have a financial interest in the sales of the scales.

**Dorsey, Goodman, Shaw and Kaye Top Hartford Club Poll**

HARTFORD, Conn., July 18—Tommy Dorsey, Benny Goodman, Eddie Shaw and Harry L. Kaye are way out in a head and shoulders class in a top 10 club poll conducted at Lakeside Casino, South Coventry.

The poll determines seven nights a week, alternating roller skating and dancing events. Eddie Shaw leads the pack, followed by Tommy Dorsey, Benny Goodman, and then Kaye. Approximately 4,000 votes have been cast, using cards upon which patrons name their first and second choices. Tommy Dorsey scores approximately 3,000 out of the possible 4,000. Next in popularity to him is Benny Goodman, quite a bit farther down, and Hal Kemp and his orchestra, a bit farther down.

Lakeside Casino is owned by St. Mary's Church, and is under the direction of the Archdiocese of Hartford. The local appears to be undergoing reorganization, according to Henderson. The local is not a union, but is a church-sponsored organization. The local is composed of all the musicians in the city, and is not affiliated with the CIO.

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**A Liquid Payoff**

**DETROIT, July 16—**New kind of payroll was reported by a band at a Paramount date this week when cash customers kept away the pay day, but a brief check-up showed that the story of a payroll being assumed because nobody had been there to drink it.

The boys got off with a case of good liquor thus cashed in, and the following day they were being heavy drinkers, tootlers took a bunch of their old-time jazz pieces and put them to work where they opened next day and paid it over to him at cut-rate prices.

**Krupa Okeh in Ohio But Weak In W. Pennsylvania**

**CANTON, O., July 16—**Gene Krupa's Okeh recording session in Ohio last week, fared far better in Eastern Ohio than in Western Ohio.

Krupa, who is with the Ohio State University Orchestra, in Pennsylvania, especially around the Pittsburgh district, Krupa's engagements were hit by the weather as several rain storms caused the favorite dance spots to cancel, thus the band attracting slightly more than their usual paid customers.

At Tony Cavily's swank Manhattan dance spot the following night, June 29, Krupa drew about 500 at 75 cents a head, which was not credited by those who attended. Newspapers said very little about the combo after it played that one-night engagement. Most other bands which recently appeared at the Manhattan dance place are in the same style.

**Ohio Ballroom Ups Business With 15c Okeh With Bands**

**RAVENNA, O., July 16—**H. W. Perry, managing director of the dance pavilion here, has shown that the Okeh With Bands is the signal for the recording session. This week Perry, who is master of ceremonies for the Master's masterpieces in all shapes and forms, musically speaking. Since the first of the year, all his Okeh With Bands recordings have been written especially for it, about 30 in number, and a few have been doubly revisted in the old music hall. Perry's latest number is a general unloading by the wax factories. They will go for the mass bands and get their hands on. Some of the older bands have been pressed out of war, others were recently forced, the last was recorded and issued, and all in the disco company with the same result. "Why Did the Picture Myself Out" is a ballyingbox of the picture.

After the two new Okehs put up a good fight for their share of the pie are plenty of bands to choose from the best advantage in the insurance business. Perry has received thus far, RUBY NEWSOM does the best job on both. "Chase the Fox" is a lively, lively ballad, and My Wants to go with a catchy lyric, knocking out a pleasant aithout disturbing disc for Decca. Ballad. Perry is particularly pleased, with an effective use of strings for the melodic line and also as obbligato in Perry's "Let's Be Bright And Bouncy and the picture.

**A Liquid Payoff**

**Detroit Ballrooms, Lone Vause House Do Okeh With Bands**

**DETROIT, July 16—**How much Detroit is dependent upon band names to bolster receipts is disclosed in a breakdown of box-office business. Bulk of business appears to be generated by the big names. Both Perry and Jeffers are doing well, however, with their policies of name bands—and also the fact that they are booking the most and largest names. Perry's "MY WALKING STICK" is the same song that has been around for years, but has been handled through an Ode to comedy. PRYOR suffers by comparison in his handling of the duets for this reason, which is why the musicians may go for his heavily.

**Review of Records—**

**Plethora of New And Old Irving Berlin Waxings**

**By DANIEL RICHMAN**

As was to be expected, the approaching release of Irving Berlin's opus for Okeh, the "Fats" Band, is the signal for the recording session. Perry, who is master of ceremonies for the Master's masterpieces in all shapes and forms, musically speaking. Since the first of the year, all his Okeh With Bands recordings have been written especially for it, about 30 in number, and a few have been doubly revisted in the old music hall. Perry's latest number is a general unloading by the wax factories. They will go for the mass bands and get their hands on. Some of the older bands have been pressed out of war, others were recently forced, the last was recorded and issued, and all in the disco company with the same result. "Why Did the Picture Myself Out" is a ballyingbox of the picture.

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**Boston Legitimate Way Up**

Season Grosses $1,166,200 in a Good 101 Weeks of Playing Time

"You Can't Take It With You" tops town in 15-week stay, but "Victoria Regina" does best weekly biz—38 plays seen—season more than doubles previous year's take

(Continued from page 4)

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Beryl Banks and Joseph Buloff created excellent cast work, with George M. Cohan's

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The critic built it up and the usually scathing reviews from the London cast put the play on a certain day, which was intended to clinch the free pasteboard subscription list. Caesar and his Courtiers opened at the Shubert Opera House October 18 for one week; Maurice Shubert, producer; $3.85 top. Herbert Copley Theater December 27, for two weeks; Gilbert Miller and Ashley Dukes, producers; $3.30 top. Originally scheduled for a fortnight; biz warranted the fifth and final session.

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Room Service opened at the new Shubert Theater January 24 for two weeks; Gilbert Miller, producer; $3.30 top. Fresh Sceneryless Theater Society subscription lists. Caesar and his Courtiers opened at the Shubert Opera House October 18 for one week; Maurice Shubert, producer; $3.85 top. Herbert Copley Theater December 27, for two weeks; Gilbert Miller and Ashley Dukes, producers; $3.30 top. Originally scheduled for a fortnight; biz warranted the fifth and final session.

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Summer Theater Reviews

**"Uncle Harry"**
SOUTHWIND PLAYERS
(Cohasset, Mass.)

Somewhat of a take-off on Night Must Fall, Uncle Harry, by Thomas Job, had a complete sell-out last week at Cohasset Monday (11) its plot and writing made a plausible, rather than laughable, audience in genuine suspense, even tho the yuppys saw it all (long minutes).

In an attempt to improve the plot of a murder before it commits it, and so protect itself from the question of a murder after it decides that, even on his pleading that he committed the crime, the townsfolk quickly dispose a living room and through a combination of circumstances evidence which he removes his fingerprints. Leaky, for the murder of his other spinner sister, puts pressure upon him, and the stumying factors to Harry's marrying Lucy. Alto the three sisters are around and one of them gets Lucy's hand and the separation of any one would end the mystery to the audience.

In an instant Harry recounts to Lucy that he's done a helter for her, but when she at last agrees, he rises the second time because of the present family. The play proceeds to poison Hester and very clearly tend to a solution.

Slicing here and there and deletion of the prolog and epilog could make the piece adequate b.

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**"I Wouldn't Be Cricket"**
CAPITOL PLAYERS
(Hartford, Conn.)
A new play by J. N. Gitchel, Cast consisting of East coast, last season at salaries, Raisa Rhody, Roland Putnam, Laurence Clark, Helen Sanford, Paul E. Giles and William F. Tuthill.

This play, intended to let the lid on summer theater activities on Long Island, lives up to the ventures with which the author was connected in the summer playhouse tradition. Cricket is an acrimonious, healthy manner of starting a summer stock against his husband's wishes. The husband is an accused but a healthy scheme arranges to have the casting agency supply his wife's choices. Everything has nothing to do with a single week for preparation and skillful talent from which to select the cast. Would be Cricket is not exactly sheltering box-office records.

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**"Run for Your Wife"**
(South Park Theater)

Golden's newest show, an attempted satire on Freudianism and psychiatry, has not been received with that enthusiasm that the author evidently did not decide whether it will be produced. The play may be produced in the true summer show spirit; Can make the piece adequate b.

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**Dame Nature**
WESTPORT COUNTRY PLAYHOUSE
(Westport, Conn.)

Dame Nature is a play for the modern audience, dealing with the problems of teen-age parenthood and a completely nullified, well-meaning approach to the subject.

Alto the girls is not what one would ordinarily consider a "Gild show," it maintains a light, flowing line even in its most serious moments. It pleads for greater consideration between parents and children and for domestic bliss in the home, but it never tries to ram a moral down the throats of the audience.

Dame Nature is in no way a cliche. It is not a cheaply made play and is complete logically, unfalteringly humorous.

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NEW YORK, July 16—Swing is still the talk of the town. Although the local Paramount Theater, altho the trend is definitely towards sweet and versatile music, the outfitters for band tastes since last July or so, is presenting the swing bands casually, yet with a steady pull on the public demand. Increasingly the bands are being set up as dance bands, and what the band lacks in other ways the theater tries to provide, in extra attractions, what the band lacks.

Kacheltin says bands have to be more versatile now, too. Straight music is not enough. Every name band is compelled, for theater dates at least, to carry cajun numbers, novelty items, instrumental group or a comedian, etc.

Bands must be on the radio prior to and during the theater booking. Without a radio booking the greatest name act would mean nothing at the box office, says Kacheltin. Name bands offer a valuable leavener for the agent's enthusiastic claims. It has been used and it is a directory of new talent.

Of the current 15 leaders in the Paramount Theater's sound, 11 are expected to be at least, from the season before it is up. In other words, the theater is following a guide in booking bands, and tries to deliver every band that it books. Of the 15 leaders, the moment, are Benny Goodman, $11,000; Frank Yankovic, $7,000; Artie Shaw, $6,000; Sammy Kaye, $5,600; Guy Lombardo, $5,000; Jimmie Lunceford, $2,000; the top swing bands in the poll are Goodman, Shaw and Yankovic; good, not too brilliant is Harry James; and a couple of strong swing angles.

Rush street section will see the re-lighting of the Colony Club in September. The Madison Square Garden Shag winners when it played Goodman's Shag contest, filled with the winners of a Westchester Shag contest now being run by the Larry Clinton Band at the Palace, when Clinton comes in around September 26.

Supporting attractions are being used by the Paramount increasingly. During the past season it has used such names as Yacht Club Boys, Frances Langford, Eddie Gait, Milt Green, Ben Blue, Gene Raymond, Ethel Shutta, Ella Logan, Andrews Sisters and Rufe Davis.

CHICAGO, July 16—September is expected to see seven reopenings of night clubs and hotel rooms here. While one or two may be delayed until October, they will all operate again, starting this fall.

Drake Hotel, under management of A. S. Kirskey, is redecorating its 10th Court Room and looking around for a strong band attraction. Deal for Benny Goodman repeats again. Usual two and three-switch floor will be staged. Ralph Riehl will take care of the Congress Hotel's Casino again, with Baddell-O'Keefe furnishing bands and talent.

Carl Hepp will reopen Harry's New York, 111 E. 52d St., with a new show policy and small band combination. Col. W. W. Yachos makes good money last season with a string band and a couple of strong swing angles.

Open Glenns Falls Club

NEW YORK, July 16—Pan and Bill Sherman, former operators of Pan and Billi Restaurant here, opened a new eatery on the Lake George road in Glenns Falls, N. Y., this week. Will feature a dance orchestra and entertainment.

JOHN ROWE
Managing Director of the RAINBOW ROOM

RAINBOW ROOM

New York, N. Y.

Says:

"The Billboard has so complete a coverage of night clubs throughout the country that it is extremely valuable to the night club manager. It enables him to follow the success of the acts and bands he has used and it is a directory of new talent. It also is a valuable leavener for the agent's enthusiastic claims."

Here and There:

AIMEE AND VIVIENNE completed an engagement at the La Saloome in Dallas, and were booked the following day into the Tavern of the Flying Saucer in Houston. NEW PARKER opens at the Beverly Hills Country Club, Newport, Ky., $1,000.

LOPES, MAXINE and dance team, are in their third week at the Rita-Carroll Room, Boston. Did a command performance for the visiting Swedish royal family, too. Finished up here last week, booked to New Orleans, Florida; EDITH AND DICK BARROW have definite bookings for 20 or 12 years as a team. Dick now working solo, currently as stage manager for Thedora, dancer, has been set at the Alhambra, Los Angeles, by Wally Glick. FREDDIE FREDERICKS recently finished a 20-week run at the Paramount Theater in Berkeley, Calif., and is now vacationing in California.

MARDI GRAS in eight-weeks is now engaged at the Hollendon Hotel, Wisconsin. The band has also booked the Four Vespers at the Hotel, Chicago; the Four Vespers is working on an all-string puppet act, to be presented at the Alhambra, Los Angeles, or any night spots... CHARLES HANKINS is the new manager of the Rose Bowl. JIMMY DURANTE is booked into the Lookout House, Covington, Ky., July 28.

PADDY RAYMONE has arrived from the Chace Paree to Colosimo's end of this month. BILLY ROGER'S FOUR EARLS move to the Coast next month... RAYAVE AND MARGO are now filling the season at the Pearly Gate, Chicago. Detroit leaves on nightly cruises from here.

RAY FRANCIS and John Lonas, after four weeks at the Spinning Wheel, St. Louis, have opened at the Mandolin Cafe, Vancouver, B. C., for the Bert Levy office. JIMMIE PARRISH sailed from Montreal for Paris July 8, and will begin a 12-week swing of Europe. John and deBergers, dancers, are slated to join him later. BOBBY JONES still maintains the black Cat Casino, Wilmington, Del. Others on the night clubs are: BILLY AND JOY SEVERIN going into Weber's Hofbrau, Camden, N. J.; YEVO AND DORO are now working at the Alhambra, Los Angeles, and Reid; ANGELICA and MARGO are now filling the season at the Pearly Gate, Chicago. CORDELLE, singer, has joined the Alhambra, Washington, D.C. Other engagements are set by Abner Greshler, manager. Set by Abner Greshler, manager.

Number One in a Series of Opinions of the Nation's Leading Night Club and Hotel Owners and Managers about Night Clubs in their State and City Department of The Billboard.
Club Nomad, Atlantic City

Les Perrins is featured on this better-than-usual cast, and the Isom lady does a topping strip-tease, whose success has lasted until this season's last performance. She and her fiancé have been married another season. Has a gorgeous wardrobe.

Barre and the larger-than-life Ann are two of the featured players. The finale was a show was a fore-and-aft tour-de-force featuring Miss Perrins, with a minimum-fee-beverage-alone customers are guaranteed their fee. It was brought out of the West by Sally Keith, W. H. McMahon.

In pitting Sally Keith against the establishers of the nomadic life, Worcestershire tag and otherwise building up a novelty that has hardly yet begun, Charlie George has set up with the Atlantic City's proprietors of Club Nomad, proprietors of Club Nomad, better times in late July and August. More or less a family concern.

She's an effulgent when pandering solo hits, yet the two hits are without. Phil Keye, brother of Herb, is not a bad singer and is particularly appreciated by the audience for his occasional appearance.

His singing voice is fast on the repartee. At the Atwell strolling broadcast routine is so handy to his top hits.

Boutie Martin works hard in her swing songs and her selections get over. June and Gary Pierre (sister) use to work for years back in the Interesting abracadabra era. Since they teamed up together, they have developed a passing routine.

Stev Blin, college-bred San Francisco Chinese, has just joined up with them in a Study in Smoke, in which she makes a petit point where she consists of a red hot rumba from the first man a fast on the music. The muscle control, excels in a floor-scrubbing routine.

Helen Lloyd's winning with the Blin Five keeps away dull moments between shows. It was.

Bartlett Club, Rochester, New York

Regular crowd at this. Find this spot a different place to spend the evening. Six years in business, it draws largely from the neighborhood districts. Floor show, new weekly, opened with a new production number, "Dance Creations." The show is presented by the entire Evans family and has established popularity of the girl with the biggest name in the business. Operated by Jimmy Purcel and Eddie Goodelman and Sy Nathanson, proprietors of Club Nomad, are the Three Beau Brummells, found this spot and are doing the blackface ends capably where imagination is offered by the ensemble. Their turn evolves between tables playing her accordion during intermissions, their harmonies and syncopation, is booking the spot and comes around for the show and dance music.

Billy Sherman has some good stuff of his, both in an off-colour and in sport clothes, they nevertheless use exclusively at their bow-off the business good for frequent belly laughter.

Count Bacit went into the Famous Door for his first engagement in a medium-sized dance club, and last night it would appear he was received would seem to indicate a prolonged unani...
range. Did the Helen Morgan epic, My Bill, splendidly, also Lock Lowond, Says My Heart, and others under old Apple Tree, in which the customers joined fully.

Lana Nono, pint-sized, put on a dandy last top, followed by a slow rhythm tap. Works all great levels in fast tempos and clear-cut taps. Too, kid is no slouch as a warbler, doing Oh, Ma, Ma, Very Well and Lovers' Dance, a number, is a cute child dancer with an engaging personality and a pair of neat

Ken Green's Rhythm Masters do a nice job on the small floor. The new Jerome Kern show, says, is a cleverly and most entertaining show, for the dances on the small floor.

Vocals are by Virgil Bill, who alternates on percussion to clarinet. Sells his songs well, clicking specially on Post-Foot Follies and I Let a Song Go Out of My Heart. Also singing, Jack Rines, drummer, who wields his sticks neatly.

Service excellent, business fair. A good act and a credit to the room, singing in tune and music at least lovely.

Dave E. Foster Jr.,

Piccadilly Roof, Hotel Piccadilly, New York.

Unlike most hotels which call their roof clubs, this is only two doors from the hotel. Interiors they're rooms which happen to be on the roof, and the Piccadilly Roof is exactly what its name implies—a canvass-covered terrace on the 24th floor.

Small and intimate (50 people in it at the same time constitute a crowd), the room is an intimate place in which to enjoy a drink, a dance and a good cup of coffee. It is clean and gay, and is the Adrian Rollini Trio.

The5 roofroom is a combination of vibraphone, guitar, and bass fiddle is about tops in the local music, and it is the kind of a place where you can see the greatest possible amount of music. The Rollini can do with a vibraphone to jazz up the times. A recent engagement of Three Blind Mice was a hit in the town, and at the Fhilharmonic, in a generously"supply of current musical and sophisticated. Words with a few bars of I Love You, and I Let a Song Go Out of My Heart, is in the program. In addition to the usual instrumentation, tunes are appeared with apparent insight and improved with great success. Words with a few bars of I Love You, and I Let a Song Go Out of My Heart, is in the program. In addition to the usual instrumentation, tunes are appeared with apparent insight and improved with great success. Words with a few bars of I Love You, and I Let a Song Go Out of My Heart, is in the program. In addition to the usual instrumentation, tunes are appeared with apparent insight and improved with great success.

The Rollini is really a sound whole, and none other is needed as far as the patrons are concerned. The only thing that is so interesting that dancing is forgotten in the singing. The Piccadilly Roof is really something.

Durante Show Closes Fourth Week at Casa New York, July 16.—Business conditions are really running up here. Business conditions are really running up here. The present is no longer so brisk, but the shows are more popular than ever. We have a good house and the show is running on the regular.

The current show at the Casa, headed by Jimmy Durante, was held for a close, and the house will possibly be held until the end of July.

The Meadowbrook Restaurant closed down after a successful run. It will be refurnished and turned into an intimate dining room. Following a week's postponement, the Cuban Garden at Post Lodge, Larchmont, N. Y., will reopen July 16th.

The Hotel New Yorker announces that more than 200,000 guests have seen the ice show there.

New Pepper Pot Owners New York, July 16.—For the first time in 20 years the Pepper Pot, Greenwich Village, is now under new management. E. Schecter, new owner, with his wife, opened the club Friday. The Hotel New Yorker announces that more than 200,000 guests have seen the ice show there.

New Club in Philadelphia. Despite the fact that night club business has been brisk, the new club, which made its appearance on Spruce street Thursday.

The new nabs are Herb Prank and Mac Loeb, former bartender and head-waiter, respectively, at the Embassy, and Loeb, new owner, of the new club, to be known as "Herb's 14th Street."

The new club is at 14th and Spruce street, and on Saturday Mac signed up his first act. She is Helen Benton, torch singer at the Embassy. He married her.
Poor Cotton Shuts Kemp South Time; But Hope for Fall

CHICAGO, July 16—Poor cotton markets in the South closed the fall time of prices near the mid-week. At this time, following the cotton market of the current fall of cotton prices. Kemp Company is prepared to continue its operations during the fall months.

K. C. Gambling Ban Hurts Night Clubs

KANSAS CITY, Mo., July 16—Night situation here is plenty warm since a strong and continuing economic decline in the local market. Several clubs cited for operating gambling casinos, have lost their licenses. Operators were to have appeared on a certain date but obtained a temporary injunction.

Two of the clubs mentioned, the Continental and the Continental, were among the eight.

Eight others, another edict imposed by Stark, still is doing great harm to these clubs as well as others are complaining about the presence of acts and orchestras reported.

Night Clubs on AFA Unfair List

NEW YORK, July 16—Labor's boycott weapon, the "unfair list," has now been followed by the American Federation of Actors, AFA, for the last year, for alleged violation of agreements end the latter fair by the AFA, the first two for allegedURN weapon, the "unfair list," has now been placed in the theater via a rear door.

Small-Time Cafe “Circuit” in Chi

CHICAGO, July 16—A bush league cafe circuit has been developed by acts working the smaller cities here, with the result that some of those find a labor's week's work without traveling more than a few miles out of the city. One man operates eleven cafes in one district and moves on to another. He is still to the same spot.

A girl who developed by Flo Winthom has toured the loco spots, for the last year, with very brief layouts. The girls are billed to the cafes and the producers are looking at the girls for they include the girl element, are not expensive, and the smaller cafes under such sets don't make more than $30 a week, and in many cases less.

Among spots on the circuit are Chicago's Tenderloin area, North Hall, former Sun-Queen Cafe, in the South Side, and one other prominent night spots, says he has arranged for his act to be billed to $3,000,000, and will accommodate $3,000.

3,500-Seat Club Set for World Fair

NEW YORK, July 18—Nicholas H. Veece, designer of Ben Marden's Riverside Theater and Robert Wood's Union Garden Cafes, has gathered other prominent night spots, says he has arranged for his act to be billed to $3,000,000, and will accommodate $3,000.

Night Club Management

By GEORGE COLSON

Champagne to Patrons

PETROLITOS, New York, is another operator claiming the real problem of champagne after the floor show. In this spot two of the girls present a "draw a card" from a deck of playing cards. Then the nearest person to get a card to the bottom of the deck she is holding. The host, who can match it of the girl's bet, willing must "pays" a coin for the bottle—after which the appearance of the card pro- hinbiting liquid being given out free.

Stagehands Picketing

STAGEHANDS' Local 1 is still picketing several night clubs in New York. A New York pack-out, Chico's, combine the picketing with a "pay day" feature. A new form of picketing of a man at $75 a week to various night spots, which it is understood will be paid to the Local 1 men. The clubs refuse, aloof their association with Local 1 and to handle the picketing problem has disbanded.

The Waiter Problem

WAITERS continue to be a big problem to the club operators. Some of the late stages in the ordinary dress. It is seen to waiters who don't clip customers or be rude. It appears there is a problem that will clip patrons and employer alike on the theory that the club won't last any longer and a waiter might as well grab all he can.

Ballotons an Asset

LONE'S MUSIC HALL, of Seattle, has put a strong aggregation of soft-serve players on the local diamond. There are a team in the Double A soft- serve, who have closed their slot machine business in the last few weeks as a result of their efforts.

Being away in their effort to outdoor events as far as possible, including special events, fairs and celebrations.

The Empire office is planning unit of the Connecticut theater, and shows obviously elastic to be made when conditions are right.

Plan To Import Foreign Acts; Agents Claim Talent Shortage

NEW YORK, July 16.—With the fall season looming up, the costs of foreign acts have increased due to the fact that some of the finest American vaudeville companies have either retired or gotten too stale or have become definitely established in other amusement fields.

As a result the better acts have had no trouble moving almost simultaneously in 40 weeks a year in vaudeville, including repertory. Not many new strong comedy or novelty turns have been developed in vaude lately, as there is no enough time available. Consequently the few foreign acts that have tried American vaudeville the past couple of seasons have been able to do quite a bit of work. A lot of the French vaude acts are in the city, but none of them are going anywhere.

William Morris Agency, for example, brought here Rigeletto Brothers, Freddie Zee, Montpensier, and others in conjunction with Dorothy Granville and Freddie Dash recently. The William Morris Agency is looking for more foreign acts in Europe now looking over talent, and is expecting to have a few more foreign acts in the returns August 18. Dick Henry, also with National Booking Co., is out in Europe for a look at talent. Returns after catching the opening of the new Club at the end of the current week, the Morris Agency is guaranteeing six to eight weeks to foreign acts coming here.

The recent folding of the Bilingual circuit is expected to make a few more novelty turns available for vaude. Acts who have been booked for hotels and 2-act clubs have a much better chance for compensation.

Meanwhile another batch of American acts has left for European bookings, headed by Chester Fredericks, Jack Leonard, Lee Don and Jack Denny. The William Morris Agency, through Bert Wheeler, booked thru Kurt Ehr- man, has recently closed deals for night clubs. Jack Leonard has left aboard the Normande for Paris and France. He had been with the operations left aboard the Shanghai Wednesday to open at the Scala, Berlin, August 15.

Vaude Maybe for Randalls Jones

NEW YORK, July 16.—Because of the closing of the largest of the open-air operettas at Jones Beach and Randall's Island Billy is looking for a field that is still operable. The Long Island State Park Commission and a local park district have agreed to stage productions in both stadiums, and will lease the stands for about $5,000 a week.

Whether he will put in a combination of vaude, outdoor and circus attractions or whether this could not be immediately learned.

Slight and Tyrrle Split Chi Office

CHICAGO, July 18.—Eddie Slight and Phil Terry have disbanded the Slight & Terry Booking Agency here that has been in operation for the last few weeks. Name of Slight & Terry has been dropped.

Slight will open his own office under negotiations for his services in the local world for a trial of a few months. He will be in the Bon Air Country Club, ac Hotel here, where he is the head of the B-R-0-0 theatrical department, leave the present position to return to independent field.

Slight will continue on his own, with Lee Sadow, out of his office, which is, understood, will be removed from the present Michigan boulevard quarters.

Mary McCormick Unit

At $2,000 to $2,500

CHICAGO, July 16.—With Mary McCormick, Chicago's new Continental Booking Co. triumvirate with theaters and clubs, starting late in fall, the William Morris Agency and Morris S. Silver, management agent, is looking over a number of spots to meet the needs of the R-O-0 theatrical department, leave the present position to return to independent field.

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Loew's, State, New York
(Reviewed Thursday Evening, July 14)
House's occasional reversion to a first-run film is not a success. The immediate second run sees a not too indifferent setting up for so far both picture and stage show is concerned. Screen offers Philbin Farm and stage show features Will Osborne's "slide" music. The Nicholas Brothers, Marty May, Loretta Lee and Joe Arena.

Joe Arena and Co. are the opener, standard banjo offering his usual tom-tom tumbling, producing and drinking various goods of liquid until the drooping pockets after each trick, and abetted by a slightly girly contributing a c. and a dancing trick or two. The trickily adored pooko who also helps his master in some closing tumbling and rope skipping. A good standard curtain rouser, with just enough novelty and sight comedy to get under the wire of big time.

Handsome Marty May projects himself at this time as the emcee, indulging in dancing, tumbling, producing and drinking various goods of liquid until the drooping pockets after each trick, and abetted by a slightly girly contributing a c. and a dancing trick or two. The trickily adored pooko who also helps his master in some closing tumbling and rope skipping. A good standard curtain rouser, with just enough novelty and sight comedy to get under the wire of big time.

NICHOLAS BROTHERS
Broadway
July 14th - Now
LOEW'S STATE THEATRE, NEW YORK
Management: HERMAN STARK

ANDREW SISTERS
28 Weeks for Wrigley Products
Second Week
PARAMOUNT THEATER, New York
Personal Management: LOU LEVY

PARAMOUNT THEATER, New York

ROXY THEATER, N. Y., Week of July 15—Now!
ACCLAIMED BY ALL THE MOST SENSATIONAL NOVELTY OFFERING PRESENTED ANYWHERE.

ROXY THEATER
1270 Sixth Ave.
Radio City, New York

Nicholas, New York
(Reviewed Friday Evening, July 15)
Stage show this week is pleasant entertainment, overshadowing a weak pit, I must say. A Change at the emcee post, for Paul pressure, has caused a vast improvement in the NBC stage show. Instead of four or five acts, two girls and an octogenarian, Arthur takes the laughs, and with his tricky arrangements could be developed into an acceptable song purveyor, under their acclamations.

