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MAY 28, 1938

# The *15 Cents* Billboard

The World's Foremost Amusement Weekly

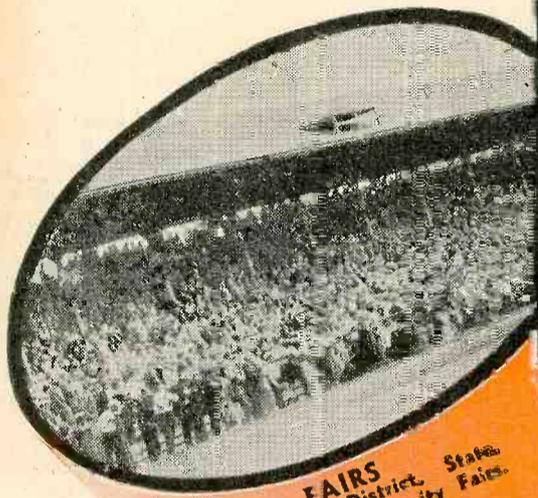


FRANK BUCK

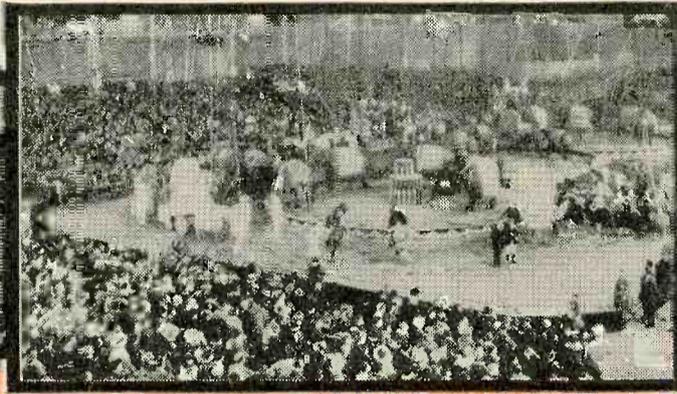
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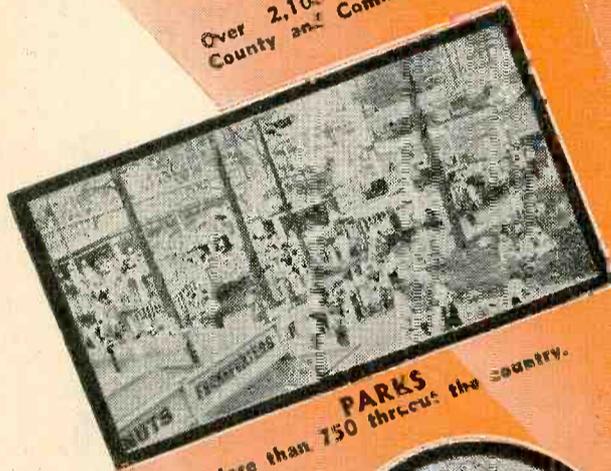
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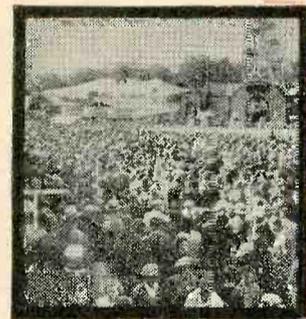
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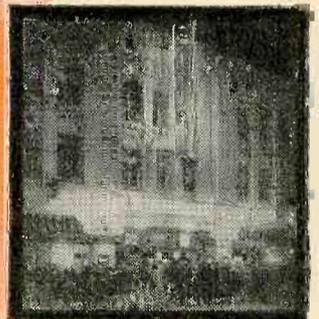


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Day and night broadcasting by more than 600 stations.

# The World's Foremost Amusement Weekly

# The Billboard

Vol. L  
No. 22

May 28,  
1938

The World's Foremost Amusement Weekly

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## CIRCUS-UNION TRIAL JUNE 7

### Club Bookers Sock Benefits; Cops Can't Shanghai Talent

NEW YORK, May 21.—Local private entertainment bookers, thru their organization, the Entertainment Managers' Association, will undertake an investigation of local benefit shows within next few weeks. Check system will be permanent, Frederic Watson, secretary, explained, to keep down number of such shows, which have been making great inroads on booking business.

Plan being mulled would establish standards for what constitutes a legitimate benefit, and a presiding committee to pass on every application which affects members of EMA. Once machinery is in order, organization would require constituents to get okeh from association even before submitting request to Theater Authority for clearance. Even if TA yielded and allowed the

benefit, an EMA manager would not be able to go thru with the job if EMA's verdict did not coincide with Alan Corelli's.

Association plans to enforce stipulation which would call for a stand-in show at every approved benefit which has a box-office intake. Genuine charity affairs where there is no admission charge would be exempt. The associa-

(See CLUB BOOKERS on page 17)

### Washington, Bloomer for Defunct McCoy Wild West, Goes Strong For the Ringling-Barnum Circus

WASHINGTON, May 21.—The Ringling-Barnum show caught Washington in a spending mood and experienced capacity crowds for all three days here. Beginning Monday (16) thru Wednesday night, the show had people crowding toward the ticket wagons and on Tuesday night an estimated 2,000 persons were turned away at least a half hour before the performance.

An unbelievable contrast was afforded between the patronage given to the circus and that given to the McCoy show only two weeks before. Circus fans could not believe it was the same town, but several items could be accounted for in order to explain the difference. The McCoy show played Washington on a pay day, but it was the first of the month when every-

### Attorneys for Hagenbeck-Wallace And AFA Have Cases Prepared

Billposters and billers' union drawn into fracas —  
Abernathy promises co-operation in towns where billers are non-union if AFA calls out its performer members

PITTSBURGH, May 21.—Attorneys John Frankel for American Federation of Actors and Charles Prichard for Hagenbeck-Wallace Circus today prepared their cases for June 7, when writs are returnable in the city for the suit in trespass filed by the circus against the union and for "kidnaping" charges filed by the union against Howard Bary and other H-W officials. While Prichard branded AFA Organizer Guy Magley's abduction claims as AFA attempts to bludgeon "honest business men into contract terms that might ruin their season," and while Frankel

declared himself ready to "do plenty," President Leo Abernathy of the International Alliance of Billposters, Billers and Distributors was also drawn into the union-circus fracas when President Ralph Whitehead of the AFA requested by letter that the IABBD co-operate with the AFA by drawing its members out on strike if the show persisted in a non-union policy. Caught between the appeal of the AFL affiliate whose cause he pleads as president of Pittsburgh Central Labor Union and the stand of the show that employs his own union's members, Abernathy informed Whitehead that IABBD will co-operate in towns on route where billers are non-union if the AFA calls out its members entertaining in those towns.

If Abernathy's reciprocity policy is acceded to by Whitehead the way will be opened for general sympathetic walk-outs in various unionized branches of show business, including musicians, teamsters, production crews and front-of-house men. Such a web of union pressure on employers is viewed by some advocates as the only way to secure a closed union shop, but is considered by opposition among union members as too comprehensive a plan to be practical and by opposition employers as akin to union dictatorship of entertainment business.

body was paying rents or creditors, while two weeks later on another pay day R-B found the city with money in its pockets. Proper billing, a well-planned advance, several features to attract an audience had their inevitable effect of filling the seats to capacity. At several performances spectators were seated on straw. Threats of labor trouble in Washington did not materialize but among the laborers there was considerable talk about pulling a strike on the last night because it was said the show had refused to give a "bonus" which was to be paid at the end of the season. The employees insisted that the "bonus" was a hold-back on salary which was due at the end of the season, but the management contended

(See WASHINGTON on page 78)

### "Buys" Absent In LNYT Code

Discovery of glaring 'oversight' may nullify League-Equity agreement

NEW YORK, May 21.—A glaring "oversight" has been discovered in the code of regulations which the League of New York Theaters will use as a springboard for a basic agreement with Actors' Equity that may virtually nullify the entire proposition.

The most important feature of the code, "buys"—prohibited in the producers' agreement—is conspicuously absent in the ticket brokers' "declaration of co-operation."

Brock Pemberton, who has been instrumental in bringing the basic agreement move about and believed to have participated in drafting the plan, which has already been approved by the membership of the league, asserted, "if the clause hasn't been included, it's merely an oversight."

Since the "buys" is an integral part of the speculation evil that Equity is anxious to stamp out, even being willing to tie itself down for a year with the league if enough producers will cooperate, it is considered extremely unlikely that Equity will put the okeh on the code in the absence of restraining brokers from "buys."

While 26 producer members of the

(See "BUYS" ABSENT on page 30)

### FTP Drops Theater as Shows Stagger; Managers Jubilant

NEW YORK, May 21.—Final cancellation notice, effective June 17, dropping the St. James Theater from list of Federal Theater houses, went out from administrator Paul Edwards' office earlier this week. Trojan Incident had been booked here since April 13 and is closing tonight because of poor box-office returns. Commercial producers who fussed over invasion of government drama in Times Square district look upon exodus as their own victory.

Substitute for the turkey on FTP program was to have been G. B. Shaw's *On the Rocks*, at the Daly Theater, beginning week of May 23. Officials opined today, however, that the play is on the rocks and that it will not open next week and probably not this season, because George Kondolf, director, is still dissatisfied with rehearsals. Show is having considerable trouble getting actors to fit the roles. Changes and shifts

(See FTP DROPS on page 30)

### Broadway Goes Politically Musical With Cabaret TAC

NEW YORK, May 21.—Night clubbing singing with social significance. And with a purpose, the latest form of cabaret entertainment to invade the amusement belt and at the same time add to the "political education" of Broadway, is fast becoming a local diversion that has heretofore been known only to other continents.

Cabaret TAC, dispensing political satire for the amusement of its adherents, is sponsored by the Theater Arts Committee, whose first initials compose the name of the political cabaret. Holding weekly sessions at the American Music Hall to a house that's jammed to capacity, Broadway and Hollywood stars participate in skits, songs and dances that rib the columnists, damn the dictators, kid the movies and engage in community

its all for the Cause.

The Cause is financial support to Spanish Loyalist babies and similar assistance to China for medical supplies. These Monday gatherings, comprised mainly of Broadway folk, are estimated to net \$500 each. Expenses are small, as talent is donated and the hall is also gratis, with a cut on the liquor receipts. Experiment, which started two weeks

(See BROADWAY GOES on page 30)

### Sale and Serving Of Drinks, Food Regulated in Kansas

TOPEKA, Kan., May 21.—Kansas State Board of Health this week issued several regulations to govern the sale and serving of drinks and food by carnivals and amusement companies playing Kansas territory.

Concerning the regulation governing the sale of soft drinks, brewed malted drinks and similar concoctions the board resolved that all mixed soft drinks, brewed malt beverages or similar concoctions, whether carbonated or uncarbonated, may be sold or offered for sale at fairs and carnivals only if they are displayed in the original sealed containers. These containers must be sterilized, cleaned, filled and sealed in

(See SALE AND SERVING on page 78)

### In This Issue

	Pages
Air Briefs	10
As I See It	27
Broadway Beat, The	5
Carnivals	44-58
Chicago Chat	15
Circus and Corral	34-37
Classified Advertisements	68-71
Coin Machines	78-100
Endurance Shows	27
Fairs-Expositions	38-39
Final Curtain	31
Forum	30
General News	3-5 and 25
General Outdoor	78-83
Hartmann's Broadcast	80
Legitimate	16-17
Letter List	28-29
Lists	60-67 and 71
Magic	27
Minstrelsy	27
Motion Pictures	15
Music	11-14
Night Clubs-Vaudeville	18-23
Notes From the Crossroads	81
Orchestra Notes	12
Out in the Open	79
Parks-Pools	40-42
Pipes	75-78
Possibilities	4
Radio	6-10
Repertoire-Tent Shows	26
Rinks-Skaters	43

ROUTES: Orchestras, page 14. Acts, Units and Attractions, 32-33. Dramatic and Musical, 33. Repertoire, 82. Carnival, 82. Circus and Wild West, 83. Miscellaneous, 33.

Show Family Album	69
Sponsored Events	59
Thru Sugar's Domino	25
Vaudeville-Burlesque	24
Wholesale Merchandise	72-78

# \$35,000 CONGRATULATIONS

## Showfolk Spend Hefty Jack To Send Off Good-Luck Telegrams

Also used plenty by insurance agents, delicatessens, etc., to drum up trade—legit openings draw most wires, with night spots, orks next—blue stuff out

By SOL ZATT

NEW YORK, May 21.—You may not have realized it before, but the half-dollars you've been spending on telegrams wishing your friends success on their openings—or your enemies, hoping they would lay an egg—have enriched the telegraph companies to the tune of hundreds of thousands of dollars. Show people possess to a terrific extent this quirk—of well-wishers, not so well-wishers, enemies and ax-grinders—to send felicitations, congratulations, derogations and ingratiations to stars, producers, casts and friends. More than \$35,000 has been extracted from the local theatrical and night club fraternity in this traffic this season. On a national scale the sums of money expended for this purpose reach staggering figures.

The bulk of the trade, for anyone who may own a bit of stock, is transmitted over the Western Union wires. Postal Telegraph comes in for only a slight share of the gravy, having grossed but \$5,000 in it last season.

For the sake of statistics, the theater—actors, producers and casts—receives more good-luck messages per season than the night clubs and orchestra leaders. *I'd Rather Be Right* drew more than 1,000 telegrams of assorted nature, while *Hooray for What* garnered 500.

Greeting senders along Broadway do not include only show people. Enterprising tradesmen in the vicinity of a new show employ this technique as a means of cornering a cast's pants-pressing or delicatessen trade.

The cast of one hit show this season received a telegram on its opening that read: "Goldblank's delicatessen store, on the corner, where the theater crowd meet and eat our delicious club sandwiches at 50 cents each, wishes the cast success and hopes your show is a hit." That message cost the sender 70 cents.

Insurance men, too, are congenial well-wishers with a purpose, the argument being if the show gets good reviews . . . "what about your wife and kids, don't they deserve a little protection? After all, you don't have a hit every day, so why not take advantage of a small annuity policy? . . ."

The regular run of Broadwayites who can afford to indulge in this luxury are, for the most part, an articulate lot who can express themselves in a manner suitable to the occasion. In fact, many a clerk has worked up the indignation of customers by censoring certain remarks. The blue pencil is used quite frequently when a clerk senses the double meaning of a wire.

For the inarticulate, tho, ample allowance has been made. As in the case of the stuttering kid who doesn't know what to say in a birthday greeting to his girl, stereotyped messages have been provided that can be sent in toto for a quarter. The acting gentry, however, tries to steer clear of the manufactured greeting.

Showmen, too, employ the "impressive" method of attracting attention. Billy Rose recently exploited Western Union's low rate on job lots. Several days before the opening of *Casa Manana* last January the Little Caesar of showdom sent 4,600 telegrams to a select list informing them of the opening. Not the conventional telegram; printed on the blank were photographs of all the headliners in the show, from the pint-sized impresario to one of Captain Proske's tigers. This stupendous stunt cost the un-stupendous sum of \$460.

Press agents, too, send gag wires in the cause of the "unusual." When the *Paradise* installed a new floor show, in-

stead of sending the usual invitations to night club editors, the praise missionaries went to town with wires pleading, "Paradise premiere Sunday night without So-and-So and his gang like duck without water, Damon without Pythias, Lindy without herring, so come on over, you fascinating person." This, of course, is designed to flatter the editor no end. Some take it literally and bring "their gang," which causes a hemorrhage or two as the waiters try to find room.

Band leaders get a great many requests by wire to play certain songs over (See **CONGRATULATIONS** on page 15)

### Troupers' Club Elects

NEW YORK, May 21.—Al Strachan became new president of the Troupers' Club following election of new officers for one-year terms at regular May 15 meeting. Others on the winning ticket are Rex Owen, vice-president; Louis J. Thomas and Charles C. Nickle, financial secretaries; George Geinger O'Neill and Harry B. McGrane, treasurers; Ernie Trace and Harry Alexander, recording secretaries, and Barney Carsten, sergeant at arms. Following directors were voted into office: Ben Beerwald, E. J. Hansen, Fred LeVarge, J. Buddy Kennedy, Al Glardon and Hugh Zinn.

**Everything Goes!**  
CHICAGO, May 21.—Smaller cafes on North Clark and South State streets that use barkers to attract pedestrians are now using a new catchline which they instruct their mouthpieces to let loose in one breath:  
"Beer 5 cents a glass. Show now on and everything must come off."

### Chi Music Union Sponsors Concerts

CHICAGO, May 21.—Chicago Musicians' Union is again bringing prominent recitalists and singers to a series of band concerts scheduled for the city's parks during the summer. Set-up has the park board paying cost of musicians comprising the symphony orchestras, with the union engaging special guest talent. Already set are Gladys Swarhout, Efrem Zimbalist, Tito Schipa and Walter Gieseking.

Season opens July 1 with the Civic Opera Symphony Orchestra at Grant Park. Concerts will be nightly events here, with the other parks, Jackson, Garfield and Lincoln, offering music only Sundays and Fridays. Grant Park band has 75 musicians, others 50 each. City is also sponsoring a 35-piece aggregation starting July 1 at Navy Pier.

### Jacy Collier Again Booking Salisbury Spot

BOSTON, May 21.—The Frolics Club, Salisbury, Mass., eyed by all Hub bookers, will be booked by Miss Jacy Collier, of the George A. Hamid local office, for the second successive year.

Spot opens its second season May 27. Floor shows will follow production lines as last year, with Lee Steele again producer. Four acts and an emcee. Karl Rohde's Ork is back this season.

Dennis F. Mulcahy manages. Management will inject a freak attraction this year, probably a fish-bowl set-up.

## Acts Win Fight On L. A. House; Agency on Spot

LOS ANGELES, May 21.—Dispute between American Federation of Actors and the Million-Dollar Theater here has been practically settled. With AFA shooting the works, it took but three days to convince the Al Wager Agency, which books the Million-Dollar, that it couldn't operate with their acts dropping from dates right and left. When the Wager office was placed on the AFA's unfair list there was a deluge of phone calls canceling bookings, according to AFA. One member alone canceled five club dates in order to back up AFA.

With Wager expected to sign, AFA officials are assured of a 100 per cent closed shop in Southern California so far as agencies are concerned. AFA claims a certain faction of agents held back from signing pending outcome of the Million-Dollar dispute. However, with Wager practically in the fold AFA feels the remaining agencies will sign some time this week, putting L. A. on a par with S. F. as a closed-shop territory.

With three acts walking off last week's bill at the Million-Dollar, there was no doubt as to AFA's strength here. Acts which refused to work were Shriner Twins and Mary, Tommy Tucker and Kenneth Milton.

So far only AFA member to suffer is Charlie Crafts, emcee, according to AFA. AFA claims to have wired Crafts to walk out on the Million-Dollar but says he refused. AFA then contacted the Screen Actors' Guild, of which Crafts is a member, and it is alleged SAG informed him he would be dropped unless he complied with the AFA request.

Just where AFA will strike next has not been determined.

### Actors' Fund Re-Elects

NEW YORK, May 21.—Daniel Frohman was re-elected president of Actors' Fund of America at organization's 56th annual meeting last Friday. Other re-elections included Walter Vincent, first vice-president; Major Bernard A. Reinold, second vice-president; Sam A. Scribner, treasurer, and Robert Campbell, secretary. Treasurer reported that \$67,540 bequests were added to the fund in the fiscal year ending April 30. Total receipts for the year were \$185,553.30 against \$124,890.75 expenditures.

**FRANK BUCK**  
(This Week's Cover Subject)

**FRANK BUCK** was born in Gainesville, Tex. When old enough to walk he began catching all the little animals he could get his hands on. When 9 years old he opened a backyard circus and started collecting copperheads, rattlesnakes and coyotes. His first animal commercial venture was shipping live rattlesnakes to Rochester, N. Y.

When 17 he ran away from home, going to Chicago, where he obtained work at \$8 a week with J. J. Murdock, vaudeville magnate.

Frank's first collecting expedition was to South America, bringing back birds. Following this he made many expeditions to Asia and in his animal cargoes for zoos and circuses were numerous animals, birds and reptiles never before seen in America.

In 1932 he startled the world with his motion picture "Bring 'Em Back Alive," followed by other outstanding animal pictures. Has written books and is a steady contributor to magazines.

At the 1934 Chicago World's Fair he had Frank Buck's Jungle Camp, one of the amusement zone's outstanding successes. This season he is the feature of Ringling Bros.-Barnum & Bailey Circus.

Buck's American Wild Animal Headquarters and Jungle Camp at Amityville, Long Island, have become of national interest and are one of the outstanding attractions of New York State.

school auditorium during the past season.

## Possibilities

CLEANED BY MEMBERS OF THE BILLBOARD STAFF

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

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

### For FILMS

**DOROTHY LEWIS**—one of the featured skater-entertainers now at the International Casino, New York. One of the prettiest and cutest gals in the iceshow, with the sort of ingratiating personality that gets an audience from the start. Should be worth a film test on looks and personality alone—and after all, a rival to Sonja Henie wouldn't do any harm.

**MARIAN KATE**—young legit actress who appeared recently in a Theater Council audition in one of the leads of Tchekov's *Three Sisters*. Carried a difficult part very ably, displaying sensitivity, grasp of character and

knowledge of effect. Also, she's an unusual looking and immensely attractive lass who ought to screen beautifully.

### For RECORDING

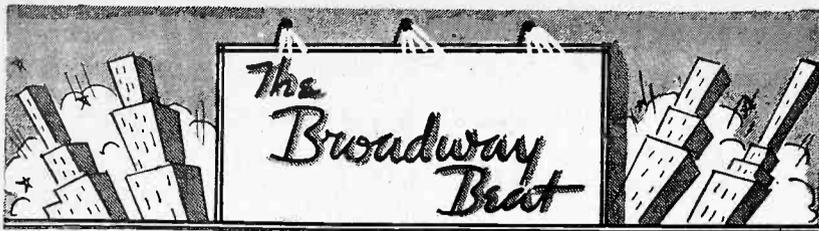
**SLIM AND SLAM**—two colored youths each playing string bass and guitar, and throwing in a bit of singing. Were guests at the Enoch Light opening at the Hotel Taft, New York, last week, and are now on WNEW. Go to town with catchy vocal and musical swing. Beat out the rhythm in truly infectious style, and rate a crack at recordings and also as features with a swing band.

### Protest School Aud

CHATTAHOOGA, Tenn., May 21.—A protest against the renting of the city high-school auditorium to stage, concert and other attractions in competition with and at a lower rate than Chattanooga's Memorial Auditorium has been filed with the city commission by members of the auditorium board.

A number of lecturers, singers and concert performers have appeared at the

<p><b>SPECIAL PRINTED ROLL or MACHINE</b> <b>100,000</b> FOR <b>\$20.00</b></p>	<p><b>TICKETS</b></p>	<p><b>STOCK ROLL TICKETS</b></p>
		<p>ONE ROLL \$ .50 TEN ROLLS 3.50 FIFTY ROLLS 15.00 ROLLS 2,000 EACH</p>
<p>RESERVED SEAT — PAD — STRIP COUPON BOOKS — RESTAURANT CHECKS — SALES BOOKS AND ALL ALLIED FORMS</p>		<p>Double Coupons, Double Price</p>
<p><b>ELLIOTT TICKET CO.</b></p>		<p>No. C. O. D. Orders Accepted</p>
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By GEORGE SPELVIN

IRVING MILLS and the Mrs. are motoring in from California—but it won't be until they get home next week that they'll find out that their son, Richie, professional manager of Exclusive Music, is an expectant papa. . . . Credit Billy Glason with a nifty; on entering the Bond Building Billy remarked, "I'm holding five 'No's' from agents, and I'm going up to okeh them."

Vienna is rapidly getting itself verboten in amusement circles, with plenty of waltz and Continental bands changing their billing from Viennese to Continental or Gypsy. The angle, of course, is to avoid references to Vienna or Austria for fear of offending politically minded patrons. Also, many night clubs and hotel rooms sporting Viennese decorations or featuring the so-called Viennese style of entertainment are hurriedly changing their ad copy to "Gypsy entertainment."

WHY TRADE PAPER EDITORS GO NUTS: "Dear Sir: I would like to buy a mule or donkey to use in our club. A new or used one will do. If you have any please send me a catalog. If you don't have any I would appreciate it if you could tell me where I can get a hold of one. Thank you." It came from a gentleman in Dayton, O., and ever since its receipt Mr. Spelvin has been resisting suggestions that he try to sell himself. But the Dayton gentleman probably wouldn't want one that's been used quite as much as all that.

A Greek who's a native of Asia Minor, Evangelos Tsamourtzis, makes his Town Hall debut Wednesday demonstrating the new Polychord, which took five years to develop. Patented thruout the world, it's a new harplike instrument that's played with the fingers of both hands. It has 117 strings, no less, stretched along the vertical surface of two upright wings that form a V, with a dihedral angle of 30 degrees, and corresponding to about six octaves. A sound box is placed in the opening angle formed by the two wings, the instrument has three pedals, and it's not nearly so complicated as it sounds in print. It's supposed to be a higher development of the harp, giving richer tones, eliminating confusion in tones, and enabling the creation of new tone combinations.

TO KEEP THE RECORDS STRAIGHT: The Pittsburgh Courier, Negro weekly, recently showed a picture of a "bevy of Harlem browns" turning out to bid farewell to Ruth Ellington, Duke's sister, sailing to Paris last week. All of which must have made Sarah Abrams, secretary to Irving Mills, turn multi-hued—for Miss Abrams, caught by the camera, is white. . . . The Times dramatic department evidently doesn't go in much for Lewis Carroll, author of Alice in Wonderland; for in reporting a forthcoming dance revue by John Martin, scheduled by the Play Room Club, the title was given as *Gimbling in the Wave*. Anyone who knows *Jabberwocky*, the nonsense verse in Alice, also knows that an over-zealous proof-reader must have changed it from the original, which would be *Gimbling in the Wabe*. For the information of The Times, the first "word" has nothing to do with department stores. . . . On May 17 the redoubtable Ward Morehouse, of The Sun, reported Elissa Landi as leading woman for the forthcoming season at Elitch Gardens, Denver; but Miss Landi withdrew from the assignment weeks ago, and Miss Rose Hobart has, for some time, had the contract. . . . Also, Mr. Morehouse in the same issue should have read copy on the list of 10 best performances of all times submitted by Dudley Digges. Mr. Digges listed Lynn Fontaine in *Elizabeth and Essex*. The name of the show was *Elizabeth the Queen*.

Ye Eate Shoppe on Eighth avenue must have hired a high-pressure word-slinger to write its menus; among the dishes listed are "zesty shrimp salad"; "cold, glowing Virginia ham"; "cool, pale tuna fish salad" and "lusty crabmeat salad." . . . What, no chubby, seductive gefuelte fish? . . . Continental Features Service is syndicating a photo layout by Murray Korman on the "15 most beautiful girls." . . . P. a. Sid Heller has planted a page layout in Pic plugging the lower East Side spots, called "Night Life Under the L," and a Sunday News layout on booking the summer resorts.

Al Wilde, doing the advance work for Chick Webb's appearance in Boston last week, thought it would be a cute idea to distribute baby chicks around the Hub newspaper offices and also release some on Boston Commons. The idea worked—too well. Ever since he got back to town he's been receiving mail asking him how to take care of baby chicks. P. S.: Al hasn't the faintest idea.

PROGRESS DEPT.: The view from the 62d floor of Rockefeller Center proved to be much more popular than the television demonstration held there last Tuesday. After a showing of *The Case of the Mysterious Mummy*, dramatic presentation via television, for the benefit of the press, newspaper men were invited into the next room to examine the equipment that had made the scientific marvel possible. But, instead of becoming awe-stricken at the sight of the gadgets, the boys and girls moved toward the windows (curiosity!) and gasped with delight at the scenic wonders unfolded below. *The Mummy*, incidentally, if it were exhibited on the screen, would certainly be a B picture—which indicates that when television is installed in the home you can expect to see double features. Television rehearsals, by the way, also use stand-ins, according to officials—only in this case the stand-in is a specially constructed dummy who is known by the fitting enough name of Patience.

Dan Walker, in his May 18 column, was a bit puzzled over the origin of a "song" rendered last Monday at the political Cabaret TAC, with words supposedly cribbed from Abraham Lincoln. It runs, in part, "This country with its institutions belongs to the people who live in it. Whenever they grow weary of the existing government they can exercise their constitutional right of amending it or the revolutionary right to dismember or overthrow it." Walker reports that even the composer of the music to which it was set, the sponsors of the TAC and the Lincoln Brigade itself are a big vague as to the origin of this startlingly radical quotation, thinking it may be in the Gettysburg Address or the Springfield speech. But whether Lincoln wrote it or not, it's simply a paraphrase of part of the second paragraph of the Declaration of Independence.

# Waring, Lewis, Heidt Top Band Grosses at Pitt Spot

Duchin, Weems, Lopez, Olsen, Jimmy Dorsey and Goodman follow in b.o. tabulation—Judy Garland heaviest grosser at Pitt Stanley—pix don't affect draw much

PITTSBURGH, May 21.—Fred Waring, Ted Lewis and Horace Heidt were one-two-three as band box-office attractions at Stanley Theater the past year, comparison of cash reports at city's lone vaude house reveals. Top grosser of all attractions was Judy Garland, whose personal appearance drew \$32,400. Best single register-ringers after her were the Three Stooges and Pinky Tomlin. Pushing Heidt for third money honors in the band bracket was Eddy Duchin, whose \$27,500 week was \$2,300 behind Waring and \$500 lower than Heidt. Behind them, about even, were Weems, Lopez, Olsen, Jimmy Dorsey and Goodman.

Attempted valuation of b.-o. power of flesh against films in house which gets second choice of first-run films thru agreement with Loew's Penn revealed that, in some cases, strong movie pulled up acts that threatened to lay an egg. Likewise, occasionally punk picture hindered pull of stage show.

But in general, caliber of acts determined dollar draw, discounting occasional streaks of inclement weather and holidays which helped or hindered take.

Warner booking offices varied formula during year, using name bands when possible, occasionally throwing in a Hollywood featured player touring the provinces, a radio network show or some Manhattan nitery vaude.

Where band wasn't co-billed with individual acts, Dave Broudy's pit orchestra usually doubled as stage music crew. Except in weeks where high-fee bands, such as Goodman or Heidt, furnished whole bill, usual hour-long variety included at least two singles plus orchestra.

Crest of prosperity wave was reached during midwinter, when any week under \$20,000 was considered stinko. Last 10 weeks anything reaching \$20,000 would be rated ace high. None have hit the 20-grand mark since February.

Best general draws were acts or bands with radio-made reputation; most frequent visitor was Major Bowes, who sent in four units.

Complete box-office record for past 50 weeks, including business on Sunday, when stage shows are banned by State law, follows. In each case acts mentioned were billed as features.

List works backward, latest returns listed first.

Cab Calloway's Orchestra, *First 100 Years*, \$13,000. Jessel-Talmadge radio unit, *Women Are Like That*, \$14,000. Allan Jones, Sheila Barrett, *Fools for Scandal*, \$19,000. Jackie Cooper, Major Bowes unit, *Over the Wall*, \$19,000 Holy Week. Happy Felton's Band, Larry Crabbe, *Merrily We Live*, \$14,000. Tommy Dorsey's Orchestra, *Wise Girl*, \$19,500. Clyde McCoy, Hal LeRoy, *Slight Case of Murder*, \$17,000. Jimmy Lunceford, *Gold Is Where You Find It*, \$18,750. Barney Rapp, Billy Gilbert, *Every Day's a Holiday*, \$13,750.

Judy Garland, *Paradise for Three*, \$32,400. Tim and Irene, Lee Dixon, *Radio City Revels*, \$24,000. Duke Ellington, *True Confession*, \$20,500. Pinky Tomlin, *Man Proof*, \$26,000. Ted Weems, *Swing Your Lady*, \$25,500. Hal Kemp, *Thorobreds Don't Cry*, \$23,700. Three Stooges, Stephen Fetchit, *Brimstone*, \$29,000. Mary Brian, *Stand-In*, \$19,700. Major Bowes show, *Ebbtide*, \$24,000 (includes New Year's Eve). Red Norvo, Mildred Bailey, *Angel*, \$12,000 (pre-Xmas week). Henry Busse, *First Lady*, \$15,000. Vincent Lopez, *Submarine*, \$26,000.

Ted Lewis, *Live, Love and Learn*, \$29,200 (includes Thanksgiving). Fred Waring, *Breakfast for Two*, \$29,800. Don Bestor, *Alcatraz*, \$24,000. Bunny Berigan, Jackie Heller, *Perfect Specimen*, \$21,000. Block and Sully, Johnny Perkins, *Vogues of '38*, \$20,000. Phil Spitalny, *Make a Wish*, \$22,000. Xavier Cugat, (See WARING, LEWIS on page 8)

## Suffern Alien Okehed

NEW YORK, May 20.—Abraham Sofaer will appear with Helen Hayes in *The Merchant of Venice* this summer at the County Playhouse, Suffern, N. Y. Because he is a foreign actor, special permission was sought and granted from Equity Council.

## Another "Victoria" Click

SAN FRANCISCO, May 21.—A capacity audience greeted Helen Hayes' *Victoria Regina*, which opened a three-week run at the Curran Monday night. Advance sales indicate a sellout at all performances. Show goes to Los Angeles at close of engagement here.



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# Comparison of Favorite Programs in Kansas City and Cincy Shows Regional Differences

By JERRY FRANKEN

Comparisons of the favorite radio programs in Kansas City, Mo., and Cincinnati, O., herewith presented, show that programs' popularity differs radically, in many cases, in various cities. The Billboard's radio program studies, prepared by Market Research Corp. of America, have so far covered the two cities mentioned. City by city survey method enables popularity studies in greater detail than do nationwide or extensive surveys. A practical value of study of favorite programs is in the placing of spot campaigns, since these studies may shed light on the types of programs various localities seem to go for most.

Investigators for The Billboard surveys ask listeners if they have listened to the radio the day or night before, depending on what period is being surveyed. If listeners say they have not been using their radio sets, investigators then ask what their favorite program is. The "favorite" inquiry does not limit the listener to any day or night of the week, but allows the respondent to name any program, broadcast at any time.

## Night Programs

In the Kansas City Area Lux "Radio Theater" was the leader in favorite programs, but in Cincinnati it is down to 12th position. Chase & Sanborn show holds top ranking, first in Cincy, second in K. C. However, Major Bowes shows a drop from third in Kansas City to 14th, while "Amos 'n' Andy, who also were among the top K. C. leaders, fourth there, are 13th in Cincinnati. Eddie Cantor, on the other hand, was very low in the Kansas City favorite rankings, but shows a great measure of improvement, holding fifth spot in

Cincinnati. Fred Allen, likewise, shows considerable gain. The Bing Crosby-Bob Burns embroglio is down a few steps, but holds, more or less, to its general position. Another program to lose ground is Edward G. Robinson. It would appear that drama does not entice listeners in Cincy to the same degree as in K. C. Only "One Man's Family" shows anywhere near the same position it held in K. C. In each city the program received 12 mentions for favorite, taking 10th in Cincinnati to seventh in the other city.

It will be noticed in the table listing the programs that the leading programs in Cincinnati garnered many more mentions than the leading Kansas City programs. The difference is not in the number of completed interviews, but in the difference in the listening-to-the-radio factor. Almost twice as many Cincinnati listeners said they used their sets as did K. C. set owners.

Al Jolson rated 10th in Kansas City, but has dropped in the Cincinnati survey, being 18th. "Gang Busters" also shows a decline, giving further credence to the difference in drama popularity in the two centers.

## Daytime Programs

Number of daytime programs men-

tioned as favorites is by no means as large as the number of nighttime shows reported in both survey centers. Only 10 shows were mentioned in both Kansas City and Cincinnati, either because the programs were not broadcast or because they did not receive favorite credits in both places. As to the programs mentioned, there is little to enable comparison other than on news broadcasts. News showed up exceptionally well in Kansas City, but is down slightly in Cincinnati. A daytime leader in K. C., news tapers off somewhat in Cincinnati, landing in seventh place. "Pepper Young," in K. C., was bunched with a number of other programs with two mentions, but tops the Cincinnati rolls. The same applies to "Orphan Annie," except that "Annie" only drew one Kansas City mention. "Vic and Sade," however, dropped mentions in Cincy. "Mary Marlin" drew the same number of mentions in both cities but dropped in rank in Cincinnati. The O'Neills made eighth place in both cities, but was more frequently mentioned in Cincinnati.

The third table published offers a breakdown of miscellaneous answers to the "favorite" question. The table is self-explanatory.

## Shepard's Red Scare

BOSTON, May 21.—First glance at a release sent out by Al Stephenson, Yankee-Colonial press agent, had some of the local editors suddenly excited, the trade-paper boys thinking there was a nifty yarn lurking around the John Shepard III office. That's real news.

The paragraph read: "New England Reds. Governor Francis Murphy of New Hampshire will broadcast on *New England Reds* to 6,000,000 Yankees via WAAB and Colonial network May 19, from 11 to 11:15 a.m."

The 6,000,000 is Stephenson's own figure. The reds are chickens, like Rhode Island reds, only New England reds.

## Barrymore May Be Starred in "Jalna"

NEW YORK, May 21.—The *Jalna* stories, written originally in novel form, and lately in the form of a play, *White-oaks*, now current on Broadway, are being built for a radio series. Ethel Barrymore is to be starred. *Jalna* writer is Mazo De Le Roche, who sailed this week for Europe; radio adaptation will be by Doris Gilbert, formerly World Broadcasting scripter.

William Morris office is handling the series.

## Newspaper Exec Heads WHBC; To Rebuild Station

CANTON, O., May 21.—Paul F. Morgan, business manager for the past 10 years of *The Canton Repository*, has been appointed manager of WHBC here by Ohio Broadcasting Co., controlled by the Brush-Moore Newspapers. Group acquired the station recently from Rev. E. P. Graham, who established it several years ago.

Morgan, who began his career with *The Repository* more than 20 years ago, has completed a survey of studios and radio stations in several neighboring States on assignment of the Ohio Broadcasting Co. In his new capacity he will be occupied for several months in the study of mechanical and studio adjustments, looking to a program for WHBC involving installation of new equipment and construction of a studio building.

## Moser Bill Referred To Patents Committee

WASHINGTON, May 21.—Bill introduced in the House this week by Representative Moser giving the FCC power to determine fees for performance of copyrighted music was referred to the Patents Committee. It is considered improbable that Congress will consider the measure during the present session.

Bill states that persons may apply to FCC to make use of copyrighted material when the copyright owners refuse permission for such use. Commission will grant the request and set royalty rates on condition that the performance is in the public interest.

## Arthur Simon New Manager At WPEN; Rorer Out

PHILADELPHIA, May 21.—Dwight Rorer has resigned as general manager of WPEN after serving in that capacity less than two months. His resignation took effect last Friday, and, altho station officials refused to discuss it, it was reported that officials of the William Penn Broadcasting Co. were dissatisfied with the manner in which he handled the station's programs.

Arthur Simon will replace Rorer starting June 1, Hyla Kay, secretary of the company, announced. Miss Kay is in charge of the station in the interim.

## Seattle Trouble

SEATTLE, Wash., May 21.—At request of the Musicians' Association of Seattle, Local 76, stations KOMO and KJR of this city were placed by Central Labor Council on the unfair list. Action being taken, O. R. McLain, of the musicians' union, stated, because stations and NBC network failed to sign contracts agreeing to allocate money to be spent yearly with the musicians' association in Seattle, while all other chain stations in Seattle had.

## Favorite Programs Compared In Cincinnati, Kansas City

The tables below show, for daytime and nighttime programs, the number of mentions various programs received as the favorite programs of listeners queried in The Billboard radio program studies in Kansas City and Cincinnati. The columns of figures to the immediate right of the program titles are Cincinnati mentions; the column to the extreme right Kansas City mentions. The third table lists miscellaneous answers to this question and is self-explanatory.

### NIGHTTIME FAVORITES

	Cincinnati	Kansas City		Cincinnati	Kansas City
Chase & Sanborn-			News	8	
Don Ameche			Lum and Abner	7	
Chas. McCarthy	47	24	Al Jolson	6	7
Jack Benny	45	22	Sports	5	3
Good News of 1938	20	2	Fibber McGee	5	6
Lowell Thomas	19		True or False	5	
Ford Hour	19	8	Hollywood Hotel	4	4
Eddie Cantor	15	2	Nelson Eddy	3	
Fred Allen-Town Hall	12	2	Hit Parade	3	1
Burns and Allen	12	2	Kate Smith	3	
Bing Crosby	12	20	Death Valley	2	
One Man's Family	12	12	Gang Busters	2	4
Rudy Vallee	12	7	King's Jesters	2	
Lux Radio Theater	10	49	News Commentators	2	
Amos and Andy	9	22	Second Husband	2	
Major Bowes	9	23	Edw. G. Robinson	2	4
Boake Carter	9	2	We, the People	2	

### DAYTIME FAVORITES

	Cincinnati	Kansas City		Cincinnati	Kansas City
Pepper Young	22	2	Religious Talks and Music	6	
Orphan Annie	21	1	Sports and News	5	
Mary Sothern	18		Bachelor's Children	4	
Goldbergs	15		Mad Hatterfields	4	
Betty and Bob	14		Ball Game	3	
Ma Perkins	14	7	Dawn Patrol	3	
News	13	22	Mary Marlin	3	3
Philharmonic Orch.	9		Sports	3	2
Dick Tracy	8		Voice of Experience	3	
O'Neills	8	4	Betty Crocker	2	
Magic Key	7	1	Gospel Singer	2	1
Jack Armstrong	6		Vic and Sade	2	4
Singing Lady	6		Woman's Hour	2	

### MISCELLANEOUS BREAKDOWN

#### DAYTIME

	Cincinnati	Kansas City		Cincinnati	Kansas City
No Choice	56		Don't Remember	1	
None	36		Refused Answer	1	
Don't Know	17		No Answer	56	

#### EVENING

	Cincinnati	Kansas City		Cincinnati	Kansas City
No Answer	24		Don't Know	18	
None	29				

## Competish From Pen Now Worries Agents

JEFFERSON CITY, Mo., May 21.—The Missouri State Penitentiary here is becoming air-minded in a big way, with the establishment of its third weekly inmate program over KWOS here. Programs vary widely, one being a variety program, another a band concert and the third a prison chapel service. James Haynes, staff announcer, takes over all three of the broadcasts by remote.

Variety presentation includes selections by a swing band, vocalists, cowboy acts and novelties. Band concert naturally uses *The Prisoner's Song* for a theme.

Chapel program, a hour long, was aired for the first time last Sunday (15) and response was enthusiastic. Under direction of Chaplain Leroy Munyon and his secretary, Rex De Arcy, latter an inmate, the program drew big response.

Reports from New York are that radio agents there are concerned over this latest competition.

## WRVA Talks Louder

RICHMOND, Va., May 21.—WRVA here will increase its power from 5,000 to 50,000 watts, permission having just been granted by the Federal Communications Commission. Station is owned and operated by the Edgeworth Tobacco Co. (Larus & Bros.) and is one of four stations here. C. T. Lucy, station manager, following the announcement, said that work on the new transmitter will start within the next 60 days.

## NBC Okehs CBS Spieler

NEW YORK, May 21.—CBS had to agree to let Andre Baruch lay off announcing sustaining shows before NBC would allow the Columbia announcer to work for Bristol-Myers on the Fred Allen show. Harry Von Zell, regular mikester, is vacationing, and Young & Rubicam wanted Baruch to fill in. NBC put the damper on the deal until Young & Rubicam, B-M agency, squared matters.

## WWL Postpones Firing Tooters

NEW ORLEANS, May 21.—Following negotiations between President Mark Ethridge, of NAB; Joseph N. Weber, president AFM, and Local 174 officials, Vincent Callahan, manager of WWL, announced postponement for a week of station's cancellation of its contract with union. Ousting was set for May 26, but all concerned asked for more time in hope of a settlement of the problem brought about by alleged failure of WSMB and WDSU, local NBC links, to carry thru triple agreement early in the year to increase flesh music budget.

While WWL has been carrying thru agreement, Callahan complained that WDSU and WSMB had no studio music whatever and that "WWL would no longer be the sucker." Callahan made public Wednesday telegram from Weber which urged a week's grace in view of expected settlement.

Officials of WSMB had nothing to say regarding the matter. P. K. Ewing, manager of WDSU, remarks, "We are not concerned with the matter. We are not planning to use union musicians at this time."

## WLW Says 25% of Schedule Devoted to Educational

CINCINNATI, May 21.—According to Joseph Ries and Meredith Runck, educational director and head of the research department, respectively, of WLW-WSAI, a survey of WLW programs shows that 24.19 per cent of the station's broadcasts are educational. Station's greatest single educational feature is *Nation's School of the Air*, broadcast five times weekly from September thru April. Program has been on the air about 10 years. *Fortunes Washed Away*, a new series of dramatizations, is given with the co-operation of the United States Department of Agriculture.

In addition to governmental agencies, WLW education department uses public and private educational systems, professional groups such as the Academy of Medicine, women's clubs, labor organizations, etc.

Station's 500,000-watt experimental license comes up before the FCC soon.

## CBS Ups Maury Gaffney; Tyler Now Trade Grabber

NEW YORK, May 21.—Maurice Gaffney, handling trade press for Columbia Broadcasting System for the past two years or so in the sales promotion department, has been promoted to the copy division of the same department. Trade contact is now James Tyler, who quits as managing editor of *Advertising and Selling*, advertising monthly. It is the same position Gaffney held before joining the network. Last year Gaffney was awarded a major prize for a piece of copy he prepared.

Tyler's spot at A. and S. will be left vacant.

## Squabble Over KTHS Goes On and On and On

HOT SPRINGS, Ark., May 21.—City council has empowered Mayor McLaughlin to intervene for the Chamber of Commerce in its fight before the FCC for retention of KTHS in the Spas. Adding his support is Governor Bailey of Arkansas, who is said to have asked city attorney here to represent the State as an intervenor when the FCC hearings open at Washington May 27. Chamber of Commerce was recently enjoined from proceeding further to nullify sale of KTHS to Col. T. H. Barton, El Dorado oil magnate, but hopes to kill the deal by having the commission refuse transfer of the transmitter to Little Rock, where Barton plans new studios.

Hot Springs has hired Paul D. P. Spearman to continue its fight at Washington. The Little Rock Chamber has filed application with FCC to assign its license for operating KTHS to Radio Enterprises, Inc. Two other Hot Springs applications will also be heard at Washington on that date. Radio Enterprises seeks to establish a second station on 1310 band, 100 watts, daytime. The third application is from Associated Arkansas Newspapers, Inc., seeking to operate a new station of 100 watts daytime on 1310 band.

## On the House

DENVER, May 21.—Golfers in the Denver area who score a hole-in-one are sure of a case of beer to celebrate thru an offer made by the M. K. Goets Brewing Co., sponsor of a *Sports Review* over KLZ. Score must be attested by two other players and the club pro.

## Radio Scriveners Want New SS Deal

NEW YORK, May 21.—First undertaking of Sidney R. Fleisher as counsel for the Radio Writers' Guild will be to attempt to get independent contractor classification for script writers for "purposes of safeguarding literary rights" and avoiding Social Security and Unemployment Insurance tax laws. Rules and Regulations Division of the Bureau of Internal Revenue thus far looks upon the scribes as employees of the sponsors in the usual agency-built programs. Under such circumstances, sponsors retain all literary rights to skits and texts prepared by employees. Writers feel that sponsors should get rights only to first and single broadcast, for much of material prepared has possibilities in legit, pictures and books.

Counsel will first seek advice on contracts and status of writers from Washington officials. It is likely, Fleisher indicated, that carefully worded contracts will do the trick, in that their conditions will establish writers as independent contractors, as dramatists are regarded.

At least one writer is known to command enough respect from agencies to have protective clauses inserted in his contracts so that he retains full literary rights after the first broadcast of his compositions. If this approach fails, spokesmen for Guild hinted they'd make a test case.

This program for the RWG is initial step toward goal of instituting for its members a standard contract. Dramatists' Guild has achieved that end for its constituents in their relations to producers.

## WBAL Sells Rights to "Hunt" to H. S. Goodman

NEW YORK, May 21.—Harry Goodman, radio producer, this week bought from WBAL, Baltimore, the exclusive rights for *Treasure Hunt*. Station owns the copyright. Dr. Pepper, soft drink firm, recently contracted for two 15-minute periods.

First sponsor for *Cross Word Puzzles of the Air*, program originated by Goodman, is the American Furniture Co., of Milwaukee, which will air it over WISN. Goodman office, on a recent count, has 331 clients on the air, of whom 27 are on the combination quiz and telephone game, *Answer*.

*Hunt* is a "scavenger" game in which listeners are told to find various gimmicks. First in is winner.

## Guenther WSAL Sales Head

CINCINNATI, May 21.—Wilfred Guenther has been appointed sales promotion manager of WSAI, according to Robert E. Dunville, station manager. Guenther was associated with the radio department of Frederick W. Ziv Advertising Agency for the past year, and before that was with WSAV, Huntington, W. Va.

## Chicago American, News Drop Radio Columns; Economy Move

CHICAGO, May 21.—Hearst's *Chicago American* followed *The Daily News* here this week by dropping Esther Schultz's radio column, leaving only three local ether pillars for this burg—*Times*, *Herald* and *Examiner* and *Tribune*. Reported that the move was an economy measure, plus that the management feels the radio blurbs did not merit the space. Miss Schultz was shifted to the general news staff.

*American* has been having its troubles for the past six months, and during a recent wholesale layoff the Newspaper Guild threatened a strike. Rumors this week had it that the Guild strike was

## A Billet-Doux for Donald Kerr, The Pride of Brooklyn, As It Were

NEW YORK, May 21.—At about 4:30 p.m. Thursday of this week the phone rang in the radio department of *The Billboard*. A lady asked if she could ask a favor and, when the radio department said yes, she said she was the president of the Don Kerr Fan Club and she'd like to have a story in *The Billboard* about Don Kerr, who, she said, was the most wonderful announcer in all the world. Also this is the one and only fan club for a radio announcer. The radio department said maybe the lady had better write a letter or come in some time, and the lady agreed to come in and tell the radio department about it.

About half an hour later the lady, who is Sylvia Kleinman, of Brooklyn, walked in. She said that there are about 80 members, all girls, in the Don Kerr Fan Club and that they all think Don Kerr is the most wonderful announcer in all the world. She also said the club members pay dues, have a bank balance and use the money for social gatherings, outings and the like and plan a boat ride this summer. Mr. Kerr will be cordially invited. Miss Kleinman said the club recently voted on whether boys should be allowed to join, and it was decided that the boys wouldn't be admitted. Other officers of the Don Kerr Fan Club are May Arnold, vice-president, and Pearl Perlman, secretary. The Don Kerr Fan Club has regular membership cards. Miss Kleinman's was autographed on the reverse side by Mr. Kerr.

The radio department asked if the Don Kerr Fan Club thought guys like Milton Cross and Dave Ross were just bums, and Miss Kleinman said no, but that members never listened to them nor had time to and that all true Kerrites could recite the WMCA program schedule from Memory. The Don Kerr Fan Club has a slogan, Miss Kleinman said. It is, "Start the day with WMCA—and Don Kerr."

Kerr, in addition to his WMCA announcing duties, emcees an amateur show from the Fox Brooklyn Theater. The Don Kerr Fan Club now has the front row reserved for them, but it wasn't so easy at one time. Before the reservation was made club members used to go into the theater at 2 p.m. and sit thru three shows to be in the front row when the amateur show started. Furthermore, Kerr used to do two shows a week from the theater and the club used to sit both times from early afternoon until he showed in order to get in the front row.

## Don Lee Drops Wax Sustaining Shows

LOS ANGELES, May 23.—Dropping of all sustaining wax shows goes into effect this week on all stations of the Don Lee network, according to officials of the web, leaving only four platter-aiers on the Coast chain. Remaining shows not to get the ax are all sponsored kid programs and include *Orphan Annie*, *Popeye*, *Dick Tracy* and *Howie Wing*.

Reason for ditching non-sponsored platters was given by station execs today. They believe listeners prefer live shows to wax and also live shows give the commercial department a better chance to sell vacant spots.

With substitution of live shows, employment of entertainers and musicians will speed up in the stations involved in this policy change.

The same show was playing both days, so the Don Kerr Fan Club used to see it about six times.

Miss Kleinman, who is a typist, said that that afternoon she had written a poem to Mr. Kerr. The radio department asked to see it and then asked to publish it. Miss Kleinman refused, saying she preferred to mail it to Mr. Kerr first.

She admitted that she had written other poetry, and the radio department pointed out that poets drool at the mouth to get published and here was Miss Kleinman turning down a golden opportunity. The radio department, suggesting that Mr. Kerr be consulted, phoned WMCA, but Mr. Kerr was not there. Miss Kleinman thought he was out to supper, so both the radio department and Miss Kleinman spoke to Leon Goldstein, WMCA press agent, who knows about the Don Kerr Fan Club. Miss Kleinman read her poem over the telephone to Mr. Goldstein, who said he saw no objection to its publication of the poem. Miss Kleinman finally capitulated. Asked if there was anything else she wanted in the story about Don Kerr and the Don Kerr Fan Club, she said, "Don Kerr is the best announcer. He is very charming and good-looking. He has a magnetic voice." The radio department agreed to say that.

This is the poem by Sylvia Kleinman!

To the most wonderful announcer and master of ceremonies there is.

Nights are lonely,  
Days are blue,  
But the sun shines  
When we think of you.  
Thunder, lightning, 'tis the month of May,  
The it's night, you make it day.  
Tenderly are these words for thee,  
Gratefully . . . the light you hand down to us,  
It helps us . . . all thru the day so long,  
And quickens night to the glorious dawn.  
It sings a song, a song of rest,  
To you, dear Don, we give our best.

## Alabama Network Now Set To Start

NEW YORK, May 21.—Kelly-Smith Co., starting about June 1, will represent the Alabama Network, formed about one year ago and operated since then on experimental basis. System, headed by President Henry Johnston, comprises WSGN, Birmingham; WMFO, Decatur; WJBY, Gadsden; WJRD, Tuscaloosa, and WSFA, Montgomery. Programs can emanate from any station and be piped to the net.

Rates for group of three cities, including WSGN, WSFA and WJBY, are \$221 per hour, \$123 per half hour, \$72.25 per quarter hour and \$35.07 for five minutes. These are for hours after 6 p.m. Day rates for a total of five cities, including WSGN, WSFA, WJBY, WMFO and WJRD, amount to \$193.80, \$108.80, \$64.60 and \$28.14, respectively, for one-hour, half hour, quarter hour and five minutes.

Night rates printed above apply only if three cities are purchased as a group. For daytime programs five stations are available as a group or may be purchased in any combination provided that at least three stations are used.

Net plans to extend service to advertisers in the way of dealer surveys, etc.

## St. Louis Stations In AFRA Huddle

CHICAGO, May 21.—Stations KSD, KWK, KMOX, KXOK, WEW and WIL in St. Louis agreed this week to a suggestion made by the American Federation of Radio Artists that each send a representative to a meeting there with Henry Jaffe, AFRA counsel, to talk over plans for bargaining contracts. Meeting was scheduled this week, but Jaffe was detained in New York, so was postponed for another 10 days.

AFRA execs felt it would be more expedient to negotiate in this manner

## Robertson Quits WIBX; Bowen Seeks Successor

UTICA, N. Y., May 21.—Dale Robertson has resigned as manager of WIBX to go into radio operation in Pennsylvania and Maryland. Robertson was with WIBX four years and was quite successful in building the station, owned by Scott Howe Bowen.

Bowen states he has not set any successor yet. Al Triggs, commercial manager, fills in, co-operating with Elliott Stewart, program director.

# FCC'S PENALTY SPREE

## Tightening Up on Broadcasters Charged With Program Missteps

WASHINGTON, May 21.—Penalties in the form of temporary licenses were handed out in wholesale lots this week by the Federal Communications Commission just two days after NAB President Mark Ethridge told the FCC Bar Association that temporary licenses were "grossly unfair." Commission in case after case unanimously voted 60 and 90-day permits for WNEW, New York; WMBG, Richmond, Va.; WJBW, New Orleans; WCLO, Janesville, Wis.; KOVC, Valley City, N. D.; WAYX, Waycross, Ga.; WBHP, Huntsville, Ala.; WBRY, Waterbury, Conn.; KMLB, Monroe, La.; KIUN, Pecos, Tex.; WJRD, Tuscaloosa, Ala., and the Yankee Network Station WNAC, Boston. KFOX, Long Beach, Calif., received a 90-day license, with Commissioners Craven and Sykes dissenting, and WHBI, Newark, N. J., and KFPW, of Fort Smith, Ark., had license renewals set for hearing, with Commissioners Sykes and Craven dissenting on the first and Commissioners Sykes and Case dissenting on the second.

Commission action was observed by a gallery of goggle-eyed FCC under-officials who had the surprise of their lives in watching the swift action of the commission in clamping down the lid on program complaints. Curbstone reports credit astrological programs for many of the penalties. Similar action is in store for more stations, according to reports. Action was said to be over objection of one commissioner who could find nothing in the Communications Act about star-gazing programs, but rest of commission took position that fraud on listeners had been perpetrated by the advice givers in violation of other laws. Washington observers commenting this week upon Wednesday's action pointed

out that for most part licenses so treated were assigned to small stations—not ones fortified with heavy political guns. However, by the same contrast it is believed that the stations either are more careful of their programs, having more at stake, or they are in such position that their business is in no way affected by offers of fortune-telling or horse-race info.

Commission, with exception of George Payne, had been guests of FCC Bar Association's dinner two nights before at the Congressional Country Club and had heard Mark Ethridge say that the broadcasters want an alteration of present procedure on temporary licenses and a lengthening of the terms of the license. "The present procedure on temporary licenses is to their minds grossly unfair, unjustifiable and even whimsical, in that it dignifies and encourages irresponsible complaints," Ethridge told the dinner guests who listened intently.

Ethridge continued, "The short-term license is against the public interest in that, whatever may be its purpose as far as the commission is concerned, it is an effective threat over the control or management of a station. After the commission has established the responsibility of applicants as it does in its hearings, they should feel free to operate their own property within the limits of the regulations and within the bounds of good business and public morals. They should not be confronted eternally by the specter of potentially arbitrary action on the part of a regulatory body."

The NAB president reminded the commission that it was a democratic

body, springing from a democratic people, but the very fact that a democratic commission considers it necessary to license all broadcasters for six months when Congress considered a three-year license a sufficient check upon the industry cannot be understood.

Senator Wallace H. White, also a guest speaker at the dinner, following Ethridge, told the diners he had experienced satisfaction with Ethridge's speech and that he "agreed with the soundness of his views." Bar members followed the Ethridge speech closely and kept watching for expressions of reaction on the faces of the attending commissioners, but for the most part the officials had heard similar views before and consciously maintained poker faces throughout the dinner.

Commission temper appears to be short. Members are meeting broadcasters with increased regulation each time the industry lets out a yell about the kind of regulation it is getting. Side-line observers are weighing recent "educational" talks made by the industry and their relation to commission action. Too early to reach any definite conclusion, the answers so far point to regulation and still more regulation.

FCC reaction cannot be considered as the result of resistance to broadcasters' complaints because commission is said to be earnest in its attempts to police the air waves now that Congress is in throes of radio investigation and possibilities that commission will be probed. Hearings before the House Rules Committee are still imminent and the White investigation resolution is out on the Senate floor lying around for the first chance for a vote. This week it was called up on the consent calendar, but was passed over upon objection by Senator King (Utah). Probability is that this procedure will be followed to the end of the current session. Possibility remains that conscientious objectors may be absent at some time when White's resolution gets called up again and it may be voted. That possibility,

### What, No Rate Card?

PHILADELPHIA, May 21.—Here's what a WFIL salesman has to carry with him when calling on a prospect these days:

1. A portable phonograph with a library of platters consisting of complete broadcasts of every available sustaining feature on the station.
2. A recorded sample of every artist and announcer's voice.
3. An album of photographs of every member of the station's personnel and its artists.
4. A brochure of surveys and summaries of competitor comparisons, etc.

And a threat from Don Withycomb not to come back without that order.

as well as the activities before the House Rules Committee, which is pondering on what to do about the "two ex-senators" who allegedly accepted bribes from radio interests, is having its full effect upon the FCC. Industry appears to be in for a session of strictest regulation with violators of the Communications Act getting everything in the law books being thrown at them.

## Damages Sought by SESAC From WCAU

NEW YORK, May 21.—As reported in *The Billboard* two weeks ago, Society of European Stage Authors and Composers (SESAC) this week filed a bill of complaint against WCAU, Philadelphia, charging use of SESAC repertory without authorization. Fourteen points of infringement are listed in the bill, which asks a judgment of \$3,000 and costs. Plaintiffs are SESAC and Cross & Wing, latter publishers of the songs allegedly infringed upon by WCAU. Cross & Wing, according to the bill, had assigned rights in these songs to the European Society.

Plaintiffs ask that WCAU, without a license from the plaintiffs, be restrained from publicly performing these compositions or any other means controlled by the defendant. Defendant is asked to pay damages in the maximum amount permitted by statute, and in no event less than \$250 for the 14 infringing performances, and that the defendants be required to pay full costs of the action and attorneys' fees.

Pepper, Bodine, Stokes & Shock, Philadelphia law firm, represent SESAC. Suit was filed in District Court of United States, Eastern District of Pennsylvania. WCAU is the only outlet in Philadelphia without a SESAC license.

### Songs With Most Radio Plugs

## "Don't Be That Way" Won't Give Way to Top Position

Songs listed are those receiving 10 or more network plugs (WJZ, WEF, WABC) between 5 p.m.-1 a.m. week days and 11 a.m.-1 a.m. Sundays, for the week ending Thursday, May 19. Independent plugs are those received on WOR, WNEW, WMCA and WHN. Film tunes are designated as "F," musical production numbers as "M." Based on data supplied by Accurate Reporting Service.

Position	Title	Publisher	Plugs	Net.	Ind.
1	1. Don't Be That Way.....	Robbins	35	23	
—	2. Cathedral in the Pines.....	Berlin	29	21	
3	3. Please Be Kind.....	Harms	24	27	
6	4. How'dja Like To Love Me? (F).....	Famous	23	11	
11	4. Bewildered.....	Miller	23	14	
2	5. Cry, Baby, Cry.....	Shapiro-Bernstein	21	11	
3	6. Love Walked In (F).....	Chappell	20	21	
10	6. You Leave Me Breathless (F).....	Famous	20	10	
8	7. Something Tells Me (F).....	Witmark	19	20	
11	8. Little Lady Make Believe.....	Olman	18	21	
4	8. You Couldn't Be Cuter (F).....	Chappell	18	15	
12	8. This Time It's Real.....	Spier	18	15	
9	8. I Fall in Love With You Every Day (F).....	Famous	18	11	
10	8. Says My Heart (F).....	Paramount	18	10	
8	8. Why'dya Make Me Fall in Love?.....	Feist	18	7	
6	9. On the Sentimental Side (F).....	Select	17	16	
6	9. You're an Education.....	Remick	17	12	
11	10. Joseph, Joseph.....	Harms	16	16	
8	10. Girl in Bonnet of Blue.....	Crawford	16	13	
—	10. It's the Little Things That Count.....	Marks	16	9	
5	11. I Love To Whistle (F).....	Robbins	15	13	
—	11. I'm Glad I Waited for You.....	Stasny-Lang	15	2	
9	12. Garden in Granada.....	Southern	14	9	
—	12. Stop and Reconsider.....	Lincoln	14	6	
5	13. Lovelight in the Starlight (F).....	Paramount	13	12	
11	13. At a Perfume Counter (M).....	Donaldson	13	12	
—	13. In a Little Dutch Kindergarten.....	Fox	13	8	
7	14. It's the Dreamer in Me.....	Feist	12	12	
—	14. Let Me Whisper.....	Chappell	12	10	
—	14. If It Rains Who Cares?.....	Morris	12	2	
—	15. I Simply Adore You.....	Ager, Yellen	11	10	
—	15. At Your Beck and Call.....	ABC	11	7	
—	15. My Heart Is Taking Lessons (F).....	Select	11	7	
12	15. So Little Time.....	Shapiro-Bernstein	11	6	
12	16. Ti-Pi-Tin.....	Feist	10	15	
10	16. Goodnight, Angel.....	Berlin	10	7	
9	16. Sunday in the Park (M).....	Mills	10	5	

... next week  
a SURVEY of  
PROGRAM  
LISTENING  
HABITS  
in  
WATERTOWN  
SOUTH DAKOTA

• The entire radio industry is today deeply interested in listening habits in farm areas. Such information is the last unknown frontier in radio research.

• The Billboard radio study in this town will help answer many questions.

DON'T  
MISS IT!

... next week

### Elect Carper Head Of Neb. Stations

LINCOLN, Neb. May 23.—Charles Carper has been elected president of the Sidles Co., 50 per cent owner of the Central States Broadcasting Co., controlling KFAB, Lincoln and Omaha; KOIL, Omaha, and KFOR, Lincoln.

Carper succeeds the late Charles Stuart, Lincoln millionaire, who died about two weeks ago. Lincoln newspapers, *Star* and *Journal*, own the other half of the stations.

### WARING, LEWIS

(Continued from page 5)

*That Certain Woman*, \$14,250. Buddy Rogers, *Back in Circulation*, \$21,000. Horace Heidt, *Life of the Party*, \$28,000. Dick Stabile, *Gracie Barrie*, *Confession*, \$16,000.

Glen Gray's *Casa Loma*, *Knight Without Armour*, \$20,000. Eddy Duchin, *San Quentin*, \$27,500 (includes Labor Day). Clyde McCoy, Hal LeRoy, *Exclusive*, \$21,000. George Olsen, Ethel Shutta, *Topper*, \$25,000. Mal Hallett, *New Faces*, \$14,000. Jimmy Dorsey, *Between Two Women*, \$25,000. Three Stooges, Will Osborne, *Turn Off the Moon*, \$20,000. Major Bowes unit, *Easy Living*, \$18,500.

Herman Bing, *Ever Since Eve*, \$20,000. Duke Ellington, *They Gave Him a Gun*, \$19,000. Henry Armetta, California Collegians, *Slim*, \$19,000. Ozzie Nelson, *Night Must Fall*, \$20,000. *Paris on Parade* unit, *Woman Chases Man*, \$15,000. Benny Goodman, *There Goes My Girl*, \$25,000. Biran McDonald's *WAS Amateur Show*, *Go-Getter*, \$15,000. Ina Ray Hutton, *Call It a Day*, \$18,000. Major Bowes unit, *History Made at Night*, \$22,000.

**"Keyboard Concerts"**

Reviewed Wednesday, 5-5:30 p.m. Style—Musical. Sustaining on WABC (CBS network).

In an attempt to project the full range of keyboard instruments and their literature, including not only the modern piano but also some of its earlier forms, such as the harpsichord and clavichord, CBS inaugurated this new half-hour series last Wednesday (18). Various prominent artists in particular fields of keyboard music are to be presented in succeeding programs, playing the instrument or type of composition which has become their specialty.

Initial show offered George Copeland, American concert pianist, in a program of music by Debussy and modern Spanish composers, whose work he introduced in this country and has featured in numerous recitals. Pianist has appeared to better advantage on the concert stage than in his performance here, ether reception tending to produce a distorted jumble in the heavier passages. At best, Copeland's Debussy interpretations are often superficial and lacking in the sure brilliance of technique necessary for their proper projection. This is especially true in his arrangement of *The Afternoon of a Faun*, which opened the program. Tempo and rhythms fail to receive their required consistency, and a blurred fortissimo covers up a multitude of technical sins.

Three other lighter Debussy works received better treatment, and a group of five compositions by Spanish composers completed the program. These were effective in the accepted style of most Spanish music, with its off-beat accents and rhythm. The highlight of this group was a tango by Albeniz, one of the greatest of all Spanish composers for the piano.

Second broadcast of the new series will have E. Robert Schmitz playing the works of the late Maurice Ravel, with Alice Ehlers, harpsichordist, the third recitalist.

Kenneth Roberts announced.

D. R.

**Cow-Punchers**

Reviewed Tuesday, 5:45-6 p.m. Style—Hillbilly music. Sustaining on WOR (New York).

Cow-Punchers, alfalfa troupe entertaining at the Village Barn, New York, go thru five or six tunes in their quarter-hour program. Stuff is vocal and instrumental, with the ork termed the Royal Rangers.

Material, for those who like the genre, is up to par. Air of cactus pervades the offering, with Smilin' Slim, Whitey and Shufflin' Shorty doing most of the specialties. Whitey best of the lot with a yodeling tune rendered with guitar accompaniment. Ork can lay off the Western tunes and deliver swing versions of standards, as evidenced by delivery of *Some of These Days*.

Fair enough.

P. A.

**"The Word Game"**

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

This is one of the poorest of the question-and-answer shows currently so popular on the dials. Its format is neither better nor worse than the rest of its confreres, it has Max Eastman's name to lend it a touch of distinction, and yet it adds up to a thoroly boring half hour, due to a supreme lack of that all-important attribute in anything from a dance act to a stump speech—personality.

Since a script of this type is basically academic and therefore dry, it devolves on its leading figure to supply the personality quotient which can lift it from a dull schoolroom test to the level of enjoyable radio entertainment. This is being accomplished singularly well on similar programs, but here it rates a big, round zero, with the blame following a straight line right to Eastman's alleged emseing.

With all the personality of a dill pickle and all the humor of a plane crash, this author-traveler-lecturer "umpires" a game in which five participants are asked the meaning of words. Show is divided into three sections, first taking in definitions, then jumping to a spelling bee, concluding with the meaning of such terrific slang words as humdinger, bosh, breadbasket, etc. Winners get dictionaries for prizes, which would seem to be a subtle crack.

Eastman asks the questions, gives correct answers and sprinkles a few point-

# Program Reviews

EDST Unless Otherwise Indicated

less, witless stories and quips over the whole business. Remarks fail to get the laughs expected, for the very simple reason that they're totally unfunny. In addition, Eastman goes in for boasting, with a too liberal dose of "I was speaking to Einstein last week" and "I've traveled in 19 countries and seen," etc., the whole delivered in a bad speaking voice that seems constantly out of breath. All in all, a pretty poor performance and program.

John Allen Wolff handles the announcing.

D. R.

**Air Raid Drill**

Reviewed Monday, 10:30-11 p.m. Style—War games. Sustaining on WOR, WJZ and WABC (MBS, NBC and CBS).

First air raid drill ever broadcast crackled over three networks, with announcers assuming a breathless tone as tho it were the McCoy. Farmingdale, L. I., scene of operations, co-operated and doused its lights for a half hour, during which time "rebel" bombing planes "attacked" Seversky Field and outlying plant and were in turn "attacked" by anti-aircraft guns. Reason for it all, according to military officials, was that the blackout drill, made possible by civilian co-operation, amounted to a significant step forward in plans for the country's defense.

As a radio program the drill had entertainment value in direct proportion to the pacifistic or militaristic tendencies of the listeners. Your reviewer thought it was boring but of possible import nevertheless. Question of the advisability of using radio for such propagand purposes is an involved one.

Hocus-pocus was described from land and sky by WOR-Mutual's special features division, which cut the show short at 10:45 p.m. after announcing a "victory" for the home talent. At 10:45 on WJZ Farmingdale's more important citizens were being interviewed, and talk of a second "attack" was coming over. Station bowed off at 11 p.m. General Frederick L. Martin on WABC at this time read a light-up order signifying termination of the hostilities, following which an announcer summarized.

Technically, broadcast was well handled.

P. A.

**"Information, Please"**

Reviewed Tuesday, 8:30-9 p.m. Style—Quiz show. Sustaining on WJZ (NBC-Blue network).

Reversing the customary "Q. and A." style program, this innovation has the hitherto back-against-the-wall public in a worm-turning role firing questions at a selected group of learned experts. Novelty of the about-face is interesting and entertaining in itself, but the high enjoyment content of the show results from a judicious choice of emsee and savants.

Credit for a really pleasurable half hour goes first to Clifton Fadiman, literary critic of *The New Yorker*, for his remarkably quick wit and smooth handling of his first emseing assignment. His remarks anent the questions asked and his fast repartee with the "board of experts" kept a studio audience laughing spontaneously and often, and his continued presence on the show should be enough to insure its popularity.

Initial group of authorities was not far behind Fadiman in producing humorous ad libbed quips which hit the risibility mark every time. Coterie was made up of Franklin P. Adams; Dr. Harry Overstreet, of the philosophy department of New York's City College; Marcus Duffield, day news editor of *The New York Herald Tribune*, and Bernard Jaffee, author and head of the Bushwick High School physical science department. Give-and-take between each of them and Fadiman supplied the high spots of the program, not only because of the intricate wit of the remarks passed, but also because they came as a pleasant surprise in a show that might have had the mustiness of a classroom lecture if it hadn't been handled with a real sense of humor. NBC plans to change groups from time to time, including prominent personalities in every field, and these subsequent experts will

have to be good to keep up the high standard set on the opening show.

Same basic set-up as on other quiz programs, with \$2 paid for each question accepted and \$5 added for each one the experts fail to answer. Total of 20 queries cost the group \$20, with Fadiman pulling his best sallies regarding the loss. Questions cover a large field, from science to poetry, and are entertaining and instructive.

Howard Clancy does the announcing.

D. R.

**"Newspaper of the Air"**

Reviewed Wednesday, 6-6:30 p.m. Style—News. Sustaining over WELI, New Haven, Conn. (Conn. Broadcasting System).