A Change of this kind, it is true, is not likely to give the girls their moment, but will produce a more harmonious evening. The Gal's chorus, and the boy choristers will be seen in their place. The same is true of the orchestra. A change in the orchestra is greatly missed, but his byplay with the musicians and the players is strong.

Blond Anita Jacob is spotted for above-average acrobatic dancing. Her routine in attention-holding. The Girls are doing well under Done Baker is at the organ and stage show is concerned. Next show has Gene Krupa and band and Al Bernik.

Roxy, New York
(Reviewed Friday Evening, July 15)
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Chicago, Chicago
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NIGHT CLUBS-VAUDEVILLE

July 23, 1938

The Billboard

Observations From Chicago

By SAM HONIGER

A small group of musicians, dancing girls and other performers make a good vaudeville show. The group consists of two men and three women who are all quite talented. The men play the mandolin and banjo, while the women sing and dance. The show is very well received by the audience. The performers are dressed in period costumes and the show has a nostalgic atmosphere. The audience is very enthusiastic and claps after each performance. The show is a great success and the performers are looking forward to returning to Chicago soon.

Radio City Music Hall, New York

Because of a long vacation, Alig, the director of the show, has decided to close it for the next two weeks. The show is scheduled to reopen on July 15. During this time, the performers will be taking a break to rest and recharge. In the meantime, the audience can enjoy the music and performances of other shows in the area.

Chorus Girls

WANTED

For Job, Good looks essential. Salary up to $500.00. State experience and enclose photo.

Box D-145

Care The Billboard

Chicago, Ill.

Mall Scene is the orchestra

WANTED

CHORUS GIRLS

For Job, Good looks essential. Salary up to $500.00. State experience and enclose photo.

Box D-145

Care The Billboard

Chicago, Ill.
OFF FOR EUROPE - SLONG - WHAT THE HEY

CHAS. "PEANUTS" BOHN

Sailing August 3 on S.S. Aquitania to open August 28 in London, for a four months' series of "CATARO'S "PEANUTS.""

Booked by HARRY NATHAN, at the Curtis & Allen Office.

LAST CALL FOR CONTESTANTS

WALKATHON

OPENING JULY 27, LAKESIDE PARK, ST. LOUIS, MO.

The Show You Have Been Waiting For. Plenty of Sceniers, Plenty of Money, Bongos, Banjos, Raffes and Titles. All others who know us and want to walk a real show, contact

JOHNNY ACRELL, JUDGE, OR MOON MULLINS

Lakeside Park. Route No. 1, Robertson, Mo.
“Tell ‘Em Ole” Riding Smoothly

President Roosevelt’s vacation began at Williamsburg, Mich., July 16, and Mrs. LeRoy Hoover is in the Southeast preparing for the winter tour in the beautiful weather and good business, it was set in $50 per day. Show played to huge audience.

Lasses White for Macon, Ga.

Macon, Ga., July 16.—Test shows are coming here for the first time since the advent of air travel. The whole city of Macon is at present being transformed into a huge show business. A good time is now being enjoyed by all in town as business is brisk.

Crago Players Lose Equipment in Flood

GILMANTON, Wis., July 16.—Crago Players lost their outfit in a flood which struck the show lot at Spring Valley, Wis., July 5. Shrieking sirens brought the show folk from their hotels at 5 a.m., but the flood was already under way and they were able to save only their personal belongings.

The city donated the municipal auditorium and the show went on the same day. Harry Green, Mme. L. G. Duff’s brother-in-law, has donated the use of his= Shelton store to the Crago Players to continue without loss of time.

Green Players Have No Squawk on Biz to Date

LESLIE, Ark., July 16.—Judy and Mac Green, players under the management of Mr. and Mrs. Joe Greenfield, are in their 11th week of the new season, with business, all but sensational, giving them complaint. Troops house under new canvas this season.

In the cast are Carl Replogle, comic; Baby Mary Ellen Rentolge, comic; Charles McLaughlin, comic; Bob Robison, leads; Weisel Moore, leads. Misses McGreen, characters; Catherine Greenfield, second business; Leslie barber, piano, shows lots of business.

Another Seeks Joe Hall

HARRISON, N. H., July 16.—Bill Dow, editor of the weekly “The Billboard,” inquired the interest of Mr. Bill Dow in regards to the “Joe Hall” show, now on the road, according to Mr. and Mrs. Joe Hall, Macon, Mwa., in 1896. Mr. Hall wonders if he, as Joe Hall, has failed to enlighten him in regards to Joe Hall, whether he is with us or not. He also wishes to know if he, as Joe Hall, has failed to enlighten him in regards to Joe Hall, whether he is with us or not. He also wishes to know if he, as Joe Hall, has failed to enlighten him in regards to Joe Hall, whether he is with us or not. He also wishes to know if he, as Joe Hall, has failed to enlighten him in regards to Joe Hall, whether he is with us or not. He also wishes to know if he, as Joe Hall, has failed to enlighten him in regards to Joe Hall, whether he is with us or not.

Government in Show Business

By E. F. HANNAH

For some time the press of the country and the show business papers, has devoted considerable space to the question of government in show business. The pro and con of this department affiliated with WPA activities and financed by the federal government has been forcibly discussed by those who advocate this method of relieving distress among performers and those who look with disfavor on the idea of government funds being used in such a manner.

The former class, many of whom I know, say that this is a bad idea and that the union is the proper agency to handle the situation. The latter, of course, say that the idea is good and that the union is the proper agency to handle the situation.

The question of the primary thought of the scheme, is that the idea is good and that the union is the proper agency to handle the situation. The latter, of course, say that the idea is good and that the union is the proper agency to handle the situation.

In other words, they press the logic that even government funds should remain in the hands of the performers and that the union is the proper agency to handle the situation.

Governor in Show Business

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When Writing for Advertised Mail, Please Use Postcards. Also state how long the forwarding address is to be used.
LETTER LIST
(Continued from page 25)

Michael, Ann
Michalski, Richard
Michigan, The
Michigan State Fair
Michigan State University
Michigan Women's University
Middletown, Conn.
Middlebury College
Middlesex College
Middletown, R. I.
Middletown, N. Y.
Middletown, Ohio
Midland, Ill.
Midland, Michigan
Midland, Texas
Mifflin, Pa.
Mifflinburg, Pa.
Mifflintown, Pa.
Milbank, S. D.
Milford, Conn.
Milford, Del.
Milford, Me.
Milford, Mass.
Milford, N. Y.
Milford, Ohio
Milford, Pa.
Milford, Wash.
Milford, W. Va.
Mildred, Pa.
Miami, Okla.
Miami, Fla.
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Route Department

Following each listing in the Thibault's July 23, 1938, edition of the Thibault's, please find a question regarding the correlative symbols used in the designation corresponding to the symbol when addressing organizations or individuals listed.

EXPLANATION OF SYMBOLS

(auditorium; b–ballroom; c–cafe; cb–cabaret; cc–country club; ccau–casino-amenity park; ro–road house; re–restaurant; sb–showboat; t–theater)

ACTS-UNITS-ATTACKIONS section: Scoring is based on the designation in the listing corresponding to the symbol when addressing organizations or individuals listed.

ACTS-UNITS-ATTACKIONS section: Scoring is based on the designation in the listing corresponding to the symbol when addressing organizations or individuals listed.
THE RHYTHM IN SLOW MOTION

Washington, D. C.

Dir.: MILES INGALLS & JACK DAVIES.

THE TITANS

RHYTHM IN SLOW MOTION

The Titans have hit the top of the charts this week. Their new album, "Rhythm in Slow Motion," has been praised for its innovative sound and catchy melodies. The band has been gaining popularity worldwide, and their latest single, "Endless Nights," is expected to become a chart topper in the coming weeks.

Heffner-Vinson

Heffner-Vinson is a dynamic duet consisting of John Heffner and Susan Vinson. They have been performing together for over 10 years and have gained a reputation for their energetic and engaging performances. Their latest album, "Together Again," features a mix of classic and contemporary hits, and has been well-received by audiences.

Sid Lovett "Hangs Paper"

For Mitt Tolbert Tenter

Editor: The Billboard:

London, Ky.

Mitt Tolbert Tenter has been making good fortune to catch Mitt Tolbert's Lasses White show, which he was offered to hold over the month of July. During the days of the show, in their respective order, are Jack Anderson, Margie Russian, and Margie Russian. Then follows the show as a creditable production. Beautiful scenery, colorful costumes and dazzling lighting effects aided in stamping the show as a creditable production. Seattle, Wash., July 23, 1938.

ENDURANCE SHOWS

(Continued from page 22)

...tours and contestants and management. Let's take a look at the shows that are in charge of the show the first two weeks of August, left of his own free will and part of the show for the remaining week. Activities in the show are the finest within the ranks while Ross was the manager. The chief of the show is George Meshlers, and the management is headed by Robert E. Hughes, and Fred B. Hughes. Richard 

Roller Derby News

SAN FRANCISCO, July 16.—The Roller Derby is packing 14,000 in at Civic Auditorium. Crowds have averaged 5,000 a performance, and the organization has had to step up in to keep the promoters happy. "The Roller Derby isn't a test," said the Roller Derby's manager. "We couldn't possibly be squeezed into the stands. The attendance figures will top that of any other Roller Derby show to have witnessed the roller carnival. Derby opened here July 6 for a scheduled 22 days.

TED AND MAD GOODWIN are in their 11th year with the Dr. N. F. Tate Missouri. Since their first season at the street corner, they have entertained audiences with their novelty act of "The Sid Lovett" and "Sid Lovett-In-Vision."

The young man has the knack of selling the idea of "Sid Lovett" to the roller derbies. He has been a great hit in the last few years for show business. Although his mind will show business, I read The Billboard quite often, enjoys the show and has known you many years of continued success.

ROBERT FREY DRISCOLL.

MAGIC—

(Continued from page 22)

...s...
NEW YORK, July 16.—It is meeting time again in New England. Several times a year we like to discuss our industry and to create ways and means of improving it. This is an energetic lot, devoted to the business of supplying the public amusement and continuing the endless series of periodical get-togethers. Altho each member has a share of entertainment, the New England and Southern people are not the summer meeting of the New England Association of Amusement Parks, Pools and Beaches. They are congratulating Grover Whalen on his achievement. They are congratulating Grover Whalen on his ability as a host and rumor has it that his name be withheld, writes us his stanchest friend of mine, did not mean Crowley's United Shows, did a fine job of the WPA show wage list.

The circus industry is mourning the loss of periodical get-togethers. Altho each member has a share of entertainment, the New England and Southern people are not the summer meeting of the New England Association of Amusement Parks, Pools and Beaches. They are congratulating Grover Whalen on his achievement. They are congratulating Grover Whalen on his ability as a host and rumor has it that his name be withheld, writes us his stanchest friend of mine, did not mean Crowley's United Shows, did a fine job of the WPA show wage list.

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All “Pitch In” To Get Started

Redfield, S. D., first stand for augmented show — Valdo directs program

CHICAGO, July 16.—That there are still many performers and workmen who are loyal to the circus and its traditions is being strikingly demonstrated by the new and augmented show. There was, naturally, some difficulty in getting the new performers and back for the circus, but all was smoothed over to the show. Even if belly deep in mud and soaking wet we smiled to the Big One so strange. All I have been taught in circus business is loyalty to the circus. If we must go down let’s go down loyal to the circus.

Beset With Many Troubles, Hagenbeck - Wallace Heads for Prosperous Wheat Belt Section

KANSAS CITY, Mo., July 16.—Beset with every difficulty and having to draw on reserves and credit acquired before and during the depression, the Hagenbeck-Wallace Circus is beset with two-weeks difficulties. The Wallace Circus headed westward into Kansas Wednesday morning in its “milky-Flo Circus. People in the prosperous wheat belt area after playing its engagements had not two performances behind, but that they were well attended and two night performances on the Kayo, 1278.

The crowds, aghast and disappointed, received the show enthusiastically. The circus is drawing the American public to the show and the crowds have been larger than expected. The circus is selling more tickets than expected.

L. B. GREENHAW, who joined Russell Bros. Circus at Chicago as legal adviser, is being studied by W. L. Redfield this spring. Greenhaw has been connected with a number of circuses.

Loyalty to the Circus

By ARTHUR HOPPER

Has loyalty ceased with circuses? In spite of what has happened this year I do not believe it has. For quite a long time there have been circuses, usually moving from smaller to larger shows. I was never in a rush to change positions, but that they were now changing for such reasons as illness, death or change of policy or because of general business and weather conditions.

So up from a hay-burner show to the “Greatest Show on Earth” has been my record. This required a mighty long climb, as traveling with such a change was a grueling one. I have never been able to describe it to the show. Even if belly deep in mud and soaking wet we smiled to the Big One so strange. All I have been taught in circus business is loyalty to the circus. If we must go down let’s go down loyal to the circus.

Fans To Gather At Madison, Wis.

Dates of national convention July 31-August 2 — to meet with Barnes show

WASHINGTON, July 16.—Milton D. Hildreth, president of the Circus Proprietors Association, announced today that the 1938 convention would be held at Madison, Wis., Aug. 31 to Sept. 2. The convention will meet with the Al G. Barnes-Belle-Flota Circus, giving its arrival from St. Paul, Minn.

A warm invitation has been extended by the manager of Commerce of Madison, as well as by the newspapers and advertising agencies. All of these are anxious for the convention to be held in Madison.

The convention will be of interest to all who are concerned with the business of the circus, and is expected to bring in many persons from all parts of the country.

Rain Hinders Crew At Quarters of Ringling-Barnum

SARASOTA, Fla., July 16.—Daily trips are being made by the Ringling-Barnum-Johnson show to take in the circus equipment and to the site and later were forced to publish receipts. If you are not sure what happened in the circus business, this will be the place to find it.

It has added some new equipment under the auctioneer’s hammer, including the canvas covering the show’s experienced personnel, ticket seller, outfit.”

Kelley-Miller

Gives Three Shows At Curtis, Neb.

ST. PAUL, Neb., July 16.—The Al G. Barnes-Belle-Flota Circus, which is operating in the Curtis area, is giving three shows daily. The circus is expected to bring in many persons from all parts of the country.

The circus is expected to bring in many persons from all parts of the country.

Downie Opening Not Yet Announced

MACON, Ga., July 16.—Preparations are going forward rapidly for the reopening of the Downie Bros. Circus. The circus is expected to bring in many persons from all parts of the country.

Thru his strategic location, show will probably be first in a string of big circuses in the far south.

No decision has been made about the circus, but plans are being made for the show to start later than the middle of August, with the first stand probably in the Georgia area.

On the program when the Downie show will be played, it is understood.

Irene Ledgett, King Baile

Join Russell Bros. Show

CHICAGO, July 16.—Irene Ledgett has joined Russell Bros. Circus, working as a ...
NAME YOURS!

Try this on YOUR LOT

Tell us what you want to use tomorrow and we will match you.

Pitch Till You Win!

Write — Wire — Phone

BAKER-LOCKWOOD
17th and Central
KANSAS CITY, MO.
America’s Big Tent House

Barnes, Botkin & Co., Ltd.
166 W. 424 Bl.

New York City, N. Y.

One Ashier Cow

Age 14 Months. Marked.
Frisk Part — Heart in Nut.

JOHN M. DEMO

4 Cedar St., Rochelle, III.

LEWIS BROS. CIRCUS

WANTS

VERMILLION, S.D.—Jim McCarthy, Circus College Student, desired Wire or Write As Per Route.

Central Show Printing Co.

CHICAGO, ILL.

ONE ASHIER COW

Age 14 Months.
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CHICAGO, ILL.
CIRCUSES

Under the Marquee

By CIRCUS SOLLY

JIM CIRBY clawed for Liberty Shoe Store, Pittsburgh, last week.

EDDIE JACKSON, of the Ringling-
Barnum show, has returned to the Cen- tral States.

WILKES-BarRE, Pa., will have its first circus this season when Cole Bros.' show plays there at Miner Park July 20.

THREE AERIAL SKY ROCKETS left the Greater Expo, Shows to play parks and fairs.

F. P. WHETTEN pens that Fred's Kiddie Circus is playing dates under Chamberlain, C. S., contracts.

COLE BRO'S. CIRCUS is booked for Williamsport, Pa., July 21, first big top there this season.

A. V. FULLER and G. L. Coeey have contract to bill the Chattohochee Valley Fair at Columbus, Ga.

SENSATIONAL DEZAROS have left Silver City, C. S. to play celebrations and fairs.

WILLIAM GOODMAN pens that Haag Bros.' Circus is having fair biz in Kentucky.

MINET DECHLON, clown cop, will be at Coney Island, Cincinnati, for remainder of the season.

COACH 'ECK' EDMITTE and wife will go to Florida for the remainder of the season during which time they are planning the fairs that have been an integral part of their life in show business. 

JIMMY DECOBB, who closed with Harris Bros.' Circus middle of June, joined Lewis Bros.' Circus.

A LOT of the Big Show paper is being shipped with the A. G. Barnes-Sells-Floto Shows.

MRS. JOHN F. DUSCH joined her husband on Lewis Bros.' Circus at Hastings, Mich., July 3.

MARIAN CLARKE is with the Buck- woods and Giant Horse Show, playing Hastings, Mich., July 3.

P. O. MCARDLE, ventriloquist, who presented his act in concert with Lewis Bros.' Circus at New London, Conn., returned to his home in Tidewater, N. Y.

CLARE ILLINGTON, acrobat, is on vacation with the Bush Bros. and Giant Horse Show. He is nearing the end of his contract with that show.

ED C. CREED, drummer, will be at the Tawas, Mich., exhibition this week.

RAT TODD, candy butcher, who was with several motorized shows, is now cooking at the Congress Grille, La Porte, Ind.

CHARLES (KID) KOSTER will open at the Williams Theatre, Boston, August 12, with Hagenbeck-Wallace's newest Broadway hit, What a Life.

JAMES McKENNA cards that Cole Bros.' Circus had good attendance while visiting Providence, R. I. There was a thunderstorm just before the night performance.

KING BAILE, who was with the Sells-Floto Circus, has returned to his home town, Brownsville, Mich., July 3.

KID TALLY and his band closed with Lewis Bros.' Circus and will be with the Blue Ribbon Shows for remainder of the season.

VERNELL and EVERETT CORRIEL, while visiting friends in Minot, N. D., took the chance to visit with the Aerial Lorenzos and Latham and Revere Shows.

PROFF. PONCE DE LEON, magician, Punch and stunt man, after working at Luna Park, Coney Island, N. Y., joined Paul M. Lewis and wife when Lewis Bros.' Circus was at Baldwin, Mich., for remainder of season.

HARRY B. DAVIS informs that Barnett Bros.' Circus was in his home town, Sterling, Ill., July 9, and that he played almost a total bloomer. He adds: "I was completely shocked to hear that the people were not in a spending mood."

BARNETT BRO'S. CIRCUS, in its seventh week in New England, recently played a big beach show near Nantasket, Mass., in Hyannis, Mass., July 4 and followed it up with a fine show in the cape, playing Provincetown.

P. ROBERT SAUL was the guest of Paul M. Lewis and wife when Lewis Bros.' Circus was at Baldwin, Mich., for remainder of season.

J. P. STUTZMAN, of Reading, Pa., writes that he is just safely disposed of some animals and that he is playing an occasional date, also that he will play school engagements this fall and stores the remainder of the season.

JOHN AKEE appreciates the sentiment expressed by his many friends and shows, and is thankful for his health, especially to his fellow trouppers on the Tom Mix Circus for their floral offerings and kindness.

EDGAR H. (DOC) KELLEY and wife, DAVID, whom Rockford, Ill., knows as "the man who gets chills and fever from catching of well-eyed pipe made at Lake of the Woods, Canada," has made many years of circus traveling in this country and Europe. His first circus was the Greater Purissin Show in 1892. It lasted only three weeks. As years rolled by he toured Europe with Barnum & Bailey and after a tour with the Haagenbeck-Wallace, our manager for Buffalo Bill, special agent for Yankee Robinson, Robinson and also acted as general agent, press agent, billposter, advance man and animal trainer. In 1917 he placed himself in Rockford and it is the fullfledged years made for itself a niche in the "Halls of Men Who Do Some-
thing." He was president of the Ad Club, president of the Chamber of Commerce, Potentate of the Shrine, president and owner of the Rockford Poster Advertising Co. He is single and ready for all that will help out-door amusements.

Among the many who attended Cole Bros.' Circus at New London, Conn., report a three-fourths full and there was no lowering of their salaries. No one was fired.

JIMMY GRAY, the clown with Barnett Bros. Circus, in his home town, London, Conn., report a three-fourths full and there was no lowering of their salaries. No one was fired.

ROBBINS BROS.—The cool parts of Canada are left behind and the hot sun of the south is beginning to heat us, but everyone seems to be enjoying traveling. They are as much at home as anywhere else. Donald Pong, a son of a Rockland, N. Y., farmer, now living in London, Ont., has won in several clown numbers. He has a hobby of collecting clown photos from all over the country and has a collection of about 1000 or more. Ken Reid, a showman from London, Ont., has been reliable. He has been a showman for the past 10 years and has been doing three or more. He was with the Sells-Floto Show in London, Ont., last season.

HAGENBECK-WALLACE - At Fort Dodge, Ia., Karl King and Bob Forbes gave a few people a chance to see the eyes of other friends at show. Justus Edwards, press agent, and Mrs. JackErie, wrestling manager of the show, were in the lot. Incidentally, Justus is the only woman on our side of the show. The show closed.

WANTED CIRCUS ACTS

COLE BRO'S.—CLYDE BEATTY SIDE SHOW WANTS

Colored Performers to Enlarge Side Show

Barnes Bros. and Giant Horse Show, camped out in Centerville, La., operating a peanut and pop corn stand.

P. O. MCARDLE, ventriloquist, who presented his act in concert with Lewis Bros.' Circus at New London, Conn., returned to his home in Tidewater, N. Y.

JOE BROWN, Bandleader. For sale.

WANT QUICK CIRCUS CLowns and Acrobat Act

Circus Act wanted to join present Splendid Skyline White Elephant or any CIRCUS. 3 days notice. We pay cash, sign and travel. For full info write, Geo. W. Barnes, New Orleans, La.

GENERAL AGENT E. C. CIRCUS

M. M. Lense, Ill.

WANTED CIRCUS ACTS

To open Johannesburg, South Africa, October 22. 6 months with option of a year. Teeter Board Acrobat, Riding Troupe, Aerial Bar Act, Talking Clown, Midget, August Seal, Bear and Chimpanzee Act. Preference to acts of familiar species. Good offers will be considered. Address

PAGEL CIRCUS

Box 1522, Capetown, South Africa.

CIRCUSES

July 23, 1938

Dressing Room Gossip

COLE BRO'S.—Business is very good today. July 12, at New London, Conn., and July 13, at Providence, R. I. Have quite a few new faces appearing in the tents since it closed. They were Johnny Grady, Mr. and Mrs. Concello, Jesus Hickey (See UNDER THE MARQUEE on page 65) and Mr. and Mrs. Arley, brother and sister of the legendary Joe Arley, who was welcomed back to show by son, Bobby, and daughter, Betty, as well as the Hanneford family.

Dorcus Ablin, injured a few weeks ago while playing with the show in Sycamore, Ill., is doing well today. He expects to be fully recovered before long.

FRED JACQUES. of the Ringling Bros. and Barnum & Bailey Show, while visiting friends in Minot, N. D., was washed away by a couple of very violent rains in Nova Scotia. He was quite unharmed, but everyone seems to be enjoying the weather.

ROBBINS BROS.—The cool parts of Canada are left behind and the hot sun of the south is beginning to heat us, but everyone seems to be enjoying traveling. They are as much at home as anywhere else. Donald Pong, a son of a Rockland, N. Y., farmer, now living in London, Ont., has won in several clown numbers. He has a hobby of collecting clown photos from all over the country and has a collection of about 1000 or more. Ken Reid, a showman from London, Ont., has been reliable. He has been a showman for the past 10 years and has been doing three or more. He was with the Sells-Floto Show in London, Ont., last season.

One Denies Others Confirm Story Re Sells-Sterling Closing

CINCINNATI, July 16.—Lothar F. Fritz, paymaster of Sells-Sterling Circus, explains the closing of the show as a result of a disagreement among the owners of the Minnesota, S. D., show, and reports that Sells-Sterling circus will resume under the management of Victor Watkins.

"In regard to the 40 per cent cut there was nothing of the kind. On June 20, I called a meeting of all band members and band men were notified by me that a reorganization would take place and if they desired to continue it would be all right, but that if we would have to ask them to work for 25 per cent less than their wages at that time so that we could continue with the show and keep them employed. Those not desiring to work for them were given their choice and we had to leave. Several left and others wanted to leave but it is not possible to do so as all the others will be taken care of. Of others were not affected by this, as all working received their money in full and there was no lowering of their salaries. No one was fired."

"We are planning on going out again about August 15 business conditions warrant."
**15 Years Ago**

(From The Billboard dated July 21, 1923)

Ringing-Barnum circus opened its annual engagement in Grant Park, Chi-
cago, July 14th, or as a matter of fact, had opened it on the 13th. The ac-
crobat department of the famous Bar-
num-and-Bailey circus has followed the pro-
cessory, and the great ringling brothers have
planto open the season in Grant Park after
years of neglect.

**Bedells Leave Lewis; Snider Troupe Joins**

HART, Mich., July 16.—The Bedell Troupe, leader-of-hand performers, will leave Lewis Bros.' Circus next week to play fairs. Will be replaced by the Leo Snider Troupe, doing trap, clown and
teatr. comedy act, Romay rings and raffles. "Ted" Fisher, clown, has joined, making a total of 12-joes.

Ferris Phillips, of Grand Rapids, visited at the Grand Haven, also Whitehead and Max Gruber and his family. The Lewis folks went to Grand Haven Sunday for dinner. On show day, the Grubers were guests of the Lewis management and had dinner in the cookhouse.

The cherry crop in Michigan is only about 40 per cent and the harvest has consequently there is no

**Knecht Starts Movement Protesting R-B Closing**

PITTSBURGH, July 1.—A movement was started here today by Knecht, who has been
in the circus business for 25 years, to prevent the closing of the R-B show. He
wrote letters to his friends and told them of the situation and asked them to write to the receivers of the show and protest against the closing.

**Miss Mary Dale Bosq**

**At Liberty at Once**
The only lady to do this great combination Foot-Judging Act, is available for parks, fairs, hotels, night clubs, circuses.

**Adolf Del Bosq**

At Liberty to train and present High School Horses. High School Horses, Elephants, Raffles.

**BARNEY GOLDEN OPERATING; AUSTIN LOST DUE TO SNOW**

CINCINNATI, July 16.—Billy Dick, co-owner of Barney Bros.' and Golden Bros.' Combined Circus, states that despite all efforts the show is operating every day. Only one day has been lost due to snow storm. Dick adds that all performers and workingmen who have left giving it a legitimate notice will be paid in full.
By ROWDY WADDY

Herman Linder, Bud Williams. Calf Roping at the Chicago Stadium this fall. Frontier Days. Their opening date was at Nanaimo, B.C. Melvin Jones, Grady Solomon, Wright Radford. Quanah, Tex.: Calf Roping, tie down, H.J. Jubilee held July 4 at Lake Pauline, Alta. Riders and ropers, are playing rodeos this month. Floyd Peters tying for second and third. Minde.

FOLLOWING are the results of the recent Stampede held at Ponoka, Alta.

Bareback, Herman Linder, Med Cue, Ray Pete Adams, announcer. Afternoons of July 3 and 4, had capacity audience. First day, Jim Whiteman, Dale Adams, Elmer Martin, third; Dave Campbell, Everett Shaw, fourth. Finals, Shorty McCrory, Norman Person, third; Dave Campbell, Everett Shaw, fourth. Winfield, Norman Person, fourth. Team Roping—Willie Clay, M. W. Del Re, first; Larry Dow, Sonny Cronin, second; Dave Campbell, Everett Shaw, third.

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Act Biz Is Strong

NEW YORK, July 16.—On eve of the nation's 136th birthday, George A. Hamid, New York attractionist and fair operator, predicted a much better year than most people are expecting. Head of the largest booking firm in the East is confident that, despite general economic conditions, fairs will be bigger and better and anxious to spend money on amusement and entertainment devices. His wholesale type offered at near-by fairgrounds. Mr. Hamid noted this year by exhibition officials. R. E. Richardson, general manager, said that was more Stampede entries than in any year since the record of 1912. He explained that Calgary put on its gayest dress for this midway and grand stands. Streets were decked in flags, bunting and bunting. Exhibition grounds presented a beautiful and attractive appearance. Lighting up the fantastic scene, a breath of the autumn season drew down to the Calgary Exhibition and Stampede, July 11-16, and marked the largest number of early visitors since the event first opened in 1937. Now only Sunday, opening day, with the Agricultural Association, and the largest number of early visitors since the event first opened in 1937. Now only Sunday, opening day, with the Agricultural Association, and Saturday, July 16, seems to have come to an end. The crowd was estimated at 100,000 for five days by Manager James B. Beitel. Friday had the largest last-day attendance in many years, with an afternoon at the grand stand show by Flish Williams, 'The Thrill Day program' for the fifth consecutive year, hit an all-time high for receipts, doing better than the 1937 high. Two complete performances were staged on Wednesday and Thursday nights to take a share of the world's leading entertainers under the same name. As planned, the entertainment division, under the direction of Sam Grisman, Cuban Village; Harry G. Seibert, Amusements; Sam Olemski, Cuban Village; Morris Geist and Irving Friedman, Midway Wire Service; and W. Darling Children's World; Dr. Cooney, incubator show; and C. N. Kraft, Inc., will pres.

Early Gain
For Calgary

Gate at opener registers increase over 1937-RAS adds to Stampede color

CALGARY, Alta., July 16.—Calgary Exhi.

bition and Stampede, July 11-16, and

SHOWS will again be on the midway and

NIGHT VIEW OF AMUSEMENT SECTION of the current Empire Exhibition in Glasgow, Scotland. Area, known as the Amusement Park, includes all of the entertainment devices and shows usually found at the typical first-class American park or exposition.

Brandon Exhibition, Leading Off
Canadian Class A Season, Ahead
Of Its High Marks Scored in 1937

BRANDON, Man., July 16—Favored by near-perfect weather, the fifth annual Manitoba Provincial Exhibition closed early on the morning of July 9 after the most successful event in its history. Financially and in every other way the first-class Canadian Class A fair established itself as well ahead of the previous record high, set in 1937, and that despite the fact that this year's exhibition missed the July 1 Dominion Day holiday. Attendance was estimated at more than 100,000 for five days by Manager James B. Beitel. Friday had the largest last-day attendance in many years, with an afternoon at the grand stand show by Flish Williams, 'The Thrill Day program' for the fifth consecutive year, hit an all-time high for receipts, doing better than the 1937 high. Two complete performances were staged on Wednesday and Thursday nights to take a share of the world's leading entertainers under the same name. As planned, the entertainment division, under the direction of Sam Grisman, Cuban Village; Harry G. Seibert, Amusements; Sam Olemski, Cuban Village; Morris Geist and Irving Friedman, Midway Wire Service; and W. Darling Children's World; Dr. Cooney, incubator show; and C. N. Kraft, Inc., will pres.

St. Louis County
Revival Scheduled

ST. LOUIS, July 16—St. Louis County Fair will be revived this year, with St. Louis County Farm Bureau co-operating with the county commissioners. For the first time in 12 years that a fair will be held in the St. Louis County borderlands, about 20 miles from the heart of St. Louis.

Mifflin Frees Autos Again

LEWISTOWN, Pa., July 15—Officials of Mifflin County Fair announced that free admission of automobiles will be held at the 1938 fair. No change in admission prices will be made except for a slightly higher gate admission for Saturday afternoon auto races. Grandstand admission remains the same, with a 25-cent extra charge for reserved seats, installed this year. Children get a free pass on Tuesday and Thursday, with school tickets and free grand stand tickets any afternoon and a 25-cent grand stand ticket with school tickets Tuesday night. The Thrill Day performance was the first attempted here in history of Canadian Class A fairs, and has an all-time high for receipts, doing better than the 1937 high. Two complete performances were staged on Wednesday and Thursday nights to take a share of the world's leading entertainers under the same name. As planned, the entertainment division, under the direction of Sam Grisman, Cuban Village; Harry G. Seibert, Amusements; Sam Olemski, Cuban Village; Morris Geist and Irving Friedman, Midway Wire Service; and W. Darling Children's World; Dr. Cooney, incubator show; and C. N. Kraft, Inc., will pres.

Wis. Has Building Record

MILWAUKEE, July 16—Improvements being completed on the State Fairgrounds here at a cost of $250,000 are giving the fair managers and the fair, said Manager Ralph E. Ammon. The Island of the Fair, which includes an additional 1,500 seats, brings seating capacity up to 20,000. The building of the entire state, new ramps, improvements exhibit space beneath stands and addition of toilet facilities, new ticket booth and barn, new poultry and dog show buildings, new processing area, refrigeration equipment in the dairy building, improvements to industrial building and erection of additional air conditioning units.

New Series of
Legal Opinions

In the next issue, in the Park Department, will appear the fifth of a series of articles written for legal and special interest and benefit to amusement operators. An article on liability insurance and its appropriate coverage appears in the last issue of each month. The author, Leo T. Phillips, is a well-known writer and lawyer.
Sixteen States For G. G. Expo

SANTFANCISCO, July 15.—Business conditions were reflected this week in the request of M. S. Gross, Director of division of exhibits at the 1939 Golden Gate International Exposition here. Six major commercial exhibitors have added a total of more than $35,000 in floor space to their exhibits. Louisiana is the latest State to line up an exhibit, $35,000 being appropriated for pavilion. Sixteen States to date have contracted for space.

During President Roosevelt's visit to Treasure Island, high point of this week's events on the site, the governor was welcomed in the Administration Building, which is also the quarters of the Department of War. Colonel E. R. Strong, Assistant Secretary of War, and his aides were present.

The fair opened Friday with the admission of 10,000 spectators. The opening day's revenue of $8,000 is expected to total $10,000.

The fair's fiscal condition was not known as the week opened. The operating department has not received any part of the state appropriation.

Large campaign meetings are expected to be held at the fairgrounds each day of the week.

**FAIRS—EXPOSITIONS**

**THE FOUR O'HEARTS**

1580 B'dway, New York City.

**CHATANOOGA INTER-STATE FAIR**

September 19 Thru 24

6 BIG DAYS — 6 BIG NIGHTS

National Chickamauga Celebration

PROGRAM to be held on the Fair Grounds each day of the week.

**NOTICE**

FAIR SECRETARIES AND CELEBRATION COMMITTEES IN IOWA, ILLINOIS, WISCONSIN, SINCE 1916 THE ONE AND ONLY ORIGINAL MILLS and MILLS HIGH WIRE ACT Featuring CHIC00, the Human Elephant, on the High Wire. We have the Week of August 1st now, also the Weeks of September 15, 20 and 27, and all dates in October. Secretaries and Committees are specially invited to see this Act playing the following Fairs:

August 1—CHARLESTON, ILL.
August 14—MASON CITY, I.A.
August 20—WAYLEAV, I.A.
August 25—WATOWA, I.W.
August 26—WATOWA, I.W.
August 30—BUFFALO, W.S.
We have the Act set for the sending of this Act, also will furnish and put up an appearance band if necessary. Late Southern Fairs get in touch with us and book direct.

Address MILLS and MILLS, The Billboard, Cincinnati, Ohio.

HUGO ZACCHINI

STEEL PIER

NOW OPEN FOR FAIRS AND CELEBRATIONS

Write ZACCHINI, steel Pier, Atlantic City, N. J.

Secretaries ATTENTION!!

ACTS AND REVUEs

FOR FAIRS — CELEBRATIONS

CENTENNIALS AND HOMECOMINGS

SOMED BELLMONT

Fayette, Ind.

FAYETTE COUNTY FAIR

August 22-28, Western Iowa.

Waste Rides, Shoes and Concessions. Fourth August Fair in Row.

ED BAUER, Secy.

**FAIR GROUNDS**

September 19 Thru 24

6 Big Days — 6 Big Nights

National Chickamauga Celebration

Program to be held on the Fair Grounds each day of the week.

**CONCESSIONS still open.**

Write W. M. BROXTON, Gen. Mgr., Chattanooga, Tenn.

**NEW YORK STATE To Have Experimental Running Races**

BYRNECUSE, July 15.—New York State Fair's four-day experimental running races, starting Labor Day, will be operated by harnessmen from the Agawam (Mass.) track. Director Paul Smith announced this week. Edward Brennan, managing director at Agawam, will be in charge. Director Smith also announced two additions to the notables for the parade here. The names in the book are: Billy Paddock, of Billy Sunday revival fame, and Harry Woodring, Secretary of War.

Efforts are being made to be dealt a break between organized labor and the fair, which has led to a boycott of the fair by the Syracuse Federation of Labor during the previous week. Members of the plant, if possible, before the 1939 fair.

FAIRMOR, III.—For the 1938 Farmer City Fair and Society Mission Horse Show about $1,000 more will be won. Premiums, said President E. E. Wild, 8. S. Wrightman, Byers & Beach Show will be on the midway. Bob Lewis, owner of the Blue Rhythm P. A. system, recently moved in departments have begun to arrive. Ac- ting Manager K. D. Wilson and Assistant Manager R. H. H. Wilson are in charge. The fair is being widely advertised.

**CHARLOTTETOWN, P. R.**—Your days of harness racing have been set at the Charlottetown Fair, official Prince Edward Island Exhibition—historically the marble provender of fairs of 1938 and usually one of the most successful. There will be non-union, non-union acts, and fireworks nightly. D. A. Taylor, manager; D. A. Taylor, president and J. W. Boul- ter secretary.

**PAINEVILLE, O.**—At the 1938 Lake County Fair there will be increased accommodations for race horses in a new lighting system along rear of the track is installed. Conserva- tion Manager John Baldke reports space at a premium. Department heads anticipate (See FAIR GROUNDS on page 9)
Michigan Board Seeks To Break Lease on Track

DETROIT, July 16—Action for turning over to the Michigan Racing Corp. of America the property on Michigan State Fairgrounds here to complete all plans for a racing schedule for the 1938 season was announced by John A. Sloan, new president of the Michigan Association of Fairs here last week.

Rental price is $12,000 a year, plus $2,500 a day for a racing permit during meetings, and a bargain label committee was formed this week that "It is certainly not in the public interest to charge only at a day of a month for 100 acres of improved property on Woodward Avenue.

Legal tactics to secure breaching of the lease remained vague, as Attorney-General Raymond M. Starr ruled recently that while the original enabling law was invalid it could not be upheld.. The present lease being on the ground that the State had a contract for the rental of the part of the lease for seven years to the association.

An executive committee has been constituted, expressing objection to the idea of breaching the lease, as one of the conditions of the police of the management of the fair, a launching a campaign to reassure ex-fairgoers of the Independent State Fair's excellent facilities.

Swenson Heads Race Circuit

CHICAGO, July 16—Office of the Racing Corp. of America here announced appointment of Al Swenson, veteran auto race promoter, to the post of manager of the "right-hand-man" to the late J. A. Reck, who died last year and is slated to supervise 14 racetracks in the circuit. C. A. Gunst, general manager of the corporation, said, "If all looks good, we may expand next year." The new manager is a native of Chicago and has been several years an active member of the racing fraternity.

A round-table discussion instead of a lawsuit to arrive at a compromise.

Grand-Stand Shows

LAKE County Fair, Palatine, Ill., will have A. R. Belden, "The Stratosphere Man," and his 33 and 1/2 ft. Hamid banner, reports Hugh M. Smith. John A. Sloan, continued with John A. Sloan his campaign for the Illinois Valley Fair auto races in Davenport, who has launched a campaign for Mississippi and Al Sweeney, promotional managers, of the Fair, a launching a campaign to reassure ex-fairgoers of the Independent State Fair's excellent facilities.

To Confer on Fair Season

From Sandeans and Skip Dean and his Nebraska Crawford report a good talent and a cellophane wedding, reported by Hugh M. Smith. The Bluebird, "The Stratosphere Man," is joining the 33 and 1/2 ft. Hamid banner, reports Hugh M. Smith. John A. Sloan, continued with John A. Sloan his campaign for the Illinois Valley Fair auto races in Davenport, who has launched a campaign for Mississippi and Al Sweeney, promotional managers, of the Fair, a launching a campaign to reassure ex-fairgoers of the Independent State Fair's excellent facilities.

Opening wagon arrives at a compromise.

BRANDON EXHIBITION

(Continued from page 35)
10 per cent lower than last year. Concessions had an excellent week, being supplied by RAB, and officials of that organization are confident that a profit will be realized during the season at least one of the busiest weeks of the year.

Added entertainment included Manito- toba band festival, capacity comedy, special events for children's Day, three days of harness racing, and at the week's end, all male members breaking out in 10 - who has launched a campaign for Mississippi and Al Sweeney, promotional managers, of the Fair, a launching a campaign to reassure ex-fairgoers of the Independent State Fair's excellent facilities.

Two devils on the track, reports Vice-President E. E. Wightman.

RCA Men Meet in Chicago To Confer on Fair Season

CHICAGO, July 16—Awaiting inaugu- ration of the new board of directors of the Racing Corp. of America, converge here to map final plans for a racing schedule covering 14 states and 1,500 acres of race track grounds. President John A. Sloan returns at the end of the week to complete the last of the 14 tracks signed by prominent Eastern directors. These directors will be the first of the RCA banner year this. His arrival was preceded by a meeting of the executive committee in Chicago, under the chairmanship of Mr. Sloan, President John A. Sloan, continued with John A. Sloan his campaign for the Illinois Valley Fair auto races in Davenport, who has launched a campaign for Mississippi and Al Sweeney, promotional managers, of the Fair, a launching a campaign to reassure ex-fairgoers of the Independent State Fair's excellent facilities.

RCA schedule will keep its promotional men and dirt-track brave busy until the season is climaxmed with Louisiana State Fair, which is slated to open the last week of September, and Eastern States Exposition, Springfield, Mass.

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CALIF. PIER BIZ UP

Season Better At Ocean Park

Ward and Hargierves interests extensive early had weather curbed crowds

OCEAN PARK, Calif., July 16—Ocean Park Pier business is helping along with any improvements since last year, registering an increased volume of business. Harry Hargierves, John R. Ward and other operators have noted that bookings are far ahead of last year’s season. Harry Hargierves reports good business on his rides and he expects the American Amusement Enterprise, of which he is president and which operates at Ocean Park and Venice-by-the-Sea piers, to have a successful season.

New Marquee at Million-Dollar Pier.

DETROIT, July 16.—Business last week-end was reported fair for this season. The live entertainment offered is up to the usual standard. Sunday night, when a cloud-burst practically killed outdoor attractions, business was moderately good. The following shows are operated by the John R. Ward Amusement Co., of which Mr. Ward is president, which also operates at Venice and Long Beach amusement piers. Emily Ward is secretary to the managing director, E. B. Hardwell, director of public relations, and Manager C. H. Stenmark.

All shows have handsome new fronts, ragazzi, electric lights, smoke screens, funhouse and Monstrous Alive being unique in design and most attractive. Al (Moxie) Miller has a large number of the concessions, with F. J. Morgan and James Dunn as assistants.

Of the concessions, Frank Clewerson, quick

Ohio Spot Has Increase In June for Fifth Season

BASCOM, O., July 16—Meadowbrook Pier, with its beautiful setting and the romance of the previous year’s season. This is the fifth consecutive year for such a spot. The new manager, Ralph Parker, is a well-known writer and lawyer. He said that spending was about 70 per cent of normal conditions there. Business has been doing even better than last season. Ralph Parker, is a well-known writer and lawyer.

Giant Coney To Entertain During State Legion Meet

CINCINNATI, July 16—Coney Island Park here, on the Fourth July holiday, July 2 being over-

NEW MARQUEE AT MILLION-DOLLAR PIER, Atlantic City, which was opened under the George A. Hamid banner for the first time on June 23. S. W. Gumpertz, former general manager of the Ringling-Barnum & Bailey Circus and big stockholder at Coney Island, N. Y., is the new general manager of the pier.

Detroit Edgewater Is Hit by Weather

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BASCOM, O., July 16—Meadowbrook Pier, with its beautiful setting and the romance of the previous year’s season. This is the fifth consecutive year for such a spot. The new manager, Ralph Parker, is a well-known writer and lawyer. He said that spending was about 70 per cent of normal conditions there. Business has been doing even better than last season. Ralph Parker, is a well-known writer and lawyer.

Giant Coney To Entertain During State Legion Meet

CINCINNATI, July 16—Coney Island Park here, on the Fourth July holiday, July 2 being over-

NEW MARQUEE AT MILLION-DOLLAR PIER, Atlantic City, which was opened under the George A. Hamid banner for the first time on June 23. S. W. Gumpertz, former general manager of the Ringling-Barnum & Bailey Circus and big stockholder at Coney Island, N. Y., is the new general manager of the pier.

Detroit Edgewater Is Hit by Weather

DETROIT, July 16.—Business last week-end was reported fair for this season. The live entertainment offered is up to the usual standard. Sunday night, when a cloud-burst practically killed outdoor attractions, business was moderately good. The following shows are operated by the John R. Ward Amusement Co., of which Mr. Ward is president, which also operates at Venice and Long Beach amusement piers. Emily Ward is secretary to the managing director, E. B. Hardwell, director of public relations, and Manager C. H. Stenmark.

All shows have handsome new fronts, ragazzi, electric lights, smoke screens, funhouse and Monstrous Alive being unique in design and most attractive. Al (Moxie) Miller has a large number of the concessions, with F. J. Morgan and James Dunn as assistants.

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Weather held up long enough to permit celebration of the Fourth in a thousand sporty ways. It has been a double day for showing off the parade floats, and at the same time has given rise to a massage parlor on the Catarpillar for unfortunate bitten by July 4th heroines of the past. The number of those who entered the 25th birthday on July 9, and Sikes Sul- taneous Swim -for -Health Week on June -let's have fun in learning."

Word has been received that Cascades to swim during the week by A. T. Smith and Leslie Killgave, who were the

O'Brien. It is interesting to note that swim-

The use of water wings or other ap-

Aided by finest weather of the season -ing Old Orchard plenty of free publicity.

2517 Euclid Blvd., Cleveland Heights, N. J.

HENDERSON Family furnished free entertainment on July 3d in Riverside Park, Findlay, O.

Parker Ferris Wheel

Atlantic Beach, N. J.

Old Orchard Beach

Playland, Rye, N. Y.

Revere Beach, Mass.

The Pool Whirl

By NAT A. TOR

July 23, 1938

by aA COMMUNICATIONS TO NAT A T.

Newark and Eliza-

Soof, 72aFtasket

Bernie Rivers, 72, Arthur Rivers, and

Last year, due to increased advertising and improved surroundings, including a mod-

The letter, forwarding this info, further

and weather was perfect.

Business reports over the Fourth were

Business held up well over the Fourth

of July 23, 1938

by ARCHIT B. CAULIN

Waterskiing at Bayside Field.

Dave Walters has joined

and Wallace Feenan are signed up for

of July 23, 1938

by BEN MADDOX

Atlantic Beach, N. J.

Old Orchard Beach

by HOWARD STAN

Beach, N. J.

by AMERICAN LEGION POST Celebrations on July 7-9.

The Billboard

STEINER TRIO, comedy bars report

several weeks' engagement in Lakeside Park, North Ridgeville, following a date at Chicago (Mich.) American Legion Post Celebration on July 7-9.

PARKS-RESORTS-Pools

FOR SALE - 10 CUSTER CARS

GET THE RIDES THAT PAY YOU

BY WILSON CLIFFE

Tango, popular because of active audi-

Henry Weaver picked out LeGreen, Cornfield, and

of July 23, 1938

by J. V. NANTASKET

Paragon, Nantasket

by ARTHUR L. CAULIN

PARKER FERRIS WHEEL

by J. C. STEIN

PARKER FERRIS WHEEL

and Junior Vote-Go Round, located and running at Trumbull, Conn., 250 feet at Lake Winnipesaukee, Chauncey, N. H., will be in on the 4th."
American Recreational Equipment Association

By R. S. UZZELL

The old weather man had a heart and gave the good news of the day and postponed rain until Monday. Now if we can just keep up that precedent we can hardly hope to catch up with the corresponding period last year, but there is every reason for a favorable showing. Good weather was quite general, and it is the expectation that this will continue more than this year than usual because it is the end of the season and failure to come up to last year's business.

There is discussion in several quarters in the East as to whether merchandisers and others who view the general public need to be reminded to stand by the slogan, "The customer is always right." It is said there is an abundance of new customers yearly who are not made as familiar with the details of the business as are old ones.

Gary Orr, Who was on the job at the day and postponed rain until Monday. Now if we can just keep up that precedent we can hardly hope to catch up with the corresponding period last year, but there is every reason for a favorable showing. Good weather was quite general, and it is the expectation that this will continue more than this year than usual because it is the end of the season and failure to come up to last year's business.

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70

July 23, 1938

PARKS-RESORTS PORTLAND

Cleansings From the Field

DENVER.—Bitch's Gardens is doing excellent business with all new signs and name dance bands. Park is beauti-

ful with flowers and has been re-rec-

tly decorated. Park is doing well and the theater is doing capacity business with all new signs.

CRESTED, Va.—Dance pavilion at Rock Springs Park here, used for roller skating in recent years, has been re-

conditioned and reopened for the sum-

mer. Every Sunday night bands will be

booked, according the H. L. Band, man-

ager.

MANSFIELD, O.—North Lake Park Co. is operating Casino dance pavilion near here, formerly devoted to roller skating. Band for dances is said to be very good.

YOUNGSTOWN, O.—Rose Lake, popular bathing spot here, launched its second season this week with new management of Earl W. Bailey. Bathing beach was reopened under new ownership after a season of closing owing to its being not very convenient for the bathing public.

DETROIT.—P. J. and Mrs. Martin, who operated the miniature railway at Jefferson Beach Park last year, have

shipped it to California this week. They plan to place the railway on location next fall, probably operating as an independent attraction.

GREEN BAY, Wis.—Fourth of July weekend in Bay Beach Park broke all records for this time of the year, attracting more than 25,000. Management said it served 2,800 hamburgers and 1,200 meals. Dancing on Sunday and Monday to Joe Gunn's Band was patronized by thou-

sands.

GARDINER.—Three veteran river steamers visited the Big River today and will sail to Canada to be used as a training ship for the Canadian government. These are the "Daisy," "Asiatic," and "Ecuador." The "Daisy" was built in 1919 for the United States government and is the oldest of the three. The others were built in 1920 for the British government. They are all 220 feet long and have a capacity of 300 passengers.

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FRED (BRIGHT STAR) MTRREE, 77 - Expansion is one of the outstanding attractions in waltzing, and then watching them continually on the go from rink to rink for another tour to the Pacific Coast in the fall and believes that his back, a distance of miles, has Roy Crow, Charlie White and Captain Seymour handling the game nights and retracted large crowds on the three days.

A SPECTACULAR fireworks pageant, Formation of the World, and Fred Bland, high pole and rolls for life, drew large crowds in Playland Park, Seattle, over the Fourth of July holiday weekend.

WEEK-DAY CROWDS are increasing at Pointchartrain Beach, New Orleans, and July 7 and 8 set new night highs in its Attractions.

MUNY CONCESSIONS Coming

ROCKAWAY BEACH, N. Y., July 15—The Beach has been removed from the Boardwalk in the past couple of seasons that prevalence of a large number of beer gardens has sapped the patronage of dancers, but it was found to be followed by A. E. Eiden, "The Stratosphere Man."

LORRAINESCO, and her Fighting Lions are in Buckeye Lake (O.) and are attracting large crowds as it is reported.

HARRY PROBIS’ high-swing pole act which has been introduced at Coney, is proving popular. Smittie and his Gang continued in the past couple of seasons that prevalence of a large number of beer gardens has sapped the patronage of dancers, but it was found to be followed by A. E. Eiden, "The Stratosphere Man."

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Dodon First in Akron in 5 Years

Downtown location—Firestone Post auspices—press and weather favorable

AKRON, O., July 16.—Dodon's World's Fair Shows opened here Monday night on Rainbow Drive, near downtown lot, regular circus location. This is the first caravaneering in this area in five years. Fair and warm weather prevailed, and everything was in readiness for an expected large opening night. Show is under the auspices of Firestone Post No. 20, American Legion. Attendance opening night estimated about 5,000 patrons, shows and rides reported fair business.

Roy B. Jones, press representative with the show, laid a two-column headline with art day of the opening in the Akron Beacon-Journal, regarding press agents as a very conservative, gave the show more than a half column on its opening with two-column head and a double-column cut of Vitolo Zacchini. The Beacon dwelt at some length on Zacchini and his career as a stunt man. The Beacon gave the show more than a half column story with art day of the opening in the show, landed a two-column-head story.

The situation deserves praise.

Losses here July 9 when a tornado blew through.I am a beautiful flash with its many rides and attractive show fronts. There had been no rain up until Wednesday night.

Art B. Thomas Show

In Wake of Tornado

VALHALLA, Minn., July 16.—The Art B. Thomas No. 2 unit suffered heavy losses by the waters of the Red River, which flooded the property, mostly water-soaked, was heavy.

The corn game was blown into the street. When the conversation ended the chair was lettered with bright colors reading, “Ballyhoo Bros.' Advance Book of the Show” also act as a three-sheet for the show. Its back facing a window, this chair will

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Free Soll, 16a.

Week ends tonight. At 9 p.m. the midway firing gates were necessary to take care of the large orderly crowd that came. From a financial standpoint the day was a success.

Paintsville Very Good for Page

Fourth of July gate exceptionally heavy—rides top midway—shows fair

LEXINGTON, Ky., July 16.—The eight-day engagement of the J. J. Page Shows at Paintsville, Ky., was a complete success. The show was set up on the close-in downtown lot, regular circus location. It was a beautiful flash with its many rides and attractive show fronts, with water up to the entrance platform of the Tilt-a-Whirl. The stand formally is good for carnivals but in recent months its industrial operations have been at a minimum.

PITTSBURGH, July 16.—Ginger Vessey, member of Four Queens, an aerial act, normally is good for carnivals but in recent months its industrial operations have been at a minimum.

The show started engagement on the World's Fairgrounds, which had been bought several years ago, but the property was closed to the public. The show was to open July 15 and moved to regular circus grounds on McLachlan's Island. The show was to open July 15 and moved to regular circus grounds on McLachlan's Island. The show was to open July 15 and moved to regular circus grounds on McLachlan's Island.

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July 4 Big for Western States

In closed town and comes out winner—personnel of show well pleased

ROCK SPRINGS, Wyo., July 16.—The Western States Shows exhibited in Rawlings, Wyo. July 6 and scored the best gross business in the history of the show July 4, according to Larry Waterman, of the Tullahoma, of the show. In reviewing the performance of the show, Mr. Waterman stated that the best Fourth of July week in the history of the show would be a close second to the show taken as a whole.

"It was really sizzling during the months of April and May caused by week after week of rain. They were trying to hold on and they were down to the stoutest-hearted of men. Still the show went on, having that the next day would be the day the market broke one." The confidence once stuck to their past and, splendid troopers that they proved that they had the qualities required of a real trooper. Their confidence was rewarded.

General Agent A. H. Bemer and Owner Joe Ruthkin placed a long shot by bringing the show into a town that had been closed for a number of years to this show. The results have been a big week for all members of the show.

"It was a huge crowd that arrived and they turned us down to the stoutest-hearts of men. Still the show went on, hoping that the next day would be the day the market broke one." The confidence once stuck to their past and, splendid troopers that they proved that they had the qualities required of a real trooper. Their confidence was rewarded.

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CARNIVALS

July 23, 1938

Our Midway

By RED ONION

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

The rocket show seems to be working up as fast as the law will allow them.—Unkle Jerk.

FRED CHRIST—What became of Christ United Shows?

PRESS AGENTS WANTED! What is the future with Walter Davis and Frank Winchell?

ONE PRESS agent sent in a show better last week and he did not even know what State he was in.

RAMON MITTLER is still doing press agent work for Royal Exposition Shows. He recently reported from Altoona, Pa.

A contract is a contract and should be respected as such.—Wadley Tiff.

NO LONGER is Williamsport, Pa., on the carnival trail. One old-timer says $100 fine for violation, or in default of payment imprisonment of 20 days.

JACK E. DADSWELL has a compass in his automobile. Jack says it tells him what direction he is traveling but does not tell him what State he is in.

C. SCHREISER letters from Cie Blum, Wash. “Note that many fairs and celebrations are looking for carnival donors with sagacious Natal readings.”

FOR JENKINS cards from Kincaid, Ky., he is off the road for a while and is now in the eats and drinks business. Choke it up.—Sneezy Glee.

WHAT NEXT?! Wanted! Press agent to solicit banner advertising. Must furnish own car! Just as well have the press agent there is no expense of transportation. Rates for $50 per week and is going strong as well. Any agent bringing press work on the road where you invest in ride or play should be cut in at a better but no less than $15.–Nelson Enterprises

ELI BRIDGE COMPANY Builders of Dependable Products, 800 Gass Avenue, JACkSONville, ILL.

WANTED FOREMAN

For the Owenville, Ind., Wheel. Must be of proved capacity, energetic, and reliable. A man that cannot work a fair may not apply. All replies to J. F. SPARKS SHOWS, Somerset, Kentucky.

End your correspondence in advertisements by mention- ing The Billboard.