This daily program rates as one of the most complete news services hereabouts. Comprising world headline news, items of local interest, politics, society news, sports, etc., this half hour represents a complete newspaper. News comes from Transradio after the evening papers have gone to press, and occasionally a number of beats are scored.

Golly, the Roving Reporter, who compiles the info, is on the firing line and delivers informally. Sport items and news are given by Phil Buxbaum Jr., with precision and smoothness. Martin Haydon handles announcements.

S. A. L.

**Cal Tinney**

Reviewed Monday, 8-8:30 p.m. Style—Novelty interview. Sustaining on WJZ (NBC Blue network).

Cal Tinney, newspaper columnist and humorist, conducts a novelty interview in which celebrities reveal their hidden desires and ambitions—what they really would like to have become if they hadn't been frustrated by success.

Handled in a light vein, the personalities involved, including Helen Chandler and Bramwell Fletcher, James J. Braddock, Arthur Murray, Helena Rubinstein, Dr. Wilfred J. Funk and Budd Hulick, ruminated their way back to yesteryear and their youthful triumphs and tribulations.

Oddly enough, this sustainer was a field day for advertising plugs, as each one interviewed had a product or an ax to grind. In Budd's case, he not only plugged his new program but took a healthy crack at his old partner, Colonel Stoopnagle. Dr. Funk, of the lexicographic Funks, plugged his dictionary, and so on, ad infinitum.

Program is not nearly as funny as it might be, considering the topic, which is a natural for humorous material but in this case, definitely inferior. To top that, what with Tinney's Western drawl, Fletcher's English inflection and Rubinstein's Russian accent, it sounded like a session of the League of Nations.

S. Z.

**Joan Crawford**

Reviewed Thursday, 9-10 p.m. Style—Dramatic. Sponsor—General Foods Co. Agency—Benton & Bowles. Station—WEAF (NBC Red network).

Joan Crawford, appearing on *Good News of 1938*, inaugurated a new feature of the show yclept, *MGM Theater of the Air*. Idea is to develop and present dramatizations of scripts particularly adapted for radio. Crawford's vehicle, titled *Dark World*, written by Arch Ogeler, ran eight minutes and used a flashback technique for sustained dramatic effect.

Yarn presented Crawford in the role of Carol, paralyzed and blind girl who has already died. Two nurses speak of her. Whenever one utters an illuminating phrase showing how Carol reacted to her environment, the flashback technique drops reality and Carol speaks. As a result of a succession of these flashbacks, the character development and story of Carol hovers between the past and present—a device which holds interest when carefully executed.

Alternations between present and past were beautifully done, and, in the case of the climax, attained a poetic and mystical touch.

Crawford's emoting on the sobby side, naturally.

P. A.

**"Everybody's Opinion"**

Reviewed Tuesday, 3:15-3:30 p.m., PST. Style—Question and answer. Sustaining on KFPY (Spokane).

This new program, caught on opening day, promises to catch on. It is a sort of *Sound and Fury (Esquire)* column of the air, with radio listeners asking questions and answering them too. One exception is with questions pertaining to radio, which are answered by the writer and commentator, Capt. Robin Flynn.

An Irish edition of Boake Carter, Flynn reads questions and gives initials and home town of writer, comments pointedly and asks air fans to solve the problem and send along a question of their own. Presentation is stimulating.

Questions may be on any subject. Flynn closed by requesting audience to solve dilemma of an attractive 26-year-old mother whose husband had the "stay-at-the-office" habit.

One reader wanted to know why he had to get out his reading glass to find radio schedules in local newspapers, protesting agate type. Flynn referred writer to newspaper editors.

Program set for Tuesdays and Thursdays. John Mallow, announcer.

W. C.

**Allen Drake**

Reviewed Thursday, 8-9 p.m. Style—Characterizations. Sponsor—Calumet Baking Powder. Agency—Young & Rubicam. Station—WABC (CBS network).

Allen Drake, who appeared on the Kate Smith program, has an interesting angle on characterizations. Instead of presenting each bit as a separate entity, he passes smoothly from one character to another, explaining the different vocal characteristics peculiar to each. Idea is developed by means of an imaginary trip to England, Scotland, Ireland and back to America. Take-offs are not only on characters native to these countries generally, but involve imitations of dialects found within any of the places mentioned. Thus, when Drake's imaginary trip brings him back to America, he covers New England types, Negroes and forms of speech associated with classes of people rather than with geography.

Act is done in four minutes and carries no excess verbiage. It clicks on radio, but sounds as tho it should be even better as a sight act—particularly if Drake can match his voice changes with suitable gestures and mugging.

P. A.

**"Robinson Crusoe Jr."**

Reviewed Tuesday, 5:30-5:45 p.m. Style—Transcribed serial drama. Sponsor—Dr. Brown's Cel-Ray. Agency—Humbert & Jones. Station—WHN (New York).

Transcribed adventure yarn is aimed for a kid audience. Reason for this is not quite clear, as the sponsor's product, a carbonated drink, seems more of an adult's beverage and as such is distributed in restaurants as well as homes.

Corralling a kid audience via radio, rather than working on a general audience, may have its merit. But script on its first presentation showed little to indicate its possibilities. Situation presented a kid urging his father to take him and a raft of children on a yachting trip, the prospect being adventure, treasure islands and the like. First installment had much gab and no action, but the falling is excusable in that a 15-minute spot allows scant chance for developing a serial when the basic situation must first be presented. Idea is simple and should intrigue kids if succeeding presentations work it up properly.

Commercial announcement okeh.

P. A.

READING, Pa., May 21.—Cliff Chofey, WEAU manager, is honeymooning.

**Burrelles**  
ESTABLISHED 1888  
PRESS CLIPPING BUREAU, Inc.  
World-Telegram Building,  
125 Barclay St., New York, N. Y.  
BAclay 7-5371



## Foster Sues on Back Salary and Commish

DALLAS, May 21.—Frank Foster, formerly associated with the local office of Consolidated Radio Artists, brought suit against the home office over a disagreement on salary reduction which the management put into effect while Foster was its Dallas manager. Suit, filed in local court this week, is for back salary, a percentage of bookings and transportation to Hollywood, which Foster claims the management owes him.

Foster, setting up his own booking office here, is handling Glen Gray's one-nighters in this territory for Rockwell-O'Keefe. Also reps Count Bulowski, Jack Tracy, Wally Guest, Archie Bleyer, Tommy Melton, and is routing Paul Tremaine, Charlie Boulanger and Phil Emerton for Paul Wimbish thru his Southwestern ballroom circuit.

## Single Admish for Two Terp Taverns

APPLETON, Wis., May 21.—Cooney Esler opened his Waverly Beach Ballroom this week for week-end dancing, using lesser known traveling bands. Also operates the Nitingale dansant at Kaukauna near here, and stub holders at either spot can migrate from one hall to the other during the same evening.

Charles Maloney, ballroom operator at Oshkosh, unshuttered the Cinderella there, and Eweco Park, three miles south of Oshkosh at Lake Winnebago. Park emporium uses barnstorming bands on Friday and Sunday, the Cinderella Sundays only. At Crystal Lake, Wis., Charles L. Pfang started his season at Lauer's Tavern this week.

## Jubilesta a Joy to Bands

KANSAS CITY, Mo., May 21.—The possibility that five of the nation's top name bands would play again at the Jubilesta in the Municipal Auditorium seemed assured today following a meeting of representatives of the Chamber of Commerce, Hotel Men's Association and merchants' group at Hotel Muehlebach. Last fall Benny Goodman, Isham Jones, Wayne King, Buddy Rogers and Eddy Duchin were here for the nine-day festival, along with stars of pix and vaude. Decision to hold a third annual Jubilesta was made and dates tentatively set for September 15 to 25 by the committees. William Stein and Lew Wasserman, of Music Corp. of America, booked all last year's attractions, reputed to have totaled more than \$65,000.

## Kaycee Kids Pick BG

KANSAS CITY, Mo., May 21.—As far as Kansas City high-school kids are concerned, the harder and higher a band swings the better it is. That was shown here this week when editors of all local high-school newspapers, replying to queries sent out by Dave Dexter, *Journal-Post* writer, overwhelmingly nominated Benny Goodman favorite of their schools. Tommy Dorsey ranked second, and Bing Crosby and Martha Tilton were rated fave singers.

In the breakdown swing led sweet syn-copation by a 9 to 1 ratio. Les Copley and Jack Russell, along with Joe Sherer's Aristocrats, were named tops of local units. All three swing solidly.

## Crest Gets Lake Call

LAKE HOPATCONG, N. J., May 21.—Gill Crest is slated for the season, starting June 5, at Bertrand Island Park, near here. Park, on the Jersey side of the Hudson River, near New York City, is managed by Louis Kraus. Band hails from Ohio.

## Shribman Signs Nye Mayhew

BOSTON, May 21.—Nye Mayhew, recently departed from Hotel Statler here, signed with the Charles Shribman office for a ticket running thru the summer, with options. Calls for solo stands at Shribman's New England ballroom circuit, college and club dates.

## Union Unfair to Drummers

DETROIT, May 21.—It'll make a difference hereafter if the booking contractor on a dance date has a tootler setting the tempo while standing up or sitting down. New ruling instituted by the musicians' union, Local 5, states that if a member of an ork stands up in front of the band while playing, such tootler shall be considered the leader for that date and is entitled to the leader's share of the contractor's extra.

## Employer Status of Musicians Defined

PHILADELPHIA, May 21.—Orchestra leaders who employ their musicians on a contractual basis are employers, but musicians who gather a few others together to play for a single dance or party cannot be placed in the same category.

This ruling was made this week by M. Herbert Syme, counsel for the State Unemployment Compensation Board, after William Klais, local musician, had appealed from a decision of the board which classified him as an employer and subject to the Unemployment Compensation tax.

Klais claimed that he was employed as an organist two nights a week at a theater and once or twice a month gathered some musicians to play a club date. Syme held that Klais was not an employer under the terms of the State law.

## Bands for Film Fillers

DALLAS, May 21.—One-reel movie shorts featuring name bands will be made by Vitaphone as part of its new season line-up, it was announced at the Warner convention here this week. Series of 18, called *Melody Master*, include thus far Clyde McCoy, Jimmy Dorsey, Larry Clinton, Louis Prima, Rubino, Dave Apollon, Clyde Lucas, Saturday Night Swing Club, Ray Kinney, Blue Barron, Happy Felton and Rita Rio.

## Kemp's Southern Swing

NEW YORK, May 21.—Starting June 1, Hal Kemp treks southward for 10 days of college stints, leading off with North Carolina State College and following with U. of North Carolina, Staunton Military Academy, U. of Richmond, Washington and Lee, William and Mary and University of Virginia. Plays his radio commercial from the Richmond campus. One-nights it back, closing tour at Atlantic City's Steel Pier July 3 to 5. Band locates next night at Astor Roof, replacing Rudy Vallee.

## Park Band Gets an AFM-er

DALLAS, May 21.—To overcome objections of the local musicians' union the Dallas Park Board agreed this week to employ one union member as assistant director of the federal music project orchestra which will play a series of free concerts at Fair Park band shell this summer. Paul Harris, local maestro, grabbed the assistant's job. Luther Davis, supervisor of the music project, is in charge of the concerts.

## Kirk Oke on Sabbath Date

LINCOLN, Neb., May 21.—Andy Kirk, playing the Turnpike Casino here, lured about \$450 at the gate. Not bad for a Sunday night.

## Petrillo Takes His Medicine But No Scribes for a Chaser

CHICAGO, May 21.—James C. Petrillo, local music mogul, has finally closed his door to the press and like that member of Disney's *Three Little Pigs* opened it again only to jerk in the "welcome" mat which was always there for the scribes.

Cry of "wolf" which caused Petrillo to ban all newspaper men from his sanctum was AFM prez Joseph Weber's public blast against Petrillo criticizing him for glorifying his own accomplishments. Altho Petrillo never had anything but a good word for Weber, the

## Coast Dance Men Make Demands On Union To Better Conditions

Group seeks pit men for pic houses—AFM-sponsored radio programs to fight canned music—seek to restore tax cut on traveling orks

LOS ANGELES, May 21.—First meeting of a group of dance men and younger musicians of Local 47, who are dissatisfied with present conditions in the union, brought no open attacks against the administration. Still it was evident that the group means business, and, unlike most factions in the past who tried to force thru legislation, this clique seems composed of level-headed members who wish to effect changes for the benefit of the majority. One of the main points was the establishment of grievance committees to go directly to union officials and iron out any and all difficulties encountered by the dance men. And to see that action is taken immediately.

The relations of musicians with theaters and studios was brought up, with a resolution proposed to the national convention that pic studios employ live orks in theaters. Assumption is that most film houses are controlled by the studios.

Production of AFM-sponsored radio programs on a nation-wide scale to sell the public on the idea of live music and gradually wean it away from the idea that "canned music" is just as good was suggested.

Upping the tax on traveling bands is another item the faction is fighting for. Present tax was sliced from 33 1/3 per cent to a straight 10 per cent on incoming orks. The group wants resortation of the levy, claiming the agencies brought pressure to bear and had the tax cut in the first place. However, members concede that delegates from small towns to the national convention will fight any attempt to up the traveling tax, figuring that small towners' only chance for recognition is with traveling orks.

Another thorn this faction is trying to pull out is the present ruling restricting a band leader from soliciting big unless current ork is on its notice.

## Good Gates for Kaye and Jones on Vermont Stands

BURLINGTON, Vt., May 21.—Sammy Kaye brought out a crowd of almost 800 couples at a ticket take of \$2.20 per couple, about the highest tariff ever charged here, for the opening of Bay-side Pavilion, Vermont's largest outdoor dance palace. Attendance, while not approaching record for this spot, was exceptionally good considering that the thermometer was hovering around freezing.

At the University of Vermont Isham Jones, playing the annual Junior Prom, proved a good draw with an attendance of about 1,000, or nearly half the total enrollment of the school. Stubs sold at \$10 per couple.

## Summer Resorts in North Calif. Dicker for Bands

SAN FRANCISCO, May 21.—Northern California summer resorts have started dicker for dance bands. First local unit set for resort job is Jack Martin, signed for Boyes' Springs, Guerneville Bowl, on the Russian River, will bring in a dance band, probably Lenny Repose, for four weeks, starting June 1. Capitola-by-the-Sea, society rendezvous at Santa Cruz, will use a string of bands extending over a 12-week period. Consolidated Radio Artists booking exclusively but not ready to announce units.

They claim this allows the agency reps plenty of leeway to talk to spot managers on traveling bands and eliminates the free-lance band leader from competition. They suggest either clamp down on the agencies or throw the thing wide open. Also claim officials have not made concerted effort to line up other trade unions to support AFM in event of labor disputes.

NEW YORK, May 21.—Agreement was reached this week in Hollywood between producers and musicians' union, whereby the practice of dubbing recorded music on features and shorts, prevalent mostly among indie companies and in the Class B field, will be stopped, pact becoming effective May 23. Music now will be recorded specifically for each film and the sound track will be stamped for use only in the pic for which it is intended. This applies to all studio recorded music and to every type of film production with one exception. Newsreels have been excluded from the agreement due to the time limitations involved in their preparation.

Joe Weber will pull the musicians out of any studio guilty of violation of the pact, and it has been made a condition of employment for all union men that hereafter they will not be allowed to accept work from any producer not subscribing to the agreement. A 20 per cent increase in studio musician employment is expected as a result of the new measure. Negotiations to increase jobs for picture-house musicians will be started in the fall.

## Krupa Gets \$5,000 For Theater Tour

NEW YORK, May 21.—Arthur T. Michaud announces a heavy theater schedule for Gene Krupa, the jaunt calling for \$5,000 weekly. Sum is plenty for an established ork, but for a new and practically untried outfit it's phenomenal.

Opens June 10 at the Earle, Philadelphia, after a string of one-nighters following his fade-out at Philly's Arcadia-International. June 17 finds the band at the Earle, Washington, with the Pittsburgh Stanley and the Detroit Fox listed for July 1 and 8, respectively. After a week in either Chicago or Indianapolis, swingsters one-night it back East, locating either at Steel Pier, Atlantic City, or the Hippodrome, Baltimore. New York Paramount is skedded for two weeks starting August 10.

Another Michaud-managed band, Bunny Berigan, comes off the road in July to do a repeat at the Stanley, Pittsburgh, with the July 15 week set aside for the Fox, Detroit. In August, Berigan plays the Earle, Washington, and a week stand at Steel Pier and Manhattan Beach here. Possibility ork may go into Boston's Ritz Hotel later in the summer.

## Buhl's Band Carries On

LINCOLN, Neb., May 21.—Wally Wallace has been assigned as leader of the orchestra formerly headed by Glen Buhl, who died last week from an injury received eight years ago while playing football. First date for the band under the new name was the Chermot, Omaha.

## Heller's Dream Comes True

PITTSBURGH, May 21.—Jackie Heller informed home-town friends that his lifelong ambition to lead a dance band has been realized. He's now at St. Paul's Hotel Lowry, booked by Rockwell-O'Keefe, and hopes to play a Pittsburgh spot in the autumn.

### Note

Listing of "Songs With Most Radio Plugs" will be found in the Radio section.

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# Orchestra Notes

By M. H. ORODENKER



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**JERE SALISBURY** Presents The **3 NOBLEMEN**  
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Broadcasting Over WOR Mutual Network Five Times Weekly.  
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**In a Classical Mood**  
AT HOME with his swing followers, **BENNY GOODMAN** harbors an intense desire to convert concert-goers to the cat's camp . . . and with the symphony orks moving to the outdoor stadiums, Benny is making every effort to meet the dates left open for him by the philharmonic societies . . . already the call has come from Robin Hood Dell, Philadelphia; the Griffin Foundation, Newark, N. J., and the Concert Agency, Montreal . . . whenever and wherever possible, Benny will show no partiality between concert hall and ballroom . . . and as pillared previously, his guestarring with the New York Philharmonic next season is practically a date.

**Broadway Beachcombing**  
**RUSS MORGAN** will make his first Gotham stand at the Paradise, providing he can cancel that string of one-nighters . . . in the meantime, Nicky Blair's boite fills in with **GLEN MILLER'S** pick-up crew of eight, and **LIONEL RAND** for the relief and show music . . . there is also a strong possibility that **WINGY MANNONE** won't get the Hickory House call after all . . . **JOE MARSALA**, leaving June 21, may plane it to Chicago to bring in a band of his own choosings to fill the summer months for him . . . in the meantime **Wingy** locates at the El Rancho Club, Chester, Pa. . . **BOB SYLVESTER** has taken on **CHARLIE BUSH** as his personal rep. . . Bush also handles **JOE HAYMES**. . . **JOHN-NY MESSNER** at Hotel McAlpin now files a Music Corp. of America banner, as does **VAL ERNIE**, who goes into Atlantic City's Ritz-Carlton Hotel next month. . . **CHIP DECKER**, out of the limelight for some years, is back in the biz with a "swinging sextet."

**All Points South**  
Surf Beach Club, Virginia Beach, will be serviced by MCA this summer. . . **ART KASSEL** tees off May 28, **JIMMY JOY** follows, June 25; **SAMMY KAYE** comes in July 23, and **LEIGHTON NOBLE** finishes out. . . **JOHNNY LONG** opens May 28 at the same beach for MCA, locating at the Cavalier Beach Club. . . **T. E. MAXEY**, manager of that resort's Ocean Casino, is buying CRA bands for his boardwalk ballroom. . . **JOE HAYMES** starts off May 28, **MIKE RILEY** takes over June 17. **REGGIE CHILDS**, July 2; **CHARLIE BARNETT**, July 23, and **BARNEY RAPP**, August 6. . . Ocean Casino deal gives CRA two spots at Virginia Beach this summer, having set **LANG THOMPSON** to open May 30 at the new Terrace Beach Club. . . **Gypsy Village**, Louisville, gets **RUDY BUNDY** June 3-5 and **CHARLES STENROSS** June 10-12. . . **KARSON'S MUSICALES**, cocktail combo, opens May 27 for a month at Louisville's Kentucky Hotel. . . **JACK WARDLAW** plays the Finals at the Norfolk

division of William and Mary College June 14. . . **VERNON STATHAM** starts the Saturday night dancing this week at Cascade Casino, Birmingham, Ala.

**Gotham Get**  
**IRVING MILLS** gets back from the Coast this week. . . **NED WILLIAMS** going in advance of **CAB CALLOWAY'S** Minneapolis and Kansas City theater dates and then vacations where the grass grows greener. . . **Roseland Ballroom** dates **NORVO-BAILEY** for May 25 and **GENE KRUPA** for June 8. . . **BENNY GOODMAN** hi-lites the swing fiesta June 12 at Madison Square Garden, sponsored by the Los Angeles Sanitarium . . . previous night finds Goodman in Newark playing a Hebrew Charity concert. . . **CHARLES E. GREEN**, **CRA PREXY**, took in a fast biz trip to Chicago last week. . . **COUNT BASIE** takes in the June 22 week at the Savoy, including another battle of music with **CHICK WEBB**. . . **DUKE ELLINGTON** takes to the theaters upon leaving the Cotton Club next week . . . currently concentrating on colored talent, **JOE GLASER** plans to add white bands and artists to his personal rep roster.

**Rhythm Round-Up**  
**EDDIE BARRY**, pianist with Raye and Naldi, Rainbow Room terp twain, steps out with his own band of 10 June 10 at Scaroon Manor, Schroon Lake, N. Y. . . **LEE ELLIOTT** locates at Green Gables, Hazleton, Pa. . . **Hunt's Ocean Pier**, Wildwood, N. J., starts season with **ISHAM JONES** for May 28 and **JIMMY DORSEY** the 29th. . . **LUKE RILEY**, staff leader at WJAS, Pittsburgh, will fill his July-August vacash at either Idora Park, Youngstown, O., or Waldameer Park, Erie, Pa. . . **ANTHONY CANDELORI**, WFIL studio maestro in Philadelphia, fills his summer spell at an Atlantic City hostelry. . . **JIMMY PEYTON** plans to linger the summer thru at Pittsburgh's Plaza Cafe.

**Platter Chatter**  
WITH **BING CROSBY** crooning the classics for Decca with a choir for the musical accomps, **LOUIS ARMSTRONG** will cut the same pattern for the same label on these shores . . . but while Bing voices 'em straight, satchmo will disk 'em swinglike. . . Just when **ARTIE SHAW** is making his syncos count most, **Victor** grabs him away from Brunswick. . . **HORACE HEIDT'S** pic and moniker dominates the Brunswick label for *Dust*, a screen song from Republic's *Under Western Stars* . . . which is a smart piece of platter merchandising all around, especially since **HERB YATES**, recording company's prexy, also heads Republic pictures . . . the disks have another diamond in the Teddy Bunn-O'Neil Spencer adaptation of a Harlem guttural making the rounds at the swing dens, *Flat Foot Floogie With Her Floy, Floy* . . . the catchwords are contagious and all the recording bands are hopping on it.

**From All Points**  
**LOU GRAVEL** locates at Chez Ernest, Three Rivers, Que., airing nightly via CHLN. . . **KNIGHTS OF RHYTHM** strollers start this week at Abraham Lincoln Hotel, Springfield, Ill. . . **HOT LIPS PAGE** opens May 28 at the Plantation Club in Gotham's Harlem. . . If reports are right, agents scouting for a coming colored combo might once-over **EDDIE SMITH'S** youngsters in Chicago. . . **EDDY MAYEHOFF** opens this week at New York's Governor Clinton Hotel, and Little Old New York cabaret brings in **TEDDY LANG**. . . **JON ROGERS** starts a summer run this week at Bracker's Country Club, City Island, Westchester, N. Y.

**Notes Off the Cuff**  
**JIMMY JOY** playing club dates around Chicago before opening at the Meadow-

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currently VAN CLEVE HOTEL, Dayton, Ohio.  
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brook Country Club, St. Louis, next month . . . **JACK CRAWFORD** remains at Kennywood Park, Pittsburgh, until June 4 . . . **LOU CLANCY** located at Southern Dinner Club, Shreveport, La. . . **JERRY GILBERT** makes a return trip to Edgewater Gulf Hotel, Gulfport, Miss., starting May 28 . . . **TOMMY ROSIN** carries on for a fifth year at Wisteria Gardens, Atlanta . . . **JACK KURTZE** takes his Three Rollickers for a monther at Cavalier Inn, La Crosse, Wis. . . closing an 18-week run at Club Joy, Lexington, Ky., **LOREN TOWNE** opens this week for the summer at Joyland Casino . . . **LILLY THE LILTER** lispas that the girls in Africa go around with every Tom-tom, Dick and Harry . . . and so we send our cuffs to the cleaners.

**Rita Rio To Front Males**  
CHICAGO, May 21.—Rita Rio, who has been fronting an all-girl band, will turn a Phil Spitalny trick next season for Consolidated Radio Artists, leading an all-male ork. Outfit will have a line-up of 22 persons, including a singing octet. California Varsity Eight will probably fill the latter spot.

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Oh! Boy! There're Knockouts! Newest Orchestra Design: Four Flashy Colors; 200 14x22 Window Cards, \$9.00; 1,000 Paper, same, \$14.00; 9 1/4 x 22 in. Cards, 200, \$8.50; 1,000 Paper, same, \$12.00. Cash with order. Special Bills engraved to order, \$12.00 up. Wire your order NOW, or write for samples. New Date Book and Price List.

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Position	Last Wk.	This Wk.
1	1	Love Walked In
3	2	Cry, Baby, Cry
4	3	Please Be Kind
2	4	Ti-Pi-Tin
5	5	Heigh Ho
7	6	I Love To Whistle
..	7	Don't Be That Way
11	8	At a Perfume Counter
6	9	Goodnight, Angel
8	10	On the Sentimental Side
10	11	You Couldn't Be Cuter
9	12	Whistle While You Work
..	13	Cathedral in the Pines
..	14	The Girl in the Bonnet of Blue
15	15	Some Day My Prince Will Come

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Music Items

Scott Runs Short On Screwy Titles

**M**YSTERY outfit calling itself the Music Advisory Board has been sending out literature telling of its ability to pick hit tunes and making predictions anent current published ones. MAB letterheads carry no address, and notes themselves haven't much point, unless it's all a nice p. a. stunt for some band leader. . . . Sam Pokrass, 20th Century-Fox tunesmith, left for the Coast this week after a Manhattan vacation. Will score *The Three Musketeers*. . . . E. Melton, South Carolina's poet laureate, collabbed with Jack Wardlaw, batoneer, on *Lost in a Dream*. . . . Raymond Scott's evidently run out of wacky titles for his compos. He's arranged with Consolidated Edison's WEAF show, *New York on Parade*, to conduct a contest to name his latest effort. Mark Warnow played the tune last night (20), and three cash prizes go to the winners.

George Austin starts his new music pub with *Could It Be Love?* Also readying *I Want a Man and Kisses in the Night*. . . . Having completed his musical canvas, *Portrait of a Pretzel*, Joe Myerow, of Mills Music, has confined his cleffing to *Silhouette of a Sardine*.

Halstead Hits High in K. C.

**KANSAS CITY, Mo., May 21.**—Henry (Hank) Halstead proved a surprise draw at Will Wittig's Pla-Mor Ballroom Saturday night when he grossed a neat \$1,200 at the box office on his only one-night stand here this season. Henry Busse, playing the week before, also took in \$1,200 for a pleasant date at the tail-end of the indoor ballroom season. Wittig will keep his spot open until June 1. No more name bands have been booked, local traveling units filling in until the doors close for the summer.

Husk O'Hare Leaves Ruhl on the Loose

**CHICAGO, May 21.**—Tempest in a teapot had Husk O'Hare, former band leader; the Interstate Ork Exchange, of Winona, Minn.; Warney Ruhl's Band and the musicians' union here in a considerable dither over the cancellation of some 30 or 40 one-night dates thru Northwest territory. Ruhl had contracted with Interstate to play the dates, booking on basis that the front man would be O'Hare. After deals were closed O'Hare took over the Cocoonut Grove here, turned it into a ballroom and is now operating the place, claiming that when he left CRA last January he quit being a band man. Admits entering into the contract with Interstate, but canceled when chance to operate the Grove came up.

Ruhl and Interstate went to the union here, but Eddie Benkert, representing the latter, claimed amicable cancellation was the only thing to be done. This was accomplished in most of the spots, with Interstate going to R-O'K and lining up Maurice Sherman and Tweet Hogan as replacements and Ruhl left holding the bag.

Perkins Perks Up Dansant

**BUCKEYE LAKE, O., May 21.**—Lake Breeze Pier, local dance pavilion, has been remodeled. New band stand, lighting and refreshment stand installed, with accommodations for 700 at the tables. "Doc" Perkins, general manager, has announced. Ross Johnson has been appointed floor manager. Spot operates week-ends until the regular season opens Memorial Day.

Anagnost To Operate Park

**COLUMBUS, O., May 21.**—The Grey-stone, downtown dansant operated for the past nine years by George Anagnost, has closed for the summer. Anagnost has gone to Zanesville, O., where he and Walter Delscamps will operate Moxahala Park this summer.

Not-So-Royal King

**PITTSBURGH, May 21.**—Wayne King almost lost his music union card here while playing at the Stanley when he was reported as having told George LaRay, American Federation of Actors agent, trying to check union affiliation of King's singers, that AFA, AFM, Petrillo and Weber could all go to the spot people are generally told to go in a hurry. La-Ray hot-footed the tirade back to Clair Meeder, Local 60 prexy, who in turn phoned Weber in New York. Speedy ultimatum by phone to King from Manhattan was "join, or else."

Boswells Cleared on Old Contract Breach

**NEW ORLEANS, May 21.**—A \$7,300 breach of contract suit brought here three years ago against the Boswell Sisters by a 54-year-old songwriter of this city was dismissed in civil district court this week. John Davila charged that the Boswells failed to carry out an oral agreement to sing behind a screen as accompaniment to a silent film in motion picture houses just before the talkie era.

The Boswells "very definitely proved," the judge ruled, that at no time did they obligate themselves to the plaintiff in any way. Davila claimed that it was this contract, broken after 23 performances in a local theater, which built up a reputation for the Boswells that ultimately led to national recognition.

PW for Gershwin Concert

**NEW YORK, May 21.**—Paul Whiteman is set to conduct the New York Philharmonic Orchestra, augmented by members of his own aggregation, in a memorial concert honoring George Gershwin July 11. Concert will be held at the Lewisohn Stadium and will mark the first anniversary of the composer's death.

No Island Call for Garber This Summer

**HOLLYWOOD, May 21.**—Diversity of reports from local band bookers makes prediction of future conditions here uncertain. Some agencies report bands easier to sell than this time last year, while others claim a 20 per cent drop in business. Preferences for swing or sweet music still divided, with both types of orks selling according to location.

Upset in booking has Roger Pryor in at Catalina Island for a month, with Dick Jergens set to follow for the summer, both bands booked by MCA. Marks the first time in five years Jan Garber hasn't gotten the call for this spot during the hot months, with no reason given for the switch. Other recent bookings find Ben Pollack at Huntington Beach's new pavilion, and Casa Loma set for the Palomar August 3. Gray replaces Ben Pollock for the Burns and Allen air show. Max Cochrane opens at Domar's Ballroom, new Hermosa Beach spot, booked by Jack Lee, of the Mills office.

Sarchet Shuttters Gardens

**AKRON, O., May 21.**—East Market Gardens, downtown ballroom here, for many years operated by C. A. Sarchet, former local amusement park operator, has suspended operations for the summer. Dansant has been operating three nights weekly since last fall, playing names occasionally. Sarchet plans to reopen the Gardens early next fall. He is undecided as to plans for the summer.

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- to Mr. Otto Roth for his personal interest and extension of our engagement.
- to all Chicago Newspapers for their excellent reviews.
- to the entire staff of WGN for their splendid cooperation in presenting us to the Mutual Networks.
- to Chicago for their marvelous reception and patronage.
- to the Music Corporation of America for their intelligent guidance and foresight.

# ORCHESTRA ROUTES

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

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

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

**A**

Abbott, Dick: (Statler) Boston, h.  
 Adcock, Jack: (Manoa Inn) Manoa, Pa., nc.  
 Agnew, Charlie: (Bill Green's) Pittsburgh, nc.  
 Alberto, Don: (El Chico) NYC, nc.  
 Alexander, Joe: (To-Jo-Farms) Detroit, nc.  
 Allen, Dick: (ENB Club) Akron, nc.  
 Anderson, Kenny: (Varsity Inn) Athens, O.  
 Anderson & Ball: (Lorraine) Madison, Wis., h.  
 Angelos: (Bertolotti's) NYC, re.  
 Apollon, Al: (Chalfonte) Pinehurst, N. C., h.  
 Armstead, Charlie: (Dells) Lake Lansing, Lansing, Mich., b.  
 Arsteh: (Bismarck) Chi., h.  
 Austin, Sid: (Laurels) Sackett Lake, N. Y., cc.  
 Auwater, Fred: (Flamingo Club) Orlando, Fla., nc.

**B**

Baine, Jack: (Desert) Spokane, Wash., h.  
 Baker, Fred: (Tropical Bar) Vero Beach, Fla., nc.  
 Barber, Hal: (Parody Club) Chi., nc.  
 Bardo, Bill: (Adolphus) Dallas, Tex., h.  
 Barrett, Hughie: (Tavern-on-the-Green) NYC, re.  
 Barron, Blue: (Edison) NYC, h.  
 Bavarians, Three: (Utah) Salt Lake City, h.  
 Bell, Bob: Miami, Fla.  
 Benson, Ray: (Stork Club) NYC, nc.  
 Berdun, Hal: (Commodore Perry) Toledo, O., h.  
 Berger, Maximilian: (Versailles) NYC, re.  
 Berkeley, Duke: (Honkey-Dory) Stamford, Conn., nc.  
 Berry, Art: (Claypool) Indianapolis, h.  
 Black, Bob: (Pere Marquette) Peoria, Ill., h.  
 Block, Bert: (Bill Green's Casino) Pittsburgh, nc.  
 Bonick, Lewis: (Club Mayfair) Boston, nc.  
 Boroff, Misch: (Chi-Ami-Chateau) Mountain-side, N. J., re.  
 Borr, Misch: (Waldorf-Astoria) NYC, h.  
 Bowman, Charley: (Wivel) NYC, re.  
 Bradford, Jimmy: (Plaza) Kansas City, Mo., nc.  
 Braslow, Irv: (Stamp's) Phila., nc.  
 Brewer, Teddy: (Robert E. Lee) Winston-Salem, N. C., h.  
 Breese, Lew: (Chez Paree) Chi., nc.  
 Briley, Earle: (Club Cinderella) Denver, Colo., nc.  
 Brinckley, Charles: (Log Cabin) Aurora, Ill., nc.  
 Brooks, Tiny: (De Lisa) Chi., re.  
 Brown, Emerson: (Black Cat) NYC, re.  
 Brunoso, Jan: (Jack Dempsey's) NYC, re.  
 Bryant, Willie: (Savoy) Chi., b.  
 Burke, Clarence: (Garden) White Plains, N. Y., re.  
 Burkarth, Johnny: (Casa Madrid) Louisville, nc.

**C**

Caney Sextet: (Havana Madrid) NYC, nc.  
 Capello, Joe: (Jimmy Kelly's) NYC, nc.  
 Capra, Jimmy: (Belvedere) Hot Springs, Ark., nc.  
 Carlson, Bill: (Trianon) Chi., b.  
 Carlyn, Tommy: (Peyton's) Steubenville, O., nc.  
 Carroll, Lou: (Village Brewery) NYC, nc.  
 Carroll, Frank: (Unionport Restaurant and Cabaret) Bronx, NYC.  
 Casey, Ken: (Half Moon) Coney Island, N. Y., h.  
 Casson, Delmar: (Tally-Ho Club) Dayton, O., nc.  
 Chanslor, Hal: (Omar's Dome) Los Angeles, nc.  
 Childs, Reggie: (Playland) Rye, N. Y., p.  
 Clinton, Larry: (Glen Island Casino) Glen Island, N. Y., ro.  
 Codolban, Cornelius: (St. Regis) NYC, h.  
 Coleman, Emil: (Pierre) NYC, h.  
 Continentals: (Cafe Continental) NYC, re.  
 Contreras, Manuel: (Lawrence) Erie, Pa., h.  
 Coppola, Ray: (Hollywood Casino) Warwick, R. I., nc.  
 Cornelius, Paul: (Showboat) St. Louis, nc.  
 Cornwell, Frank: (Bordewick's) Bronx, N. Y., nc.  
 Correa, Eric: (Babette's) Atlantic City, N. J., nc.  
 Corsi, George: (Pla-Mor) Cedar Rapids, Ia., b.  
 Costello, Charles: (Commodore) Detroit, nc.  
 Covato, Etti: (Italian Garden) Pittsburgh, nc.  
 Crawford, Dick: (Dreamland Inn) Superior, Wis., h.  
 Crawford, Jack: (Kennywood Park) Pittsburgh, nc.  
 Crocker, Mel: (Kenny-Mara) Bridgeport, O., nc.  
 Crosby, Bob: (Blackhawk) Chi., h.  
 Cugat, Xavier: (Waldorf-Astoria) NYC, h.  
 Cullom, Red: (Silver Moon) Gallup, N. M., nc.  
 Cummins, Buddy: (Garden Tap Room) NYC, nc.  
 Cutler, Ben: (Rainbow Grill) NYC, nc.

**D**

Dalziel, Jack: (Durant's) Lake City, S. C., nc.  
 Darrell, Pat: (Wonder Bar) Zanesville, O., nc.  
 Davey, Arthur: (Villepligue's) Sheepshead Bay, L. I., re.  
 Davis, Eddie: (LaRue) NYC, re.  
 Davis, Johnny: (Miami Club) Milwaukee, nc.  
 Davis, Fess: (House of Jacques) Oklahoma City, Okla., nc.  
 Davidson, Davey: (Blue Moon) Milwaukee, c.  
 DeArmond, Henry: (Kin Wah Lo's) Toledo, nc.  
 De Carlos, Joe: (Happy's Cabaret) Glendale, L. I., cb.  
 De La Rosa, Oscar: (El Bongo) NYC, nc.  
 De Vera: (El Morocco) NYC, nc.  
 DeVodi, Don: (Ritz-Carlton) Boston, h.  
 Dixon, Dick: (Gloria Palast) NYC, nc.  
 Dolan, Bernie: (Glass Hat, Belmont Plaza) NYC, h.  
 Donalson Boys: (Lawrence) Erie, Pa., h.  
 Denny, Jack: (Bon Air) Chi., cb.  
 Diamond, Lew: (New Eden) La Grange, Ill., b.  
 Donahue, Al: (Rainbow Room) NYC, re.  
 Donath, Jen: (Walton) Phila., h.

Dooley, Phil: (Palmer House) Chi., h.  
 Downs, Evelyn: (Boulevard) Bronx, N. Y., nc.  
 Dreiske, Hal: (Bal Tabarin) San Francisco, nc.  
 Duchin, Eddy: (Palmer House) Chi., h.  
 Duerr, Dolph: (Green Derby) Cleveland, nc.  
 Dunlop, John: (Wagon Wheel) New Brunswick, N. J., nc.

**E**

Easter, Clarence: (Leon & Eddie's) NYC, nc.  
 Edmund, George: (Loyale) NYC, c.  
 Eichler, Fran: (Gray Wolf Tavern) Sharon, Pa., nc.  
 Elliott, Lee: (Green Gables) Hazleton, Pa., ro.  
 Engle, Freddy: (University Club) Albany, N. Y., nc.  
 English, Coleman: (Westwood Village) Calif., nc.  
 Evans, Al: (Chez Firehouse) NYC, nc.

**F**

Fain, Paul: (Grossman) Lakewood, N. J., cc.  
 Farber, Bert: (Netherland Plaza) Cincinnati, h.  
 Felix, Don: (The Pines) Newtown, Conn., nc.  
 Feminine Notes: (Thwaite's Shore House) NYC, re.  
 Ferdi, Don: (Stratford) Bridgeport, Conn., h.  
 Ferdinando, Felix: (Biltmore) Providence, h.  
 Fidler, Dick: (Virginia) Columbus, O., h.  
 Fields, Harry: (Royalton) Monticello, N. Y., h.  
 Fisher, Buddy: (Four Hundred Club) Wichita, Kan., nc.  
 Fordor, Jerry: (Dilley's) Toledo, nc.  
 Four Top Hats: (La Normandie) Cincinnati, h.  
 Franks, Wee Willie: (Butler's Tap Room) NYC, nc.  
 Erante, Chapple: (Cavaller) NYC, nc.  
 Frederic, Marvin: (Stevens) Chi., h.  
 Fredrics, Jan: (Boulevard Tavern) Elmhurst, L. I., ro.  
 Fuller, Skinny: (Silver Spray) Borger, Tex., nc.  
 Furst, Joe: (The Brook) Summit, N. J., nc.

**G**

Gagan, Frank: (Statler) Cleveland, h.  
 Gallo, Phil: (Moorehead) Pittsburgh, h.  
 Gasparre, Dick: (Ritz-Carlton) Boston, h.  
 Gast, Harold: (Yachtsmen Club), Marion, O., b.  
 Gendron, Henri: (Colosimo's) Chi., nc.  
 Gilbert, Jerry: (Edgewater Gulf) Biloxi, Miss., h.  
 Goho, Billy: (Checker Box) Buffalo, c.  
 Gorner, Mischel: (New Yorker) NYC, h.  
 Graff, Johnny: (Anchorage Inn) Phila., nc.

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

Green, Jack: (Subway) Akron, O., nc.  
 Gravel, Lou: (Chez Ernest) Three Rivers, Quebec, nc.  
 Gray, Len: (New Cedars) New Bedford, Mass., nc.  
 Grayson, Bobby: (Peyton's) Pittsburgh, nc.

**H**

Hamp, Johnny: (Castle Farms) Cincinnati, ro.  
 Harris, Claude: (Joe's Stables) Detroit, nc.  
 Harris, Leroy: (Kit Kat Klub) NYC, nc.  
 Harper, Daryl: (Hawaiian Paradise) Los Angeles, nc.  
 Haviland, Dick: (De Lisa) Chi., re.  
 Hayes, Francis: (Garbo) NYC, re.  
 Heikel, Fred: (Abraham Lincoln) Springfield, Ill., a.  
 Henderson, Will: (Saks) Detroit, nc.  
 Henderson, Fletcher: (Grand Terrace) Chi., nc.  
 Hill, Worthy: (Pavilion Royale) Savin Rock, Conn., nc.  
 Himer, Richard: (Essex House) NYC, h.  
 Hoffman, Earl: (Ivanhoe Gardens) Chi., re.  
 Holden, Virginia: (Normandy Inn) Warren, Pa., nc.  
 Hollander, Dick: (Claremont Inn) NYC, re.  
 Horton, Harry: (Le Mirage) NYC, nc.  
 Horton Girls: (Fort Orange Tavern) Albany, N. Y., nc.  
 Howard, Vincent: (Perona Farm) Andover, N. J., ro.  
 Howarth, Harvey: (Newhouse) Salt Lake City, h.  
 Humber, Wilson: (Del Mar Club) Galveston, Tex., nc.  
 Hummel, Ray: Pueblo, Colo., 27; (Silver Shield) Colorado Springs 28, nc; (Lake Hulbrook) La Junta 31.  
 Huntley, Lloyd: (Mount Royal) Montreal, Can., h.  
 Hutton, Ina Ray: (New Penn) Pittsburgh, nc.

**I**

Insrilo, Vic: (Rainbow) Houston, Tex., nc.  
 Jackson, Paul: (Old Mill Tavern) Jackson, Mich., nc.  
 Jahns, Al: (Riley's Lakehouse) Saratoga, N. Y., nc.  
 James, Ann: (Tavern) Steubenville, O., nc.  
 Jelesnik, Eugene: (Utah) Salt Lake City, h.  
 Jerome, Henry: (Nut Club) NYC, nc.  
 Johnson, Jack: (Dorchester) London, h.  
 Jones, Isham: (Lowrie) St. Paul, Minn., h.  
 Jones, Jerry: (Rainbow Rendezvous) Salt Lake City, nc.  
 Joseph, Jimmy: (Marcel's) Flushing, L. I., nc.

**K**

Kahn, Art: (Cedars Country Club) Lakeville, Conn., cc.  
 Kassel Art: (Surf Beach Club) Va. Beach, h.  
 Kay, Herbie: (Ambassador) Los Angeles, h.  
 Kaye, Buddy: (Pleasant View) Clarklake, Mich., h.

Kellogg, Klayton: (Club Mandarin) Houston, Tex., nc.  
 Kendis, Sonny: (Book-Cadillac) Detroit, h.  
 Kent, Peter: (New Yorker) NYC, h.  
 King, Ted: (New Kenmore) Albany, h.  
 King, Hal: (Club Lakeview) Paducah, Ky., nc.  
 Kinney, Ray: (Lexington) NYC, h.  
 Kirk, Andy: (Savoy) Chi., b.  
 Kirkham, Don: (Blakeland Inn) Denver, nc.  
 Krumin, Costya: (Russian Bear) New York, re.  
 Krupa, Gene: (Arcadia-International) Phila., re.  
 Kuenzler, Robert: (Martin's Rathskeller) NYC, nc.  
 Kurtze, Jack: (Cavalier Inn) La Crosse, Wis., nc.  
 Kysar, Kay: (Pennsylvania) NYC, h.

**L**

LaMothe, Oliva: (Rosegarden) Middletown, Conn., c.  
 LaPorte, Jan: (Marni's), Yonkers, N. Y., re.  
 LaPorta, Manny: (Mayfair Farms) Pennsylvania, N. J., nc.  
 Lagman, Bill: (Club Trianon) Mobile, Ala., nc.  
 Lamb, Drexel: (Club Lido) Jackson, Mich., nc.  
 Long, Johnny: (Cavaller) Va. Beach, h.  
 Leonard, Pete: (Inwood Tavern) NYC, nc.  
 Lewis, Vic: (Colvin Gables) Buffalo, N. Y., nc.  
 Lewis, Tommy: (Hi-Ho) Biloxi, Miss., nc.  
 Lewis, Ted: (Topsy's) Los Angeles, nc.  
 Lido, Bob: (Game Cock) NYC, nc.  
 Liebert, Dick: (Village Barn) NYC, nc.  
 Light, Enoch: (Taft) NYC, h.  
 Linke, Al: (Windsor) Irvington, N. J., nc.  
 Lopez, Vincent: (Casa Manana) NYC, nc.  
 Loyacono, Steve: (Chez Paree) New Orleans, nc.

**M**

McGrane, Don: (Powhatan) Washington, D. C., h.  
 McKay, Ernie: (State) Columbus, O., re.  
 McRae, Jerry: (Blue Room) Vicksburg, Miss., nc.  
 McShann, Jay: (Martin's on the Plaza) Kansas City, Mo., nc.  
 Mack, Ed: (Oakland Inn) Allentown, Pa., nc.  
 Madden, Bill: (Traymor) Atlantic City, h.  
 Madriguera, Enric: (Riviera) NYC, nc.  
 Malanga, Albert: (Garbo) NYC, re.  
 Malone, Don: (Reed's) Harlem, Mont., nc.  
 Malone, Yorkie: (Continental) Kansas City, Mo., nc.  
 Mannone, Wingy: (El Rancho) Chester, Pa., nc.

Mareno, Frank: (Sweeney) Baltimore, c.  
 Marshall, Duane: (Essex) Boston, h.  
 Martel, Gus: (Versailles) NYC, re.  
 Martin, Lou: (Leon & Eddie's) NYC, nc.  
 Martin, Bob: (Chez Florence) Paris, nc.  
 Massaro, Johnny: (Belvedere) Lake Mahopak, N. Y., h.  
 Massicot, Steve: (Grove) Gulfport, Miss., nc.  
 Massingale, Bert: (Hi-Hat) Houston, nc.  
 Mayehoff, Eddy: (Governor Clinton) NYC, h.  
 Menendez, Nilo: (Stork Club) NYC, nc.  
 Meroff, Benny: (Olmos Dinner Club) San Antonio, Tex., nc.  
 Messner, Johnny: (McAlpin) NYC, h.  
 Meyer, Max: (Maple Grove) Harrisburg, Pa., nc.

Miles, Jack: (Tutwiler) Birmingham, h.  
 Mills, Floyd: (Du Pont) Wilmington, Del., h.  
 Moliner, Carlos: (Villa Moderna) Chi., nc.  
 Moore, Eddie: (Eagles) Ithaca, N. Y., b.  
 Moore, Denny: (Athens Club) Oakland, Calif., nc.  
 Morelli, Larry: (Merry Gardens) Lynchburg, Va.  
 Motely, Berk: (Casa Grande) Berwyn, Md., nc.  
 Moyer, Ken: (Ringside Club) Ft. Worth, Tex., nc.  
 Munson, Dave: (Coq Rouge) NYC, nc.  
 Munro, Hal: (Medinah Club) Chi., nc.  
 Murphy, Larry: (International Casino) NYC, nc.  
 Murray, Charlie: (Mon Paris) NYC, nc.  
 Myles, Lee: (Park Central) NYC, h.

**N**

Nagel, Harold: (Coronado) St. Louis, h.  
 Namara, Jimmy: (Club Esquire) Toronto, nc.  
 Navarro, Al: (Belvedere) Baltimore, h.  
 Naylor, Oliver: (Rex) Birmingham, nc.  
 Nelson, Harold: (Plaza) Biloxi, Miss., nc.  
 Nick-o-demus: (Washington Tavern) Phoenix, Ariz., nc.  
 Noone, Jimmy: (Swingland Cafe) Chi., c.  
 Norris, Stan: (Eden) Chi., b.  
 Norton, Bob: (New Garden Center) Detroit, b.  
 Noury, Walter: (Roma) Haverhill, Mass., re.

**O**

Olman, Val: (Su-Jin Cafe) Galveston, Tex., c.  
 Olson, Walter: (New Julius) Gardenville, N. Y., re.  
 Olson, Gall: (Normandy) Warren, Pa., ro.  
 Ozenbaugh, Leon: (Pepper Tree Inn) Riverside, Calif., nc.  
 Pablo, Don: (Reid's) Niles, Mich., b.  
 Paddy & Joey: (Royal Palm Club) Miami, Fla., nc.  
 Padula, Vincent: (Corso) NYC, c.  
 Pall Mall Boys: (Casey) Scranton, Pa., h.  
 Palmer, Freddy: (Colonial Inn) Singac, N. J., re.  
 Palmer, Skeeter: (Seneca) Rochester, N. Y., h.  
 Panch: (Plaza) NYC, h.  
 Parker, Les: (Wiltshire Bowl) Los Angeles.  
 Payno, Al: (Grill Leon) Montclair, N. J., ro.  
 Pearl, Ray: (Trianon) Chi., h.

Peck, Earl: (Cocoanut Grove) Bridgeport, Conn., nc.  
 Pedro, Don: (Graemere) Chi., h.  
 Peterson, Johnny: (Old Mill) Salt Lake City, nc.  
 Peterson, Dee: (Edgewater Club) Albany, N. Y., nc.  
 Pettit, Emile: (Savoy-Plaza) NYC, h.  
 Pitman, Jack: (Port Arthur) Providence, R. I., re.  
 Prima, Leon: (Famous Door) NYC, nc.  
 Prima, Louis: (Casa Manana) NYC, nc.  
 Pritchard, Dave: (Chittenden) Columbus, O., h.

**R**

Rainey, Dud: (The Crest) Pittsburgh, nc.  
 Ramona: (Nicollet) Minneapolis, h.  
 Ray, Frankie: (Lake) Gary, Ind., h.  
 Reader, Charles: (Fort Montague) Nassau, B. W. I., h.  
 Reichman, Joe: (Baker) Dallas, h.  
 Resh, Benny: (The Bowery) Detroit, nc.  
 Reyes, Chica: (Continental) Detroit, nc.  
 Reynolds, Buddy: (Rose Garden) Hannibal, Mo., b.  
 Rich, George: (Black Rail) New Orleans, c.  
 Rinaldo, Nino: (885 Club) Chi., nc.  
 Rines, Joseph: (St. Regis) NYC, h.  
 Rio, Rita: (Jefferson Beach) Detroit, b.  
 Rizzo, Vincent: (Walton) Phila., h.  
 Rogers, Buddy: (Palomar) Los Angeles, b.  
 Rogers, Jon: (Bracker's) City Island, Westchester, N. Y., cc.  
 Rollini, Adrian: (Piccadilly Circus Bar) NYC, h.  
 Roman, Emil: (Garbo) NYC, re.  
 Rosen, Tomny: (Wisteria Gardens) Atlanta, nc.  
 Rotgers, Ralph: (International Casino) NYC, nc.  
 Russell, Buddy, Manhattan Trio: (Roosevelt) Pittsburgh, h.  
 Roxy Ambassadors: (Club Roxy) Columbus, O., nc.  
 Ruby, John: (Times Square) Rochester, N. Y., nc.

**S**

Sabin, Paul: (Syracuse) Syracuse, N. Y., h.  
 Sanabria, John: (Trocaadero) NYC, nc.  
 Saunders, Harold: (Montparnasse) NYC, nc.  
 Savoy, Sextet: (Frontenac Casino) Detroit, nc.  
 Scoggin, Chic: (El Tivoli) Dallas, nc.  
 Septeto, Canto: (San Souci) Havana, nc.  
 Shaw, Artie: (State) Boston, b.  
 Siegel, Irving: (Krauss) Stratford, Wis., b.  
 Simmonds, Lou: (Majestic) Harrogate, Eng., h.  
 Slade, Guy: (Uncle Charlie's) Bay St. Louis, Miss., nc.  
 Smart, Eddie: (21-Club) Kansas City, Mo., nc.  
 Smith, Van: (Merry-Go-Round) NYC, nc.  
 Smith, Joseph C.: (La Rue) NYC, nc.  
 Smith, Paul: (Banger Cave) Birmingham, Ala., nc.  
 Snyder, Billy: (Lookout House) Covington, Ky., nc.  
 Southland Rhythm Girls: (Enduro) Brooklyn, re.  
 Sparr, Paul: (Warwick) NYC, h.  
 Sprigg, Jack: (Beverly Hills) Newport, Ky., cc.  
 Steel, Leonard: (Ft. Shelby) Detroit, h.  
 Sterne, George: (Coq Rouge) NYC, nc.  
 Stipes, Eddie: (Frankie's) Toledo, nc.  
 Stock, Gus: (Essex House) Newark, N. J., h.  
 Stoltz, Colie: (Tropical Roof) Memphis, nc.  
 Strom, Ray: (Fifth Avenue) NYC, h.  
 Strong, Benny: (Brown) Louisville, h.  
 Stutz, Dick: (Westminster) Boston, h.  
 Subel, Allan: (Bedford Springs) Bedford Springs, Pa., h.  
 Swanson, Billy: (La Conga) NYC, nc.

**T**

Tasillo Jr., Bill: (Wright's) Plainville, Conn., nc.  
 Texas Co-Eds: (La Fontaine) Huntington, Ind., h.  
 Tolbert, Skeets: (Creole) NYC, nc.  
 Trace, Al: (College Inn) Chi., h.  
 Trombar, Frank: (Biltmore) Los Angeles, h.  
 Towne, Loren: (Joyland Casino) Lexington, Ky., p.  
 Tracy, Jack: (Chez Maurice) Dallas, Tex., nc.  
 Two Shades of Blue: (Mayflower) Akron, O., h.

**U**

Ulrich, Roberto: (Lobby Cafe) Juarez, Mex., c.  
 Vagabond, Chas.: (St. Nicholas) Decatur, Ill., h.  
 Valle, Rudy: (Astor) NYC, h.  
 VanWinkle, Joe: (Melody Grill) Kokomo, Ind.  
 Vanderbilt, Arlie: (El Fidel) Albuquerque, N. M., h.  
 Varzos, Eddie: (Muehlebach) Kansas City, Mo., h.  
 Vee, Sonny: (Shadowland) Ft. Worth, nc.  
 Veil, Tubby: (Brun's) Chi., re.  
 Versatilians: (Woodruff) Joliet, Ill., h.  
 Vorden, Vivian: (Sportsman Inn) Galveston, Tex., nc.

**W**

Wade, Johnny: (Romance Inn) Angola, N. Y., nc.  
 Walder, Herman: (Spinning Wheel) Kansas City, Mo., nc.  
 Walsh, Jimmy: (Sweets) Oakland, Calif., nc.  
 Warren, Harry: (Stacey-Trent) Trenton, h.  
 Warren, Arthur: (Lincoln) NYC, h.  
 Watkins, Sammy: (Hollenden Vogue Room) Cleveland, h.  
 Weems, Ted: (Aragon) Chi., b.  
 Weldon: (Armando's) NYC, nc.  
 Weiner, Michael: (Old Roumanian) NYC, re.  
 Weiser, Leo: (Michigan Tavern) Niles, Mich., nc.  
 Wells, Ted: (Swing Club) Los Angeles, nc.  
 Whitney, Palmer: (Baker) St. Charles, Ill., h.  
 Wilde, Ran: (New Yorker) NYC, h.  
 Williams, Joe: (Mark Twain) Hannibal, Mo., h.  
 Winton, Barry: (Salon Royale) NYC, nc.  
 Wintz, Julie: (Top Hat) Union City, N. J., re.  
 Wisner, Hy: (Kennedy's) Binghamton, N. Y., nc.

(See ROUTES on page 27)

**"ROBIN HOOD"**

(WARNER)

TIME—104 minutes.

RELEASE DATE—May 13.

**PLOT**—Robin Hood organizes a rebellion of peasants against the tyrant brother of the king. He is trapped when lured to an archery contest, but his men, with the aid of the Lady, free him. King returns and, with the aid of Hood and his men, overthrows his treacherous brother. Robin gets his gal (pardon, the Lady) and everybody's happy.

**CAST**—Errol Flynn is Robin and a handsome one, too. Olivia de Havilland plays the Lady, being very luscious and coy when Robin gives her the once over. Others include Basil Rathbone, who's our favorite technicolor villain; Claude Rains, Alan Hale, Ian Hunter and Eugene Pallette.

**DIRECTORS**—Michael Curtiz and William Keighley, who did a swell job.

**AUTHORS**—Taken from the legends of Robin Hood.

**COMMENT**—A sure-fire technicolor romance and adventure film. It has grandeur and magnificent scenes, in addition to plenty of action and romance. Color treatment is a visual delight, the bright colors of forestry and medieval costuming being especially outstanding. Story moves fast and there's plenty of fighting, riding and killings by arrow. It's lusty stuff, geats, and maintains interest all the way.

**APPEAL-EXPLOITATION**—The whole family will go for this one. Play up the romance-adventure angle, Robin Hood legend, technicolor, etc.

(Reviewed at the Music Hall, New York.)

Paul Denis.

**"DR. RHYTHM"**

(PARAMOUNT) RELEASE DATE—May 6.

**TIME**—81 minutes. **PLOT**—Dignifying as a plot the paper-thin framework upon which are hung Bing Crosby's crooning and Bea Lillie's clowning is practically a libel on the word. What faint aura of story there is has to do with Crosby as a society doctor aiding an incapacitated policeman pal by taking his place as a body-guard for Miss Lillie's niece, express purpose being to keep her from eloping with a gambler wanted by the police. After a series of tuneful songs, a sequence in an amusement park, the annual police show, a repetition of Miss Lillie's double damask dinner napkins skit from *The Show Is On* and a wild chase ending in the gambler's capture, Crosby gets the girl and his flatfoot friend the credit for the fugitive's apprehension.

**CAST**—Bing Crosby, Beatrice Lillie, Andy Devine, Mary Carlisle, Rufe Davis, Laura Hope Crews, Fred Keating, John Hamilton, Sterling Holloway, Franklin Pangborn and others. Crosby is his usual affable self. La Lillie loses a bit of her effectiveness under camera's close scrutiny, but she's still superg.

**DIRECTOR**—Frank Tuttle carried it along nicely, altho he'd be justified in suing scripters for nonsupport.

**AUTHORS**—Adaptation by Jo Swerling and Richard Connell from the O. Henry story, *The Badge of Policeman O'Room*. O. Henry would never recognize it.

**COMMENT**—Sometimes genuinely funny, oftentimes not, but always pleasant and innocuous.

**APPEAL**—Crosby and Lillie addicts, of course, and everyone else to whom crooners aren't synonymous with poison.

**EXPLOITATION**—Crosby in an O. Henry story and the return to the screen of Miss Lillie, the stage's First Lady of Laughs.

(Reviewed at the Paramount, New York.)

Daniel Richman.

**"GOLD DIGGERS IN PARIS"**

(WB)

RELEASE DATE—June 11.

TIME—97 minutes.

**PLOT**—Hugh Herbert is rep for directors of Paris Exposition who are to hold a dance contest among famous Academy Ballets of all nations. He comes to United States, mistakes Rudy Vallee's Balle Club for ballet and signs them up. Vallee is having ex-wife trouble (Gloria Dickson). She accompanies the troupe to Paris, where Vallee falls for Rosemary Lane. Padrinsky (Curt Bois) exposes Vallee's outfit as impostors. They are to be deported, but by changing the names on the warrants Padrinsky and his bunch are arrested. It ends with the Americans winning the grand prize with their chorus routines and the Schnickelfritz Band.

**CAST**—Rudy Vallee, Rosemary Lane, Hugh Herbert, Allen Jenkins, Gloria Dickson, Melville Cooper, Mabel Todd, Fritz Feld, Ed Brophy, Curt Bois, Victor Kilian, Armand Kaliz and the Schnickelfritz Band.

**DIRECTOR**—Ray Enright did a good job with the hodgepodge of situations handed him. Busby Berkeley did the chorus routines.

**AUTHORS**—Earl Baldwin and Warren Duff. Original by Jerry Wald, Richard Macaulay, Maurice Leo. Music and lyrics by Harry Warren and Al Dubin and Johnny Mercer.

**COMMENT**—Vallee does impersonations and is best when he's somebody else. Brophy as the gangster garnered most of the laughs. Mabel Todd good. Jenkins seemed mystified as to what it was all about. If pic had been produced seven years ago it would have been a hit, due to expensive mounting and high-class dance routines. The novelty has worn off. Schnickelfritzers tops.

**APPEAL**—People who think Vallee is "swell."

**EXPLOITATION**—The best in the *Gold Diggers* series. Beautiful gals. (Reviewed at Warner Bros., Hollywood.)

Dean Owen.

**"KENTUCKY MOONSHINE"**

TIME—87 minutes. (20TH CENTURY-FOX) RELEASE DATE—hot given.

**PLOT**—Ritz Brothers and Marjorie Weaver are in New York trying to get a break on radio. No luck. Tony Martin, who has an air show, is told by sponsor to get new ideas or lose his contract. Ritz Brothers and Miss Weaver learn he is going to Kentucky hills to find real hillbillies. They go there, rent a ramshackle cabin, put on false beards (the Ritz Brothers) and finally are signed by Martin. They go to New York, are exposed as fakers, but everything turns out okeh.

**CAST**—Ritz Brothers, Tony Martin, Marjorie Weaver, Slim Summerville, John Carradine, Wally Vernon, Berton Churchill, Eddie Collins, Cecil Cunningham, Paul Stanton, Mary Treen, Francis Ford, Brian Sisters, Charles Hummel Wilson and others. Ritz Brothers carry show. Eddie Collins, old-time burly comedian, also scores.

**DIRECTOR**—David Butler's direction is fast, with some of the mountain scenes bordering on slapstick.

**AUTHORS**—Art Arthur and M. M. Musselman. Original by Musselman and Jack Lait Jr. Story would sag with anybody but Ritz Brothers in it.

**COMMENT**—Best film Ritz Brothers have turned out. Gives them a chance to pour on their screw-ball comedy. Tony Martin is a little too much on the romantic side. If permitted to act like a human being he might surprise. His opening number in the pic is too long. If it can be chopped in half in the final cutting it will do much to add audience interest. Marjorie Weaver is cute, but has no chance to show.

**APPEAL**—Anybody who likes the Ritz Brothers. Should carry itself in any district. **EXPLOITATION**—Ritz Brothers as mountaineers.

(Reviewed at Alexander, Glendale, Calif.)

Dean Owen.

**"NURSE FROM BROOKLYN"**

(UNIVERSAL)

TIME—65 minutes.

RELEASE DATE—April 15.

**PLOT**—Under the impression that her patient, a copper, had killed her brother in a malicious gun battle, nurse Eilers submits to a partnership in a revenge being perpetrated by a lug feigning friendship. Her commitment would bring the cop within effective reach of the gunman's 38. Homicide squad parallels scheme with a plan whereby the wounded dick ardently woos the unsuspecting girl to track down her deceitful accomplice. Uncovering of bullet which invaded the dead brother gives police the cue and convinces the girl that she's rooting for the villain instead of the hero. She has no trouble switching allegiance while the law deals with the culprit.

**CAST**—Sally Eilers and Paul Kelly head the small but competent contingent consisting of Larry Blake, Maurice Murphy, Morgan Conway, David Oliver and Lucile Gleason.

**DIRECTOR**—S. Sylvan Simon has successfully avoided the cheap and corny to put this number along the top of the second raters.

**AUTHOR**—Screen play by Roy Chanslor is straightforward rejuvenation which few will recognize in the rebuilding.

**COMMENT**—Reasonable entertainment.

**APPEAL**—Eilers devotees, cop worshipers and plain folk.

**EXPLOITATION**—Nursing thrills and how the arm of the law gets around pretty girls.

(Reviewed at the Rialto, New York.)

Sylvia Weiss.

**CONGRATULATIONS**

(Continued from page 4)

the air. But included in the legitimate request there is the usual trick. You guessed it—people like to hear their names uttered over the network and 20 cents is a pretty cheap price for satisfying the ego.

Despite the comparatively small number of legit shows produced in a single season, wire companies find the main source of revenue in the legitimate theater. Special care is given to the handling of these messages to see that they arrive at the time specified, and the messengers are tutored in tactics and technique—just in case a temperamental actress, receiving a belittling wire, takes a fancy to scratch the messenger's eyes out.

Should this happen, they have been trained to dart to the nearest exit.

One of them was given an opportunity to use his schooling when he delivered a wire that bore the hope the show would lay an egg. After the curtain fell the same messenger delivered an egg to the star but couldn't get away fast enough to dodge. The yellow yoke was dripping down his neck a few seconds later. Several prima donnas are known to have fainted on receipt of wires of this nature.

While everyone else is putting his pet pun to use on these occasions, actor Derek Fairman hasn't changed his "style" all season. He sends jumbeo wires, 17x21 blowups. This habit runs into quite a few shekels, as they cost 80 cents more than the usual telegram.

But the piece de resistance in the trade is the fellow who sends himself all sorts of lush and praiseworthy superlatives on his "success." Usually signing the name of a prominent person, this modest lad shows them to all of his alleged friends. After a while he manages to delude himself into actually believing he received them.

**THE FILM WEEKLY AUSTRALIA**

Covering the Motion Picture and Entertainment Field Generally.  
Conducted by MARTIN C. BRENNAN.  
198 City Tattersalls Building, Pitt Street, Sydney, Australian Office of THE BILLBOARD.

**Chicago Chat**

By SAM HONIGBERG

**OPEN EARS** in a booker's office: "No, we can't use girl acrobats specializing in floor work. Tricks must be in the air now or few besides the front-table customers can see you. Yes, I advise you to change your style. Barbara Blane, for one, did and is now getting more work. . . . No, our office doesn't sign acts under personal management any more. Not enough work around to keep the act busy. Free lance and you'll be better off. . . . Club date season ends May 15 and won't pick up again until fall. We will concentrate on summer accounts from now on."

With its ice show under way, College Inn already has set October 7 as the opening date of its fall revue. Buddy Rogers will probably return to front the band stand. A later possibility is Benny Rubin, who may turn band leader any week now. He replaced maestro Ted Lewis at the Houston Food Show for five days when the high-hatted tragedian left to attend his mother's funeral.

Many a stomach was turned at the private screening of *The Birth of a Baby* short in the Balaban & Katz dark room the other a.m. While it is highly educational, it should not be sold as entertainment. Illinois censors are still holding back their approval on this freak attraction. . . . MCA is planning to open new branches in Toronto and Buffalo. . . . Charlie Dawn, night club ed, is organizing a baseball team to oppose the night club league formed by the entertainers of the Hi Hat and Rose Bowl clubs.

"Think-a-Drink" Hoffman is holding the bag for \$60, which he claims is due him from the *Can You Take It?* unit producers. . . . La Boheme in Indianapolis (formerly the Plantation Club) folded before it opened. Local acts and waiters hung around until deadline time but gave up when the operators couldn't get together with city authorities. . . . Golf-playing dance teams are besieging Eddie Elkort's office to line up the Meadowbrook Country Club, St. Louis, which boasts of one of the finest links in that territory.

Jules Darrow, of Dawn and Darrow, is an amateur movie cameraman and is planning to go into that field seriously when his feet refuse to dance anymore. It practicing up by photographing acts working on the same bill. . . . Press Agent Sam Ward's plan to get the local newspaper boys, particularly the amusement page editors, to co-operate more closely with local accounts to stimulate more business rates support. Too much space being wasted for pictures of Hollywood cuties used for posing purposes only.

Art Takes a Holiday: Actress winning the competitive role of leading woman in a local legit production because the director is her "honey." . . . A sister team holding on in a neighborhood nitery because they can hold their liquor when mixing and consequently are profitable to the spot. . . . Waiter holding up a dinner during show time because he is the guy who handles the spotlight. . . . An emcee draws a hold-over engagement as he owes the operator money and is forced to work it out. . . . A show is presented for only two customers and both are too drunk to know it.

# AEA "Explains" Suspension Yarn in Equity Magazine

Report on axing of 600 FTP-ers brings protests—mag deadline and dues deadline stymie actors' org—no suspensions yet—AEA still open to offers

NEW YORK, May 21.—Officials of Actors' Equity Association suffered considerable embarrassment last week attempting to explain, as untrue, the announcement several weeks ago, later amplified in *Equity Magazine*, that 600 members were suspended for non-payment of dues. Newspaper reports of this action, all dealing with members of the Federal Theater Project, brought to Equity Council a telegram from Alfreda Sill, of the WPA department, that the report was erroneous in that only 616 Equity members are employed on FTP. Paul Dullzell, executive secretary, stated that no suspensions were made and that there are only 46 FTP members who are not in good standing. The no-suspension story, however, is a new one, because at a meeting of council April 26 a ruling was made providing for the payment of \$9 to restore FTP members to good standing as of May 1. All those who didn't pay up " . . . are precluded from taking advantage of such concession, and shall be deemed suspended from membership in Equity."

Altho *Equity Magazine* asserted that 250 accepted the offer and some 600 did not, Dullzell insisted it was in error, as those were the figures handed down before the dues deadline. The magazine, tho, came out two weeks after.

Some believe the maintenance of members in good standing is retreat from the original idea on the part of the administration, fearing the recriminations that would come from the WPA members, causing them a further headache. More in explanation than apology Dullzell said there has been no actual suspension, but just that such members are prohibited from "taking advantage of a special offer to restore themselves to good standing but they can still ask the Equity council for a reduction of their indebtedness or rejoin as new members."

Alfred Harding, editor of the magazine, authored the editorial, but is believed to be not at fault because the figures were given him by officials of the association. Dullzell passes on the final copy before it goes to press.

Various opinions have made the rounds of theatrical circles in the about-face move, some to the effect that the wholesale pruning of Equity rolls would have given the administration a black eye among members and in the labor movement.

## Gillmore Equity Prez Emeritus

NEW YORK, May 21.—Frank Gillmore, president and executive director of Four A's, will become president emeritus of Actors' Equity Association after the election May 27. Decision was made by Equity Council, which will also present Gillmore with a gift in appreciation of his 19 years of service to Equity.

Gillmore will be the first president emeritus of the association since the death of Francis Wilson years back.

## Ashton Play Premiere In Detroit Film House

DETROIT, May 21.—*The Locked Room*, by Herbert Ashton Jr., opened for a five-day run Monday at the Beacon Theater. Ashton is assistant national director of the WPA Theater Project and in direct charge of the Detroit project.

Opened to a relatively small house, but midweek reports indicated a steady build-up as the neighborhood patronage got accustomed to the idea of legitimate shows in what is usually a film theater.

*The Locked Room* is a fast-moving mystery script with plenty of comedy of both situation and character. Surprise of the show is the apparently dumb detective, played by David Carnes, who turns out to have been clowning thru-out and actually turns the tables on the insurance investigator, played by Ray Rawlings, in a trick finale. Play moved a bit slowly on opening night, probably requiring to be roughed off a bit more with an audience in the house.

H. F. Reeves.

## In Good Stranding?

NEW YORK, May 21.—During the early hours of one morning last week, Equity received a telegram from the cast of *Sunup*, stating that Lucille LaVerne, author-producer and leading woman of the play, had stranded them in Denver.

Checking up on the status of those stranded, Equity found that the only member of the cast in good standing was—Lucille LaVerne.

tator Maximilian II of Gorington College and Patricia Dunnigan's dancing in spots looked almost professional. But revue for most part lacked smoothness in acting and production expected even from an initial effort of recently formed Topper and Tails group.

Story satirized dictators in men's and women's universities, was loaded with puns that would have neatly spiced show if used sparingly, but sank in stomach when served as meat course. Hammond's tunes, especially *Say When* and *Your Head Upon My Shoulder*, might bear band development. Faculty member Arthur Stone created back-drop settings and provided technical direction, student Frank Jarema handled production; Musical interludes furnished by Duquesne's Tamburita Orchestra that has broadcast over web.

Morton Frank.

## Duquesne U's First Follows Satire Trend

PITTSBURGH, May 21.—Duquesne University's first musical comedy try, an original with music by Milton Hammond and book by James Dwyer, was more ambitious than able. Cast's enthusiasm refreshed audience, freshman singer Sally Cairns showed possibilities as an ingenue, Louis Aponne's bellowing as Dic-

# From Out Front

By EUGENE BURR

Tho you'd never suspect it from the weather spring is really here—and with it the end of the 1937-'1938 theatrical season, except for a few sporadic outbursts duly scheduled. And with the end of the season comes the traditional time for the choice of the 10 best this and the 10 best that, including the season's 10 best plays. It is a practice that has been to some extent discarded by those cautious gentlemen who write play reviews in these degenerate days; but this department, never particularly noted for its caution, sees no particular reason for giving it up. It offers opportunity for a graceful gesture in the general direction of those plays that have made enforced playgoing less of a burden than usual and it often manages to start a typographical cat fight of sorts. A cat fight is nothing to be sneezed at now, as the season totters into the twilight of theatrical limbo and we're all busily employed in trying to forget the drops in the statistics of the stage.

When one glances over the list of plays presented this season, one fact, I think, insistently clamors for attention: there were a very large number of plays that were really very good, but few if any that reached top caliber. So far as this department was concerned there wasn't one that rang the top gong, with the possible exception of *On Borrowed Time*—which was the dramatization of a novel and which owed a great part of its tremendous effect to its fine acting and remarkably astute direction. But the fact remains that I got far more pleasure from *On Borrowed Time* than from any other play this season—far more than from any other two plays for that matter—so *On Borrowed Time* is obviously the choice to head *The Billboard's* list. I don't think any apologies are needed. A tender, delightful, beautifully written fantasy of youth and age and life and death, it performs a primarily theatrical function, it is true, but it performs it superlatively well. And since when is performance of a primarily theatrical function a reason for ruling out a work written for the theater? The current trend of criticism seems to feel that it is, but that's an attitude that leaves me wistfully bewildered.

Some exception may be made to the statement that few plays rated topnotch position; certainly plenty of other people found a number that they insisted were the tops. It happens that the plays generally accorded top rating during this season of critical faddism would be rated last in this iconoclastic corner—*Of Mice and Men*, *Our Town*, *Shadow and Substance* and that fantastically overwrought hodgepodge of self-conscious rigmarole, *Murder in the Cathedral*. But that's another story—and one that I've frequently told.

Granting that there were no really "best" plays this year, the number of fine ones just under the line makes choice of 10 a difficult and hazardous occupation. After the requisite time spent in pencil chewing I've managed to emerge with a list that fails to hold all the plays that deserve high secondary rating; but it does contain the 10 from which I managed to derive the greatest amount of pleasure. And that, let the theorists rant as they may, is the only sure and honest test.

The list then: 1—*On Borrowed Time*; 2—*To Quito and Back*; 3—*Robin Landing*; 4—*All the Living*; 5—*Bachelor Born*; 6—*The Ghost of Yankee Doodle*; 7—*Casey Jones*; 8—*What a Life*; 9—*Too Many Heroes*, and 10—*How To Get Tough About It*. Now let the catcalls begin.

*To Quito and Back*, a play with the seeds of timelessness in it, presented dramatically and absorbingly the plight of the intellectual liberal held from action by the ropes of his own intelligence and it also discussed various questions of immediate and terrific import to the world today, all presented in a theatrical form well calculated to hold the interest of everyone but those who steadfastly refuse to be galled into thought; *Robin Landing*, despite grave structural faults, displayed a fine sense of characterization and a first-rate talent for dramatic verse, offering sections as fine as anything in the verse dramas of Maxwell Anderson—tho none of its good qualities were perceived by those theoretically trained to perceive them, because they were partially hidden by appalling direction; *All the Living*, sufficiently entertaining as a play, had the additional advantage of presenting, intelligently and without sensationalism, an absorbing and sensational background; *Bachelor Born*, a quiet comedy of school life in England, was glowingly written, with wit, urbanity, tenderness and truth, four qualities disastrously lacking in most offerings; *The Ghost of Yankee Doodle* was an intelligent discussion, set in personal and dramatic terms, of huge present-day problems, finely written and emotionally compelling; *Casey Jones*, despite bad plotting and an unfortunate title,

(See FROM OUT FRONT opposite page.)

# Fund Drive In Hot Spell

Actors' Fund Week started among cowbarns—Palmer-ton heads committee

NEW YORK, May 21.—A committee under the chairmanship of Guy Palmerton has started a drive to establish an Actors' Fund Summer Theater Campaign this year, with the week of August 1 tentatively marked off as Actors' Fund Week in the cowbarns. Letters went out this week to all summer theater managers, asking them to co-operate. Campaign is of course indorsed by the Fund, but was not suggested by it, being the brainchild of Palmerton.

Plan would not be a burden to the cowbarn proprietors since it does not involve benefit performances, feeling being that many hayseed spots are geared so close that they couldn't afford to contribute a showing. Instead it's requested that at each performance during the week a collection be taken up from the customers, the proceeds to go intact to the Fund. Suggestion is made that someone, preferably a member of the cast, make a brief speech asking aid, and it's also suggested that an article on the Fund by its president, Daniel Frohman, be slipped into each program during the week, or else reprinted in the program itself. A supply of the leaflets will be furnished by the committee.

Announcement sent around to managers also says, "No manager or producer should in any way feel obligated, the plan being definitely a voluntary one."

Procedure was tried out last summer by Palmerton at his Lake Whalom house and succeeded nicely, some \$300 being gathered for the Fund in this one spot. Idea grew out of events three years or so ago when Palmerton was running winter stock up-State. His character man died and Palmerton footed expenses for undertaker and shipping the body home to Pennsylvania. Later someone suggested he contact the Fund for reimbursement and the Fund came thru with half the expenses, explaining it would have taken care of all if notified in time to make arrangements with its own undertakers. Palmerton, appreciative, said he'd repay the amount some time and some way. Last summer he more than did it. It was the experiment last summer that gave him the idea on a nation-wide scale.

Committee includes, besides Palmerton, Walter Greaza as vice-chairman and Arthur Byron, Selena Royle, Richard Aldrich, Lawrence Langner, Robert Edmond Jones, Armina Marshall, Frank Lyon, Raymond Moore, Robert Porterfield, Milton Steifel, Alexander Kirkland, George Somnes and Eugene Burr.

## "All Are Welcome" Lasts One Evening

NEW YORK, May 21.—The venerable Fifth Avenue Theater last Saturday (14) inadvertently played host to something or other called *All Are Welcome*, which was deposited on its surprised stage by a non-Equity group choosing to be known as the Alandon Acting Co. Outfit, which apparently was comprised chiefly of one Alexander Stann in the manifold capacities of playwright, director and leading actor (sic), took over the house for the one night, continued tenancy depending upon audience reception. Latter needed to be sensational to prolong the run, inasmuch as the theater was already booked for another group Monday.

It is beyond this observer's powers to describe adequately the mess that was dished out as "an uproarious, side-splitting new comedy-farce"; it was one of those things that has to be seen to be fully appreciated. There is no point in going into detail about the hackneyed plot, the half-ad libbed, half-moronic dialog, the pitiful attempt at acting and even make-up. It's much more humane to forget the whole unfortunate occurrence.

Daniel Richman.

# Cowbarns Set To Oust Cows

Hayseed Hamlets get goin' early, with Decoration Day week-end as year's start

NEW YORK, May 21. — Before the month's run out, the rarin' rubes will have two extra wearin's of their Sunday-go-to-meetin' dress, for the bumpkin Bernhards, barn Barrymores and hey-hay Hamlets are agoin' to strut across the milk stands where the Jerseys and the Leghorns fraternized last week.

Up Skowhegan, Me., way the Lakewood players are set for May 28 with *Yes, My Darling Daughter*. List of Broadway farmhands who speak lines will include Doris Dalton, Owen Davis Jr., Keenan Wynn and John Drew Devereaux. Erin O'Brien-Moore, Jessamine Newcombe and Arthur Byron are also resident members. The premiere will be prettied up as governor's night to welcome Governor Lewis O. Barrow. This being the company's 18th season, the actors expect to put on a special celebration. They figure their schedule of plays, like *Room Service*, *Tovarich* and *Brother Rat*, will be right pleasing to the folks.

Some are committed to Pawling, N. Y., Decoration Day, to see the Starlight Theater git started for the fifth time. It's an energetic program. *The Far-Off Hills*, *The Royal Family* and *Lightnin'* will probably be the starters, with *A Million Dollars* and others to come.

High-class acting may be coming by way of Cooperstown, N. Y., where the Washington Square Players are already sojourning at the Duke's Oak, having finished up in Manhattan with their Shakespeare stuff.

Then thar are the adventurous bunches who experiment with new works. The Cape Theater, Cape May, N. J., fer example, has taken on *Hollywood Be Thy Name*. The Ridgeway Theater, White Plains, will give an American debut to *Charles and Mary* along about August 22. They're gonna git goin' June 27. The Robin Hood Theater, under the management of Edwin Ross and Robert C. Schnitzer at Arden, Del., promises an eighth season of Tuesday and Saturday night entertainment after June 7.

The Vineyard Players, at the Rice Playhouse, Oak Bluffs, Mass., are second to the Skowhegan lot for being the oldest of summer theaters. For their 14th run they're expectin' to show 10 sure and maybe 11 plays between July 4 and the middle of August.

Looks like the Rochester Summer Theater, Rochester, N. Y., has somethin', too. Starting June 14 and ending September 7, Director Leonard Altobelli will git off seven shows for his Gregory street playhouse repertory.

Come Independence Day, the Barnstormers of Tamworth, N. Y., will operate agin. Francis G. Cleveland is still manager and Edward P. Goodnow director. They say that Margaret Curtis will play with the Farragut Players, Rye Beach, N. J. She's from Broadway's *Father Malachy's Miracle*.

City folk hankering to take in a show of a warm evening will likely take to the nearest barns. So Suffern County Theater offers names of Jean Muir and Myron McCormick as handy attractions.

DENNIS, Mass., May 21.—Philip Huston,

(44th Anniversary)

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## FROM OUT FRONT

(Continued from opposite page)

showed a warm, human and immensely appealing grasp of character, a strong, salty and finely effective writing style and a sympathetic and splendid awareness of the universal problem of the battle between men and machines—machines both mechanical and financial; *What a Life* was a tender, well written and amazingly understanding comedy concerning the surface problems of high-school kids—and it was also uproariously funny; *Too Many Horses*, altho it could never get its plot lines or its line of interest straight, was a ruthless, exciting and finely theatrical attack upon mob violence, and *How To Get Tough About It* shared both the advantages and the defects of the other Robert Ardrey play on this listing, *Casey Jones*—sharing the advantages to a slightly lesser degree and the defects to a slightly greater.

Those are the reasons for the choices, delivered (to my slight surprise and great pride) as didactically and with as little explanation as the reasons of all really good reviewers.

But above all there is one reason: these plays, more than any others this season, lifted at least one auditor out of the world of common things and deposited him in the magic lands which their authors, thru the aid of the everlasting marvel of the theater, created—created for his excitement or his amusement or his delectation, so that he might enjoy (without knowing at the time that it was vicariously) the sweep of their passing emotions, the beauty of their prescribed life. That (and I'm going to get kicked for saying so) is the function of the theater.

But there were other plays, too, that deserve at least honorable mention, because they rate just under the first 10. They include *Save Me the Waltz*, a charming romantic comedy of a mythical kingdom that was bludgeoned out of existence because it had the temerity to present a dictator without getting maudlin about him; *Stop-Over*, an intriguing mental melodrama that was stymied because professional play judges gleefully admitted that they lacked the intelligence to discover what it was all about; *I Am My Youth*, a literate and dramatically effective presentation of the later days of William Godwin; *Schoolhouse on the Lot*, a vitriolic laugh attack upon the unspeakable, baby Bernhards of Hollywood; *Wine of Choice*, an intellectually absorbing discussion encased in a badly constructed play, and *Golden Boy*, which, despite a painfully phony ending and constant hunks of the baldest hoke this side of *Shenandoah* (and perhaps because of the latter) stands as by long odds the best play yet written by Clifford Odets.

And, too, there were certain others well below the level of those mentioned, but still possessing important features to praise. Among them were *The Star-Wagon*, in which Maxwell Anderson grew pleasantly but not very interestingly nostalgic; *Susan and God*, in which Rachel Crothers wasted some sparkling lines on a tripe-filled plot; *Father Malachy's Miracle*, a gentle little myth that stubbed its toe by confusing itself every once in a while with religion; *Time and the Conways*, in which J. B. Priestley presented a breath-takingly fine idea in five minutes at the end of his second act and then proceeded to build a very bad play around it; *The Greatest Show on Earth*, which spoiled an intriguing idea by including some obnoxious material and by having all its excitement occur offstage, and *Whiteoaks*, which, tho a dramatic stereotype, at least permitted Ethel Barrymore to offer one of the finest acting jobs of her distinguished career.

As I said at the start, the general average of excellence was high—but there were no individual mountain peaks.

Otto Hulett and June Walker have been newly signed for Raymond Moore's Cape Playhouse, which will use *Honey* for an opener June 27.

BRIDGEPORT, Conn., May 21.—A 10-week season, starting June 27, has been arranged by Tano Sylvester's Ridgfield Playhouse, which will follow a policy of name guest stars each week.

PROVIDENCE, May 21.—Douglas Montgomery, guest star at the Cumberland Hills Playhouse in *Men in White*, is staying on to play with Erin O'Brien-Moore in *High Tor* after upping grosses over opening week is record for Elissa Landi in *The Warrior's Husband*.

PETERBOROUGH, N. H., May 21.—Edith Bond Stearns announced that the Peterborough Players at the Stearns Farm Playhouse will present plays weekly this year instead of semi-monthly. Sessions begin June 29 with Ann Leslie and William Mansell in *Petrified Forest*. Other plays are *Call It a Day*, *Importance of Being Earnest*, *The Late Christopher Bean* and *Stage Door*, which will be produced by the apprentice group at the end of the season.

BRATTLEBORO, Vt., May 21.—Frances Hawkins reports that the local company

will not operate this year. No substitute players are booked for the immediate vicinity.

## Mercury Set on Coast

SAN FRANCISCO, May 21.—Deal for local appearance of Orson Welles' Mercury Theater troupe has been closed between Ralph Pincus, of Geary Theater, and Lawrence Houseman, Welles' associate in New York. City will see four of the Mercury plays starting late in July: *Julius Caesar*, *Shoemaker's Holiday*, *Heartbreak House* and world premiere of *Five Kings*, Shakespearean adaptation.

Also set is booking of Gertrude Lawrence in *Susan and God* at Curran August 8. Miss Lawrence last appeared here 13 years ago in *Charlot's Revue*.

## CLUB BOOKERS

(Continued from page 3)

tion has been gathering data on benefits these past few weeks in interviews with performers and managers. Complaints will be basis for further looking-into.

In line with its efforts to cut down on number of benefits, the EMA has succeeded in obtaining the co-operation of Police Commissioner Lewis J. Valentine who, like the fire commissioner, now forbids any division of his department from seeking free shows. In a letter to Howard E. Wheeler Jr., president of EMA, the commissioner declared:

"I am not only opposed to such practices . . . but when I learn that any individual group or organization of this department is seeking to obtain or has obtained entertainment of any kind without payment, disciplinary action is immediately instituted against such member or members.

"Please be assured that I will be deeply grateful to you and to any individual member of your organization if you will please advise me of any violation of our regulations that may come to your notice, or to the attention of any of the members of your organization."

BROADWAY RUNS			
Performances to May 21, Inclusive.			
Dramatic	Opened	Perf.	
Bachelor Born (Lyceum)	Jan. 25	137	
Circle, The (Playhouse)	Apr. 18	40	
Golden Boy (Belasco)	Nov. 4	231	
Heartbreak House (Mercury)	Apr. 29	23	
Julius Caesar (National)	Nov. 11	149	
Man from Cairo, The (Broadhurst)	May 4	22	
Of Mice and Men (Music Box)	Nov. 23	207	
On Borrowed Time (Long-acre)	Feb. 3	127	
Our Town (Morosco)	Feb. 4	125	
Room Service (Cort)	May 19	37	424
Shadow and Substance (Golden)	Jan. 26	136	
Susan and God (Plymouth)	Oct. 7	252	
Tobacco Road (Forest)	Dec. 4	33	1900
Washington Jitters (Guild)	May 2	24	
What a Life (Biltmore)	Apr. 13	47	
Whiteoaks (Hudson)	Mar. 28	72	
Women, The (Barrymore)	Dec. 26	36	590
You Can't Take It With You (Booth)	Dec. 14	'36	614
Musical Comedy			
Hooray for What! (Winter Garden)	Dec. 1	198	
I Married an Angel (Shubert)	May 11	14	
I'd Rather Be Right (Alvin)	Nov. 2	231	

# Council Gives Last Auditions

Winds up season with skits and "Winter's Tale"—no more now until autumn

NEW YORK, May 21.—American Theater Council's Committee of the Apprentice Theater offered the season's two last auditions this week, a melange of playlets and bits at the Plymouth Monday and a performance of *The Winter's Tale* at the Morosco Tuesday. That ends the activities of the committee (the only active one, so far as results go, that came out of the terrifically touted Theater Convention a year ago) until next fall.

The audition Monday, given under the supervision of Hope Lawder, was generally the best that this reporter has seen. Plenty of really promising talent was allowed to show itself, and a couple of the bits carried altogether excellent effect, particularly part of *The Last Mile* which, finely done by a competent line-up of young actors, packed a terrific wallop.

Standing out in the *Mile* line-up were Joe Bush, who did as good a job in the Spencer Tracy role as Tracy did himself, and Paul Genge, who, despite the fact that he bucked inevitable comparisons with the amazing work of James Bell, offered a finely effective reading. All the others also rate mention, particularly Seymour Abeles, Adolph Green, Goddard Light, Gilbert King and Lawrence Dobkin. Albert West directed excellently.

Possibly the greatest talent of the entire afternoon, however, was displayed by a lass named Mary Gaylord, who did a truly beautiful job, honest, immensely appealing and tenderly sensitive, with the difficult saccharine hysterics of the streetwalker in a scene from Robert Sherwood's painfully juvenile *Waterloo Bridge*. Abeles, cited above, also rates plaudits for some highly amusing low-comedy antics in the prolog of *June Moon*, while others deserving special mention include Walter Black, who showed a nice stage presence and an appealing personality in a bit from *She Loves Me Not*; Mervyn Nelson, who drew surprisingly strong effect from the appallingly written part of the killer in *Blind Alley*, and John Morley, who offered smooth comedy work in a scene from *The Dover Road*.

The piece de resistance was theoretically the presentation of Thornton Wilder's one-acter, *The Happy Journey*. Since Mr. Wilder was kind enough to lend the play to the council for the audition, it would be ungrateful to comment on it; but it did manage to throw into relief the work of William Bock, an excellent young actor who is not only highly capable but also ought to screen exceptionally well. Splendid work in the Wilder piece was also offered by Kathryn Grill and Alan Macateer, who graciously lent their support to the youngsters and played the two chief roles.

As for the Shakespearean production Tuesday, it served only to bring home with tremendous force the painful truth that our crop of young—and even not-so-young—players has no more idea of how to read blank verse than so many grade-school orators. The temptation to go into specific detail almost overrides the council's request that only commendable performances be mentioned; but in any case the work of such a Hampden-trained veteran as Leroi Operti stood out like a healthy thumb in a collection of sore ones. France Bendtsen, another veteran, also did nice work when he settled down to it, and a youngster named David Evans showed a real knowledge of how to read, doing a thoroly excellent job. An extremely pretty lass also brought a breath of life in the two or three lines she was allotted. I think her name is Arthelia Cooke—but in any case she was the one in the red peasant dress. *Eugene Burr*.

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FOR CATALOG Address Secretary, Room 145, CARNEGIE HALL, NEW YORK

# AFA Ups Top Minimum to \$50 in N. Y.

NEW YORK, May 21.—With its eye on the coming World's Fair, the American Federation of Actors' council has voted to raise its minimum wage for Class A night clubs and hotel rooms from \$40 to \$50 per week per person. This move does not affect current contracts.

Hotel Men's Association has been notified to this effect by Harry R. Calkins, chief AFA organizer in the night club field. Negotiations with the hotel group have been dragging on for weeks now, but the AFA hopes to reach an agreement soon without resorting to strike or picketing.

Current minimum for Class A spots is \$40 for acts per person per week and \$36.50 for chorus per week. But all existing contracts expire before the World's Fair, when it is expected that the AFA will establish the new minimum in as many spots as possible.

Currently the AFA is policing about 60 clubs and has held up floor shows several times in successful attempts to insure payment of salaries to performers. The AFA is mulling over the advisability of demanding posting of salary bond by night clubs not doing good business, but it has taken no action as yet.

Locally night club business is not so hot. The Casa Manana has been doing heavy business, and the International Casino has been attracting capacity dinner crowds, but the Paradise is doing only fair and is trying to win a rent reduction as well as install other economies. The Cotton Club closes for the summer June 1. However, opening of the Riviera Thursday and the slated openings of other important roadhouses the next few weeks are hopeful signs.

## Pittsburgh Cafes Still Talk Reform

PITTSBURGH, May 21.—Major nitery proprietors again are trying to form united front against chiseling customers and cut-rate competition; but, as in past efforts, their ideas have not passed discussion stage.

Feasibility of setting uniform policy of minimum or cover, of eliminating bottle-toting by trade, and of hiring local bands was bandied about at a meeting of representatives of the William Penn Hotel, Nixon Restaurant, the Showboat, New Penn, Plaza Cafe, Bill Green's and Eddie Peyton's.

After-dark magnates organized Allegheny County Night Club Proprietors' Association, but failed to commit themselves to future joint policy.

Cover charge is in effect at Plaza, Showboat and Nixon and minimum at William Penn, New Penn, Green's and Peyton's.

## Chi's Skyrocket Continues Under Andersons' Guidance

CHICAGO, May 21.—Walter and Andrew Anderson, local night spot and ballroom operators, announce that they will continue to operate the Skyrocket Cafe thruout the summer.

Capacity of the club is being doubled and a new feature will include a 200-foot circular bar with two pianos in the center. Entertainment, in addition to piano and organ music, will be furnished by Bob Tank and his Manhattanians.

## Evans to Chez Paree

CHICAGO, May 21.—Fred Evans, line producer for Balaban & Katz the last five years, joined the Chez Paree here in a similar capacity, succeeding Paul Osgard. Formerly producer for Publix, Evans established a reputation in this area for his work, principally at B. & K.'s Chicago Theater. That line finished its Chicago run this week when the house switched to a temporary band policy.

Evans will produce the next Chez Paree show, opening June 3 and starring Helen Morgan and Cross and Dunn.

## Sitdown Strike by "Ape" Wins Salary Increase

DETROIT, May 21.—Zorine and her Modern Eves, "naturalist" act, doubled last week at the Frontenac Casino and the Colonial Theater.

Highlight of the double date was the antics of Ingagi, the ape, who carries Zorine offstage in the climax of her act. Given feature billing for the first time at the Colonial, the "ape" demanded a \$25-a-day guarantee and promptly sat down on the act until Dr. Frederick Merrill, manager, produced the dough. Ingagi was also used for a between-show appearance in a cage over the theater box office.

## Chicago Agents Quote Salaries Making Acts Burn

CHICAGO, May 21.—In their mad race for accounts local night club bookers are going over the heads of acts to submit them at unauthorized salaries. One office sends out mail pieces announcing it can book acts at the lowest prices and supports the statement by turning in figures lower than that of competitors whether or not they have the permission of the acts to do so.

The more reputable agents are now insisting on a signed statement from acts for exclusive rights to submit them to designated spots so that they can assure the operators of delivery and at one salary figure. Agents point out to the acts that there is no sure way of stopping this unfair practice, lack of organization keeping the boys far apart from each other.

## Rogers' Chinese Unit Folds Two Chi Spots Close

CHICAGO, May 21.—Harry Rogers' Frisco Follies, featuring an all-Chinese cast, folded here after its recent Oriental Theater engagement. Unit had a short run and some of the members claim that back salaries are still due them. Full payment was held up, it is believed, due to unprofitable engagements.

# Chicago Clubs Try Giveaways As Patron Bait

CHICAGO, May 21.—Clubs are resorting to giveaways to help them see their way thru the summer. While idea is sold in a more dignified way than some of the neighborhood theaters dispensing dishes and such, the room managers believing in the something-for-nothing feature as a business stimulant point out clearly thru their advertising mediums that the patron will have a chance to walk out with a free dinner invitation, cash or just plain knickknacks.

"Champagne Hour," introduced successfully by Glover and LaMae into the Continental Room, Stevens Hotel, is making competitive managers think along the same lines. Continental Room patrons have a chance nightly to win two bottles of champagne and two dinner invitations, and since this feature has been ushered in a week ago business almost doubled. Joe Miller is using the same stunt in his 885 Club, only he is saving the cost of a professional dance team to conduct the "instruction" period. Has his orchestra leader lure the customers on the floor and encourages them to let loose for prizes.

Harry's New York Bar has been testing out the prize night idea Sundays and recently distributed as much as \$500 a single night. Feature will be given a more extensive tryout in the fall. Smaller clubs are giving away less attractive gifts, but in all cases make the customers come out on the floor to work for them.

## New York City:

HILDEGARDE, who closed last week at the Versailles, is returning to Europe for the summer. Opens at the Ritz, London, June 20, with engagements at the Berkley and Trocadero to follow.

THE CHARIOTEERS were booked into the Famous Door this week by Henry Frankel, of WOR Artists' Bureau. Group continues with its sustaining spots. . . . MCA is doing a good portion of the Casa Manana bookings now, having placed for the new show there May 22 Aarons and Glantz, Fritz Scheff, Charles King, Henry Youngman, Vincent Bragale's Orchestra and others. . . . MCA is also booking the Le Mirage now.

BEA KALMUS replaces Bernice Parks at the Famous Door. . . . JEAN MONA is doubling the Hotel New Yorker and the Belmont Plaza. . . . ALLAN MORAN AND VIC PIEMONTE, new piano and song duo, booked by Harry Engel for the summer at the Raleigh Room, Warwick Hotel. . . . JOHNNY HOYSRADT, now appearing at the Rainbow Room, has Ben Cutler, ork leader at the adjacent Grill, to thank for his appointment at the Rockefeller loft. It was Cutler who plugged Johnny to John Roy. . . . CARLOS AND CARTO, dance team at the Havana-Madrid, desert the local spot for a four-week date in Chicago.

## Chicago:

BOOTS McKENNA has been re-signed by the College Inn as line producer for next season. . . . THE CANSINOS have returned from St. Louis. . . . ELSA HARRIS has left the NTG unit to take in local niteries on her own.

MILBOURNE CHRISTOPHER, magician who closed at the Stevens Hotel last Wednesday, moved into the Bismarck Friday (20). . . . ALBERT BOUCHE reopens his Villa Venice here May 28. . . . BURKE SISTERS are back in circulation, doing a duo. . . .

## Here and There:

CRAWFORD AND CASKEY leave the Hotel Nicollet, Minneapolis, May 25 to journey to the Roosevelt Hotel, New Orleans, for a four-week stand, opening June 2. . . . THE TOWNSENDS, who recently concluded a 16-week run at Casino Copacabana, Rio de Janeiro, are current at Casino de Paris in Paris. . . . VERNON AND VANOFF are being held over for a fourth week at Northwood Inn, Detroit. . . . MARLYN BRATTAIN, dancer, following an engagement at the Nightingale Club, Parkersburg, W. Va., moved into the Down Towners Club, Toledo, O. . . . KAY DRAYTON, of the Drayton Sisters and Jack, had her purse, containing a gold watch and a diamond ring, among other valuables, stolen from the dressing room of the 8 o'Clock Club, Cleveland, last week. . . . THE BOYETTES are working clubs in the Philadelphia area. . . . VALDAO AND YVELLE are at the Southern Dinner Club, Houston, set by MCA.

DOTI DEE finished a five-week booking at the Madison Hotel, Jefferson City, Mo., to open at the Club Continental, Kansas City, Mo., for an indefinite engagement. . . . MARIA KARSON TRIO has been set for the Kentucky Hotel, Louisville. . . . JOHN LONAS AND RAY FRANCIS, Gay '90s impersonators, have been held over at the Rose Festival, Variety Hall, Portland, O. . . . PAUL ROSINI, magician, opened Monday (23) in the Vogue Room of the Hollenden Hotel, Cleveland, after engagements at the Mayflower Hotel, Akron, O., and the Walter Roof, Philly. . . . It's a third month for JOHNNY KAYE at the Wagon Wheel Club, Houston, Tex. . . . OLIVE WHITE has been booked by MCA for the Chez Maurice, Montreal, for four weeks. Also set for London following this date.

PROGRAM at the Petit-Casino, Paris, now has Ywan Fadel heading the bill, which includes Jane Larsa, the Marzos and Barty Brothers, Roncos, Miami Trio, Ruquet and the Dallys. . . . A. C. COX Rumba Band is still at the Berri on the Champs Elysees. . . . VANCE AND RONIE vacationing in Paris before returning to Copenhagen in June. . . . JOHNNY RANDOLPH, singer with Ken Moyer's Orchestra at the Ringside Club, Fort Worth, Tex., has signed a five-year contract with Consolidated Radio Artists, Inc.

HOUSTON, Tex., May 21.—Rice Hotel Roof opened season Thursday night with Eddie Fitzpatrick and ork and five-act floor show.

# Night Club Management

By GEORCE COLSON

## Now You Know!

IN THE May 17 issue of *Pic* there is a three-page layout of pictures and detailed information as to what it actually costs to run a swank club like The La Conga, New York.

Of course, it's a piece of press agency on the part of Sid Spier and Dorothy Ross, but it goes further than that in that it presents an understanding and awesome picture to the layman of the terrific headache that goes with most any metropolitan night spot.

Moral of the idea is to educate the patron not to wonder at or squawk at prices charged which may look exorbitant at first glance. Operating costs are listed at \$11,805 per week, altho that does not include such overhead items as rent, replacement of equipment, constant redecoration and gas, electric and telephone bills. In the list are included a buyer at \$60; two accountants, \$60 each; two assistants to accountants, \$25 each; two stewards, \$30 each; chef, \$75; five cooks, \$45 each; food bill, \$2,000; 36 waiters, \$10 each; two food checkers, \$30 each; 10 bus boys, \$10 each; head bartender, \$75; five bartenders, \$40 each; four bar boys, \$25 each; liquor bill, \$3,500; three captains, \$30 each; two doormen, \$15 each; four hat checkers, \$25 each; Cuban band, \$1,500; name band, \$3,000, and press agent, \$100. Whew!

## Big Orchestra for Overture

JACK LYNCH, owner of the Walton Hotel, Philadelphia, thinks that floor shows for places like his own Roof contain so much of the stage presentation element in them that he believes an oversize band, corresponding to a pit orchestra, is an appropriate ingredient in proper show presentation.

Accordingly, he has engaged Jenó Donath, conductor of the pit band at the Fox Theater there for eight years, to play overtures at the beginning of each show and thus set the patrons in proper mood for the show that follows. Donath is signed for 25 weeks.

## Employees Tennis Tournament

ADD to the list of press agents' stunts to publicize their accounts is that started by the Long Island Hofbrau of Elmhurst, L. I., which has organized a tennis tournament for employees of surrounding clubs and roadhouses.

## A Prizefighter Stunt

ONE way of attracting the sporting crowd and creating publicity for a club is for the management to go in for prize fighter handling. At least that's the contention of the Havana-Madrid, New York, which has brought under its wing one Gene Stanley, an Apollo-like light heavy who won the male beauty contest in Paris, 1937.

He is used to create an air of excitement around the club and in the hearts of femme admirers and he fights under the moniker of the Havana-Madrid Kid. Naturally he has to win his share of fights or else the stunt may boomerang. Night club exercise won't help him much.

## Employees Honor Boss

TESTIMONIAL scroll of appreciation from the personnel of the Club Mayfair, Boston, was presented to Benny Ginsburg on the occasion of the wooden anniversary of Ginsburg's ownership.

Club's trait for showmanship is shared alike by a likable crew from Ginsburg down to the kitchen staff and bus boys.

# Tucker Dominates Riviera Opening; Other Club Reviews

Ben Marden's Riviera, atop the Palisades in Fort Lee, N. J., and just across the George Washington Bridge from New York City, is usually the big opening gun of the roadhouse season. And this year the opening gun booms louder than usual, what with the gussy Sophie Tucker bedazzling the customers and Leonard Sillman's "revue" giving her interesting background.

The show this time is an informal, punchy affair presented as a party (show title is *Life Goes to a Party*), which enables Marden to save dough on a big chorus troupe and elaborate effects. However, altho the show is not as spectacular as last year, it is sock stuff and should do much to bring informality to this rather severe, awesome and spacious night club.

Miss Tucker, of course, is a past master at stirring customers into applause and applause. She offered one about the autograph, also *Swinging Annie Laurie Thru the Rye* (with Johnny Selma at the electric organ), and then *Week-End of a Private Secretary*, followed by *Your Broadway and Mine*, backed by pianist Ted Shapiro leading the band and the 12 showgirls doing vocal background. For an encore, she slayed them with her rowdyish *You've Got To Be Loved To Be Healthy* and, for that grand finishing touch, *Some of These Days*. A dynamic personality, Miss Tucker offered a completely satisfying half hour of smash entertainment.

Redinger Twins, lovely young girls, scored heavily with their simultaneous novelty dancing, both straight and comic. Their routines and delivery are swell. Then there's Roy Benson, doing one of those saucy monologs and magic turns that turn out much more interesting than they appear at first. Benson is a young and good-looking fellow who has a line of gab and some interesting

palming tricks. His best trick is the ball rolling over and under his fingers.

Ginger Manners, a pretty blonde, emcees the "party" and reveals an infectious style of big-mouthed, gurgling comedy. She looks like a real comer. Pierce and Harris, comedy ballroom team, are quite amusing. Rang up a show-stop after two light numbers and encored with their best, a chair dance.

The showgirls, 12 of them and gorgeous, get the show off to a neat start with a *Showgirls, Hell, No!* number in which strip down to panties and bras, using fast zipper devices. They return only for the Tucker number.

The cast is seated at tables in front of the band stand to create the party atmosphere. Credits: Book by Sillman and Everett Marcy, original score by Baldwin Bergerson, Irving Graham and June Sillman. Costumes by Veronica.

Enric Madriguera lends his sweet violin and handsome profile to leading the main band, which dishes out good, solid music for both the show and dancing. Band features a swell violin section, incidentally. Cute Patricia Gilmore does the vocals. The alternate dance band is led by Vincent Pirro (accordionist) and has seven men providing tango, rumba and waltz music. Charming brunet Una Wyte is the vocalist.

Carl Erbe is again the press agent and once more put thru an elaborate exploitation campaign for the opening. The spot still has a tie-up with Bell, Parmelee and Terminal cabs for \$1.50 maximum cab fare to and from any spot in Manhattan or Bronx—but cab drivers try to chisel anyway.

Shows at 8, midnight and 2:30. Special opening night price was \$7.50. Dinner is as low as \$3.50. Service and food excellent. *Paul Denis.*

## Rainbow Room, New York

Wednesday night saw the installation of the new summer line-up and abandonment of the stiff-front policy adhered to remainder of year. The less informal Grill across the foyer remains open, but letting down of formality barriers in the more pretentious Room may steal so much of the play that shuttering of the Grill for the hot months may result.

Two favorite musical groups, practically fixtures of the lofty layout, have been brought back for the occasion: Al Donahue, making his fifth return appearance here, and the mustachioed Eddie Le Baron. Both bands are recognized for nearly tops in their fields and especially suited for the swankier spots.

Donahue's presence is a lesson in friendly modesty and no small wonder he is brought back again and gain, for he fits the entertainment requirements here to a T. He was greeted with a warm reception this night. In his mild, yet assured manner, he also handles whatever emcee duties are necessary. In modified swing tempos, his band provides faultless modern dance chores and show accompaniment. Le Baron, accepted standard bearer for the Latin rhythms among the upper stratum of cafe society, breezes thru his tango and rumba novelties with infectious abandon. He also does the vocalizing for his outfit. Paula Kelly is the chorus canary for the Donahue group.

Novel and worth while is the floor-show entertainment as provided by Jack Cole and his Dancers and Johnny Hoysratt, mimic. Presenting a series of Far East dances as prescribed by the concert stage from which he orients, Jack Cole impresses with the exact and striking manipulations of his symbolic arm, hand and body movements. He deviates just enough from the strict serious concert stuff to add modernistic and Harlemaese traces, spicing up his routines and making them more palatable as floor-show fodder.

Hoysratt, in a long and many-sided satirical spree, offers choice bits of travesty and burlesquing in a grand manner that is gobbled by by the so-called swank set. Outside of his opening impersonation bits, he can best be described as a male Beatrice Lillie.

With the aid of one Senor Alvarez D'Avalos, reputed to be responsible for the introduction of the latest Latin dance craze, the Conga, and the dance team of Marlyn and Michael, from the adjacent Grill, and a set of four-boy and four-girl demonstrators, Eddie Le

Baron propagates a Cuban Big Apple and is as enthusiastically taken up by the patrons as any B. A. demonstration at the height of its popularity.

Dinners at \$3.50. Two shows nightly. Ed Seay handles press relations, Miss Bruce assisting. *George Colson.*

## Summit, Baltimore

Under new management, this summer spot has been getting bad breaks and biz hasn't been any too good during its first two weeks. Club, with Clem Spring as managing director this season, is in picturesque location about four miles north of Baltimore and in midst of wooded area.

Dick Mansfield's MCA Band is played up big to attract the dancers. Mansfield delivers in good fashion, but is a trifle sloppy on some selections. Ork consists of 10 men plus vocalist Judy Abbot, an attractive blonde, who sounds as good as she looks. Possesses pleasant voice and nice delivery.

Floor show altho short in quantity is long on quality. Elinore Knight opens with some neat tripping. Displaying a sweet personality and a pretty pair of shafts, she performs several routines in a combination of ballet, soft shoe and tap with pleasing results.

The deep baritone voice of Gene Archer booms out as the next offering. Archer made many friends at this spot last summer thru his excellent singing and should prove to be a good local attraction. After a winter in New York Archer's tones are even better than last year, resulting in patrons demanding several encores.

Standout attraction is Joe and Betty Lee, who conclude the brief floor show. This cute dance team is unusual because of their extreme youth. Innocent abandon and freshness are reflected in swell waltz and encore of rumba that have also zest and perfect timing. Both kids have plenty personality.

Spot should get better breaks when weather improves. No cover. Minimum of \$1 week nights and \$1.50 week-ends. Booking is split between Will Weber, of New York, and Leonard Trout, of Baltimore. *Phil Lehman.*

## 606 Club, Chicago

One of the few late hour spots doing a profitable business. First show caught Monday night was viewed by a typical New Year's Eve crowd, almost unbelievable these dull nights. Combination of long, but fast and snappy shows crammed with acts and a reasonable \$1 minimum reached the clicking bracket months ago.

Billy Carr continues as emcee and is doing a terrific job in chaining the show into one happy unit. Has mastered the trick of keeping the night clubbers con-

stantly amused and in building up an act whenever it needs that tonic. On his own, he is an impressive crooner of tunes delivered in a Jolson-Jessel style.

606 Sweethearts, line of four girls, open and close the 80-minute bill with a couple of decorative routines, first a hot military tap and next a spring-flavored waltz parade. The kids are Margaret and Annabelle Faber, Deedee Jennings and Ruth Fosner.

Betty and Lawrence Cook, cute and speedy tap team, come on for an early session. Betty is an attractive blond and has loads of personality. Marne is the first of the nude artists to give the boys an eyeful of her shapely figure. Ann O'Connor follows her with a burlesque on strippers that packs some good laughs. Works in the country maiden style.

White Sisters, two sexy blondes, strike stock poses with a fan number executed in long gowns, and Jessie Rossella, heavy-weight blues singer, is next with a trio of heavy ditties that tax her strong set of pipes. She is another of the old fa-

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avorites here who is to remain indefinitely.

Gwen Marlowe, another nude, works with more snap and to good results. Peppy and Peanuts, hot and screwy dance team, wiggle and worm thru some nondescript steps and poses. No excuse for their double-meaning couplets, however, and would be better off to let their older-looking brothers of the trade dish them out.

Mona Leslie is featured in her bride number which she performs with skill. One nude who uses an idea behind her routines and, as a result, stands out. Sally Keith is another of the disrobing brigade who, to this reviewer at any rate, looked plenty off-color with insipid body contortions. The patrons responded with guffaws, however.

Helen King is a cute and run-of-the-mill tapper, and Peaches, of the burlesque stage, comes on before Carr's closing spot to shake her big but well-formed figure thru some 32 or more bars of feverish music.

Sol Lake's four-piece band plays a good show. His combination includes Herbie

Harris, Jack Fernstrum and Hugh Hudson. The Tripoli Trio (George Pellonari, Louis Orlando and Anthony Cammarata) stroll thru the tables during intermissions with instrumental and vocal offerings. Sammy Clark is the leading booker for this club.

Sam Honigberg.

### Hotel New Yorker's Garden Terrace, New York

For the summer spell, decors creating that country-club-porchish environ, the Terrace Room of Hotel New Yorker makes an appealing Garden Terrace. And to enhance this physical enchantment, a new band and a new show is on tap.

The permanent attraction is the ice show. And while there is much engrossment these days on the spectacle of an ice show on a nitery floor, the ice is beginning to wear thin in this particular instance.

Cutting running time to 30 minutes, this particular unit, which first appeared here last season, failed to cut any commendable capers. The sameness of qualities in the specialties, the lack of a single production punch and general shortcomings in entertainment appeal as a whole because of its matter-of-factly routining, made a chilling presentation for what was undoubtedly intended to be glacial grandeur.

Save for the spasms of comic relief, and welcome relief, in Eric Wait's drunk dance and the frost-coating to ballroomatics cut clean by Norval Baptie and Gladys Lamb, headlining the unit, the remainder is conventional.

With costume changes, and even those are not too pretentious, making for the distinguishing factor, a one-two-three pattern prevails for Ronny Robert's acro turn, teaming with Du Raine Farley for a rhythm terp spell; Bobby Lamb's free style skating licks and spinning with Miss Lamb; May Judels' trying hard to approximate a spinning top during a Russo dance, and the folderols of line girls entered by a sextet, with Miss Farley and Judels doubling in those formations.

It's bound to impress the neophyte Garden Terrace night-lifer, primarily for its novel note, but holds nothing

thrilling for the repeater.

A more characteristic change is found on the band stand. After depending on swing syncopations all season, a smooth and out-and-out commercial combo takes over the assignment to supply dance incentives, the call going to Ran Wilde. It's the typical supper salon instrumentation (three fiddles, three sax, trumpet, harp and regulation rhythm) supplying the typical supper salon in-vectives for either sitting it out without attending drum earaches or for a whirl around the polished floor.

It's Wilde's first date in New York. And while he makes for a personable front for his obviously capable crew, their style lacks any distinctive note. However, it matches the mood of the setting musically and sells itself on the high melodic content of down-to-earth arrangements. Bing-like Joe Luke, guitar, adds the Crosby kind of chanting and sax man Jimmy Ginn gives voice to the rhythmic-tempoed tunes. Marge Coleman spends more time sitting beside than strumming along the harp strings, which is an abuse of a potential enhancement.

For the first night, an extra-added was presented by star song-saleslady Ethel Shutta; the Four Bachelors, male quartet with Yacht Club Boys tendencies, and the terp twain of Enrico and Novello, a terpsichorean treat if there ever was one. And it was the extra-added fare that made the opening an eventful evening, the dance team, by far, garnering most of the glory.

Six-bit covers on week nights prevail, with a double take on the Saturday and holiday nights. Show presented at dinner, starting at the two bill, and after the midnight hour.

George V. Riley manages this Ralph Hitz hostelry, and Dick Mockler still handles the press relations.

M. H. Orodener.

### Coconut Grove, London

Striking novelty here is the appearance of Mathea Merryfield, American dancer, who introduced the fan dance to London some five years ago.

Miss Merryfield, shapely and stately (6 foot 2) redhead, introduces a daring and elaborate nude dance, *The Spider and the Butterfly*, in which ingenious lighting and mechanical effects are employed. Turn is highly fascinating. Mathea's dancing is graceful and her miming perfect. Prefaces this corking number with an exotic fan dance and a "champagne" number.

In for four weeks, she will probably stay longer. Supporting act is the Three Admirals, boy harmony singers, who do well with a good selection of pops.

Bert Ross.

### College Inn, Hotel Sherman, Chicago

An elevated ice rink has been installed to house another ice show for the summer. While comparatively small in proportion to the recent skating carnivals exhibited in the city, it is, nevertheless, novel cafe entertainment and a pleasant divertissement for after-dark diners. A stimulating winter scene background furnishes ample color for the affair.

Brandt Sisters, from Switzerland, are the featured attraction. A couple of smooth skating kids who work with skill and zest. They are introduced in the opening and during the show are featured in a light and dark fantasy and a fencing duel that are expertly executed.

A line of six girls appear in the miniature production numbers, cutting thru stock numbers. Rubin Scott swishes across with a fancy skating routine, and Charles and Vida Uckilla, dance team, rumba on for a session with vim and vigor.

Bud Lewis takes down the barrel-jumping honors, and Duke and Noble furnish the only comedy relief with their familiar instructor and pupil nonsense. Most of their talk is lost but some of their tricks are potential laugh-getters. Jenna, of St. Louis, is another champion figure skater who displays her wares spectacularly.

Marian Frances, striking brunet and vocalist with Frankie Masters' Band, gets a spot to warble impressively *I Was Doing All Right*, and *Oh, Mamma*. Girl is a better than average band songstress. Frankie Masters, now filling his fourth engagement here, plays danceable music and makes a personable and entertaining emcee. During vocal novelties with Marian, he doubles in a quartet which also includes Dick Kesner, Fats Fellman and Norvelle Price.

Intermission entertainers include Dr.

Arthur Marcus, "the mad magician," who keeps the patrons amusingly mystified; Myrus, mentalist, here for months and months with his ingenious offering, and Karl Marx, clown, now 'way in his second year with his clean and merry nonsense.

Minimum is \$1.25 after 10 p.m. and \$2.25 for dinner guests. Business has been picking up since the opening of the new show last week.

Sam Honigberg.

### Stork Club, Warwick, R. I.

Celebrating its second anniversary this month, this place continues as one of the class New England spots. Mr. and Mrs. A. Horowitz are proprietors. Show usually consists of four acts, booked thru William Morris and Arthur Grossman agencies of New York. When name attractions come in number of acts is cut. Club seats around 300.

Val Irving, Bill Steele and Joe Rollo are headlining a second week. Steele and Rollo have looks that draw the femmes and Irving's clowning wows the males. Boys are doing their vaude act but interpolating ad libbing and gags appropriate to night club use. Steele does the m. c. in grand style and his singing voice deserves the hand it gets.

The Benton Twins open the show with a song-dance rendition of the "Skronch," coming back later for a song-tap.

Norma Mitchell, shapely Titian-haired looker, is pleasing and graceful in a "medley of moods" dance. *Top Hat*, done in various dance tempos, and an *American Bolero* score best.

Irving, Steele and Rollo hold down the mid-portion of the program, working for 25 minutes when caught. Opening with a song, they follow with original burlesque skits on *Mutiny on the Bounty*, *Good Earth* and *Dead End*. Anything is likely to happen. But the lads' clowning, slapstick and hokum is okeh stuff with the customers.

Dollar minimum thru the week. Amie Triangolo's Band, led by Jackie Thompson, furnishes music for the show and dancing. A good aggregation.

C. A. Rosskam.

### Green Gables, Drums, Pa.

Opening his summer season at this club near Wilkes-Barre, Owner Pete Demopoulos booked a fine initial show, altho a little top-heavy with dancing.

Featuring the show are the Great Rocheys and Barbara and Maurice, reputed to be the only dance team in the country performing on stilts. Maurice, the more versatile of the pair, opened with a difficult dance. Pair later do a novelty ballroom and tap. Act is interesting and should go far.

Bill Terry is m. c. Also offers a novelty based on a broadcast from Sing Sing prison and teams up with his partner, Ena, to trace the origin of the modern dance steps.

Mona Lee and Patricia Storm, tall and stately girl team, did a waltz and a novelty acrobatic number, topping off their performance after a change with a sophisticated dance in which one dressed in tails and top hat.

Stan Hall, with a rich baritone and accompanying himself on a guitar, rendered *Night and Day*, showing considerable improvement since last seen. During dance intermissions Hall works table to table.

This nicely decorated spot features the good-looking Lee Elliot and her 10 Mistresses of Music

Demopoulos has not decided definitely whether he will feature weekly shows or just have them for the week-end.

Milton Miller.

### Savoy Hotel, London

Only two acts this week, but both swell entries.

Three Wiere Brothers, easily Europe's most original comedy act, are a knock-out with a new line in comedy. Boys enhance their great showing with fine showmanship and personality.

Richards and Adrienne Dancers, two men and a pretty brunet, are making their European debut. Act presents an original sophisticated dance in which a new line of acrobatic tricks gets solid plaudits. Turn is tastefully dressed and faultlessly routined.

Bert Ross.

### Columbia, Alliance, Closes

ALLIANCE, O., May 21. — Columbia Theater here has discontinued units offered Thursdays and Fridays since last summer. Will close for improvements and will reopen late in the summer.

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## Vaudeville Notes

BOYD RAEBURN and orchestra followed their Congress Hotel engagement in Chicago with a week at the State-Lake, Chicago, starting May 20. SALLY RAND follows into that house week of June 3. THE THREE NONCHALANTS opened an eight-week engagement May 21 at the Cafe de Yurka, Rio de Janeiro.

BLANCHART AND MIRIELLE ROZET and Esmeraldo top bill at Petit-Casino, Paris. Gino and partner, Chester Kingston, Monty, Dandreff, Sanz, Renee Gendre, Barton, Simone Ryp, Lily May and Rose Avril on same bill.

BETTY BURGESS and Sonny LaMont will play a return date at the State-Lake, Chicago, week of June 10, followed by another Peter Higgins repeater June 17.

CAB CALLOWAY will play the Orpheum, Madison, Wis.; Palace, Peoria, Ill., and Orpheum in Springfield, Ill., June 3, 4 and 5, respectively. Houses, booked by Lou Lipstone in Chicago, using spot bookings.

BELLE BAKER goes into Loew's State, New York, June 9. JOE AND MARTY WHITE are doing organizing for the New York Boys' Association, Inc., in their spare time. PERZADE AND JETAN, ballroom team, are opening a roadhouse, The Billikens, at Lake Cossayuna, N. Y., for the summer.

BOB HOPE and Jackie Coogan, now in Hollywood, will make joint vaude appearances, opening at Loew's State, New York, June 24. Meanwhile Coogan picks up the Golden Gate, San Francisco, next week. Hope is finishing his role in *Give Me a Sailor* for Paramount. BUDDY ROGERS, ending his vaude tour, left Chicago with Mary Pickford last week for Hollywood. JOE ROLLEY, formerly of the team of Gallagher and Rolley and who with Bryan Foy wrote the song *Mr. Gallagher and Mr. Shean*, is en route to San Francisco by motor from Miami, where he has been since February. He visited *The Billboard's* Cincinnati office May 21 and said he is now writing songs for Joe Goodman and Walter Donaldson.

BERT NAGLE AND CO. have secured a two-year re-engagement from the Wintergarten, Berlin. The director of the theater informs us that Nagle is the outstanding act on their 12-act bill and the best American comedy act ever to play the house. BOB BAKER, Universal pictures' singing cowboy, is en route east from the Coast on a p.-a. tour. FIVE KEWPIE DOLLS and Harry Taylor are headed for Hollywood.

ARREN AND BRODERICK are spending the summer at Russell Island, Mich. ZUDELLA, mentalist, is at present working the Mort H. Singer Theater Corp. in Iowa. BELA DANWILLE, of the Danwilles, is now in City Hospital, St. Louis, suffering from a broken back due to a fall. Act will be unable to work for six months. Meeting of the NVA club last Sunday had 335 in attendance. Old-fashioned star bicycle used by the KAUFFMAN TROUPE in the '80s has been presented to the Rochester Historical Society.

GEORGES MARTIN, who toured America in 1936, will return from Paris this fall.

BARBARA BLANE has been set by Dick Henry, of the William Morris office, for an Australian tour, sailing from New York September 27 and opening in Melbourne October 17 for 10 weeks and following with another 10-week run in Sydney. CARLENA DIAMOND, harpist in the Phil Spitalny Band, gained a settlement this week against the Keith Ohio Corp., operator of the Palace, Cleveland, where instruments belonging to Miss Diamond were damaged. HOLLYWOOD HOTEL REVUE suit against Warner and Vitaphone is set for trial in June. FLYING HIGH unit, stranded recently in Butte, Mont., was fed, paid for a performance and then given transportation money to their next stop by that gracious city.

### Nelson Unit for Kemp Time

CINCINNATI, May 21.—Morris Nelson's new unit, *Revue Magnificent*, which opened for the Sun office at the Rialto Theater here last Sunday, opens for T. D. Kemp Jr. on the Southern time at Richmond, Va., June 9. Twenty-people company features Margie Noble and the Lingerie Girls.

### Faith in Vaude

NEW YORK, May 21.—Proving his faith in better vaude conditions next season, agent William Shilling has signed up several acts to exclusive representation contracts which guarantee at least 26 weeks vaude out of 52.

Shilling points to Fenwick and Cook, team which worked 42 weeks this past season, and also to the Shanghai Wing Troupe, which worked 26½ vaude weeks and six weeks of fair. Shilling had guarantee each 26 vaude weeks.

## Detroit Nabes Fall Back on Vaude To Hypo Low Pic Biz

DETROIT, May 21.—Faced by persistent drop in business, several local theater managers are resorting to vaudeville. Tho too early to gauge true results, it appears that houses using this policy are getting at least as good business as those sticking to pictures.

Ethel Waters and her *Cotton Club Revue* are this week at the Granada. Ordinarily about a fourth or fifth-run house on a dual picture policy, the Granada stepped into the limelight this week with the Waters booking.

At the Iris Theater, operated by Al Ruttenberg, Lady Brooke, psychic, made a special appearance. Newspaper advertising extensively used for this booking. Gene Dennis, another psychic, is appearing in the lobby of the Michigan Theater, ace vaude house.

Third show of unusual type was the Federal Theater production of *The Locked Room*, opening Monday at Beacon Theater. All three are neighborhood theaters, making the trend unusually significant.

## Louisiana Nitery Season in Slump

NEW ORLEANS, May 21.—With only one Class-A spot operating, Vieux Carre clubs curtailing budgets to summer ebb and only big suburban house up for sale night club situation in this area is acute. Air-conditioned Blue Room of the Roosevelt, with Jimmy Grier's Band and good floor show, holds its head above water. Others are resorting to cheap acts.

Summer season in Shreveport is helped by growing oil boom, while Baton Rouge enjoys temporary prosperity. In Shreveport Skyline Roof of the Washington-Youree opens May 26 with Garwood Van and ork. Heidelberg Roof in Baton Rouge expands floor show and Tom Lewis' Ork replaces Harold Jordy's.

At Bunkie V. E. Harris has expanded entertainment at New Blue Moon Club with Jordy's Ork and "theater cafe" unit.

## Milwaukee Folds; Acts Paid Short

CHICAGO, May 21.—Alhambra Theater, Milwaukee, which reopened last month with a combination policy and in the last three weeks was under the guidance of three different operators, folded Tuesday night. Acts left holding the bag for the last four-day session include Evelyn Wilson, Bob and May O'Neill, Jack Lane's Lovebirds and the Edwards Sisters.

Eddie Sligh, of Sligh & Tyrrell, who placed the first three acts, says the operator, Donald Rohn, of Milwaukee, promises to pay off. He presented him a bill of some \$200, less small advances secured by the O'Neills and Lane. Edwards Sisters were booked in by Boyle Woolfolk.

Combination of poor week-day business and differences with the musicians' union forced the closing.

MILWAUKEE, May 21.—The Alhambra, vaudefilm house operated by the Great Lakes Theater Corp., folded May 23 when the musicians' union refused to deviate from its agreement whereby Dave Miller's Band was being paid in advance daily. Spot's 15-20-30-cent admission policy had been raising hob with business at various downtown houses.

## N. Y. Revival Plans Aplenty; Mostly Phoney

NEW YORK, May 21.—Vaude agents, bookers and acts are all excited over press reports that a revival of vaudeville is just around the corner—but the sad truth seems to be that exhibitors don't really love vaudeville at all, but are just using the vaude threat in unsuccessful tries to squeeze better pictures from the distributors.

Harry Brandt has been proclaiming for a half year his intention to switch 20 of his houses to vaude any minute. The Brandt houses have not been able to get good picture product and have been resorting to more and more foreign films. Brandt asked the musicians' union for a special low rate for pit men a few months ago, but has not pursued the vaude idea any further.

Meanwhile the spectacular success of the first straight vaude bill at the Casa Manana has encouraged all sorts of vaude plans. Billy Rose has cleared at least \$20,000 on this bill, which grossed around \$110,000 in its three-week run, and is now looking around for another pop-priced cabaret to be called the Pioneer Palace. He may take over the Hollywood Restaurant site.

Warner is still trying to make up its mind to put vaude or a band policy into the Mark Strand and also whether to restore vaude into the Strand, Brooklyn, where three-day vaude made a neat profit during a run of about four months this year.

The Criterion, indie house, is again mulling over vaude plans due to inability to get good film product, but nothing is set yet.

## Acts Complain Salaries Are Cut On Holdover Weeks

CHICAGO, May 21.—Acts working the B. & K. Chicago Theater with big pictures claim that they are being asked to take cuts on holdover weeks, even tho their contracts call for the same salary when options are exercised.

B. & K. executives explain that due to lower gross figures on holdover sessions the firm is forced to slice the operating budget accordingly. Where protests have been registered by acts those in demand for the current stage production are often held at the regular salary. Others that can be replaced submit to a cut or do not remain longer than a week.

Latest instance involved Rufe Davis and Ben Dova, who are on the current stage bill in conjunction with *Robin Hood*. Rufe came in for \$1,000 a week. He was asked to take a cut but refused. Ben Dova also protested over a salary slicing and won.

B. & K. maintain that acts in for holdover weeks should co-operate, as added sessions save performers traveling expenses and help the operators get on the black side of the ledger.

## 1405 Gardens Opens In Southern Illinois

ST. LOUIS, May 21.—The 1405 Gardens opened last Friday in Madison County, Illinois. New elaborate spot is under management of Elwood DeArmond and seats 1,400. Three shows nightly except Mondays when it is dark.

Jerry Colt is emcee, while Ance Gaa and Sophisticated Swing Musicians, Carlton and Diane and Peggy Duncan make up show.

Owners closed their old spot, the 1405 Club, East St. Louis, which they had been operating for the past four years. Owners believe a mammoth outdoor spot a better bet for the summer.

## Lincoln, Philly, To Reopen

PHILADELPHIA, May 21.—An auction was held last Tuesday at Harry Slatko's Nixon Grand Theater of the house fixtures to meet a levy for back rent.

Work was begun this week on rebuilding the Lincoln Theater, which will be opened by Morris Wax as a colored vaude-filmer in the fall.

### Martha Raye Goes Swank

LOS ANGELES, May 21.—Martha Raye is becoming sensitive over her stock in trade—her mouth.

Last week Martha went to court to restrain a picture magazine from using a two-year-old photograph of chimpanzee posing with her, both with their face cavity wide open. Since that picture was taken, her attorney maintains, she has gone on to bigger things.

In fact, the complaint states, she has changed during that period from the wide-mouthed comedienne to the point where she is now identified with the "higher spheres of culture and dramatic art," due largely in part to the "shapeliness and elegance of her legs."

## Chi Bookers Prefer Bands for That B.-O. Pull

CHICAGO, May 21.—Bands, in greater favor with audiences since the swing craze caught on, held up the vaudeville honors in this area this season. This is particularly true in territories using spot bookings that resorted almost exclusively to band units.

Local Balaban & Katz booking department, handling flesh bookings for the Great States Theaters and other indie houses in the Midwest, reports that bands enjoyed their best vaude season in those houses to date. Filling one, two and three-day stands, name outfits mopped up and attracted the younger set especially.

Acts greatly benefited by this trend, as each unit used an average of three to four vaude turns. Music Corp. of America had its most successful season with combination house bookings, a greater number than ever of the agency's ace bands taking in vaude tours. Such leaders as Eddy Duchin, Shep Fields, Guy Lombardo, Wayne King, Tommy Dorsey, Hal Kemp, Little Jack Little, among others, have taken in some of the best combination house dates and rolled up prosperous grosses. MCA has cashed in on its office prizes immediately after closing successful radio network shows and publicized hotel engagements.

From reports here operators are willing to continue with band units as long as they show up well at the box office. A good example is Charles Olsen, operator of the profitable Lyric Theater, Indianapolis, who recorded some terrific weeks with top bands. When Duchin played his house Olsen made out a personal check of \$200 to Peter Duchin, the maestro's infant, in appreciation of the heavy traffic attracted by the piano-playing wizard. Wayne King was the recipient of a proportionate gift. The Palace, Milwaukee, which spots occasional bookings, is another house in the market for bands only.

Warnie Jones, who books the few scattered RKO dates in the Midwest, has used a number of the baton swingers, as has Louis Lipstone, of B. & K. office, at the Chicago and Oriental theaters here.

## Warner Down to Three Vaude Weeks

NEW YORK, May 21.—Summer closings of Warner flesh houses in the East have reduced the number of weeks available to three weeks, divided among Philadelphia, Pittsburgh, Washington, Camden and Steubenville.

Theaters that dropped vaude showings for the summer in the last week include those in Lancaster, York and Reading, in Pennsylvania, and in Wilmington, Del.

### Elkort Books St. Louis

CHICAGO, May 21.—Eddie Elkort, of Music Corp., has again landed the Meadowbrook Country Club, St. Louis, which reopens for the season May 25. Name bands and two night spot acts will be used fortnightly, and changed as frequently. Opening show has Consolo and Melba and Janet Evans. Jimmy Joy's Band goes in June 3.

## Loew's State, New York

(Reviewed Thursday Evening, May 19)

This week's bill is a four-acter, plucking from four widely diversified fields, but making, in sum total, but an average layout. It is brightened mainly by the presence of George Givot, dialectician and returned-from-Hollywood prodigal, and rounds out with Jane Pickens, radio singing star; Tony Sarg's Marionettes and the flash act of Bryant, Raines and Young and Sinclair Sisters. Show runs less than an hour, necessitated perhaps by the longish *Test Pilot* film.

Opener has Bryant, Raines and Young, a two-girl ballroom and adagio trio, working out a pattern to a Viennese waltz, with the man alternating in glides and lifts with the two partners and also handling them simultaneously. Trio also make a second appearance, this time trimmed to adagio costuming, in a gripping routine executed with speed and ease. Man works both girls at same time almost continuously, giving out in double feature every trick accomplished by single teams. In between, the Sinclair Sisters score with an eccentric tap—with slight acro embellishments—that is both cute in its delivery and slightly different in content.

After getting off to a flying start with a brace of suitable ballads, Jane Pickens, stately blond songbird, decides to attempt comedy. Her legit warbling of *I Can Dream, Can't I?* and *When a Gypsy Makes His Violin Cry* showed up her rich, expressive tones and sure high notes to advantage, but her misguided take-off on the French prima donna serves to take the edge off her good work instead of spicing it. She slid back to form in time with a novel-twisted *Ti-Pi-Tin*.

Givot had no trouble at all working up his Greek Ambassador harangue to the point where every broken English word or phrase rocked the patrons. And to make sure that everyone in the house found something comical in his monolog, he added Jewish interpolations. A few minor changes and additions are the only variations to his spiel, but as it stands nonetheless potent.

Tony Sarg's marionette show is an excellently handled bit of puppeteering with comedy, and is perfectly staged for visibility and lighting considering the comparative smallness of his figures. The Robinson Crusoe depiction is a realistic bit of make-believe in action and settings. The miniature theater within the theater also served up the contortions of a girl acro dancer, the superhuman feats of a couple of acrobats and the prancing and formation of trained canines. A peep at the "back-stage" intricacies ends the novelty.

House nearly packed last show opening day. *George Colson.*

## Orpheum, Los Angeles

(Reviewed Thursday Afternoon, May 19)

Plenty of space devoted to return of Al Lyons and ork from their tour. Show opened with Lyons and the boys doing *Cry, Baby, Cry*, with Neil Castagnoli on the sax, and Ralph Mendez, trumpet, featured.

Next came Gray and Kathleen, hand-balancing act. Lots of new stuff that went over well with a responsive crowd.

Marsh and Denny, two kids who were introduced as the winners of the Southern California Big Apple contest, are good dancers. Have plenty of stage personality for their first vaude appearance.

Ginger Dulo is billed as a talent scout "find" from the Bal Tabarin. She could improve her act by standing away from the mike. Her best numbers were *I Hate Swing* and an impersonation of Martha Raye.

Mardoni, magician, knows his audience and with the help of several stooges from the audience puts over several effective tricks. Sold his act on his personality.

Berkes and Carr are showmen from the first. June Carr works every minute she's on and Berkes, in baggy pants and derby, does a comedy dance routine. Best spot was the femme appearing against a black backdrop with white fans a la Sally Rand. Gag was when she dropped fans and revealed that she was clothed in woolen BVDs. Brought a good laugh.

One of the most sensational acts to

# Vaudeville Reviews

play the Orpheum in several years is the Honey Family, three boys in white tie and tails and their femmes in evening gowns. They do a high-class tumbling act that for precision and daring hasn't been equaled here in years.

*Dean Owen.*

## Paramount, New York

(Reviewed Thursday Evening, May 19)

The high-water mark for sock stage band entertainment reached here this week. It's difficult to conceive of another crew, with the possible exception of Waring's Pennsylvanians, turning in a better job of music and fun making than Hal Kemp and his boys with the very able assistance of Borrah Minevitch's aggregation. A capacity house was regaled with a solid hour of sure-fire smash entertainment and would have welcomed a few more of the same.

Showmanship was shot thru the entire proceedings, from Kemp's slightest movement fronting his men to the finale, with Judy Starr and Saxie Dowell clowning a dance as the band slid out of sight. Kemp himself makes an ideal stage personality, knowing just when to project himself and add a big of gagging and when to step out. He looks good, as do his musicians, and has that easy, personable lightness in his emceeing that sets him in solid with an audience from the start. He's equally effective leading the band, and it was hard to tell whether the response to Raymond Scott's instrumental novelty, *Powerhouse*, was due to the ork's excellent performance of the number or Kemp's conducting of it.

Band does a good job of *Joseph, Joseph* and *Don't Be That Way* and keeps it up with *Toy Trumpet*, Mickey Bloom standing out with his handling of a couple of choruses on a midget instrument. Four-man sax section, increased by Kemp in his only playing stint during the show, has a grand arrangement of *Stardust*. Bit gets plenty of laughs, tho, as does Saxie Dowell's singing of *Ten Little Bottles* and a boogy-man ditty. Sax player displays expert comic ability and is an invaluable asset to the band. Eddie Kusby also distinguished himself with a beautiful trombone performance on *Mood Indigo*.

Vocal honors were pretty evenly divided between Judy Starr's swing warbling and Bob Allen's balladeering. Little Miss Starr, who replaced Maxine Gray with the Kemp Band a short while ago, has everything needed in a fem singer of a top-notch ork—looks, personality, a voice and a style. Impressed highly with *Week-End of a Private Secretary*, *Bewildered* and *You're Not the Kind of a Boy*, encoring with *I Can't Give You Anything But Love*, first straight and comedy. Allen contributes *Love Walked In* and *Goodnight, Angel*, scoring with each.

Minevitch himself isn't appearing with his gang for this date, one of the lads taking his place to indulge in the old but always reliable rough-house fooling with the rest, particularly the midget. There's another definite comedy talent, and he plays his trouble-making bits for all the laughs in them, which are many. It doesn't seem as tho there can be anybody who isn't familiar with the Minevitch routine, but, like rare wine, it improves with age. Their versions of *Loch Lomond* and a "musical train ride down South," with Gershwin's *Summer-time* worked in, are something to hear.

Finale has everybody in a grand arrangement of *Nice Work If You Can Get It*, with clever special lyrics lampooning several name band leaders.

The Bing Crosby-Beatrice Lillie picture, *Dr. Rhythm* (Paramount), seemed very, very weak in comparison.

*Daniel Richman.*

## Scala, Berlin

(Month of May)

After Colonel de Basil's Russian ballet last month the program for May had a very tough position. But if there were any deficiencies they were made up by the joyful and cheerful atmosphere which

surround this revue and, most of all, its origin: the revue came from Vienna and was sure to be given a warm welcome.

The name of the show is *Alles fur's Herz* (*Everything for the Heart*) and shows in 31 pictures all those many thoughts and melodies which one combines with the word "Vienna."

We find the *Blue Danube* in its many variations, the most famous of all Viennese waltzes, springtime in Schonbrunn, the favorite excursion place of the Viennese citizen. Then there are the well-known figures such as the street singers, the "Fiaker" the "washing girl" and others, not forgetting the porter and the student.

A line of 10 pretty blond girls dances genuine waltzes and fiery Hungarian melodies (Brahm's Hungarian Dances) in all sorts of costumes, old and new. In between there are stills representing famous porcelain from Vienna, Venetia, Delft to Meissen and Japan.

The clientele amuses itself and does not spare with applause. Business is excellent.

*Dietrich Schulz.*

## Petit-Casino, Paris

(Week of May 15)

Miss Niagara, American, gets top billing with a juggling act that clicks.

Featured numbers include Jacques Provot, 17-year-old accordionist, back by request; Jimmy and Charley, German comic acro team who would do better if they didn't try directing the act in English.

Other acts are Benny and Gerty, musical; Paul Grail and Jac Alain, cartoonists with talent; Janine Zorella, in a good dance number, and Cleo Boucheze, Raymond Bour, Regor, Lyjo, Jane Pierly and Jacques Provot, all poor singing numbers.

*C. M. Chambers.*

## Roxy, New York

(Reviewed Friday Evening, May 20)

Walt Disney's *Snow White* is brought to life, in part, this week with the personal appearance of Adriana Caselotti, the voice of the beautiful waif of the same name, and of Harry Stockwell, who supplied the vocals to the role of Prince Charming. Two other acts, Three Samuels and Harriet Hayes and Paul Robinson with his Harmonica Rascals, complete the outside talent for the shorter than usual presentation.

Samuels trio opens with their hoked-up precision tap work, garnering a swell hand, not so much for their comedy injection as for their neat hoofery. Harriet Hayes follows with one of the punchiest acro-control dance offerings about, and then the quartet close with more spoofing hoofing and an ensemble military tap that builds to a rousing closer. Perhaps built more along the lines of a closing act, the turn was an effective eye opener, nevertheless.

In front of replicas of *Snow White* settings, one the wishing well scene and the other the front of the dwarf's cottage, and in identical costumes as those worn in the not-soon-forgotten fantasy, Miss Caselotti and Stockwell are introduced for a song selection apiece. She offers *I'm Wishing* and he does *One Song*. Since they are the same persons who gave both performances, it would not be taking too much away from them if it is said that the in-the-flesh version does in no way approximate the breathless beauty and spell of the Disney miracle. As handsome a pair of romantics as you could wish for in real life, still the physical limitations to be encountered in matching a page out of a fairy tale is too tall an obstacle to scale. Caselotti's small voice sounds almost shrill and, altho Stockwell is the lesser sufferer by comparison, he, too, is practically stripped of his Prince Charming glamour, especially since he chooses to do the major part of his vocalizing in street clothes. Then, too, in the cottage scene, the persons in the guise of fawns and other cute quadrupeds look more as if they were meant to burlesque the setting rather than to actually grace it. The group impersonating the dwarfs did a much better job.

Paul Robinson, multiple instrument harmonicist, plays thru a number of fast tempoed pieces and on a variety of mouth organs for far returns and then brings on a set of eight boys who help him out with a *St. Louis Blues* rendition. Eight boys are also used to milk the laughs for Robinson's swallowed harmonica bit, not new any more and seen done with better results. Gets off to solid mitting, tho.

As a closer, the Gae Foster Girls hold over their butterfly novelty number of

the last presentation in which the 24 kids take their places at as many keyboards and pound out in unison the rhythms to a couple of pop tunes. It makes an unusual line ensemble number and evidence of its novelty is attested to by having been picked up by the Movietone Newsreel.

On the screen, *Kentucky Moonshine* (20th Century-Fox).

Very good business last show Friday. *George Colson.*

## Palace, Chicago

(Reviewed Friday Afternoon, May 20)

Three acts and 24 Chester Hale girls moved in for a fortnight with Radio's *Vivacious Lady*. Business was surprisingly poor second show opening day, the picture starring Ginger Rogers supposedly one of the best from that major firm since *Snow White*.

Flesh portion is the minor feature. The girls are sandwiched in for three routines, but none of them as impressive as such routines have a right to be in the hands of a couple of dozen trained cuties. Their unison work is good, but the numbers are lacking in original ideas. Open with a rhythm offering, return with *Visions in Cellophane*, a soft waltz routine, and close with a military parade.

Van Cello, the man with the barrel-rolling feet, was first of the individuals to brave the small house. Novelty is still good, but the response, quite obviously, wasn't there. Mary is on hand to handle the props. Cello's full dress outfit, incidentally, improves his appearance.

Steve Evans makes another return appearance with his clever impressions of the Polish laborer, Mussolini, Popeye and Joe E. Brown, among others. At this viewing a few more gags would have come in handily.