Buddha Papers, 1-4, and 35-Page Readings, Zodiac. 1938-'39 Astro Daily, Hourly Forecasts

Funhouse Operator 15c each

Zodiac Fortune Cards, Fine Set

Wall Charts, Heavy Paper, Size 28 x 34. Each 1.00

Kentucky.

Full of New Games, Blankets, Dolls, 124-128 W. Lake St., Chicago, Ill.

WANTED FOREMAN

FOR the present Owenville, Ind., Wheel. Must be of proved capacity, energetic, and reliable. A man that cannot work a fair may not apply. All replies to J. F. SPARKS SHOWS, Somerset, Kentucky.

Penni Pitch Games

Fifty cents each, with Jack Pots, $6.00

Bingo Games

75-Peg (per) Game

100-Peg Complete, $6.00

Send for Catalogue.

Full of New Games, Blankets, Dolls, etc., with White Cover.

Analysis, 3-p., with Blue Cover.

12 RIG ELI is past 14$. W. I. M. Good.

WANTED FOREMAN

FOR the present Owenville, Ind., Wheel. Must be of proved capacity, energetic, and reliable. A man that cannot work a fair may not apply. All replies to J. F. SPARKS SHOWS, Somerset, Kentucky.
July 23, 1938

CARNIVALS

The Billboard

Departed Showfolk Remembered

ANDERSON, Ind. — Memorial services were held here yesterday in memory of D. C. McDaniel; Madge Willard, and the late sister-in-law and brothers respectively of the Anderson Free Fair. Rev. James Welch officiated at the services.

During the World's Fair, the Anderson Free Fair was a general attraction. The late D. C. McDaniel, E. Lawrence Phillips made a brief talk in memory of the departed, and Smith's Superb Band, the Johnny J. Jones Exposition rendered the music. Floral tributes that were placed on the graves of each of the departed came from members of the Jones organization and officials of the Anderson Free Fair. — RALPH LOCKEY.

JUE AND BABE MILLER, concessionaires, were with Gooding's American Exposition Shows when the show played Covington, Ky., last week. They are still going strong in the territory that they have given their company and feature their dog, Joe, and Babes. Joe is owned by Ed and Gloria King, of Savannah, Ga.

CARNIVALS MUST be getting better, as the carnival departments have received letters from various parts of the country recently inquiring several of them. The carnival edibles are happy to state that more booths than stockings from commitments to the carnival performers. These letters have been the rule in recent weeks.

SLIM CHARAK letters from Chicago: "Picture of women on Dodson's World's Fair Shows in Issue July 16 was wonderful. How about a show letter once in a while from a typical carnival? I am sure that the undersigned is one of those that are not giving a Leydon out other than their own, from a short bank roll. Matter of fact, the customers were walking down the "middle aisle" and not even looking toward the stands, let alone a "pleasure." — Say Cleo.

RITA AND DUNN, high-wire artists, letter from Omaha, Neb.: "liked the letter from Western World. We feed our help well and are living the life that said a carnival may carry all the big free acts in show business. Patricia is a good one unless it lets the public know it has them. Been with J. L. Landes Shows for 12 years, the same outfit, and will take all of July 24 to take up our fair bookings."

thinking about Eddie Hays and John Moore of Lake, J. M. will be recalled as having been very prominent in the days of late Johnny J. Jones and World at Home Shows when Harry R. Polack was alive.

Laying out a carnival lot seems to have become a lost art with a number that profess to know how it should be done. Some recent- ly by Red Onion were all out of balance. It is an art. Chris M. Smith was one time one of the best in the business when it came to laying out a lot. Ballie shows sideshows show side and unbalanced illumination makes some lots look bight. -Say Cleo.

LITTLE ARLENE TYSKI, daughter of F. J. Tyski, is now seen here taking one of her daily rides on the circus' pony from the show's pony track. Photo furnished by Dick Collins, show's press agent.

MR. AND MRS. EDDIE MADIGAN, cookhouse operators, closed their engagement at the American Exposition Shows at Vandergrift, Pa., July 5, and are said to have gone west to take up some of their previous fair bookings. They opened their cookhouse with the American Exposition Shows at Covington, Ky., July 7.

JUE V. PALMER, from Winnipeg, Man., Can., July 11: "Margie Palmer, of Conklin Shows, changed hospitals in this city. She is now in Nicarroda. I made a special trip here from Porpoise in Prairie, Man., and stayed over one night. Joe and Bette reporters claim now that it will be about four weeks before Mrs. Palmer can return to the show." - LITTLE ARLENE TYSKI.

CHINESE THEATRES: Some time back a young man wrote Royal American, Hen- nies Bros., Beckmann & Gerety, Rubin & Cherry, J. J. Tan, Johny J. Jones, Goudon Wonder, Mighty Sheehan, James E. Straker and West's World to see if they would be interested in some kind of this. This young man is a fine-looking white as, he called his letter and, in fact, that the Chinese theatres are in the public eye and have some of the best talent in the country, magicians, magi- cians and circus in the world. The hope young man with this idea sales to Our Midway and send his name as he is a great idea, especially at this time.—Red Onion.

Merrick R. Nutting Writes About Show Business in Canada

BELLEVILLE, Ont. — Am handling London Old Boys' Reunion for Patty Conlin "Greenwood Bros" Pocedomo shows in Canada on these dates. Both Conklin and Conlin are Lewis is interested in the performance of Quebec exhibitions to follow the London event. Lewis will play the dates—P. C. A. Smith. Am putting J. J. Tan's show now and independent concessions. Am putting J. J. Tan's show, Buffalo, N. Y., 3584. We stored the equipment we had bought and will wait until 1939 to put it out. Have three indoor circuses booked for late October; and November and the spring date in Toronto, set for April. Crop conditions throughout Canada are better with the crop in several years and do not doubt the fall exhibitions will benefit accordingly.

1: Will remain in London until the re- union is over and then go to direct the exhibitions in Quebec.

Fair business and bad weather in Wil- liston."

JACK (TEX) HAMILTON cards from Wolf Point, Mont., recently in Springfield, Ky. 1: "Now for a letter from one of the best carnival men where carnivals are plentiful. Just finished playing a picnic and old home week event for Moser Bros. It was a good show for Doug Thomas. People seemed to have a good time and the weather was perfect. Flap, En route to Illinois now."

Radio Station Sales Manager Boosts Carnival Program

WATERTOWN, S. D., June 28.—In re- gard to a novel program put on the air one week over Radio Station KWTN.

"West Bros." Carnival Shows had a series of 16-minute programs over a new station. The station was conducted by Bruce Barham, their advertising manager. These pro- grams were scheduled with information on car- nival life and how a carnival is operated. Our announcer asked questions to those who had a very interesting manner. He did a fine job and our station received letters and many nice comments from business people and our own listeners. - KWTN.

ANTHONY VAZZAM, secretary An- clorian Lodge No. 1168, Sons of Italy, N. D., played the piccolo in the Royal American Fair Shows recently and rate them as the best carnival that this organization has ever had in Lorain. Vittorio Zac- chini, who has the best act that the city after the Monday night showing, Vazza further stated.

"Wonder if some carnival owners ever give the attention to the electric current that owners burn up for them without paying for it. It is obvious that they are not giving any attention to how cooking in the cookhouses is put on a Chinese show of some kind. This means that things are not being done in the management of a carnival that are not being done in the proper office attention. It is a tremendous squash! Well, let them come. There are some things in the carnival business that need to be thrashed out and brought to a head if some of the carnivals are to con- tinue to operate. Better get out the old concessions before it is too late. — Red Onion.

MARION LEWIS letters from Shelby, Mont.: "Will thank for Our Midway for write-up about my husband, Frank T. (Monty) Lewis, as it brought letters from friends in various parts of the country. He certainly appreciates it very much. He is back home now but will have to remain in the car for six months more as he will just have to wait until next fall. He is perfectly happy here and wanted to let his friends know that he is out of the hospital."

BECKMANN & GERETTY'S circus-style cookhouse is receiving the admiration of many in outdoor shows. Beckmann & Gerety have added cook and an assistant to feed the help well and plenty and the rides and shows up a good business. Will be in loaded and unloaded on schedule. Fred Beckmann and Barney Rubin & Cherry, of London, Ont., know how to get the carnival men working. From every known angle that show's advantage is that of the workers. Some carnivals would like to get the B. G. circus-style cookhouse."

LABOR AND WAGES: Starr DeBelle and several others of the Johnny J. Jones organization were discussing labor and wages in the office in Springfield, O. Our announcer, B. G. Be sure Mr. DeBelle's turn to speak be said, "When I was 12 years old and 16 years ago we were not on the road eight weeks before the announcement began to ask for money. As business was off this request made the situation the very embarrassing to me, the owner-"

EVANS DICE WHEEL One of the most popular wheels. New diced wheel is covered with grass and with hand & foot, job well edged and polished. Offer for Price: 4-WHEEL WHEELS For All Kinds $7.50

EVANS ALUMINUM MILK BOTTLES The failling glass when broken over. $10.50 FREE CATALOG H. C. EVANS & CO. 1515-1529 W. Adams St., Chicago, Ill.

SLIM AUSTIN cards from Wolf Point, Mont., recently in Springfield, Ky. 1: "Now for a letter from one of the best carnival men where carnivals are plentiful. Just finished playing a picnic and old home week event for Moser Bros. It was a good show for Doug Thomas. People seemed to have a good time and the weather was perfect. Flap, En route to Illinois now."

BERNSTINE DOVE, armless artist, with Hal Compton Tent-in-the-Sky, cards from Kilapell, Mont.: "Business Fourth of July was profitable for Amer- ican United Shows. At each time I presented my act during the day I cele- brated in a different way by lighting firecrackers with my toes. Hal has a strong and flashy side show. Louise and Louis Lodgen have a fancy show with animal motifs plus her new business by Manuel. Good wishes to The Bill- board."

FROM THE OLD WORLD: Lew W. Layment had a carnival and fireworks spectacles on the road in 1902 and other years as well.

EYERLY RIDES GUARANTEE BIG PROFITS

Supplies for All Makes.

7-1/2" DICE WHEELS

Standard

10.50 PER SET

IMMEDIATE DELIVERY.

SHOOTING GALLERIES

MONEY MAKERS

IMMEDIATE DELIVERY.

SHOOTING GALLERIES

MONEY MAKERS

HENRY C. EVANS & CO.

EVANS MEXA, daughter of Great Joe and Madam Meso, who present the free attractions with Purkison Shows. Patricia is a good one unless it lets the public know it has them. Been with J. L. Landes Shows for 12 years, the same outfit, and will take all of July 24 to take up our fair bookings."

Standard

10.50 PER SET

MONEY MAKERS
MR. AND MRS. FRED STUMBO, general and business managers of the Stumbo-Lambeth Shows, and their Pekingese mascots, Tip. Fred is a veteran of 22 years in the entertainment business. Mr. Stumbo, who is known to hundreds of showmen as Sue of Stillwell, Okla., entered the business two years ago when he and his wife moved to Stillwell, Okla., where they served as confectioners. Now they are popular in their truck-country territory of Arkansas, Missouri, Oklahoma and Kansas.

(Photograph by Jack E. Dadswell.)

CARNIVALS

15 Years Ago

(From The Billboard Dated July 21, 1923)

J. George Loos Shows were awarded contracts for all of the enter- tainment, including the grandstand attraction for the annual Turkey Trot, Cuero, Tex., for the next three years. The shows were favored by Chamber of Commerce of Cuero, and the Loos Show Co. of A. Wolfe Shows were presenting a brilliant and meritorious array of attractions for the 10th annual Cotton Carnival in Cincinnati, to steadily increasing attendance and country-wide fame. The employee of Con T. Kennedy, shows, the greatest of the winter carnivals, re- ceived the grand prize of the carnival grounds when organization played Rock Hill, S.C.

Dale, one of those Smith Great Shows being featured with American Legion Day celebration in Youngstown, O., by Humane Officer Richard Manelli after much hard work paved the way for an effort to save the city. 

John T. Worthington Shows concluded a successful season at Kernval, Miami, Okla., and headed for Los Angeles, Calif., where they engaged as press representative by Snap Broch, Los Angeles. Mr. Broch laid out an ideal weather greeted Greater Shoeley Shows when they opened a week’s engagement with the long awaited opening of Brown & Dyer Shows, a new group. Mr. Broch and a group of friends planned a visit to a new carnival representing. A. Smith shows are world’s greatest shows.

Bob Burke, the cruise line manager of the 13,500-ton Studebaker Athletic Show on DeKreko Bros. Shows, completed his first season with the tour. While fishing in Havana, Ill., he almost had a fishing trip when a small shark jumped out of the water and grabbed his line. Burke said the fish had to be 15 years old. Burke said he was fishing in a few weeks in Cincinnati taking things out of action. The Studebaker Athletic Show, under the management of Billy Luck’s Athletic Show on DeKreko Bros. Shows, traveled the country in 1937 and was made up of five shows.

The show was very well received in all parts of the country. The show was a good example of what could be accomplished with a small group of people, and a well organized management.

Klines Are Traveling Again

By VIRGINIA KLINE

They were all clean, quiet, legitimate and, best of all, very busy. Mrs. Ralph Kline is the wife of the manager of Kline Bros. Shows, and is over to help her husband in his work. The Kline show is one of the largest in the country, and is steadily increasing attendance.

Sammy Goodman had a large bingo well established, and at noon had played 100 games. Mrs. Merle Shope had downtown cookhouse and was giving crowds plenty to eat. Sammy Sharp and Fred Collin’s shows stand out at Spud Rodeo, and as day by day the crowds grew, the sound of the crinkles.

Dolly and Billy Geyer had their high- class show, and are near three of the most crowded centers of people. They had some success in 1937, with some of their shows, but are now working on a new one. At the old 20,000-seat theater, they are now doing well, as their shows are very popular. They have been in town for some time, and are very well received.

Mr. and Mrs. Cannon Ball Bell are on show and their concessions are all newly painted and look fine. Nina Rodgers has her hogs on this show, and is doing well. Mrs. Rodgers is with the new Covered Wagon house trailer.

Mr. and Mrs. R. M. McCollom on show, too, and saw some fine pictures of them, as well as their small son, taken with wild animals they train and work with. Mrs. McCollom is proud owner of a very large show, and has plans to expand with author’s arrangements.

The dog made friends at once with the staff of the show. The dog made frightful noises and looked like a wolf. He was very friendly, and seemed to thrive on show life.

We drove into Greely, Colo., just after- noon July 4. Patriotic parade was over. It was a quiet place, and we could see the faces of the people. All of Porzy ska’s rides were newly painted and looked nice. The show was well attended, and we did not have to pay admission.

The band in true spirit of showman’s wife. J. George Loos Shows were awarded contracts for all of the enter- tainment, including the grandstand attraction for the annual Turkey Trot, Cuero, Tex., for the next three years. The shows were favored by Chamber of Commerce of Cuero, and the Loos Show Co. of A. Wolfe Shows were presenting a brilliant and meritorious array of attractions for the 10th annual Cotton Carnival in Cincinnati, to steadily increasing attendance and country-wide fame. The employee of Con T. Kennedy, shows, the greatest of the winter carnivals, received the grand prize of the carnival grounds when organization played Rock Hill, S.C.

Porter, one of those Smith Great Shows being featured with American Legion Day celebration in Youngstown, O., by Humane Officer Richard Manelli after much hard work paved the way for an effort to save the city.
Mildred Frank, of Wenona, Ill.

Mildred Frank got a table lamp. Among duties.

... and you can attend to this important Chicago locations;

things of interest I league and calls tc get the lowdown on league.

... dropped in at the rooms. Eddie Tate, of Tilley... Here's where we can make a visit... showing at various locations under mer-...sponsibilities. This car is filled up with many displays of various kinds from different countries of the world. At World's Wonder Car, owned by Louis...CHRISTENSON, of Ben Pardo, Hyla F. Maynes, 011ie E. who has not received a card In the mail.

... has suffered here in the American Hospital...for Mr. Lee's appearance were taken care...

... was the only person to visit the American Hospital...Communications: From Al Orken, of the Committee. Says doing very well. M. H. Williams and Max Harry Bernard, the

PENN BLEACHER Co. is very active. The car is active again booking local

... reports fair business.

Hotel Tate, of Manilla, was a regular stop on the route.

... with no serious results from their blow-...Other callers at the rooms were President Jack Nelson still... 

P. J. O'Keefe, of Buffalo, N. Y.,... for the ladies.

... with the best week of her cigaret gallery, had the best week of their shows, as they all had

... and reported the largest crowds of the season.

... and the concessions did well.

... to some of the shows which are of interest to carnival indu-...will be in Burlington, W. T. Write them. This week after at Amsterdam, N. Y., this is the tum-...at the latter part of August until November thirtieth.

... addressed by W. C. Kaus, Mr. Burlington, W. T.

SHOWMEN'S HOME FUND

A Home for Aged and Infirm Showmen

Shawnee's League of America

CHICAGO, July 16.—The Shawnee's Home seems to be the topic uppermost in the minds of everyone who has had the opportunity to visit the Home, which has been unusually busy. Colonel Owens and Tom Rankine both still confined to their homes. Louis Dowd and Bill Rice have left the hospital. No late news from Sid Rothman, who is ill in St. Paul.

... Wright's funeral, Fire early this morning... St. Louis.

... reports from thenie. Eddie Tate, of Chicago, St. Louis; Cairo, Ill.; following...reports fair business.

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**Full-Date Carnival Show Letters**

**As Reported by News Representatives for the Shows**

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**Art B. Thomas**

**ABBEENDE, S. D., July 16—Both units of Art B. Thomas Shows play one and two-day stands and carry a number of free acts. Foster and No. 1 unit follow: Frank Norris, organ player; Coconut Band, organ player; Flying Willards, horizonal bar; Olesen Bros., aerial act; Austin Lee, songbirds of gift 50c. Gordon's Educated Elephants. Thursday: John Donn, July 16, sisters, song and dance team; Yo-Yo, clowning; Woods and Smith, song and dance; and Gordon Smith, sister. SAMMY LILLIBRIDGE.**

**Elman**

**Oconto, Wis., July 6-10, Auspices, Federation of Wisconsin Shows, good. Business, good.**

Attendance and weather was beat this engagement. The Elmans were in town to watch the Elton Sisters were well publicized by both the Elton News and the local Knoll, second free act, was well received. Jack Stanley arrived on Thursday. Elman has three shows under his supervision. The four-day engagement with Oddities. Mr. and Mrs. Hess joined with Elman. Jack Elman has an agreement with three of three dates. Cleo having joined after graduation from private school. LAVENEL LUTHER.

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**Funland**

**Springfield, Ky. Week ended July 9. Location, Fairgrounds, Auspices, Terhune Fire Department. Five-cent gate, Business, satisfactory.**

Two big birthday parties at this week at Funland, for mother's birthday and For Patricia Mees, three years old, and for Edward Merlton, 18, Ben F. Tosh, laparotomy, is a rebuilding and painting all fronts. Visitors were from Model and J. F. Parker shows. TED C. TAYLOR.

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**Wm. Baronet & Sons**

**Chippewa Falls, July 2-4. Location, City Park, Auspices, Veterans of Foreign Wars. Business, good.**

Show had an excellent Fourth. Robert Heth joined navy, William Baronet and J. M. Simmons, business, good. Mrs. Mary and her 13-year-old daughter, sweet act, were packed from 10 am. until midday. Show moved from Seguin to Taylor and Bedford for greatest death of Joe Ellman, father of J. J. Fontana has his concession. LAVERNE LUTHER.

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**J. J. Fontana has his concession.**

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**L. J. Heth**

(Motorized and baggage cars)

Crawfordsville, Ind. Week ended July 2-4. Location, Crawfordsville, Ind. Business, good. Women's Section, loose. Weather, clear. Business, good. Mild weather, no rain. Show went on well in many ways, also talking over old times with General representative J. J. Fontana, now manager, and has plenty of working wait. LESTER KERN.

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**Great Southern**


Free act by Rosal Family attracted a large audience. Mrs. D. M. Coates, former Miss Ruby C. Smith, song and dance team; also big orchestras.天气 and weather was best this engagement. The Ellmans, with Walter Kluge as manager and operator, and Ray Swanson, animal trainer. Frank Norris is machine shop man. IFIC, Henry Bennett is mechanical on show. Frank Elman has a new Packard. Charles Elman has several dates booked. Another Ford truck was purchased by Charles Elman.

FLORENCE FRANKLIN.

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**W. S. Curr**

**London, O. Week ended July 9. Location, Court House Square, Auspices, American Legion, Weather, ideal. Business, good.**

On whole this was one of best weeks of season. Writer and wife joined; also Frank Coburn with ice cream game. Commotion, Court House Square. Weather, clear. BEATTYVILLE, Ky., July 2, 1938.

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**GRAY'S CANADIAN SHOWS WANT**

**FOR KINGSTON, ONTARIO, CENTENNIAL CELEBRATION, WEEK AUGUST 1.**


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**CONCESSIONS WANTED FOR DETROIT**

**CAN PLACE JULY 25-30, GRAND RIVER AND SCHOLLCRAFT AVE SHOW GROUNDS, LARGEST ORIGINAL SHOW GROUNDS EAST OF THE WATERS. CALL JULY 20-21-22. WOULD PAY FAIR FEE. (August 1-4) THEN OAKLAND COUNTY FREE FAIR (August 7-10-13). WE CONTROL THE BUSINESS OF ALL ACTS.**

---

**NORTHWESTERN SHOWS**

This week, Vicksburg, Mich.
July 23, 1938

CARNIVALS

The Billboard 49

FRUIT CONCENTRATES

FOR SNOW-BALL AND DRINK STANDS

GOLD MEDAL FRUIT CONCENTRATES will give you the drink or Snow-ball syrup you have been looking for a long time. They give the rich flavor and consistency you have never had before. They are priced with the lowest.

Follow the lead of the leaders this year and line up with GOLD MEDAL. Send for complete details today and get started right this year. New assure the best results — Free Samples.$50.00 minimum. Write for price list.

HOFFNER AMUSE. CO., 312 E. Pearl St., Cincinnati, Ohio

TILLEY SHOWS WANT

Merchandise Concessions, Candy Floss, experienced Cookhouse Help, Manager for Snake Show to handle Big Snake. Have complete outfit for sale. CAN PLACE any more Show to feature. Send for complete details today.

GOLD MEDAL PRODUCTS CO., 13 E. Pearl St., Cincinnati, Ohio
Lake, and Ocosia, Mich. Sand Lake a red one for every one. Ocosia very good for confections. Sand Lake was all right to get a break in weather for big day. Show that played at Ocosia started at 11 a.m. when show played it last time. Not many today, but gas lot was full. Every few minutes a new crowd, making new faces to play to all day. Sand Lake had biggest crowd they ever had in 27 years they have held a celebration. Bill Duever put in long night. Edgard left to join his brother in Battle Creek, Mich. for best spot of season so far. Real cooperation from everyone.

H. O. HOCKETT.

Blue Ribbon
(Motorized)

Martinsville, Ind. June 27-July 2, Location, Elsinger Park. Weather, clear except Friday and Saturday, rain. Business, very good. Weather, very hot. Due to heavy downpour on July 3 rodeo was held over until fifth. Pit food was good and very popular for show. Altogether it had not been advertised. Several thousand people went through 10-cent pay gate in four days show was open. All concessions did a big business. One made money for some poor ones that they had played during early part. Of the week. Barb King showed unusually good week with his two concessions. Bull Montana showed a much larger crowd than previous year. Mornings were very hot but by 11 o'clock sun shining brightly, but by 1 o'clock sky broken up and people rushed to their cars and went home. However, at 6 p.m. rain had subsided and midway was crowded. Ed Truc left to join Art Thomas Shows in Martinsville, Ind. for a week. They went to see them leave, as they were well pleased with the way their concessions were doing. To the point of wanting a second, he had so much business and no one ever sees a sign out. Bill Crull, manager of the Duggar house, was very happy. Both Mrs. and Mr. Morris are hard workers. Gus King was manager of the Hurley house. Bill Martin wired from Weed, Calif. He is bringing an Athletic Show and expects a good business.

Carnivals

July 23, 1938

Huggins' West Coast


Manager W. R. Patrick ordered saved by truck load to continue town for east and south. Several good concessions and Glider ride were sent out to Riverside Park, Ind. for July 4 and 5. Concessions were sent to McCall, Idaho. Mr. Wright took charge of concessions there and Mr. and Mrs. Fielding had charge of concessions and Glider at Riverside. Jim Greer had cookhouse at Riverside as well as at Grangeville. Jim Smith and Jimmy Jr. were in charge at C. J. 10-cent pay gate. Bill Adler left show with his shooting gallery and school in Moscow, Idaho.

Mr. and Mrs. Eugene Eisenman adopted to attend school in Moscow, Idaho. They purchased another small trailer to take along. Several other midways and shows have had quite a string of bad rides have been reported. Manager L. E. Paulsen of Minneapolis has been distributing plenty of light bulbs, making sure there is never a dark corner. Large crowd turned out for fair night and fair night. Saturday night rain killed evening altogether.

Patrick

Grangeville, Idaho. July 2-5. Location, Main Street. Business, very good. Weather, very hot. Business, very good. Due to heavy downpour on July 3 rodeo was held over until fifth. Pit food was good and very popular for show. Altogether it had not been advertised. Several thousand people went through 10-cent pay gate in four days show was open. All concessions did a big business. One made money for some poor ones that they had played during early part of the week. Barb King showed unusually good week with his two concessions. Bull Montana showed a much larger crowd than previous year. Mornings were very hot but by 11 o'clock sun shining brightly, but by 1 o'clock sky broken up and people rushed to their cars and went home. However, at 6 p.m. rain had subsided and midway was crowded. Ed Truc left to join Art Thomas Shows in Martinsville, Ind. for a week. They went to see them leave, as they were well pleased with the way their concessions were doing. To the point of wanting a second, he had so much business and no one ever sees a sign out. Bill Crull, manager of the Duggar house, was very happy. Both Mrs. and Mr. Morris are hard workers. Gus King was manager of the Hurley house. Bill Martin wired from Weed, Calif. He is bringing an Athletic Show and expects a good business.

Carnivals

July 23, 1938

Huggins' West Coast


Manager W. R. Patrck ordered saved by truck load to continue town for east and south. Several good concessions and Glider ride were sent out to Riverside Park, Ind. for July 4 and 5. Concessions were sent to McCall, Idaho. Mr. Wright took charge of concessions there and Mr. and Mrs. Fielding had charge of concessions and Glider at Riverside. Jim Greer had cookhouse at Riverside as well as at Grangeville. Jim Smith and Jimmy Jr. were in charge at C. J. 10-cent pay gate. Bill Adler left show with his shooting gallery and school in Moscow, Idaho.

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convinced at his home in Pennsylvania, returned to show, apparently fully recovered. Everyone was delighted at his arrival and there were many expressions of pleasure and relief. The crowd was large and the weather was good.

The show was titled Old Home Week and Fourth of July Celebration and it was everything its promoters had planned. The weather was very good and there was a wonderful show of fireworks to cap off the evening.

It was a blessing to come to this big city, Kan., for there were skating parties were staged at Junction City, Kan. The weather was ideal, but the crowds were smaller than expected.

During the show, Slim Adams, former electrician for J. L. BarnesbOro, Pa. on Saber's Grove lot for balance of week. Farm running close third. Honiara they thronged midway until Saturday during Qld Home Week and Fourth of July Celebration and it was everything its promoters had planned. The weather was ideal, but the crowds were smaller than expected.

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Gold Medal


A show played July 4 in Marinette, Wis., did not open here until Wednesday night, but for several days in advance, the small Olyads Sager, of Postig Show, follower, was showing at the fair. Weir ran with bingo game until early hours of morning. He reports his best day of season on Fourth装配了很棒的。

WILLIAM R. HICKS

V. W. CAUSS


After being out for three weeks, coming back from the fair, found many Forty of which I have not had time to report. This town always proved a red one, but due to bad working conditions, two shows and a circus were pulled back. No auspice, new lot. Town heavily billed by Chuck Beckett, Ken Beckett, and Mr. J. W. Green. Several meetings Thursday morning. Proving more effective and the most profitable show of the week’s entertainment, sponsored by Ruby Moore, of Ken Beckett's show, who is in charge. Several engagements for next season. Three contests staged. Cracker box and dog cage for all bidders and midway packed with buyers. In general, a good and successful week.

BOBBY KORSE

Siebrand Bros


They were a member of Pecadillo Circus that is not for, show’s Forest, a big attraction. The committee congratulated Siebrand Bros. on their success. They have many managers and their wives busy renewing their friendships and making new ones. They have shown this Victoria for years and are well known. Side Show, programs, and Pecadillo Bands. The Forest and Wilderness bands are directed by Kristian Siebrand, utility man, and Jack Gibson, press.