Buck and Bubbles, next to closing, still stack up as a strong comedy act. Chaps behave with very natural mannerisms and their informal delivery of vocal, dance and piano work is quite pleasing. While they didn't work as hard as usual, they still managed to net a heavy hand at exit time.

House band, sans leader Danny Russo, who is visiting his family in Hollywood, plays a brief overture of pop tunes. A radical departure, as house bands around here don't play overtures any more.

*Sam Honigberg.*

## Loew's Capital, Washington, D. C.

(Reviewed Friday Afternoon, May 20)

The house band under Phil Lampkin shoots too high this week in attempting for its overture Liszt's *Second Hungarian Rhapsody*, which is plainly beyond the capacity of 18 pieces. Lampkin's orchestra does better when doing pieces from popular operas.

On the stage this week it is mainly the swing and sway of Sammy Kaye and orchestra. Of course, Kaye has two girls, the Crane Sisters, the Nonchalants, and Bob Williams with his chow dog, Red Dust, but for the adolescents who crowded the house there was only swing of the hottest variety. Kaye's Band seemed surprised at the Washington youngsters' habit of beating time with their clapped hands. Local high school classes suffered today and prospects of more hookey playing exist as long as Kaye and his band stay in town.

Kaye introduced the members of his orchestra with their specialties and from beginning to end it was music broken only by short appearances by variety entertainers. The Crane Twins appear in Dixie plantation gowns, going thru two soft-shoe eccentric numbers which are mechanically perfect. However, they leave no lasting impression with the audience. Execution of the numbers is good, but personality of Twins doesn't register. The Nonchalants are among the best acrobatic comedians seen here this season. They have the chatter and the tricks, and that is all the audience wanted. Bob Williams and his chow are remarkable. The dog, on order, will go as limp as a second-hand concertina, while Williams will lift him by the hind feet to wave the dog around like someone's garden hose. His rope-skipping trick captivates the spectators. One fault is that Williams goes in for too much chatter.

Kaye's Band registers heavily with his singers, Charlie Wilson, Tommy Ryan and Jimmie Brown. Backdrops were used effectively with several numbers, the best being a transparent tropical scene during some Hawaiian songs. The Crane Twins appear behind the backdrop dressed in

# R K O THEATRES

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Radio City, New York

grass skirts to do a hula on a raised platform under a yellow spot.

Picture is *Hoh! That Kiss* (Metro) with Mickey Rooney. *Edgar Jones.*

**Wintergarten, Berlin**

(Month of May)

Wintergarten has put together a surprising good show.

Smoll and Conny, the "caoutchouc equilibrist," open the bill and astonish with unbelievable and apparently easily executed contortions.

Next comes Miss Hella and her sea lion, which does the most unexpected tricks.

Then follow the "Three Dancing Dolls," three girls from U. S. A. (blond, brown and black), who brighten up the bill with their funny show.

Siegfried von Stravinsky, 12-year-old phenomenon of the violin, is a high spot in the program. Tone, technique and repertoire of this boy are astonishing.

The Two Delucas, girls, do powerful things which even a man can hardly beat. Adolf Gondrell, billed as Germany's most popular conferencier, gossips about himself, his colleagues and this and that. Scores a great success.

Another high spot is the unique act of Bert Nagle, Miss Hilja and Co., well-known American acrobats. Altho the idea is a simple one, showing a tomat and a cat in hide and seek, love, etc., it is a very efficient one and well done. One of the outstanding hits of the line-up.

Ida May shows her girl-sailors with skillful trapeze offerings. The Two Schaefer are one of Germany's youngest yet most promising acrobatic acts. Manetti and Rhum, clowns, dispense with commendable humor. The bill concludes with a talented skating act executed by four sisters. *Dietrich Schulz.*

**Oriental, Chicago**

(Reviewed Friday Afternoon, May 20)

There is certainly no stage show famine during the Oriental's bow-out week. Previously signed contracts and the holdover of the Chicago Theater bill crowded up the bookings with the result that Erskine Hawkins' and Gray Gordon's bands and the personal appearances of Stepin Fetchit and Gene Raymond are all up for a showing. SRO business first show opening day, a sight this house hasn't seen in months. While the lengthy bill undoubtedly attracted some of the extra traffic, honors for the

capacity house must go to Raymond, who is doubling on the screen in Paramount's *Stolen Heaven*. Most healthy angle of this set-up is the encouragement it may give the Balaban & Katz officials that business is still around and will show up in good doses if lured by suitable attractions.

From the entertainment standpoint, bill is 'way too long and draggy in many spots. Previously it was decided to stage a swing battle between the Gordon and Hawkins swingsters. Change in bookings, however, spots Hawkins on his own in the initial chapter with a session of hot swing tunes. Leader, a pint-sized Louis Armstrong, could improve by slowing down during his introductions and by announcing a little more clearly. His boys play in the usual feverish style and featured, among others, are Murray Turner, pleasing tenor; Jack Marshall, hot drummer, and Deacon Paris, lively pianist. Son and Sunny supply the dancing. Boys do a sock rhythm turn.

Stepin Fetchit works in front of the curtain and is still cashing in on his lazy routine. Laughs come galore at this viewing.

Gray Gordon's Band is a minor edition on the bill, comparatively speaking, playing more soothing tunes and doing less spectacular work. Eleven-piece outfit ballyhooing tic-toc rhythm opened with the *Toy Soldier*, then a medley spotting Vocalist Betty Lane in *Please Be Kind*, and followed successively by Carl Carelli, accordionist, weaving out *Dark Eyes* in an impressive fashion; a satire by the band on *Vieni, Vieni*, a song specialty by Shirley Lane and *Tiger Rag*, the closing routine.

The Three Biltmorettes, blond acrobats, do trained work but should scissor their turn for greater speed. Their rope-skipping feature, in particular, can stand abbreviation.

Gene Raymond closes big. He was a cinch despite his weak singing talent displayed in *There's Honey on the Moon*, *You'll Be Reminded of Me* and *Alligator Swing*, among others. The girls (God bless them) went for him in a big way and they gave him all the applause he wanted. *Sam Honigberg.*

**Brixton Empress, London**

(Week of May 9)

Typical London neighborhood house invariably using vaude. Current nine-act line-up with two American entries is average.

Vardell Four, comedy acrobatic turn, hit in opening spot. Novelty is the introduction of a woman clown who is really funny. Two Rogues, hoke and acro-comedians, are fair. Nothing outstanding in their offering. Harold Walden, comedian and monologist, is typically English in style. Registers good laughs.

Seven De Guise Seymours, three men and four girls, are worthy headliners. Brilliant musical act in which they play every conceivable instrument. Smart act and get encores and recalls. Miriam, Murray and Miller, two girls and a man, from Australia, offer a pleasing musical and dance offering.

Jack Cannon and Co., American entry, make their first showing here. Cannon is a novel ventriloquist comic and registers heavily. Company consists of an attractive girl assistant and a male stooge who works in the auditorium. Act should do well in England. Lucan and McShane, headlining English comedy couple, have a mirth-provoking skit. Jackdon and Lytton, English comics, fare well in the next-to-closing spot. Two Valors (American) are amazing acrobats and contortionists who tie themselves and the show into knots. Great act this and fast-paced. *Bert Ross.*

of Vincent Yerro, Filipino mimic. Does several take-offs of movie stars adeptly, including Mae West, Penner, Garbo, Ned Sparks, a Chinese Bing Crosby, and closes with a Hawaiian hula.

Chan Knoll Trio makes its second appearance with a fast adagio, Knoll tossing and waltzing about with his partners.

Coree and Barbarg follow on for interpretative taps, winding up with some spectacular steps. Stanley and Kaplan, the former seven feet tall, put across some witty clowning and bow out with a swell eccentric dance.

Frank Ayrod has a small but talented band which works on the stage.

House about half full. On the screen, *Love, Honor and Behave* (Warner). *Rez McConnell.*

**Review of Film Short**

RAY FABING'S INGENUES, all-girl band billed as the Hollywood Ingenues in recent theater dates, come off third best to Bernice Parks and the music recordings of Josef Gersherson's studio crew in *Maids and Music*, Nu Atlas Musical produced by Milton Schwarzwald. What show is offered them is monopolized by Janice Walker, blond leader whose gyrating and pretzel-bending calisthenics should give the boys something to talk about. Parade of instruments packs 12 of the girls behind accordions, harmonicas and banjos for a passable session. Real attraction of unit is not in their looks or playing but in their novelty.

For all the charm Miss Parks radiates on the screen and for her more-than-likable rendition of *Ti-Pi-Tin*, the pert brunet was held to a single, which limitation would have been loudly overruled by any ordinary vaude or night club audience. *S. W.*

**Talent Agencies**

AL MARNEY, formerly head of the Medinah Club's entertainment and booking service, Chicago, has associated himself with the Central Booking Office there, where he will expand his efforts into club date bookings for bands, shows and radio talent. Medinah Club has discontinued its service and its Tallyho Room will be booked independently now.

ELGIN MASON, actor and former booker with the Michigan Vaudeville Office, Detroit, is now in San Francisco, where he reports money extra good for engagements, but actual volume of work scarce.

LILLIAN OKUN, formerly with the Birmingham, Castleman & Pierce agency, New York, and Marjorie Norton, model and beauty contest winner, are now associated with each other as artist representatives.

BILL STEIN, of MCA, has left Chicago for a two-month tour of Europe. . . . WILLIAM MORRIS AGENCY, Curtis & Allen, M. S. Bentham and three other agencies spotted the talent for the new Billy Rose Casa Manana, New York, show. Rose also books direct.

LEO CURTISS, of the Curtiss Booking Agency, Detroit, reports a new spot on his books, Rainbow Gardens, where he is booking a floor show Thursday nights.

BILLY SHARP, one-night band booker, has left Steifel Enterprises agency, New York. . . . WALTER J. GLUCK, of Buffalo, is booking shows at the Alhambra and the Cafe Madrid there.

**Try Saturday Night Vaude**

CHICAGO, May 21.—St. Charles Theater in St. Charles, Ill., a Sunday vaude date, is testing out a 10-act Saturday midnight show at a 40 cent top. John Benson, booker, states that feature will be given a wide build-up and sold as the *Midnight Follies*. Flesh budget for that night is around \$200.

**Minimum Charge Idea on Way Out**

CHICAGO, May 21.—With the cover charge long a past practice, the minimum charge in local hotel rooms and cafes seems headed for oblivion also. Operators figure that most patrons will spend at least an amount that equals or exceeds the advertised minimum, and that if a required spending sum is advertised it only scares some trade away. While some of the younger set takes advantage of the "spend as much as you please" policy, it is in the minority.

Change to no cover and no minimum operation boosted the stock of the Congress Hotel's Casino during the run of Nils T. Grunland's revue and prompted the hostelry's receivers to keep the room open an additional three weeks. College Inn at the Hotel Sherman and the Blue Fountain Room in the LaSalle Hotel are among other Loop spots scoffing at both cover and minimum charges. Of the night clubs only the leading few hold on to minimum fees.

**Milwaukee Club Reopens**

CHICAGO, May 21.—Chateau Country Club, Milwaukee, reopened under the management of Joe Howard-Lou Simon. Shows now used week-ends, with strolling talent on hand week nights. Nightly floor bills will come in late this month.

**Warwick, R. I., Club Closed**

WARWICK, R. I., May 21.—Hills Grove Country Club here locked its doors May 9 and apparently the key's been lost. No one's around to answer questions. One of last attractions to play there was George Dewey Washington and *Harlem Revels*, in April.

**New Shoreham, L. I., Club**

NEW YORK, May 21.—A new spot, the Dove and Turtle, intended as swank rendezvous, is scheduled to make its bow in Shoreham, Long Island, May 30. Club will be opened and operated by Carl Schmidt and Carl Werner, both formerly connected with the House of Hapsburg, swank dining spot here.

**Sally Falls and Breaks Her—Heels**

HARTFORD, Conn., May 21.—Sally Rand, closing Thursday (19) at the State here, fell 20 feet from a wire pulley rigged up on the stage that broke in the middle of her act.

She landed on her well exhibited body, tho, the only injury sustained was a set of broken heels on her shoes.

**Paterson Drops Vaude**

PATERSON, N. J., May 21.—Majestic Theater, only vaude house here, has discontinued stage shows for the summer, but will resume flesh in the fall. House carries thru hot season with sex and thriller pictures.

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**Reviews of Units**  
**Penthouse Follies**

(Reviewed Friday Evening, May 13, at the Columbia Theater, Alliance, O.)

A varied and entertaining stage production by Harry Clark, with song and dance dominating thruout the 45 minutes. Wardrobe, while not lavish, is flashy and effective. Special scenery is also used. It's the last show of the season for the Columbia.

The Chan Knoll Trio opens with a smooth waltz fantasy in which Knoll is assisted by two youthful and good-looking girls. A graceful routine, finishing smartly.

Harry Sykes, tramp cyclist, doing a difficult and amusing repertoire with trick bikes and other wheeled gadgets, is best seen here in a long time.

Plenty of effort marks the offering

# Vode-Visions Plan Blocked By Musicians

NEW YORK, May 21.—It looks as tho B. A. Rolfe's ambitious plans for his "Vode-Visions," a method of presenting variety talent without use of live musicians and stagehands, may run into a brick wall if the present plans of the executive board of the American Federation of Musicians are actually carried out.

In a statement this week that body, thru Joseph N. Weber, president of AFM, asserted it was definitely against any form of mechanized music where it displaces live music. Should the backers of "Vode-Visions" attempt any overtures to theaters where the possibility of engaging live talent is even remote, the executive board will formally approve the opposition to such moves and will inform its locals that recording by its members for sound tracks for the innovation will be prohibited. So far, tho, no actual steps have been taken by the musicians.

It has been and still is the hope of B. A. Rolfe that he would encounter no opposition from either the stagehands or the musicians, since, according to his own outline, "Vode-Visions" was not intended and will not be pushed for any theater that might oust or prevent the employment of musicians or stagehands.

Rolfe claims he has received encouraging comment from numerous agents, bookers and theater operators on his modernized vaude and since he himself has received no restraining orders from any quarter plans to go ahead with efforts to interest small-time theaters thruout the country.

Agents for Rolfe stated that they had already sold the idea for a Middletown (N. Y.) house to be shown for three days and that other dates were practically set.

## New Dallas Spots

DALLAS, May 21.—The Winter Garden closes its downtown location and reopens under the same name in suburban Oak Cliff. H. D. McCord, owner, starts his new club with oak only. Paul and his Pals are playing nightly.

Chez Maurice, penthouse nitery, returned to its usual summer price schedule of \$1.10 per couple week days and \$1.50 Saturday and holidays. Abe Berger, for past eight months handling publicity and promotion for Sam Roberts-Nicholas Boila production of *Can You Take It?*, is back on publicity for Chez Maurice. Ruth Strauss, singer, has been added to Jack Tracy's floor show.

Joe Reichman's Band enters its third week at the Baker Hotel, with capacity biz every night. Band has grossed better than at either of its two previous appearances. Band closes May 30.

## New Chattanooga House

CHATTANOOGA, Tenn., May 21.—First contract for construction of the new Bonita Theater, vaudefilm, was let this week by the Dixie Operating Co., Manager William Dowler announces.

Building is to be ready July 15. It will accommodate 800.

With the opening of the Bonita, the Volunteer will be closed for 10 days remodeling. Band and vaude units have been booked in at the Volunteer for week-ends.

## State, Hartford, Vaude Out

HARTFORD, Conn., May 23.—State Theater vaude season closed here last night with program featuring Sally Rand. Theater resumes flesh about August 15.

## Colonial, Dayton, Closed

CHICAGO, May 21.—Colonial Theater, Dayton, O., closed Thursday for the summer. House was a week-stand booked by Warren Jones, of RKO office here. Plans are to reopen it around August 15.

FORT WORTH, Tex., May 21.—Plans to lease out the concession to the Casa Manana here, Exposition leftover, have all fallen thru so far as no one wants the concession as long as the no-liquor policy remains in effect.

## Walsh Celebrates; Jermon to Radio; Other Burly Notes

New York:

GEORGE T. WALSH, former burly producer, and Mrs. Walsh forward invite to the celebration of their 25th wedding anniversary May 21 at the Church of the Holy Name, New Bedford, Mass. Congrats. . . . RUSH JERMON, ex-burly exec, related to John G. Jermon, of the former show-operating firm of Jacobs & Jermon, is now with Wilson, Powell & Hayward, airwave program constructors. . . . BETTY ROWLAND, slated for the Eltinge May 20, was forced to cancel because of her Coast engagement at the Follies, Los Angeles. . . . MAURICE AND BETTY (Whalen), dance team, are now at the Esquire Club, Toronto. Closed recently at the Mayfair, Boston. . . . GERALDINE (JERRY) LaROSE is ill in the New York Hospital. . . . QUEENIE KING, new at the Star, Brooklyn, May 20. Marjorie Roye exited day before.

### Margie Hart to Republic

MARGIE HART returned to the Republic May 20 in former featured position. New dancer, same day, Jean Rochelle in her *Black and White* specialty. Helen Capierre left May 19 to return to niteries. . . . CHIQUITA VENEZIA, dancer, late of Jimmy Kelly's and Mirador niteries, opened May 20 at the Eltinge under the billing of Zondra. . . . DIANE JOHNSON, formerly of the Hirst Circuit, is now the wife of a gold mine and oil well operator and residing in the 50s. . . . JOE MARKS, former featured comic on the big wheels, in town last week with Mrs. Marks (Mae Leonard). They returned to Hollywood to resume comick-ing with Joe Penner on the air. Also on the writing staff. . . . JOSEPH K. WATSON, another of the ex-burly biggies, is manufacturing scripts for Al Jolson on the Coast.

### Helen Van Buren III

HELEN VAN BUREN, showgirl at the Triboro, taken suddenly ill and fainted while on stage during evening show May 16. Now under doctor's care. . . . ANN LORRAINE, dancer from vaude, has joined the comedy team of Pinto and Della. . . . KARIN LLOYD, in new acrobatic routine, and Bobby Drake and June Darling Dennison doubled week of May 13 as principals and in chorus at Star, Brooklyn. . . . PEANUTS BOHN, comic, winds up four weeks at the Eltinge May 26 and opens for two weeks May 30 at the Howard, Boston. Then to vacation to be in shape for the European date in August. . . . JEAN MODE, Mary Joyce and Dorothy Lawrence moved into the Eltinge May 20 upon the closing of Paula Lind, Marie Voe, Mae Reed and Lovey Lane. Paula Lind to the Bijou, Philly, opening May 21. . . . SUNNY DAY, of the former team of Brandow (Jerry) and Day, of the 1935-'36 Indie circuit, is now front-line dancer for Jack Montgomery at the Star, Brooklyn.

### Sandler, Lindenbaum Toasted

IRVING SANDLER (Billy Edwards) convalescing in Glen Lake Sanitarium, Oak Terrace, Minn., and Henry Lindenbaum, confined at Coney Island Hospital, Brooklyn, were toasted for a speedy recovery by brother members of the Theatrical Concession Managers' Association at a recent meeting at the Claridge Hotel, where Louis Maus, refreshment and amusement provider, celebrated his first anniversary with the organization. Members assigned to boats for the summer include Murray Cohn, Eddie Ross, Morris Posner and Luntz Pavis, on the Bear Mountain; Morris Gordon and Nat Libes, on Clermont, and Sid Kramer, on Deep Water, Coney cruiser. . . . ANN SMITH and Sissie Flood replaced Cele Devine and Helen Crosby at the People's May 20. . . . MAC DENNISON and Sam Gould, along with Beth Kane and Peggy and George, booked by Parker and Ross for Grand Mountain Hotel, Greenfield Park, N. Y., over the summer. UNO.

### Chicago:

JACK GREENMAN moves his show from Denver to Salt Lake City June 3. . . . MILT SCHUSTER has placed Charmaine, Babe Carney, Patricia Morgan and Dottie Wahl into the Rialto, Chicago; Jackson and Sevier and Bozo Snyder, Colonial, Detroit; Claude Mathis, Avenue Theater, Detroit; Zorita, National, Detroit; Daranova and Yvette, Wonder Bar, Cincinnati; Ferguson and Murray, Casino Theater, Toronto, and Joan Col-

# BAA Members Ask Meeting; Want Action

NEW YORK, May 21.—A split within the ranks of the Burlesque Artists' Association became definite when Frank Penney, former first vice-president and now executive board member, filed a petition Thursday with Recording Secretary Charlie McNally demanding a meeting of the executive board and also a general membership meeting.

Penney's petition was signed by 35 members and asks for a meeting next Sunday, claiming there hasn't been a membership meeting since August, when the postponed elections were held. Penney and his group feel that the BAA has not been active enough and that immediate action is necessary to protect burly performers and chorus people before they start signing up for the new season.

Penney points to the fold-up of the Wilner house in Philadelphia, when salaries were not paid, and claims the BAA had no excuse letting this house get by without its being organized.

The BAA regained its jurisdiction over local "follies" houses December 27 and over the Hirst Circuit December 4, and also won a decision for \$1,400 from the American Federation of Actors in February. The organization has been steered by Thomas J. Phillips, president-secretary, thru this crisis.

This petition is not the first evidence of factionalism within the BAA. Last November Murray Briscoe, second vice-president, and Sam Raynor sued Phillips, demanding an accounting and claiming that the BAA had "ceased to function." Phillips filed his answer January 19, charging Briscoe and Raynor with malice and an attempt to aid employers by crippling the union.

Efforts to reach Phillips this week for a statement were unsuccessful.

## Omaha Escapes Censor Strangle

OMAHA, May 21.—Mayor Dan Butler has withdrawn his proposed city ordinance that would give city censor board extreme power over all forms of amusement in Omaha, both free and admission shows.

The new law if passed would have provided for a \$1 permit, good for one year, obtained by written application to the censor board by all operators of theaters, night clubs, carnivals and other amusement places.

Amusement people here fought proposed ordinance because it would have given board power to revoke or suspend any permit (without court order) at its own discretion at any time it deemed a violation "had been or was about to be committed."

## Two "Births" in Court Battle

SAN FRANCISCO, May 21.—Charging fraudulent advertising in connection with the film *A Baby Is Born* shown at the Capitol, ex-burly house, the Committee for Maternal Welfare sought an injunction to prevent house from showing picture. Superior Judge Elmer E. Robinson dismissed the charge after warning Manager Eddie Skolak to withdraw all advertising which led patrons to believe picture is same filmed under the auspices of the committee some time ago.

The committee, backed by numerous national medical associations, claimed it produced a \$100,000 movie entitled *Birth of a Baby*. It accused the Capitol of showing a much older film and capitalizing on the committee's picture. The Capitol film was permitted to be shown.

lette, the Casino, for a week starting Friday (20).

### From All Around:

MUFF RAGLAND, now out of the business, is residing in Louisville with her son, Rags Ragland Jr. . . . RUTH DONALD, burly principal, has taken the management of the *Miss America Revue* on the De Luxe Shows of America, carnival company. She has working for her Patsy Lee, Kitty Quinn, Pat Burke, Eileen Roberts, Peggie Winnie, Doris Faye, Helen Joy and Sue Roberts.

# Review

## Tri-Boro, New York

(Reviewed Friday Evening, May 20)

Since its reopening last month under Ed Rowland's management, this 125th street house has been playing to nice business, due to Rowland's astuteness in giving his predominantly foreign patronage the type of show it wants. Theater was well filled opening night with a noisy but appreciative audience.

Accent is on speed in every department. Bits are fast and furious, with more than a little slapstick rough-house attached to each; strippers are booked more with an eye to energy and ability than grace or finesse; production numbers and dance routines are banged across, and thru it all the five-piece pit band seems to be trying to blow the roof off the place. It's all hardly restful or relaxing, but the Tri-Boro's mixed customers aren't there to relax.

Show has two personalities who are just what the doctor ordered for this crowd. One is redheaded Georgia Sothern, whose description of "dynamic" by the announcer is marvelous understatement. Dynamic isn't the word for it. They haven't coined one yet to describe the gal's gyrations, head-tossing and grimly determined vehemence as she gives her all—but all—for her art. This is burlesque at white heat.

Almost on a par with Sothern is blond Gladys Clark, who breaks up what monotony there might be in just frenzied stalking and stripping by a performance on a clarinet, which is short on virtuosity but miles long on vim and vigor. Something approximating the *St. Louis Blues* is delivered at one point in the recital.

Rest of the performers aren't too far behind these pace-setters in giving the boys what they paid good money to see. Joy St. Clair, of the stock group, is an attractive lass and knows her way around a strip-tease, and Barbara Doane does quite all right by her public in disrobing artfully and provocatively.

Bennie (Wop) Moore and Irving Selig have much better comic material to work with here than when caught a few weeks ago at the Republic. No dramatics for Moore this time, but an unadulterated comedy performance which has a lot in it to recommend. His Niagara Falls bit is exceptionally well played, and there's nothing wrong with a Western Union act, either. Selig gets his share of the laughs with a few amusing skits, and both comedians work hard and often to keep up the fast pace demanded by Rowland for these productions.

Elso Lang and Murray Green have built up a nice following here with their vocal work, Miss Lang especially pleasing the crowd with her capable soprano. She does an effective rendition of *L'Amour, Toujours, L'Amour*, which comes as a welcome relief in the midst of all the hectic goings-on. Green joins her in *The Donkey's Serenade* to one of the best hands of the evening. Pair looks good and sings well.

Joe Wilton and Jimmy Francis handle the straightening this week in a highly creditable manner. Daniel Richman.

## AC Biz Show a Success

ATLANTIC CITY, May 21.—Atlantic City Business Show, held at the Steel Pier this week, proved a success from both the standpoint of attendance and exhibits. Event, which will be an annual one, is sponsored by the local Chamber of Commerce. All the amusement attractions of the city joined in the show. Steel Pier had a large display featuring the line-up of summer orchestras, headed by Rudy Vallee, Benny Goodman and Guy Lombardo. Hamid's Million-Dollar Pier had a booth set up showing the new theaters and amusement centers being built on the Pier.

## Darien, Conn., Spot Sold

BRIDGEPORT, Conn., May 21.—Arrow Inn, on the Post road, Darien, Conn., changed hands when Walter Frederick, Norwalk, purchased the spot from Carl Van Bosch.

## Huntington 3-Day Vaude

NEW YORK, May 21.—Huntington Theater, Huntington, L. I., adds Saturday to Monday vaude beginning with next week, booked thru Arthur Fisher Agency here.

# Thru Sugar's Domino

IN RECENT weeks we have been doing a lot of visiting in the radio departments of advertising agencies. One doesn't learn much about radio on such excursions but there is an awful lot of interesting dope to be picked up about the men who are behind the shows on today's airwaves. These gentry are as different from the showmen we have known thru the years as night and day. The men who have been left behind who can no longer exert the influence they did in the days when vaudeville was king and when radio was a puny infant do not suffer by comparison. To be brutally frank about it, the average agency man knows as little about the product that he trades in as it is possible to know—and get away with it.

The showmen of yesterday knew their field backwards. Despite many pardonable faults inherent in showmen in an era when the struggle for survival was not as intense as it is now they were well versed in talent—and so well versed that they carried their files under their hats. The average agency executive of today lives within his own smug little world, frowns on showmen and considers it an execrable sin to listen to programs that are not handled by his own agency. This is a composite snapshot of the men who buy and assemble shows for the air and should serve to explain why an evening's air entertainment on an average night is so vile. Theater showmen who worry about air competition prove by their anxiety that they don't listen to the radio as often as they should.



E. E. SUGARMAN

There are many things wrong with radio. We don't intend to discuss these in detail here. What does concern us for the purpose of this week's sermon is the dearth of real talent on air shows and the alarming fact that radio seems to be doing nothing to stave off the day when networks, agencies and sponsor will really go begging for talent while it grows, as now, in profusion all around them. Radio does not seem to be worried about the talent situation now—and it probably isn't. Which doesn't speak well for the network nabobs and the agency talent buyers. They are probably being lulled into a state of serene self-assurance by the never-ending flow of guest stars borrowed from the screen and stage. The guest-star vogue can't possibly last. Something will have to be done to satisfy a public that grows more and more discriminating—and when that time comes the radio moguls will be sitting out on the end of a limb unless they wake up and do something real soon.

The agency men can't be blamed quite as much as the network executives. The agency men haven't as much power as their network confreres—and they can't be expected to lift themselves out of the ditch into which their lack of equipment has thrown them. But it is the network executive who has the greater stake in the talent situation. He must not only sustain interest in his network's shows but he must also fight other channels or media of advertising that might conceivably bring greater returns for the advertising dollar.

There are several—but by no means a great many—instances of radio names being built up by agencies, working in with sponsors on a carefully planned series of shows. One cannot point to more than a half dozen names that have been built up by the networks, which have the time at their disposal to do with as they wish and other resources unequalled in other branches of the radio industry.

Sponsors are not interested merely in buying radio time. Any agency man knows that instances arise every week of sponsors originally cold towards radio being sold shows on the basis of clever production, good talent and other factors inherent in the shows. Networks can sell more time if they were to use both showmanship and the daring that is closely linked with showmanship.

Let us look at today's network picture to illustrate what we mean by the last crack. When one of the networks succeeds in putting over a wow show thru the commercial route the opposing networks stand by and don't do anything about it. If an hour show definitely clicks on one network the others give it half-hearted opposition (which is worse than none at all) by breaking up their concurrent time with 15-minute sustainers that represent poor talent, sloppy productions and costs proportionate to the types of shows being turned out. How these networks expect to sell time on this basis is beyond us. The fact remains that they don't—until in one way or another the blinding opposition is removed.

There are hundreds of young artists of every type waiting for a break. These young people—all as chock-full of talent as the most successful air personalities today—will work for a pittance comparatively. They can be molded. They possess enthusiasm and their heads aren't as swelled as many of the artists that have been deified by sponsors and moronic fans. Why can't the networks invest some time and money of which they have plenty in building up sustaining shows of sock caliber?—and putting these shows on in opposition to the commercialized sure clickers of their neighbors? If an agency can develop a good show, a network surely can. There is a great public that would thrill to a sock sustaining show—thrill alone to the idea of listening to quality entertainment untainted by commercials. The others—the morons who aren't at home unless sales talks are shouted at them and premiums shoved into their faces—will get accustomed to the idea of non-plug shows. Not that plugs should be entirely avoided. A network can sell itself, even its leading advertisers with its own shows. It hasn't been done before but that doesn't mean that it shouldn't or cannot be done. How much easier would it be to sell the type of show we visualize than a nondescript artist on a 15-minute sustainer at a very poor hour? Any shrewd advertiser would be interested in buying "as is" a show that has already been built up by a network and one that has already established a following at a good hour.

What we have suggested represents only one of many things networks can do to fight intra-industry opposition, build up new talent and sell more time. Talent is the most important element, however. The more new talent that is dug up, the more personalities developed, the less arrogant will be those who are on top and think radio can't function without them. It is our very strong conviction that sponsors overrate by far the value of radio names—that they are in most instances paying salaries that are entirely too high. The purpose of sponsorship, after all is said and done, is to sell merchandise or services. If a show or personality does that it serves its purpose. But time and again examples come to our attention of sponsors doing an excellent selling job with the soft-pedal on expensive talent, concentrating instead on the elaboration of good ideas and the building up of good shows without names drawing prohibitive salaries.

There haven't been enough studies made of sponsor identification angles and of the question of whether good-will towards products is actually created by the bang-up shows that draw the greatest listening audiences. We have a feeling that if scientific studies could be made of these angles the results would be surprising to sponsors and rather disillusioning to artists who consider themselves the greatest salesmen the world has ever known. The swell-headed big shots can't point to sales as an index of their proficiency because there isn't a sponsor of any consequence who does not also use other media.

## Casa Manana's New Vaude Bill Revives Memories of Old Palace

NEW YORK, May 23.—The old Palace seems to have definitely moved into Billy Rose's Casa Manana, where the second of its straight vaudeville bills was launched last night before capacity audiences.

Set for two weeks with options, the new bill is first-rate variety that's streamlined. It has Frank Fay doing a welcome return and ingratiating himself solidly with soft-spoken sly comedy.

Bert Wheeler is a sock item, his "feud" with Fay providing continuity for the show. Irene Bordoni is another pleasing return. She is still a fine personality and skillful singer of sentimental and saucy ditties.

Hal LeRoy impressed as usual with his rubberleg and fancy tap dancing, and Aunt Jemima entertained with her pleasing warbling and heavyweight personality. Henny Youngman and Louis

Prima were almost newcomers compared with the rest of the bill, but they smacked across their acts with ease. Youngman's fast line of amusing gags is a delight, while Prima's hot trumpeting and swing band are among the joys of swindom.

Vincent Lopez did some of his old favorites at the piano and led his fine orchestra of 12 thru fine show accompaniment and for dancing. Two vocalists augment his band: Whistler Fred Lowery and an unbilled baritone.

A novelty is the champ table tennis team of Ruth Aarons and Sandor Glantz, which could do better if it avoided extra fancy shots.

A sentimental session is provided by three oldtimers—Charlie King, who drew a big ovation and put over a couple of ditties with great feeling; Eddie Leonard, in blackface, who revived old memories with his famous songs, and Fritz Scheff, whose name is synonymous with *Kiss Me Again*.

Rose has blended three generations of vaudeville headliners into this show. When he trims and reroutines it a bit it should please the most discriminating vaudeville patrons. And with prices so reasonable the crowds ought to be heavy enough to keep these bills going for at least three weeks.

Kay Parsons is now entertaining in the Palm Beach Bar. Sidney Shier is still doing a handsome publicity job.

Paul Denis.

## Plans Made To Reopen Hollywood, New York

NEW YORK, May 23.—Dark since the first of the year, the bankrupt Hollywood Restaurant here may reopen again by the middle of August. It is understood the place has been regained by Nat Moss and J. Jay Shelley, the latter a Detroit bank roller.

Plans call for the remodeling of the cabaret to make full use of the ground floor. Lee Shelley, son of the new partner, and his orchestra will be a feature of the opening show, at present skedded for August 20.

## Chantress Tries Cleffing

NEW YORK, May 21.—In addition to her click vocal tricks with Chick Webb, swing diva Ella Fitzgerald is turning her spare moments to tunesmithing. A collab with Al Feldman, *Tisket, Tasket*, borrowed from a *Mother Goose* rhyme, has already been recorded by Decca and optioned for publication by Robbins Music. Ella has a flock of lyrics to which she is having Artie Shaw adapt melody, already having concocted *Oh, Boy, I'm in the Groove* and *Oh Gee, Oh Gosh, Mercy Me*. Ted McRae, tenor sax with Webb, placed *Back Bay Shovel* with Robbins.

## NBC Announcer Found Dead

NEW YORK, May 21.—Neel B. Enslin, NBC radio announcer, who handled the Lowell Thomas broadcasts among others, was found dead in the gas-filled kitchen of his apartment here yesterday. He returned to work recently after several months' illness. Enslin was formerly a baritone with the American Opera Co., and his wife was formerly known in musical comedy as Beatrice Kneale.

## Wrestling in Night Club

MILWAUKEE, May 21.—Tom Terris has opened an annex to his Club Terris. Spot offers floor shows nightly arranged by the Dick Pritchard Entertainment Service, with wrestling Monday and Thursday nights. Club Terris boasts a specially constructed 300-foot bar around a regulation size wrestling ring.

## Dancers Back From Cuba

NEW YORK, May 21.—Ballet Caravan, first American dance troupe to appear in Havana, returned from Cuba last Thursday and made straightway for Glassboro, N. J., for the season's finale at State Teachers' College. Opener of next season will be in Toronto, October 10, which will inaugurate a 10-week tour to the West Coast.

## Dance Schools Plan Reforms

NEW YORK, May 21.—Dancing School Board of Trade, organized last month, announces that its program will urge legitimate advertising methods among smaller dance schools, maintenance of tuition price standards, stoppage of free schools and opposition to the Federal Arts Bill in its present form.

## Milwaukee Law Eased

MILWAUKEE, May 21.—Common council has voted to repeal the ordinance which made it mandatory for taverns to close from 2 a.m. to 8 a.m.

## Cincy Loses in Attempt To Halt "Birth" Showing

CINCINNATI, May 23.—Common Pleas Judge Charles S. Bell today ruled that the showing of the pic *The Birth of a Baby*, which was to have opened at Keith Theater here May 13, should proceed unhindered. Ruling followed action of City Manager C. O. Sherrill, who refused to permit the film to be shown unless certain scenes were deleted. Judge Bell based his ruling on the fact that since the State of Ohio had pre-empted the field of movie censorship the city of Cincinnati had no power to introduce its own censorship.

Ike Libson, owner of Keith Theater, stated he was unable to say immediately when the film would open, but that it would be screened as soon as possible.

## Orks Set at Spokane Spot

SPOKANE, Wash., May 21.—Despite cool weather, approximately 1,500 were attracted by Roger Pryor at the opening of Natatorium Park last week. Traveling bands are spotted here, Billy McDonald serving as house band. Inland Empire bands starting summer runs include George Maloney at Desert Roundup nitery, Dutch Groshoff at Liberty Lake Park, Carl Haworth at Wandamere, Steve Mattausch at Pocatontas Bay near Eloika Lake, Norn Thue at Honeymoon Bay on Newman Lake and Bob Dudley at Hampton Park on Newman Lake.

## Hillbillies Retreat

PITTSBURGH, May 21.—Local 60 had members playing in Little Paris Cafe this week after hillbilly pickets petered out. Tex Harrison, of Harrison's Hillbillies, was jailed overnight on \$2,000 bond for "conspiracy against the peace" as aftermath of slugging AFL picket captain John Taimo. Battle to oust the outlaw musicians "cost us money, plenty money." Local 60 Secretary Charles Graeffelder sighed.

NASHVILLE, Tenn., May 21.—The Golden West Cowboys, hillbilly song sextet on WSM, left Saturday (14) for Hollywood to fulfill one picture contract with Republic.

## Friday Fraidies

HARRISBURG, Pa., May 21.—Cooperation of radio and theater made possible last Friday, the 13th, a backstage broadcast airing the superstitions of showfolk. Participating in the program over WHP were members of Count Berni Vici's *French Follies*, currently playing at State.

Discussing their superstitions on the road were Wally Brown, Gene Gory, John Paul Jones, Roberta, Mildred Lane and Max Gallin. J. F. Rodgers, State manager, also went on the air briefly.

## New Kay Show A Flash Combo

**Biz fair despite much opposition, bad weather—big top accommodates 4,000**

MINERVA, O., May 21.—Kay's Comedians and Bombo, William Ketrow, owner-manager, and Frank Ketrow, general agent, is here tonight for a single engagement, to be followed with Ashland, O. Sunday and Monday; Marion, O., Tuesday; Bellefontaine, O., Wednesday, and Urbana, O., Thursday. Flash from cookhouse to center pole, the new Kay organization has enjoyed fair business since the opening four weeks ago, despite heavy opposition from circuses and carnivals and considerable cold and rainy weather.

The Kay show is one of the most modern tent theater organizations on the road. The Baker-Lockwood top, an 80 with three 30s, has accommodations for 4,000 people, with the reserves elevated to afford a good view of the stage. Show equipment and presentation have drawn much favorable mention all along the route to date. Company gives a daily street parade, with Bombo, huge elephant, the chief bally feature.

On the show's staff, besides William and Frank Ketrow, are Gene Christian, publicity; "SeaBee" Hayworth, producer; Nida Bernhart, chorus producer; Maude Ketrow, secretary-treasurer, and Roy Rice, boss canvasman with a crew of 20. Cast comprises "SeaBee" Hayworth, Marion Andrews, Dixie Wilkerson, Don Gibson, Floyd Winters, Kiki Winters, Edith Bookman, Phil Lynn, Buddie Bookman, Henri Neiser, Ernest Candler, Darl Hullit, Robert Ketrow, Nida Bernhart and Thad Wilkerson Jr. Chorus ensemble is made up of Dixie Harris, Irene Gibson, Dorothy Bookman, Merce Neiser, Libby Mack, Jackie Stillman, Helen Wayne and Mary Hraboski.

Orchestra has Rudy Hoff, leader; Don Phillips, Vic Vitchner, Julian Babs, Jack Evans, John Cody, Bill Miller, Henri Neiser and B. Bookman. Frank Peters has the novelty and candy concessions; Eddy Padden is chef; Ed Rou, electrician; Al Moody, property chief. Frank Ketrow has five men in his billing brigade and the boys are plastering the show like a circus. Company offers a revue type presentation.

Equipment is trimmed off in flashy red, white and blue colors, with the sides of the trucks attractively painted to depict the various features.

## Texas Okeh for Zogi; Oklahoma, Kansas Next

EMORY, Tex., May 21.—Zogi Players are playing two and three-night stands under canvas in this territory, featuring the Great Zogi in magic and illusions. Business is reported as satisfactory. Working under a 40 by 80 tent, show is transported on two trucks, three house trailers and three passenger cars.

In the roster, besides Zogi, owner-manager, are Mrs. C. Frank, secretary-treasurer; Harry LaReane and wife, comedians; Joe Purcell, comedy; Bob Castrahalt, leads; Polly Purcell, ingenue; Clarence Frank, leads, and Al Burdick, banners and press.

After leaving the Lone Star State the Zogi Players will work across Oklahoma and into their established Kansas territory for the summer.

WRITE FOR PRICES ON **DRAMATIC-END TENTS**  
Fulton Bag & Cotton Mill  
Manufacturers Since 1899  
TENTAGE, BUNN, OAKS  
MINNEAPOLIS, NEW YORK, ST. LOUIS, ST. PAUL, ST. CINCINNATI, OHIO

TRY OUR NEW JUMBO 17x26 WINDOW CARDS.—200, ONE COLOR **\$8**  
INK

**CURTISS SHOPRINT**  
CONTINENTAL, O.

"Tent Show Headquarters Since 1905."

**WANT QUICK**

Leading Man that does Specialties or doubles B. & O. Would consider Team if salary is right—Man for Leads, Wife for Specialties. Tickets, no parts. Long, sure season in South. Wire, stating all. Pay your wires; I pay mine.

BISBEE'S COMEDIANS, Kuttawa, Ky., week  
May 23.

## Managers-Players!

All managers and performers are invited to contribute news items to this page. It is our aim and purpose to make this department as interesting and helpful as possible. We can do that only if we have the co-operation of the managers and players in the field. In sending in news items all that we ask is that you confine yourself to facts and that you keep your communications brief and to the point. It isn't necessary to write a long letter; a postcard will do. May we have your co-operation?

## Donella Troupe To Play Under Auspices in Idaho

SALT LAKE CITY, May 21.—Donella Dramatic Co., Don Taylor, director, now in rehearsal here, will open its new season at Hagerman, Ida., May 23 under sponsorship of the American Legion. Troupe is set on a long string of one-nighters in Idaho, all under auspices. Advance and publicity are being handled by Brownie Brooks and Harry B. Banks, respectively.

Cast will this season include Virginia Dale and George Jackson, leads; Eleanor Deiwert, Betty Francina, Don Taylor and Chester Jackson, all of whom will double in vaude specialties. Jackson will also lead a five-piece ork.

## Leonard's Lines

FLOYD, Va., May 21.—Wind, rain and cold weather are still dogging our footsteps, but manager and personnel are optimistic.

Bob Brockman, our juvenile man for past two seasons, was married to Clara Looney, nonpro of Buchanan, Va., last week. They will settle in Bob's home town, Reidsville, S. C.

Lynverd Williams has replaced Bob Brockman on juveniles.

The writer celebrated his "umteenth" birthday May 8 and received numerous presents from members of the cast, who gave a party in his trailer.

Our swing orchestra is getting plenty extra dance work.

Visitors entertained past week-end were Mayor and Mrs. Blount, of Buchanan, Va.; Billy Blount, formerly of the Dick Lewis Players; Fred Harlow, former agent of Dick Lewis show, and Jimmie Rafferty, former agent, now located in Buchanan.

Mrs. Johnnie Bishop had as her guests her brother and his wife, Mr. and Mrs. F. S. Kirby, of Danville, Va.

JOHNNIE BISHOP.

## Shaver's Entertainers In Virginia Territory

AUSTINVILLE, Va., May 21.—Shaver's De Luxe Entertainers, who launched their canvas season in this State several weeks ago, have been engaged to show here next week under the auspices of the P.-T. A. Company has enjoyed fair business so far considering the cool weather. Show works under a 40 by 80 top with a seating capacity of 450.

Cast comprises Slivers Shaver, manager and producing comedian; Margaret (Bebe) Shaver, Buddy Barnett, Jean Mathus, Brodus Stywalt, Carl (Chick) Wheeler and Dubell Slace. There is a line of four girls. Troupe moves by motor, carries its own light plant and plays week stands under auspices.

## By Gosh Goes Tent Show

RICHWOOD, W. Va., May 21.—By Gosh, whose gift show this week concluded a 35-week season in houses, opens Monday (23) with a canvas attraction carrying 15 people, three trucks and four trailers to play week stands under canvas. Tom Aiton is blazing the trail and hanging an attractive line of paper. Roster includes Billy and Betty Blythe, Eddie Deloy, Layne and Mildred, Bernice Excess and a four-piece ork. Top seats 500.

## Obrecht Moves Under Canvas

LAKE CITY, Minn., May 21.—Christy Obrecht Players, who have been showing Minnesota theaters for the past eight weeks, began their annual tent trek here Monday (16). Roster includes Christy Obrecht, manager; Fritzie Obrecht, Dick Shankland, Jeannette Reese, Mason Wilkes, Dick Caldwell, Evelyn Easter, Frank Peterson, Norbert Weiler, Harry Smith and Clinton Nelson. Jerry Ketchum is blazing the trail.

## Mass. FTP-ers For Tent Trek

BOSTON, May 21.—Massachusetts Federal Theater Vaudeville Project debuts under canvas at Stoneham, Mass., May 25 under the auspices of the Rotary Club. Decision to conduct the tent show came last week-end when contracts were signed with Nathan C. Oban, of Nashua, N. H., from whom the tent equipment has been rented on a 40 per cent basis. Federal Theater takes 40 per cent and the sponsors 20 per cent.

Set-up of the Federal Theater Tent Show gives the Company three groups: the Swanee Minstrels, 70 people; Black and White Revue, 60 people, and 10-act vaude show of 60 people. Band (15), under the leadership of Philip Thorpe, will carry the show and play the concert. Troupe will play two-day stands, with the sponsor getting the Swanee Minstrels one night and either the Black and White Revue or the 10-act vaude bill the other night.

Oban will furnish six men to accompany the motorized show, a 52 by 110 foot tent, 800 seats, two dressing room tents, three Ford V-8 trucks, one Packard seven-passenger automobile, one office trailer, a Delco lighting plant and complete stage mounted on a truck. Federal Theater will add three trucks to cart the scenery and wardrobe.

Thomas D. Senna Sr., assistant State director of the Massachusetts Federal Theater Vaudeville Project, will supervise the tent trek. Boss canvasman is Mac B. Rutherford.

Admission prices are scaled 40 cents top for adults and 25 cents for children, nights; matinees, 25 cents adults, 10 cents children. Concert admission has been fixed at 10 cents.

## Heffner-Vinson Hi-Lites

CLARKSVILLE, Tenn., May 21.—Mildred Harris Chaplin pulled lengthy front-page interview in *Paris* (Tenn.) *Post-Intelligence*, and Paris gave show good business.

Mayfield, Ky., was lost due to all-day rain and lot on city ball park a sea of mud. Clearing skies next day at Murray gave us a packed house. Cowboy Gwin, who batons street band, had trouble keeping boys on wagon when parade took us thru campus of State Teachers' College at Murray.

Band marvels daily at Earl Warman's deft handling of the 33-foot band chariot in noon traffic during parade.

Visits exchanged with Frank Smith Show when outfits were near. Missed some names, but noted Oscar V. Howland, John Coop, Manager Smith and wife, Jimmy and Edith Erickson, Hazel Williams and Gene (Honey Gal) Cobb.

Doyn Dodd, city attorney at West Memphis and former musician with this opy, and Billy Terrell were visitors at Paris, Tenn.

H. P. Paris, former rep agent, now located at Mayfield, Ky., was on the lot there.

Calvin (Cowboy) Gwin and Dorothy went to Memphis Sunday to visit Royal American Shows. Curly La Vere, formerly on here, is now with Royal American.

The Herberts visited John Lawrence Show Sunday and said they saw my old friends, Dick and Hazel Butler, last year with Jack Kelly.

Our eye-filling chorus in beautiful wardrobe, designed and executed by Dolly Lewis and Beatrice Le Roy, never fails to get a hand. AL PITCAITHLEY.

## Cannon Shots

HOT SPRINGS, Va., May 21.—Things slowed up quite a bit this week, what with two-day stands and incessant rain. Billed in here for two days, but first day canceled because of bad lot and pouring rain. Taking the lay-off in good spirits, we made a theater party out of it and attended the local opera house.

Nearly the whole gang enjoyed a visit on the lot of our big brother, Billroy's, in Charlottesville last Friday. The writer renewed acquaintances with Gus Schultze, Johnny Finch and Eddie Mellon.

Just by way of proving that romances blossom on this outfit, E. S. Holland, agent, is now writing specials to one of the chorines and comes in every Sunday. BUDDY CANNON.

## Rep Ripples

ALFRED CUNNINGHAM, veteran rep actor, is back in Boston after a fair season of directing amateur shows thru New England. . . . THE CHERRY SISTERS (Effie and Addie) are considering an offer to join *The Big Ole* show in Dakota, according to their manager, Carl Whyte. . . . TIZOUNE DRAMATIC troupe of Montreal is playing New England towns under auspices of French societies. . . . RUSTY WILLIAMS postals that he and his wife and two daughters, Wilma and Billie, are well and happy and enjoying a pleasant season in Dixie. . . . WINNIPEG PLAYERS are operating thru Western Canada with a modern version of the old favorite, *Caste*, written by E. F. Hannan. . . . MASON COGSWELL, well known in the rep field, and his brother, Winston C., tenor on CBS from Montreal, have adopted the surname of Curry for professional purposes. They are now known as Mason Curry and Winston Curry, respectively. Mason is still producing and directing shows under sponsorship in the South but hopes to get back on the road before the season closes.

FRED S. WALCOTT, of Rabbit's Foot Minstrel fame, is associated with Ches Davis and the Littlejohns in the presentation of Davis' *Chicago Follies* under canvas. The show is using Walcott's show equipment. . . . FRANK TYNDALE, ex-rep trouper, is trying to arrange a circle of towns for a small outfit, with headquarters at either Bath of Rockland, Me. . . . FANNIE MASON, erstwhile repertorian, recently presented her screen and stage kiddies at the Marcal Theater, Hollywood, in a vehicle from her own pen, *Children of the Range*. . . . RAUL (DOC) LANDRY has closed his small dramatic and med opy and is back in Boston looking around.

W. E. (BILLY) SMALL, formerly of rep, reports that in driving from Florida to New England recently he encountered 16 tab, dramatic and vaude outfits and stays that Georgia, the Carolinas and the Virginias are over-run with the smaller shows. . . . AL GRANT, of General Concessions Co., Cleveland, was a visitor at the rep desk Monday of last week. Al recently came up from the South, where he says he bumped into a host of attractive outfits. Business all along the line, however, has been only fair for the shows, he infos. . . . HARRY G. HUSBAND, president of the Nashville Tent and Awning Co., accompanied by his entire tent crew, made a 30-mile journey last week to catch the Heffner-Vinson Show, for which the Nashville firm made the big top. "The show is one of the finest, cleanest and most delightful tent shows on the road," pipes Husband. "Outfit travels on a fleet of beautifully decorated trucks and trailers and represents an investment worth seeing." . . . A WIRE FROM Wayne Bartlett, of Billroy's Comedians: "When you lose your blue pencil will send some more briefs. Until then Billroy's Comedians are doing fine."

## "Town Hall Follies"

### Begins Canvas Swing

KANSAS CITY, Mo., May 21.—*Town Hall Follies*, in rehearsal here for the past two weeks, leaves here tonight for Ottawa, Kan., where the show opens under canvas Monday under auspices of Veterans of Foreign Wars and sponsored by local merchants. Policy of show will be week-stands at popular prices with change of bill nightly.

Roster includes Marylyn Brown and Bob Allen, producers; Maxine Frederick, Madam Ve Ara, A. B. Frederick, Lola Faye, Pat O'Hare, Marie Starling, Billy Norvis, Forrest George, Ernie Atteberry, Forest Brizendine, Juanita Milner, Jack Starling and Clyde Shubert.

## Majestic on 25th Cruise

VANCEBURG, Ky., May 21.—Majestic Showboat, T. J. Reynolds, owner-manager, which began its 25th season three weeks ago, is currently playing Ohio River towns, moving toward Cincinnati. In the Majestic cast this season are Margaret Reynolds, Ernest (Toby) Vevea, Harry Rollins, Helene Hill, Paul Palmore, Mary Wagner, George B. Hill and Fred Campbell. Bill being offered is *Toby Steps In*. Prices are scaled from 15 to 35 cents. Craft seats around 350.

# Magic

By BILL SACHS

(Communications to Cincinnati Office)

**D**R. ARTHUR MARCUS, the "mad magician," now in his eighth week at the Sherman Hotel, Chicago, is doubling in the Buttery Lounge of the Ambassador Hotel, that city. . . . EVANS BROWN, musical magician, is set in definitely at the Rex night club, Terre Haute, Ind. . . . BEN GUNDELFINGER (Tekara), Indianapolis' oldest active magician at 72, cracked *The Indianapolis Sunday Star* May 15 with a lengthy story reviewing his magical career over a period of a half century. A photo showing Tekara in action accompanied the yarn. . . . VANTINE AND CAZAN, presenting *Miracles of 1938*, are in their fourth week at the Stork Club, Kansas City, Mo., said to be the longest period any team has ever been held there. . . . DON GREENWOOD is working private engagements in the Philadelphia area, booked by Taylor & Smith. He will hit the road again as soon as his wife, Chloe Daire, who recently had a date with that long-legged bird, is able to work again. The new production has been named Donald Rees. . . . A BURRIS, Frederick Barrington (C. C. LeBey) and John Rasch, magicians, write in to complain against a certain mystic whom they caught recently at the Ritz Theater, Ybor City, Fla. They charge the mystic with unnecessarily exposing a number of leading effects in spiritual phenomena. "He had his audience spellbound, and there was no need for the expose," they write. . . . HOOPER, colored magish, opens the season at Washington colored park, Suburban Gardens, May 16. He's carded to remain there until September 7. . . . CINCINNATI PLAYS host this week to the delegates to the SAM Convention. Local SAM lads have made elaborate preparations to entertain their guests and a gala time awaits those who attend. Local IBM members also are putting in a lot of hard work in preparation for the IBM conclave to be held in Cincy June 14-16, and it, too, should prove an outstanding event for the visiting magi. It's too bad, tho, that stubbornness and lack of foresight of certain individuals prevented the two conventions from being held in immediate sequence.

**M**ILBOURNE CHRISTOPHER, Baltimore more magish and knot expert, opened Friday (20) in the Walnut Room of the Bismarck Hotel, Chicago. He worked at the recent SAM show in Chi and May 14 displayed his talent at the Milwaukee Athletic Club. . . . CENTRAL STATES Magicians will hold their 13th annual Jinx Carnival at Cedar Point, O., August 12. Baffles, of Canton, O., is in charge of arrangements. . . . RING NO. 20, IBM, Harrisburg, Pa., recently met to plan the season's outdoor activities and discuss the idea of sponsoring magic shows in various Pennsylvania parks this summer. . . . CHARLES A. ROSSKAM, *The Billboard* representative in Providence, was elected president of Rhode Island Assembly No. 25, SAM, at the annual meeting recently. Edward C. French was re-elected vice-president; C. Foster Fenner, secretary, and Merle Payne sergeant at arms. Other officers chosen were Samuel Klibanoff, treasurer, and Fred Poole Jr., conductor of entertainments. . . . ALICE LESTER, wife of Noel Lester, magician, is working night clubs in the New York area billed as Carol Keith. . . . DAVE MILLAR, formerly with the Noel Lester show, has joined the Cetlin & Wilson carnival company as talker on the girl show. . . . MARQUIS THE MAGICIAN, now touring the Pacific Northwest, posts from Vancouver, B. C., that he's sailing for Alaska late this month. While in Tacoma, Wash., recently Mr. and Mrs. Marquis enjoyed a visit from Ray Gamble, Tacoma business man-magician. Gamble specializes in dice tricks and is the owner of a priceless dice collection. He has dice made of opal, amethyst,

**ATTENTION WALKATHON PROMOTERS**  
WANTED: Man that has ability to operate a Walkathon in a leading amusement park, 5 miles from St. Louis city limits. Can arrange Bleachers and large Main Tent. Will book this Walkathon on percent of your gross income. Promoter must be in financial shape to carry expense of show until she clicks. One million people to draw from. The park will give promoter full cooperation and benefit of good reputation in community in this outstanding park for a clean-cut walk and no interference with law. Wire, phone or write. L. W. PETERS, Pres., Sylvan Beach Amusement Park, Box 26, Kirkwood, Mo.

# As I See It

By DAVE VINE

## THE POWER BEHIND THE THRONE

**W**OMEN! We can't live with them, and we can't live without them. In fact, ever since the days of Adam and Eve man has been dependent upon them. In some cases they have been very beneficial to man and in other cases ruinous; but, good or bad, they play important roles all thru a man's life.

From the day that man is born, women start playing their parts. The first and most sacrificing woman in his life is—his mother. (A memo all men should make.) . . . Next to enter his life is—his nurse. . . . A few years later it's—the maid in the house. . . . Then comes another flock of females—school-teachers. . . . The next—his puppy love sweethearts. . . . As soon as these women get thru with him, there appears a very important part—his wife. (Played well by many women and played very poorly by others.)

After all this has been settled, the next noteworthy one (if he is a business man) is—his secretary. . . . This woman has a major role, too. Many successful men could tell you, if they cared to, that their secretaries know as much about their business as they do themselves. I am not trying to prove that the credit for the success of a business man should go to his secretary by any means; but, her efficiency and alertness does play a big part in it. . . . FOR INSTANCE:

Ziegfeld never made a move without his secretary, Miss Goldie. . . . Clever and genial Alfred J. McCosker, president of WOR, has a very capable one in Miss Bert Greene. She knows just what people and what mail is to get to him and what he is to do next. . . . (I wish I had someone to tell me.) . . . Bessie Mack knows a thing or six about the daily routine of Major Bowes. . . . Earl Carroll depended solely upon Miss Ruth in running his office. She took care of the mail and phone calls—he took care of the figures. (Ouch!).

Nick Schenck has Hattie Helbon. You can draw your own conclusions as to her ability. . . . Alan Corelli, executive secretary of Theater Authority, has one of the cleverest secretaries in show business, Fanny Cimbol. . . . Charlie Green, president of CRA, has Ann Richardson. . . . C. C. Moskowitz, general manager of Loew, one of the busiest men in the theatrical business, has Sylvia Seward. . . . And as I am typing this, Pearl Lewis, who is the secretary (and a very capable one) to our editor, is answering two phone calls at once and, at the same time, being very tactful to a very nervy caller.

Many secretaries to theatrical agents would do well to take a lesson or two from some of these girls in tactfulness and courtesy. (It shouldn't happen to a dog the way some of the theatrical secretaries talk to actors.)

The average man wants to be successful because he wants to take care of some woman. It may be his mother, wife, sister, daughter or his sweetheart. And in order to take care of them, he must have what IT TAKES. But if he hasn't one of these it may be a gold-digger and, if it IS a gold-digger, then he knows he must have what—SHE TAKES.

Yes, indeed, the road to success is filled with women pushing their men along. There is no doubt about it. Look up the records and you will see that women have been and still are a great help to men and, with this thought in mind—help, help, HELP!

# Minstrelsy

By BOB EMMET  
(Cincinnati Office)

**HARRY FIDDLER** is doing his Chinese act with the Charles Collier Silas Green Show, now in its second month under canvas.

**SUNNY SOUTH MINSTRELS**, currently on tour thru Kentucky, has following lineup: band—Lloyd Wilcox, leader and trumpet; J. Bates, cornet; Del Payne and Leroy Watts, trombones; J. Moody, tuba; Pee Wee Thomas and H. Solm, saxes; Wally Simmons and Leroy Skaggs, drums; stage—W. Earle, Leroy Skaggs, Leroy Watts, Charles Swan, A. Robinson, Hattie Wilcox, Ruby Simmons, Blanche Harris, Elinore Grey, Orvella Moore and Bee Wilson.

"DO YOU REMEMBER," asks Al Tint, "when Jimmy Givens and Jack Ault wore out a thumb a piece singing *Highways Are Happyways* on the way home from Luna Pier, Mich., leaving Al G. Field Minstrels? When Billy Adams, tenor singer and whistler, broke in and out of minstrelsy in four weeks? When Roy Francis first pulled the telegram gag with Dear Bob, Bob spelled with a double o? When Harry Van Fossen didn't carry a penholder when doing his act? When John Arnam could serve beans a thousand different ways? When Frank Gilmore left Vogel's Minstrels at 2 a.m. and tiptoed out of the car? When Buck Leahy became a contortionist? When Harry Slim Williams first told electricity and safety pin gag? (Chamber of Commerce, Lakeland, Fla., please write.) When Slim Vermont missed his cut-out billing on the keg with Al G. Field Minstrels?"

**JACK SHEPHERD**, baton twirler, formerly with the old Primrose & Dockstader Minstrels, is filling engagements in Southern New York State with his old baton-twirling act. He expects to open a school for baton jugglers in his home town, Elizabeth, N. J., soon.

**SAM GRIFFIN**, minstrel vet now residing in San Francisco, says conditions are not the best on the West Coast, but that circuses and some shows are doing tolerable.

# Endurance Shows

(Communications to Bill Sachs, Cincinnati Office)

**DAN BOONE** letters from Wild Rose, Wis., that he would like to see a show hit his town or vicinity, as he believes that it would be profitable. The area around Waupaca, says Boone, is uninitiated to endurance shows.

**FRANK J. CARROLL**, recently connected with the B. W. Johnson organization, posts from Belzoni, Miss., that he is temporarily out of the endurance

jade, turquoise and even one pair of petrified elephant ear (believe it or not!). The spots are diamonds (not chips) and each die was finished by Tiffany's, New York. . . . VIRGIL and his *Show of Living Nightmares* is headed eastward after playing Fox, Gibraltar and Western houses thru Oregon and Washington. . . . WESTERN MAGIC CLUBS are looking forward to welcoming Birch the Magician, due out that way soon.

## Four Set for Eastwood

**DETROIT**, May 21.—Henry Busse starts the outdoor season at Eastwood Gardens May 27. Stays two weeks, with Joe Saunders following for a week. June 17 brings in Shep Fields, to be followed by Isham Jones.

## ROUTES

(Continued from page 14)

Y  
Young, Sterling: (Claridge) Memphis, h.

Z  
Ziemer, Cy: (Edgewater) Lafayette, La., nc.  
Zoeller, Carl: (Paddock) Louisville, nc.  
Zollo, Leo: (Franklin) Phila, h.

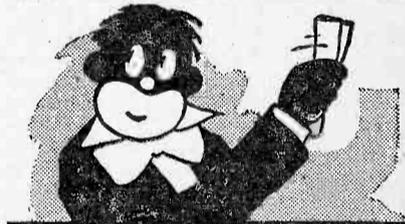
field and is booking road-show films thru the Central States to good business.

**IN REPLY** to a recent inquiry here regarding the first Ridgewood, N. J., show, John Davis comes thru with the following: "Show was promoted by Ray (Pop) Dunlap and the late Jack Curley and handled by Dick Edwards, and was considered by many as one of the best endurance shows in the history of the business. It ran approximately 130 days and had quite a few S. R. O. days. Elmer Dupree and Frankie Little were comedians. Some of those in the show were Helen Bortlein and Hughie Hendrixson, Johnny Gill and Babs Fath, Margie Lingo and Ellen Dupree. Hughie is now dancing in Dunlap's Savannah show and Margie Lingo is auditor there. Helen Bortlein is out of the game, married and residing in Brooklyn. Ridgewood itself is crying for another Pop Dunlap show."

**IN ALMOST EVERY LETTER** this column receives the writers want to hear from friends. We have repeatedly explained that to communicate with a person write to him in care of *The Billboard*, 25 Opera place, Cincinnati. The letter will be advertised in the Letter List and will be forwarded when an address is received. This service is rendered free.

**JIMMY GRABLE** is playing the Bert Levy Time on the West Coast, currently at the Roosevelt, Oakland, Calif. He would like for some of the Easterners to shoot in a line on the goings-on out your way.

**VIC ZUKERMAN**, St. Louis marathoner, is currently sojourning in the Mound City.



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Letter List

NOTE-Mail held at the various offices of The Billboard is classified under their respective heads - Cincinnati Office, New York Office, Chicago Office, St. Louis Office. Requests to have mail forwarded must be received in Cincinnati by Friday morning (early) and in New York, Chicago and St. Louis by Thursday morning, otherwise names of those concerned will be repeated in the following issue.

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Men

- Castle, John R.; Castleberry, Felton; Cato, Henry A.; Cattiers, Less; (Aerialist); Caugkins, Chas.; Cayton, Doc; Bert; Chacom, Mike; Chalkias, W. N.; Bill; Champlin, Carl; Chapin, Marshall; Chapman, Berie; Charles, Bill; Charon, Billie; Chase, J. P.; Chavolele, Roger; Cheeks, Gilbert S.; Cheko & Wanda; Childs, Geo.; Childs, Roy; Chipman, Harry; Christie, W. R.; Christy, Kenneth; Ciaburri, J. P.; Cimino, Joe; Clark, Bozo; Clark, C. J.; Clark, Cliff; Clark, Geo.; Clark, James; Clark, Larry; Clark, M. P.; Clarke, Texas; Joe; Clark, Thomas; Claude, Leo; Clay, E. P.; Clayton, C. C.; Clayton, Dr. H. J.; Clayton, J. E.; Clayton, Clarence; Clayton, The Free; Act; Cleary, David; Clemans, R.; Clemons, Rollie; Clum, Douglas; Cluxton, Eddie; Cobb, Howell; Cobb, Doby; Cobb, The; Cocklet, Geo. R.; Cody, Bill; Cody, Cowboy Jack; Cody, J. M.; Coffey, Lloyd L.; Cohen, Charles; Cohn, Robert; (Bobby); Cohn, Martin; Colburn, Harold R.; Cole, C. O.; Dixon, Howard M.; Cole, Geo. L. J.; Cole, Robert; Gilgore; Cole, Ted B.; Colt, Fred B.; Colliane, Harry; Collier, Jack; Collins, Carleton; Combs, F. E.; Compton, Harold; Conaway, H. D.; Concello, Arthur; Coner, Al H.; Conn, Sammie; Conroy, Tex; Conway, Harry; Coon, George; Cooper, Tex; Corban, Sam; Corbett, Mooney; Corey, "Curly"; Corich, Everett; Corlew, Billy; Cornal, Frank; Correa, Eric; Costa, Bob; Costa, Geo.; Costello, Nicklas; Costello, Steve; Coster, Zee; Cothran, Bill; Courtney, Jystic; Cover, Al H.; Crandell, L. C.; Crane, Sid; Crawford, Frank; (Blackie); Cregar, Bob; Allen; Crenshaw, Tarzan; Crethers, John; Crenshaw, Orvell; Crittenden, Wm.; Crotty, Michael; Francis; Crouch, Jimmie; Crowe, Bill; Crowe, Ned; Crownson, W. P.; Crumley, Earle; Cube, Master Alvin; Cuddy, J. L.; Culberth, Henry; Cullin, Bud; Cullivan, Philip; Culp, Virgil; Cummings, Frank; Cummins, F. A.; Curry, Jim; Curtis, Al; Fonce; Curtis, Kid; Cutere, Frenchy; DaComa, Art; Dahl, C. H.; Dale, Billy; "Daniels"; Dale, Bobby; Dalton, Jack; Dalton, Wm.; Daniel, Earl; Dardenalla & Baile; Emmett, J. R.; Emmons, W. K.; Engledow, Frank; English, Couz; English, Walter; English, W. H.; Enoch, Ray; Enrica & Novello; Epstein, David; Estlin, H. N.; Estlin, Geo. B.; Etzler, S. S.; Eule, Erwin; Evans, C. H.; Evans, George; Evans, George H.; Evans, Little Joe; Evans, Sam; Evans, Wiley; Paddella, Tony; Fagou, Pete; Faney, Frank; Fairleigh, J. S.; Fallon, Thomas, or Lampiasi; Fantana, J. J.; Farmer, Allen; Farrow, E. E.; Faust, Ike; Fay, Charles; Fay, Harry; Griner, Elss; Groamron, Doc; Faye, Pat; Felix, Nabor; Flours, Jack; Felmat, Doc; Felton, Harry E.; Fendrick, Borsie; Ferguson, H. R.; Feterling, Dr. A. L.; Fiara, Joseph J.; Fields, Phil; Fin, Dave; Finneran, Edw. M.; Firdae, Capt.; Fiscus, Don J.; Fishburn, Jay; Fisher, Albert W.; Fisher, Charles; Fisher, Chas.; Fisher, Chuck; Fisher & Graham; Fisher, Sam of Saul; Gillis; Fitzgerald, Babe; Fitzsimmons, Eddie; Fix Jr., John T.; Fleet, Al; Fleming, Cody; Fletcher, E. E.; Fletcher, Frank; "Red"; Fletcher, Kenneth; Fleucher, George; Fleucher, Kenneth; Flinnikin, Pat; Flippo, G. V.; Flores, Consuelo; Florence, Elmo; Flury, Ram; Flurry, Ram; (Billposter); Follett, Bob; Fonda, Gordon; Ford, Curly Lee; Ford, Prof. C.; Ford, Geo. C.; Ford, Jimmy X.; Forest, Frank; Forrest, Tomme; Fosythe, Fred M.; Fossburg, Al; Foster, Chas. E.; Foster, Doc C. E.; Fox, J. R.; Fox, Lance; Fox, Roy E.; Fra-Divelo Magic; Fradrick, Henry; Frady, Bill; Francis, Dave; Francis, John; Francis, Celeste; Frank, Miller J.; Frank, Toney; Franks, Jessie; Franko, J.; Franzlan, Fearless; Fratericks, Freddie; Freedom, Jack; Leon; Freely, Wm.; Freeman, Geo. H.; Aussie; Freer, Doc; Freeman, John A.; French, Bill; French, James; Friedell, Louis; Friedman, Milton; Friend, John D.; Frierson, T. R.; Fromstorf Jr.; Albert; Fry, T. Vincent; Frye, Dorsey James; Fuhrman, J. B.; Fulton, Gail E.; G-B Novelty Co.; Gadd, Jimmie; Gable, Willie (Bridge); Gaden, Doc; Gaimore, Larry; Galland, Eddie; Gannon, Johnnie; Gantert, George; Gaphney, Ed; Gardner, Ed; Gardner, H. W.; Garfield, Jack; Garfield, Ralph; Garigan, Mike; Garner, Joe H.; Gates, John E.; Gatewood, Cliff; Gauth, John; Gentry, John H.; George, Butler; Geoghegan, George; George, Steve; George, Tom; Gerber, Louis; Geyer, Billie; Gibson, Donald I.; Gibson, P. H.; Gifford, Blake; Gilbert, Jack; Gilman, Leonard; Gilmore, Jol; Glisson, Felix A.; Gloffe, Steve; Gold, Harry; Golden Gate; Carnival Co.; Golden, George; Golden, Marrow; Goldstein, Al; Golden, Sidie; Goldstein, Morris; Gonsalves, Tony; Goodedge, Tom; Goodlette, Walter; Goodwin, Arthur C.; Goody, Ray; Gordon, Buddy; Gordon, Jack; Gordon & Krimsky; Gorman, F. P.; Gorman, G. C.; Gorman, Jack; Goues, Ben R.; Gould, Ed-Fido; Goulsburg, Paul; Gourfain, Harry; Mgr.; Gow, Charley; Graham, Bobby; Graham, Hal; Shows; Gray, Gary; Gray, Larry; Graybill, Maurice; Greaver, Willie; Green, Charles; Talbott; Green, Olan; Green, Sammy; Greve Rodeo Co.; Grendol, Joe; Gregory, Wm. W.; Gresham, A. L.; Grey, Paul; Griad, Chas. E.; Griffin, James M.; Grimes, G. P.; Griner, Elss; Groamron, Doc

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# The Forum

This department of The Billboard is conducted as a clearing house, where readers may express their views concerning current amusement matters. Opinions regarding particular shows or acts will not be considered. Neither will attention be given on this page to communications in which personal problems are discussed. Letters must be signed with the full name and address of the writer and should be written on one side of the paper. Those not exceeding 300 words are preferred. Send communications to The Forum, The Billboard, Box 872, Cincinnati, O.

**Says Theater Needs Campaign For Live Talent**

New York. If the theater were as active as it could be countless numbers of the unemployed in various fields would be working. It is not because of what we have or what we have not that the theater of live talent is practically dead, but because of what we do with what we have. Some years ago in Pennsylvania a real-estate man had an empty store on his hands. He decided to make some use of it. He got a motion picture outfit, an old piano, employed a pianist and opened his doors to the public at an admission price of 5 cents. Thus the motion picture industry was born.

Those who have handled and guided the development of the motion picture industry have been bold and brave and active. They have had to contend with union demands and increased costs, but as new barriers have presented themselves they have devised new ways and means of scaling them. They didn't sit down and weep in the hope that the barriers might be removed. They had only the imitation of what the legitimate theater has to offer, but they made the best of what they had. Entertainment by living people is a product for which there is unquestionably a demand.

What the theater needs is a survey and a 20th century business plan. Such a survey and plan would cost money, but a small contribution from each of the unions or industries concerned would bring returns a hundredfold. Instead of a negative campaign against canned music we should start a forceful, positive, well-planned and well-directed campaign for live talent.

GRACE GARNETT.

Albany, N. Y. We of the press department of the erstwhile Col. Tim McCoy Wild West need vindication. I refer to the general story of the folding in *The Billboard* of May 14. Your correspondent blamed the show's sad fate entirely on us press agents. Perhaps I can correct a few of what I consider the erroneous impressions he imparted. He wrote: "Radio spots were taken in heavy amounts, advertising space in local dailies had been taken on a lavish scale, but no advance publicity tie-ups had been arranged."

**Press Agency For Col. McCoy Given Defense**

We bought no spot announcements on the air but did secure 12 hours' broadcasting time—all gratis. We bought the average amount of newspaper space for a three-day engagement. We did manage to wangle a little over six columns' advance publicity in five and a half days' working time, but as to "tie-ups," well—Again to quote your correspondent: "Friends of McCoy's, noticing the lack of advance publicity, arranged on their own hook some support for the coming show, an example being the following letter . . ."

I happened to be one of the "friends" in on the framing of the "following letter," 300 copies of which were circulated, the postage having been paid in advance by myself. I also communicated personally with some 20 leaders in what your correspondent pleases to term "Virginia horse society," some of whom happened to be interested financially in the show.

Your correspondent deplors my apparent neglect to have our Indians visit the Indian Bureau for the sake of publicity. Such a plan was purposely abandoned due to unrest brewing among the Indians on the arrival of the show. But they went a-visiting anyhow, with an unfavorable story as the result. With a 6 p.m. arrival on Sunday, a parade Monday morning (arranged with some difficulty by the press department) and shows scheduled Monday afternoon and night, when were we to take the cowboys and cowgirls a-visiting their respective senators and congressmen?

Tuesday? Ah, but things had begun to happen then.

Your correspondent also fails to consider the fact that the press department, thru no fault of its own, had few suitable picture to work with and that delivery of its press books had been delayed by bill-paying difficulties. He was also obviously unaware that we had lost a press agent just before his scheduled departure on the road and that the necessary readjustment required just a little time. Nobody tried harder to keep the show alive than did Tom North, Johnnie Reeves and myself.

RALPH WILLIAMS.

No one group should play the drone bee. In a democracy people support the government. WPA-ers want the government to support them. These folks claimed chronic poverty five years ago and now want guaranteed permanent support, while their fellow workers (or rather would-be workers), technically ineligible for the WPA, starve. A WPA protest meeting went on record as approving of bringing art to the poor by reduced prices. It would be better to help the poor to where art is (or was). That's why unions were born—to protect the salaries of workers, not to curb the desires of workers. The WPA competes with private enterprise in the teaching as well as in the production of art. Theaters are open to the rich as well as to the poor at low prices. Free training in the arts is available to rich and poor. Hence, mass production of artists trained free to sell art at half rate to rich and poor in competition to artists to whom free training was not available and who, tho talented, were confronted with a rocky road to any measure of success. Why don't theatrical unions and producers get together and request of the government a loan system to help private enterprise which will really help their members? Even at a loss this would cost less than supporting the idle. Also an attempt should be made by the unions to slow up the turnover in their memberships, thus keeping their members working in proportion to their experience.

**Favors Federal Set-Up of Loans To Aid Theater**

St. Cloud, Fla. Referring to W. F. Heaman's letter in the Forum of May 14, I agree with him that magicians playing hotels and clubs in Florida will do well to stick to those particular channels, but I cannot agree that this State has been overrun with magic shows. The writer has made spots in Florida in the past two seasons with his own show (not magic) and can truthfully say that in no town has he seen any magician billed as a coming attraction. My thought is that in more than 100 towns in Florida, population from 1,000 to 4,000, a small magic show would do well. It would not be difficult to secure bookings in schools under auspices and I know that people of these small cities are hungry for something different from the usual picture show fare. So magicians coming to this State should confine themselves to playing the field as above suggested, unless they come here booked properly in advance at night club and hotel locations. If they come free-lancing they will get an occasional date, but usually it will mean room and meals and possibly a meager collection, about enough money to carry them to the next town. An occupational tax is also essential under Florida law and must be secured by all performers playing this State. Under a recent decision, however, no such tax is necessary when the magic (or other show) is presented under auspices. Some colored high schools are excellent dates, too. They get very little in the way of amusement and a properly billed magician should do well in some of the larger school auditoriums.

JOHN S. BAUGHMAN.

Over the country, and particularly in the East, summer theaters will soon open at resorts and such places as people go to in the hot season. I have been to many of these summer shows in the past few years and, while some of them are a credit to the dramatic branch of show business, others are conducted by silly youngsters and aspiring actors and actresses as well as spinster teachers from dramatic schools or other seats of learning. They know nothing of the business and the antics they go thru are not enough to make a sensible person laugh. This is also true of some young sprouts that attempt to show off as experienced professionals. At one park last summer I attended several matinees and the young man in charge, with flowing locks dangling down his face, was constantly racing back and forth like a caged panther. During the season he played a part or two on the stage in addition to his duties of hustling around his summer playhouse and the whole thing was very amateurish. This in no way helps dramatics but tends to make people believe that the business is full of "nuts." Perhaps it is, but I hardly think this represents the more experienced end of a great profession. Let us hope that older heads will take charge of the business and that younger ones will wait and learn while waiting. Immature minds will not help any organization and we have too many of them in show business. WILFRED M. KIRSTEIN.

**Has Brief for Older Heads in Theater Field**

Springfield, Mass. 44th YEAR

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Vol. L. MAY 28, 1938. No. 22

**BROADWAY GOES**

(Continued from page 3)

ago, was scheduled for three "political cabaret" nights, but the novelty has proved to be as great a financial as it is an "artistic" success, so officials of the Theater Arts Committee plan to run for an additional month, with the possibility of renting a larger hall to take care of the hundreds reported turned away.

Participants in this new entertainment form include Frances Farmer, Leif Erikson, Fred Keating, Norman Lloyd and Hiram Sherman. With Sherman, currently in *Shoemaker's Holiday*, acting as emcee and cautioning the audience "to look for the message," various skits of a humorous "social nature" are dramatized. The high spots among them were *The Might Sages of the Feature Pages*, *Gone With the Movie Rights* and *The Livid Newspaper*.

Michael Loring brought the house down with vocal renditions of *Casey Jones* and a song about Abe Lincoln. Lotta Goslar kept the audience in stitches with her "grotesque" dances, and Alexis Rotov was equally amusing in portraying a Nazi officer learning the Viennese waltz.

Idea of the thing, as well as to make money, is to "make people aware of the necessity of fighting Fascism," an official of the Theater Arts Committee stated. Organized several months ago and rallying many big names of stage, screen and radio to its cause, it has been sponsoring movie benefits, parties and at present has a weekly radio program.

The cabaret venture is headed by Adelaide Bean, with Martin Wolfson in charge of production. Sol Zatt.

**FTP DROPS**

(Continued from page 3)

have been abundant these past three weeks. Ray of hope comes with yesterday's announcement that Estelle Winwood, Muriel Starrs and Housely Stevens, Broadway players, may make up last-minute additions to the cast.

Nor is the project's *Sing for Your Supper* coming along as anticipated. It looks as tho the "early spring" opening will never materialize. If Congress renews appropriations better than \$1,000 per man the show's premiere will probably be late in August or early fall. Talk is that a Harold Hecht assistant unofficially sounded out Henny Youngman on proposal to join the cast, but the \$23.86 rate doesn't appeal to the comedian.

Edwards was shuttling between here and Washington again this week to learn fate of project after June.

**"BUYS" ABSENT**

(Continued from page 3)

league are in accord with the proposal for a pact with Equity which would forbid their deals, they are keeping their tongues in their cheeks on the question of being virtually angeled by brokers and specs.

The brokers will have to fall in line with anything the league may choose to do, as the code specifically limits the producers and managers to dealings with only those brokers who sign agreements. Provisions for a 75-cent charge over the established box-office price for orchestra seats and 50 cents for balcony has been provided for, with a 5-cent return to the league on each sale.

At the same time producers are prohibited from accepting any commissions, fees or premiums from brokers who purchase tickets to be resold at a premium. In the past these gratuities have saved many a show from the graveyard.

**LETTER LIST**

(Continued from page 29)

- Cole, Mrs. Edw. R. Marion, Miss Crowell, Mrs. H.
- Davis, Miss Bobbie
- Gray, Miss Effie C.
- Hann, Mrs. Bessie
- Helman, Mrs. Maurice
- Jason, Nan
- Leggett, Miss Mildred (Mickey)
- Lyons, Georgia
- McLain, Dorothy
- Mitchell, Anna M.
- Proctor, Mrs. Bessie
- Shelly, Mrs. Betty
- Minter
- Stanley, Mrs. Harry
- Stein, Mrs. A. E.
- Summers, Mrs. Dorine
- Timmons, Mrs. Bobbie
- Walker, Willamay
- Wilson, Mrs. Mary E.
- Burnett, R. C.
- Byers, Robert H.
- Clint, Ernie D.
- Credit, Geo. L.
- Curtis, Rube
- Davis, Henry Clay
- Davis, R. W.
- Duffy, Roy T.
- Dunn, Geo. E.
- Ellis, Gene
- Fellows, Jack
- Fernandez, Jose
- Fielding, E. L.
- Fox, Bob
- Frederick, Archie
- Fritts, Will
- Garie, Don
- Gesumundo, Victor
- Goad, Charles
- Goad, Cher
- Hall, Edward L.
- Hall, Edward L.
- Havens, Richard
- Hegg, Knute
- Hill, H. P.
- Hogan, Wm. J.
- Howell, William E.
- Jneb, S. O.
- Jones, Howard
- King, Doc (Speedy)
- King, Phil
- Klippel, Jack
- Knox, Harry
- Kumaloe, Howard
- Kurek, Frank
- Landrum, Oscar
- Lerchs, The
- Lexell, Ben
- Long, Howard
- Lucas, Don
- McClain, G. L.
- Marcey, Jack (Wayne)
- Marion, J. J.
- Morgan, Tex
- Morgan, Russ
- Morris Family
- Morton, John
- Murphy Jr., J. J.
- Murray, Terry
- Nicklos, John
- Pike, Bill
- Pitts, Eddie
- Popham, Pete
- Ray, R. Emmett
- Raye, Jack
- Reed, Little Bit
- Reese, Thomas
- Roberts, Mr. Rae
- Rodgers, Robt. J.
- Ryan, Bill
- Shelly, Herb
- Siegrist, Joe
- Sisler, L.
- Smith, Buford
- Smith, Frank
- Sprada, Jack
- Stein, A. E.
- Terrell, James
- Thomas, Arthur L.
- Timmons, Bobbie
- Tommy, Texas
- Vautelles Animal Circus
- Vanzandt, Jelly
- Warhurst, Charles
- Webster, Fred
- Westman, Ray
- Williams, Sherman
- Willis, Macon E.
- Winslow, Jack
- Wood, Eugene B.
- Yaglia, E. L.

# The Final Curtain

**AULGER**—Mrs. Bonnie, wife of Addison Aulger, of the Aulger Bros., well-known tent-repertoire showmen, at her home in Mankato, Minn., May 16 following a long illness. She had been practically an invalid since suffering a bad fall some 19 years ago. Funeral services and burial in Mankato May 18.

**BEAL**—Mrs. Lizzie, 81, former actress, who as a child was a neighbor of Abraham Lincoln, May 14 in the Home of Incurables, Bronx, New York. She was the wife of the late George Carleton Beal, who turned to the theatrical profession after their marriage, appearing as George Allen with the old Boston Museum Stock Co. Later they trouped in Canada as George and Lizzie Allen. Survived by two sons, Carleton D., Gettysburg, Pa., and Joseph Carleton, New York, and two brothers, John De Crastos, Chicago, and Edward, Springfield, Ill. Services May 16 in New York and burial in Walnut Grove Cemetery, Methuen, Mass.

**BRADNA**—Charles, 63, former bareback rider and vaude artist, in American Hospital, Chicago, May 19 of bladder trouble. For years he was a prominent bareback rider, later working in vaudeville with his family as the Bradna Boys. He was a brother of Ella Bradna, of the Ringling-Barnum circus, and of Olive Bradna, Hollywood film actress. Also survived by his widow, Louisa, of the old French theatrical Francois family, and two sons, Charles and William. Services May 21 in Chicago. Body was cremated.

**BRAUN**—Thomas Charles, 51, concessioner, January 17 in North Little Rock, Ark., it has just been learned. Survived by his widow, Irene, with Modern Midway Shows, and his mother, brother and sister, concession operators with Sol's Liberty, Cote Wolverine and Isler Greater shows. Burial in Glenwood Cemetery, Lansing, Mich.

**BURCK**—Henry, 77, violinist, concertmaster and composer, May 15 at the home of a friend in Leonia, N. J., after a short illness. He was concertmaster of Victor Herbert's New York Orchestra early in the century. He authored *Slumber Song*, *The Woodpecker* and *The Little Wanderer*. Survived by a brother, Carl, Cincinnati.

**COGHILL**—Homer C., 38, one-legged vaude performer known professionally as the Beau Brummell Monoped, May 14 at his home in Rock Island, Ill. He was stricken six weeks ago while appearing at a New Orleans theater. Coghill was born in Rock Island July 13, 1899, with but one leg and appeared in vaudeville as a dancer and musician since 14 years old. Early in his career he was seen on the Western Vaudeville Circuit and the old Keith-Orpheum Circuit, remaining with the latter when it became RKO. During the World War Coghill entertained in army camps and in recent years traveled with variety units. He was a member of the Actors' Union of America. Survived by his parents, Mr. and Mrs. Fred G. Coghill; a sister, Mrs. Clyde Peters, Peoria, Ill.; four brothers, Walter A. and Charles H., Rock Island; Fred G., Davenport, Ia., and Frank A., Peoria, and a half-brother, Roy, a professional, whose whereabouts is unknown. Burial in Memorial Park Cemetery, Rock Island.

**DOUGHERTY**—Virgil (Jack), 43, former screen actor and husband of the late Barbara La Marr, film actress, May 17 of carbon monoxide poisoning.

**ELLIS**—Charles W., 45, well-known amateur magician and Boston insurance broker, May 18 at Malden Hospital, Boston, following a heart attack.

**ESKELL**—Mrs. Cliff, wife of the Universal Films executive in Melbourne, Australia, recently in that city.

**EXTON**—Isabella M., 75, mother of William M. (Billy) Exton, circuit supervisor of theaters in Kenosha, Wis., at her home in Detroit May 10 after several months' illness. Billy Exton for years managed the Broadway-Strand and Oriental (now Downtown) theaters, Detroit, when they operated on a first-run and big-time vaudeville policy, and was also active in the circus field. Survived by four children. Burial in Grand Lawn Cemetery, Detroit.

**FARES**—Mrs. Helen, for many years known on the Columbia and Mutual burlesque wheels as Helen Morgan, wife of George (Buttons) Fares, burlesque comic, May 13 in St. Mary's Hospital, Evansville, Ind. Also survived by a son, George William III. Burial May 18 in Evansville.

**FLYNN**—Mrs. Zittella Green, 87, formerly known in circus and vaude circles as Madame Zittella, strong woman, in Englewood Hospital, Englewood, N. J., from old-age complications. For the

past 20 years she had been a guest at the Actors' Fund Home. In 1887 she came to this country to appear with Barnum & Bailey Circus with her act of lifting six average-sized men and later became a star equestrienne. She joined the Adam Forepaugh Circus in 1890 under the billing of Mlle. Zittella's *English Froliques*. For a few years she played in a burlesque act called *The Big Sensation* with the City Sports. With her husband, Matt J. Flynn, she played vaudeville at Tony Pastor's, F. F. Proctor's and B. F. Keith's. Her last appearance was at the New York Hippodrome in 1916. Buried in family plot, Woodlawn Cemetery, New York.

**FRITZ**—Ward C., 22, Omaha dancer, May 15 after leaping from an airplane over Council Bluffs, Ia. Survived by his father.

**GARBETT**—George W., 25, of Bluefield, W. Va., an employee of Hennies Bros.' Shows, from suffocation at Rockford, Ill., May 20.

**JAMES**—Jimmie, former burlesque manager, recently of a heart attack in Sacramento, Calif. At one time he was associated with the Columbia and Mutual wheels and managed National Theater, Louisville, for Izzy Hirst. At the time of his death he was concession manager at Cardinal Field, Sacramento. He leaves his wife, Marie Baker.

**KEEFE**—William J., formerly connected with the amusement and racing businesses and well known to showfolk, May 15 at his home in Buffalo. Survived by his widow, Mrs. Mary Keefe, and three brothers-in-law, one of whom, William J. Peshong, is refreshment concessioner with the Ziegler Shows.

**LANG**—Anton, 63, who for 30 years had the role of Christus in the Decennial Passion Play of Oberammergau, May 18 in Munich, Germany, as a result of an abdominal operation he underwent May 16. He played Christus in 1900, 1910 and 1922. He toured the United States with the Oberammergau players in 1934 and also made several lectures in this country in 1922. Survived by a son, Anton Jr., and a daughter. Services May 21 in Oberammergau.



**MAXEY**—Mrs. A. G. Sr., 86, at her home in Owensboro, Ky., May 18. Survived by three sons, Ed J., A. G. Jr. and H. B. Maxey, all of whom are well known in the med show field. Burial in Owensboro.

**OLSEN**—Aud Cruster, 49, stage and screen singer, May 18 in Moline, Ill.

**PAULEY**—55, 250-pound comedian known as the French Patty Ar buckle, May 14 in Paris. He was the last of France's stars of pre-war cafe concerts.

**PHILLIPS**—Rose Beaumont, 64, former vaudevillian, May 11 at her winter home in Miami. She and her sister, Nellie, teamed as the Beaumont Sisters, appearing in vaudeville, burlesque and the Weber & Fields Music Hall. Her son, Charles H. Gray, is manager and treasurer of the Mansfield Theater, New York. Her second husband was Billy B. Van, comedian.

**PRESTON**—John Andrew, 74, known to radio as Aaron Peppertag in the *Happy Hollow* show May 14 in Kansas City, Mo. A native of Boston, he began his career when 17 and appeared on the New York stage for years. At one time he wrote and produced his own shows.

**RAY**—Grace, 21, dancer, May 7 in Seattle from injuries sustained in a fall from a taxicab. Known in private life as Grace Hogg, she was a native of Lamar, Mo., and is survived by her mother, Mrs. Nellie Hogg, Lamar. Services and burial in Lamar.

**REED**—Neville A., sheetwriter, in his housecar in Goldsboro, N. C., May 14. He was subscription representative for *The Progressive Farmer*.

**REHN**—Carl, 27, seven feet seven inches tall and known for four years in vaudeville as Long, of The Long and Short of It, at his home in Lawrence, Mass., May 18 of natural causes.

**RICH**—Ben, 56, for many years billposter in Port Huron, Mich., May 12. He was with the John Robinson, Ringling Bros., Sells-Floto and other circuses for years, retiring from the road 23

years ago to work in Detroit, later going to St. Clair, Mich. Fifteen years ago he went to Port Huron, buying the billposting plant there and establishing it as the Rich Poster Advertising Co. He was a Mason and a Shriner. Survived by his widow and daughter. Burial in Port Huron.

**SCHMIDT**—Stanford, 31, better known in Pitchdom as Sammy Schmidt, in St. Louis May 9.

**SCHNEIDER**—Henry, projectionist at the Adelphi Theater, Chicago, recently found dead near Glencoe, Ill.

**SPARROW**—Mrs. Elizabeth, wife of Bennie Sparrow, formerly with the Ward Shows, May 10 in Yazoo City, Miss.

**STOTESBURY**—Edward T., 89, May 16 at his home in Philadelphia. Associated with J. P. Morgan, he financed the Lubin picture interests in Philadelphia in the late '90s. Burial in Woodland Cemetery, West Philadelphia.

**VALENCKSIS**—Joseph, 40, cornetist with Barnett Bros.' Circus Band, May 16 in Butler (Pa.) County Memorial Hospital of pneumonia. He was a World War veteran. Body was taken to Scranton, Pa., by his family for services and burial.

**WALSH**—Charles M., 63, retired East Liverpool (O.) theater and hotel operator, in West Penn Hospital, Pittsburgh, May 18 after two months' illness. Born in West Bridgewater, Pa., he went to East Liverpool 50 years ago and in 1905 he and his father established Dreamland Theater, one of the first vaude and movie houses in that section. They erected the old McKinley Theater (now the State) in 1914 for vaude and pictures. He retired in 1922. Survived by a son. Body was returned to East Liverpool for services and burial.

## Marriages

**BROCKMAN-LOONEY**—Bob Brockman, juvenile player with Leonard's Players, tent show, and Clara Looney, nonpro, of Buchanan, Va., recently.

**CHAPIN-TUDOR**—Marshall Chapin and Helen Tudor, of the Tudor Sisters and Avery, in Indianapolis May 13. Both are wire walkers.

**CHALKAIN-WILCOX**—M. E. Chalkain, electrician with Gertrude Avery's *Diamond Revue*, and Gertrude Wilcox, nonpro of Chicago, recently.

**CULLOM-CHAPMAN**—Charles Gillespie Cullum, publicity director for Century Room, Adolphus Hotel, Dallas, and Garland Mac Chappman, writer for *The Dallas News*, in that city May 8.

**FLOREN-MYERS**—Ralph S. Floren, Chicago nonpro, and Ann Myers, formerly with Goodman Wonder Show, in Chicago recently.

**GREENSTEIN-KLEIN**—Alfred Greenstein, of the Metropolitan Motion Picture Co., Detroit, and Mae Klein in that city recently.

**HENRY-VINCENT**—Lew Henry, radio entertainer and announcer for Stations WHK and WCLE, Cleveland, and Agnes Vincent, who plays opposite him in *Agnes and Lew*, in Akron May 17.

**HOOK-SANDERS**—H. B. Hook, news-caster and *Man on the Street* at Station KGLO, Mason City, Ia., and Ruth Sanders, newspaper woman, that city, in Cedar Rapids, Ia., May 7.

**LAYTON-MILLER**—Ralph C. Layton, of American Exposition Shows, and Edith A. (Mickey) Miller, formerly of the Al G. Hodge Shows, in Parkersburg, W. Va., recently.

**MCAUGHTON-TURPIE**—Harry McNaughton, Bottle, the Butler, on the Phil Baker radio program, and Marion Etta Turpie, New York State women's golf champion, in Trinity Episcopal Church, Asbury Park, N. J., May 16.

## Coming Marriages

Jack Birmingham, Boston circus and theatrical agent, and Mrs. Faye Overton, widow of Harry Overton, circus man, in September.

George L. Steimla, Bowling Green, O., theater operator, and Ethel M. Waxler, Portage, O., soon.

Maurice E. Cammack, of the Chicago Theater, Chicago, and Evelyn Angel, of Greeley, Colo., in the former city soon. Jo Mielziner, scenic designer, and Jean Macintyre, actress, soon. Hepzibah Menuhin, pianist, sister of Yehudi Menuhin, famous violinist, and

Lindsay George Nicholas, nonpro, of Melbourne, Australia, soon.

Priscilla R. Clancy, Arlington, Mass., nonpro, and Harry D. Goodwin, connected with the news and promotion departments of Station WBZ, Boston, and WBZA, Springfield, Mass., in Arlington soon.

George R. Baker, vice-president of the Manufacturers' Trust Co., New York, and Martha Atwood, formerly Mrs. Alessandro Albertini, founder of the Cape Cod Institute of Music and former member of the Metropolitan Opera Co., in Wellfleet, Mass., June 9.

## Births

A seven-pound daughter, Mary Marie, to Mr. and Mrs. E. L. Diggs in Roanoke Hospital, Roanoke, Va., recently. Father is a ride operator at Rolling Green Park, Hummels Wharf, Pa.

A daughter to Mr. and Mrs. Norris Nelson in Baltimore May 16. Father is manager of Warners' Stanley Theater there.

A daughter to Mr. and Mrs. Earl Millar in Milwaukee recently. Father is operator at Station WTMJ, that city.

A son, Donald Rees, to Mr. and Mrs. Don Greenwood in St. Agnes Hospital, Philadelphia, May 4. Father is a magician.

## Argues Motion for McCoy Bankruptcy

WASHINGTON, May 21.—Attorney Richard A. Harman, acting for D. T. Bartlett and about eight other wage claimants of the defunct McCoy Wild West, appeared before Justice Peyton Gordon in Equity Court this week to argue a motion prepared by him to throw the show into bankruptcy and vacate the present receivership. Harman's contention is that the present court did not have jurisdiction to order disposition and liquidation of the show's assets. Gratification was expressed by wage claimants because this latest development promises to insure priority of wage claims, which will give them payment in full for back salaries. Bartlett, the petitioner for bankruptcy action here in Washington, has gone to his home in Kansas.

In the meantime controversy came up over one of the horses of the McCoy show. This animal, which was not sold at the recent disposal of the stock, is alleged to be the property of Dave Nimmo and affidavits to that effect have been filed with local courts. All papers concern "the horse known variously as 'War Chief,' 'Blaze' and 'one Palomino Stallion' and, if so, said horse is reputed to be an experienced circus performer and to be insured against loss in a large amount of money, said insurance amount being reputed to be several thousand dollars."

Support for the Nimmo ownership is given by Clay Williams, who signed an affidavit to that effect.

Receivers for the show insist that "Blaze" is the property of the corporation. The scene will probably shift to the Delaware Federal Court, but wage claimants' attorney, Richard Harman, stated that he will continue to push thru his part of the case until the McCoy employees have had their payment in full. He intends to handle this phase of the work thru a Wilmington attorney and it is believed that it may be only a short time before some sort of settlement can be worked out. Tim McCoy and Associates are now known in Wilmington as bankruptcy case No. 1299.

## Bill Would Require Standing-Room Tickets

WASHINGTON, May 21.—Under a bill introduced today by Rep. Lewis L. Boyer, Democrat of Illinois, circuses would be required to have "standing room" printed on tickets sold in the District of Columbia in excess of the seating capacity. Penalty for violation would mean a fine of \$5,000.

## La. Bill Curbs Fireworks

BATON ROUGE, La., May 21.—A bill to prevent sale, manufacture or use of fireworks in this State except for demonstrations at fairs, exhibitions and shows "under proper safety supervision and upon permission of mayors, police jurors or sheriffs," has been introduced in the Legislature. Measure is backed by National Fire Chiefs' Association and several State civic bodies.

## ACTS, UNITS AND ATTRACTIONS

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

### A

A. B. C. Trio (El Chico) NYC, nc.  
Aarons, Ruth (Billy Rose's Casa Manana) NYC, nc.  
Ace Roller (Pythian Lodge) NYC, nc.  
Acton, Judith (Ernie's) NYC, nc.  
Adrian, Iris (Leon & Eddie's) NYC, nc.  
Adrian Sisters (Lido) Ithaca, N. Y., nc.  
Abern, Will & Gladys (State-Lake) Chi, t.  
Alan & Anise (Cotton Club) NYC, nc.  
Alexander, Toddy (1-11 Club) NYC, nc.  
Althoff, Charles (State-Lake) Chi, t.  
Alvi, Celeste (Bal Tabarin) NYC, nc.  
Alvarez, Fausto (El Chico) NYC, nc.  
Ames Girls (Chez Ami) Buffalo, nc.  
Anderson Sisters (Plantation) NYC, nc.  
Anderson, Sigurd (Inwood Tavern) NYC, nc.  
Arnold, Jack (Footlights) NYC, nc.  
Athos, Percy Follies (Dorchester) London, h.  
Attles, Joe (Plantation) NYC, nc.  
Audobon & Kilpatrick (Village Brewery) NYC, nc.  
Aunt Jimima (Billy Rose's Casa Manana) NYC, nc.

### B

Bader, Gene (Hofbrau) Long Island, nc.  
Bailey, Nancy (Maple Grove) Harrisburg, Pa., c.  
Bailey Sisters (Roosevelt) NYC, h.  
Baines, Pearl (Kit Kat) NYC, nc.  
Baker, Bonnie (Roosevelt) NYC, h.  
Baldwin & Bristol (Riverview) Pennsville, N. J., p.  
Ballero, Mike (Newman) Kansas City, Mo., t.  
Banjo Eddy (Palace) Georgetown, S. C., t.  
Banks, Sadie (Old Roumanian) NYC, re.  
Barratt, Maxine (Cafe Continental) NYC, nc.  
Bartell & Hurst (Earle) Washington, D. C., t.  
Barto & Mann (Bon Air) Chi, cc.  
Bates, Peg-Leg (Cotton) NYC, nc.  
Beck, John (Footlights) NYC, nc.  
Bee, Kenney (Melody Club) Kokomo, Ind., nc.  
Bell & Grey (8 o'Clock Club) Cleveland, nc.  
Bell, Joan & Jerry (Maple Grove) Omaha, nc.  
Bell's Hawaiian Follies (Saboba) San Jacinto, Calif., 26; (Broadway) Santa Ana 27-28; (Gaiety) Santa Maria 29-31, t.  
Belmonte, Gloria (El Chico) NYC, nc.  
Ben Dova (Chicago) Chi, t.  
Bennet, Ethel (Old Roumanian) NYC, nc.  
Beno, Ben: Urbana, O.  
Benson, Roy (Ben Marden's Riveria) Fort Lee, N. J., nc.  
Benton Twins (Stork Club) Warwick, R. I., nc.  
Berk, Irving (Roumanian Village) NYC, nc.  
Berman, Henry (New Bedford Rest) Brooklyn, nc.  
Bernie, Al (Chez Paree) Chi, nc.  
Bessinger, Frank, & Jerry White (Radio Franks) NYC, nc.  
Bigelow & Lee (Chanticleer Supper Club) Milburn, N. J., nc.  
Biltmorettes (Oriental) Chi, t.  
Birze, Daria (Russian Kretchma) NYC, re.  
Bishop, Freddie (Radio Franks) NYC, nc.  
Blanche & Elliott (Boulevard) World's Fair, NYC, nc.  
Blanche & Elliott (Boulevard Tavern) Elmhurst, L. I., N. Y.  
Blane, Barbara (Chez Paree) Chi, nc.  
Blue, Jack & Murray Garnum (Murray's) Tuckahoe, N. Y., nc.  
Bonger, Art, & Andrillita (Gladstone) Casper, Wyo., h.  
Bordoni, Irene (Billy Rose's Casa Manana) NYC, nc.  
Borg, Inga (Jimmy Kelly's Village Rendezvous) NYC, nc.  
Bowes, Major, Jamboree Unit (Michigan) Detroit, t.  
Brandell, Edith (Boulevard Tavern) Long Island, nc.  
Brandino, Magician (Rock Club) Newport, Ky., 17-28, nc.  
Bratz, Micky (Majestic) Harrogate, London, Eng., h.  
Bristol, Charlie (Black Cat) NYC, nc.  
Brody, Al (Happy's Cabaret) Glendale, L. I., nc.  
Brown, Danny (Caninos Casino) Denver, nc.  
Brown, Tom (Hildebrecht) Trenton, N. J., h.  
Brown Sisters (Earle) Washington, D. C., t.  
Brown, Evans (Rex) Terre Haute, Ind., nc.  
Browne, Bothwell Girls (Cavalier) NYC, nc.  
Bruce, Carol (New Yorker) NYC, h.  
Bryant, Rains & Young (State) NYC, t.  
Buck & Bubbles (Palace) Chi, t.  
Burgland, Margot (Castleholm) NYC, re.  
Burns, Teddy, & Pat Holton (Radio Franks) NYC, nc.  
Burton, Effie (Club Alabam') Chi, nc.  
Burton, Mary (Club Maxim's) NYC, nc.

### C

Cardido & Nena (El Chico) NYC, nc.  
Cappell, Yvonne (Golden Glow) Cleveland, nc.  
Cappo, Joey (Village Casino) NYC, nc.  
Capps, Kendall (Royal) Dublin, Ireland, 21-28, t.  
Carleton & Juliette (Shoreham) Washington, D. C., h.  
Carlos & Carlo (Havana-Madrid) NYC, nc.  
Carney, Alan (Paradise) NYC, re.  
Carol, Janet (Steuben's Vienna Room) Boston, nc.  
Carlos & Ramon (Marta's) NYC, h.  
Carr, Billy (606 Club) Chi, nc.  
Carrol & Kane (Trouville) NYC, c.  
Carroll, Martion (Wivel) NYC, nc.  
Carter & Schaub (Jimmy Kelly's) NYC, nc.  
Carter, Noel (Queens Terrace) NYC, nc.  
Casa Loma Orch. (Majestic) San Antonio, t.  
Cassandra (White) NYC, h.  
Cassy, Billy, & Mort King (Coq Rouge) NYC, nc.  
Cavalli, Katherine (Le Mirage) NYC, nc.  
Cerny, Marta (Whirling Top) NYC, nc.  
Chandler, Evelyn (International Casino) NYC, nc.  
Chaney & Fox (Walton Roof) Phila, nc.  
Chocolateers (Cotton Club) NYC, nc.  
Christopher, Milbourne (Bismarck) Chi, h.  
Clayton & Dunn (Barrel of Fun) NYC, nc.  
Clifford, Patricia (Hi-Hat) Chi, nc.  
Christian, Bill (Antlers Club) Kansas City, Mo., nc.  
Cobey, Lew (White) NYC, h.

# Route Department

Following each listing in the ACTS-UNITS-ATTRACTIONS section of the Route Department appears a symbol. Fill in the designation corresponding to the symbol when addressing organizations or individuals listed.

## EXPLANATION OF SYMBOLS

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

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

Cole, Kid (Janet of France) NYC, re.  
Cole, Jack (Rainbow Room) NYC, nc.  
Cole, Joyce (St. Regis) NYC, h.  
Colen, Marjorie (Bismarck) Chi, h.  
Colligan, Bill (Marie's Crisis) NYC, nc.  
Collis, Eddie (Rhineland Gardens) Armonk, Westchester, N. Y.  
Condos Bros. (Walton Roof) Phila, nc.  
Confrey, Zesh (Shelton) NYC, h.  
Connelly, Harry (Bill's Gay '90s) NYC, nc.  
Continental Trio (Deshler-Wallick) Columbus, O., h.  
Cook, Aileen (Greenwich Village Casino) NYC, nc.  
Cooper, John (Kit Kat) NYC, nc.  
Cortez, Arturo (Dmitri's Gaucho) NYC, nc.  
Cortez & Malda (Roumanian Village) NYC, nc.  
Cottrel, Betty (Desert Round-Up) Spokane, Wash., nc.  
Coy, Johnny (Paradise) NYC, re.  
Craig Jr., Fred (Club Mayfair) Boston, nc.  
Crandell, Bill (Bismarck) Chi, h.  
Cullen, Beatrice (Kin Wah Lo's) Toledo, nc.  
Cullen, Pat (Ernie's) NYC, nc.  
Cunningham, Fairy (Club 75) Omaha, Neb., nc.

### D

D'Arcy Girls (Pallsade) Pallsades, N. J., May 20-June 2, p.  
Dabney, Dot (Ernie's) NYC, nc.  
Dagmar, Bert (Howdy) NYC, nc.  
Dale, Maryon (Le Mirage) NYC, nc.  
Dalton, Jack, & Three Serenaders (Miami Club) Chi, nc.  
Daniels, Jean (Plantation) NYC, nc.  
Daniels, Putney (Furnace) NYC, nc.  
Daniels, Billy (Mammy's Chicken Farm) NYC, re.  
Dario & Diane (Walton) Phila, h.  
Darling, Jean (Swing) NYC, nc.  
Darrow, Chick (Half Moon) NYC, nc.  
Darryl & Gilbert (Caninos Casino) Denver, nc.  
Datsko, Yasha (Russian Art) NYC, re.

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

De Ron, Louis (Chez Paree) Chi, nc.  
Dei Rio, Anita (Trocadero) NYC, nc.  
Dell & Hamory (Dempsey's Broadway Bar) NYC, nc.  
Denis, Zeryle (Tap House) Elmira, N. Y., cb.  
Dennis & Sayers (Minnaqua Club) Williamsport, Pa.  
Di Gitamos (Royale Frolies) Chi, nc.  
Dias & Diana (Stork) Kansas City, Mo., nc.  
Dimiro & Helen Virgil (El Gaucho) NYC, nc.  
Dolores (Le Mirage) NYC, nc.  
Don, Donna & Donn (State-Lake) Chi, t.  
Donata, Maria (Club Tivoli) Juarez, Mex., nc.  
Donovan, Billie & Dore (Rendezvous Villa) Youngstown, O., nc.  
Douglas, Dorothy (Fontenac) Detroit, nc.  
Douglas, Jean (Club Mayfair) Yatesville, Ga., nc.  
Downey, Morton (Chez Paree) Chi, nc.  
Downey, George (Frontenac Casino) Detroit, nc.  
Draper, Paul (Plaza) NYC, h.  
Drew, Charlie (Lombardy Bar) NYC, re.  
Drayton Sisters & Jack (Rendezvous Club) Youngstown, O.; (Moose Club) Akron May 30-June 4, nc.  
Duffy, Bobby (New Yorker) NYC, h.  
Dulo, Ginger (Bal Tabarin) San Francisco, nc.  
Dupont, Bob (Earle) Washington, D. C., t.  
Durantes, Arthur & Virginia (Green Villa) Baltimore, Md., nc.

### E

Eddens, Doty (Rock Club) Newport Ky., nc.  
Edwards, Cliff (Tower) Kansas City, Mo., t.  
Edward & Arden (Royale Frolies) Chi, nc.  
Egbert, Marion (Plantation) NYC, nc.  
Elaine & Barrie (Bon Air) Chi, cc.  
Elliman, Lois (Pierre) NYC, h.  
Ellison Sisters (Famous Door) Chi, nc.  
Elvis, Lilly (Hofbrau) Long Island, nc.  
Emerson's, Tom, Mountaineers (Village Barn) NYC, nc.  
Escorts, Three (George Washington) Jacksonville, Fla., h.  
Eugenio, Martinez, & Joe Negron (Pepper Pot) NYC, nc.  
Evans, Steve (Palace) Chi, t.

### F

Fagan, Jack "Nutsy" (1-11 Club) NYC, nc.  
Farley, Jerry (New Yorker) NYC, h.  
Farrington, Red (Biltmore) NYC, h.  
Fay, Frank (Billy Rose's Casa Manana) NYC, nc.  
Faye, Olive (Hollenden) Cleveland, h.  
Fawn & Jordon (St. Moritz) NYC, h.  
Feldkemp, Elmer (Ritz-Carlton) NYC, h.  
Felix, Claire & Tonita (Ivan Frank's) NYC, c.  
Fellovis (Lyric) Indianapolis, t.  
Fennell, Carrie (Footlights) NYC, nc.  
Ferguson, Bobby (Dude Ranch) Berwyn, Md., nc.  
Fern, Vera (Brown) Louisville, h.  
Fetchit, Stepin, Unit (Oriental) Chi, t.

Finland, Frank (Inwood Tavern) NYC, nc.  
Fitzpatrick, Jimmy (Stabler) Boston, h.  
Flash & Dash (Kit Kat) NYC, nc.  
Flowerton, Consuelo (Chateau Moderne) NYC, re.  
Flying Whirls (Village Barn) NYC, nc.  
Fole, Jean (Eddie Peyton's) Pittsburgh, nc.  
Forde, Hal (Fifth Ave) NYC, h.  
Foster, Allen (Cafe Continental) NYC, nc.  
Frakson (Waldorf-Astoria) NYC, h.  
Frances Sisters, The (Club Mayfair) Yatesville, Ga., nc.  
Francis, Ray (Variety Hall) Portland, Ore., nc.  
Frank, Eddie (Place Elegante) NYC, nc.  
Frankl, Walter (Broadway Hofbrau) NYC, c.  
Franklin, Murray (Zeke's) NYC, re.  
Franklin, Cas (Manny Wolfe's) NYC, re.  
Franks, Four (Lyric) Indianapolis, t.  
Fraser, John (Radio City Rainbow Grill) NYC, nc.  
Frazier Sisters (Chez Paree) Chi, nc.  
Frazier, Jack (Playland Park) Rye, N. Y., p.  
Froeba, Frank (Onyx Club) NYC, nc.  
Froeh Follies (Lyric) Indianapolis, t.  
Fuller, Howard, & Sister (Dudley) Salamanca, N. Y., h.  
Furman, Ed (Bill's Gay '90s) NYC, nc.  
Furney, Frankie (Regina) Rochester, N. Y., nc.

### G

Gainsworth, Marjorie (Walton Roof) Phila, nc.  
Gamble, Inez (Club Alabam') Chi, nc.  
Garcia, Antonio (El Congo) NYC, nc.  
Garner, Camille (Kennedy's Inn) Binghamton, N. Y., nc.  
Garrette, Jeanette (Biltmore) NYC, h.  
Gayle, Jackie (Rudy's) NYC, nc.  
Gaynor, Marilyn (Barney Gallant's) NYC, nc.  
Gaynes, Leila (Club 18) NYC, nc.  
George & Eloise (Claypool) Indianapolis, h.  
Geraldine & Joe (Tower) Kansas City, Mo., t.  
Gilbert, Ethel (Bill's Gay '90s) NYC, nc.  
Giggles (Wonder Club) New Orleans, nc.

Gilmore, Gita (Caninos Casino) Denver, nc.  
Gilmore, Patricia (La Conga) NYC, nc.  
Givot, George (State) NYC, t.  
Glover & LaMae (Stevens) Chi, h.  
Gonzales, August (McAlpin) NYC, h.  
Gooding, Gladys (Broadway Hofbrau) NYC, c.  
Goodman, Charles (Biltmore) NYC, h.  
Goodman, Benny, & Orch. (Memorial) Boston, t.  
Gordon, Frances (State) Columbus, O., re.  
Gordon, Gray (Oriental) Chi, t.  
Gordon, Rosalind (Wivel) NYC, nc.  
Grand Quartet (Paradise) NYC, re.  
Grant, Rita (Paradise) London, nc.  
Gray, Jack (Park Lane) NYC, h.  
Green, Al (Pioneer Nut) NYC, nc.  
Green, Bennet (Barrel of Fun) NYC, nc.  
Greenwell, Elsie & Marlie (Boulevard Tavern) Long Island, nc.  
Gregory, Don (Rudy's) NYC, nc.  
Grey, Margaret (Jimmy Kelly's) NYC, nc.  
Guardsmen, The (Claypool) Indianapolis, h.  
Guerrlain, Annette (Footlights) NYC, nc.  
Gwen Shaw Girls (Maple Grove) Harrisburg, Pa., c.  
Gyldenkrone, Baron Ebbe (Garbo) NYC, re.

### H

Haakon, Paul (Waldorf-Astoria) NYC, h.  
Hale, Chester, Girls (Palace) Chi, t.  
Haig, Ray (Club Minuet) Chi, nc.  
Haines, Tate & Simpson (Leon & Eddie's) NYC, nc.  
Hale, Teddy (Kit Kat) NYC, nc.  
Hamlin, Jackie (Belvedere) Hot Springs, Ark., h.  
Hammond, Earl F., Eskimo Troupe (Ice Follies of 1937) Atlantic City.  
Hannford, George, Family (Forum Circus) Montreal, Que., Can., 21-28.  
Hannon, Joe & Accordionettes (Club Petite) Schenectady, N. Y., nc.  
Hanover, "Bo" (Jimmy Kelly's Paradise) Brooklyn, nc.  
Harrington, Pat (Club 18) NYC, nc.  
Harrison, Spike (Gay '90s) NYC, nc.  
Harrison & Fisher (Versailles) NYC, nc.  
Hartmans, The (Plaza) NYC, h.  
Haskell (885 Club) Chi, nc.  
Hawkins, Erskine, & Band (Oriental) Chi, t.  
Haye, Claude (Columbia) Columbia, N. J., h.  
Hayes,raig & Howe (Bradford) Boston, h.  
Hayes, Harriet (Roxy) NYC, t.  
Haywood & Allen (Furnace) NYC, nc.  
Hazen, Ruth (Village Casino) NYC, nc.  
Hector & His Pals: (Trocadero) London, nc.  
Heller, Little Jackie (Bon Air) Chi, cc.  
Hemmer, Carl, Dancers (St. Regis) NYC, h.  
Hesey, Edith & Billy (Chez Ami) Buffalo, nc.  
Hickey Bros. (Riverside) Milwaukee, t.  
Hill, Florence (Plantation) NYC, nc.  
Hilliard, Jack (Royale Frolies) Chi, nc.  
Hilda & Herbert (Black Cat) NYC, nc.  
Hilton, Daisy & Violet (Matteoni's) Stockton, Calif., nc.  
Hin-Lo, Florence (Royale Frolies) Chi, nc.

Hodge, Brownie (Tap House) Elmira, N. Y., cb.  
Holt, Billy (Half Moon) Coney Island, N. Y., h.  
Honey Family (Bal Tabarin) San Francisco, nc.  
Hood, Miki (Grosvenor House) London, h.  
Howard, Joseph (Bill's Gay '90s) NYC, nc.  
Howard & Daniels (Mammy's Chicken Farm) NYC, re.  
Howe, Zip (Ernie's) NYC, nc.  
Hoysradt, John (Rainbow Room) NYC, nc.  
Hudspeth, Dr. Charles & Madame (Palm Garden) Cincinnati, nc.  
Hudson Wonders (Bon Air) Chi, cc.  
Hudspeth, Dr. Chas., & Madame: New Liskeard, Ont., Can.  
Hughes, Lysbeth (Biltmore) NYC, h.  
Hunter, George (Pepper Pot) NYC, nc.

Ice Show (College Inn) Chi, nc.  
Inky & Blot (Kit Kat) NYC, nc.  
International Thrillers (Boulevard) World's Fair, NYC, nc.  
Irving, Val (Stork Club) Warwick, R. I., nc.

Jackson, Jack (Dorchester) London, h.  
Janet of France (Janet of France) NYC, re.  
Jarvis, Sam (International Casino) NYC, nc.  
Jennings, Don & Sally (Bismarck) Chi, h.  
Jerry & Turk (Colosimo's) Chi, nc.  
Jinny, Mammy (Club Franks) NYC, nc.  
Johnny & George (Club Maxim's) NYC, nc.  
Johnson, Sid, & Family (Michigan) Benton Harbor, Mich., h.  
Johnston, Mae (Cotton) NYC, nc.  
Jones, Ray (Queen Mary) NYC, re.  
Jones, Owen (Leone's) NYC, re.  
Jose & Mona (Club Mayfair) Boston, nc.  
Joyita & Maravilla (El Chico) NYC, nc.  
Judels, May (New Yorker) NYC, h.

### K

Kamm, Professor (Le Mirage) NYC, nc.  
Kane, Allen, & Boys (Monte Carlo Bar Hotel) Chi, h.  
Kai, Momi (Lexington) NYC, h.  
Kanakas, The Three (Mon Paris) NYC, nc.  
Karson, Marie (Kentucky) Louisville, Ky., h.  
Kay, Ellen (Raulf) Oshkosh, Wis., h.  
Kaye, Johnny, & Playboys (Wagon Wheel) Houston, nc.  
Kaye, Marilyn (Ernie's) NYC, nc.  
Kaye, Sammy, & Orch. (Capitol) Washington, D. C., t.  
Kelcey & Margie (Black Cat) NYC, nc.  
Kelly, Paula (Rainbow Room) NYC, nc.  
Kemble, Letty (Leon & Eddie's) NYC, nc.  
Kemp, Hal, & Band (Paramount) NYC, t.  
Kennedy, Ann (Cavalier) NYC, nc.  
Kennedy, Buddy (Murray's) Tuckahoe, N. Y., nc.  
Kennedy, Billy (Cortez) El Paso, Tex., h.  
Kent, Florence (Club Roxy) Columbus, O., nc.  
King, Helen (606 Club) Chi, nc.  
King, Charles (Billy Rose's Casa Manana) NYC, nc.  
King, George (Jimmy Kelly's Paradise) Brooklyn, nc.  
King, Marie (Steuben's Vienna Room) Boston, nc.  
King, Pat (Melody Club) Washington, D. C., nc.  
King, Wayne, & Orch. (Earle) Phila, t.  
Kings, Four (Biltmore) NYC, h.  
Knapp, Margie (Bon Air) Chi, cc.  
Knight, Carolyn (Adolphus) Dallas, h.  
Kobler, George (Maple Grove) Harrisburg, Pa., c.  
Kodeinig, Elsie (Desert Round-Up) Spokane, Wash., nc.  
Kollegiate Kids, 14 (Village Barn) NYC, nc.  
Kostelanetz, Andre (Roxy) NYC, t.  
Kramer, Leon (Zeke's) NYC, re.  
Krantz & Carlton (Greenwich Village Nut) NYC, nc.  
Kreuger, Jerry (Club 18) NYC, nc.  
Kressels, Four (Sandy Beach) Fall River, Mass., 16-28, p.

### L

LaMarr, Barbara (Zimmerman's Budapest) NYC, re.  
LaMarr, Henry (Gay '90s) NYC, nc.  
La Marr, Jackie (Hickory House) NYC, nc.  
LaMar, Frankie (Regina) Rochester, N. Y., nc.  
LePaul, Walter (Casa De Rhumba) Vincennes, Ind.  
LaTour, George (Holborn Empire) London, Eng., 30-June 4; (New Cross Empire & Stratford Empire) London 6-12, t.  
LaZellas, Aerial (Carnival) Sioux Falls, S. D.; (Celebration) Viborg May 29-June 4.  
Lackore, Jimmie (Ray-Ott Club) Niagara Falls, N. Y., nc.  
Ladell, Vincent (Bossert) Brooklyn, N. Y., h.  
Lane, Kathleen (Lincoln) NYC, n.  
Lane, Mary (Shoreboat) Bronx, N. Y., nc.  
Laurie, Jack (Little Old New York) NYC, nc.  
Lavier, Jack (Riverside) Milwaukee, t.  
Law, Jackie (Clucquot Club) Atlantic City, nc.  
Lawlor, Terry (Belmont Plaza) NYC, h.  
Lawson, Iowen M. (Lido) Lido Beach, N. Y., cc.  
LeRoy, Hal (Billy Rose's Casa Manana) NYC, nc.  
LeVan, Shuffles (Three Star Inn) Portville, N. Y., nc.  
Leach, Earl & Josephine (Grosvenor House) London, h.  
Lee, Bob (Wivel) NYC, re.  
Lee, Cela (La Marquise) NYC, nc.  
Leff, Lorraine (Biltmore) NYC, h.  
Leonard, Luke (Broadway Hofbrau) NYC, c.  
Leonard, Ada (Colosimo's) Chi, nc.  
Leonard, Eddie (Billy Rose's Casa Manana) NYC, nc.  
Les Ghezis (Lyric) Indianapolis, t.  
Leslie, Lee (Jimmy Kelly's) NYC, nc.  
Leslie, Mona (606 Club) Chi, nc.  
Lester, Ted (Wivel) NYC, nc.  
Levy, Meier (Jimmy Kelly's Paradise) Brooklyn, nc.  
Leystanc, Jack (Ringside Club) Toledo, nc.  
Liberto & Owens (Paradise) NYC, re.  
Lind, Christina (Belmont Plaza) NYC, h.  
Lit, Bernie (Green Villa) Baltimore, nc.  
Lloyd & Willis (Melody Club) Washington, D. C., nc.  
Lonas, John (Variety Hall) Portland, Ore., nc.  
Long, Avon (Plantation) NYC, nc.  
Long, Ray (Matteoni's) Stockton, Calif., nc.  
Lony (Adolphus) Dallas, h.  
Loper, Don (Cafe Continental) NYC, nc.

Lord & Pritchard (Bal Tabarin) San Francisco, nc.
Lorraine, June (18 NYC, nc.
Lorraine, Billy (Bill's Gay '90s) NYC, nc.
Loy, Thida (New Kenmore) Syracuse, N. Y., h.
Lydia Harris (Pepper Pot) NYC, nc.
Lyman, Abe, & Orch. (Stanley) Pittsburgh, t.

M

McClelland, Reed (Weylin) NYC, h.
McCoy, Bob (Biltmore) NYC, h.
McCoy, Clyde, & Orch. (Newman) Kansas City, Mo., t.
McKinnon, Don (Ambassador Club) Sheboygan, Wis., nc.
McMahon, Larry (Village Barn) NYC, nc.
McNally Sisters, Four (Paradise) NYC, nc.
McNamara, Joe (Savoy-Plaza) NYC, h.
Mabley, Jackie (Plantation) NYC, nc.
Mack, Billy (La Cava) NYC, nc.
MacLean, Ross (New Yorker) NYC, h.
Madison, Rudy (Gay '90s) NYC, nc.
Mae, Ardis (Rendezvous Villa) Youngstown, O., nc.

O

Mahon & Rucker (Palais de la Mediterranee) Nice, France.
Manish, Sid (Queen Mary) NYC, re.
Mann, Margie (Maple Grove) Harrisburg, Pa., c.
Mann, Peggy (Village Barn) NYC, nc.
Manners, Carol (Earle) Washington, D. C., t.
Manning, Otis (Brown) Louisville, h. nc.
Manolita & Gitanilla (Marta's) NYC, nc.
Mapes, Bruce (International Casino) NYC, nc.
Mara, Vanda (St. Regis) NYC, h.
Maree & Pals (Lyons Music Hall) Seattle, Wash., nc.

R

Marine, Floria (Wivel) NYC, re.
Marinos, Los (Trocadero) NYC, nc.
Marlow, Great (Dooley's) Charlevoix, Pa., nc.
Marlynn & Michael (Radio City Rainbow Grill) NYC, nc.
Marquis, Rosalind (Chez Paree) Chi, nc.
Marquises, Thresa (La Marquise) NYC, nc.
Martin, Joe (Casa Grande) Cincinnati, nc.
Martinez, Conchita (Lawrence) Erie, Pa., h.
May, Bobby (Chicago) Chi, t.
Marylin Dean (Adolphus) Dallas, h.
Mayfield, Kathryn (Queen Mary) NYC, re.
Medrano & Donna (Pierre) NYC, h.
Mele, Vi (Ritz-Carlton) NYC, h.
Melvin, Jack (Queen's Terrace) Woodside, L. I., N. Y., nc.
Melzers, Flying: Pikeville, Ky.; Jenkins May 30-June 4.

S

Merriman, Ted (Chez Ami) Buffalo, nc.
Merrill, Joan (La Conga) NYC, nc.
Merrill, Lorna (Zeppelin Inn) Akron, O., nc.
Merrill, Dr. Frederick (Frontenac Casino) Detroit, nc.
Merwyn Sisters (Terrace Gardens) Rochester, N. Y., nc.
Metcalfe, Peggy, & Vincent Daniels (Marcel's) Flushing, L. I., N. Y., nc.
Michon, Michel (Russian Kretchma) NYC, re.
Mickelson, Mickey (Marie's Crisis) NYC, nc.
Migel, Manuel San (Court of Two Sisters) New Orleans, La., nc.
Millae & Milla (Club Mayfair) Yatesville, Pa., nc.

T

Miller, Beth (Roumanian Village) NYC, nc.
Miller, Frances (Green Villa) Baltimore, nc.
Minevitch, Borrah (Paramount) NYC, t.
Minute Men, Thresa (Lexington) NYC, h.
Mirkin, Barry (Club Mayfair) Boston, nc.
Miskiska & Michael (Rainbow Inn) NYC, re.
Moffett, Adelaide (Ambassador) NYC, h.
Mole, Joe (Fernandez Shows) Honolulu, Hawaii.
Montes, Nena (Dimitri's Gaucho) NYC, nc.
Monti, Mili (St. Regis) NYC, h.
Moore, Iris (Greenwich Village Nut) NYC, nc.
Morales Bros. & Little Daisy (KaSee's) Toledo, nc.

N

Moreno, Consuelo (Casa Valencia) NYC, nc.
Morgan, Grace (Mansfield) NYC, h.
Morison, Alex (St. Regis) NYC, h.
Moro Trio (El Chico) NYC, nc.
Mura, Corina (Waldorf-Astoria) NYC, h.
Morris, Sammy (Old Roumanian) NYC, c.
Mortons, Gerry, The (Savoy-Plaza) NYC, h.
Murphy, Senator (State-Lake) Chi, t.
Musical Aces (Innis Arden) Old Greenwich, Conn., cc.
Musical Stylists, Three (Chittenden) Columbus, O., h.
Myrus (College Inn) Chi, nc.

O

Nadine & Charles (George Washington) Jacksonville, Fla., h.
Nanette, Daring (Hi-Hat) Chi, nc.
Nations, Evelyn (Madison) NYC, h.
Nazarenko (St. Regis) NYC, h.
Nelson, Walter (Playland Park) Rye, N. Y., p.
Nero, Alexander (Wivel) NYC, re.
Nesbit, Evelyn (Shoreboat) Bronx, N. Y., nc.
Nessley & Norman (Club Oasis) Detroit, nc.
Newton, Peggy (Hickory House) NYC, nc.
Nicholas & Roberts (Newman) Kansas City, Mo., t.
Niessen, Gertrude (Cafe de Paris) London, nc.
Normita (El Chico) NYC, nc.
Norre, Lee (Swanee Club) Houston, Tex., nc.
Norton's Personality Girls (Kennedy's Inn) Binghamton, N. Y., nc.
Novak, Wilma (Butler's Ye Old Tap) NYC, c.

P

O'Dare, Barney (High Hat) Peoria, Ill., nc.
O'Dea, Sunny (Ambassador) Hollywood, h.
O'Hara, Eileen (Oasis) Seattle, Wash., h.
O'Hara, Grace (Hollywood) Phila, nc.
O'Hara, Millie (Corktown Tavern) Detroit, c.
Odem, Sussie Virginia (Wivel) NYC, re.
Olivette, Nina & Dmitra (Queens Terrace) Woodside, L. I., nc.
Olsen & Johnson (Keith) Columbus, O., t.
Omar (St. George) Brooklyn, h.
Orla, Nena (Marie's Crisis) NYC, nc.
Osborn, Irma (Swing) NYC, nc.
Owen, Guy (International Casino) NYC, nc.
Oxford Trio (Buffalo) Buffalo, t.

Q

Page, Bob (Adolphus) Dallas, h.
Page, Grant (Black Cat) NYC, nc.
Palmer, Gladys (Mammy's Chicken Farm) NYC, nc.
Parker, LaRue (Northwood Inn) Detroit, nc.
Parkerson, Lew (Savoy-Plaza) NYC, h.
Parks, Susan (Kennedy's Inn) Binghamton, N. Y., nc.
Parvaga, Graziella (La Rue) NYC, re.
Parsons, Kay (Billy Rose's Casa Manana) NYC, nc.
Paul, Erlina (Ambassador Club) Sheboygan, Wis., nc.
Peaches (606 Club) Chi, nc.
Pedro & Luis (Rotisserie) Jackson, Miss., nc.

Pepper, Mack (Chez Maurice) Dallas, nc.
Peppers, Three (Hickory House) NYC, nc.
Peppino & Camille (Adolphus) Dallas, h.
Peppy & Peanut (606 Club) Chi, nc.
Perry, Mizil (Wivel) NYC, re.
Pertell, Lois (New Yorker) NYC, h.
Peters Sisters (Cotton) NYC, nc.
Pickens, Jane (State) NYC, t.
Pierce & Harris (Ben Marden's Riveria) Fort Lee, N. J., nc.

P

Plank, Sebastian (Hofbrau) Long Island, nc.
Planke, Texas (Torch Club) Cleveland, nc.
Platt, Betty (1-11 Club) NYC, nc.
Plaza, Trini (Dimitri's Gaucho) NYC, nc.
Poe, Evelyn (Club Mayfair) Boston, nc.
Pol-Mar Girls (Hi-Hat) Chi, nc.
Pons, Jack (Ringside) Ft. Worth, Tex., nc.
Pritchard, Emma (75 Club) Omaha, nc.

Q

Quintas & Mona (The Cavern) Nogales, Sonora, Mex.
Raeburn, Boyd, & Band (State-Lake) Chi, t.
Rai, Jean (Dorchester) London, h.
Ralph, Wynne (Le Mirage) NYC, nc.
Rand, Sally (Tower) Kansas City, Mo., May 27-June 2, t.
Randall, Connie (Adolphus) Dallas, h.
Ravaye & Margo (Blue Moon) Milwaukee, nc.
Ray & Trent (Newman) Kansas City, Mo., t.
Ray, Iris (Pepper Pot) NYC, nc.
Ray, Jill (Green Villa) Baltimore, nc.
Ray, Millie, & Vera Gordon (Casa Grande) Cincinnati, nc.

R

Ray, Jill (Club Rival) Baltimore, nc.
Raymond, Gene (Oriental) Chi, t.
Readinger Twins (Ben Marden's Riveria) Fort Lee, N. J., nc.
Reed, Ruth (Chez Maurice) Dallas, nc.
Reid, Ruth (Ringside) Ft. Worth, Tex., nc.
Reyes, Paul & Eva (St. Regis) NYC, h.
Reynolds, Helen (Shrine Circus) New Haven, Conn.
Rhea, Frances (Hollywood Casino) Providence, nc.

R

Rhodes, Dorothy (Kit Kat) NYC, nc.
Rhythm Pals (Harlem Casino) Pittsburgh, nc.
Rice, Sunny (Paramount) NYC, t.
Rice, Don (Tower) Kansas City, Mo., t.
Richards & Adrienne (Savoy) London, h.
Richards, Harold (Belmont-Plaza) NYC, h.
Richards, Lynn (Half Moon) Coney Island, h.
Rickard, Earl (Miami Club) Chi, nc.
Rio & Rita (Steuben's Vienna Room) Boston, nc.
Robards, Dorothy (Claypool) Indianapolis, h.
Robinson, Paul, & Gang (Roxy) NYC, t.
Rochaie, George (Radio City) NYC, 27-June 3, t.
Rockwood, John (Jimmy Kelly's) NYC, nc.

R

Rogers, Jerry LeRoy (Velvet Grill) Lackawanna, N. Y., nc.
Roland, Rose (Stork Club) Norwood, R. I., nc.
Rolando & Verditta (Blue Moon) Milwaukee, c.
Rogers, Eddie, & Bert Haley (1-11 Club) NYC, nc.
Rogers, Helen (Swing) NYC, nc.
Rollickers Trio (Cavalier Inn) La Crosse, Wis., nc.
Rollo, Joe (Stork Club) Warwick, R. I., nc.
Roltner, Bob (Adelphia) Phila, h.
Romaine, Doug & Don (Arcade) Watertown, N. Y., h.
Roper, Rita (Palmer House) Chi, h.
Rosalean & Seville (Muehlebach) Kansas City, Mo., h.
Rose, Jack (Place Elegante) NYC, nc.
Rose, Lila (Happy's Cabaret) Glendale, L. I., nc.

R

Rosen, Tiny & Virginia (Foeste) Sheboygan, Wis., h.
Rosini, Paul (Walton Roof) Phila, nc.
Ross, Benny (Paradise) London, nc.
Ross, Wally (State) Columbus, re.
Roth & Shay (Circus Fenyes) Budapest, Hungary.
Rubinstein, Erna (Zimmerman's) NYC, re.
Rudolph, Teresa (Graemere) Chi, h.
Rugal, Yvette (Colisimo's) Chi, nc.
Russell, Ruth (Village Brewery) NYC, nc.
Ruvel & Marcea (Jimmy Kelly's) NYC, nc.
Ryan, Jerry (Gay '90s) NYC, nc.
Ryan, Patricia (Adolphus) Dallas, h.

S

St. Clair & Yvonne (Boulevard Tavern) Long Island, nc.
St. Clair, Irene (Mayfair) Boston, h.
St. Clair, June (Harry's New York Cabaret) Chi, nc.
Salazar, Hilda (El Bongo) NYC, nc.
Samuels, Thresa (Roxy) NYC, t.
Sandoval, Nena (Waldorf-Astoria) NYC, h.
Sarg, Tony, Marionettes (State) NYC, t.
Sasse, Fred (Essex House) Newark, nc.
Satz, Ludwig (Roumanian Village) NYC, re.
Saulters, Dorothy (Kit Kat) NYC, nc.
Savva, Marussa (Russian Kretchma) NYC, re.
Saxon, Bea (Club 18) NYC, nc.
Scheff, Fritz (Billy Rose's Casa Manana) NYC, nc.

S

Scott, Hazel (Famous Door) NYC, nc.
Scott, June (Colosimo's) Chi, nc.
Scott, Jean (Leon & Eddie's) NYC, nc.
Seal, Peggy (Trocadero) London, nc.
Seelan, Peggy (Trocadero) London, nc.
Seton, Monroe (Club Mayfair) Yatesville, Ga., nc.
Shandor (Buckingham) NYC, h.
Shatlen, Anna (Roumanian Village) NYC, re.
Shaw, Ralph (Hiltop Casino) Dubuque, Ia., nc.
Shaw, Ralph (Hollywood Supper Club) Rockford, Ill., nc.
Shaw, Helen (Old Roumanian) NYC, c.
Shaw, Alma (Ernie's) NYC, nc.
Shayne, Al (Queens Terrace) Woodside, L. I., nc.
Shepard, Helen (Greenwich Village Nut) NYC, nc.
Sherman Bros. & Tessie (Harrington) Canton, N. Y., h.

S

Shore, Willie (Hi-Hat) Chi, nc.
Shutta, Ethel (Roosevelt) New Orleans, h.
Simmons, Lee (Plantation) NYC, nc.
Simmons, Gertrude (Palmer House) Chi, h.
Simpson, Carl & Faith (St. Paul) St. Paul, h.
Stimpson's Marionettes (Riverside) Milwaukee, t.
Sinclair Sisters (State) NYC, t.
Smith, Rudy (Black Cat) NYC, nc.
Smith's Superba Band (Johnny J. Jones Expo.) Pittsburgh 23-30.
Sokoloskaya, Nadia (Russian Kretchma) NYC, re.
Son & Sonny (Oriental) Chi, t.
Spallas, Four (Piccadilly) London, h.

Spark Plug (Fontenac) Detroit, nc.
Spencer, Amy (Cafe Creole) NYC, nc.
Spencer, Elaine (Village Brewery) NYC, nc.
Spiller, Capt. (Armory) New Haven, Conn.
Spiller, Capt., Sea Lions: Montreal, Can., 21-28.
Standish, Helene (Club 18) NYC, nc.

Starr, Jack (Caminos Casino) Denver, nc.
Steel, John (Butler's Ye Old Tap) NYC, nc.
Steele, Larry (Harlem Casino) Pittsburgh, nc.
Steele, Lee (Steuben's Vienna Room) Boston, nc.
Steele, Bill (Stork Club) Warwick, R. I., nc.
Stenning, Elsa (Piccadilly) London, h.
Stephenson, Gail (Herrigs Village) Columbus, O., nc.
Sterling, Wynne (Roumanian Village) NYC, re.
Stewart, Larry (Half Moon) Coney Island, N. Y., h.
Stockwell, Harry (Roxy) NYC, t.
Stoker, William (Moose Temple Hall) Pittsburgh, nc.

Stone, Maxine (Paradise) London, nc.
Stone, Paula (Bon Air) Chi, cc.
Storrs, Allan (Commodore) NYC, h.
Stuart Morgan Dancers (Palmer House) Chi, h.
Sullivan, Maxine (Onyx) NYC, nc.
Swann, Russell (Savoy Plaza) NYC, h.
Symington, Eve (Waldorf-Astoria) NYC, h.

Taft, Ted & Mary (Graemere) Chi, h.
Tanya & Thimey (Bismarck) Chi, h.
Tatum, Art (Paradise) London, nc.
Taylor, Smiling Lou (Cavalier) NYC, nc.
Telle, Agnes (Walton) Phila, h.
Templeton, Alec (Ambassador) Hollywood, nc.
Terrace Boys (Barney Gallant's) NYC, nc.
Terry Sisters (Shoreboat) Bronx, N. Y., nc.
Theodora (Martin's Tavern) Lima, O., nc.
Therrien, Henri, & Co. (Tower) Kansas City, Mo., t.
Thomas, Audrey (Kit Kat) NYC, nc.

Thomashefsky, Boris (Rainbow Inn) NYC, re.
Thurston, Leonia (Rendezvous Villa) Youngstown, O., nc.
Tilton, Martha (Pennsylvania) NYC, h.
Tinney, Dot (Black Cat) NYC, nc.
Tisdale Trio (Le Mirage) NYC, nc.
Titan Trio (New Yorker) NYC, h.
Tomack, Sid (Royale Frolles) Chi, nc.
Torrence, John & Edna (Chicago) Chi, t.
Townly, Evelyn (Club Roxy) Columbus, O., nc.
Travers, Jean (Hi-Hat) Chi, nc.
Travis, Jimmie (Club Swanee) Houston, Tex., nc.

Treman, Terry (Club Riverside) Middletown, Conn., nc.
Troubadours, Three (Dimitri's El Gaucho) NYC, nc.
Truce, Mildred (Shoreboat) Bronx, N. Y., nc.
Tucker, Sophie (Ben Marden's Riveria) Fort Lee, N. J., nc.
Turand Brothers (Trocadero) London, nc.
Two Georges (Nixon) Pittsburgh, re.

Vaccaro (El Gaucho) NYC, nc.
Valda, Countess (Carl's Club) Baltimore, nc.
Valdao & Yvelle (Southern Dinner Club) Houston, Tex., nc.
Valdez, Vern (Wagon Wheel) Houston, nc.
Valdez, Peggy (Bamboo Gardens) Washington, nc.
Valentine, Cal (Jimmy Kelly's Paradise) Brooklyn, nc.
Valley & Lee (New Penn) Pittsburgh, nc.
Van Cello & Mary (Palace) Chi, t.
Vanay, Marion (Hi-Hat) Chi, nc.
Varela, Adelita (Havana-Madrid) NYC, nc.
Velez, Angela (Chateau Moderne) NYC, re.
Versatile Trio (Mon Paris) NYC, nc.
Vee Aimes Girls (Tap House) Elmira, N. Y., cb.
Vickers, Joan (Leon & Eddie's) NYC, nc.
Viennese Queens (Neil House) Columbus, O., h.
Villano & Lorna (75 Club) Omaha, nc.

Vincent & Anita (Rhineland Gardens) Armonk, N. Y., nc.
Vitale, Valerie (Biltmore) NYC, h.
Vodery's Jubilees (Cotton Club) NYC, nc.
Voella, Sinda (Russian Art) NYC, re.
Von Hahn, Joseph & De Negre (Frontenac Casino) Detroit, nc.

Wade, Dick (Kit Kat) NYC, nc.
Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.
Wait, Eric (New Yorker) NYC, h.
Walker, Betty (Black Cat) NYC, nc.
Walley, Nathan (International Casino) NYC, nc.
Walsh, Sammy (Mayflower) Akron, O., h.
Walter, Gene (Kelly's Village Rendezvous) NYC, nc.
Ward, Will (Bill's Gay Nineties) NYC, nc.
Watts, Virginia (Maple Grove) Harrisburg, Pa., c.
Wayne, Naunton (Dorchester) London, h.
Wayne, Iris (Nixon) Pittsburgh, re.
Wolandi (Eddy Bros.' Circus) Englewood, N. J.
Welch, Frances (Barkley's) Flatbush, Brooklyn, N. Y., nc.
Welch, Muriel (La Marquise) NYC, nc.
Wencil, Ray (Faust Club) Peoria, Ill., nc.
Wynn & Wynesta (Rendezvous Villa) Youngstown, O., nc.
Wenzel, Dorothy (Bill Bertolotti's) NYC, nc.
Wessels, Henri (Plantation) NYC, nc.
West, Art (Chateau) Cleveland, nc.
Whalen, Jackie (Club Lincoln) Cypress Hills, L. I., N. Y.
Wheeler, Bert (Billy Rose's Casa Manana) NYC, nc.

White, Gerri (Ernie's) NYC, nc.
White, Jack (18 NYC), nc.
White, Ann (Queen Mary) NYC, re.
White, Belva (Miami Club) Chi, nc.
Wicke, Gus (Popeye) (Radio Franks') NYC, nc.
Wiene Bros. (Savoy) London, h.
Wilkins, Marion (New Yorker) NYC, h.
Willer, Frances (Webster Hall) Detroit, h.
Williams, Betty (Half Moon) Coney Island, N. Y., h.
Wills, Frances (Summit) Baltimore, nc.
Winehill, Cliff (Harry's New York Cabaret) Chi, nc.
Wilson, Edna Marie (Red Lantern) St. Joseph, Mo., nc.
Winston, Walter (Brittwood) NYC, nc.
Wise, Don (Dude Ranch) Berwyn, Md., nc.
Wolf Sisters (Kenmore) Syracuse, h.
Wolfe, Lorna (Ranch Club) Seattle, Wash., nc.
Woods & Bray (Nixon) Pittsburgh, re.
Wyse, Ross (Grosvenor House) London, h.

THE TITANS
"RYTHM IN SLOW MOTION"
WALTON ROOF.
Hotel Walton, Philadelphia, Pa.
Dir.: MILES INCALLS & JACK DAVIES.

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Vincent & Anita (Rhineland Gardens) Armonk, N. Y., nc.
Vitale, Valerie (Biltmore) NYC, h.
Vodery's Jubilees (Cotton Club) NYC, nc.
Voella, Sinda (Russian Art) NYC, re.
Von Hahn, Joseph & De Negre (Frontenac Casino) Detroit, nc.