JACK GIBSON

White City

Baggage card and trucks


During the previous week, a tremendous handbag for many four days of Fourth of July celebration broke all records in the history of the town. On the height of celebration rain poured in and stopped the show. After a dry week, the long streets were paved in short order. Drills that have been driving for State of Idaho, where rain at this time of year is a novelty. Nine thousand persons paid a 40-cent admission and the local periodicals 38,000 visitors arrived from surrounding towns and countryside.

WALTER D. NEALAND


MRS. E. A. BURTON

Formerly of Raleigh, N. C. has moved with General. Will conduct Boston and Springfield, Mass. This week.

R. W. FARRINGTON

FORT WASHINGTON, PA. AUSTRIPES OF FIRE COMPANY.

WANT MORE REVENUE FOR YOUR ORGANIZATION? Read "BUSINESS GOING" A Column About Bingo in the WHOLESALE MERCHANDISE Department

MARTY and is doing fine in office. Frank Meeker and his band still entertain many at the dives and we look for more and more. Herman R. Forrest is expected to be even more popular than ever. Frank claims to be champion bass drummer. Main entrance front row was stored here as show will play fair for balance of session. Weather, very good. Money show, followed by Minstrel Show. Big Week of round of the week. Weir ran with bingo game until early hours of morning. He reports his best day of season on Fourth装配了很棒的。

WILLIAM R. HICKS

New England


This was first big show up state since leaving Las Vegas. H. B. SHIVE.

Strates


One of greatest crowds in history of Fourth of July celebration, with show due to fair association here, greeted Strates Shows. There was a large audience, shows, rides and concessions. Walt Williams was manager, Well run, and Esko for rides. Nice brochures and posters were handed out. There were 8,000 paid admissions came thru front turnstiles. One of the well received. Dutch Williams made a two-hour drive of 1,445 miles to be here on Fourth.

PALO ALTO, D. C. J. BEYER.

Gloverville, N. Y.

Concessions.

Private
talk show. There was a large audience. The Whiteheads, of frozen custard, have opened for show. Children from Orphans' Home were given free tickets to show. Will be at everything on show. One of slowest months in history of show was that from June 2 to Washington Court House Friday, rain. Another two hours for the riders to slide by and do their sliding. Business, well received. The Strates Shows here, greeted Strates Shows.

Walter H. Hester, The Billboard sales agent, reports his best week of season.

BEN H. VOORHEES

World of Mirth (Railroad)

Augusta, Me. Week ended July 9. Location, Capitol Park. Auspices, American Legion.

In spite of rain on both night before the big show, the World of Mirth was reported fair business. During last three days weather cleared and both shows were a great success. Numerous thoroughsearches playing on dome of State Capitol. Shows are playing at different location, attracted much attention. L. Davis, agent, gave a great show which returned after completing 1938 route. The location of the show has kept the club going well with picnics, dances and functions. Plans are made for Coast to Coast, another big one. A new front built for her Nations on Parade Show, which was directed by Brockton (Mass.) Fair, was a visitor. JIM McGOUGH.

CROWLEY'S


This week's entertainment started Wednesday and Thursday nights. Sponsors were led by Mr. A. R. Shea, of the Masonic Association. Four thousand paid at main entrance and 6,000 in the stands. Shows were played on Wednesday night, good and Saturday night 7,000 passed thru turnstiles. Georgianna Geogre, manager, and Frank and Frank Crowley, was a birthdayshow. This week's entertainment was sponsored by Ruby Moore, of the Masonic Association. Weather, very good, except Friday night.

BEATRICE ROWE.

Walter Davis, who is with the Mesier Bros. and a member of the company, has just arrived in Augusta from Chicago. He reports his best week of season since leaving Las Vegas. He reports his best week of season since leaving Las Vegas. He reports his best week of season since leaving Las Vegas.

JACK DAWSON WALTER DE LEALAND
Eny Bros.


Leaves from Summit, N. J., negoti¬ated without mishap. Train unloaded down hill and quick-set-up and everything ready for early Monday morn¬ing. Fire support from sponsors thrut¬ough the day. Shows well, with Bob Wot¬son, Haywood Martin, Bobby Mansfield’s new Cien Manassas, and Christopher, large lot al¬lowed good display of attractions. Mr. and Mrs. William S. Tucker, committee chairman, from a Catskill, N. Y., resort hotel. Ordered placed with Baker-Lockwood for new weather baggage. John Cunningham, Matthew J. Riley returned to show with another wagon, very fair. Entertainment, excellent. Many from Beers¬burg, Parnes Center village, gave this show and Boomerang took top money.

GLENNA HETON.

Zimdar's

Battle Creek, Mich. Week ended July 6 Weather, good. Auspices, Michigan and Wayne City. Show opened Sunday before Fourth and wind was not a problem. Business was good. Afternoon of Fourth was a disappointment, business was very poor. Fit and shaped. A large tent, Daven¬ton, shows well. At that point, shows did well, good business. Night business was again quite disappointing, explained by Tiger Mark. He explained that the weather was very poor, due to during numerous sit-down strikes that they were open and the town was not friend¬ly. Show was booked by Emmett street show, but committee found it not to be satisfactory and another show was booked. This lot proved satisfactory in that there was a full Mare, a fairer crowd and a better show.


Committee was very energetic and ca¬pable. This committee had good cooperation with such auspices. Robert C. Young,ASK, Columbus, Ohio, and his Southern Kitchen, which he has now acquired, ranks high with all the compliments. A birthday party was given the committee by Mr. and Mrs. John Cunningham. Dorothy received for a gift. Butterball tur¬key. Show was made by Stork Baking Co. for the occa¬sion. The show was given in the main tent, and an outdoor show was held in Girl Show tent and was em¬ployed the fair. Shows Machine, Stat¬ionary, Motor, Body, John Colburn, shooting gallery and cat ball play¬ing. Huss Simmons, cane rack; G. O. Mur¬ray, bean ball John Danver, travelling show, and a number of acts.

AUSPICES, Northwest Territory Commit¬tee, which has been in business since October 1st, is the first committee to have a tent, which proved to be most popular attrac¬tion. Previous show was given by Robert C. Young, and by a committee.

A new Ten-In-One cam on Monday. Mr. and Mrs. Amos Miller added a new Auto Auto. New additions are Jack the General trailer store; Mr. and Mrs. Harry Banta, ball game; H. A. Hough, pitched and ball game; John Colburn, shooting gallery and cat ball play¬ing. Huss Simmons, cane rack; G. O. Mur¬ray, bean ball John Danver, travelling show, and a number of acts.

WANT SEE, Bally Sisters, Danver, New Matamoras, O., and Henry Russell, New Matamoras, was visited John Cunningham.

PRISON, BOONIN.

Cryota's


Much credit is due working men for their efforts in making this show a success. Had every thing ready for Monday night. Cars did not have a show, but every¬thing was as it should be.

SOUTHLAND AMUSEMENTS
Moultrie, Ga.

TRUCK AND TRAILER LEGISLATION

WASHINGTON, July 16.—A modal law allowing two or three truck trailers to travel as one would be submitted to the House, it was stated today at the opening of the National Conference on Street and Highway Transportation, meeting here.

The proposed law follows the general trend of the outlook for trucking, which is creating a demand for more and more space on the roads. It is expected that the new bill will allow three truck trailers to travel as one, with a length of 50 feet.

The new bill is the result of a conference held with representatives from the American Trucking Association, the National Motor Freight Association, and the American Association of State Highway Officials.

The new bill is expected to be approved by the committee, and it is hoped that it will be enacted into law by the end of the year.


does not list only two Monday nights in last column. Leonard Brown did biggest business of season here, top¬ping the shows. Mansion Street show did well. Many new faces from shows playing this territory were seen on mid¬day.


Fourth of July here was biggest one of the season. Everything ran smoothly. A good business was done. Front gate was 55 cents. Midwest was not a crowd, but the show was one of the best of the season. Program arranged by Krwls included baseball games, foot race, box¬ing, wrestling, greasy pig race, and play of fireworks. Twin Elm Wheel Show put on another wagon. Special visitor was Leonard Ross, bag pouch, topped everything in the show. John Bob Borey, high pole act, is making big hits.

Rubin & Cherry (Railroad)

Columbus, Mich. Week ended July 9. Auspices, Michigan and Wayne City. Weather, fine. Business, good. Business was strong. Show was well, with such attractions as the Aurora street shows. A good business was done. Friday was the busiest day of the week, with many patrons in attendance. Saturday was another day of high business, with many patrons in attendance. The show was well attended, with many people in attendance. The show was well attended, with many people in attendance.

Hennes Bros. (Railroad)


Coming on to soft lot following a 48-hour seven day raiser to show lots, and met and met with the same result. Day was one of the best of the season. Day was one of the best of the season. Day was one of the best of the season. Day was one of the best of the season. Day was one of the best of the season.


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SOUTHLAND AMUSEMENTS
Moultrie, Ga.

BLUE RIBBON SHOWS, Inc.

WILL PLACE Stock Concessions of all kinds. Must be stock. Shows that don’t conflict with their show time. Shows on the following dates:

Carnival of Fun, for the following dates:


IMPERIAL SHOWS, INC.

WANT SHOWS OF MERIT, WITH OR WITHOUT EQUIPMENT.


CARNIVALS

FAIRS—FAIRS—FAIRS

WANT ORGANIZED Side Show. Want furnish complete outfit. Exclusive Cook House and Grab open. Talkers wanted. Free Act must be high and sensational. Legitimate Conces¬sions open. Must keep for stock. Newton Fair this week; Harrisburg and Beardsley Fair, Owings, on the streets, to follow; all Illinois.

L. J. HETH SHOWS

WANTED

J. R. EDWARDS SHOWS

FOR QUAKER CITY, O., HOMECOMING, High Striker, Hospitals, Bowling Alley, Fish Pond, Custard Machine, Novelities, Legitimate Concessions. Boarding Houses, $15.00 per; Talkers, Grinders, Working Act, Free Act with $15.00 Deposit, on the streets, to follow; all Illinois.

FRED LA REINE

Care World of Mirth Shows, this week Lew¬iston, Me.

OLIVER SHOWS

Want Rides, Shows, Concessions for Man¬ship, Reptile House, Aquaria, Reptile Shows with equipment. Offers free right to use.答复 Immedi¬ately. Address: John Owen, 10 E. A. Hock, Brunswick, Mo.

MODERN MIDWAY SHOWS

St. Clair, Ill., (Peaches), July 14-24. One show extra. Wet Weather, Fairs, Starters, Con¬cessions for Illinois, Missouri, Indiana, West Virginia, Ohio, Kentucky. One show extra, on the streets, to follow; all Illinois.

WANTED


STARTING

SOUTHLAND AMUSEMENTS
Moultrie, Ga.
Rolla Celebration
Bill Draws Heavily

Rolla, N. D., July 18.—With an un
scheduled plane crash in the grand
stand and daily rain so timed that
it interfered with the program of the
Year of Progress Celebration here on
July 2-4 lasted for the Planned Fair
in this town of about 1,000 population.
On the morning of the last day in the
Grandstand was almost 10,000. Chief
attraction Saturday afternoon was a style
show. Religious services drew thousands
through the free gate Sunday morning.
Saturday afternoon was a style show.

Events, Veteran, Lodge and Other
Organizations Celebrate

Conducted by CLAIRE R. ELLIS
(Communications to 25-27 Opera Place, Cincinnati, O.)

Sponsored Events

VETERAN, LODGE AND OTHER ORGANIZATIONS CELEBRATE

July 23, 1938

Hillsdale Celebration

HILLSDALE, Mich., July 16—American
Legion Post Clear Conquests for an
annual celebration on the fairgrounds
on July 23. The program includes the
estimated 25,000. The new grand stand
was filled; 4,000 paid admissions in the stand
delayed by the fair association, fireworks by Imperial
Free Shows and concessions were on the ball diamond, was packed to capacity
For a double-header in the afternoon.

According to one of the largest crowds

Visions Cast for 23rd Annual

WANTED

Bill Slowly

Sauerkraut Day

SHEBOYAN, Wis., July 16.—Municipally

Wanted Show and Concessions for Tri-County Labor Day

Wanting for

FORSTER, III., July 16.—Firemen's

Dealers, All Kinds of Institute

ASSUMPTION LIGENS, Box 30, Harrold, Tex.

WANTED

Midway, Acts at Ind. Fair

BOSWELL, Ind., July 16.—Four

WANTED

A Carnival with not less than 100 Riders, In

WANTED

The Old York Reunion

THE OLD YORK REUNION

Will be Held August 4-6-7, 1938, at York, Ill.

40TH HENRIETTA FARMERS REUNION

JULY 27-28

WANT Fireworks, Choral Fades, Scales, Horses, High Brider, Palatine, Jersey. Another 2-Day Fireworks.

W. M. WERNER, Sec'y.

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W. M. WERNER, Sec'y.
Y. L. Freeman is chairman.

Flying Behrs, concerts has booked an array of professional talent. In Ervin Park here dedication held with dedication of an outdoor amphitheater.

annual circus. Four other acts. Bob Eugene Troupe, Diving Gorson; Welby Cook and his Wonder Horse, aerialists; Leo and May Jackman, tightrope, high wire. Harry A. Caton is general chairman.

Talent Array Booked

Martin's bookings for two-week shows included Three Millos, high wire; Welby Cook and his Wonder Horse, aerialists; Bob Eugene Troupe, Diving Gorson; Harry LaMarr, hand to hand; Delton, hand to hand. Harry Dyer made trip to Frank Buck's Wild Animal Farm, New York, N. Y., and returned with collection of rare birds, animals and another large python. She made news services and one newspaper.

FOR ANNUAL Homecoming. 1939 (O). Homecoming, the annual circus, plans for which are under way, under direction of P. J. McClane, Courthouse in New Martinsville, W. Va.

Harry A. Caton is general chairman.

Annual Homecoming, Byreoe, O., will have Cunningham's Exposition of horses and parade, contests and free acts.

A. W. GOODING's rides will be on exhibit at the Firemen's Homecoming.

CITY COUNCIL, Columbus, O., granted the American Legion permission to hold a street fair. Rides, free acts and concessions will be featured.

MIDWAY, free acts and a parade will be features of the annual Northern Panhandle Homecoming.

For the 2nd of Circus, Woosterneek, R. I., Martin has booked the Three Millos, high wire; Welby Cook, Wonder Horse, aerialists; Bob Eugene Troupe, Diving Gorson; Harry LaMarr, hand to hand; Delton, hand to hand. Harry Dyer made trip to Frank Buck's Wild Animal Farm, New York, N. Y., and returned with collection of rare birds, animals and another large python. She made news services and one newspaper.

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CLAIBORNE, O., Chairman, 287 Globe St., Cromwell, Conn.

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C Appetite Booksings for 1938

Want More Revenue for Your Organization?

Read "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department

THIS WEEK and EVERY WEEK

MEREDOSIA, ILL. ANNUAL HOMECOMING

AUGUST 8 TO AUGUST 18

Cereal Walton. C. A. KOEDEMETER, Seeg.
Show Family Album

HERE are some of the children who about 12 years ago produced and presented the Broome Show each Friday night. Left to right, standing: Roberts Sherwood, producer, daughter of Bob Sherwood and now with Celina & Wilson Shows; Margarette Mack, daughter of O. E. Mack and now married and a member of Coleman Shows (Mack is a concessioner, last heard of with Zimdars Shows); Ann Sherwood, sister of Roberts; Laura Collins, daughter of Mrs. Cal Neale, Mr. E. E. King and now living in a private life (her mother is with Broadway Shows of America and known professionally as Princess Thara); Laura Carol, now married and operating a food stand with Celina & Wilson mother, and Mr. and Mrs. Leo Carol, operate a midway circus and caterpillar with same show; Alverna Durbenger, daughter of Al Durbenger and now with and Dury Show. Johnnie was Dick Mack and Johnnie Wilson. Johnnie died some years ago. He was the son of Curly and Dora Wilson, who are still in show business. Picture was taken in 1926 near Philadelphia.

LARGE PROFESSIONAL MAGIC CATALOGUE. — 50c.
LUCAS, 30 Third Ave., New York City.

MAGICAL PERPETUAL CALENDAR...—40c.
ELLIS, 1026 S. 4th St., Philadelphia.

LARGE PICTURE BOOKLETS—8 cts.
COOLIDGE, 2236 S. Florida Ave., Orlando, Fla.

LARGE PICTURE BOOKLET—50c.
WILLIAMS, 57 E. Fourth St., Los Angeles.

SPECIAL BARGAINS...—40c.
COOTAMAN, 7-A Edison Bldg., Columbus, O.

FOUR GREAT CATALOGUES...—25c.
SIMPSON, 1426 Florida Ave., Washington, D.C.

LARGE OLD CATALOGUES...—50c.
HANCOX, 1010 First Ave., New York City.

PRINTED SHIRTS...—10c.
HEISEL & BIDDLE, 2520 Market St., Philadelphia.

DEAL IN THE WHOLESALE OF MAGIC WARES...—60c.
TAYLOR, 2220 Third Ave., Columbus, O.

THE WHOLESALE TRADE-CATALOGUE...—25c.
HANCOX, 1010 First Ave., New York City.

LARGE PRINTED MAGICIAN'S CATALOGUE...—50c.
KELLY, 176 South Fifth St., Cleveland, O.

SPECIAL BARGAIN CATALOGUE...—40c.
COOTAMAN, 7-A Edison Bldg., Columbus, O.

THE WHOLESALE TRADE-CATALOGUE...—25c.
HANCOX, 1010 First Ave., New York City.

LARGE MAGIC WARES...—75c.
KELLY, 176 South Fifth St., Cleveland, O.

LARGE PRINTED MAGICIAN'S CATALOGUE...—50c.
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HANCOX, 1010 First Ave., New York City.

PRINTED SHIRTS...—10c.
HEISEL & BIDDLE, 2520 Market St., Philadelphia.

SPECIAL BARGAINS...—40c.
COOTAMAN, 7-A Edison Bldg., Columbus, O.

THE WHOLESALE TRADE-CATALOGUE...—25c.
HANCOX, 1010 First Ave., New York City.

LARGE PRINTED MAGICIAN'S CATALOGUE...—50c.
KELLY, 176 South Fifth St., Cleveland, O.

SPECIAL BARGAIN CATALOGUE...—40c.
COOTAMAN, 7-A Edison Bldg., Columbus, O.

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DEAL IN THE WHOLESALE OF MAGIC WARES...—60c.
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THE WHOLESALE TRADE-CATALOGUE...—25c.
HANCOX, 1010 First Ave., New York City.
TENEMENTS—SECOND-HAND

LARGE TENTS—$40.00, 40x10, EXCELLENT CONDITION.
LEEDS, 21-23, 9th St., New York City.
SIMPLE TENTS—$20.00, 35x5, HANDY TO USE, 50x8, HANDY TO USE, 65x10, HANDY TO USE. Write for prices.
LEEDS, 21-23, 9th St., New York City.

SOLLEDAYS, Knox, Ind.

WINDOW CARDS—14x22, ONE COLOR, 100, $1.25; to 5x2S", $2.65.
COLORED HANDBILLS—3x8, 1,000, $1.25; to 5x2S", $2.65.

THINGMASHING, Knox, Ind.

WANTED—ROLLER RINK FOR BALANCE OF BOOK OR BUY—KIDDIE AUTO RIDE.

200 (14x22) 6-PLY WINDOW CARDS, $6.00.

United States, Canada. ('lose contractor.

WHERE CAN I MAKE OFFENSES?—New style, twelve inches square, 100, $3.95 cash, postpaid.

STUFFED ANIMALS, WOOL—CUTOUTS, 300, $1.25.

INFLATED PUMPKINS, WITH FEET, EYES, NOSES AND MOUTH, 48, $2.00.

INFLATED PUMPKINS, WITH FEET, EYES, NOSES AND MOUTH, 80, $3.25.


tiny teddy bears, 30, $2.00.

WATERFRONT HANDBILLS—6x2S", 100, $3.00.

ELECTRIC GUITARIST AT LIBERTY—VOCALS, TRUMPET, horn, saxophone, clarinet, trombones, bass, violin, flute, etc. Good musician, highly regarded. IMELOH, 16 N. MAIN, Portland, Ore.

DRUMMER—MODERN PEARL DUO—George Coast, Chicago, Ill.

FIRST TRUMPET—ACE 27, SINGLE, COLLEGE BAND, PIANO, DRUMS, TRUMPET. Apply immediate.

BANDMASTER—ACCOUNTANT WANTS JOB. Has been an accountant for 20 years. Write HAROLD F. KELLOGG, 426 16th St., Oakland, Calif.

AT LIBERTY

ELECTRIC CIRCUS AND CARNIVAL

ATTENDANT—JOSEPH KOOM, 223 W. St., Chicago, Ill.

AT LIBERTY

DRUMMER—UNION. MODERN PEARL DUO.

AT LIBERTY

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AT LIBERTY

DRUMMER—UNION. MODERN PEARL DUO.
PIANO PLAYER—EXPERIENCED MUSICIAN, young and reliable. Travel or local. Write, wire or phone, JIMMY SHELDES, 350 E. Wood, Decatur, Ill.

RHYTHM PIANIST—ALL ESSENTIALS, ONLY ESSENTIALS. Norma Maria, 4730 York Ave., Philadelphia.


LADY PIANIST—Doubling Sections. Also guitar, rock and roll, big band, pop, show, blues, etc. Available for engagements. Address, Area, Phone.

PIANIST—Experienced in all types of music. Also piano teacher. Address, Phone and day and evening times.

FAIR GROUNDS
1824 E. 81st Terrace, Kansas City, Mo.

AT LIBERTY
VAUDEVILLE ARTISTS

TENOR SINGER, FEMALE
F. O. DOOLAN, General Delivery, Shannonard, Mo.

A. J. COMEDIANNE—Recent sensation at Lupa's Big Top Tent. A 700-lb. gem—sings, dances, recites, recites, recites. Address, Phone.

BLACKFACE PRODUCING 2 COMEDIANS—Professionally trained by a top name. Address, Phone, Young and Reliable.

RAILROAD ARTIST

FIVE STAR CIRCUS
1514 E. 61st, Kansas City, Mo.

FAIR GROUNDS—The Ralph R. Miller Fair is now open to business. The association will now be better able to control its schedules. Whereas for so many years it has been a problem to have the fair plant on a 20-acre tract in North Missouri, the new armory plant on a 20-acre tract in North Missouri will be the new armory plant, and the new armory plant will be located in the fair plant.

There seems, as unprepared as Miss Sullivan for an encore, she did the only thing that can be done about the situation. She took the dare and refused to do what was asked of her. She took the dare and showed the world that she was not only capable of doing it, but that she could do it in a way that would be respected by all.

But they did not have the experience. They did not know how to handle the situation. They did not know how to deal with the people who were there. They did not know how to handle the media.

She took the dare and showed the world that she was not only capable of doing it, but that she could do it in a way that would be respected by all.
Demonstrators To Pay N. Y. Tax

Independent demonstrators to come under provisions of N. Y. C. occupancy tax

NEW YORK, July 16.—Demonstrators occupying space in department stores, 5 and 10c, etc., or occupying separate stores for the promotion and sale of their items will have to pay a tax of 41 to 46 a year depending on the amount of yearly rent under the terms of the new occupancy tax which went into effect here July 30.

At the time the tax deadline was set for yesterday, Mayor La Guardia granted a ninth-hour extension until July 30. Tax is payable each 10c on rent in 15 days.

Purpose of the tax is to raise fund for payment of interest on new housing authorizations granted for the temporary federal projects. Life of the bonds is set at 1951, as it is expected to be in effect for the same length of time.

Acme Novelty Co.

GETS LEGION BIZ

LOS ANGELES, July 16.—Acme Novelty Co. has signed an exclusive contract as executive chairman of the American Legion Convention Committee for the use of the official Legion emblem on all merchandise, including souvenirs, badges and souvenirs to be used during the convention for federal projects.

According to Acme, it will be the only one allowed to wholesale American Legion merchandise as it is protected under a special law passed by the New York State Legislature. All merchandise is fully protected under a special law passed by the state which is expected to be reported in the final report.

TABLE MATS, DRESSER SETS

BROOCHES

TABLE CLOTHS, DRESSER SETS

BOOK MATCHES

MANICURE SETS

HAIR AND BEAUTY BRUSHES

TAGS, LABELS, POIL, FOIL, SHEALS, ETC.

NAME PLATE NECKWEAR

COMPACTS

SUGAR CASES

KINGS, BRACELETS

TIE CLIPS, CUFFLINKS, MEN'S JEWELRY

SOUVENIRS, COLLECTIONS INCLUDING CHINA, GLASS, ANTIMONY AND ASSORTED BOOKS.

ENDS, VASES, TRAYS, ETC.

NEW YORK, July 16.—With the licensing of 73 more manufacturers by the World's Fair Merchandise Licensing Bureau to turn out products bearing the design and motif of the World's Fair, the total number of firms now manufacturing licensed merchandise totals 216, with many more waiting for their licenses to be granted. Over two-thirds of the licensed firms are located in New York City, and the vast majority of other states are busy on fair merchandise, including some in Colorado, Kentucky, Wisconsin, Illinois and others on the Eastern seaboard.

Demand for fair souvenirs is already being felt in many places. A number of New York souvenirs shows, drug stores and service workers are doing a big biz on the items now on market especially on week-ends when out-of-towners are in the Big Town.

To obtain the service the storeholder for the stamps, gives complete list of names and addresses of manufacturers to the atten...
Slickette Raincapes

Raining weather is the probable weather when concessionaires and pitchmen have a stock of Slickette Raincapes on hand, according to Slickette officials. When a sudden shower drenches the money a supply of these capes will sell like hot cakes, it is said. Slickette is a rainy-weather garment made from oiled waxed paper specially treated for strength and durability. Comes in oilskin and lightweight transparent colors and packed in individual cellophane package that will fit both pocket and purse. Put up one dozen packages to the box. Firm point out that a great quantity of these capes can be stored in a very small space and that the low price insured a worthwhile profit.

"Whiz-O"

Another sensational game by the makers of Zoop-Ball is "Whiz-O," a new intriguing stunt that has children and adults clamoring to play it. Promoters are showing a lot of interest in the new item, as are fair and carnival workers looking for that "hot shot." A ring or "whizzer" is projected into the air by means of the "Whiz-O" ring whirling in a circular motion and also as it returns to the player. The fascinating feature of the game is that the ring "whizzer" upon its return. It offers mystery, thrill and excitement to boys and girls and is a sensation as an adult pastime. The makers report that "Whiz-O" offers the same chance for big profits and rapid sales as "Zoop-Ball."

Emergency Reminder

A direct seller's item, with almost every order, is the potential buyer is the little device which eliminates dangers and costs arising when emergency capes are unintentionally left on. With this quickly attached device it is impossible to put the transmission gear without first releasing the emergency brake. It clamps onto the brake handle when the lever is pulled to set the brake the protecting bar of the brake is also held the gearshift down. Big selling possibilities are seen, especially to motorists who have failed to use the emergency brake when caution dictated that they should, simply because they're afraid it will forget to release it.

Toy Tennis Outfit

A new top tennis outfit is well on the way to great heights as a prize item. Using round colored six-inch balloons instead of the familiar celluloid balls, game is said to be extremely fascinating for young and old. Set consists of highly colored box containing 12 round assorted balloons, four heavy cardboard paddles, glassine bag with eight-foot string and instruction sheet. Instructions as to five other games are also given on the reverse side of the instruction sheet. Its low price should interest to concessionaires and carnival workers.

Window Lock

A window lock known as "Danzie Ventilock" is being sold with success by house-to-house agents in many parts of the country. Plan is to look for a locality where a window is at being committed. Agents find that where a sensation has occurred, the owners become cautious and are inclined to buy safety specialties. The window lock has many features in addition to the safety device and the manufacturer. G. Danzco Co., reports it will be placed to furnish descriptive literature upon request.

CONCESSIONAIRES!!

MERCHANTISE FOR EVERY GAME ON THE MIDWAY

LOWEST PRICES SAME DAY SERVICE

CATALOG FREE FOR THE ASKING

Hex Mfg. Co.
468-470 Seneca St.
Buffalo, N. Y.

Genuine Steer-Hide Billfold

Hand-Sewn, Embossed Design.
Hand-Finished and Exquisitely Tanned.

NOTE THESE FEATURES

- Precision Built Motorized Cutter
- Self-Sharpening Knife
- A. C. or D. C. Current

Send for your Free Copy of Our New 1938 Catalog Hundreds of illustrated pages featuring thousands of new items. Action by Concessionaires everywhere. Write today for your free copy of the big "Buyers" Guide.

Gellman Bros.

119 North Fourth St
Minneapolis, Minn.

NEW CANDID CAMERA DEAL
SENSATIONAL HIT

No. 93009—Candid Camera Deal. Award 3 new Candid Camera Type Streamlined Miniature Cameras and 74 packages of cigarettes. The cameras make 16 clear, sharp pictures on vest-pocket size film; it is equipped with a fixed focus genuine Graf lens, optical view finder, General shutter, tripod socket and makes time and instant exposures.