Wade, Dick (Kit Kat) NYC, nc.
Wain, Beatrice (Glen Island Casino) New Rochelle, N. Y., nc.
Wait, Eric (New Yorker) NYC, h.
Walker, Betty (Black Cat) NYC, nc.
Walley, Nathan (International Casino) NYC, nc.
Walsh, Sammy (Mayflower) Akron, O., h.
Walter, Gene (Kelly's Village Rendezvous) NYC, nc.
Ward, Will (Bill's Gay Nineties) NYC, nc.
Watts, Virginia (Maple Grove) Harrisburg, Pa., c.
Wayne, Naunton (Dorchester) London, h.
Wayne, Iris (Nixon) Pittsburgh, re.
Wolandi (Eddy Bros.' Circus) Englewood, N. J.
Welch, Frances (Barkley's) Flatbush, Brooklyn, N. Y., nc.
Welch, Muriel (La Marquise) NYC, nc.
Wencil, Ray (Faust Club) Peoria, Ill., nc.
Wynn & Wynesta (Rendezvous Villa) Youngstown, O., nc.
Wenzel, Dorothy (Bill Bertolotti's) NYC, nc.
Wessels, Henri (Plantation) NYC, nc.
West, Art (Chateau) Cleveland, nc.
Whalen, Jackie (Club Lincoln) Cypress Hills, L. I., N. Y.
Wheeler, Bert (Billy Rose's Casa Manana) NYC, nc.

White, Gerri (Ernie's) NYC, nc.
White, Jack (18 NYC), nc.
White, Ann (Queen Mary) NYC, re.
White, Belva (Miami Club) Chi, nc.
Wicke, Gus (Popeye) (Radio Franks') NYC, nc.
Wiene Bros. (Savoy) London, h.
Wilkins, Marion (New Yorker) NYC, h.
Willer, Frances (Webster Hall) Detroit, h.
Williams, Betty (Half Moon) Coney Island, N. Y., h.
Wills, Frances (Summit) Baltimore, nc.
Winehill, Cliff (Harry's New York Cabaret) Chi, nc.
Wilson, Edna Marie (Red Lantern) St. Joseph, Mo., nc.
Winston, Walter (Brittwood) NYC, nc.
Wise, Don (Dude Ranch) Berwyn, Md., nc.
Wolf Sisters (Kenmore) Syracuse, h.
Wolfe, Lorna (Ranch Club) Seattle, Wash., nc.
Woods & Bray (Nixon) Pittsburgh, re.
Wyse, Ross (Grosvenor House) London, h.

Young, Margaret (Gay '90s) NYC, nc.
Youngman, Henry (Billy Rose's Casa Manana) NYC, nc.
Yourloff, Your (Old Roumanian) NYC, c.

Zita & Marseille (Cocked Hat) Kansas City, Mo., nc.
Zito (Jim Braddock's Corner) NYC, re.
Zorine (Frontenac Casino) Detroit, nc.
Zudella & Co. (Paramount) Des Moines, Ia., 16-30, t.

DRAMATIC AND MUSICAL
(Routes are for current week when no dates are given)

Hayes, Helen: (Curran) San Francisco.
Pins and Needles: (Shubert) Boston.
Star-Wagon, The: (Forrest) Phila.
You Can't Take It With You: (Locust St.) Phila.
You Can't Take It With You: (Mayfair) Portland, Ore.
You Never Know: (English) Indianapolis, Ind., 23-25; (Paramount) Toledo, O., 26; (Hartman) Columbus 27-28.

MISCELLANEOUS

Arthur, Magician: Shady Grove, Tenn., 25-26; Water Valley 27-28.
By-Gosh Tent Show: Union, W. Va., 23-28; Narrows, Va., 30-June 4.
Chief Rolling Cloud Dog Town Follies: Mt. Union, Pa., 23-28; Huntington 30-June 4.
Craig's Tent Show: Bentley Creek, Pa. (mail. Wellsburg, N. Y.) 23-28.
(See ROUTES on page 82)

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## Creditors Sue McCoy Show; Want It Adjudged Bankrupt

Six Springfield, Ill., concerns file petition in U. S. District Court at Wilmington, Del.—Col. Tim McCoy and other officials are to appear May 27

WILMINGTON, Del., May 21.—Col. Tim McCoy and other officials of Col. Tim McCoy and Associates, Inc., have been summoned to appear in United States District Court here May 27 by Judge John P. Nields to answer charges of bankruptcy. Six Springfield, Ill., business concerns have filed a petition in District Court here asking Judge Nields to adjudge the show bankrupt. Appointment of receivers in Washington, they say, constituted an act of bankruptcy. They contend show is insolvent. On May 5 Federal Court receivers took over Colonel McCoy's show in Washington, D. C., freight yards and made ready to sell stock and equipment to satisfy receivers. Two days later (May 7) Colonel McCoy was to have appeared in Wilmington with his show for performances.

Creditors who filed suit and their claims are Walter C. Armbruster Mfg. Co., for canvas, blankets and other merchandise in amount of \$1,423.03; Peter Vredenburg Lumber Co., for building material and other merchandise, \$297.71; Barker-Goldman-Lubin Co., for building material and other merchandise, \$548.47; Edward Hofferkamp and Bertha Hofferkamp, partners, doing business as Hofferkamp Bros., for hardware, cooking utensils and other merchandise, \$573.19, and W. D. Hughes and Baker Hernan, partners, doing business as Hughes & Baker, for certain sheet metal and other merchandise and labor furnished show, \$488.87.

### Contention of Petition

Petition contends show "owes debts to the amount of \$1,000 and over; is insolvent and is neither a wage earner," and (See CREDITORS SUE on page 37)

## H-W Show In Blowdown

Both performances lost at Beckley, W. Va.—big day at Bluefield

BECKLEY, W. Va., May 21.—The Hagenbeck-Wallace Circus encountered a miniature cyclone here last Saturday before the doors were to have opened for matinee performance, blowing down the big top. No one was in the tent. The show lost both performances.

BLUEFIELD, W. Va., May 21.—Hagenbeck-Wallace Circus had 'em on the straw here Monday afternoon and tent was filled at night. Weather ideal. The key of the city was turned over to Howard Y. Bary. Radio and newspapers turned over their powers to the show and 38 schools were dismissed at noon.

## Bud Anderson Buys Norris Bros.' Show

OSWEGO, Kan., May 21.—Fred (Bud) Anderson, of Emporia, Kan., who last fall sold his Seal Bros.' Circus to Charles Parker and Ira M. Watts (renaming it Parker & Watts Circus), has bought Norris Bros.' Two-Ring Circus, motorized. It was enlarged and reorganized here.

Anderson took out a license for 16 trucks.

## Upturn in Biz For Tom Mix Show

MASSILLON, O., May 21.—The Tom Mix Circus experienced its best business here of the five Ohio stands played on its hasty trek east, Dail Turney, general manager, informed *The Billboard* representative. Turney said that despite much rain and cold weather business has shown an upturn since it started its eastward march.

Rain threatened here, after an all-day downpour the previous day at Columbus, where business was decidedly off as (See UPTURN IN on page 37)

## Lincoln, Neb., Best Stand for Parker & Watts

LINCOLN, Neb., May 21.—Parker & Watts Circus had the best business break here of any date since the opening, according to Manager Ira M. Watts, who had about half a house on the matinee and tent nearly filled for night show. Show has been in the rain all but one day since the start in mid-April.

Newspapers were good to the opus here, devoting three-column spreads for two Sundays and three two-column flashes in the week previous to the date.

## Admire-Eakin Show Opens

DANVILLE, Ind., May 21.—The Admire & Eakin Circus, motorized, opened here May 12 with night show only. Weather very cold but top was comfortably filled. Show "blowed" matinee at Danville last Saturday due to storm. Night attendance was satisfactory. Show did not get off muddy lot until 8 o'clock Sunday morning. Sunday at Ladoga, matinee only, a bloomer. Jack St. Julian visited. J. C. Jake and Gladys Admire and R. W. Kline and wife, of the advance, also visitors. Jake and Gladys Admire and the Klins are handling promotions, which have been good. J. C. Admire is general agent.

## Praise for Bary On Labor Stand

(TELEGRAM)

Montreal, Que., May 19, 1938.

The Billboard Publishing Co., Opera place, Cincinnati, O.

I wish to commend Howard Y. Bary, of Hagenbeck-Wallace Circus, for his courageous stand on the labor situation in connection with his show. I also want to congratulate the performers and all personnel on his show for their fine loyalty. Mr. Bary and all circus managers are giving thousands of performers and working people a good living. All circuses are fighting this depression trying hard to keep their organizations going and we do not have to have radicals to interfere with the greatest amusement institutions in the world.

BOB MORTON.

## Robbins Loses Johnstown, Pa., Due to the Derailment of Car

BLOOMSBURG, Pa., May 21.—With three weeks under its belt, Robbins Bros.' Circus is now slipping along like a well-oiled machine. One bad "break" occurred when an elephant car was derailed and crashed into a steel bridge. This happened after leaving McKeesport, Pa., where a splendid day's business was recorded, 30 miles out from Johnstown, Pa., the next stand. The bridge was over Stony Creek, near Stoyestown. No one was hurt and not a scratch was suffered by the elephant herd. All physical equipment was ahead of the derailed car and was taken immediately to Johnstown and the show made ready.

The Baltimore & Ohio Railroad was unable to extricate the car and get the



EDRIS HULL, Diane Lovett and Evelyn Burns in Walter McClain's elephant act with the Al G. Barnes-Sells-Floto Circus. The girls are doing their first trouping with the show.

## Barnes Biz Holding Up; Oakland Big

KLAMATH FALLS, Ore., May 21.—Business with the Al G. Barnes-Sells-Floto Circus since leaving the Bay area around San Francisco and Oakland has held up remarkably well. In Oakland six capacity houses were enjoyed. This is the last season for the wonderful lot at 45th and San Pablo, as the Key System started this week to build immense parking facilities for their busses.

Clarence Bruce, featured with the Reiffenach Family, is a sensation and the act practically ties up the show at every performance. Newspaper reviews (See BARNES BIZ on page 37)

## Rosters of R-B Cars

PHILADELPHIA, May 21.—Roster of Ringling-Barnum No. 1 car includes John J. Brassil, manager; Tommy Connors, boss billposter; Herb Pickard, boss lithographer; Henry Barth, steward; James Long, Gene Hodgeman, Stanley Fulton, William Fiegley, Larue Dietz, Mike Haddad, Thomas Brydan, Vance Kintner, Burton Savadge, Joe Bernstein, Garlin Coleman, Frank Coursal, Mike Covitch, lithographers; Bud Robin, George Ratcliff, Charles Burke, Paul Bonnonis, George Haines, Frank Boteler, Carl Berg, Al Lapine, Ernest Carr, billposters; Neal Latka, porter.

On the No. 2 car are W. C. St. Clair, manager; Mark E. Wisheart, in charge of paper; Eddie Jackson, steward; H. N. Kilpatrick, Jack Carlino, R. Longo, Bobby Johnston, James Kennedy, Paul Hale, Henry Riley, Sam Clauson, E. H. Riche, Dixie Green, James Derby, Thomas Colligan, Thomas Clements, Richard Connor, James Judge, J. C. Rosenheim, Edward Riley; N. B. Tolliver, paste-maker.

## Robbins Loses Johnstown, Pa., Due to the Derailment of Car

performers' coaches, into town in time for the scheduled performances. The crashed car was repaired and the show continued on to Lewistown, the following stand, for two performances on the fairground lot. Mr. and Mrs. Charles Sparks and William Ketrow were visitors.

Harry McFarlan keeps the show moving at a fast clip, and Rodney Harris is there with plenty of "zip" from his band. Milt Robbins has a good line-up in his side show, with Jack Ryan making openings and also doubling in the big show for important announcements. The daily parade is welcomed along the line. Wardrobe is all new, and there is plenty of gold leaf on the wagons. Three bands and three calliopes furnish plenty of music.

## WPA Opens Canvas Season

Sunnyside, L. I., first stand with business light—staff and other departments

SUNNYSIDE, L. I., N. Y., May 21.—The WPA Federal Theater Project's Circus closed its first outdoor date here May 14. Biz was light thruout engagement with exception of Friday night and Saturday matinee. Friday night a capacity house and at Saturday matinee Eddie Sullivan was yelling for the straw early. Rain killed the night house.

Manager Burns O'Sullivan conferred with Paul Edwards, administrative officer, for all Federal Art Projects in the New York region, on plans for the addition of acts. Several new clown numbers, including a burlesque on *Snow White and the Seven Dwarfs*, are to be added.

Big top is a 110 with three 40s. There are five other tent units. Lighting system has three units.

### The Staff

The staff: Burns O'Sullivan, managing director and general contracting agent; Wendell J. Goodwin general press representative; Eddie Sullivan, manager with show; Ben Probst, equestrian director and announcer; William Cutty, director of concert band; Jimmy Thoms, director of personnel with show; Capt. William R. Saacke, superintendent of police sys- (See WPA OPENS on page 37)

## Successful Season For Hamid-Morton; Montreal Additions

MONTREAL, May 21.—The Hamid-Morton Circus, since opening at Buffalo week of April 18, has had big success at all their American engagements with exception of New Haven, Conn., which broke even. Other engagements were equal in attendance to last year's dates, with Buffalo 10 per cent better.

All acts that were at Buffalo will appear here with addition of Flying Voices, Flying Wards; Dr. Bernard's elephant added to Power's elephants, making seven on bill; Stanley's 20 horses in Roman and chariot races, Great Peters, Dobas family, Coleman Sisters, Winnie Colleano and Shorty Flemm.

Show will not play under auspices here. It will be the first circus in Montreal this season. Cole Bros., Robbins Bros., Hagenbeck-Wallace and Ringling-Barnum are headed this way.

Downtown ticket sale is far ahead of last year. Show closes its indoor season here.

## Linard Jones Fund \$69

ERIE, Pa., May 21.—Frank Ketrow, general agent of Kay's Mighty Bombo Show; Felix Adler, clown with Ringling-Barnum Circus; Florence Saylor, of Philadelphia; I. Walter Hawkins, De Land, Fla.; and John Creamer, Ashtabula, O., have just donated to the Linard Jones Monument Fund. Total amount is now \$69.20. George H. Lux is general chairman of the committee. He handles all donations and then turns them over to Frank V. Baldwin, treasurer. Lux's address is 1231 West 10th street, Erie.

WELLS BROS.' TRIO, bar act, returned to Miami, Fla., May 2 from a 15-week tour with Santos & Artigas Circus in Cuba. The Wellses are now at their home in Greensburg, Ind., practicing a new routine for park and fair dates.

### New Series of

## Legal Opinions

In this issue, in the Carnival Department, is the third of a new series of legal opinions of special interest and benefit to circus, carnival, park and other amusement enterprise owners. One of these articles will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

# Sawdust and Spangles

By CHARLES WIRTH

**TOM LYNCH**, former boss hostler for the Barnum & Bailey and Ringling Bros. and Barnum & Bailey circuses, who died recently, was one of the greatest judges of horseflesh. He became famous the world over when he trained and drove the celebrated "40-hitch" in the street parades of the Barnum & Bailey show. He made the harness and picked the 40 big bays for the hook-up himself, and each year one of the big colored six-sheet posters of the circus used to herald Tom Lynch, the champion driver of the world, with his 40-horse team. He was a personal friend of the great showman, P. T. Barnum, having entered his employ when Barnum organized his show.



CHARLES WIRTH

*The Post*, of Bridgeport, Conn., carried a lengthy account of his passing, and the widow was quoted as follows: "The circus was his life and he loved it. My husband, with the exception of Fred Hutchinson, of Parkersburg, W. Va., nephew of the late James A. Bailey, was the last of the key men of the Barnum & Bailey Shows when it was acquired by Ringling Brothers. Among his contemporaries of early Barnum & Bailey days who have gone before him were Charles Hutchinson, brother of Fred, and treasurer of the show; 'Big' Tom McLachlan, master of transportation; George Conklin, chief animal man; 'Jake' Platt, boss canvasman; Charles Henry, chief of the commissary and cook tent, who taught the Kaiser how to feed an army on the march; Carl T. Hathaway, who was general manager

of the Ringling-Barnum Circus when he died a few months ago. "With George Conklin, Mr. Lynch worked for John Pogeoy O'Brien, probably the greatest showman of the days when horses moved the circus over the road, before P. T. Barnum used steam trains. With these men under O'Brien were Charles and Adam Forepaugh, also destined to be circus kings, and employers of both Conklin and Lynch. Besides his wonderful knowledge of horses and the treatment of all of their ills, Mr. Lynch seemed to know all of their traits and 'spoke' their language."

**HAROLD PHILLIPS** had a nice story (captioned "The Circus Has Its Troupers") regarding the folding of the Col. Tim McCoy Wild West in *The Washington* (D. C.) *Daily News*, issue of May 6, several paragraphs of which are here-with reprinted:

"A great deal must be said for the placid temperament of showfolk, stage or circus. To expect adversity seems ingrained in them and thus, when adversity comes, the blow is taken lightly. "One could speculate entertainingly on what 550 normal and supposedly law-abiding taxpayers would do if one day they lost their jobs and were dispossessed of their lodgings. It's my guess the deputy marshals would have to run for it. . . .

"That there were no reprisals over the sudden evictions was generally credited to the estimable Sylvester L. Cronin, general manager. Actor and canvasback alike appeared to hold genuine affection for their patient and hard-working boss.

"Another stalwart figure in the debacle was W. H. Hommel, food concessioner, who fed all until there was no more food. Mr. Hommel, a restaurant owner of Madison, Wis., knew for the past two weeks that each day out was increasing his loss. 'Don't say I lost anything,' he asked. 'If you expect to make money you can't be afraid to gamble. What I most mind is going back to Madison to face my brother Rotarians who gave me a leave of absence for the summer and a big send-off. Here I'm back in a month.'"

**ED HILER** cards that he is now general agent for Newton Bros.' Circus. Biz with show is just fair due to weather conditions. Hiler saw Ringling-Barnum at Madison Square Garden visiting with Herb DuVal and Arthur Hopper, of the Big One, and Jerome Harriman, of the Downie show.



## With the Circus Fans

By THE RINGMASTER

President MELVIN D. HILDRETH, 716 Evans Bldg., Washington, D. C.  
Secretary W. M. BUCKINGHAM, Thames Bank, Norwich, Conn.  
(Conducted by WALTER HOENADEL, Editor "The White Tops," care Hohenadel Printing Company, Rochelle, Ill.)

**ROCHELLE, Ill., May 21.**—Activities of the Pat Valdo Tent, Binghamton, N. Y.: Robbins Bros.' Circus here May 22 and 23 and Fans will be present. Fans George Duffy and Bill Linney, of Ft. Plain, have been invited. Considerable activity at Hawkes Circus Farm, Castle Creek, N. Y., where Clayton's Circus has quarters. Farm visited frequently by our members. Show will take to road in late June. Mr. and Mrs. George Scholderer visited the Bradnas, of Ringling-Barnum show, on the lot in Brooklyn. Big One will be here June 21. G. H. Barlow III will entertain Buddy North and Pat Valdo when show arrives. His miniature circus will be erected for their inspection.

Harper Joy, of Spokane, Wash., accompanied by Mickey Davis, visited Polack Bros.' Circus at Coeur d'Alene, Ida. "Harp" reports that this year's edition embodies many features of outstanding merit. The Coeur d'Alene engagement, staged under auspices of American Legion, was presented in the new Civic Auditorium to consistently good business. Mr. and Mrs. Carl Sonitz, Mr. and Mrs. Charles Redrick and Mr. and Mrs. Jimmy Slocum, of the Polack show, motored to Liberty Lake, Wash., where they enjoyed themselves at Harper's beautiful summer home.

Storms H. Shults, of Galesburg, Ill., writes: "Certainly has been tough weather around here for the circus. Cold and rain the last week. Russell Bros.' Circus was in this section for five days. Drove to Monmouth May 13 and caught the show. Fred Schlotzhauer, Art Sawyer and John Tetlow, of Peoria, were on the lot. Saw the show at Aledo on Saturday. Fred again on the lot for the evening show. Business not very heavy at either place. On the 16th drove to Kewanee and saw the show again. John Tetlow on the lot. Afternoon light but nearly a full house at night. Show runs smoothly and has a number of feature acts. Equipment looks good and all stock in good shape."

## Capacity Crowds for Polack Bros.' Show at Trail, B. C.; Special Midnight Performance

**TRAIL, B. C., May 21.**—Capacity crowds were at the hockey rink here for every performance of Polack Bros.' Circus presented under auspices of the Trail-Rossland Shrine Club, May 11 to 17.

The demand was so great for seats that it was found necessary to stage a special midnight performance on Monday for the men employed on the "middle shift" at the Consolidated Mining and Smelting Co. plant, said to be the largest smelter in the world. Two matinees, Saturday and Tuesday, drew full houses and about 3,000 patrons turned out for the regular show on Saturday night.

A new theater opening on Friday did not materially affect the box office. On Saturday more than 40 under-privileged children were brought from New Denver, 100 miles distant, as guests of the Shrine Club and were served luncheon and supper by wives of the members of the club.

The Harrison Trio closed at Coeur d'Alene, Ida., and will play fairs. Felix

### Two for Burlington, Vt.

**BURLINGTON, Vt., May 21.**—Ringling-Barnum circus and Cole Bros.' Circus are booked to play here this season. Attempts last season by two circuses and several carnivals to break in a new lot just outside the city limits will apparently be abandoned this season, as the established lot in the city has been obtained.

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## FLASH! FLASH!

A MESSAGE TO THOSE WHO HAVE WIRED OR WRITTEN REGARDING TIM MCCOY CANVAS EQUIPMENT:

We were delayed in having equipment shipped to us from Washington, but same will be in our possession and ready for sale at approximately sixty cents on the dollar about May 18. First orders will be given preference and inquiries answered as soon as equipment is appraised.

Write—Wire—Phone

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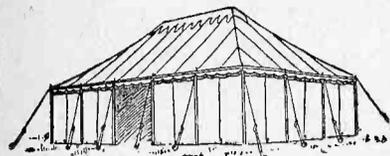
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**FRED BRAD or GUS SCHWAB.**

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70 Ft. (Circus) Round Top with two 30-Ft. Midles, Poles, Stakes and 23 lengths of Blues, 7 high. White Canvas in good shape. Seats constructed of best lumber and everything in good shape, ready to put in air. Will sell for \$500.00, or will trade in for good Elephant.

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Vincennes, Ind., Week May 23.

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**RAY MARSH BRYDON**

Towanda, 24; Tunkhannock, 25; Noxen, 26; Millville, 27; Milton, 28; Kulpmont, 30; all Pennsylvania.

## Under the Marquee

By CIRCUS SOLLY

**BLACKIE BOWMAN** is in charge of the bulls with Sells-Sterling Circus.

**FRANK P. MEISTER**, band leader, has left Harris Bros.' Circus.

**CHRISTY McDEVITT** has joined Polack Bros.' Circus as publicity man.

**BILLY F. NELSON** is with Rubin & Cherry, clowning on the Funhouse.

**THE DOWNIE** show played the old 10th Ward lot at McKeesport, Pa., May 9, an ideal spot.

**COLE BROS.' CIRCUIS** entered Canada at Hamilton, Ont., May 24, going there from Buffalo, N. Y.

**TEXAS O'ROURKE** pens that Cole Bros.' Circus will be in Burlington, Vt., June 11 and Ringling-Barnum July 9.

**HARRY VILLEPONTEAUX** is doing comedy contortion, balancing trapeze and clowning on Russell Bros.' Circus.

**IRA M. WATTS**, manager of Parker & Watts Circus, reports that business was exceptionally good, in the rain, the first three days of last week.

**RINGLING-BARNUM** will be in Hartford, Conn., June 28, and Springfield, Mass., July 7. Cole show has changed Hartford date from June 1 to 3.

**WALTER B. LEONARD** cards that Tom Mix Circus will be at Glens Falls, N. Y., June 6, auspices of the Trade and Labor Assembly, on the Broad street lot.

**WALTER L. MAIN** is taking mineral baths at Andover, O., and will then go to his home at Geneva, O. Saw Cole Bros.' Circus at Erie, Pa.

**IN THESE TIMES** it is well for performers, workingmen and others to remember the saying that a half loaf is better than none.

**JOE BAKER** met the advance crew of the Barnes show, Jack Austin, manager, at Seattle. Baker advises he is breaking in a new clown act.

**BILL MACY** is confined to the Irene Byron Sanatorium, Ft. Wayne, Ind., ill of t.b., and will be there for some time. Acquaintances are asked to write.

**HERBERT A. DOUGLAS** cards that Newton Bros.' Circus had good matinee and fair night house at Coatesville, Pa. Schools were dismissed in afternoon.

**TOMMY AND ELLA BUTLER** have moved their house trailer back to Trailer City, Mansfield, O. Tommy is still working at Ritz Theater.

**PEDRO AND LUIS** closed with Lasses White's Minstrels at Columbus, Miss., May 14 and are now in Cincinnati playing night clubs. Will sail for England the first week in August.

**VALENTINE'S Sensational Flyers** attended Ringling-Barnum show in Brooklyn and were extended courtesies by Art Concello and wife. Have known each other since childhood.

**FROM J. C. ADMIRE:** "Was sorry to learn of death of Tom Atkinson. Mrs. Admire and I were his agents part of last year and never worked for a finer man."

**RECENT VISITORS** to Silver Bros.' Circus were Charles Meinell, Charles Sinal, Otto Milligan and wife, Slim Milligan and wife, Jimmie Rafferty and Rags Ragland.

**FOR FIRST TIME** in several seasons Barnett Bros.' Circus is featuring a flying act which closes program. In act are Hellenie and John Hartzell, Searl Simmons and Joe Dokes (comedy).

**PERSONNEL** of the Beers-Barnes Circus band: Frank Clark, trumpet and leader; John F. Hartman, Herman Wilburn, John Bensted, Eddy Mixon, Benny Waters and Frank Clark.

**CIRCUS OWNERS** want to live up to the motto, "The Show Must Go On," but they will be unable to do that unless they get full co-operation and consideration from not only their own people but outside interests as well.

**THE AVALON TROUPE**, seven-people wire and teeter-board act, which opened the season with Lewis Bros.' Circus, left at Delaware, O., to play celebration and fair dates. They will not be replaced, Paul M. Lewis announced.

**MIKE SULLIVAN** writes from Syracuse, N. Y.: "Have been in the circus and Wild West business for 40 years and wish to give credit to Col. Tim McCoy for trying to bring back a big Wild West show. Have known him for many years."

**ADMIRE & EAKIN** Circus at Rockville, Ind., May 16 had nice matinee and sell-out at night. Color scheme, orange and silver. Among acts are Eakin's animals and the Silverlakes, all-round performers.

**WILLIAM BACKELL**, manager of advertising car No. 1 of Robbins Bros.' Circus, is also contracting press agent since Bernie Head left the car recently to do story work three days ahead and bring in the show.

**NELSON THOMASON**, hand and head balancer, who was seriously injured when his rigging gave way while practicing head-balancing trapeze at Barnett Bros.' quarters in York, S. C., has fully recovered. He and his wife are with Ches Davis' Chicago Follies.

**JOHN R. VAN ARNAM** writes from Syracuse, N. Y., May 16: "Five truck shows will be within 50 miles of here this coming week—Tom Mix, Barnett Bros., World Bros., Lewis Bros. and Newton Bros. I will follow in two weeks with my opera."

**JAMES CREW**, with Lucky Teter's Hell Drivers, while billing Atlantic City, called on Frank B. Hubin. J. C. Rosenheim was in A. C. May 17 with Ringling-Barnum truck, billing there for show's appearance in Philadelphia. He visited with Hubin.

**THE FOUR MONARCHS** (Harry Matthews, Erma, Pat and Billy Kling), high act, drove from Phoenix, Ariz., to Providence, R. I., to open at the Shrine Circus there. Made 3,000-mile jump in five days, visiting Tom Mix, Hagenbeck-Wallace and Robbins Bros.' circuses en route.

**MRS. THEOBALD FORSTALL** (Peggy Marshall), wife of the auditor of Al G. Barnes-Sells-Floto Circus and president of the Ladies' Auxillary, Pacific Coast Showmen's Association, has gone to Montclair, N. J., for a short stay on personal business. She motored from Los (See UNDER THE MARQUEE page 82)

## Dressing Room Gossip

**ROBBINS BROS.**—Writing from Pottstown, Pa., May 18, the first one I saw on the lot this morning was Cliff Downing with his brief case, and no one as yet has found out why he carries it every day. Billy Hammond is still practicing on the tin whistle. Hoot Gibson recently received his private top. Kay Brown has returned to work after a week's absence due to illness. Pat and Bill Kling, who were motoring to the East to play dates, visited recently. Bobby Bumps visited at McKeesport, Pa., where he had his Circus Day revue. The Morecens, doing a three-high, are practicing. Freddie Freman seems to be having a time with his ball team. Last Sunday's game was called off due to the wreck near Johnstown, Pa. In previous gossip item should have read Ethel Freeman in principal riding act instead of Georgia Sweet. **VAN WELLS.**

## Spotty Business For Lewis Bros. In Buckeye State

**NEW PHILADELPHIA, O., May 21.**—Comparing favorably with the largest motorized circuses, Lewis Bros.' Circus is playing thru Ohio to spotty business, Paul M. Lewis, owner-manager, informed *The Billboard* representative here. "We have had some good days since show opened at Jackson, Mich., April 29," said Lewis. "Jackson was big and we had good business at Findlay, Fremont, Sandusky and other Ohio towns," he added.

The show moved immediately into Ohio after the season's premiere in Lewis' home city and will wind up almost three weeks of Ohio stands at Ravenna, from where show will head into Western Pennsylvania for a few stops, then into the regular Lewis New York State territory.

Lewis has a neatly framed show, all trucks have been repainted light gray. Program is one of the best the Lewis show has offered. It runs an hour and 45 minutes. Canvas layout is impressive, with its striped sidewall, and show is clean-appearing inside. John F. Dusch has a very good band. A spec has been added this season, *Hawaiian Serenade*, in which 20 young girls appear.

Recent visitors: Glenn Wagner, John Haire, Nick Heinick, Jack Nedrow, Roy Wild, Jimmy Finley, Duke Drukenbrod, Maynard Mast, C. A. Klein, Rex McConnell.

## Four Tent Shows Touring Sweden

**STOCKHOLM, May 21.**—Four important tent circuses are on the road in Sweden, the Circus Orlando-Strassburger, Circus Scott, Circus Altenburg and Circus Mijares-Schreiber.

Biggest and most important of the quartet is the combined Orlando-Strassburger Circus, featuring the horses and ponies of the Strassburger family and the Orlando cavalry. Program has Two Ericks, high-school horses, comedy horse number; Elsa Wallenda's sea lions; Orlando's Liberty horses; Four Akimotos, Jap acrobats; Regina Strassburger, high-school horse; Three Huberts, jockeys; Strassburger's elephants; Four U. S. A. Girls, tap and acrobatic dancers; Three Amadoris, flying trapeze; Hans Strassburger, cowboy and Liberty horses; Massimiliano Truzzi, juggler; Adriana and Charlot, bounding trampoline. Show closes with Oriental spec, *Fata Morgana*, featuring the fem fakir, Indra Bajadur, the fire eater; Beilal Ben Samba, Strassburger's Somali Negro show and Strassburger's ponies.

Circus Scott program has Rancy horses in Roman riding; Joe and Co., trampoline; Tully Carre, Cossack riding; Captain Taigler's sea lions; Miss Randez, equilibrium on pedestal; Rancy and Carre and Circus Scott Girls in Spanish spec; the Safetys, Swedish acrobats; Five Meteors, flying trapeze; Carre and Rancy horses. Second half consists of a big spec, *Circus Under Water or A Wedding at Heligoland*, produced by the French circus director, Pinder, featuring the Danish film comedian, "Bivognen" (Harold Madsen).

The Circus Mijares-Schreiber features the Mijares family of wire walkers, well known to old-time American circus folks.

## Beal at Boston Lecture Of Mrs. Osa Johnson Picture

**BOSTON, May 21.**—George Brinton Beal, *Boston Post* writer, was a participant at the Boston lecture of Mrs. Osa Johnson's picture, *Jungles Calling* (85 minutes), at Imperial Ballroom of the Hotel Statler evening of May 17. Beal wrote a Sunday feature on Mrs. Johnson three weeks earlier.

The evening picture-commentary was attended by about 500 persons. The lecture was sponsored by the New England Museum of Natural History. Pictures showed the development of the Martin Johnson expeditions covering a span of 25 years from 1912.

**RUSSELL G. KNISELY** wishes to thank friends for writing. Says he is not getting any better. Had a steel brace made for his back, reaching to shoulders. Mail will reach him at 193 Wooster avenue, Akron, O. He has turned over his contract with the Grotto at Warren, O., to Howard Grass.

# The Corral

By ROWDY WADDY

DRESS UP YOUR ACT and yourselves, boys and girls. You'll find that the cash outlay is nothing compared to the impression you'll make with the paying patrons.

FRISCO, trick horse, has been enlisted by residents of Southside Beach, Houston, to help pay off debts on their new bathhouse. She was purchased from a rodeo company which played Austin, Tex., recently and brought to Houston by Frank Walter. Frisco, who is said to do 27 tricks, was a feature of the Southside Beach carnival held last week.

MORE THAN 250 cowboys and cowgirls have mailed applications to participate in this year's rodeo to be held early in June in Wilmington, Del., under Junior Board of Wilmington General Hospital auspices. As a special attraction this year the winner of the steer wrestling or bulldogging contests will receive the State of Delaware Championship Trophy.

CHEYENNE, Silver Dollar Brady's performing horse, was sold to a New Orleans horse and mule trader last week. Cheyenne appeared with Brady in hotel lobbies, night clubs and other public gathering places. In re-advertising the horse for sale, the New Orleans dealer pointed out that Cheyenne has only been ridden safely by men and is a woman hater.

TEX ROBERTSON, trick roper and Australian bull-whip cracker, accompanied by his educated horse, Pal, blew into Cincinnati last week while en route from Louisville, Ky., to Detroit, where he will fulfill a night club engagement. During a short visit to the corral desk Tex reported that he will begin working on his string of fair dates immediately after his list of night club engagements has been concluded.

UNITED STATES cowboys and cowgirls who were featured performers at the recent Royal Show and City Pageant in Sydney, Australia, included Suicide Ted and Pearl Elder, Oral Zumwalt, Milt Moe and Mel Stonehouse. Canada was represented by Herman Linder, Clark Lund, Jack Wade and Frank McDonald. Elder led the American contingent. All received much favorable publicity in *The Sydney Mail*.

OFFICIALS OF THE four-day fifth annual Arkansas-Oklahoma Rodeo and Border City Celebration have put the finishing touches to the final preparations for the event, which will get under way in Fort Smith, Ark., Saturday (28). Floyd Gale is producing the contest, with Fred Alvord assisting him as secretary. Event is being sponsored by Chamber of Commerce with P. K. Rogers as chairman for the third consecutive year and J. F. (Pat) Garner as publicity director for the fifth consecutive year.

SOME ATTRACTIVE literature relative to the three-day championship rodeo to be held in Springfield, Mo., soon, arrived at the corral desk last week. Included in the packet were two-sheet up-rights, blotters and windshield stickers, with special lettering designs by John Stryker, well known in rodeo and Wild West circles. T. E. Robertson, who has made a sudden and classical debut into the rodeo field, is producing the event, which is being sponsored by Springfield Traveling Men's Booster Club. Contracted performers include Lucyle Roberts, Vaughn Kreig, Tad Lucas and Florence Randolph, trick riders; Chester Byers, trick roper; Johnnie Grimes and his auto-jumping Brahma bull, and Clowning Shultz and his roping stars. Three afternoon and two night performances will be presented and Rodeo Association of America rules will prevail.

ABOUT \$10,000 in prize money has been set up for contestants to shoot at at the four-day 51st annual Prescott Frontier Days, which will be held in Prescott, Ariz., soon, according to Grace M. Sparkes, secretary. Event, which is said to be one of America's oldest cowboy contests, has improved its grand stand until it now has a seating capacity of 5,000, with a bleachers seating 1,000. Performances will be held both afternoon and evening. Show is considered a civic recreational and educational institution and is non-profit. Executive committee includes C. M. Raible, chairman, with

Lester Ruffner, A. A. Johns and O. F. Orthel assisting; Grace M. Sparkes, secretary; O. H. Jett, assistant secretary; William G. Greenwood, advertising; George C. Ruffner, parade manager; Mike Stuart, arena director; M. B. Hazeltine, treasurer, and Elmer Lawrence, finance.

CROWDS ESTIMATED at more than 10,000 thronged the rodeo grounds to witness the Mother Lode Rodeo held in Sonora, Calif., May 7-8. Honored guests included Lieut. Gov. George J. Hatfield and Mrs. Jonathan J. Cooks, one of the contest's sponsors. Burel Mulkey successfully defended his title as champion bronk rider. He won the title in 1937. Results: Wild Steer Race—John Bartlam; Andy Gibson and Ed Osborn tied for second. Calf Roping—First day, Cecil Owsley, Asbury Schell, Carl Sheppard. Finals, Asbury Schell, Hugh Bennett, Lannie Allen. Bareback Bronk Riding—Fritz Truan, Paul Carney; Carl Dossey and Duward Ryan split third. Wild Cow Milking—Joe Mendes, Chuck Shepard, Homer Pettigrew. Bronk Riding—First day, Burel Mulkey and Ward Watkins split first; Stub Bartelmay and Doff Aber split third. Finals, Burel Mulkey, Ward Watkins, Fritz Truan. Steer Wrestling—First day, Gene Ross, Dick Heron, Dave Campbell. Finals, Gene Ross, Dave Campbell, Dick Heron. Brahma Bull Riding—J. Carney, Johnnie Schneider, Mitch Owens. Following contests were open to Tuolomne entries only: Free-For-All Race—A. Pedro, George Jacobs. Bronk Riding—Nick Gretchen, Miller Sardella, Joe Silvers. Finals, Miller Sardella and Ted Hunt split first; Nick Gretchen. Pony Express Race—Artie Scroggs, A. Pedro. Wild Horse Race—Johnnie Bonavia, Mitch Owens.

COWBOY STANDINGS for the 1938 Grand Champion Cowboy title as announced recently by Fred S. McCargar, secretary of the Rodeo Association of America, revealed that Burel Mulkey is leading with a total of 1,484 points, replacing Vic Schwartz, who dropped to fourth place in the standing with 1,162 points. Everett Bowman now is in second place with 1,342 points and Nick Knight holds the third slot with 1,286. Other hands in the running for the title and points garnered by them thus far are: Gene Ross, 1,156; Buckshot Sorrells, 1,113; Clyde Burke, 1,107; Paul Carney, 1,024; Eddie Curtis, 963; Fritz Truan, 955; John Bowman, 887; Jess Goodspeed, 838; Jim Whiteman, 798; Pete Grubb, 775; Cecil Owsley, 744; Hoyt Heffner, 736; Juan Salinas, 711; Smoky Snyder, 701; Joe Bassett, 654; Homer Pettigrew, 621; Doff Aber, 616; Dick Griffith, 614; Kid Fletcher, 613; John Rhodes, 611; Charles Jones, 611; Tom Rhodes, 610; Jackie Cooper, 604; T. Altamirano, 596; Maynard Gaylor, 585; Hugh Bennett, 528; Andy Jauregui, 518; Stub Bartelmay, 513; Ken Hargis, 509; Harry Knight, 503; Cecil Henley, 459; Allen Cramer, 459; Lee Ferris, 456; Hub Whiteman, 445; Clay Carr, 442; Asbury Schell, 440; Roland Curry, 433; Bill MacMakin, 419; Toots Mansfield, 398; Arthur Beloat, 348; Darwin Parks, 340; Eddie Cameron, 336; Jake McClure, 329; Roy Matthews, 317; Glen Shaw, 316; Hank Mills, 310; Viv Rogers, 297; Texas Kidd Jr., 292; Breezy Cox, 274; Joe Thompson, 271; Jim Hudson, 254; Tex Doyle, 258; Steve Heacock, 257; Bill Eaton, 254; Buck Echols, 250; Rusty McGinty, 245; Duward Ryan, 217; Carl Dossey, 217; Elmer Martin, 213; Frank Marion, 213; Hugh Clingman, 210; George McIntosh, 208; Dale Stone, 206; Mickey McCrorey, 205; Lawrence Conley, 202; Shorty Ricker, 199; Jonas DeArman, 198; Amye Gamblin, 197; Earl Moore, 194; Jack Sherman, 189; Tom Bride, 184; Bud Spilsbury, 178; Turk Greenough, 174; Joel Fleming, 173; Ike Rude, 170; Bob Estes, 170; Dave Campbell, 168; Hughie Long, 166; Bob Whiting, 165; Buttons Yonnick, 164; Cliff Gardner, 155; Red Thompson, 154; C. J. Shellenberger, 153; Young Townsend, 153. Bronk Riding—Burel Mulkey, Nick Knight, Vic Schwartz, Fritz Truan. Bull or Steer Riding—Jim Whiteman, Kid Felcher, Dick Griffith, Paul Carney. Bareback Riding—Smoky Snyder, Hoyt Heffner, Paul Carney, George McIntosh. Calf Roping—Clyde Burke, Jess Goodspeed, Cecil Owsley, Juan Salinas. Steer Wrestling—Gene Ross, Everett Bowman, Hugh Bennett, Tex Doyle. Team Roping—John Rhodes, Tom Rhodes, T. Altamirano, Buckshot Sorrells. Single Steer Roping—Andy Jauregui, Glen Shaw, John Bowman, Everett Bowman.

## Hurley, Rowin Have Miniature Show in Park

FORT WORTH, Tex., May 21.—A complete miniature circus, built by George Hurley and Tom Rowin, of this city, is now on display as one of the concessions at Casino Park on Lake Worth, near here. They have never been connected with a circus, but are frequent visitors to circus lots.

Emphasis in display has been placed on the wagons and mechanical equipment of the circus, altho the Side Show and big top, with trapeze acts, animal acts, bands, etc., are given prominent place in exhibit. Wagons are modeled after those on Ringling and Al G. Barnes shows. A working miniature light plant wagon also is included, as is a small copy of *The Billboard* being read by one of the workmen. Hurley and Rowin are using circus posters on the outside and circus music to carry out the circus effect.

## CREDITORS SUE

(Continued from page 34)

that the petitioners are "creditors of said alleged bankrupt having probable claims against said alleged bankrupt which amount in the aggregate in excess of the value of securities held by them to more than \$500."

Petition says that within four months preceding filing of petition company committed an act of bankruptcy in that on May 4 last, while insolvent, receivers were appointed for the show or put in charge of its property, which is to say District Court of the United States for District of Columbia, sitting in equity in Washington, appointed Edmund M. Toland and William H. Collins as general equity receivers for property and assets of the show, and that show was then and there insolvent at time of appointment of receivers.

"Wherefore," continues the petition, "your petitioners pray that service of this petition with a subpoena may be made upon Col. Tim McCoy and Associates, Inc., as provided in the Acts of Congress relating to bankruptcy as amended and that said Col. Tim McCoy and Associates, Inc., be adjudged by the court to be a bankrupt within the purview of said act as amended."

Signing petition were Walter Armbruster; W. Ogden Vredenburg, vice-president and secretary of Vredenburg Lumber Co.; Morton C. Barker, secretary-treasurer of Barker-Goldman-Lubin Co.; Paul W. Hart, vice-president and treasurer of Springfield Mattress Co.; Edward Hofferkamp and H. D. Hughes.

## WPA OPENS

(Continued from page 34)

tem; Billy Wilson, special agent; Capt. Vernon (Slim) Walker, superintendent of concessions and forage agent; Fred Rex, ring stock; Harry Di Dio, domestic stock; James J. Murphy, elephant man; Carl Neil, superintendent of lighting system; Johnny Carrea, canvas; Joe Ring, chief attendant; Eddie Pidgeon, inside tickets; Joe Harris and Eddie Lester on front door; Joe Wall, properties; Jimmy Meaney, riggers; Max Gershwin, master mechanic. There is a total of 75 workmen in all departments.

Advance department: Harold Sullivan, special promotion and manager of advertising brigades with seven billposters and four lithographers; I. Gold, school and merchant tickets; B. Zamichow and B. Swartz, story men; Paul Slayer, checker-up. For the U. S. Treasury: Abe Halley and six assistants. For the Federal Theater Project of New York City: George Kondolf, director; James Ullman, executive assistant; Archie E. Hill, administrative assistant; Walter Campbell, agent-cashier; T. A. Mauntz, director, department of information, reports Wendell J. Goodwin.

## UPTURN IN

(Continued from page 34)

compared to former years. Turney added the show was moving eastward cautiously with the contracting and advance billing forces less than two weeks ahead and that present plans called for the show to play much eastern territory before doubling back in the Middle West later in the summer.

Visitors here were Duke Drukenbrod, Jack Nedrow, Roy Wild, K. C. DeLong, Glen Wagner and wife, Fred Work, Frank Ruttman and wife, Ralph Peters, Buck Maughiman, Doc Trudelle and Rex McConnell.

# 15 Years Ago

(From The Billboard Dated May 26, 1923)

Walter L. Main was engaged by F. J. Frink, general agent and traffic manager of the Walter L. Main Circus, for special and railroad work for the circus. Main title was under lease to Andrew Downie.

Hagenbeck-Wallace arrived late in Richmond, Va., May 16 and canceled its parade but did capacity business. . . . J. C. and Bobby Davis, Wild West and menage riders, were with Soll Bros.' Circus. . . . George Ryan joined John Robinson Circus at Steubenville, O. . . . J. E. Bone, owner of Bone Bros.' New Model Show, sold it to S. H. Dudley, of Washington. . . . D. C. Davidson Bros.' Famous Show had a blowdown at Alpha, O.

John Robinson Circus showed in Canton, O., to capacity business. . . . Charles Bernard was with Walter L. Main Circus, doing advance press contracting. . . . Louis (Kelly) Muessig and Meyer Schlom doing 24-hour work on the Al G. Barnes Circus. . . . Glen H. Ingle was again with Kelly Bros.' Stock Co. . . . Louise Cannon and Cecil Lowande were doing a double riding act with Hagenbeck-Wallace Circus. . . . E. H. Jones was managing Cooper Bros.' Circus. . . . Bert Nolan closed on Christy Bros.' Circus advertising car and joined the advance of Cole Bros.' Circus.

Dan McAvoy, clown, who had been ill in the Miami Hospital, Dayton, O., left the institution May 14 and rejoined the Barnes circus. . . . Thomas F. Whiteside, formerly of the Jack Moore Trio of tight-wire performers, was doing a single on the Atterbury show. . . . Roster of Ringling-Barnum Brigade No. 1 included Claude Morris, Roland Douglas, C. J. Donohue, Joe Hawley, Bob Glasgow, R. P. Huth, B. T. Clements, Dewey Preston, Ernie Escene, C. L. Fritts and Fred Curry. . . . H. H. Gunning, formerly advertising car manager for the Barnum & Bailey and Buffalo Bill shows, was appointed inspector for the Poster Advertising Co., Chicago. . . . Omer Amundson, night watchman with World Bros.' Circus, was killed May 13 when he fell between two cars of the circus train. . . . Mrs. Amy Arlington, 64, who with her husband was for many years with the Barnum & Bailey Circus, died at Hotel Harding, New York City, May 20.

## BARNES BIZ

(Continued from page 34)

are loud in their praise for the show, and this act in particular.

Lois Stewart, in a front-page story in *The Klamath Falls Herald*, said: "The show has many new faces and practically an entire new staff. Every person is brimming over with courtesy and kindness. They were eager to show us around, even to the dressing rooms, and to explain the inside workings of the circus behind the scenes. We enjoyed meeting the circus people, shorn of their glitter and thrill of a circus background, and instead gracious persons as neighborly as you'll find anywhere. The show has a bang-up performance, crowded with thrills, beautiful girls and flashy wardrobe."

Mabel Stark has added two more tigers and is working 26 in her mixed group at present. Janet May, doing her two feature acts, upside-down walking and one-arm swings, and Walter McClain's elephant act with three new girl assistants, are other acts getting plenty of newspaper space in the reviews.

Three days in Portland, Ore., then into Washington for seven stands and into Canada at Vancouver, B. C., for a short stay.

## WESTERN & RODEO CLOTHING

For Men and Women. Send for Free Illustrations, Etc. GLOBE TAILORING CO. Willow Grove, Pa. EDDIE GLOBE, Manager.

1938 STAY, COWBOY! 1938 Come to the 51st Anniversary of America's Oldest and Arizona's Best Cowboy Contests, Prescott Frontier Days, Prescott, Ariz., July 1-2-3-4. 4 Days—4 Nights. Wild, Rough, Fast and Furious! In the last and best West! Concession Committee invites bids on all types of Concessions. Copies of bids can be obtained by writing association direct at Prescott, Ariz. Copies of prize list and rules mailed on request.

# STATE'S REVIVAL FOR N. M.

## Annual Breaks 22-Year Lapse

Albuquerque plant will be ready this fall—Harms is named pilot by board

ALBUQUERQUE, N. M., May 21.—The first New Mexico State Fair in 22 years will be held here in the fall of this year, it was announced, following a meeting of the State Fair commission with Governor Clyde Tingley at the Chamber of Commerce. Appointment of Leon H. Harms, Albuquerque, as fair secretary-manager also was announced.

Manager Harms, with experience in management of fairs in Kansas and said to have been recommended by Kansas State Fair officials, is experienced in the dairy and live-stock field and purchased residence property here several months ago. He is to start at once on plans for a premium list and general fair program, including racing, it is said.

### Much Interest Seen

"The board found the situation as set up quite satisfactory for holding a fair this year," said Frank D. Shuffelbarger, Albuquerque, president. "The popularity of the project and enthusiasm expressed by citizens all over the State point to its success.

"The board has complied fully with requests of the government, and the WPA, thru its administrator, Fred Healy, has assured us that the project will be completed by September 1."

### Solons Vote \$15,000

Members of the commission are President Shuffelbarger; Oscar M. Love, treasurer, Albuquerque; Nathan Salmon, (See *STATE'S REVIVAL* on page 43)

## Mass. Award Funds Held Up In Budget Row

BOSTON, May 21.—There is some uneasiness among Massachusetts fair officials, it is said, as a result of action of the State Senate in blocking passage of Gov. Charles F. Hurley's 1938-'39 budget because of some of its items.

The budget provides for appropriation of \$29,000 for premium money proposed to be distributed this season if granted.

It is expected that some fair plans will be retarded, as officials will mark time until a new budget is adopted or the present one amended so that allotments can be made

### Lewis Victor in Primary

HARRISBURG, Pa., May 21.—Samuel S. Lewis, president of York (Pa.) Interstate Fair, was nominated on the Republican ticket in Pennsylvania's primary election on May 17 for lieutenant-governor.

Now 64, he has had a long career in State politics, having been appointed by President Theodore Roosevelt as postmaster in York and reappointed by President Taft. In 1920 he was elected state auditor-general and in 1924 was elected state treasurer, later serving as secretary of highways under former Governor Pinchot.

### New Series of

## Legal Opinions

In this issue, in the Carnival Department, is the third of a new series of legal opinions of special interest and benefit to circus, carnival, park and other amusement enterprise owners. One of these articles will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



HENRY J. LUND, manager of publicity of Minnesota State Fair, told the spring conference of Minnesota Federation of County Fairs in the Radisson Hotel, Minneapolis, on May 18 that "publicity department work is the key activity thruout the entire operation of a county fair." He declared a well-rounded publicity campaign should include diversified use of all media.

## Detroit's Council Deals Setback to World's Fair Plan

DETROIT, May 21.—Plans for a World's Fair in Detroit received a strong setback this week when city council turned down the idea.

The proposal was made by Raymond J. Meurer, attorney for United Detroit Theaters.

The proposed date, 1940, would be far too soon, in view of the five years or more required for preparation, according to the council discussion, while some councilmen objected to proposed use of Belle Isle Park as a site.

### Ohio Building Under Way

COLUMBUS, O., May 21.—Construction has started on a junior fair building on the State Fair grounds here to cost about \$90,000, according to Earl H. Hanefeld, director of agriculture. Structure, to be completed for the 1938 fair, will be of brick and concrete, 200 by 280 feet, with 676 stalls 4 by 5 feet. First floor will have some concession stands, over which will be a concrete auditorium seating 1,000, and exhibit arena, 50 by 125 feet. Second floor dormitory will accommodate 400 boys, with shower facilities. Concrete ramps linking with loading platforms and wash racks for cattle will be available for exhibitors. State is furnishing \$40,000 of total cost, remainder being federal funds.

## Ground Is Broken for \$500,000 4-H Club Building in Minnesota

MINNEAPOLIS, May 21.—Announcement of breaking of ground for a \$500,000 4-H Club building on Minnesota State Fair grounds here gave members of Minnesota Federation of County Fairs an enthusiastic send-off at the annual spring conference on May 18 in the Radisson Hotel. Raymond A. Lee, State Fair secretary, in making the announcement, lauded T. A. Erickson, State 4-H Club leader, and proposed that a memorial be erected in the building in commemoration of the fine job Mr. Erickson has performed in the past 25 years.

Registration totaled about 50 fair secretaries and 25 concession representatives. Representing Live-Stock Association of South St. Paul, W. A. Peck, marketing agent, reported the availability for county fairs this year of a

## Opening Attendance at Glasgow Empire Exhibition Tops That of Wembley, Which Had High Mark

By HARRY E. TUDOR

GLASGOW, Scotland, May 9. — That success of the Empire Exhibition here may be fully regarded as a foregone conclusion is demonstrated by the fact that paid admissions on the first five days ending last Saturday more than doubled those of the much-quoted Wembley Exhibition and which, incidentally, recorded the greatest success of any British-produced exposition.

The Empire drew 569,527 paid admissions and Wembley Exhibition, correspondingly for the five first days, 270,081. Many industrial and commercial concerns that exhibited at Wembley and as many of the more prominent showmen

of the amusement section assert that the Empire compares more than favorably with Wembley and look forward to its achieving a success far in advance of the latter during its six months' run.

The amusement zone, given the official title of the Amusement Park, reflects credit upon Butlin's, Ltd., exclusive right-holders of the immense undertaking in its organizing and layout. It is seldom that 100 per cent of an exposition's amusement zone concessioners voluntarily attest their being more than satisfied with their respective locations, but the Empire can assuredly go down (See *OPENING ATTENDANCE* page 43)

### Looking Ahead

SALT LAKE CITY, May 21.—New York World's Fair good-will touring representative, F. L. Krause, was welcomed here by Governor Henry H. Blood, Mayor John M. Wallace; E. O. Howard, chairman of the Utah committee for fair participation, and other officials. Mr. Krause presented Governor Blood with a key on the capitol steps and left two models of World's Fair buildings. "This is also a reminder that in 1947 Utah will have a celebration of the 100th anniversary of arrival of its pioneers," said Governor Blood in an address, turning to Mr. Krause, "and on that occasion we may ask for your co-operation, even as ours is now offered to New York."

### Amherst, N. S., Maritime Is To Augment Attractions

AMHERST, N. S., May 21.—At annual meeting of Maritime Stock Breeders' Association, sponsor of the annual Maritime Winter Fair here, it was reported the new arena for the 1938 fair will seat 4,000 and cost \$80,000, Dominion Government to provide \$50,000 and balance coming from governments of New Brunswick, Nova Scotia, Prince Edward (See *AMHERST, N. S.* on page 43)

### Lease Renewed in Corinth

CORINTH, Miss., May 21.—North Mississippi-West Tennessee Fair and Dairy Show recently renewed its fairgrounds lease here. Plans are being made to erect new buildings, fences and probably a grand stand, reports General Manager J. A. Darnaby, who will supervise work. D. Mercier is president and A. J. McEachern is secretary.

## San Fran Expo Over Half Done

\$10,000,000 mark passed  
—officials air problems at  
mass luncheon of citizens

SAN FRANCISCO, May 21.—Building on Treasure Island, site of 1939 exposition, has surged well past the halfway mark, with the \$10,000,000 mark now behind. Work is on schedule, with bids called for 11 more minor contracts.

Motorcade publicizing New York World's Fair arrived here on Wednesday with a Treasure Island visit booked by Advance Man Clifford Maitland Sage. Chrysler Corp. signed for 12,000 square feet in Vacationland Building. Peter Connolly has been named secretary of the fair's music co-ordinating committee (See *SAN FRAN EXPO* on page 43)

### Ark. Takes Space in N. Y.

LITTLE ROCK, Ark., May 21.—Contract was signed this week for 3,000 square feet of space for an Arkansas exhibit at the 1939 New York World's Fair, said C. E. Palmer, chairman of the centennial commission. Option held by Kentucky was relinquished to Arkansas with commission paying \$3,600 as initial payment on space rental to cost \$14,400. Campaign has been launched by the commission to raise not less than \$100,000 to fill the space with State exhibits.

### Board Active in Amarillo

AMARILLO, Tex., May 21.—Grandstand show and carnival bookings have been made and plans are on for an augmented 1938 Tri-State Fair here, said Secretary-Manager O. L. Taylor, who reports the board anticipates a successful event, as crop conditions are good. President R. R. Pinkney and Mr. Taylor have been re-elected. Mighty Sheesley Midway has been contracted.

### Gallery Booked for G. G.

FORT WORTH, Tex., May 21.—F. M. McFalls, who had shooting galleries at Frontier Centennial and Fiesta here and Dallas Centennial and Pan-American expositions, has signed for a Golden Gate Exposition gallery at San Francisco next year, he said this week at Lake Worth Casino here, where he has a shooting gallery and several rides and games. He intends to open a summer gallery and Skee-Ball games on the midway on Dallas fairgrounds in June. He has a gallery in Tyler, Tex., besides concessions at Lake Worth.

ROANOKE, Va.—Roanoke Fair, Inc., with maximum capital of \$50,000, has been formed, with John L. Godwin as president.

# Fair Grounds

**CHARLOTTE, Mich.**—A grand stand with seating capacity of 2,200 is under construction on Eaton County Fair grounds here, and arrangements have been made to paint buildings and make other repairs and improvements, said Secretary Hans Kardel.

**MARSHFIELD, Mass.**—Marshfield Agricultural and Horticultural Society voted unanimously to include pari-mutuel betting at the 1938 six-day fair. President Ernest H. Sparrell, former president of Massachusetts Agricultural Fairs Association, said much interest is evident in the plan. It will not conflict with the racing period of Suffolk Downs, Boston.

**DOUGLASVILLE, Ga.**—The fair building here having burned on April 30, plans for a new structure are on, the old one being covered by \$2,500 insurance.

**WESTPORT, N. Y.**—Directors of Essex County Agricultural Society voted 1938 Westport Fair plans contracted the King Reid Shows, voted to increase the adver-

tising budget and use several new methods of publicity and augment the program of free attractions, reported Fair Director Earl Frisbie.

**ELBERTON, Ga.**—Elbert County Fair Association acquired two additional acres, which have been fenced and leveled for the fall fair.

**SEDALIA, Mo.**—Missouri State Fair here will not sponsor a beauty contest this year. Such contests were held at the 1935-'36 fairs under State auspices but were discontinued after 1936 and will not be resumed this year, said Secretary-Manager Charles W. Green.

**BLOOMSBURG, Pa.**—Auto-racing contract was awarded to Ira Vail for the 1938 fair races. AAA racing has been a feature here many years and the annual event was won seven years in succession by Vail when he was driving racing cars.

**ARKADELPHIA, Ark.**—Clark County will hold its first fair in many years in 1938, officials of the Chamber of Commerce, sponsor, announced.

**KINSMAN, O.**—Kinsman Fair grounds has been sold at auction, the 37 acres, grand stand, exhibit hall, four horse barns and the other buildings going for \$3,675 to James B. Johnson, president of (See FAIR GROUNDS on page 43)



**NAT D. RODGERS**, well-known outdoor showman, who has joined the staff of Barnes-Carruthers Fair Booking Association, Chicago, and will have charge of a newly formed special events department. He has had years of experience in various branches of outdoor show business, was superintendent of concessions at Chicago's A Century of Progress in 1933 and held executive and managerial posts with Texas Centennial Exposition of 1936-'37 in Dallas. Since then he has been handling special events in the Southwest. The new B.-C. department will be operated separately from regular fair booking business and Mr. Rodgers will have complete charge of it.

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ALEXANDRIA, MINN., AUG. 24-25-26-27.  
Big new Midway and \$60,000 Grandstand. Outstanding County Fair Spot in Minnesota. Independent Midway. Write  
**R. S. THORNTON, Secretary.**

**Grand-Stand Shows**  
**LUCKY TETER** and his Hell Drivers have been contracted by Brockton (Mass.) Fair for five days.

**BONETTE BROTHERS**, balloonists, will appear at Charlottetown (P. E. I.) Exhibition.

**AMARILLO (Tex.)** Tri-State Fair board has booked Ernie Young's revue for night grand stand and Beutler Bros.' Rodeo for afternoon performances, reported Secretary-Manager O. L. Taylor.

**WASHINGTON** County Fair, Sandersville, Ga., booked these Barnes-Carruthers acts: La Temple Co., Four Rounders; Liazeed Troupe, acrobats; American Eagles and Terrell's Circus. In addition

Frank Winkley's Suicide Club and WLS Prairie Farmers' Radio Stars have been contracted.

**GEORGE MARLOW**, veteran contortionist, has returned to his home in Canton, O., after a tour with the Tom Gentry band unit. After theater dates in this vicinity he plans to play fairs and celebrations.

**MINEOLA, L. I.**—Directors of Queens-Nassau Agricultural Society, sponsor of annual Mineola Fair, elected J. Alfred Valentine, president; Edwin P. Roe, vice-president; John O. Bergen, treasurer.

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# OHIO OUTLAY HEAVY

## Acts Budget Tilt For Pontchartrain

## More Building Than Since '29

Construction is increased in area by operators, who look for good season

CANTON, O., May 21.—Altho early reports from outdoor showmen are not encouraging, a majority of Eastern Ohio amusement park operators say they anticipate the season to open on Decoration Day week-end will be one of the best in recent years. In largest and smallest spots in the area, numbering more than a score, there is a feeling of optimism. A survey reveals there is more new construction under way than in any year since 1929. Most all spots have eliminated obsolete rides and concessions and are devoting the space to new attractions.

Information gleaned by contacting operators of a dozen or more larger parks is that there will be no drastic changes in policy. In some instances operators are introducing new stunts to stimulate patronage. In all but a few instances (See OHIO OUTLAY on page 42)

## Detroit Has Slump In Pre-Season Biz

DETROIT, May 21.—Business in Detroit amusement parks has been poor so far this season, operators agree, with estimates of the drop below 1937 running about 60 per cent. Poor weather is considered a big factor and operators are not discouraged over prospects, anticipating a pick-up when weather permits, despite industrial recession, altho no approach to last season's record is looked for.

In Edgewater Park Manager Paul Heinze has decided to do away with the ballroom this season. It has been an important spot for years, with a good following among younger patrons. It is being converted into an open-air roller (See DETROIT HAS on page 42)

## Geauga Bookings Hold Up

GEAUGA LAKE PARK, O., May 21.—New season opened with week-end operation, said Manager W. H. Kuhlman, daily schedule to start on Decoration Day. As in former years, there will be free parking, free admission and free picnic grounds. Griff Morris and orchestra will play for dancing in the pavilion. Manager Kuhlman reported picnic bookings on a par with former years and that several large industrial concerns have contracted to hold outings.



HARRY J. BATT, managing director of Playland Corporation, operator of Pontchartrain Beach, New Orleans, began his 11th season this year with a record opening-day crowd on May 1. He promises the biggest entertainment card at the beach in its history with Bee Kyle, the "Stratosphere Man," Athleta, Dr. Carver's Diving Horses, Great Fussner and others. He will be in charge of the annual beauty contest to select Miss New Orleans for the 1938 national Miss America pageant.

## Belmont Opens With All Space Taken for 1938

MONTREAL, May 21.—With an investment said to exceed that of any other amusement park in America for this season, Belmont Park, Cartierville, opened to good bad-weather business with a preview on May 14 and 15. Its big bow is set for today.

Harry A. Illions leads off in feature improvements with installation of his two big rides, Bozo and the Rapids. He has closed a contract with Philadelphia Toboggan Co. for Funhouse features to be added to his Magic Carpet. A gorgeous front has been developed. Aaron Hymes, New York, will operate a group of games, chief among which will be a modernistic Charlie McCarthy store. Most novel of the new games is the Toboggan Co.'s donkey set-up owned by Joe Boretsky and consisting of three (See BELMONT OPENS on page 42)

## Lake Brady, O., Is Under a Long Lease By Business Group

RAVENNA, O., May 21.—Don Wilson, several years identified with Lake Brady Park near here, and a group of Ravenna business men have taken a long lease on the spot of more than 300 acres and have started renovation and construction. Several hundred cottages are on the grounds.

Dance pavilion is being enlarged and redecorated and a bar installed across one end. Tables will be added for the season starting today, with full schedule beginning on Decoration Day. Name bands will be played on week-ends. Many picnics have been scheduled, including several from the Cleveland district. Haskell Johnson, associated with the park some time, is assistant manager and in charge of picnic bookings.

Mr. Wilson and associates say they will rehabilitate the park, with construction planned each season for several years.

H. W. Perry, identified with Akron and Canton amusement parks for a decade, is promotional director and will assist in contracting events and aid in operation of the dance pavilion. In recent (See LAKE BRADY on page 42)

## Chi Riverview Has Good Start

Its 35th season is opened with new rides—long picnic schedule reported

CHICAGO, May 21.—Riverview Park swung into its 35th season on Wednesday and despite overcast skies a good crowd attended. Park has been overhauled, is sporting a new ride, an Indianapolis Raceway, with an Octopus to follow soon, and has most of its concession space leased.

Nearly all of the same faces are back at their old stands, while crowds have that one-big-happy-family look about (See CHI RIVERVIEW on page 43)

## Gleanings From the Field

DETROIT—Al Yohe, amusement park executive, of Denver, was a visitor in Detroit last week. He is a nephew of May Yohe, former stage star.

BIRMINGHAM.—Cascade Plunge here opened on May 8. Pool has been repainted, new equipment added and improvements made in the filtration system.

BIRMINGHAM.—West Lake Park here opened on May 13, featuring Jolly Boys' Orchestra. There will be weekly dancing. Park has been landscaped and new equipment added.

ATLANTIC CITY.—The Auditorium will go to town on Decoration Day with Lucky Teter and his Hell Drivers as main attraction. This is said to be the first time that such an attraction has played indoors.

WINDER, Ga. — Cafe in Greenwood Park has been enlarged, reported Manager D. L. Wilder, who purchased the spot three years ago when it was known as Deadman's Lake. It has been practically rebuilt, with new features. Season of 1937 was the best ever experienced here, he said.

SANDUSKY, O.—Joe Tracy Emerling has arrived at Cedar Point to open his second season and is remodeling and

decorating for presentation of his show, Death Valley Mysteries, Monsters and Melody. He reported Claude Woods en route from Miami, Fla., with his Monkey Circus, to open on June 1.

SAVANNAH, Ga.—Activities at Crystal Lake, said Manager H. L. Garfield, include overhauling the Toboggan slide, building new diving raft and bathing piers and erection of a pavilion accommodating about 800 on free picnic grounds. Proprietor J. O. King plans Sunday night airdrome entertainment.

NORWALK, Conn.—Roton Point Park will open its season on Decoration Day, the 25th under operating ownership of Neville, Bayley. The Long Island Sound resort will celebrate its Silver Jubilee with an elaborate inaugural program, followed by a series of anniversary events.

LONG BEACH, L. I.—Residents and non-residents will play double the rates collected last year for use of the beach and ocean here, city council ruled. Price of a season ticket will be \$2, and the 25-cent single rate will be increased to 50 cents. City hopes to raise more than \$100,000 from bathing tolls.

COLUMBUS, O.—With construction at Olympic Beach, new \$70,000 swimming (See GLEANINGS on page 42)

NEW ORLEANS, May 21.—Highest budget for free acts in the 11-year operation of Pontchartrain Beach by Playland Corp. is announced by Harry J. Batt, managing director. Bee Kyle, high fire diver, will complete her third week as opening attraction during the coming week and will be followed by the Great Fussner for two weeks. Athleta, Wonder Girl, gets two weeks beginning June 2, followed by Dr. Carver's Diving Horses. In addition to the "Stratosphere Man" for three weeks, Manager Batt promises a full season of boardwalk shows. He estimates a 25 per cent increase in expenditures on acts over last season.

Week-end crowds the first two weeks established new patronage records, but cool nights have kept down attendance on week days. For the first time beach has added several side shows, including Bly, rice writer; Young Buffalo (Harry O'Brien), two-headed calf and others.

Richard Batt is concession manager; Emmet Jones, storekeeper and emcee; John W. Batt, manager of rides; Frank Kramer, chief mechanic; John Gregory, ork leader and emcee of night spot, the Casino, where Louise Civell is piper; Harry LeVan, booker; Gar Moore, publicity; Gus Schumann, restaurant manager, and B. A. Murphy, bathhouse manager. A new Goball concession has been installed, and continued click of bingo is reported.

## Cincy Coney In Bow With Full Schedule

CINCINNATI, May 21.—Opening its regular season today, Coney Island is to be operated daily thru Labor Day with a full complement of attractions, including the 20-mile round trip on the Ohio River by the company's all-steel steamer, Island Queen. Three orchestras highlight the program. Bert Block and his orchestra, featuring "bell music," are in Moonlite Gardens, Coney's summer ballroom. In the Clubhouse, freshly painted and brilliantly lighted, Smittie and His Gang, popular last season, have returned with a new and exotic set-up. Tony Salamack and his orchestra are featured on the ballroom deck of the Island Queen.

Pool inaugurated its season with the rest of the attractions. Everything, from (See CINCY CONEY on page 42)

## Opening Good in Lincoln

LINCOLN, Neb., May 21.—Capitol Beach had a good opening despite cold weather, and an addition to the ride sector, the Octopus, is getting a good play. Ferris Wheel has been moved to center of the midway and a lot of new paint and frontage are seen. Manager Hoyt Hawke and assistant, Ralph Beechner, look for a healthy season, a fancy wheat crop being virtually assured.

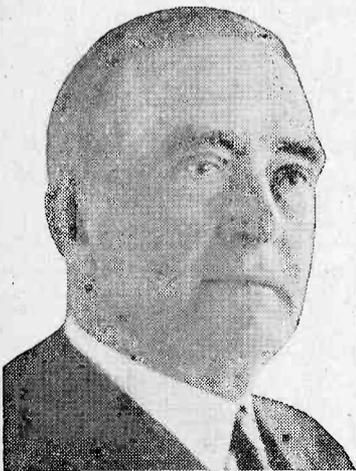
## Tyson A. C. Pageant Pilot

PITTSBURGH, May 21.—Plans for the 1938 Miss America beauty pageant in Atlantic City will get under way on June 1 when George Tyson, pageant director, will take a three months' leave of absence from his post as publicity chief of Harris Amusement Co. here to pilot the beauty show from a surf-side desk. Kenneth Hoel will occupy Tyson's spot during summer.

## New Series of

## Legal Opinions

In this issue, in the Carnival Department, is the third of a new series of legal opinions of special interest and benefit to circus, carnival, park and other amusement enterprise owners. One of these articles will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.



NEVILLE BAYLEY, veteran operating owner of Roton Point Park, South Norwalk, Conn., which will open its 25th season under his direction on Decoration Day. He said the Long Island Sound playground's Silver Jubilee will be celebrated with a special opening program and that throughout the season there will be a series of anniversary events.

# American Recreational Equipment Association

By R. S. UZZELL

Early openings east of the Alleghenies had another hard wallop on the weekend of May 14 and 15. It rained most of those two days. The rain was cold and the wind was high, while most people remained at home. Lucky have been the parks that have not opened yet. Several places have accumulated losses to be liquidated out of better days. To play with the caprices of spring weather does have its hazards. Luna Park, Coney Island, N. Y., will not open until May 28. Charles Miller has been with this amusement emporium many years. He has learned When!

New York World's Fair management saved its fireworks on Sunday, May 15. No use firing them with no spectators. The management is opening the grounds to the public week-ends only so as not to interfere with construction.

The rains that have dampened early operation have their compensation in the fact that they assure a good crop for farmers, which will help to revive business from the bottom up.

### Ethics and Rumors

A misunderstanding about the NAAPPB public liability insurance plan being available to members of New England Section is being cleared up. There was no intention in any quarter to be misleading. Just lack of agreeing definitely on details is the cause of the wrong impression. A letter to the secretary of the national association or to New England Section will bring a response that will set you right on the insurance plan.

Is it not about time to get our code of ethics working? There are unfounded rumors and statements in circulation that do the originator no good, but can work injury to the one who is falsified. Some of this has reached proportions that would easily justify a libel suit, which is the more costly and less satisfactory solution. When the same falsity is repeated verbally to various persons and can be proven; it is just as good evidence on which to convict as a written statement sent thru the mails.

Rockaway Beach, N. Y., will soon have the distinction of being the only large beach resort in the country without a Coaster. It has had several in its day. Only two now remain which must give way to the new development by the city. When shall they have another? Revere Beach, Mass., got a new one last year.

### Sympathy for Clair

Arch E. Clair, manager of Norumbega Park, Auburndale, Mass., lost his wife on May 14. Remains were interred on May 17 from the home of her parents in Battle Creek, Mich. It was all very sudden. A little blister developed on one of her hands. They opened it and thought nothing of it. Blood poison set in, which baffled all efforts of physicians and hospital staff. Several blood transfusions failed to revive her. Arch may well know that he has the sympathy of his many friends. New England Parkmen's Association, of which he has been president, sent expressions of sympathy and an appropriate floral tribute.

To get such a staggering blow just at the opening of the amusement park season will make it very hard for our fellow member to carry on. He will need and deserves all of the encouragement and sympathy we can give. Arch, we are all with you as a unit. A touch of sorrow makes us all kin.