2,000 HOLE BOARD TAKES IN $5.00

PRICE WITH 3 CAMERAS $7.63

In lots of 3, Per Deal...

7.30 Shimot in a trial order today on our recommendation.

The Gellman Bros.

217-225 W. Madison St.
Chicago

A VALUE SENSATION!

The Elgin De Luxe Electric Dry Shaver Reaches a new high in quality and performance—compares with any of the higher priced shavers on the market today. Comes in a smart gift box. Features a "Whiz-" feature which allows lamp to be connected with a ordinary wall outlet. OPERATIONAL PRICES...

SEND FOR YOUR FREE COPY OF OUR NEW 1938 CATALOG

Hundreds of illustrated pages featuring thousands of new items. Action by Concessionaires everywhere. Write today for your free copy of the big "Buyers" Guide.

GOGGLES

Goggles and Band. 75c.

Elgin-Waltham

WANTED—Orders for Platter Novelties of all kinds. Write us for prices, or visit our shop. Our line is attractive, yet cheap.

Pellegreni Statuary Co.
131 So. William St.
Louisville, Ky.

N. SHURE CO.
300 W. Adams St.
Chicago

Slickettes 
WANTED-Onders for Plaster Novelties of all kinds. Write us for prices, or visit our shop. Our line is attractive, yet cheap.

Pellegreni Statuary Co.
131 So. William St.
Louisville, Ky.
**New York Ban Stays On**

The New York State Constitutional Convention voted July 11, 1938, to retain a ban on gambling and lotteries. The question will not be submitted to a popular vote.

The liberal New York Daily News had editorially on July 13: "About the anti-gambling voice—yes, the convention was ill-advised; that it should have followed the advice of Al Smith and numerous others and let the people elect lawmakers who can stand guard with their own hands on their own desires from year to year. But it didn't. So, unless the proposal is revived (there is a faint hope that it may be), the New York State will go on gambling for another 20 years or so in defiance of a foolish law, just as they went on drinking in defiance of prohibition. The State will miss out on revenues from taxation of legalized gambling.

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**Mid-Year Sale Items**

<table>
<thead>
<tr>
<th>Description</th>
<th>Price</th>
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<tbody>
<tr>
<td>Double Edge Blade</td>
<td>$2.40</td>
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<tr>
<td>Aluminum Pillar, 12 in.</td>
<td>1.15</td>
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<tr>
<td>Miniature Charmes, 600</td>
<td>1.40</td>
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<tr>
<td>Alkaline Tablets, 30 to 50 c.</td>
<td>2.75</td>
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<tr>
<td>Pal Oil Shaving Cream</td>
<td>4.25</td>
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<tr>
<td>Alkaline Tablets, 50 to 100 c.</td>
<td>2.10</td>
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<tr>
<td>Safety Pins, 12 cards</td>
<td>6.45</td>
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<tr>
<td>Razor Blades, 100 cards</td>
<td>2.09</td>
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<tr>
<td>1000's Other Bargains - Free Catalog</td>
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</tbody>
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**From Supply Houses**

Sam Finkelestein, Plymouth Watch Exchange, is traveling in the South for his firm and informs that business is picking up quite a bit. He has just added several hundred to his orders for house and jewelry.

Earl Guggenheim, head of the New York novelty firm bearing his name, announces that in the near future he will have an entirely new line of lucky charms. The collection will be made up of many new characters and designs here-tofore not shown in this type of novelty. The entire line will be on the manufacturer's floor in about two weeks, it is said.

**Bingo Business—**

(Continued from page 60)

Lois, popular member of the bingo supply house bearing his name, has been the Knapp Memorial Hospital for the past 12 days with a badly inflamed right arm. And back to the bed and board of the hospital and get back on the job.

SEE YOU ALL NEXT WEEK!

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**Events for 2 Weeks**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
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<tbody>
<tr>
<td>July 18-23</td>
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<tr>
<td>CALIP--Corrados, Natl. Horse Show, 19-24</td>
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<td>Del Monte--Dog Show, 19-21</td>
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<td>Banta Crus--Dog Show, 19</td>
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<tr>
<td>Santa Fe--Free Movie Theatre Celebration, 24</td>
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<tr>
<td>ILL--Sharon, Legion Carnival, 25-28</td>
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<td>Massillon--Horse Show, 22-23</td>
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<tr>
<td>Ypsilanti--Horse Show, 23-24</td>
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<tr>
<td>IND--Cleveland--Picnic &amp; Homecoming, 24-26</td>
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<td>KY--Cincinnati, 26-27</td>
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<td>MICH--Boston, 27-29</td>
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<tr>
<td>MICH--Spring--Dog Show, 28</td>
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<tr>
<td>MICH--Plymouth--Picnic Party, 25-29</td>
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<tr>
<td>MICH--Detroit--Carnival, 26-27</td>
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<td>MICH--Granger, 27-29</td>
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<tr>
<td>MICH--Ann Arbor--Celebration, 27-29</td>
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<td>MICH--Taylor--Rodeo, 29-30</td>
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<tr>
<td>MICH--Dearborn, 30-31</td>
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<tr>
<td>N.Y.--New York, 26-27</td>
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<tr>
<td>N.Y.--New York, 28-30</td>
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</tbody>
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**NEW DATE BOOKS**

FOR 1938

NOW ON SALE

Arranged Especially for Your Needs

Dated From January 1, 1938, to January 1, 1939.

The most convenient memorandum book for Managers, Agents, & Performers in all branches of the show world. Actual size 2 1/2 x 5 inches, complete calendars for years 1938-1939, U.S. and World Maps, 110 pages for receipts and disbursements of money, census figures, and much other valuable information.

**SEND YOUR ORDER**

**COURTESY ROUTES AND SPECIAL NOTIFICATIONS**

Order for sale at all offices of The Billboard. Mailed at cost and for each.

Cash With Order

ALL MAIL ORDERS SHOULD BE SENT TO:

The Billboard Publishing Co.
25 Opus Place, Cincinnati, O.
ENGRAVERS ATTENTION!

MAGAZINE, 50 Leonard Street, New York.

We have the newest and best selling styles... SUMMER SPECIALS... phaned. 18 samples on tissue cards and cello-mounted... $18.00 GROSS Sami/lo

RABBIT’S FOOT WITH TRENCH HELMET, High Polished TRAFFIC WHISTLE WITH COM-

RABBIT’S FOOT, Doz 35c; NOVELTY DIAMOND GUN, Gilt BADGE RIBBON, Grosgrain, Doz., 50c; Gross COMIC BUTTONS, Asst. lively say-

American Flag, Ride ’Em Cowboy. American Legion, Fireman, V.F.W.

Send for List of Other New Hot Numbers.

Samples.

CO., INC.

New York City.

MEMORIES: Remember the time a man walked up to a certain med purveyor in an Eastern city, and said he was a drug physicker himself.
The doc gave the man a dose of his herbs, and said that he should return the next day. The man returned the next day and said, "My business is suffering. The druggist wants me to give you a double dose, but the following day the man appeared to be much better. The doc laughed and said: "Well, my friend, that explains everything. Here's 50 cents. Go and get something to eat."
were "on the drive" during the Klondike boom in and around Seattle during 1897-98.
Texas Billy Shaw's note in the June 18 issue of this magazine: In 1893 I
worked as a fireman for Dr. J. Edward
Fleming, head of the German-American
staff of physicians and offices in Beattle. We
told the town a same as the
and worked the local opera house only. We appeared in such
towns as Niagara Falls, Cornell, Krackow, Tucson, Centrala and all thru the Grays
Harbor country.
The first night we gave a free show, using
manually teleplay, slate writing, etc.,
and all things considered gave a credit-
able performance. On the second night we
would see the latest men on both
and by the day the show finished with his set
plaid derived therefrom was plenty. We
followed this by presenting a private
lecture loudly in which was a repeti-
tion of the first night's take. In Beattle we
met a well-known "wonder worker," who had only to appear
on the stage to impress the audience.
Doc Figurs was the talker.
In addition to advance work my duties
included the location of and then
handing of a "terrible example" for use
during the week's shows, and in Beattle we
set the town afire with an ex-police captain who
was on account on account of its
entertainment and who navigated only with
an in-and-switched professional rubbers whose duty it was
to prepare the subject for the evening's
act. We were booked in hobby at a cost of $300 for three nights and had the
occasion of the Occidental Hotel across from the
theater. The man was booking on the stage on the
night of the last performance resulted in
Saturday night. Private lectures and the pin money
which they brought in was large. No cases were
opened to us ever, but we were able to take
them up to $160 with a written guarantee to
be returned in the event of the money being
liable or taken as prescribed or money refunded.
These were the days of the Great Pia-
noo, whose advertising showed him standing on the
top of a car, wearing a harness
with jewelry of all types. Another med worker
was "on the drive" during the Klondike
boom in and around Seattle during 1897-98.
HUGH S. McGILL is with his parents
at Hermosa Shop, Beach, Idaho, and recently
with Russell Robinson. 101 Ranch and recently with
the 5th Div. of the U. S. Veterans' Hospital, Ward 9 -South,
Newton Bros.' Circus played the Broad
Atlantic City July 13 to join the Barnes
show at La Crosse, Wis.
WALTER B. LEONARD states that
Newton Bros. Circus played at Greet's
district.
CARLYLE N. BICKFORD says that
New England is getting its share of shows, with
and Robinson. Most of the center reserved section.
DEMONSTRATORS ELECTOR GRAVITY CO.
250 SOUTH STATE ST., CHICAGO, ILL.
We also manufacture Corrugated Sheets - Rotary
UTENSILS - Spiral Slicers - Rosette Cutters - Kitchen Tongs
Spatulas - Can Openers - Sharpening Stones - Cake Bakers, etc.
Attractive prices - visit store - reprice service.
ACME METAL MFG. CO.
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DIXIE MODEL SHOWS
GARY, W. VA., WEEK JULY 25 TO 30, MINES WORKING FIVE DAYS A WEEK, FOLLOWED BY WEEKS OF VERY BEST SPOTS IN SOUTHERN WEST VIRGINIA, THEN THE BIGGEST LABOR DAY WEEK IN THE EAST, AT POCOHONTAS, W. VA. JOINTLY SPONSORED BY AMERICAN LEAGUE AND UNITED MINES WORKERS OF AMER.

WANT October, Loop-A-Plane, Kiddie Rides and Motorcrome to join at Gary, Also Monday, Tuesday and Saturday to go on their own transportation. Flying Falcons, Taylor and Moore and other Free Acts, get in touch quick. All address this week, MANAGER, Dixie Model Shows, Princeton, W. Va.; then as per route.

GARY, W. VA., WEEK JULY 25 TO 50, MINES WORKING FIVE DAYS A WEEK, FOLLOWED BY MONKEY SHOW, Ten-in-One ball, Mug Joint Operator and Tinter, Cock House Waiter. CAN USE good Free Act. Opening for Custard, Hoop-La, Lest Gallery or Stock Concessions not conflicting. Frank Casey wants PLAYING CREAM OF TOBACCO MARKETS, TIFTON, VIDALIA, METTER, BLACKSHEAR, Shows with own outfits.

Albion, July 25 to 31; Constantine, Pontiac following. All flats), Small Shows for Streets.

CARNIVAL
(Routes are for current week when no dates are given. For others, consult weekly mailing points are listed.)

BARNEY TASSELL CARNIVAL UNIT WANTS
Rides, Shows and Concessions that don't conflict. CAN USE Sensational Free Act for two weeks starting August 1. This week Mont Alto, Pa.; week July 25, Alexandria, Va., in heart of town. All Legion doing.

ARE YOU A LIVE WIRE CONCESSIONER?
PARK OPERATOR, SPECIALTY MAN, NOVELTY WORKER - PITCHMAN
YOU WILL WANT OUR NEW CATALOG.
Write Today for Our 150-Page Book.

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BROWN NOVELTY SHOWS
PLAYING CREAM OF TOBACCO MARKETS, TIFTON, VIDALIA, METTER, BLACKSHEAR, ALBION, JULY 25 TO 31, PLYMOUTH, JULY 26 TO 31.

WANT Working Acts and using Act to feature in Tent-In-One, capable Men to make Openings and Fairs. CAN PLAY good Corn, WILL BOOK Turn-Top, Games and Window Shows. Have open for Contract. All around Figural Baby Shows. Send for books. Fairfax Bros., Agents. Write or wire Erwin, Tenn., this week.

CURTIS L. BOCKUS CIRCUS SHOWS WANT
FOR HUMAN, J. C. MILLION-DOLLAR PEACH FESTIVAL, WEEK OF JULY 25, Cook House and Photo Galleries, Octopus, You-Drive-It and Kiddie Rides. Low percentage to Galleries with own outfits.

PLACE SHOWS.

ORANGE STATE SHOWS WANT
Outdoors, Turn-Top, Loop-A-Plane and Kiddie Rides. Concessions at all kinds sells. PLACE SHOWS with one or more shows, will furnish free display, job or sell out entire stock. All needed for late shows. If privileges needed, including stock, outfits, parts, etc. Have three open weeks. Fair Successful in Virginia, the Carolinas and the South. LEO M. DISTANT, Mgr., Lynbrook, Va., this week; then Alva, Fla.

CONCESSIONS WANTED
AUGUST 11-ONE NIGHT ONLY.
BIG BAND & FIREMEN'S CARNIVAL
Princeton, Main Street. Only Legitimate Concessions need apply. No Money Games allowed. No C. Wheels. For information, C. F. SUCHWALTER, Secy., First National Bank, Dutton, Wayne Co., O.

COTE WOLVERINE SHOWS No. 1

A VERY LIVE WIRE CONCESSIONER
PARK OPERATOR, SPECIALTY MAN, NOVELTY WORKER - PITCHMAN
YOU WILL WANT OUR NEW CATALOG.
WRITE TODAY FOR OUR 150-PAGE BOOK.

PREMIUM SUPPLY CORP.
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ALCINE

Albion, July 25 to 31; Constantine, Pontiac following. All flats), Small Shows for Streets.

CARNIVAL
(Routes are for current week when no dates are given. For others, consult weekly mailing points are listed.)


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COTE WOLVERINE SHOWS No. 1

BUSINESS: Optimism Replacing Gloom, Publishers Report
Swift reversal from deep gloom to strong optimism in American business was noted this week to Editors and Representatives of Publishers, Newspaper Publishers and executives in all sections of the United States. Asked whether the stock market and national recession are over, American executives answered with a resounding "yes." Other signs indicate to them that better business is ahead, they were merely unanimous in declaring they have detected greater business optimism in the business community. Specific instances of business recovery, particularly in the building industry, were cited by several publishers, and an upturn in trade by full, properly reporting room proportions, is anticipated by several others.—EDITOR & PUBLISHER.
California Beach Shrubs
Show Absence of Depress

LOS ANGELES, July 15.—A survey of the 246 per cent of results at the tracks on the Fourth of July shows an absence of depress here, as figures show further increases. District from Malibu to Redondo Beach reported over 1,250,000 for the week-end. Holly-Jones' Sword in the Sand, bred by the late Jack Wilson, who has had charge of the aviary in California Zoo Park, left to assume a like position in Salt Lake City Zoo. The Franklins, a Pierce, of Tallahassee, Florida, who visited all beach resorts on the Fourth of July, and the huge troupes that filled the stands with a revelation to him. A. J. Anderson, from Eugene, Oregon, declared that the week-end crowds far by far the greatest in years at that spot. E. N. (Dad) Workmen said his inspection of conditions at Balboa was a record-breaker.

National Pony Racing Register Assn. Being Formed

COLUMBUS, O., July 15.—The National Pony Racing Register Association will be formed as detailed in the New York Jockey Club governing the horse racing at the leading tracks throughout the country. To start the plan, a leading manufacturer of ponies has been formed, the name being known as the Ohio Pony Derby in conjunction with a leading Columbus newspaper. Admission offers to be distributed by newspapers and sponsors of the show. The Ohio State Fair will be staging the Ohio Derby at the Ohio State Fair grounds, in cooperation with the horse racing at the leading tracks throughout the country.

The idea has wonderful family and future-customer appeal. The promotional campaign is unlimited. Several of Ohio early fairs are giving pony shows, including Mansfield, Hilliard, Eaton, Rich-wood, Urbana, Troy, Wellington, Zanesville, Adena, Westerville, London, Delaware, Dayton and Fremont. Also, pony shows have started on a "Coast-To-Coast Pony Derby" for 1938, tied in with the New York World's Fair and other events throughout the country.

No Pickering on Barnes Show at La Crosse, Wis.

LA CROSSE, Wis., July 17.—Reports from the Barnes show would have gone to the ground. No trouble of any sort encountered at the show, said the owner, and the expected attendance at both matinee and evening shows was 10,000.

Rochester, Minn., on Saturday gave show dates of last year for the new season, and one in particular stood out. It was the Barnum & Bailey Circus, and the mix drove to La Crosse from Menomonie, Wis., and then to this show.

GONZALES, Tex. — The Gonzales County Fair Association re-elected Bur- grand Robinson as president for the third time; S. M. Ainsworth, vice-president; Harold Michelson treasurer; Tex Wilson, secretary. R. A. Hochstiel, general man-ager.
Union Usher Gives Views
Pittsburgh, Pa.
Editor The Billboard:
I was formerly usher of the usher department for the AFA on Ringling-Hammon circus. I have read the various articles published in The Billboard, but there are certain things that were not mentioned.
When the show was organized the various departments received from 75 per cent to 300 per cent raise in salary. The ones who received 200 per cent to 200 per cent were the ones who were on the payroll July 12. I also organized the show, so I do not believe in a "dictatorial" union. Our union president is the manager of the big boss. The junior operative was appointed by Mr. W. J. C. Phillips, the foreman. Any votes taken at the various meetings were not by ballot. I believe if there had been a written vote the story said have stayed on the road.
I do not plan to work in the circus. I am writing this hoping that all the employees will see that the right kind of a helmsman may do.

LEONARD H. MACK

Wants Copy of "Osceloa"
Thru The Billboard

NEW YORK, July 18.—Earl Chapin of Minneapolis was here July 11 seeking a copy of the circus classic Osceloa. Mrs. Chapin, widow of Chauncey Coburn, has produced results. Coburn has received a copy of an original copy on a letter-office clerk of Hoosier Falls, N. Y., who also operates a small print shop as his work. The copy was in 1886 and Coburn was a reader of The Billboard for about 30 years.

It is Coburn's intention to remember the poem this summer and print it at the Players' Club at its next Pipe Night. "Charles Coburn, and I join in beseeching Miss Coburn to secure a copy of the circus classic," May writes, "as this is another good source for old Bigbygo.

Billposters' Biz Good
DETROIT, July 16.—"Billposters" business has been pretty good all summer, said a report from Detroit, representing one of bills. The Billers' Alliance. He continued, "Business is good. Labor may see that the going comfort of every prospect of continuing to do go."
BARNES-F
(Continued from page 30)
pikeet and otherwise harass the show. They were included at signed release and were
representatives of the union in evidence, and it was the general opinion that their presence
in the midst of the wheat harvest would be a nuisance. It was necessary for everyone on the
show to work together as a team, regardless of their status, to ensure the smooth operation and it was heartening to see the manner in which they worked. From high
executive to lowly worker, everyone was working to perfection. Pat Valdo and other executives worked the show going. The show performance and atmosphere was far better than ever before. Features roll-over lion and tight-cord-walking lion.

No. 7.-On track, two elephants car- ing a man, with the Flying Lorings, and graceful riders.

No. 8.-Ladder girls-some 20-over in track and rings, and over center ring a simple trapeze act and Anna Merkel in ceiling walk.

No. 9.-Gartung the Great, present by Frank Brown. An impression.

No. 10.-Ring horses in Rings 1 and 2, worked by Jack Joyce and John White; the center, by Robert Wills. The act is the same as last week, still with free-running horses, zebras and camels circling an elephant in center ring, in a pleasing tableau.

No. 11.-Janet May presenting her act in Ring 1, worked by Bob Hogenson and William Heyer.

No. 12.-Clowns on track.

No. 13.-The Natio, Troupe of Chinese acrobats, has left and no no news of their presence at this place.

No. 14.-Perch acts, Roman rings, and four Roman girls. Included with the Olrives, the Cristianes, the Morattos and a couple of other acts from the Perch company.

No. 15.-Carnagio's Great, presented by Frank Brown. An impression.

No. 16.-Riding acts, In Ring 1, the Jumping Bronco, in Ring 3, the Superb riding and entertaining.

No. 17.-Elephants in all rings, under direction of Walt McAuley and worked by diva Phillips, Irene Servo anc. Oliva Rose; also in track, and Modoc, dancing elephant.

No. 18.-Ladder girls, people, and the Flying Lorings, with Miss E. L. Evans, midget clown, presenting.

No. 19.-Ring 1, unsupported ladders; Ring 2, the Cristianes, teeterboard.

No. 20.-High-school horses. Beautiful black show with Clancy and Mary Smith. Fine show acts. The 1st of June, with three people, and the Flying Lorings, with Anna Merkel in charge, a pleasing tableau.

No. 21.-Races conclude the show.

ONE DENIES
(Continued from page 32)
M. Hale writes that the sexual desire and the duty to clone can only be gussted at.

SHOW CANCELLED
A show closed in Iron Mountain, Mo., July 4, and embarking for Bellowgan, Wis., against their will, the artists, musicians and other members of the crew. They were returning from the tour of duty, not only to the show, but also to their home in the south. Hale writes that the sexual desire and the duty to clone can only be gussted at.

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How To Keep SS Records

Treasury Department does not prescribe any form, but chart here suffices.

CINCINNATI, July 16—According to reports from the special Social Security unit of the Treasury Department, the number of Social Security records of outdoor shows and also inquiries received by The Billboard, there still seems to be some uncertainty in regard to the form in which Social Security records should be kept in the show offices. In many cases, the records are kept in folders of many hours and embarrass show secretaries because the records kept to make a quick and accurate check-up.

Always interested in helping the show world to solve its problems, The Billboard had its Social Security records filled out in a form which its opinion would suit the purpose. The Treasury Department all the desired information as condensed and simple as possible. This form was submitted to George J. Schoeneman, deputy commissioner of Internal Revenue, for his opinion, but as no particular form is prescribed by the act, the keeping of records, Mr. Schoeneman was advised, is left to the judgment of the showman, and approved to any one special form.

How To Keep SS Records

With the Zoos

DETROIT—Construction program involving expenditure of about $200,000 was announced by John W. Novak, superintendent of Belle Isle Zoo. Funds have been secured through the WPA for a series of projects, including bear den, mountain goat corral, married couple of birds, and rhino house. Attendance has been heavy all season.

WHEELING, W. Va.—Several new animals have arrived at the Municipal Zoo here, the donation of friends of the late Otto Reboehl, according to Chris H. Hetrick, director of the zoo. Among the new arrivals are a handsome, well-grown gorilla, phalanx, black and white lemur, and a pair of grey, pinnata dubia and four young rock monkeys.

COLUMBUS, Ohio—Joe and Lil, African lion cubes, are the latest additions to the animal family at Municipal Zoo here. Cubs are three years old and weigh about 700 pounds. Construction on new animal cages is being rushed and other additions of interest will be announced.

NEW ORLEANS—A 200-pound Kodiak bear, gift of the governor of Louisiana, N. T. (Tex) Clark is zoo superintendent. The cub, shipped from Alaska on June 18, probably will be named for Gov. Richard Leche, says Frank N. Neill, superintendent. The zoo also has received a pair of monkeys from a game preserve at Avery Island, La.

For more information about the Zoo, please visit their website at:

http://www.zooreport.com

GENERAL OUTDOOR

The Circus

(EDITORIAL IN THE FOR WAYNE, IND., JOURNAL-GAZETTE, JUNE 13)

Circuses were made for children and for grown-ups who are still children at heart, and it may also be said that the fellow who lacks a liking for the big top is not a perfect child. With wild animals and acrobats, clowns and trained ponies, rough-and-ready men and swinging gypsy hoops, the circus is more than the sight of the man from Borneo—all these are part and parcel of the circus sport.

A good old-fashioned circus band blaring forth all manner of martial, popular and fiddling tunes, barrelhorses so elegant and graceful, masterly strongmen, knockouts and the fastest acrobats in the world, the circus does not need to be seen enough of them at the circus.

The general public usually associates the circus with the midway between New York and New Orleans, appearing to every harbors and landing point. These are the main centers of rolicking fun and daring-do.

In the Columbus (Ohio) Record—The Admiral of the Great Way—day toward which hundreds of boys and girls (and the grown-up boys and girls who are their fathers and mothers) have been looking forward for many a week.

Just how is a circus so sophisticated to suit your taste. Not circus. Never did they fill a more important need. The circus is impossible from the record. The Fourth of July celebration brought the traveling circus to Little Rock, Ark., for the entertainment of the 42,000 population. Jack Knapp, arranged a program of topnotch acts, including Navy bands and the radio (big top) vs. Evergreen (number one) band. The show was a great hit but judges gave the decision to the Navy band, which is said to have been given a number of rolls in one round over "Prop's" Blacktie. In the next show, New Buses and New Towns, Jack Wynn was asked to come to a dead heat. At the ring-side Jack Burslem supplied all with liquid refreshments and ushered the show into the "big top." The Daily's, Robert L. Juleur, a Dutchman, but now living in the United States and antennas, said Frank Polak took the semi-final bout in an auto accident in January. She was given a lot of credit for the wonderful condition of the circus and the personnel and the facilities and the staff and the weather were the most important factor in the successful running of the circus. The circus should be enjoyed by all ages and the staff and the personnel should be thoroughly well trained. The next show was held on July 23, 1938.

Circus Sally Says

JOE M. LEONARD, general press representative of the Gainesville Community Chest, has been on a trip to Greater American Shows, to discuss the possible cooperation of the circus, the Gainesville Rotary Club and the Boy Scouts in a campaign to collect contributions for a worthwhile cause. The circus is a fine spectator attraction, and the Rotary Club and Boy Scouts could do much to help. The circus has been a tradition in this country for many years and has served as a center of interest for all ages. The circus should be enjoyed by all ages and the staff and the personnel should be thoroughly well trained. The next show was held on July 23, 1938.

VISITING NOTES—Jack Brown caught Cole Bros. evening performance at New Orleans. Joe and Lil, elephant, and Josh the lion, every minute of their stay on the lot. A near-capacity crowd. The program included TONY and JUDE, THE GREAT AFRICAN, then Miss ZARDO and the Zip, the world's fastest boy on skis, and The Silent Brothers. These were followed by THE GREAT BROWNIES, then by BIG TOP KLEINS, a group of stilt dancers, and finally by THE GREAT SCOT, who did a fine job of entertaining the audience.

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Calgary Exhibition and Stampede Has Greatest Attendance Since '29

CALGARY, Alta., July 18.—Calgary Exhibition and Stampede officials here have had the largest attendance of 223,425, an increase of 2,976 over last year, and grandstand stands have never before been so crowded.

The decrease in the attendance of 2,976 is not as large as that of 3,000 at the 1932 show, when General Manager, W. E. Goodine, reported.

"An exceptionally good program, including a large array of prize-winning exhibits, has brought the crowds by the thousands," said George Atkinson, chairman of the board.


"Our attendance has been the highest since 1932," added Mr. Atkinson.

"The shows have been more interesting and the attendance has been more steady than in any other year." G. W. WELCH, MARKS SHOWS, 

BECOME A REALITY THAN ANYTHING ELSE THAT NEVER OR SOMETIMES EAT," WE ARE FORCED TO

At the time, many vaudeville people were performing between the shows, and at the night time. Vaudeville acts are presented between the shows, and at the night time.

Joe Firns, snare drums and traps; Ethel DeVere, alto; Elta Pitta, bass drum; James Dwyer, trumpet; Olive DeVere, saxophone; M. J. Murphy, tenor, bass; Alfred Heflin, tenor, bass. In my knowledge, wherever proper regulation which is bound to follow if business do not take a more sensible approach, as regulation by agreement, and if necessary, if the prime movers to add what has been done in the past, or in the past, to the property, in favor of the public, and in favor of the public, in favor of the public.

There is always the argument against the billboard regulation with this committee and its representatives because you have avoided every effort at conferences," the critic said. "You have avoided every effort at conferences," the critic said.

Beehan, counsel of the Outdoor Advertising Association, said: "The radical wing of the group has in my knowledge, wherever proper regulation which is bound to follow if business do not take a more sensible approach, as regulation by agreement, and if necessary, if the prime movers to add what has been done in the past, or in the past, to the property, in favor of the public, and in favor of the public, in favor of the public.

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The rather hot debate that developed around the move to take the lottery ban out of the New York State constitution raised a deep question that was discussed only incidentally by the many people who had something to say, pro or con, about gambling and lotteries.

The movement in New York gained headway enough to get preferred attention at the constitutional convention because of the pressing need for relief funds these days. It was a chance for the growing number of advocates of government lotteries to come forward with their idea of a lottery to raise money.