### Benson To Ease Up

John T. Benson is not so well this spring. His physician ordered him to bed for a long rest. Caring for and managing a wild animal farm, with a show every day during the summer season, is no small task for one who has carried the responsibility so long and so well. John can still do the headwork, but the physical effort should be divided with some trusted assistant. Animals require daily attention in season and out, cold or hot, stormy or fair, and they eat every day all the year, show or no show.

Last December when they were introducing fathers and sons your author could not suppress the thought that if Benson had a son to carry on this veteran animal man could begin to enjoy much-needed shorter hours and fewer days each week. Here is a valuable property with great possibilities which should never be permitted to lag from

want of efficiency in management, such as John T. has always given it. What an opportunity for some young man who is willing to take the grind and routine monotony to gain success and a comfortable fortune! It's no place for a man who watches the clock and over-emphasizes a good time for himself.

## Long Island

By ALFRED FRIEDMAN

Several years ago we ascended in a plane to give Long Island the let's-see from above and there were few buildings or areas that were particularly distinguishable from 2,000 feet. Several days ago we made the same sort of an air invasion and this time one object did stand out from above, the World's Fair grounds.

Many Long Island communities that have had tolls under consideration for a long time are losing no time in making toll systems operative, figuring that influx of World's Fair visitors will bring that much more money into the coffers. Number of toll bridges and beaches are double the number of three years ago. Queens Boulevard Tavern, nitery, is sparkling with biz and it isn't only the fact that it's in the World's Fair region that is bringing the boom but clever and original exploitation. Nomination for most ingenious of the new names selected for communities here: "Fair Zone."

ROCKAWAY BEACH: With legal details completed authorities are ready for start of demolition of more than a mile and one-half of property on the beach front 200 feet north of the Boardwalk to create a road and parkway at a cost of more than \$10,000,000. The last few days presented an odd scene for owners of amusement and other properties who were ordered to vacate in accordance with condemnation formalities. Most of the owners who hoped until the last moment that the project would be deferred until end of the summer had paraphernalia of every sort on their premises. With the edict issued by Park Commissioner Moses that there would be no postponement owners began putting furniture and equipment on the market at what were called "candy store prices." At one point the market was so oversupplied that relatively expensive furniture could not be given away.

Playland Park obtained special permission to proceed with alterations before wrecking gets under way so that no time will be lost when the season starts. Two hundred feet of Playland succumbs. Hundreds of amusement folk in the Boardwalk area affected have in most cases relocated at New Jersey and other shore resorts. Some have moved into other sections of the Rockaways. Commissioner Moses said more than 2,000 men will be assigned to tasks of demolishing the 800 parcels of property.

## Youngstown Idora Opened With \$60,000 Construction

YOUNGSTOWN, O., May 21.—Effectively redecored and with some new midway attractions, Idora Park reopened on May 14, dance pavilion having been remodeled and Dick Stable and band being inaugural attraction, while in Heidelberg Garden were Ruth Autenreith and orchestra. More than \$60,000 has been spent in construction and beautifying grounds, said Manager Charles Deibel. Zoo population has been enlarged.

Funhouse is new and two new rides, Humpty-Dump and Flying Skooter, have been installed as well as a bowling alley. Miniature Scenic Railway, installed last year, has been enlarged. This will be the ninth season under management of Mr. Deibel. In the dance pavilion a new promenade has been installed, with new lighting fixtures. Bands will be booked thru Music Corp. of America. Pool and bathhouse have been repainted and tons of white sand spread on the beach. Large industrial and school picnics are booked.

Park will provide employment for more than 150. Assisting in management are Max Rindin and Larry Troy.

## Steel Pier Program Ready

ATLANTIC CITY, May 21.—An advertised auction sale of Steel Pier and property on which it stands, said to have been forced by the Guarantee Trust Co. for claims listed at \$1,943,906, will in no way interfere with operation of the pier this summer, and the ambitious program mapped by President Frank P. Gravatt will be carried thru, it is announced.

## With the Zoos

RACINE, Wis.—Frank Wemmert, president of Racine Zoological Society, is chairman of a campaign under way to raise funds for purchase of additional animals for the zoo, where a new administration building will be opened in August.

MILWAUKEE. — In two weeks, a 2-year-old baboon in Washington Park Zoo is dead. Ernest Untermann, zoo director, said the animal had been suffering from tuberculosis.

DETROIT. — John Ireland, superintendent of Belle Isle Zoo here, took 100 monkeys for an airplane ride from New York to Detroit after receiving them for shipment to the zoo. A 21-passenger airliner was chartered, with the monkeys in crates occupying passenger seats.

COLUMBUS, O. — A 9-year-old elephant, brought to America several years ago from Hamburg, Germany, has been presented to municipal zoo by *The Columbus Dispatch*. Buck Rawlings has been appointed trainer and the animal will soon be installed in the zoo to carry children on its back. It is one of several major additions to the zoo, which is being rehabilitated.

## Seattle Attendance Gains

SEATTLE, May 21.—Playland opened the season on May 14 with some new attractions. Management has noted increasing attendance in the past four years, and this season, with many improvements and additions, is expected to be a banner one, with a large crop of tourists drawn by national advertising of Seattle. Free bus service from city limits is provided every Sunday. Weather permitted an opening earlier than usual. Picnic grove has been readied and there is a spacious parking area inside the park. Roller skating is a big feature this year. New Sky High Shute is proving a favorite in the ride sector, with the Giant Dipper, Red Bug, Dodgem and others.

## Valdosta Spot Is Improved

VALDOSTA, Ga., May 21.—In Lake Park, operated by the county fair association, concessioners grossed about 20 per cent more last year than in 1936. Management has plans to increase business, said Ike Bennings, president of the fair association and park manager. Midway fronts have been modernized, riding devices overhauled, a roller skating rink installed in one of the exhibit buildings and dance casino remodeled. There are about two and a half miles of chain-link fence inclosing the park.

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Specifications: Length, 8' 6"; Height, 6'; Width, 22"; Weight, 250 Lbs.  
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# The Pool Whirl

By NAT A. TOR

(All Communications to Nat A. Tor, Care New York Office, The Billboard)

## First Reports

About 50 per cent of outdoor tanks are now open, with remainder planning to open on Decoration Day week-end. Fair to middlin' weather greeted early starters, with inaugural biz nothing to write home about. However, some tanks report exceptionally good season locker sales. Matt Sedgwick, again in charge of Jerome Cascades, Bronx, New York, said sale of advance season tickets is far ahead of that last year. Rita Sokel, who edited the tank's house organ last summer, will again be in charge. Mickey La Rossa is head life guard and assisting is James Kojac, brother of George, former Olympic swim star. A new feature is a complete outdoor gym. Free dancing will prevail twice weekly to regular orchestra instead of phonographic tunes as of yore. Swim meets will be conducted weekly, with final

tourney slated for end of the season when over 100 medals will be awarded.

## An Apology

A few issues ago mention was made of possibilities for pool promotional tie-ups with Junior Birdmen of America, affiliated with a dozen or more newspapers thruout the country. A few days after the item appeared the syndicated column of the Junior Birdmen, who were seeking suitable swim-pool tie-ups for summer, was dropped from the newspapers. Arrangements have been made for the national club to publish a magazine of its own. Result was a number of pool men who took this department's suggestion and wrote in for information concerning the organization had to be told that it no longer was in existence, so far as newspapers were concerned. Apologies to A. I. Feinberg, director of publicity, Woodcliff Amusement Park pool, Poughkeepsie, N. Y., as well as to others who spent time in suggesting possible tie-ups with their tanks with the J. B. group.

## Setting-Up Exercises

Many open-air tanks are going in for exercise periods on their sand beaches. Facilities of proper exercise classes should prove a boon to biz. There was a time when nearly every outdoor natorium conducted setting-up or exercise sessions, some offering them free and others charging an additional tariff. These sessions always proved popular and I often wondered why some aquadromes cut them out. From reports received, more tanks than ever will offer exercise facilities this summer. Palisades (N. J.) Amusement Park pool has arranged for a fem physical trainer to conduct daily exercise classes on its new sand beach. Miramar and Van Cortlandt plunges are said to be planning similar tie-ups. Pool men offering supervised exercise periods—and all should—are advised to consider the drawing power special reducing exercises have.

## Dots and Dashes

Chester Gottschalk writes from Chicago that he is planning to build several pools. . . . Some tanks trying Dodgem rides as side-line attractions.—Big doings scheduled for Circle pool, near Paterson, N. J., including Jersey State champs. . . . Don't forget to plan now for your Fourth of July promotional stunt instead of waiting until the last minute.

## Weather Cuts Attendance At Casino in Fort Worth

FORT WORTH, Tex., May 21.—Concessioners in Casino Park, Lake Worth, which opened three weeks earlier than usual, report that cool, rainy weather has reduced attendance. But they are being benefited by closing of the parking lot near the dance pavilion, which makes it necessary for all visitors to pass the concessions to get to the ballroom.

F. M. McFalls, who has shooting galleries on Dallas Fair grounds and in Tyler, Tex., has a gallery, Dodgem, Batem, Custer Cars and Miniature Train. Park management, under George T. Smith, now operates the game concessions. J. B. Berryhill, who formerly operated the Miniature Train, has photo gallery and boardwalk chairs; Joe Elchor, Skee-ball and speed boats; James R. Ellis, Silver Castle; Budd Menzel, milk bottle game; Mrs. Menzel, string game. Eloise Maxwell Roach is again ballroom cashier. H. H. Weaver is foreman of the Thriller.

Boardwalk now has five rides, with an Airplane Swing coming this summer, to be operated by the park management. A complete miniature circus has been built and put on display by George Hurley and Ted Rowin, with Rowin on the front and Hurley inside.

## Acts Playing Swedish Spots

GOTHENBERG, May 21. — Liseberg, Swedish amusement park, opened on April 30. Howard Nichols, American hoop juggler, heads the opening bill on the open-air stage, and Salsburger Marionettes are featured in the Cabaret-Hall. Grona Lunds Tivoli and Nojesfaltet amusement parks, Stockholm, most of the Folkets Parkers, small amusement resorts thruout Sweden, are also operating.

## GLEANINGS

(Continued from page 40)  
pool in Clintonville, a suburb, nearing completion, Frank Hanf, contractor and

co-designer, said a miniature water playground for kiddies will be expanded 15 by 35 feet to provide a separate pool. Three filtration tanks and chlorine machine to be installed will cost about \$10,000. A 20-foot cement walk will surround the beach.

COLUMBUS, O. — John Hayes and George Hardgrove announced leasing Summerland Beach Hotel, including coffee shop, Venetian Ballroom and 11 acres of park and picnic grounds for summer. They operated the spot in 1933-'34 and since then it has been operated by the owners, Millersport Bank and Bowers Bros. Hayes for more than 15 years has had amusement projects in near-by Buckeye Lake Park. Further development as an amusement center is proposed.

ALAMEDA, Calif. — Manager Arthur Strehlow has installed midget auto races at Neptune Beach with 100 laps run off every Tuesday night. Concessioners report business rather slow since the opening on April 2, due to cool weather. The Oakland Tribune is sponsoring a Learn-To-Swim campaign with free instruction to school children, Addison James, University of California swimming instructor, conducting daily classes.

VIRGINIA BEACH, Va. — Decoration Day week-end, when this report has its official summer opening, will find a gala program of social and sports events, including formal opening on May 28 of Cavalier Beach and Cabana Club. Several thousand dollars were expended on a new dance floor, redecoration, concrete sun deck and a new parking lot tripling former facilities. Tom Harty, Boston, will be emcee. Johnny Long and his orchestra will return for their second season.

## CINCY CONEY

(Continued from page 40)

the huge basin to locker rooms, is spick and span, and the huge filtration plant has been reconditioned. In India, a "jungle paradise," one of the new attractions, scores of trained monkeys are performers. Land of Oz, play place for youngest patrons, has been overhauled, and a free playground near by is available to children of all ages. Picnic grounds and athletic field, with several baseball diamonds, is ready for the earliest picnickers. On Lake Como there is a fleet of new boats and canoes. Principal rides and other devices are Wild Cat, Clipper, Laff-in-the-Dark, Cascades, new Lucky Donkey Kick, Tumblebug, Show Boat, Skooter, Whip, Cuddle-Up, Ferris Wheel, Airplane Ride, Merry-Go-Round, Toonerville Trolley, Auto Racer, Water Cycle, Pony Track, Penny Arcade, Fascination and Skee-Ball.

A flower show will be staged in the exhibition building by the Federated Garden Clubs of Cincinnati and vicinity on May 21-27. Shriners of Cincinnati and Dayton, O., staged a family outing today. There is a frequent schedule of departures of the Island Queen from its wharfbat, foot of Broadway, daily. Auto parking is free on the public landing for those arriving thru auto entrances.

## LAKE BRADY

(Continued from page 40)

years he operated the dance pavilion in Summit Beach Park, Akron; Land o' Dance, Canton, O., and was with Moonlight Ballroom, Meyers Lake Park, Canton.

## BELMONT OPENS

(Continued from page 40)

animals housed in a beautiful building. Many additions have been made to the ornamental lighting system, much of which was purchased from the Cleveland exposition. Tropical umbrellas have been indirectly illuminated in Miami manner. Swimming pool lease has been purchased by the park to make way for another picnic area with ample space for athletic events. This was made necessary by an ever-increasing picnic list and was further desirable because of the obsolete character of the pool, it is said.

Stan Wood provides ballroom music with an augmented band. His winter engagement on the Canada-owned Northland running between Miami and Nassau brought this son of Montreal into more prominence. A large garage in front of the park was purchased and torn down to make room for a third auto parking area.

## Hamid Acts All Season

George A. Hamid has contracts for a full season's booking of free acts, many

of which will be importations from Europe. Olga Petroff, last year at Atlantic City Steel Pier, will open the program. Hayhurst Co. handles display advertising with Charlotte Freyvogel in charge of art, while Len Knott, of Editorial Associates, is press agent.

Rex D. Billings is general manager; Maurice Lamarre, assistant manager and secretary; Rex D. Billings Jr. in charge of picnics and exploitation; Leo Tessier, superintendent of grounds. Attendance and gross receipts of Belmont have increased more than 100 per cent during the past three seasons while the number of outings has been increased 40 times. All space has been sold and it has been necessary to refuse applications for further rides and devices of a value of \$40,000, officials said.

## DETROIT HAS

(Continued from page 40)

skating rink, to be ready for opening on Decoration Day. A new Loop-o-Plane is being installed. Cold nights and a rainy week-end made business so poor that the park was closed about four nights last week, altho it has been on a seven-night policy for about three weeks when weather permitted.

In Eastwood Park crowds have been larger, due to the larger size of the park and the fact that the ballroom is in operation. Eastwood Gardens will open about May 27 with Henry Busse's Band. It has been improved since its construction in time for opening last year, with installation of two electric fountains and a new balcony. A Japanese tea garden in the balcony is trimmed in oak bark with a ceiling of Japanese leaves and 1,500 chairs have been added to make seating capacity 3,000.

In Cocoonut Palms, operated under a policy that makes it one of the city's leading night spots, Eastwood management moved the stage from an end to center of the hall and installed a separate orchestra shell, giving an unusual double entertainment combination. Phil Skillman's Band is playing with acts and show produced by Jim Bennett and Ella Sears. Pool is set to open before Decoration Day.

## OHIO OUTLAY

(Continued from page 40)

free movies are out, many spots planning to use free acts more extensively. Some which have not used free attractions are now lining up acts, and numerous operators are counting on roller skating as one of the best draws since the past two years have evidenced a decided gain in its popularity.

Operators of Summit Beach Park, Akron, are spending upwards of \$100,000 for new attractions and general improvement. Major project, a new \$40,000 high ride, has been completed. Here there is an ambitious exploitation campaign to popularize the resort thru newspapers and radio. Its executive personnel has been augmented and for the first time in years picnic bookings are being sought in competition with other major parks in the district. Reports indicate that picnic and promotional events will be on a par with previous years, despite uncertain business conditions and an industrial lull in this section, where wage earners are largely dependent on the steel industry.

Chippewa Lake Park, near Medina, is dressing up its midway with new features. Meyers Lake Park here has some construction under way, as has Idora Park, Youngstown. There is more activity in Lake Brady Park, near Ravenna, than in several years. Dick Johns has some new projects in Lake Park, Coshoc-ton, and R. L. Hand reports some new features in Rock Springs Park, Chester, W. Va. Art Mallory revamped the concession midway in Craig Beach Park, near Youngstown, and in Geauga Lake Park extensive improvements are on. In Lake Park, near Alliance, first construction in many years is under way, and in Yankee Lake Park, near Youngstown, renovation of all buildings and attractions has been completed. No effort so far has been made to revive Springfield Lake Park, near Akron.

Most operators hope to carry on as in former years, but several plan after a month or more of operation to retrench if patronage is not up to expectations. If patrons spend less money than they did last summer, more aggressive operators say they have ideas that are expected to overcome the situation, among them reducing ride and concession prices, curtailing personnel and doing more ambitious promotion.

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# Rinks and Skaters

By CLAUDE R. ELLIS  
(Cincinnati Office)

ROLLERDROME, Seattle, had a gala opening on May 14 with special entertainment. Remodeled and redecorated, the rink, formerly McElroy's Rollerland, is now under management of Herbert A. Hemlow. There is skating nightly to music of a new electric organ, with Alla Austin at the keyboard. There are new Chicago skates, floor space of 80 by 110 feet, two practice floors, restrooms and an enlarged corps of attendants and instructors.

MYERS BROTHERS, who have opened a new rink in Rensselaer, Ind., under canvas, also operate rinks in La Fayette, Fowler and Francisville, Ind.

AFTER exhibitions in 16 rinks in the Middle West and East, Keller Sisters, Irma and Oral, returned to their home in Salem, Ore. The amateur figure skaters, accompanied by their parents, Mr. and Mrs. T. L. Keller, Mellow Moon Rink, Salem, played their latest engagement in Dreamland Park Rink, Newark, N. J., operated by Victor J. Brown, president of the Roller Skating Rink Operators' Association of the United States. The tour was made under sanction of the association, following the national convention in Cincinnati on April 2-4, and the Oregonians report cordial receptions at all the member rinks visited. The Kellers plan to attend the national convention in 1939.

HAROLD H. KEETLE, who operated Coliseum Roller Rink at Cedar Point, Sandusky, O., reports that he is preparing for his 10th season, a large amplifying system, Wurlitzer organ and 500 pairs of Chicago skates to be installed. Floor, 150 by 300 feet, will be resurfaced and acts will be booked thruout the season.

AN OPENING on May 30 is reported by Earl W. (Buddy) Sinclair, well-known pro skater, for Sugar Maples Roller Rink at Maplecrest-in-the-Catskills, Greene County, N. Y. It has rock maple flooring and 7,800 feet of skating surface. Opened last season as an open-air rink, it has been inclosed and refloored. With installation of a sound system, music and corps of instructors, the rink will make a bid with novelty features daily. Emblems and pins for a new skate club have been ordered and usual privileges will be extended to other clubs.

RECONDITIONED and with new equipment, Studer's Roller Rink, near

The Billboard has been designated as official publication for the dissemination of news and other organization announcements of the Roller Skating Rink Operators' Association of the United States.

Dover, O., has been reopened for the summer season. Door prizes are offered nightly and skates given as grand award.

ROLLER RINK at Buckeye Lake (O.) Park has been opened for summer under management of Howard Force. The big floor space has been resurfaced, and the skating area, said to be one of the largest in the State, is without a post. Some new skates have been added and a new sound system installed.

CHARLES T. BARKER, proprietor of East Akron (O.) Rink, reports considerable publicity gleaned from a recent party in which Jewel Green, 17, was crowned May Queen and presented with a 16-inch loving cup. Photo and story were given a play in *The Akron Times-Press*.

GORDON WOOLLEY, Salt Lake City, is another operator who posts pages with the Rinks and Skaters Department of *The Billboard* in a lobby display in his rink. The Kays, roller-skating act that played the Roxy Theater there, practiced in Woolley's rink during the engagement. Helen Dahl, Gus Harris and Ray Herzog, being featured in rinks outside the city in wards of the Mormon Church and advertising Woolley's Rink, are polishing up their act. Newell Clayton, 90, and Dr. D. L. Whytock, 74, the latter a noted figure skater, are frequent patrons of Woolley's Rink. Temple Rink, under the young managers, Groendyke and Sanders, in McCullough Temple bowling alleys, has a new red advertising bus which also will be used in transporting equipment in outside summer dates planned.

"ON MAY 27 I will have been operating a roller rink in Rocky Springs Park, about a mile south of Lancaster, Pa., for 28 years," writes C. B. DeFilippis. "For five years I have been operating an all-year rink in Maple Grove Park, about a mile west of the city, in conjunction with the Rocky Springs Rink, which is open only during summer. Business the past winter has been best in years and I am looking for summer receipts to go up. Ever since I started I have been against use of alloy rollers on rinks, but since rinks in this locality started selling them I was forced to permit them on my rink. I wish someone would suggest a means of getting all rink managers together to ban use of these rollers. York and Harrisburg (Pa.) rinks have announced dates after which no more alloy rollers will be permitted and, if they succeed, my hat is off to them. In addition to my rinks there is one in the city and one about six miles north, making four rinks practically on top of one another, and until these rinks get together and ban them my hands are tied in the matter. Another bugaboo I have found in rink operating is skating backwards. Mainly because a few don't care and don't look where they are going. This past winter I had an accident in which a woman, learning to skate, was knocked down by a backward skater and one of her arms was broken in two places. I immediately banned backward skating during sessions and allowed a five-minute period during each session when backward skating is permitted. Result was loss of a number of customers, mostly roughnecks, but for every one lost two respectable skaters took their places, and thus I have shown an increase in receipts and a better managed floor."

SPINNING TOPS recently completed their third week at Village Barn, New York night club, and are booked for seven months in the East.

ELMER (SCOOTER) LOWRY, once in Hal Roach's Our Gang Comedies, is on the employees' roster at Mineola (L. I.) Rink. He is quite adept on skates and expects eventually to qualify for exhibition skating.

GARDEN ROLLER Rink Club, Trenton, N. J., recently entertained Mt. Gretna, Pa., roller-hockey team at the rink and home of Manager Ed Ruth, reports R. J. Wilhelm, formerly of Great Leopard Rink, Chester, Pa., and now connected with Ruth's organization. Ruth's Rink, Lake Park, Clementon, N. J., opened on May 7 with good attendance. Rink is holding matinee and evening sessions on Saturdays and Sundays and on May 28 will go on full-time basis. Hulmeville

(Pa.) Park Rink recently opened under management of James Kenly.

## CHI RIVERVIEW

(Continued from page 40)

them with many of them greeting the concessioners by their first names. Members of the "old guard" include W. E. Allison, Esther Felke, Tom Moran, Max Davidson, Andy Markham, Bob Kemp, Henry Belden, Al Berman, Mrs. Lillian G. Robinson, Lillian Doerr, Steve Burnell, Steve Chadderton, S. W. Thomson and John Kruto.

No. 1 show, run last year by Harry Dunse, was dark on opening night, but George A. Schmidt, park's prez, said he was dickering with several prospects for the show. Mr. Schmidt declared he had no reason to be discouraged by the present recession, since the park has already booked three times the number of large picnics held last season. Most of these are political or corporation events and draw thousands of people.

## SAN FRAN EXPO

(Continued from page 38)

under Mrs. Leonora Wood Armsby, chairman.

Criticism of exposition management by the public, brought to head by a recent Junior Chamber of Commerce questionnaire, was aired at a mass luncheon on Thursday. Fair execs, including President Leland W. Cutler, Director Harris Connick and Works Director William P. Day, discussed problems frankly and invited audience reactions.

Police officers of all bay region communities have combined in Area Defense Council to systematize police protection during the fair. Voluntary council, with headquarters in Hall of Justice, will exchange information. Six counties of northernmost California and two of Southern Oregon will combine for a Shasta-Cascade exhibit, directed by T. L. Stanley. Nine groups of 60-foot columns of Ponderosa pine will surround a camp-fire pit where celebrations will be held nightly.

## AMHERST, N. S.

(Continued from page 38)

Island, town of Amherst and the association.

The 1938 fair will run six days instead of five as in 1937. Previously the fair ran three days. Reports showed the 1937 fair was successful beyond expectations. Decision was made to greatly augment entertainment program and midway.

C. F. Bailey, Fredericton, N. B., was re-elected president; A. W. MacKenzie, Truro, N. S., re-elected secretary-treasurer; vice-presidents, L. A. Donovan, St. John, N. B.; L. R. Rose, Oakfield, N. S.; K. Boswell, Victoria, P. E. I. Reporting for Amherst Exhibition Co., which cooperates in promotion of the fair, W. W. Baird guaranteed the same co-operation this year.

## OPENING ATTENDANCE

(Continued from page 38)

in exposition history as an instance of that remarkable all-round element of satisfaction.

Scenic Railway, installed and operated by John Collins, of Pleasure Park, Great Yarmouth, son of "Pat" Collins, Britain's veteran fairground impresario, is in its length, design and Alpine scenery effect little short of being a revelation to the British amusement-going public. Thruout each of the past five days' patronage the ride has been marked by never-ending queues and, at the British equivalent of 25 cents per trip, hanging up daily records hitherto unknown in the British Isles.

## Rides Are Interesting

American ingenuity and invention is forcibly demonstrated in the number and character of riding and other devices. I shall particularize these in a later report and also one or two remarkable examples of British skill in the same direction. The palm must be awarded the Moon Rocket among the latter for its unique departure from the

stereotype and moreover its capacity as a ride.

Crazy House promises to be one of the biggest winners and deservedly so. More later on this so different form of "House of Nonsense." I have no hesitation in asserting that the Empire offers something worth learning in its amusement zone and shall anticipate meeting many American amusement park and exposition friends over here as the season advances.

## STATE'S REVIVAL

(Continued from page 38)

Santa Fe, and James Murray Sr., Hobbs. All attended the meeting with Mr. Harms and Mr. Healy. The 1937 Legislature appropriated \$15,000 for State Fair purposes.

The last State Fair was held here in 1916. W. P. Southard, then manager of a utilities company here, was president and Clarence Beyer secretary-treasurer. Governor Tingley declared all prospects favorable for a fair of which the State can be proud. He said track, grand stand, live-stock exhibit buildings, walks and highways will be completed.

## GROUND IS BROKEN

(Continued from page 38)

desire to participate among local exhibitors." In describing types of publicity to use, he warned public relation representatives not to concentrate on only one medium of advertising. He advised that a well-rounded publicity campaign should include a diversified use of all media.

Frank McInerney, of *The Minneapolis Journal*, injected a humorous note by giving his interpretation of *A Citizen Visits the County Fair*. During round-table discussion on uniform premium classification a committee was formed to work out a proposition for the annual meeting next January. Committee comprises J. M. Jackson, Clinton, secretary of Big Stone County Fair; Andrew Hanson, Albert Lea, secretary of Freeborn County Fair, and Whitney Murray, secretary of Wadena County Fair.

L. O. Jacob, secretary of the federation, was called upon to investigate taxation matters pertaining to county fairs, his findings to be sent to members in a bulletin.

After making a resume on *Twenty-Five Years of 4-H Club Work*, Mr. Erickson hurried from the session. His wife and daughter were waiting outside the hotel in his car and they started for Montreal, where his son, Ted, was to be married over the week-end.

## FAIR GROUNDS

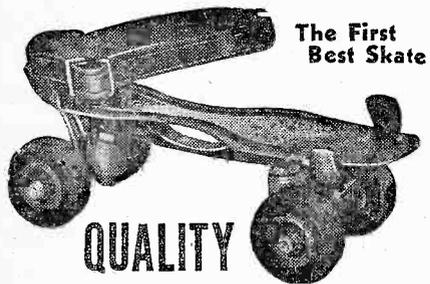
(Continued from page 39)

Kinsman Fair Association. Price is sufficient to pay association debts incurred in the last three years. Johnson has not announced plans for the property. Fairs were held annually for 54 years. Last year the association suspended.

ESCANABA, Mich.—Managers of the 1938 Upper Peninsula State Fair here voted unanimously to conduct a six-day running race meet and authorized pari-mutuel betting, which is legal in Michigan. It is felt that program will increase attendance from tourists as well as add to revenue.

FARGO, N. D.—At the 1938 North Dakota State Fair here there will be no night show and no harness racing, according to present plans, said President E. A. Tallberg. One big farm day is planned, with increased live-stock and agricultural premiums. Art Thomas Shows will be on the midway. Fair Secretary Frank S. Talcott said there will be nightly fireworks.

NEW ORLEANS—Business leaders of that area are planning the first annual fall fair of St. Charles Parish Fair Association. Mrs. M. G. Paradis was elected president; J. B. Martin, vice-president; E. H. Wellemayer, treasurer and manager. Heretofore the parish joined with other southeast areas in presenting South Louisiana State Fair, Donaldsonville.



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Broadcasting Systems.

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4427 W. Lake St., CHICAGO

## Line o' Two of News

ELIZABETH, N. J., May 21.—Ruth Donald, who recently closed her tour over a burlesque circuit, took over the management of Miss America attraction with De Luxe Shows of America here Thursday. In the cast are Patsy Lee, Kitty Quinn, Pat Burke, Eleen Roberts, Peggie Winnie, Doris Faye, Helen Joy and Sue Roberts.

GREENSBURG, Ky., May 21.—Floyd R., Louis E. and Mrs. Albert Heth at a meeting here this week decided to change title "Heth Bros.' Shows" back to its old name of "Funland Shows." New title will be effective in Carrollton, Ky., next week. Decision was made on titles due to fact that L. J. Heth Shows and Heth Bros.' Shows have in a manner conflicted in past, Ted C. Taylor, press agent for shows, announced here Wednesday.

CHICAGO, May 21.—W. H. (Bill) Rice, confined at American Hospital here, had as additional callers this week Sam J. Levy, Rube Liebman, Al Rossman, Joe Wechter, Mr. and Mrs. L. Smith, Dufalt, Ethel Walsh, Minnie Delgarian, Harry Cole and Mrs. Lew Morris.

STROUDSBURG, Pa., May 21.—Neil Berk, general agent West's World's Wonder Shows, announced here Tuesday that Frank West has engaged Chester Beecroft, of New York, as press agent for remainder of season. Beecroft is of motion picture industry, is a brilliant showman-writer and at one time did special work for pictures in which Marion Davies has appeared.

COLORADO SPRINGS, Colo., May 21.—C. F. Zeiger, of shows bearing his name, stated here Thursday that his show had been awarded contracts to furnish all amusements for Lander (Colo.) Pioneer Days Celebration to be held in June.

ST. LOUIS, May 21.—Ralph R. Miller, of Miller Amusement Co., closed contracts last week to furnish midway attractions for fairs at McComb, Miss., and Franklinton, La. Miller played McComb for first time last year, but Franklinton will be 10th time Miller has played this event.

RACINE, Wis., May 21.—On motion of Alderman Merrill Jones a request by a private committee planning a North Beach celebration in July to mark dedication of new bathhouse for suspension of ordinance banning carnivals this summer was denied.

HARVEY, Ill., May 21.—Tressie G. McDonald announced here Thursday that he had severed his connections with the Al G. Hodge Shows as business manager. He withheld reasons and failed to announce his future connection.

MACON, Mo., May 21.—Edgar L. Meeks stated here Thursday that Robert Le Burno severed his connections as general agent for K. G. Amusement Shows at Warrensburg, Mo., May 9, and that since he has been acting in that capacity.

CANTON, O., May 21.—Henderson's Dog and Pony Show, a small but neatly framed combination, joined Happy Attractions for season. Program is presented in an open-air ring as a free act.

SYDNEY, N. S. W., Australia, May 21.—Side-show men that played Royal Easter Shows here, recently completed, report business the best of all time. Arthur Greenhalgh, of Greenhalgh and Jackson, said that all his shows prospered. They included Mexican Rose, fat girl; Tattooed Woman, Pinhead Chinaman, Tam-Tam, leopard man; Pig Circus and Motordrome. Tilt-a-Whirl ride did exceptionally well. Dave Meekin also had shows on the midway and did fine business.

PIQUA, O., May 21.—Ben Beno, free act, is leaving L. J. Heth Shows here today to begin his park and fair work for Gus Sun office. "It's been rain, rain, rain right along," says Beno.

ATHENS, Tenn., May 21.—A ban will be placed on the use of the McMinn County High School athletic field by carnivals in the future, it was announced by the county board of education. In resolutions adopted at a meeting this week it was stated that the use of the field by the shows makes it temporarily unfit for athletic purposes.

### Hines Amusement Co. Set To Open in Minn.

OLIVIA, Minn., May 21.—The Hines Amusement Co., Harry L. Hines, owner, is set to open here today and run thru to May 28, inclusive. Among those with the organization are B. Kellogg, ride foreman and operator of a kiddie ride; William Dabson, corn game; Oscar Olson, cookhouse; G. W. Peterson, scales, and Frank Kirk, athletic and girl show. Reported by G. W. Peterson.

## Ballyhoo Bros.' Circulating Expo. A Century of Profit Show

By STARR DeBELLE

Illiberal, Ind.,  
Week ended May 14, 1938.

Dear Red Onion:

After waiting for weather conditions to get more settled and summer to really make its appearance, Ballyhoo Bros. are again on their proven and exclusive route. Our exclusive route is everything that "exclusive" implies. This show, and this show only, will and has played cities on route for last 10 years and we hold first-in and last-in contracts that are good until 1948. Even theater managers in each city must first wire our office for permission daily before opening their theaters.

Show train arrived in railroad yards early Sunday morning, was immediately unloaded and wagons on lot by noon same day. Show's lot superintendent had given in his notice to take effect here on show's arrival. "Only instructions that were given to show, ride and concession operators were: "Use same location that you had for last 10 years, but be sure not to set up on sawdust we spread in 1934. Place your tops where they were before and get full benefit of all old stake holes to lighten up and hasten setting up."

Five new attractions built in winter quarters were left on wagons in order to avoid re-laying out of midway. There is now some talk around office regarding placing them for remainder of our Ex-Route by allowing them to set up on vacant lot near and around main gate.

This will then be first carnival to carry its own "trailing attractions."

For writer to say "weather, ideal" is not necessary. World in general knows that each new year when patent medicine almanacs are given out our general agent and bosses study weather charts and reports as zealously and as religiously as a "mark" studies a horoscope. Long before season opens office knows when and where it will rain or be too cold to show. It also keeps show out of drought areas.

Town and vicinity were well billed, same locations for paper were used as in former years. Same "Good for 20 Years" lithograph passes were again punched at main gate. Same auspices, holding a 20-year contract with their percentage payable at termination of written agreement, sent their children out to take tickets. Newspapers ran same cuts that they had on hand for last 10 years and will continue to use that art and stories for next 10.

Grosses were almost same nightly as in past 10 years. Front gate falling off 50 cents daily and this due to two of our 10-cent customers dying and three being laid up with "fluid" effects. To give exact money take for week is impossible at this time due to press department forgetting what it was last year. Ten more weeks on "exclusive route" and office is ready to sell "exclusive privileges" for fairs!

MAJOR PRIVILEGE.



MRS. GRACE GOSS, past president and secretary, present chairman of the board of governors and traveling representative of the Missouri Show Women's Club, St. Louis. She grew up in outdoor show business, traveling first with her parents and then with her husband, Charles T. Goss, now of the Standard Chevrolet Co. Mrs. Goss in the past has been with Jarvis & Seeman, Wortham & Allen, Tom W. Allen, Frank Layman and other shows. She has been a hard worker for the club since its organization in 1930 and is credited by its membership for being greatly responsible for the club's growth. Grace, as she is best known, is a member of Eastern Star, White Shrine, and the Ladies' Auxiliary of PSCA, Los Angeles; HASC, Kansas City, and SLA, Chicago. Photo by Kathleen Riebe, publicity director MSWC.

## Red River Shows Debut in Canada

Former concessioners with Conklin now on their own—good crowds

WINNIPEG, Man., Can., May 21.—The Red River Shows made their debut in the Canadian carnival field in Brooklands, a suburb of Winnipeg, Thursday, May 12, for a stay of three days under fraternal auspices.

The opening night was somewhat marred by a heavy wind that swept clouds of dust across the midway. A tie-up with the local newspaper featuring a free Ferris Wheel ride for a kiddie if accompanied by an adult resulted in (See RED RIVER SHOWS on page 51)

## Cunningham Open; Had Bad Weather

NEW LEXINGTON, O., May 21.—Cold weather held business down first part of week for Cunningham's Exposition Shows at Logan, O., and latter part the show was unable to open because of continuous rain. A public-address system has been placed in front of the new attractive marquee. Show received much space in local newspapers and was well supported by merchants. Midway (See CUNNINGHAM OPEN on page 57)

### Carnivalites Play Ball!

"What about a carnival ball circuit?"

Royal American Shows may shortly be able to make a contribution to it as one unit.

Organization of two baseball teams, one from the ranks of the concession men and the other from the shows, was concluded in Atlanta, and on subsequent dates, time permitting, practice has continued and games played.

Complete roster of the players on both teams will be furnished at a later date.—GLADIOLA HEALY, Press Department.



VIRGINIA KLINE AND MRS. LEE EYERLY are seen posed on the front steps of the Eyerly home in Salem, Ore., recently. Virginia is the wife of Abner K. Kline, president of the Heart of America Showmen's Club, Kansas City, and sales manager of the Eyerly Aircraft Co., of which Lee Eyerly is the executive head. Mrs. Kline writes of women's activities in show business as a hobby. Mrs. Eyerly is three times a grandmother, active in social and club life of Salem and an active gardener. She has attended two conventions of showmen in Chicago and while there in 1937 became impressed with the show women present and joined the Ladies' Auxiliary of the Showmen's League of America.

## Wallace Bros. of Can. Now Open

James P. Sullivan launches his carnival to good returns first week out

TORONTO, May 21.—The Wallace Bros.' Shows of Canada, owned and managed by James P. Sullivan, opened the season April 30 in St. Thomas, Ont., under the auspices of the Canadian Legion. The weather was good and business very satisfactory. This year's edition of the shows finds the equipment freshly painted and conditioned, several new shows, new canvas and impressive effects in illumination.

Jammie Graves, woman aerialist, joined as free act May 12 at Goderich. Her work is done 125 feet in the air without net and consists of high bar, ladder and trapeze specialties.

Staff: J. P. Sullivan, owner and operator; Phil Cronin, concession manager; E. H. Brown, general representative; Jack (See WALLACE BROS. on page 57)

## Ellman Shows Open Season in Kenosha

KENOSHA, Wis., May 21.—The Ellman Shows opened the season here May 14 for an eight-day engagement in Anderson Park. Weather was cold but clear and business very good. Opening day the midway was packed with interested spectators who patronized the rides and shows liberally but went for the concessions in a very light-hearted way.

New Tilt-a-Whirl ride will be added here and all help to operate it have been engaged. First move will be made to Cudahy, Wis.

Roster of show follows. Staff: Charles and Frances Ellman, owners and managers; Ray Swanner, lot superintendent; Jimmy Franklin, electrician; Florence Franklin, mail and The Billboard sales agent; Mr. and Mrs. J. Matt, cookhouse.

Rides: Big Ell Wheel, John Winstead, foreman; John Millsap, assistant. Merry-Go-Round, Elmer Christiansen, foreman; John Stanley, assistant. Mix-Up, George Kowatch, foreman; Chuck Panacek, assistant. Loop-o-Plane, Henry Ellman, owner; George Flielch, assistant; Mrs. Ruth Ellman, tickets. Blue Goose, Dave Prevost, owner; Mrs. Dave Prevost, (See ELLMAN SHOWS on page 51)



ART LEWIS, executive head of the shows bearing his name. Attention of Eastern carnival showmen has been focused on this young man recently by reason of the fact that he is among the few carnival managers that ever took a show of its type to Florida and brought it back in its "home territory" larger than ever before. Lewis was one of the pioneers in the organization of the National Showmen's Association and gave the first benefit on a show lot for its charitable fund.

## W of M Hit by Rain in Phila.

Friday highest gross day of season — Dr. J. K. Bozeman joins staff

PHILADELPHIA, May 21.—Plagued by unseasonably cold temperatures for four consecutive nights, the World of Mirth Shows business indicator went into a nosedive Saturday night, May 14, as a drenching rain washed out the finale of the week on Frankford avenue. The downpour came just as it seemed likely that business would rally strong. On the previous evening the highest grosses of the season had been registered, despite the chilly weather. Earl and Ethel Purtle, with their Lion Motordrome, led the box-office parade for the abbreviated week, with Hans Mertens' Octopus placing second and Donald Clark's Auto Speedway in third place.

With this engagement, Dr. J. K. Bozeman, a graduate of Johns Hopkins University at Baltimore, takes the position of midway physician. In his first day 23 patients visited his clinic. Dr. Bozeman will be with the show regularly thruout the season. He is accompanied by Mrs. Bozeman. Charles A. Lenz, of St. Louis, visited the show, rearranging with General Manager Max Linderman the liability insurance coverage for the show. Lenz lauded the management of the organization and the magnitude and appearance of the show.

Organization of a World of Mirth Social Club is in prospect at an early date, with the organizing tentatively slated to take place during the Plainfield, N. J., date. Cliff Karn, together with his wife, Gertrude, and their two children, visited with his father at Wildwood, N. J., and his brother in Philadelphia during the week.

The birth of a litter of lion cubs is expected to take place among the

Purtle cats about the first of the month. Visitors on the lot have included B. H. Patrick and wife, of *The Billboard*; George Hirschberg, treasurer; Ted Miller, press agent, of the Cetlin & Wilson Shows, and the entire staff of Ralph A. Hankinson's Speedways organization. J. H. Powell, business manager of the Lucky Teter Hell Drivers, was also a visitor. Reported by Gaylord White.

## Royal American, Dodson Make Quick Switch in Routes

EVANSVILLE, Ind., May 21.—Funchouser Post, American Legion, of Evansville, which has sponsored the larger carnivals that have visited Evansville for several years, had Dodson's Shows booked for May, Johnny J. Jones Exposition for July and Royal American Shows for September. Dodson's billing crews in the week of May 8 did a grand job of billing for week May 23, but before they finished they found the Royal American crews posting for week of May 16. Seems the Sedlmayr and Velare shows, having to change spots for week of 16th after the Cotton Carnival in Memphis, had contacted Capt. William Hyland, commander of the Evansville post. So the Royal American got the go-ahead. Capt. Hyland said Dodson's Shows had not posted their check and he had no protection clause in contract. Dodson's then canceled.

Royal American having had a wet week-end, the Memphis committees, with shows, appealed to Hyland for a holdover in Memphis. This was granted and at no loss to Evansville, for Monday and Tuesday were cold and rainy in Evansville. But Wednesday, the postponed opening day for the Royal American, was ideal—clear and warm. Opposition was baseball game, which drew 4,000, but the midway was crowded.

This is Royal American's first visit here. First carnival of this vastness, too, and it is startling all, with its gorgeous lighting effects the talk of the town. Eight huge towers, plus all the neon, make a great ballyhoo.

Royal American, having Racine, Wis., next, will hold over in Evansville for next Monday and Tuesday (possibly Wednesday), but will not show Sunday. This "no Sunday" was decided on when pressure was brought to bear after week April 24, when that Sunday Hagenbeck-Wallace Circus showed until the Legion post, the Zimdars carnival opened on a lot across the road and Wallace Bros. carnival on another near by. Jams later in week made a mess and all brought about a "no more Sunday" by officials after protests. Commander of Post Hyland is also a police captain of the city force.

The Legion has its own huge lot about four blocks from city limits on U. S. Highway 41, the major route.

## More Permits for Auspice Carnivals in Detroit

DETROIT, May 21.—Three new carnival dates were being planned this week, according to permits granted by the city council. Extension of one carnival date and repeat engagement for another sponsor indicated that these sponsoring organizations are well pleased with results of carnival activities to date.

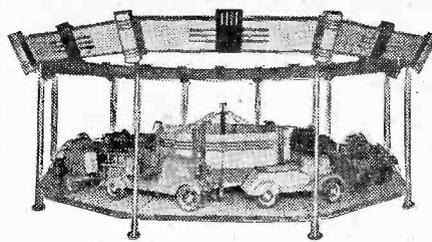
Our Lady of Mt. Carmel Roman Catholic Church, which originally had its annual carnival slated for May 13 to 22, extended the dates.

Northwest Detroit Post 190, American Legion, plans its third carnival of the season to run in June. Harper-Van Dyke Post No. 359 of the Legion will also hold a carnival at Nett and Van Dyke avenues.

## "Negro Trains Chimpanzee But Refuses To Eat Them!"

WILMINGTON, Del., May 21.—Charles Smith, manager of a wild animal act in the West's Shows, which completed a stand in this city recently, offered to trade Magistrate David A. Waxman a baby chimpanzee for the price of a railroad ticket to Norfolk, Va., when arraigned before the magistrate's court here on an attachment for back wages. The offer was turned down by the squire.

The attachment was obtained by James Thompson, Negro, of Norfolk, who charged the manager owed \$17.50 wages



## Allan Herschell Company's Kiddie Auto Ride Gone Modern!

Modernistic design and coloring on center panels, cornice and Head Shields. Indirect illumination! We couldn't improve mechanically, so we improved the appearance! More than 160 satisfied owners. 10-Car DeLuxe Model loads on 12-ft. Truck Body. Weighs 2 1/4 tons, 24 ft. in diameter.

Price: \$1,350.00 Cash, F.O.B. Factory. Terms if desired.

The Outstanding Choice of Men Who Know.

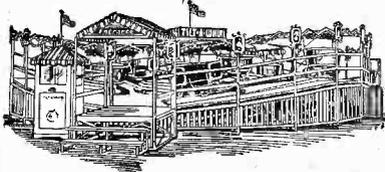
ALLAN HERSCHELL COMPANY, INC.

NORTH TONAWANDA, N. Y.

## TEN YEARS' EXPERIENCE

REFERENCE OVER 150 OWNERS WILL MAKE MONEY FOR YOU TOO

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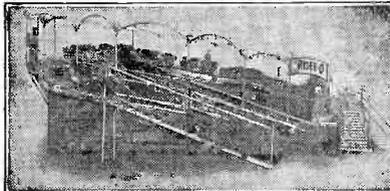


## TILT-A-WHIRL

Flashy - Reliable - Money Getter

For Particulars, Price and Terms Write

SELLNER MANUFACTURING CO., Inc. Faribault, Minn.



## RIDE-O-RIDE

12 CARS. 18 CARS.

Scores Sold—None Ever Resold.

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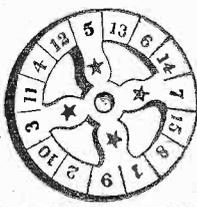
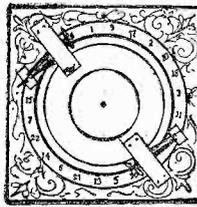
HI-DE-HO FUN HOUSES — CAROUSELLES SPILLMAN AUTOS AND SPEEDWAYS, Rides That Pay Consistent Dividends.

## SPILLMAN ENGINEERING CORP., North Tonawanda, N. Y.

WORLD'S LARGEST BUILDER OF AMUSEMENT RIDES.

"CONTACT THE MAN WHO OWNS ONE."

## BINGO HEADQUARTERS—GAMES—WHEELS



WRITE FOR CATALOG

WM. ROTT

Manufacturing 53 East 9th St. New York, N. Y.

## BOOMERANG

The New Sensational Ride

Capacity Gross Repeats

ENDORSED BY THE LEADING RIDE OWNERS OF AMERICA

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HARRY WITT, Sales Mgr.

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Send for Illustrated Circular

## UNITED STATES TENT

S. T. JESSOP, Pres.

AND AWNING CO.

GEO. JOHNSON, V. P.

CIRCUS, CARNIVAL AND CONCESSION TENTS, SIDE SHOW BANNERS THAT WILL LAST.

Send for Used Tent List.

LEADERS FOR OVER 40 YEARS.

701 North Sangamon Street,

Chicago, Ill.

for 3 1/2 weeks' work. In addition to the weekly wage he received board.

Smith pleaded he barely had enough cash to feed the animals and made the offer to the magistrate. He refused and then Thompson was offered the animal.

"I can't eat that," Thompson said. He demanded a full settlement or railroad fare back to Norfolk. Smith then agreed to gather sufficient funds for the Negro's railroad ticket.

## Houston Tried To Ban Sound Trucks, But Failed

HOUSTON, Tex., May 21.—City council voted down proposal by Mayor R. H. Fonville to bar sound trucks from streets of Houston. K. J. Jones, truck operator, found restrictive measure too steep for continued operation and put up strong, successful fight to have it voted down before the council.

"Your bill is too strict, mayor, and beats me out of a livelihood if passed," Jones directed at the city head. "What if someone had tried to do you the same thing when you rolled pills in your drug store before becoming mayor?"

# PENNY ARCADES

A FULL LINE OF NEW 1938 PENNY ARCADE MACHINES & SUPPLIES

WRITE US

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1222 W. LAKE ST., CHICAGO

**TRUCKS**  
AUTOMOBILES — MOTORIZE YOUR SHOW  
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**CHARLIE T. GOSS**  
With STANDARD CHEVROLET CO.,  
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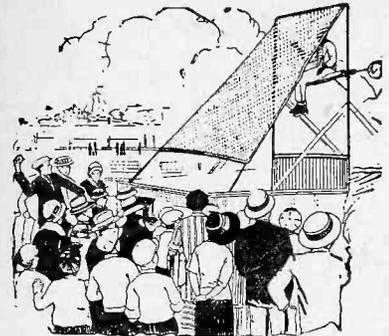
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MINNEAPOLIS NEW YORK NEW ORLEANS KANSAS CITY SAN

## CARNIVAL WANTED

FOR JULY 3, 4, 5

ROY McAMIS, Castle Bar, Sayre, Okla.

**AFRICAN DIP GETS TOP MONEY**



**FAIRS—PARKS—CARNIVALS**  
Was in Big Money Class at Century of Progress. Portable—Easy to Put Up and Take Down. \$125.00 complete with tank. \$100.00 without tank. F. O. B. Chicago. \$50.00 deposit.  
**A. M. COOLEY**  
1434 W. Adams St., Chicago, Ill.

**RAS Evansville Date Big Hit**

**18,425 admissions first 2 days — Monday, Tuesday holdover in Memphis**

EVANSVILLE, Ind., May 21.—Gate admissions totaling 18,425 were recorded here the first two nights of this week's engagement of Royal American Shows under the auspices of the American Legion.

Opening at Evansville followed the Memphis Cotton Carnival with grosses for shows and the carnival hitting a new high for the four years the organization has furnished the midway attractions for that event.

Tuesday in Memphis, initial day, grosses were in excess of those for 1937. Saturday's business was high for any day during the four years. Rain that fell Wednesday, Thursday and Friday caused the shows to remain over Sunday and Monday of this week. Business was satisfactory on the hold-over days.

Complete co-operation to shows in every respect was given by Fred Eckert, president of the Memphis carnival, and Chester Lourance, well-known cotton man of that city, who had charge of carnival city. Members of the royal court of the carnival concluded their triumphant entry into Memphis the first night at the Royal American Shows and returned at later times for visits to the midway.

Location was on Front street in the immediate downtown business area and to make the showing possible streets were roped off and traffic officers placed on duty to direct motorists. Patronage was divided among the shows and rides, with some continuing to early hours of the morning.

Many thousands of dollars' worth of publicity was given to both the carnival and the Royal American by the two daily newspapers of the city, with frequent radio programs thruout the afternoon and night. Shows' talent contributed freely to the air programs.

Shows made a quick jump to Evansville, closing in Memphis Monday night and opening late Wednesday afternoon. Location on the American Legion lot, a few blocks from the city limits, the place being used extensively by both carnival and other outdoor attractions. Reported by Gladiola Healy.



**MAX GRUBERG**, brother of Rubin Gruberg of Rubin & Cherry Exposition fame and general manager of Gruberg's World's Exposition Shows. Max has been battling rains, floods, muddy lots, cold weather and all that since the opening of his season in Montgomery, Ala. He has what it takes to direct a carnival and among those "its" is persistency. His shows are now in territory called "North" and he is still going.

**Showmen's League of America**



165 W. Madison St., Chicago, Ill.

CHICAGO, May 21.—Showmen's Home seems to be the topic of conversation everywhere one turns. President McCaffery, with his chairmen, Brothers Fred Beckmann and Carl Sedlmayr, are making extensive plans on the fund-raising campaign. Pledge cards are ready and will be mailed soon. Other literature will be forthcoming and there will be no let-up until we can let the world know we have reached our goal.

Boys on Beckmann & Gerety and Sol's Liberty shows are planning bingo parties, the proceeds of which will go to the fund. Idea was worked out successfully by Brothers Lipsky and Paddock on the Johnny J. Jones Exposition in 1937. Hope many more of the brothers will decide on similar action.

We visited Sol's Liberty and John Francis shows last week and enjoyed visits with Sam Solomon, Billy Owens, Jack Wilson and John A. and Crawford Francis. Met M. J. Doolan on the Sol Shows. He was en route to La Salle, Ill.

Bill Rice is still in the hospital and resting as well as can be expected. Colonel Owens and Bob Miller are still confined in their homes. Brother Harry Mazey writes that he is showing a little improvement and may come into Chicago for treatment. No late news on Brother Pinkey Blitz's condition.

Jack Dondlinger and Lew Gordon, of Hennies Shows, visited. Other callers were Fred Kressmann, President J. C. McCaffery, John Lorman, William Young, Larry O'Keefe, Julius Wagner, John Lempart, Charles Hall, Jack Benjamin, A. L. Rossman and Izzy Steier. Al Letto was in town for a few days, as was Owens, who has already attended to his 1939 dues.

Russell Bros.' Circus is playing Chicago lots. We will keep you posted as plans for Showmen's Home progress.

**MAKE 70c PROFIT ON EVERY DOLLAR**

**with ADVANCE POPCORN MACHINES**

Fine new Popcorn Machines, with lights, color and motion to draw trade and get those handsome popcorn profits. Simple and easy to run—operate more efficiently—pop more corn—and produce more business than out-of-date machines.

All Sizes from \$96.50 EASY UP.

ALSO Money - Making Peanut Roasters. Find out about this profitable business. Get the facts. Write for Free Catalog.



**ADVANCE MFG. CO.**  
6322 St. Louis Avenue, ST. LOUIS, MO.

**AMERICAN MADE SLUM FOR ALL STORES**  
Orange Blossom Wedding Rings, 75c Gross.  
The Slide and Collar Pin, on Attractive Card, 25c Dozen; \$2.75 Gross.  
The Slide and Collar Pin, in Attractive Box, with Dollar Label, 40c Dozen; \$4.50 Gross.  
"Ful Pak" Cigarette Cases, Enamelled Colors, Chromium Inlay, Engine-Turned Finish. Dozen, \$2.00.  
Miniature Sixshooter, Mounted on Cards. Per Gross, \$1.44.  
36-in. Paper Wrapped Cans, per 100, \$2.50.  
Jig Saw Puzzles, Job Lot, per 100, \$3.25.  
Pocket Knives, \$2.00 Dozen.  
New Stuffed Toy—7 Dwarfs, \$4.00 Dozen.  
Susy-Q Large Stuffed Dolls, with Rolling Eyes, \$8.00 Dozen.  
25% Cash With Order, Balance C. O. D.  
**KANT NOVELTY COMPANY**  
321 Third Avenue, Pittsburgh, Pa.

**READING'S SHOWS**

Need Stock Concessions for Kentucky spots: Ball Games, American Palmistry, Frozen Custard, High Striker, Concession Agents and Ride Help. Tompkinsville, Ky., this week; Burkesville, Ky., next. I have Benton, Ky., around the square for 4th of July. Will buy 7-car Tilt-a-Whirl. W. J. WILLIAMS, Mgr.

**WANTED**

For Catholic Church in Lansing, Mich., June 16, 17 and 18: Merry-Go-Round, Ferris Wheel and Chairplane, and 10 Legitimate Concessions. Send all communications to **FRANK CARLSON**, Manistee, Mich.

**FRISK GREATER SHOWS**

On account of disappointment can place Ball Game, Penny Pitch, Novelty, Watchla, String Game or any legitimate Concessions that do not conflict. Can use a few more Shows, must be clean. Northfield, Minn., this week; Iron Range, Keewatin, Minn., May 30-June 4. Best route of Minnesota Fairs to follow. No racket. Address as per route.

**THERE ARE "SCORES" OF REASONS**

**Why YOU SHOULD BE A MEMBER OF**

**Showmen's League of America**



165 W. Madison St., Chicago

In addition to being the oldest institution of its kind in America, it also is outstanding among fraternal organizations.

**Pacific Coast Showmen's Assn**

730 South Grand Avenue, Los Angeles, Calif.

LOS ANGELES, May 21.—Interest in the club's meetings seems to be holding up, there being 53 members present at Monday night's meeting. First Vice-President Harry Hargraves presided. H. C. Rawlings, secretary, was the only other officer present.

Usual business routine was followed. This included reading and approval of minutes, and current bills were ordered paid.

Communications: H. C. Bowen, of Joyland Shows, lettered thanks for the good-will banner sent by the club. Will Wright penned anent matters with his Golden West Shows. He's optimistic as to future. From Frank Lownd, of Huenema, Calif., came an interesting letter. A Petrovich penned from Minneapolis that he is en route to the West Coast. Al Onken came thru with an interesting letter anent doings on Conklin's Canadian Shows.

New members: David Dunn, credited to John C. Davis and Steve Henry; Arthur Windecker, credited to Steve Henry and Cliff Clifford.

Reports from several members who have returned from the road were made. They said much interest was being displayed in the membership drive and that showmen were awakening to the advisability of being affiliated with a showmen's organization.

Adjournment here for the weekly award. It was won by Harry LeMack.

Frank J. Downey, chairman of the coming annual charity banquet and ball, then made an interesting talk, in which he gave out some ideas as to the event. He invited a discussion as to where it (See PACIFIC COAST on page 60).

**Philadelphia**

PHILADELPHIA, May 21.—Weather has been a headache for carnivals in this vicinity the last week. All were washed out last Saturday and that means a big loss, besides weather has been unusually cold.

World of Mirth is the only show in the city or vicinity this week. They moved across city to G and Erie avenues for this week, but business has been slow on account of the cold weather.

Cetlin & Wilson, after a rather poor week at Chester, Pa., moved on a big jump to Carnegie, Pa.

Endy Bros.' Shows moved to Burlington, N. J., after a hectic week at 74th and Woodland. No concessions were allowed to work except eats. Shooting gallery and ball games were even barred.

Some concessioners on World of Mirth were allowed to work at Yellow Jacket location in Frankford. Strange contrast to what happened at the Endy Bros.' location. Bingo is barred thruout the city, since the decision of Judge McDevitt banning it any place in the city.

Eighth Street Museum reports fair business with the following attractions: Mora Broderick and dog; Leo, neon-tube swallowing; Dollie Smith, blues singer; Poses Plastique and Illusions. Dancing girls in annex.

Jack Garrison, glass blower, closed at Eighth Street Museum and left for Revere Beach, Mass., where he will be an attraction in O'Brien's Museum.

**Los Angeles**

LOS ANGELES, May 21.—Officials of the National Shrine Convention, which will be held here next month, are planning a number of outdoor events, including the Cavalcade of America Pageant, an Electrical Parade by the Movie Colony, and a three-day rodeo under Rodeo Association of America sanction. Joe Afinger will have charge of concessions. Stan Brunner, in addition to handling the amusement events, will act as president of the Olympic Catering Association, which will have the "ex" on the eat and drink concessions. Many local troupers have been engaged for the event. George Silver will have the novelty concession.

Art Weber and crew had the "ex" on novelties at the Barstow (Calif.) Fiesta. Harry Sussman has returned here after a prolonged trip to the Northwest.

Felix Burk came here from San Francisco by plane to complete contracts for the Gold Wire Stores.

Mrs. Al Lindberg, who has been confined in a local hospital here, will accompany Al to Wright's Golden West Shows.

George Simmons joined Florence Appel's concessions with United Attractions.

Ross Ogilvie, who left here to join the (See LOS ANGELES on page 60)

**15 Years Ago**

(From The Billboard Dated May 26, 1923)

S. W. Brundage Shows won their case in Washington (Ia.) District Court in which they asked for refund of \$2,000 excess license collected by Washington County Board. . . . Rain played havoc with Brown & Dyer Shows' engagement in Cincinnati. . . . Inclement weather prevailed last three days of Dodson's World Fair Shows' Fairmont, W. Va., engagement and business suffered accordingly. . . . Clarke B. Felgar closed as press representative of Royal American Shows May 13 to become associated with J. T. McClellan Shows in similar capacity. . . . Ladies' Auxiliary of Heart of America Showmen's Club held its last meeting of 1922-'23 season in its club-rooms in Coates House, Kansas City, Mo., May 4.

Dreamland, Attractions moved to Peekskill, N. Y., after a successful two-week stand in Yonkers, N. Y., under joint auspices of American Legion and Veterans of Foreign Wars. . . . Forrest Smith, special agent for Isler Greater Shows, was in Kansas City, Mo., in shows' interest. . . . DeKreko Bros.' Shows closed their Memphis engagement under Trades Labor Council auspices with one of biggest day's business of two season. . . . One night of snow, two of (See 15 YEARS AGO on page 60)

**WANTED**

**BORTZ AMUSEMENT CO.**

Shows with or without equipment. Agents for Grind Stores. Athletic Man to handle Show. Will sell Cookhouse, exclusive; also American Palmist. Will book a few Grind Stores, \$10.00 privilege. Ride Help wanted. Greenville, Mo., May 23-28; Williamsville, Mo., May 30-June 4.

**LOOK**

IN THE WHOLESALE MERCHANDISE SECTION

for the LATEST NOVELTIES, PRIZES PREMIUMS AND SPECIALTIES

# Rosters of Carnivals

As Reported by Show Representatives

## Goodman (Railroad)

WICHITA, Kan., May 21.—Roster of Goodman Wonder Show for week which ended here May 14 follows:

STAFF: Milton M. Morris, manager; Max Goodman, director general; Grant Chandler, assistant manager; Katherine Riley, secretary-treasurer; Roland W. Richards, publicity, radio with show; Max Klepper, superintendent concessions; Louis Yaffa, secretary concessions; L. Clifton Kelley, general agent; Joseph E. Rowan, special agent; Beverly White, advance publicity; Art Riley, superintendent construction and lot; W. J. Griffith, trainmaster; Dr. S. L. Friedman, first aid.

SHOWS: Comstock's Show of Shows, Marian Comstock, emcee; Julie Olie, featured dansuse; Zella Kotula, featured fan dancer; Julie Bowen, Marian Twitchel, Lorraine Branduff, Marion Hamilton, chorus; Arthur W. Comstock, talker; Louis Merson, assistant talker; Henry Smith, superintendent canvas; Lester Ayers, assistant superintendent canvas; Shelter Earle, ticket boy; Shelton Earle, wardrobe mistress; Marjorie Earle, wardrobe mistress; Earl Hamilton, orchestra leader; Earl Franks, William Schlick, Mimmie Bland, Ed Smith, musicians; Manuel Walters, specialty dancer. Beauty and Beast, lion drome, Bo Sherman, owner and rider; Jack Davidson, Paul Budd, riders; Dolly Ferris, lion riding act; John Guy, George Ciech, tickets; James Deiss, licn man. Eddie Comstock's Fantasma, Mollie O'Heill, Mitzie Fitz, dance specialties; Jerry Bennett, Jackie Kay, Tryste Markley, Peggy La Rue, artist models; John McCormick, accordionist; Gene Dixon, guitarist; L. G. Thomas, superintendent canvas; R. V. Johnson, E. Griffin, tickets; A. T. Iverson, electrician. Show Boat Revue, Ray Hamilton, manager and talker; Blackie Thompson, tickets; Society Act, Ruth Ladors; specialty girls, Inez Wilson, Mickey Cole; emsee, Walter Washington; Leonard Duncan, comedian and owner; Dick Brown, comedian and dancer; Shirley Peterson, dancer; Anthony Boy, piano; Leonard Martin, trumpet; Henry Foster, John Watkins, trombones; Virgil Arceneaux, drums; Mildred Duncan, Stella Calloway, Ruth Labors, Minnie Harris, Callie Patterson, Babe Roberts, choryphees; Herbert Newall, electrician; Robert Harris, A. D. Davis, Charles Harris, canvasmen. Oddities in the News, R. Goldie Fitts, manager; Julius Shuster, man with "million-dollar hands"; James Zaharee, champion writer in miniature; Skeets Hubbard, man with iron eyelids; Madame La Verne; Bennettra Leopard, man from Madagaska; John Porter, "mirthful mastodontic man"; Rangoon and Roena, mysteries of India; Roper Marcella, transparent girl; Anna G. Fitts, Nira; Victor Roper, openings; Charles Zenk, opener; B. Harris, Joseph King, tickets; John T. Lee, properties. Squintorium, penny arcade, Leo Gowdy, manager; R. H. Axley, mechanic; Martin Stoner, floorman. Santeta, "headless girl." Egon Heinemann, owner; Rufus Johnson, talker; William Lloyd Reed, Leonard Wilson, tickets; John Montcalm, canvasman; Geneva Kimmer, nurse; Myrtle Everson, nurse; Santeta, "headless girl." Life, Dr. Samuel Friedman, owner and operator; Helen Baker, Dave Campbell, lecturers; Gordon Wilbert, tickets; Delbert Taylor, talker; Earl Puckett, superintendent of canvas; James Bouris, tickets; Bobbie Kennedy, Mabel Collins, models. Wild Cargo, big snakes, James A. Dunlavy, owner; Joe Rocco, talker; George Harris, canvas.

FREE ACT: Costica J. Floresque; Buck Autrey, rigger; Peggie Floresque, helper; John Wilders, truck man.

RIDES: Heyday, Charles Miller, foreman; W. M. Haley, Elmer Crews, J. C. Willis, assistants; Grace Andrews, tickets; Turner Walker, ticket taker. Whip, Clarence Rounds, foreman; Robert Mosley, clutch; E. W. Yeager, gate; Mrs. J. Dunlavy, tickets. Over-the-Jumps, Allen Love, foreman; William A. Stock, Walter Randall, assistants; Walter Dutton, clutch; John Greenwalt, assistant. Twin Big Eli Wheels, Robert Foreman, Thomas Bowers, tickets; J. M. McCrorey, clutch. The Octopus, Mayo Williams, superintendent of rides for Dave B. Stock; Victor Greenwalt, tickets; Arnold Jones, Palmer, assistants. Ridee-O, Barney Galagin, foreman; Albert Evans, assistant; William A. Morosco, tickets;

Hugh Reilly, chef; Harold E. Imler, cook. Kiddie Autos, Don Kniseley. Scooter, Tom Iles, foreman; Lloyd Iles, D. A. Johnson, J. Randall, floormen; George Wall, electrician. Whirl-Lo, F. O. Banks, foreman; Robert Lee, assistant; Mrs. Nellie Kelly, tickets.

CONCESSIONS: Max Klepper, manager; Louis Yaffa, secretary; Joseph Goodman, manager bingo stand; Nowell Castle, cashier; Al Kennedy, A. V. Hardy, James Bowling, Ernest Proctor, agents bingo stand; James McGlinchy, rotary machines; Ben Wise, shooting gallery; George Kuchinski, shooting gallery; Stephen Porth, skee ball; Le Grand Berry, fur dogs; Tommy Esque, ball game; Mrs. M. Woods, Mrs. A. V. Hardy, Mrs. J. Goodbrake, agents ball games; Bill Young, candy wheel; Bill Hendrick, Smith Lewis, mouse game; Clarence Griffith, fishpond; Bill Powell, blankets; Mr. and Mrs. Max Schaffer, two sets Miami diggers; Mrs. Frank Siebert, pitch-till-win; James Cain, pitch-till-win; Frank Siebert, country store; Harry Taylor, country store; Leonard Smith, penny pitch; Louis Buich, penny pitch; Mrs. L. Smith, cane rack; George Bemis, hoop-la; Janie Coffey, hoop-la; Clinton Smith, balloon dart; Richard Brenner, cigarettes; Peter Brennen, groceries; George Thompson, dolls; Jack Goodbrake, cat rack; Morris Glinea, scales; H. Wolfe, scales; Joe Chapman, watchman. Murphy's Midway Cafe, I. Fireside, owner and manager; William King, head waiter; Harry Montgomery, chef; Shorty Harrington, dinner cook; William Snyder, night manager; griddles, Thomas Verlander; truck driver, William Dawson. Pop corn and candy apples, George and Mrs. Estelle Hamilton. Temple of Knowledge, H. R. Hardy and Mrs. Naomi Harrison. Photo gallery, James and Mrs. Valentine and Kenneth Valentine. Candy floss, Jack Wilson.

MAIN GATE: Mrs. Bobbie Chandler, Mrs. Ann Hamilton, Mrs. Irene Thompson.

OPERATING FORCES: Train crew, W. J. Griffith, trainmaster; Eddie Johnson, Robert Wilson, Robert Hard, Charles Roberts, Clarence Woods, Lee Mounds and Ben Whitmore. Tractor drivers, Don Greenwood, Iodine Woodruff, George Henderson and Henry Sherwood; blacksmith, Ben H. Wilkinson; superintendent construction, Arthur Riley; Blackie Sumpton, painter. Electrical staff: Edward Latham, chief electrician; Doc Welch, assistant. R. W. RICHARDS and BEVERLY WHITE.

## Royal

SWISSVALE, Pa., May 31.—Following is roster of Royal Exposition Shows for week ended May 14 at Kittanning, Pa.

RIDES: Chairplane, Sam Spencer, owner; Russell Chestnut, foreman; Theo Smith, assistant. Kiddie Autos, Sam Spencer; Jack Wilson, foreman. Kiddie Airplanes, Betty Rice, owner. Big Eli Wheel, Sam Spencer and George F. Doreman, owners; White Reed, foreman; Harold Reed and J. Hanlen, assistants. Merry-Go-Round, Bud Foreman, owner; Dale Osborn, foreman; William Hughes, assistant. Tilt-a-Whirl, Sam Spencer, owner; George Hefright, foreman; Charles Moore and John Huntsman, assistants. Octopus, Andrew Blackmon, owner.

CONCESSIONS: William Storey, concessions; cigaret shooting gallery, Jerry Krish and Helen Armond. Blower, E. J. Schneider, manager; H. B. O'Reilly, Slim Leary and John Reed, agents. Ham and bacon wheel, Bobby Allen and K. O. Phil. Nail Stand, John McCarthy. Temple of Knowledge, Mrs. Edith Storey, assisted by Mrs. Tessie Schneider, Mrs. Tonya Cleary outside.

Mr. and Mrs. Al Wallace, cookhouse; L. Lavelle, chef; Ernest Ash, assistant; Paul H. Grace, griddle. Karo King, head waiter; Al Remond, assistant; Burch Bell and Richard Coleman, dishes. Ball game, Betty Rice. Lead gallery, George F. and Waldo Lay. Ball game, Mrs. Babe Foreman. Clothespin pitch, J. W. and S. L. Pinkston. Ball game, H. Shapiro, owner; Bun and V. H. Whittemore, agents. Ball game, Mrs. Lucille Lichliter. Ball game, Duke and Olive Wilson. Ball game, Ginger Allen and Eveline Brooks. Front gate novelties, Michael Siebel. Photos, Mrs. W. Grant; John Klinko, photographer. High striker, George Grant, Henry Thorpe, Ellen Black, Andrew Molnar and Jesse Von

# DELICIOUS DRINKS

In Powdered Form -- Just add cold water and sugar

## The Best ORANGE DRINK You Ever Tasted

CAN BE MADE FROM OUR POWDER IN A FEW MINUTES.

Contains added rich, ripe, true Oil of Orange. Then, if you wish, grate up four Oranges to each gallon to decorate. Much more refreshing and delicious than plain orange juice. Costs you less than 1c a glass complete. Over 85c clear profit on each dollar. Size to make 15 gallons, \$1.00; 60 gallon size, \$3.00, postpaid. Sample, 10c. Also 7 other flavors. Get the BEST and make more money. The Old Reliable Since 1904.



CHAS. T. MORRISSEY & CO., 4417 Madison St., Chicago, Ill.

## BROADWAY SHOWS OF AMERICA

AUSPICES VETERANS OF FOREIGN WARS, FARMERS POST No. 3705, LOUISVILLE, KY., WEEK MAY 23 TO 29, INCLUSIVE, FRANKFORT AVE. AND LEXINGTON ROAD; WEEK MAY 30 TO JUNE 5, BERRY BOULEVARD AND TAYLOR STREET, THEN ANOTHER GOOD LOCATION TO FOLLOW; ALL IN LOUISVILLE, KY.

We have bona-fide contracts. This is not a hand-bag promotion. CAN PLACE Acts of all kinds for Side Show. Have opening for Half-and-Half and Ossified Man to feature. CAN PLACE Fan Dancers and Dancing Girls. Salary sure. CAN PLACE a few legitimate Concessions: Bird Wheel, Scales, Diggers, Palmistry, Candy Floss and Penny Arcade.

FOR SALE—Caterpillar, in good running condition, with Tunnel. Will sell cheap for cash. Address all mail and wires:

COL. J. F. DEHNERT  
Tyler Hotel, Louisville, Ky.

## L. J. HETH SHOWS

WANTED—Organized Side Show or worth-while Side Show Acts. Have complete outfit for same. Talker for Geek Show. Young, attractive Chorus Girls for Musical Revue. Office pays salaries. Virginia Bender, Ruth Smith, Jean Padgett, answer. Good proposition for money-getting Single Attractions, including outfits for same. All Stock Concessions open. No grift. Fifteen fairs booked, starting first week in July. Pay your wires, we pay ours. Urbana, Ohio, this week.