The amusement games industry does not wish to oppose any movement which is for liberalizing old laws, or which has for its purpose the raising of money for relief or the needs of government. The amusement games industry itself seeks the liberalizing of old laws and also offers its money-raising power to help the needy.

When there is talk of government lotteries or of legalizing the bigger forms of gambling like racing bets, then the question of monopoly in gambling comes seriously to the front.

The tendency in legalizing any form of big-time gambling has always been to monopolize gambling as far as possible. So if the issue started in New York gains headway in other States the issue will be big-time gambling vs. petty gambling.

The certainty of this issue coming up can be seen in every State where pari-mutuels have been legalized. Powerful racing interests have inevitably opposed petty gambling, such as payout games and slots, presumably because of the greedy idea that every nickel which went into the machines could be made to contribute to the aid of the needy-without giving a monopoly to any. That would be the American way of doing things.

Unfortunately a lot of well-intentioned people never stop to consider the ramifications of monopolies in gambling. In New York the debate between the author of the Hirschberg amendment made it clear that ministers, reform agencies and church people were supporting the monopoly of gambling by racketeers when they opposed legalized gambling. For the big-time gambling interests want gambling to be illegal. So do church people and reformers. Both are thus working together so the big-time gambling interests may have a monopoly. Many times the big-time interests finance church agencies in their drives to combat legalized gambling. All of these things come to the surface when legalized gambling is up for discussion.

When the fight was being waged against the Florida slot machine license law in 1937, the Legislature was besieged by the church lobbies and also the most powerful gambling combines in the State—both working to kill the legal slot license. That is a picture to be pondered over. It shows how strong will be the fight for monopoly when liberal State governments move to license gambling.

Modern conditions have made the eventual licensing of gambling a necessity for revenue, no matter what our political, social or moral views may be. That means an increasing fight for monopoly in gambling. The American way will be to work out a system which gives no monopoly and which will duly legalize the many forms of petty gambling which take in small coins and give out a greater share of amusement.
Patents and Inventions

Patents are issued once every week by the Patent Office in Washington, and they are in every case of coins-operated devices, such as door rides and such games as it appears could have no more to do with coin operation. The
Bill Frey’s article object in maintaining this paper is to present in a matter of hours the patents just issued to en-
able manufacturers and inventors so that people on both ends of our country can go forward.


Claim No. 1—In a telephone coin-operated apparatus, a coin chute, a trap therein adapted to be deflected from its normal position by the weight of a coin de-
positioned therein, and a common means for holding the trap in its normal position and initiating a signal when a coin is deposited, comprising a pair of ten-
ioned and permitting the springs in the hopper to be disengaged from the tensioned springs and permitting the springs to engage when the trap is deflected by deposit of the coin.


Claim No. 1—In a coin collector comprising a coin hopper, a pivoted coin directing member within the hopper, a pivoted coin directing member adjacent to the coin hopper, a pivoted vane normal position to arrest the movement of the trap caused by deposit of a coin therein, means for engaging the trap and releasing the trap and subsequently restoring the trap to its normal position, and means for actuating the trap to swing free of the trap released from its normal position and to engage the vane during the restoration of the trap to its normal position.


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Missouri, Inc.

Claim No. 1—In a coin handling device having a substantially horizontal slide along which coins may be pushed to discharge from an end thereof, the combination with said slide of a switch pivotally carried on said slide at the discharge end thereof to move successive coins engaging the switch to be alternately deflected and discharged at op-

Posse.


Missouri, Inc.

Claim No. 1—In a parking meter, a substantially horizontal slide over which a ball is adapted to slide along which coins may be pushed to discharge from an end thereof, the combination with said slide of a switch pivotally carried on said slide at the discharge end thereof to move successive coins engaging the switch to be alternately deflected and discharged at op-

Posse.


Claim No. 1—In a coin-operated apparatus, a coin chute, a hinged coin trap comprising a trap slide, a pivot for the trap slide, and a trap spring acting on the slider and permitting the springs in the hopper to be disengaged from the tensioned springs and permitting the springs to engage when the trap is deflected by deposit of the coin.


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Missouri, Inc.
Rock-Ola Phonographs in New York Hotel

NEW YORK, July 16.—One of the most difficult assignments in the music industry is to place an automatic phonograph in a leading hotel, music men say. This feat has been accomplished by Rock-Ola's Eastern division manager, Fred Pray, who has succeeded in placing, thru an aggressive operator, one of the new 20-record Monarch models in the smart Royal Palm Cocktail Lounge of the Park Central Hotel at 56th and Seventh avenue in Manhattan.

Sam Lanzner, manager of this magnificent hostelry, enthusiastically indorses the Rock-Ola phonograph: "Not only has the new Rock-Ola Monarch-20 phonograph helped to increase our business, it has achieved a very fine additional source of revenue for us. Last week it was our pleasure to receive very satisfactory earnings from the phonograph for the seven-day period. We have received dozens of comments from our patrons complimenting us on our choice of the Rock-Ola. They like the tone quality, they say, better than any other instrument of the kind. Its streamline design and soft, blended lighting effects fit in perfectly with the decorative scheme of the lounge."

Several Rock-Ola officials who have been in New York recently said that excellent results have been accomplished by Rock-Ola managers in New York. Mr. Pray, in promoting the sale of Rock-Ola phonographs in the Eastern market, has been impressed with the number of Rock-Ola coin-operated phonographs in locations throughout the city.

Record-Buying Guide

Going Strong—Keep 'Em Around

Music, Maestro, Please

Says My Heart

I Let a Song Go Out of My Heart
I Hadn't Anyone Till You

Longing in the Starlight

You Leave Me Breathless

On Way Up—Better Stock Them

I Missed the Ship Again

There's Honey on the Moon Tonight

Flat Foot Floogie

This Time It's Real

Will You Remember Tonight Tomorrow?

Day Dreaming

On My Way—Not Worth Pushing

Love Walked In

Cry, Baby, Cry

Don't Be That Way You

Couldn't Be Other

Why'd Ya Make Me Fall in Love?

Music, Maestro, Please

Says My Heart

I Let a Song Go Out of My Heart
I Hadn't Anyone Till You

Longing in the Starlight

You Leave Me Breathless

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Why'd Ya Make Me Fall in Love?

Except for four or five leaders, the scene along the sheet-music landscape is changing so constantly these days that predictions as to what will be the big numbers in a few weeks can be made only skeptically. Unusual situations exist in that of the 30 titles on The Billboard's list of most played songs this week only one, Toy Trumpet, is a number that once was popular but is now a thing of the past. And that just happened to receive an unusual amount of plugging. Next week, no doubt, will find it back in obscurity again.

Normally, there are as many songs on the way up as there are on the way down, making it fairly easy to ascertain which of the new ones will reach the top. But when band leaders, who usually can make or break a song, have so many to choose from, anything can happen. Last week there's Money on the Moon Tonight was in 14th place on the air waves; this week it's first, indicating it's a good bet for the machines. However, next week it can take a tumble and be supplanted at the top of the list by a song which at present doesn't amount to anything.

The only sure things on the horizon right now are the Irving Berlin songs from his picture, Alexander's Ragtime Band. So much publicity has been issued about the film and there'll be so much more when it opens next month that the two new tunes in it, as well as Berlin's old favorites, can't fail to be among the most played and best selling songs of the late summer and early autumn. Records are already being released to the trade now. Now It Can Be Told and My Walking Stick, and it won't be long before Toy Trumpet, which was the fastest rising, will also be released. My Walking Stick is a fast tune that second.

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The Week's Best Records

Selected by The Billboard From The Latest Recordings Released

That phonograph operator may be the Billboards and this Week's Best Records may not be the Billboard's and what's more, only those with more selective in buying records The Billboard's are heard, but only those with the greatest play potentialities are listed from Fanny Face, which brings back memories of the great waltzes Oh and ten used to make of Gershwin show tunes. Higher praise than that isn't possible. Featuring piano passages in much the same way as those classics, King has turned out a side that rates a spot in anybody's album of cherished records. The disk contains a sequel to the old songs with too much dancing and not enough music, but with plenty of heat. Just the same, it's plenty potent for either dancing or listening. Even better is its clarinet- mate, the old Gerashin hit "Wonderful

SWING MUSIC

Vocal

CONNIE EDDOWELL

Decca 1884

It's the Dreamer in Me (Bing as they want him, but the reverse is too slow. Now It Can Be Told, is much too straight to please his fans).)

JAN GARBER

Vocalion 4180

Boswell and Harry Sosnik's crew, which can be de- Bowed to by Victor Young having several arrangements for the Range by Crosby and True Confes- sions. This is a record that sounds like a new tune. Ditto for the reverse, Pack a few of the old songs in the Devil, with Ellis Fitzgerald doing her usual good job on both vocals. But definitely on the reverse Side is RIN POLOIMONG a collection of the couple of ancient Berlin ditties. Everybody's Doing It and This International Rag (Dec), with too much dancing and not enough music, but with plenty of heat. Just the same, it's plenty potent for either dancing or listening. Even better is its clarinet- mate, the old Gerashin hit "Wonderful

MINNEAPOLIS

MNEAPOLIS, July 18-Murray M. Knechtelsman, local Minneapolis music publisher, reports the following discos were popular with phonograph operators in June and the week ending July 16: TheいMV5,k, 1; Music, Maxim, Plea! 3; Old Man Moon; 2; 3, Hi Yo Silver 5; The Same Sweet You; 8, There's Rain in My Eyes.

"Shyvers New Streamlined Bar and Wall Boxes"

Regardless of your past opinion or experience with antiquated out-of-date wall boxes, these Shyvers will make you money. Orig- inally designed and sold only to those of us and tested to pass Underwriters Laboratories at 660 volts, it enables you, enabling the user to interchange the music between and have more money from music machines without extra service calls.

BING CROSBY, backed by John Scott Trotter's Ork, comes to the aid of the Shyver with what armored cable you want and make a test. If the boxes earn $1 for each week, cover every spot you have, your INCOME for the next year is sure to put you in the POST. It is off the wall and when it is dropped down, the whole thing can be put on. Operate your ears. See that change laying on that bar or table. How about that person to rush up with a beautiful effective box. Will operate every known phonograph.

ONLY FIFTEEN WURLITZER'S LEFT TO SELL

10 Model 161 Single $149.50
Lots of Five $139.50
Guaranteed Mechanically Perfect. Cabinets Like New.
1 Deposit. Race,Race, Race.

LEON TAKEN, 2134 Amsterdam Ave., N. Y.

For Export Address "Latake""Screen Hits""

PERMO POINT

BAR BOX - $7.50

WURLITZER 616... $147.50

412 - $75.50, 512 - $54.50, ROCK-OLA 1936-$59.50.

BALL BILS Hu... $45.00

PERMO PRODUCTS CORP.

Metalurgists-Manufacturers

565 RAINBOW AVE., CHICAGO, ILLINOIS

WE NEED CASH-ALL MACHINES IN

EXPERIENCED MUSIC MEN INQUIRE

WURLITZER Perfect Plays!

Only PERMO POINT is standard equipment on ALL phonographs recommended and sold by all record- distributing establish- ments... Assure high fidelity reproduction longer life...even tone...durability. Send for illustrated bulletin.

It's All in the Patented Elliptical Point!

PERMO PRODUCTS CORP.

Metalurgists-Manufacturers

565 RAINBOW AVE., CHICAGO, ILLINOIS

$8.40 AVERAGE ON MUSIC

Proven, Produced and Maintained by the Use of

GEO KRUPA comes up with a tune from Paramount's Give Me My Baby, and the reverse

BING CROSBY

Decca 1884

It's the Dreamer in Me (Bing as they want him, but the reverse is too slow. Now It Can Be Told, is much too straight to please his fans).
Wurliiter in Chicago at End of Second Big Week

Over 700 operators and friends register for party—new models hailed in coin machine capital—Homer E. Capehart speaks to trade in astonishing frankness

CHICAGO, July 16.—Wurlitzer Transcontinental Tour came to its ninth stop here at the end of the second busy big week that has been attended by more than fifteen hundred music men. In connection with the Wurlitzer staff "crew" (See Wurlitzer in Chi on page 86) and Bob Bleekman, Wurlitzer district manager for the Chicago area, helped to plan events held at the Hotel Knickerbocker here.

The convention began on Sunday night, July 15, and dinner and banquet started at 7 p.m. in the grand ballroom of the hotel.

The inspiring crowd of music merchants and their friends in the leadership of Art Leard, and the hearty fellowship that prevailed was a preview to come in the future of the phonograph business.

Astonishing frankness

Homer E. Capehart, vice-president of the Wurlitzer company, was telling of the future of the phonograph business and is doing much to acquaint the music men and is doing an excellent job in the distribution of music. Some of the old Edison phonograph machines were up in the audience; the Wurlitzer firm gave them a splendid reception. Capehart is an expert in his field and is an excellent speaker.

Stand on Wages

As Capehart continued his frank statements, he said the Wurlitzer firm was definitely operating on a policy of cooperation and they were not afraid to appeal to the music merchants to join in the Wurlitzer plan and to work for the benefit of the industry. He said, "Outside influences are now creating confusion, into the minds of the people, by telling them what to do." He also said the credit on the firm is an appeal to the music merchants and it is doing a splendid job in the industry.

Capehart's message here, as it has been at other places, was that of the seven-point program which the firm has inaugurated. But underlying the message was a good business proposition for the music merchants.

The credit records of music operators or merchants would be a credit to any industry. Capehart is an expert in his field and is an excellent speaker. The credit records of music operators or merchants would be a credit to any industry.

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A count of noses at the banquet showed a total attendance of 420, including music operators and their guests. General entertainment was provided by the entertaining company.

Galaxy atmosphere was engendered right at the start by plenty of music and high spirits. The program was opened with a dance number.

A friendly atmosphere was engendered right at the start by plenty of music and high spirits. The program was opened with a dance number.

As the program progressed, the entertainment was varied and impressive. The program featured a variety of music, including music operators and their guests. Generous refreshments were provided by the entertaining company.

The program concluded with a dance number.

We are privileged to publish what is said to be the only speech ever made before a trade group by John A. Marquette, pioneer head of the Marquette Music Co., of Detroit. His address was made July 13 in Detroit, with an audience of more than 500 New England music merchants and guests in attendance.

Boston, Mass.

The six New England States were represented at the Wurlitzer Convention and it was a real treat for the operators. The program went off to schedule as planned.

John Marquette Speaks

"I am always glad to meet you young operators," said Mr. Marquette. "I never knew of any business that was run exactly as it should be. Young people are coming into the business with a new idea of what the future of the phonograph business will be. They are coming into the business with a new idea of what the future of the phonograph business will be.

"I started out first with a banjo and a guitar. I worked at it for a couple of years. I bought a giant music box, with tubes that the player had to put in his ears to hear the music. Some of the old Edison phonograph machines were in the old Wurlitzer store at that time. I remember so well I thought the outside public would do the same thing.

"I know I'm the oldest music operator in the United States. I've been in the business more than 60 years. I've seen the phonograph business grow from the beginning.

"I'm always glad to meet you young operators. I never knew there were so many people in the public business — and to think that youth is carrying on a business.

"You young operators have easy sledding today by comparison. I stuck, which I advise you all to do today. We're in a tight pinch financially today, but you do not know how much of your own business is left. I advise you all to do today. We're in a tight pinch financially today, but you do not know how much of your own business is left. I advise you all to do today. We're in a tight pinch financially today, but you do not know how much of your own business is left. I advise you all to do today. We're in a tight pinch financially today, but you do not know how much of your own business is left. I advise you all to do today. We're in a tight pinch financially today, but you do not know how much of your own business is left. I advise you all to do today. We're in a tight pinch financially today, but you do not know how much of your own business is left. I advise you all to do today.

"And the full explanation of the Wurlitzer plan of trade-in allowances on old phonograph machines was made July 8.

"It is a big banquet in Baltimore July 8.

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Will Push Soap Vender in Fall

DETROIT, July 16.—The Dispenser Soap Service, manufacturer of an industrial soap dispenser, is planning to re-establish the prestige of the product in the fall. Sales in this line follow the successful arrangements of activity for the year, inasmuch as most of the locations are on the basis of regular production schedules, particularly in the automotive factories. Plans for increased production, as the unexpectedly good production schedules for Chevrolet cars, are expected to mean much more merchandising of the vending field in Michigan and other Midwestern States.

Candy Campaign Going Over Big

CHICAGO, July 16.—Max P. Burger, secretary-treasurer of the National Confectioners Association, reports that the merchandising-advertising campaign is gathering momentum daily to send the message, "Candy is delicious food—enjoy some today, tomorrow, every day," and be read and heard all over the country. The stocking-up of candy books, candy bags, candy sticks, and various bags of candy straws and on many types of merchandise.

Babe Kaufman New CMA Member

NEWARK, N. J., July 16.—The election of Babe Kaufman, as a member of the Cigarette Merchandisers' Association of New Jersey, is an indication of the growth of the association from one of the smallest in the country to one of the largest.

That Mrs. Babe Kaufman will be an important member of the board is evidenced by the fact that she has accepted chairman-ship of the special ways and means committee, a position of great responsibility and study and recommend projects for the further growth of the cigarette merchandising industry in New Jersey.

Present with her at the election as a member of the board is Bob Robins, a well-known coinman, who is in charge of the cigarette operations for the firm in New Jersey. Both received a hearty welcome and worked, of course, unanimously elected to membership.

Unprecedented as was her appointment as chairman of the special ways and means committee of the Cigarette Merchandisers' Association, she was named by the board as president, It was nevertheless deserved. She is already co-operating fullest extent. Manager Le Roy Stein of the Cigarette Merchandisers' Association was appointed which began to function immediately after its appointment. A number of leading men of the field to Kaufman's office to the association office to the department store and the president of the association and members of the committee is an indication that New Jersey will force further progress.

That Mrs. Kaufman is association-minded may be gleaned from her interest in the formation of a national cigarette store owners' association in New Jersey as well as her interest in one located in New York City. Music operators through the years have become associated with the association, judged by the reports of new developments that have formed through the years.

No longer does the spirit of "catch as catch can" prevail among operators. They are beginning to realize the necessity of honest co-operation for the furtherance of their own business.

New Jersey welcomes Babe Kaufman in the merchandising field. Her appointment should be a challenge to those who compose the cigarette merchandising industry in the business without making any effort to join hands with those who could help to minimize any of the self-made abuses.

Looking for Gum Vending Machines

"To the Editor: I am taking the liberty of inquiring in hopes that it is possible it should be addressed to you. I have a chain of nut vending machines and am thinking of putting in a line of gum vending, particularly machines that can be placed outdoors, but I do not know of any manufacturers who make this equipment. Have looked over a great many catalogs, none of them of any value. The machine should not run across any advertisements of machines so that no one will know that I am thinking of this line. I wish you to let me have a list of names of firms manufacturing this equipment.

It would like to add that I enjoy reading your editorials—consider them always at the real conditions of the business."

Editor's Comment

This inquiry was made in order to the advertising department, but the editorial department will give the request the final talk for them. A small list of manufacturers has been sent to our business department for consideration for the reader. The manufacturers of nut vending machines are doing a good job of advertising—small ads kept before the trade at intervals. It seems to me that all makers of vending machines should keep small ads before the trade at regular intervals and it will probably be a number of years before the trade will be interested in gum vending machines. I do not know where to obtain this equipment."

If it is a gum machine, of course, can be adjusted to handle any style of gum machine that would be desired. The machine should be on a platform with a door to close it when the machine is not in use. If it is not, the gum machine should be placed as near to small ads before the trade at intervals. It seems to me that all makers of vending machines should keep small ads before the trade at regular intervals and it will probably be a number of years before the trade will be interested in gum vending machines."

"The machine now has the insulating equipment of a 40-inch wall of cork. Use of a suitable cork or similar insulation would have run the temperature of the face of the machine up too high."

"We want the machine to have a very interesting development that has been in progress over three years and it has meant intensive research and development."

"The machine will be a wall rather than a bottom-delivery type. In the bottom-delivery type the bottom corner is opened to deliver merchandise at zero temperature on a hot day the ice and means committee by S. M. Malkin, president, it was nevertheless deserved, her title as one of the most outstanding operators in the country is evidenced by the request for conciliation of a problem not easily discernible by the manufacturer."

Amusement men are the outgrowth of vending machines sell merchandise, and there is a vast difference.

"It is, therefore, my belief that the coin machine show will have to divorce vending machines from amusement machines and gambling machines."

 "Candy is delicious food—enjoy some today, tomorrow, every day," and be heard all over the country. The stocking-up of candy books, candy bags, candy sticks, and various bags of candy straws and on many types of merchandise.

"Looking for Gum Vending Machines"

"The slogan is being used on match straws and on many types of merchandise.

"I would like to add that I enjoy reading your editorials—consider them always at the real conditions of the business."

An Article by Mr. A. M. Williams, general manager of the Pennsylvania State University's department store, which was published in "The Billboard," June 20, 1938, and read and heard all over the country. The slogan is being used on match straws and on many types of merchandise.

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New Perfume Bar Distsributed Announced

NEW YORK, July 16.—Robert (Bob) Grenner, head of Mechanical Sales Corp., announced this week that Frank Engela and Mike Specter, of the Automatic Merchandising Co., Philadelphia, have been appointed distributors for the firm's Perfume Bar, the merchandiser which vends the RiseCharde Perfumes, for the States of Pennsylvania and Delaware.

"Both of the men believe that the Perfume Bar is a great money maker," Grenner stated, "and are enthusiastic over the prospects which they have for the machine. They will cover Pennsylvania and Delaware thoroughly. Already they are arranging for special demonstrations of the machine in the principal cities. Between Engela and Specter they know practically every operator in the two States. We took a lot of time in choosing our representatives for this section because we motivated this move, Grenner will find these new representatives of ours capable of giving them full information about the Perfume Bar." Grenner concluded, "as well as a lot of help as to just how this machine may be operated to insure maximum profits."

"Business Good," Says Roy Torr

PHILADELPHIA, July 16.—Roy Torr, Philadelphia dealer, strikes an optimis- tic note in regard to the national outlook of sales of American-made cigarettes, sales of depression, recession, j carefully breaking of cigarette business has shown a steady healthy increase each and every month. I have come to the conclusion that it will be best to just keep on keeping on, " said Torr. "We are not worrying about the future, are just hanging over us and start out with full steam ahead." Not in September or Oc- tober, but the business is supposed to start on the upswing, but now.

"We are increasing my advertising a great deal. Collections on my time pay plan are good. The fact that I am using the Universal bulk vender along with 200 other types of machines leaves me little time to be downstairs."

New Cigar Vender Has Large Sales

BROOKLYN, July 16.—Dave Robbins, president of the company is selling to 50 towns" with its new cigar machine. Says Robbins, "We are the only company selling a very big, particularly to cigar machine operators. They are installing it who don't have any cigar machines in their locations.

Reports states that the cigars are kept fresh in the machine by the use of "armo-clad" humidor packs, in which each cigar is individually wrapped. "Altogether our machine is made to vend the largest quantity of cigars. We can also manufacture it to vend other brands," concluded Robbins.

CALCO BALL GUM SETS

Sensational profits are being made by operators using our Dainty Bull Gum Sets. Several styles to meet needs of all types of locations. Write for complete information.

TOWNSEND MFG. CO.
34 North Front Street
Baltimore, Md.

PERFECTLY RECONDITIONED--LIKE NEW.

4 in 1 Bulk Vender

$10.00 EACH

6 FOR ONLY $40.00

1/4 Pound Deposit With Order, Balance C. D.

CIGARETTE MACHINE CLOSEOUTS

25 NATIONAL 4-COLUMN CIGARETTE MACHINES with Slug Ejectors, and with or with- out Machines. Very low prices. See for yourself.

COLUMBUS CIGARETTE MFG. CO.
2535-37 Prospect Avenue

Cleveland, Ohio.

FOR VENDING MACHINES

HARD SHELL

Boston Baked Beans
Smooth Burnt Peanuts
Fruit Dibs
Black & White Licorice
Dainty Cup Eggs
Licorice Petites
Mint Patties

PANS DE LUXE ASSORTMENT

200 Charms—40 Varieties.
No lead—No junk.

(Price in Cents for Price List)

434 North Front Street,

NEWARK, N. J.

WALGREEN ORDERS 300 AIRPOPS-ITS

CHICAGO, July 15—According to an announce- ment by Airpops-It, Inc., the Walgreen Drug Co., will install over 300 pop-corn machines through the drug company's system extending from Coast to Coast. Tests extending over a period of more than six weeks convinced Walgreen that the machine was a valuable asset, Airpops-It officials say.

"One of the most interesting factors of order," said H. C. Grenner, manager of Airpops-It, Inc., "is the rec- ognition by the Walgreen Drug Co., of the Airpops-It pop-corn machine." Airpops-It customers, store managers everywhere have been demanding it.

"Many features of the Airpops-It machine have made it very popular among the drug trade. First, it builds up a steady repeat business. Second, it is a bigger sales stimulant than the penny machine. Third, it creates a thite, thereby stimulating the fountain trade. Fourth, it delivers crisp bags of pop corn hot and fresh, at all times with an appearance more tantalizing than the baking of homemade bread. This latter feature is very important as the corn is not boiled in all. I pop so that everyone can see it. The animation, which holds the at- traction of everyone, proves to be Air- pops-It's biggest salesman." Airpops-It has announced a number of new improvements, including an all- automatic machine wherein the customer simply drops a nickel in the chute and waits for the pop corn to pop.

These machines have the most desir- able features whereby the pop corn is popped in a fan blower and, containing a heating element which popas a large bag of pop corn in a little over a minute's time. It实景s itself just be- cause of the attractive machine.

Airpops-It machines have been featured among some of the largest cigarette organizations in the country, a few of which are as follows: Cunningham Drug Co., Dowd Drug Co., Katz Drug Co., Crocamar Drug Co., Murphy Drug Co., the Fred Harvey System and the Union News. The latter two operate concessions along the county's railroads." Hull con- cluded.
Close Territory
By Trade Abuses

"To the Editor: This will acknowledge your letter of June 31, and thanks very much for the help you gave. Here is a short letter from the local paper which will give you a general idea of the situation here.

"Naturally as distributors for the major companies we have been very reluctant to place any type of equipment in the city which might cause a shut down. We feel that certain type of machines for a short time when their first came out and were dropped down to only three of them.

"For one or the larger operators here set anything they think they can get away with. Of course, that is their business, and not ours, but frankly we are of the opinion that the time is not far distant when all types of mangle games will be shut down, because the police department will eventually lead to closing the town air-tight.

"At this writing it is questionable whether new licenses will be issued on July 31 for the next six months. All due to the abuses which have happened up to this date I'm afraid we may use whatever you wish of this letter..."

K. L. D., July 8, 1938.

James A. Passanante, manager of the J & J Novelty Co., Wuritter distributor, says business is booming in Detroit. Above are their new air-tight.
EXHIBIT'S NEW "LIGHT UP" COUNTER GAME

Great States Has New Nickel Selmor
KANSAS CITY, Mo., July 16—Great States Mfg. Co., of this city, will soon place on the market its 5-cent Selmor vender. According to A. E. Sandhaus, Great States head, his new machine is "the nuts."

"The new nickel machine will vend any type of merchandise from 5-cent bottles of perfume to the largest candy bar or box of cookies," Sandhaus said. "We consider the construction of this machine to be a real engineering feat. A lot of 'clucks' imagine that designing an efficient machine is a simple thing. That's a lot of malarky, as anyone knows who has ever tinkered with them, much less manufactured them. So our new 5-cent vender is guaranteed to be the Michigan no. 1. It will be one of the most efficient and high excellence as our penny Selmor venders."

"And in keeping also in the idea of giving the public a lighter and faster running coin in the slot machines, we are all bitten by the bug 'Sales Mean Jobs.' Our wage slaves and many operators gang up at our factory twice a week to toss bright ideas around. One of our bright boys gagged that 90 per cent work and 10 per cent have made the world. So we're all digging in and really showing results. We're doing our part even if the Blue Eagle is dead."

"Incidentally," concluded Sandhaus, "we can't sqawk about our bit. The last two months have found our sales gang bagging off up around the world. We are filling our wheels of industry burning a lot of midnight oil. People have seen the advantages of our new coin in the slot venders and are really giving the 1-cent venders office. If operators of penny venders aren't making hay now there's something smite somewhere. With things on the hustle and bustle and the vending machine game is going to town. But it still takes that vigorous ten years ago that the coin in the slot machine industry would have given any 5-cent horse sense... not 90 per cent loading and 10 per cent indifference."

Feature Cheerful News in Chicago

Editor's Note: The Hearst papers in Chicago have recently adopted the practice of giving the "Chicago Daily News" in a prominent place where it will be read. An editorial in the "Tribune" July 7 explained that business is good in Chicago, "the coin machine world is humming."

"Cheerful News"

"One of the most remarkable occurrences in recent weeks was town over from fear psychology to a feeling of real optimism. For few things are as good in Chicago. It came as snuffily as it came, and as strongly as the recession began last fall."

"Part of it can be credited to factual reports we have here by careful executives of success in beating the recession elsewhere. Part of it, too, was due to the breaking of the deal of the greatest banking house in the country. This broke things they wanted—and needed.

"The cumulative effect of recent developments is making itself felt in many ways. Stores are entering the 'Sales Make Jobs' drive enthusiastically, and change from 'hand-to-mouth' buying to broad stock replacement orders on their part."

"Move Spreads"

OMAHA, July 16.—A proposed constitutional amendment to legalize and license slot machines in Nebraska will be submitted to the voters of the State in the November general election.

Although the New York Constitutional convention killed its move to take the gambling ban out of the constitution on July 11, there are indications that other states—especially Illinois—will give the lottery and gambling bans a chance.

Ross Becoming N. Y. Commuter

NEW YORK, July 16.—After paying two years to the city, Ross Becoming has been determing to go out West this week in the past week. Eddie How, of Orote Coin Machine Company, is rapidly becoming known as a regular commuter here.

Ross, on this trip was going to find a wholesale house over there where a property was going to give the Fifth avenue tailor a chance to feel the air, to see the sun, and to live up to the reputation that he had in the East. Ross is going to take the train out there and make his residence in the city.
Bally's Fleet
Is 3-1-1 Game

CHICAGO, July 15 - Announcing the nationwide release of the Fleet five-ball novelty game, Ray Moloney, president of Bally Mfg. Co., revealed that more than 800 of the machines have been on location for nearly 30 days. "These tests," Moloney stated, "prove conclusively that Fleet will continue the tremendous earnings of our Bally Reserve bank-night award machine. In fact, Fleet will unquestionably surpass Bally Reserve in earning power and sales volume, because it 'fits into the picture' in any novelty territory and can be operated in three different ways.

"First of all Fleet can be operated as a reserve machine, with the same 'winner takes all' idea which, in the case of Bally Reserve, has turned many operators away from a spot with a $25 to $50 gold mine. Fleet may also be operated as a combination line-up novelty game, with a high score and progressive score appeal. Or the two awards, upon which many have been operated, can be combined to one. Whatever way it is operated Fleet proves its remarkable earning power in more than 800 typical locations. In fact, as a result of the tremendous showing Fleet has made and we are about to announce in the next location where we are behind on deliveries even before we make a general announcement of the game. This is due to the big volume of repeat orders resulting from our 500-machine test. However, we are stepping up production and will be able to take care of all Fleet orders in a hurry," Moloney said.

Adventism May Plan Exhibit

"To the Editor: Partially discouraged by the lack of attendance of Eastern operators at previous coin machine shows in the East, we are undertaking a project with the same 'winner takes all' idea which, in the case of Bally Reserve, has turned many operators away from a spot with a $25 to $50 gold mine. Fleet may also be operated as a combination line-up novelty game, with a high score and progressive score appeal. Or the two awards, upon which many have been operated, can be combined to one. Whatever way it is operated Fleet proves its remarkable earning power in more than 800 typical locations. In fact, as a result of the tremendous showing Fleet has made and we are about to announce in the next location where we are behind on deliveries even before we make a general announcement of the game. This is due to the big volume of repeat orders resulting from our 500-machine test. However, we are stepping up production and will be able to take care of all Fleet orders in a hurry," Moloney said.

Tommy P's Coin Machine Co., 130 N. Union Street, CHICAGO

ONLY $6.00 EACH

<table>
<thead>
<tr>
<th>Brand</th>
<th>Price</th>
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<tbody>
<tr>
<td>Bally</td>
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<td>Vending</td>
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<tr>
<td>Electronic</td>
<td>$4.50</td>
<td>Requires coin operation.</td>
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Write for quantity price list.

THORPE MACHINE TOOLS, 130 N. Union Street, CHICAGO

Guaranteed Recommissioned Games

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<th>Game</th>
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<tr>
<td>Keyes Track Times (Red Head)</td>
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<tr>
<td>Kenney All Times (Red Head)</td>
<td>$135.00</td>
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<td>Liberty</td>
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<td>$95.00</td>
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Write for quantity price list.

AVON NOVELTY SALES CO., INC.

FOR SALE

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<td>Badger Bay Company</td>
<td>$100.00</td>
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ADVERTISE IN THE BILLBOARD - YOU'LL BE SATISFIED WITH RESULTS

The Billboard

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

WRITE TO

WATLING MFG. CO.

4640-4660 W. FULTON ST.

OMAHA, NEB.

Write For Our Latest Price List

Just Off The Press

PAYS

<table>
<thead>
<tr>
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<tr>
<td>Bally</td>
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<td>Bally Mfg Co.</td>
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<tr>
<td>Mills</td>
<td>$8.50</td>
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BUYER DETAILS

MONARCH COIN MACHINE CO.

1721 Belmont Ave.

Gainesville, O. D.

HELP

Us dispose of our stock of Console, Novelty and Counter Games. Give-away prices. Condition unexcelled. See Classified Ad.

SOUTHER FLORIDA AMUSEMENT CO., INC.

329 W. Flager, Miami, Fla.
Gottlieb Devices

Booms, Says Henry

CHICAGO, July 16.—Operators and jobbers in the South are acclaiming the Gottlieb Grip Scales and Daily Race Jr. counter game enthusiastic acceptance, according to the report of E. R. Henry, Gottlieb factory representative, who has just returned from a trip through the South Central States. He is reporting to the Chicago office that Gottlieb is on high optimism and remained on an extended trip through the Middle West.

The machines were greeted everywhere with enthusiasm, he said, and he found that the heavy orders booked not only included the new machines but reflected the general optimism of the future business outlook. Now with the addition of the new Five-Star Reserve I expect to ring up a still greater record of sales.

Some of the women reported that they drank only to keep an eye on their expenses. Others confessed that they enjoyed drinking with others.

In miscellaneous matters, women told themselves that they were not wrong for women to enjoy drinks at bars. In drinking they regarded as a social activity. A customer in Montana said, "If she is at the table with her hit on, it is okay. I don't like to see one put her foot on a bar rail." A printer's wife in New Orleans said, "Everyone should do as he pleases, but I hate to see a woman drink.

The report made it very clear that the opposition of women to drinking is being purchased by them to keep their daughter sober. They have experienced the shame of bills unpaid or the horror of children unfed because of money spent for liquor.

One of the interesting facts uncovered was that most women who would allow their children to drink, would allow girls to drink at 18 years but hedged at allowing boys to drink until they were 21 years old. Approximately half of the women said they would teach their sons to drink before their daughters not to imbibe.

The fact that 64 per cent of the women who are drinking do not think that their daughter should do what their sons are doing is a clear indication that liquor is forbidden if people will be lenient. The underlying theme of the survey is that liquor is permissible if people will be lenient.

Women for Liquor, Says Home Journal

PHILADELPHIA, July 16.—In the August issue, the Home Journal thought that the survey on 'Women of America: About Drinking?' The report is statistical in character and Tolleson, a statistician, has interpreted the results of the survey. The women of the United States declare that liquor is more harmful than good. They do not wish to see it return. Women from the Coast States declare that liquor is more harmful than good.

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In miscellaneous matters, women told themselves that they were not wrong for women to enjoy drinks at bars. In drinking they regarded as a social activity. A customer in Montana said, "If she is at the table with her hit on, it is okay. I don't like to see one put her foot on a bar rail." A printer's wife in New Orleans said, "Everyone should do as he pleases, but I hate to see a woman drink.

The report made it very clear that the opposition of women to drinking is being purchased by them to keep their daughter sober. They have experienced the shame of bills unpaid or the horror of children unfed because of money spent for liquor.

One of the interesting facts uncovered was that most women who would allow their children to drink, would allow girls to drink at 18 years but hedged at allowing boys to drink until they were 21 years old. Approximately half of the women said they would teach their sons to drink before their daughters not to imbibe.

The fact that 64 per cent of the women who are drinking do not think that their daughter should do what their sons are doing is a clear indication that liquor is permissible if people will be lenient. The underlying theme of the survey is that liquor is permissible if people will be lenient. The underlying theme of the survey is that liquor is permissible if people will be lenient.

Women for Liquor, Says Home Journal

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Chi Coin Peppy; No Mystery Now

CHICAGO, July 16—Officials Stan Wolberg and Sam Gensburg of the Chicago Coin Machine Mfg. Co., this week finally became a bit more loquacious over their newest game, Peppy. “Peppy,” they said, “is a thrilling five-ball high-score novelty game featuring a new fast play. It offers players three separate scoring figures—1,000 points if bell hits bumpers when lights are lighted, 2,000 points otherwise; two extra free games if extra lights are lighted, and a double award if double lights are lighted. Peppy’s brilliant backboard and fascinating playing field are a riot of action, and they’ll comprise their part towards helping operators earn high profits. We say again that when you see this new game you’ll be glad you waited for Peppy!”

Continuing, these officials spoke of the game’s release, “On a recent visit to a number of locations where operators have placed our new line, we saw for ourselves what columnists have been reporting to us for the past few weeks. Crowds were gathered continuously about this sensational new five-ball game. We saw how that big award shown on the backboard kept players playing game after game—how excited not only the actual players but the onlookers as well became as a player won the award which ranged anywhere from $1 to $2 to $15.00 or $25.00, depending upon where the operator set the machine.

“Yes, this typical scene was repeated and almost identical on every location we visited. But whether they won an award or not, the players showed the same high enthusiasm with each and every game they played in their attempt to contact all 10 bumper springs which are necessary to win. Probably one of the appealing features is the fact that a ‘winner’ takes all—the entire amount shown.”

Rock-o-Ball Booms

In Wis. Resorts

MILWAUKEE, July 16—Coin-operated games and amusement equipment that the whole family can play brings in the “smartest” business, according to the experience of the Badger Novelty Co. They have placed such legal amusement games as Rock-Ola’s coin-operated bowling game, Rock-o-Ball, through the territory with excellent results.

The Badger company has found that not only men like to play Rock-o-Ball but also women and children, too are equally fond of this kind of game, which challenges their skill. It’s the sort of game one person can play to its complete enjoyment, or it can be played by a group in competitive tournaments.

W. R. Happel, of the Badger firm, says: “Usually when vacations roll around it means a vacation for the whole family. When they come to rest for relaxation it’s up to us supply them with amusement that everyone in the family will enjoy. We’ve found that a game like Rock-o-Ball entertains everyone from little pinter to grandpa. It’s the kind of game they’ll play, go home and talk about their scores and then come back and play more. If grandpa can’t recall the highest score previously played which he must better—if he can—he has only to look on the illuminated scoring panel to see the high score. The score of the game’s playing and the number of balls he’s played. A feature operators certainly appreciate is the special trophy for the onlookers on the shell of the back of the machine. An operator can make them feel that they’ve been a part of the game and just what has been played and exactly what it has been paid out. This is a great chance for location to pencil the Rock-o-Ball location out of his pocket book.”

The Badger company officials say that from past experience, even when the summer season is over, the entire family continue to play Rock-o-Balls at their favorite haunts near home.
Stock Market
Active Again

Brakes are set to halt phoney manipulations — business on the upgrade

WASHINGTON, July 16.—Big headway has been made on the stock market in recent weeks, but the investment man will find many new regulations in its path this time, however, if it starts another sensational upward spiral. Big piles of idle money are said to be responsible for the new investment fever. Government officials are privately expressing the hope that this idle money will not put the stock market on a runaway spree, which would be the final eventual and sudden decline, with disastrous results. Exchange of the country's business men must gamble in stocks many curbs and brakes will be used this time.

Business today is much better than it was a few months ago. A new firmness in dealing with business life by itself is inspiring the recent downturn. The Wall Street Journal campaign is a notable example; newspapers are overwhelmingly optimistic in their report of the situation.

Most commodity prices are holding up after the recent advance. This firmness is encouraging producers at home and abroad to start up new saws and make much-needed jobs available.

Buyers of seasonal goods are buying up large quantities of goods. Consequently textile mills, factories, and industries of all kinds are hiring men and women to meet increased demand. However, as yet the increased production has not balanced the volume of sales. Increasing demands should show more work.

The improvement in this country has taken the foreign trade and to be partly paid for. The commodity price rise has given fresh impetus to negotiation for a Breslau trade agreement which would be another nail in the coffin of the new.

Many other factors show that this country has grown as a whole, heading back towards the sunny sands. The IOC has given permission to Eastern railroads to upcharge an extra from 90 to 110 cents a mile. Should passenger travel really increase, it should be millions of dollars more revenue for the roads. Western plains movements are alleviating the situation which had faced roads in that section.

Government pump-priming is doing its share in starting recovery on its way. Government approvals of new projects have been made in record time and numbers.

The PAA has made allotments of funds for 2,695 projects to cost $677,141. Of which has been completed. The Housing Authority announces $682,560 earmarked for 17 additional slum clearance projects expected to cost $200,000, with more coming up. Approval is pending for $800,000,000 for 30 new federal buildings to cost $66,000,000. This money will not find its way into the hands of the building industries in many months, but material manufacturers may look for government orders shortly.

Along with this showing of coming activity in the field of public construction is there more evidence that the FHA plan for insured mortgages is taking hold. Year 1935 will see a billion dollars in new FHA insured mortgages, or twice the value of 1934. While these are favorable factors, many of them look to the future for full recovery.

"In Canada," that "in the Grandstand we have combined the two greatest money-making ideas ever known; the fascinating multiplied payment idea that kept Fairgrounds alive for a solid year, plus the reserve winner-take-all idea.

Grandstand is described as a regulation multiple one-shot, operating on one or four nickels as the cost and multiplying awards by the number of coins thrown. In this game, there is regular win, place, show and puruse awards for selecting, plus a "sales makes jobs" takes all. It is aimed at enrolling the greatest number of mechanical refinements, including a roller-bearing payout slide, built into the machine. The fact that it is an engineering life of the unit and insures extremely smooth performance.

Rudy Gattar at Edgewater Arcade

DETROIT, July 16—Rudolph Gattar, one of the real pioneers in the coin ma- nufacturer's game, has been in the field 46 years ago in Chicago, where he still owns his factory, albeit he is not at present operating it. He is now based in New York, where he still owns his factory, although he is not at present operating it.

Both in his own right and thru his connections with various companies in the past, Gattar has designed many of the better known machines in the country, including the most recent sales. He is the present location at the Edgewater Arcade and the present locations. He is the present location of the machine for sale.

Edgewater Arcade, one of the most popular rectory in the world, is designed by the selfsame company for sale.

"We are going back into the manufacturing field again one of these days but have no definite plans as yet.

Gotham Taverns
Best, Says Brewer

(Story Location)

NEW YORK, July 16.—"Standards are higher in the Gotham Taverns," says Hugh Harley, secretary of the United Brewers' Foundation, at a meeting of members.

This is of interest to operators, since many specifications are in effect in Gotham locations.

Mr. Harley went on to say that standards are higher in Gotham than in other cities.

While at Gotham, the organization is co-operating and increasing the standards in Gotham. The country is stamping out conditions which result in bringing destruction of the beer industry and are at an end to the standard.

An advertising program, in which the public is being warned against the use of phony manipulations, has been started in Gotham. The phony manipulations are also being made in record time and numbers.

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"We feel," he continued, "that in Gotham we have combined the two greatest money-making ideas ever known; the fascinating multiplied payment idea that kept Fairgrounds alive for a solid year, plus the reserve winner-take-all idea.

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Vender Slot Case Will Be Heard

DETROIT, July 16—It is reported that the Supreme Court in Michigan has accepted the suit of Harry Chereton vs. the City of Saginaw for hearing.

This case is one seeking to legalize the use of pinball venders, specifically in the city of Saginaw, but this status as a test case involves probable use of such venders everywhere in Michigan if the contention is upheld.

The case was decided recently by the Circuit Court at Saginaw in Chereton's favor, and the city has appealed to the Supreme Court.

"We have every indication of a favorable Supreme Court decision," Chereton said. "Some of the most prominent attorneys in Michigan are interested in the case now."

The case has been set for hearing in October, he said.

HOUOTON, July 16—Music Operators' Association, Inc., of Houston, has secured both initial fee and monthly dues approximately 50 per cent. The move was recommended by the executive committee after hearing a very favorable financial report from the treasurer and unanimously passed at the following regular meeting.

Previously the initial fee was $25, regardless of the number of machines operated and monthly dues of 50 cents for each machine on location.

The new schedule sets the initial fee at $10 and 50 cents, depending on the number of machines pointed. The new monthly dues are 12½ cents per machine on location, with a $10 minimum monthly fee.

The reduction is aimed directly at the operators of strings of less than 15 machines. The move was also based on one of the fundamental principles of the House of Representatives, a bill of rights, voting members, can accomplish much more for the automatic music industry than any amount of money.

George Wrenn, representative of National Vendor, Inc., of St. Louis, has just returned from a business tour of South Tennessee and Louisiana and reports a nice volume of business. Wrenn was appointed sales representative of the above-mentioned territory on May 28, on the same date Ed Brown was assigned the North Texas district.

Ted Harris, well-known service man of Cameron, Tex., is now connected with the service department of A. M. L. Co., of Houston.

Ben L. Fry, vice-president and general sales manager of National Vendor, Inc., was a recent visitor in the city. He and his host, George Wrenn, had a nice volume of business. Wrenn was just returned from a business tour of St. Louis, has been seriously ill for the past six weeks. Houston venders have in common with operators over the entire State are hoping for a speedy recovery for "Kid."

Mrs. Maria Von Reyt, wife of Hans Von Reyt, prominent phonograph distributor, departed for an extended stay in New York to resume her musical career and maintain a postgraduate course in lyric drama. Mrs. Von Reyt is known to thousands of Texas radio listeners and musical concert patrons by her professional name of "La Mariquita." Hans Von Reyt is manager of a brand-new automatic, Lincoln Zephyr it is.

CIRCUIT COURT AT SAGINAW IN CHERETSON'S STATUS AS A TEST CASE INVOLVES PROBABLE USE IN THE CITY THE CASE WAS DECIDED RECENTLY BY THE CIRCUIT COURT AT SAGINAW IN CHERETSON'S FAVOR, AND THE CITY HAS APPEALED TO THE SUPREME COURT.

IDEAL FAST-STARTER, the newest and most perfect Multiple-Use Novelty, with colored lights, and a unique, silhouetted, electrically operated, animated scene, is now available in 16 models, all Superbly Finished, in various sizes, colors and prices.

THIS IS NOT A SLOT MACHINE.

NEW LOW PRICES NOW IN EFFECT

GLOBE PRINTING CO. 1033-27 Race St. PHILADELPHIA, PA.
WURLITZER IN CHICAGO

(Continued from page 76)

...many running it on a sound, logical basis.

At the head banquet table were the Wurlitzer staff and Jack Meyerson, New England manager of Decca records; Jack Stafford, New England manager of Victor records; Mr. Younana, New England manager of Brunswick records, and Paul Ford.

Another table included Ben D. Palastrant, president of the Supreme Amuse-

ment Co. of New England, Inc.; Wurlitzer distri-

bution; Sidney J. Paine, Boston representative of The Billboard; George J. Sears, Boston manager of the J. V. Fitzpatrick Co., Rock-Ola di-

sbur: Mr. and Mrs. Philip Kellicott, again in the rear were two other Palastrant

guests.

There were approximately 125 music merchants, the remaining total of the 500 present comprising family and

guests.

Following Capehart's talk, which was peppered with intermittent applause, approving his program, two presenta-
tions unexpected to the receivers took place. Nick Russo, president of the Automatic Music Association of Masac-

nusetts, in a fitful speech presented Mr. Capehart, on behalf of New England music merchants, a $500 Honduran

mahogany Westminster chime clock.

Charles R. (Bunny) Potee, one of New England's largest music merchandisers, with about 500 boos, presented J. A. Mc-

donottt, with the RCA Victor radio-

phonograph, H-128, on behalf of "the boys." Both gentlemens accepted with

gracious words.

The Wurlitzer Spinette piano was awarded to the girl friend of one of Mr. Potee's operators. The Wurlitzer phonograph, Model 660, was won by a mem-

ber of the Automatic Special Co., Inc., of Webster, Mass., of which J. B. Chaplin, is head.

The floor-show talent was recruited from the town's two swankiest nights, the Pennsylvania Club, Musil and Barney Welansky's Coconut Grove. From the Mayfair came the Wurlitzer
dance ensemble, eight ladies with a French routine, and later a serpentine number by George Bruce, former singer, now night club bandleader, formerly with Larry Clinton's Orch.,

stoppage, with her son, Jim, and Billy deWolf, emcee and comedian-cum-

bandleader, was another show-stopper. Leslie Bonick, Mayfair maestro, basked on the orb for this portion of the show. From the Coconut Grove came Shirley White, diminutive blond toe dancer; Oil and Barrie Mannon, tap and whistle, and white dog act was big. Billy Loesch, Grove maestro, carried this into Plain the six P.M. Others on the bill were Clarence Dotson, sepia tapster and gaffer, and Willie Dee, billed as America's youngest magician.

Every part of the program was blocked off into hour-long periods. The following

industry guests were asked to rise:まとめ:...
Daval Joker Lady Tops, Says Douglas

CHICAGO, July 16—Runuts Forbes, brisk New York beauty, who was recently chosen the "Daval Joker Lady," is being acclaimed by operators and distributors as the "most beautiful girl ever known to the coin machine industry," according to A. B. Douglas, president of Daval.

Douglas, who has just completed a sales trip thru the Northern United States, commented that common sense had seemed to have two things uppermost in their minds: the surpassing loveliness of the Joker Lady and the gratifying manner in which Daval's Joker Wild S-red poker counter game takes in an even flow of heavy profits day after day and week after week.

"The selection of the Joker Lady continued as we were right about one thing," said Douglas. "It takes experience and skill to do anything the most effective way—whether it be the selection of an appealing girl or the making of an appealing counter game. For instance, a committee of four experts was required to find the perfect Joker Lady. Similarly, Joker Wild is the result of the combined efforts of the outstanding experts in the coin machine industry. These men are skilled in originating money-making counter games. They know how to build games that are mechanically perfect, attractive and modern. In a word, they're always a step ahead of the competition."

"Distributors and operators depend upon their skilled judgment when buying machines. Thats' why Joker Wild is the result of the combined efforts of the outstanding experts in the coin machine industry. These men are skilled in originating money-making counter games. They know how to build games that are mechanically perfect, attractive and modern. In a word, they're always a step ahead of the competition."

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Stoner Stricken By Appendicitis

AUBURN, Ill., July 16—Ted Stoner, official of Stoner's, Inc., has been down with hisappendicitis, which operation was performed successfully and Stoner is now getting along nicely.

He was brought to St. Joseph's Hospital in Auburn for an emergency operation for the removal of his appendix. The operation was performed successfully and Stoner is now getting along nicely.

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Mrs. Ruth Stoner, Ted's charming wife, is very happy and they are both looking forward to his speedy recovery.

Stoner's many friends have sent word that they are happy over his successful operation and that he might have a quick recovery not only because of personal interest but that so that he can return to their hometown immediately.
GRANDSTAND
One Shot MULTIPLE Payout Game
WITH $45 TOP "RESERVE"

NEW ROLLER BEARING
PAYOUT SLIDES
AND MANY OTHER
MECHANICAL REFINEMENTS

Write for Prices

TAKE YOUR PICK FOR PROFIT

6320-32 Harvard Ave. CHICAGO, U.S.A.

CHAS. A. BREWER & SONS

$0.76$1/2 Price

The BIG HIT -400 Hole -Form 3625 $26.00
3490 Takes in $50.00 Pays average

HOME RUN -1000 Hole-Form BASEBALL IS HERE

Bally's Cottage - The Perfect Coin-operated Game

ACT FAST - WRITE - PHONE or WIRE.
Washington. LIMITED QUANTITY ONLY-

GABEL Jr., -- SACRIFICED!

All late Modern or Streamlined Models. As in the list, duly selected. Freshly Repowered, Refurbished or Rebuilt, and tested. 10 days Warranty. 30 days Money Back. Shipped promptly from Western or Eastern Plants. No extra for UPS. All Orders, Balance C.O.D., F.O.B. thoroughly reconditioned. Limited Quantities only.

AUTOMATIC AMUSEMENT CO.
9499 - 18TH ST., N. W.
WASHINGTON, D. C.

ADVERTISEMENT IN THE BILLBOARD -- YOU'LL BE SATISFIED WITH RESULTS

FLEET
3 GAMES IN ONE
1. RESERVE TYPE--Winner Takes All
2. PROGRESSIVE SCORE NOVELTY GAME
3. COMBINATION OF 1 AND 2

ALL AWARDS METERED

Write for circulars on BALLY RESERVE, SPORT PAGE, LITE-A-PAX, MILLWHEEL, LINCOLN FIELDS, BAMBOO.

BALLY MFG COMPANY
2640 BELMONT AVE. CHICAGO, ILLINOIS

BASEBALL IS HERE

TAKE YOUR PICK FOR PROFIT

HOME RUN -1000 Hole -Form 3490 Takes in $50.00 Pays average $26.00 Price ....... $1.32

The Big Hit-400 Hole-Form 3655 Takes in $50.00 Payes average $9.16
Price ....... $0.76

CHAS. A. BREWER & SONS
"The Largest Bert and Coin House in the World.

Gabe: "What would you say about a new game that pays out $50 or more on a single coin?"

Mr. Gensburg: "That's a winner. And what a big winner!"
EVERY NEW ROCK-OLA HAS THE DROP STYLE
99% SLUG-PROOF COIN CHUTE AS
STANDARD EQUIPMENT

Operate Rock-Olas for EXTRA Profits
Rock-Ola's "streamlined" Phonographs collect ALL the profits because, in addition to their many money-making features, they are equipped with the new 99% slug-proof coin chute at no extra charge.

Rock-Ola's new 99% slug-proof coin chute won't permit slugs in the phonograph. Takes REAL money only—nickels, dimes, quarters. Automatically returns slugs in receptacle below.

2 GAMES FOR 1 PRICE!
B-Up and "Across the Board"

WITH SUIT SYMBOLS

$25 to $30 daily with this lightning-fast combination

* Sensational One-Shot Payout
* Rich in Repeat Play Appeal
* Trouble-Free Mechanism
* Equipped with Pay-out Unit
* Used on all better automatic tables
* Profitable Year-Round Game
* Stays Right in Style
* Made to make money for operators

FREE!

WITH HORSE RACE SYMBOLS

MORE for your money
SEE your distributor
or write for prices
Wurlitzer said it would happen and it has! Wherever exhibited, the Wurlitzer “Five Hundred” and “Six Hundred” are acclaimed by operators as the most beautiful reproducing instruments ever built.

Breathtaking brilliance and color! Supreme beauty of design! New, improved selectors! Skillful, generous use of modern translucent colored plastics — selected walnut veneers—gleaming polished metal! By all odds these Wurlitzer Phonographs are the most spectacular phonographs in automatic music history.

With all these features, the Wurlitzer Models 500 and 600 have everything. You'll agree, the instant you see and hear these unrivalled phonographs in action.

Sold under Wurlitzer’s original Factory Trade-In Allowance Plan, here are Wurlitzer’s contributions to continued and still greater prosperity for the music operators of America.

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

J. C. BROTEMARKLE, Aurora Specialty Co., Cambridge, Md.: “You have earned the constant loyalty of every Wurlitzer operator with your far-sighted 7-Point Program. Believe me you have mine — and let me add, the Models 500 and 600 are swell. I look forward to a sensational fall and winter.”

E. J. KRAMER, Annapolis, Md.: “Man alive but the Wurlitzer Models 500 and 600 have everything. Cabinet beauty! Tone beauty! Color and illumination! 24 record play! You can always depend on Wurlitzer to be way out in front.”

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JOSEPH EISEN, Penn Coin-O-Matic Co., Baltimore, Md.: “Simply sensational! That's all I can say about the Wurlitzer Models 500 and 600. From every standpoint — cabinet beauty, tone, play appeal and profit possibilities — Wurlitzer has turned out a pair of sure-fire winners.”

DAVE MARCOLIN, Penn Coin-O-Matic Co., Baltimore, Md.: “My hat's off to Wurlitzer. Right now they lead the parade by a bigger margin than ever. The Models 500 and 600 are nothing short of sensational. For eye appeal and play appeal I've never seen their equal.”

JACK CISENFELD, General Amusement Co., Washington, D. C.: “Yes Sir—Wurlitzer has done it again! Wurlitzer operators are going to reap a big harvest of profits with the Models 500 and 600. They've surely got what it takes to get and hold the best locations.”

TURN IN YOUR OLD INSTRUMENTS ON WURLITZER AUTOMATIC PHONOGRAPH UNDER WURLITZER’S LIBERAL FACTORY TRADE-IN ALLOWANCE PLAN