## GERARD'S GREATER SHOWS

FIREMEN'S CELEBRATION

WEEK OF JUNE 13. WHITE PLAINS, N. Y. FIRST SHOW IN.

OTHER GOOD CELEBRATIONS TO FOLLOW:  
All Merchandise Wheels Open—All Grind Stores Open—Bingo—American Palmistry—Grab Joint—Shooting Gallery—Candy Floss and Gandy Apples—Clean Shows with own outfits—Sensational Free Act Wanted. GET IN TOUCH WITH US AT ONCE.

CHARLES GERARD, Manager, 1545 Broadway, Room 611, New York. Longacre 5-8682.

## WM. HOFFNER AMUSEMENT CO.

WANT Good, clean, legitimate Concessions that work for stock and 10c. ALSO WANT clean Shows. Concessions open except Corn Game, Caramel Corn. Under auspices American Legion, Polo, Ill., week June 13, and Mt. Morris, Ill., week June 22, on streets; East Moline, Ill., July 3-4; Peatonica, Ill., July 2-3-4. FOR SALE OR TRADE—\$3,000.00 worth Restaurant Fixtures for No. 5 Eli Wheel, or what have you? Write, don't wire.

WM. HOFFNER, 412 E. Dixon St., Polo, Ill.

## PHOTO AND CAMERAMEN! Increase Your Profits



With "Moderne" Glass Photo Frames, 90% of those whose pictures you take will buy one of these beautiful frames. Made in all sizes. Our new design as illustrated fits all stamp photos, comes in assorted and two-tone colors. Have suede backs, which are held firmly to glass with attractive corner clips. Designs are in Pure Silver Mirror Inlay. Edges of all frames are smoothly beveled. For \$1.00 plus postage you may receive a sample set of six Frames from stamp to 5x7 enlargement size and full information as to sizes and prices. We manufacture a complete line of fine Photo Frames and Pocket or Purse Mirror Back Frames.

## Mid-Way Products Co.

3037 Main St. Kansas City, Mo

## THE HIP-HIP HURRAH GAME



A 1938 Model Corn Game A game that's new, different, faster and easier to operate. 100 cards in set. Size 5 1/2 x 8 1/2. Prices complete, \$15.00; De Luxe, \$20.00, plus 10% excise tax.

EMIL A. HOFER, S. D.  
Sioux Falls, S. D.

## SPECIAL PAPER TARGETS

For Short Range Shooting Galleries, also Long Range, 5 different sizes. Price per Thousand, \$6, \$7 and \$8. The best and most perfect Targets made for Jackpots. We build portable Short Range Galleries. RED GIRL GUN CLUB, 695 Washington Street, Boston, Mass.

# Our Midway

By RED ONION

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



It is better to have common sense than no sense at all.—Unkle Jerk.

Take heed: Alleged organizers may prove to be disorganizers.

Shows in the barn make no profit for either the owner or the employee.

Great Skat Shows! Well, wonder what has become of majority of "Great" shows!

RALPH H. BLISS cards from Lansdowne, Pa.: "Am with Motties Cafe on De Luxe Shows of America."

Only a fool would rock the managers' boat when the sailing is rough and the water is deep.

HARRY B. HOWITT letters from Henrietta, N. Y., that the firemen there are going to book a carnival this year.

GREAT EUGENE, high pole and aerial contortion act, reports that he opened

These are times when common sense should be amplified and applied to relations between employer and employee.—Red Onion.

As a carnival town Burlington, N. C., is reported to have been one of the world's worst blanks when played by a carnival this spring.

ORVILLE N. CRAFTS is one carnival owner who moves fast. He visits his various units weekly and travels in his Waco cabin airplane.

GEORGE HIRSHBERG is a quiet, efficient office man. All know that he is with Cetlin & Wilson Shows. Quite a designer of show fronts, too, is George.

One press agent wrote that newspapers in town he was in had plenty of space but they did not give it to show.—Soapy Glue.

CURTIS L. BOCKUS, general manager Winters Shows, letters from Ambridge, Pa.: "Best wishes to The Billboard and all show business."

**WHEELS**  
Park Special  
30 in. in diameter. Beautifully painted. We carry in stock 12-15-20-24 and 30 numbers Special Price.  
**\$12.75**

**BINGO GAME**  
75-Player, complete, \$5.25, including Tax.

Send for our new 1938 Catalogue, full of new Games, Dolls, Blankets, Lamps, Aluminum Ware, Candy, Pillow Tops, Balloons, Paper Hats, Favors, Confetti, Artificial Flowers, Novelties.  
Send for Catalog No. 237.

**CANES**  
Heavy Convention Walking Canes. Dark Mahogany Finish. Price Per Gross, \$21.00.

**SLACK MFG. CO.**  
124-126 W. Lake St., Chicago.

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All Readings Complete for 1937-1938.

Single Sheets, 8 1/2 x 14, Typewritten. Per M. \$5.00  
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Forecast and Analysis, 9-p., Fancy Covers, Ea. .05  
Samples of the 4 Readings, Four for 25c.  
No. 1, 34-Page, Gold and Silver Covers. Each .30  
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Gazing Crystals, Oulja Boards, Planchettes, Etc.

**NEW DREAM BOOK**  
120 Pages, 2 Sets Numbers, Clearing and Policy, 1200 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample \$0.15  
**HOW TO WIN AT ANY KIND OF SPECULATION.** 24-Page Booklet, Beautifully Bound. Samples, 25c.  
**PACK of 79 EGYPTIAN F. T. CARDS.** Answers All Questions, Lucky Numbers, etc., 35c.  
**ZODIAC FORTUNE CARDS,** Fine Set of 30 Cards, 35c.

Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise.

**SIMMONS & CO.**  
19 West Jackson Blvd., CHICAGO  
Instant delivery. Send for Wholesale Prices.

**KWIKUP CONCESSION STANDS**

Quickly erected—100% portable—bolt and nut construction. Orange and Black colors. Five Models, 12 Sizes. New low prices. Circular free.

**THE MONROE CO., COLFAX, IOWA**

## POPCORN

South American, Jap. Hulless, Baby Golden, White Pearl, White Rice and Yellow Pearl. Also Popcorn Seasoning, Cartons and Popcorn Cones, in seven flashy colors.

**H. B. HUISINGA**  
DELAND, ILLINOIS  
Grower of Pure-Bred Varieties of Popcorn.

**BUDDHA PAPERS—SUPPLIES**  
FULL 1938 ASTRO DAILY, HOURLY FORECASTS  
Buddha Papers, 1-4-7 and 35-page Readings, Zodiac Display Charts, Horoscopes in 11 styles, Apparatus for Mind Readers, Mental Magic, Spirit Effects, Mitt Camps, Books, Graphology Charts.  
New 140-Page CATALOGUE now off the press. Most comprehensive line of Apparatus and Supplies in the World. Catalogue, 30c. None free.

**NELSON ENTERPRISES**  
198 S. Third Street, Columbus, O.

**BUDDHA PAPERS**  
S. Bower, Belle Mead, N. J.  
Established 1899, N. Y. C.

**LORDS PRAYER PENNY MACHINES**

AMAZING NEW MACHINE  
Engraves FUNNY Designs on pennies (HOT STUFF). Makes people laugh, keeps the crowd roaring, coins money for you. Write for literature. HURRY.

**RAY MFG. CO.,**  
2250 Clybourn, Chicago, Ill.

## SHOOTING GALLERIES

and Supplies for Eastern and Western Type Galleries. Write for circular.  
**G. W. TERPENING**  
137-139 Marline Street, Ocean Park, Calif.



AN UNTIRING WORKER AND ZEALOUS TROUPER IS NANCY MILLER, auburn-haired producer of Gay Paree, Beckmann & Gerety Shows' girl revue. She is seen here at the piano on the stage of this production amid its elaborate stage settings. If Nancy were not smiling one might say she is mad at a piece of music and is going to rewrite it, but such is not the case; she is memorizing a late number. Walter Hale, the show's press agent, rates her as the best woman talker as she handles the front of her show and he says judging by the crowds she turns is ample proof. Dorothy Parker, New York wit, once remarked, "Men seldom make passes at girls who wear glasses," so Nancy, in sympathy with the National Optometrists' Association, donned a pair of spectacles and yet does not lack for admirers, concludes Hale. Photo taken in St. Louis by Sievers.

the season April 30 with Weer Shows at Dowagiac, Mich.

HARRY JENKINS cards from Holliday, Tex.: "D. S. Dudley Shows is a carnival with shows, rides and concessions and is touring Texas."

You, Mr. Working Man, and the owner of the show have the same objective in common and that is to keep the show moving.

RED RANKIN is handling the press for Latlip's Home State Shows, now touring West Virginia. He writes like he knows what show business is all about.

RED CLAYTON cards from Mighty Sheesley Midway, Cincinnati: "One never can tell when and where the love bug is going to sting."

OLLIE ROBERTS, comedian, cards from Harlan, Ky.: "Will return to the "Mighty" shows in near future, for Guy Smuck in the Side Show."

IT'S A SAFE bet to say that more free acts and musicians are carried by carnivals this season than ever before in the history of the carnival business.

J. W. HARTIGAN JR. letters from Morgantown, W. Va.: "Saw the Johnny J. Jones Exposition in Uniontown, Pa. It is it."

At least carnival owners and managers do not have to pay hush money to local grafting politicians for the privilege of turning their Ferris Wheels.—Leon Murrell Hewitt.

ARTHUR L. GRIES letters from Schenectady, N. Y., that he will have a bottle game and will book it with some show in that territory.

JOSEPH CRAMER, owner and manager Peerless Exposition, letters from Bridgeville, Pa.: "Opened season in Burgettstown, Pa. Business was fair when weather permitted. Tommy Car-

**"Old Reliable" No. 12**

The double-duty model BIG ELI Wheel for Park or portable use. 45 feet, 3 inches high; 12 seats; weighs 13,190 lbs. Can be set up in 2 hours by 4 men. Moves complete in one end of 40-foot box car or 20-foot semi-trailer. Built for a life-time of money-making service. Ask for more information.

**ELI BRIDGE COMPANY**  
Builders of Dependable Products,  
800 Case Avenue, JACKSONVILLE, ILL.

**LIGHTING PLANT BARGAINS**  
Manufactured by **UNIVERSAL MOTORS CO.**

4-5 K.W.  
110V.D.C.

Small 4-Cyl. Sets. Capable of Lighting 100 50-Watt Lamps.

Light Compact Economical

Bargains in General Electric

**FLOOD LIGHTS**  
250-500-1000 Watts, Used, but in Perfect Condition.

**EDW. SAMARA, Inc.,**  
37 South St., New York City.

**The NEW KIDDIE AIRPLANE SWING**  
Attention Carnival Owners and Park Managers

Plan on adding one of these rides to your present equipment. Sales doubled last season, proving the popularity of the Swing. Seating capacity, 15 children. Weight about 2,000 lbs. Airplanes are actually driven by the speed of the propellers, giving the children the impression of riding in a real plane. Description and prices upon request.

**SMITH & SMITH, Springville, Erie Co., N. Y.**

**1938 HIGH STRIKERS**  
SINGLE—DOUBLE—TRIPLE.  
Electrically lighted—Steel Parts in all sizes. 17 Ft. to 40 Ft. high—2, 3 and 4 Mauls—Chime Gong—\$49.50 and up. **DOUBLE STRIKERS, \$78.50; TRIPLE or 3-in-1 Machines, \$128.50.** Send for full details today.

**LAPEER HI-STRIKER WORKS,**  
77 Turrill Ave., Lapeer, Mich.

**POPCORN**  
ALL VARIETIES.  
Seasoning, Salt, Bags, Cones, Cartons.

**EMBRO POPCORN COMPANY**  
500 So. Main Street, St. Louis, Mo.

son, of late Premier Shows, joined as business manager."

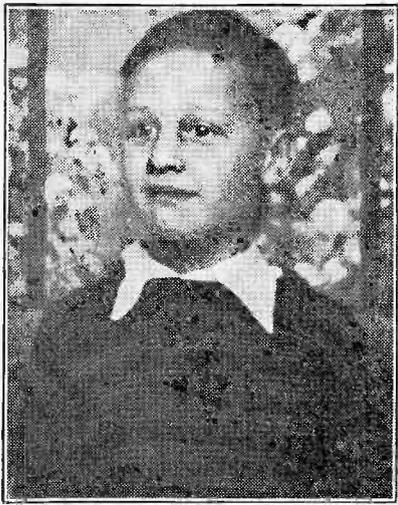
SAM GOLDEN, former well-known talker and side-show manager with carnivals, is now with Spanton Bros. Circus, a motorized one, playing in Pennsylvania at this time.

H. C. SWISHER letters from Joplin, Mo.: "H. C. Swisher Shows go out all new this season from marquee to back yard. Opening date will be announced later."

The government tells no man whom he should vote for at an election, so why tell some stranger with an ulterior motive tell you whom and what you should work for.

MAUDE KEEL WILLIAMS cards from Havana, Ill.: "Am special agent of Royal Midway Shows. Spent week-end in Kansas City, Mo., recently visiting relatives."

CHEER UP, June is a summer month and will soon be here. Carnivals always



**ARTHUR L. GRIES JR.,** age 8. Son of the well-known concessioner. He is going to school now, but desires to get connected with some show after vacation for him comes in June. This, however, is his third year of studies and will be his third season on the road. He has been with his father on Eureka, managed by Mae Bistany; Coleman Bros., World's Exposition and Art Lewis shows.

do well in the summer. Watch business pick up when the weather settles. It will.

**MAX HARRY BERNARD,** lessee of World's Fair Shows on the Pacific Coast, is reported to have a nice assemblage of attractions and that business with his show has started to pick up.

If you have a job the best thing to do during these times is to hold on to it and pull with the man you are working for, not against him.

**ALTON-BABCOCK CARNIVAL** in California can be truthfully billed as the A. B. C. When men learn their A, B, C's they should begin to progress.—Soapy Glue.

**HAPPY RADFORD** cards from Athens, O.: "Evelyn Radford, formerly of Howard Bros.' Shows, joined the Flying Valentinos with West Bros.' Shows at Waterloo, Ia. Radford family will go on the road soon with their concessions."

**JOHN HANEY** cards from Walsenburg, Colo.: "Wish to thank Mr. and Mrs. Paul Towe, owners Silver State Shows, and all its members for their kind thoughts and helpful offerings sent me in my time of need."

Use common sense when deciding between work you have now in lieu of probable relief. Grass that has a green tinge is better than no grass.

**LOUIS GALL** cards from Weyerhaeuser, Wis.: "Completed all my work in quarters and opened my show, Louis Gall Amusement Co., in Birchwood, Wis., May 16. Had a good winter in Georgia and hope I have a profitable season."

**ARTHUR SHARP,** cashier and auditor, Rubin & Cherry Exposition, had a surprise recently when his pet dog gave birth to six little puppies. Arthur decided to adopt them and let them continue the season's tour, says Ed Squires.

**JOHN J. RUSSELL** letters from New York: "My sister, Bessie Russell, is in Van Valen Sanatorium, Yonkers, N. Y., with a nervous breakdown. She, however, hopes to get under the tents again later in the season."

Wonder why some carnivals with plenty of "heat" on their midways should report to and complain of the cold weather they recently encountered.—Tillie Few Clothes.

**MAX FADDEN** cards from Muncie, Ind.: "Ray Temple, half and half; Max Fadden, magician, and Pino, "lobster boy," joined Gooding Greater Shows in Lima, O., and are working in side show, which has 185-foot banner line."

**CARLETON COLLINS,** press agent, started season with Premier Shows. This show closed in West Point, Va., recently and Collins joined Art Lewis Shows in Hawthorne, N. J. He started off with

Art in fine style. His copy is better than ever.—Red Onion.

After a man has cut his wisdom teeth he is not supposed to let anyone tell him what honorable line of work he shall indulge in nor what he shall be paid for that service.—Soapy Glue.

**L. C. (TED) MILLER** may not be the best writing press agent in carnival business, but can certainly plant press matter and pictures. Witness: Four full columns of art for Cetlin & Wilson Shows in *The Philadelphia Record* Wednesday, May 11.—Red Onion.

**FATIMA CARREJO** cards from Great Bend, Kan.: "Husband Alonzo, myself and his brother, Joe Carrejo, are now with Anderson-Strader Shows. Alonzo is well now, thanks to Dr. W. D. Gile, of San Antonio. I have mentalist camp and the boys work concessions."

**ROY E. LUDINGTON,** general manager Crafts 20 Big Shows, when last heard from was in Visalia, Calif., a town amid the largest trees in the world. Some of them are so tall, they tell me, that each has a draw bridge on top to let the moon go by.—Red Onion.

When taking into consideration the status of the business world today the wise worker will hold on to the job he has and is not going to throw himself "out in the open" where there are few if any jobs at all.

**BILLIE WINGERT** cards from Salt Lake City, Utah: "Jolly Marie, fat girl, and her 10 Side Show acts closed with Frank Burke Shows in Flagstaff, Ariz. Jumped here and joined Mel H. Vaught's State Fair Shows. Karlene is still featured in the annex."

**H. B. PAGE,** manager Page's Kiddies Band, letters from Madisonville, Ky.: "Wish to thank *The Billboard* for publishing the picture of our band. We are all faithful readers of *The Billboard* and all want a copy when the sales agent comes to our trailer with them."

**MRS. GEORGE McALLAN** cards from Topeka, Kan.: "Mrs. Maude Keel Williams, press agent of Royal Midway Shows, spent a recent week-end at Olathe, Kan., visiting her daughter and son-in-law, Mr. and Mrs. George McAllan, owners of cookhouse on W. W. West Carnival."

Speaking of C. E. Barfield as a showman for instance. He goes along in an even way with his Cosmopolitan Shows making reasonable jumps, keeps his booking in keeping with the size of his show and never gets too big for the towns he plays. Level head has this man Barfield.—Wadley Tif.

**RAYMOND SCOVILLE** cards from Baltimore: "Looked over the Kaus Exposition Shows here. Must say that the Kaus family is getting up in the world."



**SCENE SNAPPED ON Crafts 20 Big Shows at Bakersfield, Calif.,** by George Bryant, show's staff photographer. Floral designed Ferris Wheel shown here was presented to Mrs. O. N. Crafts by the show's personnel in honor of Mothers' Day. Roy E. Ludington, who furnished photo, states that the event was a distinct surprise to Mrs. Crafts, who is shown at left. Other immediate members of her family shown are Roger Warren, a son; Mrs. Roger Warren, daughter-in-law. O. N. Crafts is shown in front of Ben Bernie Jr., a musician.

It is a good-looking show. Plan to take a concession out soon. Been thinking of Doc Ray. May *The Billboard* always be *The Billboard*, the showman's friend."

**MR. AND MRS. JERRY O'RILLEY** visited *The Billboard* office recently following arrival from Los Angeles. Jerry stated that he had spent almost all of the winter with Happy Grant, who operated concessions at Venice Pier, Venice, Calif., and that he would go to Detroit and get back in the carnival business.

**TRESSIE G. McDANIEL** cards from Harvey, Ill.: "Worst season to date I have experienced in years. If weather does not get warmer I think I will spend the summer in Florida instead of the winter in the future. Many thanks to *The Billboard* for the fine service it renders showfolks."

Recently I have been observing some of the men on front of snake shows, "What-Is-Its" and some five-in-nothing shows. They rave about the strange creatures to be seen inside and all that, but never give a thought to just how strange they themselves appear to the public.—Soapy Glue.

**HERBERT A. DOUGLAS** cards from Chester, Pa.: "Have looked over early spring showings of Cetlin & Wilson, De Luxe, Endy Bros., Ideal, W. C. Kaus, John H. Marks, Miner Model, Strates, Frank West and World of Mirth shows. All were doing fair when weather permitted."

**WILLIAM R. HICKS** opines that when the cold and rain has passed that general run of carnivalites will try to find other excuses as to why they are not getting along in the world. He is also of the opinion that if cold and rain were entirely eliminated from the scheme of nature there are many in show business who would do no work whatsoever.

**IRISH JACK LYNCH** cards from Carlsbad, N. M.: "Was on my way to Los Angeles but changed my mind and from Roswell will head for Kansas City, Mo. Now think I have had about enough of this Panhandle country, as there seems to be nothing out here but sandstorms. Sorry to hear that W. H. (Bill) Rice is sick and that Norman E. Selby Jr. died."

Go on the lot each day wearing a smile and with determination in your souls "that the show must and will go on." Real showfolk pull together, the other kind pull the other way, and yet they want more than those who are loyal, true and dyed-in-the-wool showfolk.

**NEIL BERK,** general agent West's World's Wonder Shows, reports from Stroudsburg, Pa.: "Season's business thus far about 20 per cent off from this time last season. However, with the weather and economic conditions of the country as they are this is to be expected." Neil looks for changes in both weather and business soon.

**CANDID CAMERA HOUNDS:** *The Billboard* is interested in getting good clean news photo shots of midway events. The carnival desk is now overloaded with photos that look like they were taken deep down in some coal mine. They are useless. It costs money to make cuts and naturally photos from which they are made should be good.

**HARRY E. WILSON** lettered from Punxsutawney, Pa.: "Bantley's Shows' special children's day matinee plan is proving a winner. By actual count 3,152 kids were on the lot between 3 and 5 p.m. May 11. Show has two children's days, Wednesday and Saturday. Wednes-

## EVANS

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IMMEDIATE DELIVERY.  
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One of the most popular wheels. New Junior size 32" in diameter. Face of wheel is covered with glass and ornamental metal work, handsomely plated and polished. Write for Prices.

**PADDLE WHEELS \$7.50 up**  
of All Kinds

### EVANS ALUMINUM MILK BOTTLES

Far superior to old wood bottles. Sound like falling glass when knocked over.

**\$10.50 PER SET**  
Plus Excise Tax

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## H. C. EVANS & CO.

1520-1530 W. Adams St., Chicago, Ill.

### CANDY FLOSS & CORN POPPERS

Cheapest, Best, Genuine. Original Ball-Bearing Motor. 10 Patents, Latest April '37. 1 Piece Bands. \$3.50 Ea.; two, \$5.50; 6 Ass't, \$14.00; Originators; 100% true Spinnerheads, \$20; Double, \$28; no wobbly heads. All postpaid. Guaranteed perfect. Highest grade. 1 lb. sugar brings \$2. Catalog free.

**NATIONAL FLOSS MACHINE CO.**  
310 East 35th St., New York City.

## OCTOPUS LOOP-O-PLANE

### TWO BIG WINNERS

UNEQUALLED FOR PERFORMANCE AND PROFITS

**EVERLY RIDES GUARANTEE BIG PROFITS**

**EVERLY AIRCRAFT CO., Salem, Oregon**  
ABNER K. KLINE, Sales Manager. Lusse Bros., Ltd., Blackpool, England, European Suppliers.

## FRUIT FLAVORS

FOR ICE BALLS, ICE CREAM, FROZEN CUSTARDS AND DRINKS.  
A COMPLETE LINE OF FLAVORS, CERTIFIED COLORS AND CITRIC ACID.  
LILY AND VORTEX CUPS, AND SAFETY-EDGE TIN SPOONS.

All Flavors guaranteed to comply with Pure Food Laws.

**PURITY EXTRACT MFG. CO.**

19 S. FOURTH ST., ST. LOUIS, MO.

day is a special one. Show's gift certificate nights are also going over big. Several from other shows have visited to get a line on these children's matinees."

So you took out a show this spring! Well, who brought it back? Have found out recently that many men can work successfully for others but cannot manage for themselves. Every man is not qualified to be a show owner and manager and the quicker some of them learn this fact the better the carnival business will be for all in it.—Unkle Jerk.

JACQUELINE dILOUZON, who brightened midway of Bernardi Shows in 1924 when she appeared as a star in Ali Pasha presentation, visited Art Lewis Shows in Hawthorne, N. J., to spend evening with Carleton (Deacon) Collins, press agent, who was handling publicity for Glick-Smith combination during Miss dILOUZON's brief carnival experience.

Tillie Few Clothes, my dear wife, tells me she is going on a strike if I quit my job as a ride helper. Well, she is right as I cannot see why a wife should scrub and take in washing just because her husband refuses to work because he thinks business is good and the boss should pay him more money.—Soapy Glue.

MONTE NOVARRO cards from High Point, N. C.: "Thanks to the power of advertising in *The Billboard* my wife and myself were enabled to work all winter in units and night clubs. Closed winter tour here with Clyde Jordan's

Artists and Models Revue. Now with Karl J. Walker's *Gay New Yorkers* on the Johnny J. Jones Exposition. Mrs. Novarro is a featured dancer and I am handling the front. Was with Cetlin & Wilson all of 1937 season in Paradise Revue."

MRS. LLOYD REESE lettered from Greensburg, Pa.: "Lloyd Reese opened his motorized Cavalcade of Fun Shows in heart of city on West Pittsburgh street here April 29, under fire company auspices, to good weather and large crowds. Roy Gooding had rides and there were shows and concessions. Sky-line Thrillers furnished the free act. Visitors were Walter L. Main; Jack White, of Keystone Shows; Mr. and Mrs. Gorman, of Haag Bros.' Circus, and Tom Kirk, of Fair Publishing Co."

**GENERAL AGENTS WANTED!** The type of men that can go before city councils and get carnival licenses reduced to reasonable figures and also those who can "sell" the carnival to fair and celebration committees at a fair percentage. Back to the woods for the other kind. The kind that bid for fairs at the highest possible price and insist that committees take all that the carnival takes in.—Red Onion.

WALTER B. FOX, general agent Wallace Bros.' Shows, lettered from Washington, Ia.: "Apropos of Red Onion's recent squib to the effect that very few general agents know how to write and plant an opening story, wish to humbly advise that inclosed story was written and planted by a general agent." Story Walter B. refers to is about the Fearless Falcons, free act with Wallace

press agents think they can learn how to write if they do not keep on writing.—Red Onion.

People are funny when they think but much funnier when they do not use their noddles. Pity the man who is illogical. Harken to! A show letter writer sent in a report of the business with the show as "in keeping with the times." The carnival editor changed it to "Business, only fair." The show letter writer came back with objections to change. Now if "Business, only fair" is not in keeping with the times then the carnival editor is nuts and someone else should be put in his place.—Red Onion.

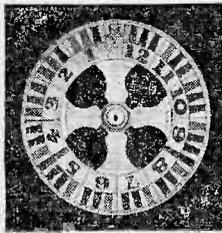
W. H. (BILL) RICE lettered from Chicago May 16: "Am in American Hospital here and thanks to the Showmen's League of America I have the attention of Dr. Max Thorek, who is one of the top-flight physicians of the city. Expect to be out in two weeks. Have plenty of visitors, for which I am thankful. J. C. McCaffery, Sarah McCaffery, Frank P. Duffield, Ernie and Pearl Young, Joseph L. Streibich, Walter C. Kelley, L. Clifton Kelley, Frank Nodin, Elsie Reinhart, Lorretta Connors, Harry Taylor and my lifelong friend, Lew Morris, have been in to see me. Morris lives just around the corner from the hospital. Have also had plenty of mail. I like to hear from my friends, as time hangs heavy on my hands."

WALTER B. KEMP, of lion motordrome fame with Royal American Shows, lettered from Memphis: "Marjorie Kemp gave her original automobile riding lions, Prince and Sultan, to Overton Zoo here conditionally. She had several offers

"chump" or "sucker" to come along, but as Wadley Tif would say "they have not come as yet this season." It can all be summed up in a few words and those words are the public has become too well educated to patronize some of those funny little stores carried by some carnivals. However, there are still plenty of local fixing politicians who are willing and do take the adjuster's money so the "boys can work." Any man who wastes his time these days behind a funny little store is the biggest chump of all. Money is tight and what little the customers have they leave at home, but do however take along a few front-gate, show and ride dimes and visit carnivals looking for entertainment and not to be made suckers. Wake up, "boys," get a new line of legitimate work, for recession and education have surely gotten your number.—Wadley Tif.

ITEMS FROM Cumberland Valley Shows: Ellis Winton, of Manchester, Tenn., general manager; F. S. Read, press agent. Season opened in South Pittsburgh, Tenn., April 30. It looked good from front gate to backyard. All attractions were ready as Winton had had 25 men working in quarters since March 1. Favored with good weather, business started off with a bang and a good week was registered. Especially attractive were the shows with new banners and rides newly decorated and painted after a thoro overhauling. Sunflower Minstrels of 25 performers, including band, is a big feature. S. R. O. sign was out at nearly every performance during the week. It's a high-class show and is transported on 15 trucks and three baggage cars and its roster revealed 165 people with it. Show is free from questionable shows and concessions.—F. S. READ.

## "POP" BAKER



5161 Trumbull, Detroit.  
Games you had better have THIS Season, By One That Really Knows. Blowers, Skillets, Coupon Roll Downs. Catalog Free. Prices Way Below Others.

## FLASH - - -

DEMONSTRATOR BUSES • TRUCKS TRAILERS

Priced unusually low. A few never even titled.

First come - first served!

Gramm Motor Truck Corp. Delphos, Ohio.

## WANTED WANTED GREATER EXPOSITION SHOWS

Ride Help who can drive trucks. No booze heads or chasers. Concession Agents, Talkers and Grinders. Can place one more Show. Will furnish complete frame-up. For Sale: Loop-o-Plane, Merry Mixer and Lindy Loop. Address GREATER EXPOSITION SHOWS, Harvey, Ill., week May 23; Hammond, Ind., week May 30.

SECOND-HAND SHOW PROPERTY FOR SALE \$65.00 Set Banners for 10-in-1 Show, good condition. Candy Floss Machine, sell cheap, working order. Evans Big Wheel and Stand with Mirrors. 15c each Flags on Streamers, send for list. \$20.00 Spike Illusion Cabinet, money getter. We Buy All Kinds of Rink Skates and Concession Tents. WEIL'S CURIOSITY SHOP, 20 S. Second St., Philadelphia, Pa.

## WANT MORE REVENUE for YOUR ORGANIZATION?

Read

### "BINGO BUSINESS"

A Column About Bingo in the WHOLESALE MERCHANDISE Department THIS WEEK and EVERY WEEK



L. CLIFTON KELLEY AND MILTON M. MORRIS, two veterans of the carnival world who are this season with Max Goodman and his Goodman Wonder Show, Kelley as general agent and Morris as manager. Both are far-seeing in matters pertaining to the carnival industry as a whole and are tireless workers. Both Kelley and Morris have owned their own carnivals in the past and have had many years experience with organizing, piloting and managing railroad carnivals.

Bros. It says, in part, that Orville La Rose, manager of the act, is a native of Des Moines. An advertising cut decorates the story and shows the Fearless Falcons high in the air on their rigging.

L. CLIFTON KELLEY, general agent Goodman Wonder Show, letters from St. Paul: "Weather has been bad for almost all of the shows this spring. From what I can find out, however, they all seem to do well when weather permits. This season 1938 looks as tho it will be the one that will drive all but real troupers off the road. Added Fort Dodge, Ia., under the Shrine, and Sioux Falls, S. D., for Junior Chamber of Commerce, to the route. Sorry to hear Bill Rice is in the hospital." L. Clifton must be out for some kind of a record this season as he says Goodman has not played under any ex-service men's organizations to date and that none have been contracted under them.

L. C. (TED) MILLER, press agent Cetlin & Wilson Shows, plans a series of articles titled *Carnival Cavalcade*. His first installment was very good. L. C.—Just take the advice of the late Arthur Brisbane, the famous editor, if you wish to learn how to write. His advice was to just keep on writing. Writers cannot succeed if they write one day and leave off the next six. Musicians, magicians and jugglers keep on practicing day after day, week after week, month after month and year after year. They do not expect to succeed without long and hard work, so why should some

to sell them to showmen but declined. Contract with zoo is that zoo officials cannot dispose of them either by sale or thru any giveaway offer. Should zoo be closed at any time during life of these two lions and it becomes necessary to dispose of them it cannot be done before advising Marjorie Kemp and getting her consent to manner of disposition. Dorothy Barclay, drome rider, who fell from drome wall in Jacksonville, Fla., and was injured, returned to work in Memphis."

NOTES from Rubin & Cherry Exposition: In Terre Haute, Ind., big crowd on hand Monday night in time for Zucchini's cannon act. Boy Scouts aplenty on lot. Kids' Day, Saturday, very good. First marriage of season on show occurred when Earl J. Crouse took Nell Moore, of Tryon, Okla. Ceremony took place in Covington, Ind., in presence of Arthur Sharpe, Mr. and Mrs. J. D. Powell and George Foster. When midway closed for the night that day a party was given in Jake Gruberg's cookhouse with Mr. and Mrs. Rubin Gruberg, Joe Redding, executive staff and about 100 friends of bride and groom present. Redding emceed the event. Happy pair were toasted with champagne, present from Rubin Gruberg.—ED SQUIRES.

Some of the concession boys with the tricks and toys have been recently faking their best holds in many spots but it seems to no avail as far as customers. It is really a pitiful sight to see a big hale and hearty man beyond a little stand waiting for some

## Hot Potato Gets a Letter

Dear Hot Potato: You mentioned in a recent issue of *The Billboard* about the time Greater Sheesley and Levitt, Brown & Huggins shows day and dated it at Modesto, Calif., in 1923. Bill Rice booked Sheesley on the streets and L. B. & H. had a lot outside the city. Ordinarily Rice ran away from opposition and Victor D. Levitt offered to cancel for \$500, but Bill gave Victor D. the laugh. Frank Smithson was the promoter for Sheesley and he phoned Rice that Levitt had been granted an injunction against the use of the streets of Modesto, but that the Southern Pacific Railroad would let Sheesley use the Plaza in front of the passenger depot which had just been completed, but not landscaped, if okehed by the general office. Rice got the sanction and when the first wagon was off the runs of the Sheesley train the injunction was served. To this John M. Sheesley just laughed and had a wonderful week of business. To top all this Sheesley on Saturday night loaned Levitt, Brown & Huggins \$1,000 to get out of town. Sheesley got the money back as he had accepted Brown's big 10-karat diamond as collateral.—SWEET POTATO.

ROY E. STEIN, secretary of National Showmen's Press Association, writes from Carlsbad, N. M.: "Nathan Fisher Cohn, San Francisco, has been appointed West Coast representative for NPA. Cohn reports that he had a splendid start on his new duties and that the membership drive launched in that territory has resulted in several new members. Cohn is connected with Walter Barusch in a theatrical agency and is a son of Harry (Polish) Fisher, well-known in the carnival business. . . . L. C. Hannah, who one time did building for late C. A. Wortham, is now living here and operates a tourist camp, store and the Old Mill, a workshop in which he specializes in theatrical lobby displays, ticket booths and equipment. As an attraction Hannah built a large mill wheel operated by a small stream which flows thru the property. This mill attracts many tourists en route to the caverns. Hannah says that present-day show business could get along with better showmen in some instances. He tells many stories about the business in the old days to illustrate how showmanship made money. He thinks that the old "Girl-Turning-to-Stone" illusion would be a great attraction today as the present generation has not seen it. . . . Walter (Bozo) St. Clair has been playing night clubs with a five-people floor show in West Texas and New Mexico. He reports things good in the territory he has been in compared with some other quarters. St. Clair was featured producing comedian for three years in a Seminole, Okla., theater."

**A Chuck Gammon Letter From Hawaiian Islands For March and April**

KAHALUI, Maui, T. H.—E. K. Fernandez Shows made a 10-day stand at Molka. Bob Godwin, "Dr. Q. Hypnotist," departed for mainland, as did Alex Linton, sword swallower, and Anato Hayes, anatomical wonder. Very rough trip to Molka. Ship could not dock and everybody was taken off in small boats. Leper colony here occupies one side of island. Nobody was allowed to visit, but trips were made to a hilltop, from where many interesting snapshots were taken. Show played Kaunikaiki, place where song about cock-eyed mayor was written. It might be of interest to *The Billboard* readers to know how song originated. It seems a prominent moving picture actor was vacationing here and on May Day, which is celebrated with beautiful floral parades. Someone was needed to lead parade, so they dug up an actor who had been hoisting a few at beach and decked him out in a G string and a coconut hat. He was then placed on an old white horse to lead parade. That is how the song originated.

Business was excellent in Kaunikaiki. Two days at Maunoloa, high in hills, followed. There was much difficulty and rain connected with trip there, but business was good. Sailed March 8 for Honolulu and played Kahuku, Wailua and Ewa, each one a week. Hollywood Hi-Jinks Co. sailed for mainland March 26 on S. S. Lurline. In party were Noyes and Day, ballroom dancers; Jimmy Kimura, Japanese tap dancer; Blanton and Brown, acrobats; McConnell and Moore, jugglers; Great Dalbeanie, wagon wheel specialty; Dorothy Gray, contortionist. E. K. Fernandez made a trip in search of new talent for Kauli Fair, which opened April 23. His policy is to have a complete new show twice yearly, as he operates year round and requires six months to make complete circuit. Violet Goulet, concert violinist, remained here. It was a beautiful sight on sailing day. All received gifts and were bedecked in many leis. Donna Day, fan dancer, looked beautiful in her going-away gown, which was blue and white. Blanton and Brown Sr. and Jr. were striking in navy blue and white. Florence McConnell wore a tan tulleur with green and yellow accessories. Fred Crosby, manager of Hi-Jinks, looked sad as boat pulled out. Able Cutter sorrowfully watched Dorothy Brown depart and was heard muttering something about catching next boat to California. Tommy Tong, of flea circus fame, departed April 5 for Far East to join Tate organization in Java. In February Arthur Greenhalgh, Australian showman; Anna John Budd and party stopped over a day in Honolulu on their way to antipodes. Alex Linton and Fifi, sheep-headed girl, were unable to meet them as they were playing on island of Maui at time. However, they made arrangements with Otto Horning, of Mid-Pacific News Bureau, to meet and greet them with leis and alohas.

The midget troupe of 20 and Fifi remained over. Midget Revue still doing excellent. All its members are receiving much favorable newspaper comment. Show gives three changes of program weekly. Chorus of 12 girls is a knockout, and comedy of Charlie Baker and Carlos is very good. But smash hit of performance continues to be Bomba, a Mexican number, which is a beautiful flash act with entire cast of 20 midgets on stage. Everybody still enjoying sun-bathing and surfing. Chuck Gammon, who spends all his leisure on beach at Waikiki, is so brown that he is mistaken by tourists for a native boy. Dinner was tendered to Adelaide Fernandez by midgets in beautiful home that they have leased during their stay here. Charlie Baker was chef and really put on a delightful spread. Dancing and Hawaiian entertainment followed. Really a colorful sight, with ladies of troupe all dressed in Holokus (native evening dress). Eddie Camera and his orchestra took a much-needed vacation prior to rehearsing new troupe. A going-away party was given at Alexander Young Hotel Roof Garden night before sailing. It was attended by entire personnel of Hollywood Hi-Jinks. Whitey Clare received a lengthy cable from Australia and has been wearing a large smile since. Dollita, dancing doll, and Flo Jones, giantess, are expected to pass thru any day from Australia on their way to California. Jimmy Thomas, retired showman, can always be located where fishing is best. Barney Tully, also retired Irish showman, is to leave for Ireland. Aloha! CHUCK GAMMON.



TWO SHOW AND ONE BASEBALL CLOWN. Left to right are Ernie Murray and Leone Murray, of Mighty Sheesley Midway. Center, Nick Alt-roch, of the Washington Senators. Photo was taken in Gastonia, N. C., some weeks ago on the baseball grounds there.

**RED RIVER SHOWS**

(Continued from page 44)

a packed lot, and everyone reported satisfactory business.

Show is owned and operated by Tom Baker and Johnny Mattell, concessioners with the Conklin Shows the past few years.

Show will play under auspices and fair bookings over a route now well booked in advance. Baggage cars are used as transportation.

**Equipment and Staff**

Equipment is nearly all new. Concession tops are plush-lined and well filled with a good grade of merchandise. All the rides and shows are well illuminated and attractive with their bright coats of paint. The midway as a whole presents a well-lighted appearance that would do credit to a much larger show. All electricity used is supplied by the show-owned generating plant.

Staff: President of the Red River Shows is Tom Baker and all show activity is under his personal supervision. Johnny Mattell, secretary-treasurer; Howard C. Kennedy, assistant manager; Fred Martin, electrician; Ted Zibrick, advance publicity and banners.

**Concessions, Shows, Rides**

Concessions: Ball Game, Harry Feinstein and Bob Wynn. Blower, Bo Bo Scarfe, Jack Boderel and W. Devine. Percentage, Jim Baker and Kelly Chaler. Roll-down, John Kennick, Myer Perlman and Dave Jones. Cigaret Shooting Gallery, Pete Bellemare and Roy Jonson. Jewelry, Alex Atcheson and Red Miller. Hoop-La, O. Haywood and George Laval-lee. Bingo, Cece Byrnes, Eddy Brownlee and Joe McCaw. Cookhouse, R. J. Wolfe, Art Champagne, Bo Toyne and Bobbie Wolfe.

Shows: Girls From Paris, Ted Zibrick and Bill Griffiths, managers; Johnny Belek, assistant manager. Revelation of Life, Don Miller and Neil Carlisle. Jungleland, Angus MacMillan.

Rides: Big Ell Wheel, C. Burrow, Fred Martin and Bill Watson. Merry-Go-Round, Thomas Bros. Kiddie Autos, Don Blow. Reported by Ted Zibrick.

**ELLMAN SHOWS**

(Continued from page 44)

tickets. Pony Ride, Lloyds. Electric Train, J. P. Phillips. Tilt-a-Whirl, Lucky Johnson, foreman; Warren Winstead, assistant. Funhouse, Pat Taylor, foreman; C. Campbell, tickets.

**Shows and Concessions**

Shows: Girl Show, Mickey Stark. Museum of Oddities, Capt. George Collins; Prince Yellow Boy, tickets. Crime Show, Doc Bootz; Mrs. Bootz, lecturer; Earl Plowman, tickets. Neola, Doc Foster.

Concessions: Bill Hackbarth, shooting gallery; Ralph Johnstone, high striker; Red Taylor, penny pitch; Huckly Buck, ball game; Florence Franklin, pop corn; Ray Swanner, cigaret gallery, scales, cane rack and penny wheel; Mickey Stark, photo gallery, with Cecil Eddington and Melvin Miller, operators; ball game, with Mary Stark, operator, and pitch-till-you-win; Mr. and Mrs. O'Brien, candy apples, cotton and ball game; Mr. and Mrs. Schude, candy floss; Mr. and Mrs. Leo J. Riley, ball game; June Peoples, bingo, with Charles Barnes, microphone, and Teddy Goetz, assistant; Alice Johnstone, hoop-la; Clyde Brown, cane rack; Mr. and Mrs. Whyte, shooting gallery. Reported by Florence Franklin.

**Jack Greenspoon, Concessioner, Tells**

**L. C. Miller Some Things About the Proper Conduct of All Concessioners**

"Success? I don't exactly know to what you are referring unless it's anyone capable of earning a living for himself and family in these days, no matter what line of business he is in," answered Jack Greenspoon, concession owner and operator, to my (L. C. Miller) query on the subject.

We were sitting in the new clubrooms of the National Showmen's Association, New York. The sun's rays filtered thru the windows and across this strange man's face. His brow had deep furrows for such a seemingly young person and his eyes squinted a bit as he sat hunched over his desk.

"If you mean how is it possible to achieve success in the concession end of outdoor show business," he said, "the best suggestion I have and the rule I always follow is give the public a square deal for its money. Despite how some people feel there is little difference in operating a concession or concessions on a carnival, beach or park than there is in owning or managing a store on the main street of any city or town in the country. To live and keep going year after year both remember that the public must be served honestly and efficiently if they are to hold the customers' faith and confidence that are so necessary to keep the customers coming back.

"For instance, if you walked into a shoe store and the clerk advised and sold you a pair of shoes for \$10 and later you found them to be worth only \$1 you would either take them back and demand that your money be returned or you would stop trading there. In any event it would take much persuasion in the purchase of your next pair of shoes, especially if you had been led to believe that all shoe stores are alike.

"Now a person can take a leaf from the book of bingo business. The most successful and, as a matter of fact, only the really successful operators give out plenty of quality merchandise that is not only attractive but which gives value for money received.

**Cleanliness Important**

"Next important thing to remember is cleanliness not only with the operator but also with the appearance of the stand in general. In any other business, if the clerks wore dirty linen, had a liquor smell on their breaths, used vile language or in any way made themselves objectionable, they would be replaced quickly. Why shouldn't this hold true in my business? Shabby canvas, dirty velvet backdrops, shopworn merchandise, poor lighting and lack of clean, fresh shavings in front have kept many potential customers away."

"What would you say is the fate of the future concessioner?" was my next question.

"Better than ever," he answered without a moment's hesitation. "You see the concession business has in the past been off considerably. It is likened to a man with pneumonia. First he takes a slight cold and is given a slight drug to drive it away. Then complications set in. The doctor keeps watch and helps with all his medical knowledge to keep the patient alive until after the crisis is past. In our case the doctor is the carnival manager who in the past has stood by doing nothing and allowing one of his main sources of revenue to slowly but surely die. Then came the dawn, a realization of what was taking place, and the doctor or manager forced the proper medicine upon the concessioner and the crisis was passed successfully.

"But what was this panacea, this medicine, that has so revived the business?" I asked wonderingly.

"Forcing the concession man on his lot to give the public a square deal for its money, throwing out more and better merchandise and using *The Billboard* to acquire legitimate operators only. For as Schiller once said: 'Spat kommt ihr—doch ihr kommt.' (You come late—yet you come.)" He swung back to his desk, buried his head in the pile of papers that covered its surface and forgot me completely. The interview was ended.

**SPECIAL NOTICE**

TO  
**FREE ACTS -- ATTRACTIONS**  
AND  
**GRANDSTAND SHOWS**

*New!*

A special combination Publicity and Advertising section for all outdoor performers playing Carnivals, Parks, Fairs and Celebrations will be incorporated in the Big Annual Summer Special Edition of *The Billboard* to be dated June 25.

**PHOTOS AND SHORT SKETCHES OF ACTS AND ATTRACTIONS TO BE USED**

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

**RUSH A LETTER OR POSTCARD TODAY FOR COMPLETE DETAILS AND INFORMATION**

*Professional Promotion Department*

**THE BILLBOARD PUBLISHING CO.**  
CINCINNATI, OHIO

**Hennies Bros.**

(Railroad)

St. Louis. Week ended May 8. Location, Kingshighway and Southwest. Auspices, none. Weather, very cold. Attendance, poor. Business, bad.

City of St. Louis, it seemed, speaking of week where three large carnivals were set up and in operation at different parts of town, was good for nothing more or less than of showing their wares to showfolk and a "get-together week." It did give an opportunity for "old folks' home" of Showmen's League of America to get away to a big start. Show given on Friday night of week on Beckmann & Gerety lot, netting this fund better than \$11,000 in pledges, and a grand time was held by all. All three shows taking part, putting on the show and putting over the show. It would be impossible for the writer to even begin listing the names of visitors to Hennies Bros.' lot, as owners, managers, staff executives, individual show managers, employees from all three shows, Beckmann & Gerety, Dodson's and Hennies Bros., exchanged visits during stay in the Mound City. J. C. Simpson, of Johnny J. Jones; Carl J. Sedlmayr, of Royal American, and Mr. and Mrs. Rubin Gruberg came in for the Showmen's League doings and other business. After the week started so poorly Orville W. and Harry W. Hennies decided to move on, and contracting of Bloomington, Ill., was made and Sunday night ended engagement.

Bloomington, Ill. Week ended May 14. No auspices. Showgrounds, O'Neil Park. Weather, chilly with some rain. Attendance and business poor.

Show arrived late Monday night, opening five-day engagement Tuesday night. The neon department, handled by Rufus Huck, finally caught up with its work of installing neon tubing, and correcting some bad work that had been installed under direction of another in winter quarters. Much other lighting decorations of this nature is going forward. Many visitors from Rubin & Cherry Exposition, playing Decatur same week, only 42 miles away. Many of Hennies organization went over there for a visit. During week Mr. and Mrs. Lew Gordon entertained at their new home with dinner at different times Mr. and Mrs. Harry W. Hennies, Mrs. Daisy Hennies, Mr. and Mrs. Orville W. Hennies, Mr. and Mrs. Homer Gilliland, Mr. and Mrs. Jack Dondlinger, Denny Howard and writer. Saturday afternoon the Gordons three children played host to "Rinky-Dinks," children of Hennies midway. Engagement here was heralded in advance by are and news stories in Bloomington Panagraph and over Radio Station WJBC, which also used 15-minute programs from its studio, of show talent and show bands of Robinson Bros. and Arthur Ray's "Harlem on Parade" attraction—each evening at 7:15 o'clock. WJBC brought its movable short-wave transmitter to lot and broadcast around midway. This show each week so far this season has had such hookups with radio stations in towns played. During Bloomington engagement "Social Club" of Hennies organization staged a dance after show in Mike O'Neil's dance pavilion on showgrounds, with Robinson Swing Band music. Two ball teams of this club played a game during week. Mrs. R. L. Lohmar, accompanied by her son, R. L. Lohmar Jr., visited show one night, driving over from her home in Morton, Ill., 32 miles away; as did Robert Porritt Jr., of Chicago, son of Mr. and Mrs. Robert Porritt, who spent two evenings visiting with his folks and his many friends around midway. JOE S. SCHOLIBO.

**Beckmann & Gerety**

(Railroad)

St. Louis, Mo. Eighteen days ended May 15. Business, heavy first 10 days, lighter final week due to cold weather. Location, Grand and LaCled. No auspices.

Showmen can beat recessions and depressions but wintry blasts seldom fail to huff and puff and blow midway business down. At that, last two days of this stand brought gross business almost parallel with last year's when two lots were played instead of one. Tuxedos now thing among palavering fraternity. Last season Doc Jack Murphy, Nebraska State champ talker, had ex, but now Charley Noller and Admiral Thompson have both blossomed out in resplendent evening clothes. It was noted that Rubin Gruberg still car-

**Full-Date Carnival Show Letters**

As Reported by News Representatives for the Shows

ries his famous cane. Walter D. Nealand had same gold handled, writer made it platinum tipped. Ride foreman Curley Smitherman continues to assume Tarzan-like proportions. Frank B. Joerling, The Billboard representative, a constant visitor at Gay Patee, girl revue. Sonny Burnett, Globe Poster Co., proved himself a comedian of no little ability at Showmen's League monster benefit. He took orders for special paper. Larry S. Hogan, unable to be in for show, visited on his old stamping grounds early in engagement. Show was on air WTMV, East St. Louis, and WIL, St. Louis, 15-minute daily programs. Press agents on lot: Joe S. Scholibo, Jack E. Dads-well, Dave Carrol, Macon E. Willis and Roy B. Jones. WALTER HALE.

**Strates**

(Railroad)

Altoona, Pa. May 9-14. Auspices, Veterans of Foreign Wars. Location, Gamble Field showgrounds. Weather, cold and rain. Business, poor.

Only thing this scribe can report about date here is cold rainy weather and poor business. Rain started Sunday on arrival and continued all week and thus spoiled chances of doing any business. Bruce Crumm, general chairman of Veterans of Foreign Wars, and his en-

but never forgets to visit old friends. We mentioned in last write-up that Eddie Parslee was waiting for announcement of big event. It is a six-pound boy. MIDGE HOLDING.

**Royal**

Kittanning, Pa. May 9 to 14. Weather, very cold and rain. Auspices, American Legion. Business, light.

Legion band paraded uptown streets marching to lot. Fine display of front-gate banners. Mr. and Mrs. E. K. Garlock and R. V. Waites have arrived from South. Announcement of engagement of Paul H. Grace, with Al Wallace cook-house, to Catherine Farrell, nonprofessional, of Mt. Pleasant, Pa., has been made. RAMON METTLER.

**Wm. Bazinet**

Minneapolis. Week ended May 14. Auspices, Minneapolis Police Band. Weather, rain and cold. Business, good when weather permitted.

Lot has been a hive of industry last two weeks with finishing touches being put on all equipment before leaving for road. Ride boys have new olive drab uniforms. Bob Hill, ride superintendent, is pleased with his crew, of which Jimmie Baldwin, who arrived last Monday,

of show surprised Mrs. Stanley J. Gross with a baby shower. Many useful gifts were received. Blacky McLemore adding bowling alley and cigaret shooting gallery. Ordered three new concession tops and new corn-game top from Baker-Lockwood. Visitors: Oak and Peggy White, of Kansas City, Kan.; Mr. and Mrs. Burton, of Landes Shows; Roy and Helen Music, of Delmar Hotel, Kansas City; G. P. Warren, of Clinton, Mo.; Hyman Schieber, of H. & S. Specialty Co. BUD GROSS.

**Hilderbrand's**

(Motorized)

Medford, Ore. Week ended May 15. Location, new lot on Riverside drive. Weather, ideal. Business, good.

Show opened Tuesday night at 8 o'clock. Midway packed. Shows, rides and concessions grossed big. Wednesday day and dated Al G. Barnes-Sells-Floto Circus and doubled business of Tuesday. Barnes manager invited all Hilderbrand's personnel over for matinee. At night O. H. Hilderbrand and E. W. Coe gave party for members of circus. Johnnie Hicks was seen at circus lot handing out watches. Fern Cheney, Toots Epple, Margaret Balcom and Lucille Grisham gave bathing party at Jackson Hot Springs. Lawrence LaLonde's Ten-in-One added Jolly Trixie, fat girl. Rose-Robert, half-and-half, working annex, and Countess Darline sword box. Fred Stewart's Mystic Temple added two new illusions and enlarged front here. Show had nice week. Kongo going over big, as show is new in this territory. August Hustrei opened Human Iceberg Show, with Don Varo inside. Don Jurden has charge of Merry-Go-Round, replacing Dave Shanpon, who was injured last week in Marshfield. Jimmie Heller second man. Ed and Annie LaHey, Dinner Bell Cafe, still packing them in. George Tipton, steward of Barnes circus, was guest of Ed LeHay here. Al Bird opened new pit show. Max Williams revamped his Gay '90s Show with all new performers. Capt. Smith's diving ponies came in for front-page publicity when Humane Society, under impression that ponies were thrown into tank of water, tried to stop act. After witnessing dive stamped its okeh. R. F. Clark had marquee filled with banners and plugs on sound car. Children's Saturday matinee was sponsored by local radio station. Rides and shows had big afternoon. Dorine and Bill Summers enjoyed home life here, this being Bill's home town. Claude and Leone Barie's French Casino topped midway. Mel Renick had painful accident to his foot but never missed a performance. Ralph Balcom got his first fish of season here. Newly married couple, Mr. and Mrs. Alfons Hustrei, were initiated in ponies' diving tank. Fred Stewart and assistants, Harry Rhinehart, Babe Grisham and Charles Wilson, had all trucks ready for jump over mountains to Eugene. CLAUDE BARIE.

**Winters**

(Baggage Cars and Trucks)

New Brighton, Pa. May 9 to 14. Location, Junction Park. Weather, rain Monday and Saturday. Business, Friday good, rest of week bad due to cold.

This marked 10th consecutive year here under Rochester Township (Volunteer Fire Department. Show arrived Sunday from Carnegie; jump about 50 miles. Everything unloaded by noon and at 7 p.m. entire show could have opened if Sunday showing were permitted. Mrs. Alice Winters was recipient of many gifts and greeting cards on Mother's Day. Manager Curtis L. Bockus and Mark Must, business agent of Local 118, International Alliance of Bill Posters and Billers, reached an agreement and in future all paper will be stamped and posted under their supervision while in this section. First of series of weekly get-acquainted meetings was held Tuesday in exhibition top. Owner Harry H. Winters was appointed chairman pro tem and Carl O. Bartells acted as secretary. Policy of free speech will at all times prevail and criticism and constructive ideas will be welcomed. A \$1 bonus will be paid for each new idea adopted and used by management. Talks on good and welfare were made by Harry H. Winters, Curtis L. Bockus, Carl O. Bartells, William Mackey, Jack Orr, Joe Winters, Nanno DeCinto, Albert Bartell, Robert Coleman, Mike Mutt, Captain Cushing, Marjorie Bailey, Brown E. Miller, Merritt Anderson, Bugs Brooks, William Pratt, J. C. Martin, William Wells, F. D. Johns, F. Worner, Roy Williams and Ethel Bockus. At close of



CARNIVAL AND FREE ACT IN A 10-INCH SNOWSTORM, Trinidad, Colo., Thursday, May 5. The carnival was C. F. Zeiger United Shows and free act was Jack Schaller's Four Queens of the Air. Note ladders in foreground, living trailer and other show atmosphere bedecked in snow and also the snow man made by the girls, who stand by in a happy mood. Tony Strueby, manager of the act, posed as model for the snowman and furnished the photo. He reports that owing to the alertness of the show's workingmen no canvas or other show property was damaged to any great extent.

tire membership gave show and writer every co-operation possible. One of real highlights of week was big party tendered shows' people by Crumm and his noble veterans at veterans' clubhouse Thursday night, which lasted until early hours of next morning. Spirits of Strates Shows staff and personnel are not dampened too much by this week's business and old spirit of "next week will be a red one" still prevails among them. C. W. Cracraft, genial general agent and traffic manager, injected his personality in show's midst this week for a conference with Manager Strates and then departed. Writer wishes to pay respects to Frank McGrath, brother of P. W. McGrath, well-known circus trainmaster, who gave writer quite a bit of assistance during Altoona engagement. Mac is a friend of all showfolks and an ex-troupier. BEN H. VOORHEIS.

**American United**

Spokane, Wash. Week ended May 14. Auspices, VFW. Weather, fair. Business, very good.

Best spot of season in spite of fact that this was third carnival here within a month. Visitors: Joe De Mochelle, of West Coast Shows; Pierre Ouellette and wife, of Hilderbrand's Shows, and W. A. Patrick and wife, of Patrick's United Shows, and Jim Kitterman and wife. Jim left show business long time ago

is a member. Show purchased three new Chevrolet tractors. Swede Hanson, master of transportation, promises that there will be no moving difficulties this season. Press Agent A. C. Trull said he has many surprises to spring. Sammy Nemo says blanket business could not be better in fall. The Gross family is feeding showfolk well and selling carmel corn. Bob Day sets up cats while Dorothy McDonough tries to pick up "spilled milk" at ball games. The Revards are having a good business with their galleries, while Sig Signor, at other end of midway, is seeking prosperity with his rifles. Wimpy Graves is doing good business with post office. Mickey Landy hopes 1938 bowling congress will play in his alleys. F. A. Hyson is doing well with his watch-la store. G. E. SUNDBERG.

**Crowley's**

Leavenworth, Kan. Two weeks ended May 14. Location, Veterans' Park. Auspices, VFW. Weather, first week very bad, second good. Business, fair.

Willis and Fay Miser opened a new show, "Girls in a Goldfish Bowl," using two girls. Gross added a large cage of monkeys to his Cavalcade of Wonders. Joe E. Shangknessy's wife and son, Bud, arrived from Corpus Christi, Tex. Speedy Bowers and company of riders thrill patrons on walls of Thrilldrome. Women

meeting everybody adjourned to Junction Park ballroom and danced to music of Al Tarson's 12-piece orchestra until 4 in morning. L. Williamson joined with African Dip. Tiny Goldsbury with Five-in-One left at Carnegie and was replaced by Jack Orr's side show. Jack Orr, manager; Bobby Vernon, first openings; Harry Sells, second openings; Harry Slim Miller and Clarence Rippler, ticket sellers; Jack Orr, inside lecturer. Acts: Mexican Boxing Roosters; Jack Orr, tattooed man; Rajah, python; Irene Baker, magic; Punch and Judy; Harold Sands, smoke artist; Madam Zeldia, mentalist, assisted by Alto Jr.; Madam Odellita, iron tongue; Fraucir, escapes and electric chair; Master Leon, impalement act; Sylvia, sword swallower; Mr. and Mrs. Bert Watling, fish with a human body. Harold Sampson, Joe Childs and Peter Bello, canvas. Barnett Bros.' Circus played Beaver Falls Thursday, only three miles away. Everybody who missed circus at Aliquippa went to matinee. I. W. Baugh joined with ice cream. Mr. and Mrs. F. D. Johns, of Lake Park, Coshocton, O., were on Monday for opening of their new penny arcade. Roy H. Ortt, manager; Carlos Byers, assistant, and Mrs. Mac Baugh, cashier. This was first stand with pay gate and rain Monday just about blanked, with only 612 paid admissions. Tuesday very cold but fair and attendance increased to 1,484. Wednesday thermometer registered 34 degrees, with everybody wearing overcoats. Gate dropped to 938, as it was too cold for anybody to spend money. Thursday still cold and with circus only three miles away gate had 703 paid admissions. Friday was a little warmer and 1,932 came and everybody reported fair business. Saturday it started to rain around 2 a.m. and continued until 9 p.m. Lot was a mud hole and at 7 p.m. Superintendent Joe Winters gave tear-down signal. Leo and May Jackson write that they are spending a few days at home of Oscar Lowando in New York. Bob White, who came up from South with World Bros.' Circus, phoned he would join at Ambridge. Bunny and Grady Nix card that they are working a few stands in Canada. Captain Cushing broke a rear axle on his run here from Chester, Pa., and did not arrive in time to get his rigging up until Tuesday, and all four acts were presented and were well received by the crowd. Visitors: Gus Kants, of Pittsburgh; Ray Rogers, Barnett Bros.' Circus; Mark Must, J. P. Felcher and Elmer Faust.

ETHEL BOCKUS.

**Latlip's**

Montgomery, W. Va. Week ended May 14. Location, ball park. Weather, fair. Auspices, volunteer fire department. Business, good.

This being a closed town for last 10 years, much credit is due Frank Griffiths for opening it. This was first stand out of Charleston and everything was ready Monday afternoon. Firemen and local newspaper co-operated. Show is larger this year, as a girl show, monkey circus and jungle show were added from Florida. Clyde Howey operates girl show and monkey circus. Capt. Red Rankin manages jungle show and side show, in which Peggy Jopman, only girl pincushion, is featured. Rides have been repainted and overhauled under direction of ride superintendent Fred Chambers. Another show was added this week, Doc Wilson's Palace of Unsolved Mysteries. Concessioners are Gus Glenos, cookhouse; Frank Voltaggio, bingo; Abe Blumburg, pop corn; Nellie Voltaggio, custard. Few concessions are carried because of high license on concessions in West Virginia.

RED RANKIN.

**L. J. Heth**

(Motorized)

Aurora, Ind. May 9 to 14. Auspices, Keith Ross Post 231 of American Legion. Location, Taylor's Field. Weather and business, bad.

With weather as cold as in December show opened like playing a winter date. Rain and wind nearly all week. Even with show being right on school grounds there were no children out for matinee, due to cold. Wind was so strong it blew front of girl show down. With help of Secretary Joe J. Fontana other fronts were saved. He happened to be on lot early that day and called all help out to watch for bad weather. Fontana is expecting his custard stand soon. Bill Dollar doing very well on banners, with Mrs. Dollar helping. Writer visited Broadway Shows of America at Reading, O., and was very nicely entertained by Mr. and Mrs. George Goofs,

who have concessions with that organization. Also stopped over at Sheesley Midway in Norwood, O., and had a very good time visiting with John M. Sheesley. He makes visiting showfolks feel at home on his show. Lester Parrisch has taken over mail and The Billboard sales due to writer being busy with tie-ups for matinees. Parrisch also handles candy and minstrel show. Show so far is selling 35 copies weekly of The Billboard ahead of last year. R. J. Tate, of Aurora Journal, visited show nightly and gave show plenty of stories and help all week. Tate was formerly with The Billboard and many will recall him.

THOMAS PARKER.

**De Luxe**

Yeadon, Pa. May 2 to May 7. Weather and business, fair.

Location was one shows seldom get. Green grass, plenty of shade trees and a spring. All the water wished for without begging, borrowing or breaking down and crying for it. Speedway topped midway. This week brought return of Ralph Penley, who was connected last year with show as a drome rider, as well as his son, Harvey Penley, age 6. This year he is featuring a straight drome and is assisted in trick riding by Ted Borro. Ed Baker is with him again as general helper. Master Harvey was a visitor over week-end. Visitors: Tom Hassen, from O. C. Buck Shows, and Bobby Hassen, connected with Ringling-Barnum. Also several from Endy Bros.' Shows.

MRS. CHUCK SIMMONS.

**Kaus**

Baltimore. Hamburg and Nanticoke streets. Week ended May 7. Auspices, American Christian Workers' Association. Weather, one day rain. Business, fair.

On this second Baltimore lot business showed an increase. Shows had good grosses and particularly motordrome, which scored heavily latter part of week. Tuesday night lost on account of rain. Wednesday night a hard downpour just after closing time flooded midway. Late lunchers in cockhouse were marooned until a truck was pressed into service and made door delivery of diners. Part of lot used by gas company for storage of pipe and would not permit any of it to be moved. Half shows and concessions sandwiched in among piles of gas pipe. Several new concessions added. Joe Kane and Ruby Kane, ball game. John Miller, penny pitch. Dot Miller, ball game. Warren Cox, candy wheel. M. H. Cole, penny pitch. Baltimore girls seem to have taken a fancy to Sonja Rae. Group of admirers descended on her Wednesday, and a hasty call on cookhouse for doughnuts and soda water turned side show into an afternoon tea. Gifford de Ralyea, of Strates Shows, looked up friends on midway while in town on business. Mr. and Mrs. Thomas Burns, of side-show fame and now residents of Washington, were visitors, as were John T. McCaslin, of this city, and T. A. Wolf, formerly of Wolf Superior Shows. Other visitors were Slim Brill, of Marks; Gerald Weeks, of Endy Bros., and Mollie Decker, of Glick's Ideal shows. George Lucas, of Marks Shows, spent a day with his son, Harold Lucas, who has kiddie rides on this show. White Mason is again filling his old position on inside tickets on side show.

LESTER KERN.

**Happyland**

Lincoln Park, Mich. April 30 to May 8. Auspices, American Legion. Weather, mostly cold. Business, light.

This has always been one of best still spots of season, but this year was an exception. Between weather and business conditions attendance and receipts were quite a bit below previous years. Weather first Sunday was ideal and business was almost normal. Rest of engagement was not good. A small tornado struck show on last day in Wyandotte and tho of short duration it was quite severe. Several tops were blown down, including John T. Rea's side show and Joseph Alexander's arcade. Victor Ferguson's high striker was blown over and several concessions were slightly damaged. Everything was repaired or replaced and no time was lost. Burt Lamson opened his pennant concession, which with his novelty jewelry makes him two neat concessions. John Rea's unborn show, new from stakes to panel front, is attracting attention. Lots of flash to Frank Allen's corn game. After several years in this territory Captain Ritz's motordrome is still packing them in. Several people have new house trailers on show, including Burt Lam-

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SALESMEN Write for PROPOSITION

son, Charles Rucker and Otto Hughes. Bernard Mattson came up from Florida, where he had been ill for some time. Several names of staff were omitted from last week's roster. Complete staff: John F. Reid and William G. Dumas, owners and managers; Stanislaus Latslaw, press representative; William G. Dumas, secretary and treasurer; V. L. Dickey, publicity agent; L. A. Quant, musical director; R. J. Quick, electrician; Frank Shultz, assistant; Sammy Sullens, night watchman; Mitchell Ruckerski, master of transportation. V. L. DICKEY.

**Al Baysinger**

White Hall, Ill. Week ended May 14. Auspices, city council. Weather, cool. Business, light.

Good crowds each night, but spending poor. Highlight of week was a shower Thursday in Professor LeRoy's museum for Mrs. Walter Logsdan, who is expecting a baby soon. Shower well attended and many gifts given. Staff: A. S. Baysinger, general manager; M. L. Baysinger, secretary-treasurer; H. Harris, general agent; Andy Widmer, electrician; W. M. Dale, mechanic. Rides: Big Eli Wheel, F. J. Donahue, foreman; Reece Rogers, assistant. Merry-Go-Round, W. M. Dale, foreman; Tom Duncan, assistant. Chairplane, Gus Bartell, foreman; Bert Bartell, tickets. Baby Autos, Andy Widmer, foreman. Shows: Jazzer, funhouse, B. D. Kirkman, front; Wesley Moore, tickets. House of Mystery, Clyde Biles, front; Joe Medley, tickets. LeRoy's Museum of Wonders, with Madam Lovina, hypnotist; Princess Zeta, snakes; Lovey Allen, sword box; Professor LeRoy, magic; Eulis Walker, tickets. Athletic Arena, Walter Logsdan and Bob Morgan. Rosalie, Ross Adams, front; Pete Schneider and company. Concessions: Penny Arcade, Ralph Buchin; cookhouse, Peter Christ, manager; Leo Thomas, griddle man; Bob Swarm, counter man; Robert L. Donahue, kitchen. Bingo, Mrs. Maude Baysinger; James Farmer, assistant. Photos, Joe Schneider. Cigaret shooting gallery, E. E. Creighton. Watch-la, Mrs. George A. Campbell. Clothescpins, pitch-till-you-win and darts, Frank Oestreicher, B. Harris and Barbara Oestreicher. Chuck wheel, Cranford Campbell. Darts, Ed

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JAMES PRINCE.

## Cote

**Mt. Clemens, Mich. Week ended May 7. Auspices, Knights of Pythias. Weather, cold. Business, fair.**

Show had plenty of advance publicity by Earl Wilson, who handles advance this season. Newly painted rides make a favorable impression. Herbert and Mary Simpkins were first of new arrivals. Herbert will handle electrical work. Mr. and Mrs. Floyd Babcock arrived from Wisconsin with five concessions. Other former concessioners are Doc Robinson, Sam McGill and family, Jim Furness. New joiners are Professor Robertson, with a Five-in-One; Mr. and Mrs. George Worlly, Frank Dubey and George Cole. A new baby came to Mr. and Mrs. Sam Adams May 8. Robert Fitzpatrick is back as ride foreman.

**Royal Oak, Mich. Week ended May 14. Weather, cold and rain. Auspices, Veterans of Foreign Wars. Business, poor.**

Move from Mt. Clemens was made in rain, but show opened according to schedule Monday night. Saturday and Sunday were completely lost because of rain. James McMasters joined as lot superintendent. Mr. and Mrs. Fred Bedford arrived and will add girl revue. Visitors: Mr. and Mrs. William Smith and daughter. MARY SIMPKINS.

## West Bros.

(Motorized)

**Quincy, Ill. Week ended May 7. Auspices, Quincy Trades and Labor Assembly. Weather, variable. Location, Bluebird ball park. Business, fair. Auspices, Quincy Trades and Labor Assembly.**

Despite week of cold, rain and threatening rain gross of show held up for week in comparison with preceding years. Front gate slightly better than last year, with shows and rides getting first decent week's work of spring. Concessioners reported an increase in business also. Quincy, home of several flying acts, among them Flying Beckmans, gave George Valentino and his daring young girl flyers an enthusiastic welcome and turned out in crowds to watch act each night. Early in week Valentino wrenched his back and was forced to lay off for treatments. Hank Robbins was secured as substitute catcher and worked nicely into routine. Tom Beckman, catcher of Flying Beckmans, who was injured some time ago in a fall, was able to visit show one night as guest of Valentinos. Mr. and Mrs. George Mather, parents of Mrs. Valentino, and party of friends of Bloomington, Ill., were also visitors during week. Sparky Walker's Athletic show and Mitzie Revue, managed by Russ Morgan, fought hard for honors among shows, with Bob Everest's monkey circus and Brazilian monkey jazz band well up in running. Walter A. White, well-known showman, resident of Quincy, was seen on midway several times visiting friends. Mrs. Ted Conley returned to show after a visit home. Mrs. Ted England returned from hospital at Canton, Ill., greatly improved in health. Mr. and Mrs. Glen Osborn, Mr. and Mrs. B. C. Cunningham, Mrs. and Bob Morgan, Mr. and Mrs. Ted England and Jack Beard left for various shows. All will be missed, as they had many friends on this show.

BRUCE BARHAM.

## John McKee

**Fairfax, Okla. Week ended May 8. Location, show lot. Weather, rainy. Business, poor.**

Show opened Monday night with small crowd and poor spenders. Business was poorest of season. Late Friday heavy rain, accompanied by hail and wind, caused tops to be lowered, and lot was too sloppy to open at night. Guy Stanley added a new front to his mentalist camp, a sign of good business for Millie and an attraction to midway.

MRS. L. A. NEWLAND.

## White City

**Caliente, Nev. Five days ended May 7. Location, Highway 93. Auspices, American Legion. Business, nil. Weather, snow and extremely cold. Pay gate, 10 cents.**

Arrived in snowstorm. Temperature dropped below freezing. Too cold for people to come on midway. Nearly all trucks and cars ran out of gas en route, as there were no gas stations in 186-mile jump from Las Vegas. Showfolk forced to spend night in desert, where snow in spots was half a foot deep. Carl O'Mar and Freddie Schwab departed for New York on business. Charles Hillman left for Sacramento, Calif. Charles Marshall arrived from Los Angeles. Mrs. C. F. Corey and Mrs. Floyd Brazier departed on week to Boise, Ida., visiting relatives. Mr. and Mrs. Frank Forrest, who spent winter managing several shows on Pike in Long Beach, are offering a unique display in their Ten-in-One show featuring following acts: Amato Hayes, anatomical wonder; Dainty Marie, human corkscrew; Professor Eyelo, man with iron eyes; Diania, human torch; Pat Hayes, Siberian torture box; Madam Couden, Punch and Judy and accordionist; Douglas Couden, juggler and drums; Bombo, fire and glass dancer; Fritz La Vardo, knife thrower; Ben Seigle, tickets; Joe Lowden, talker and tickets; Frank Forrest, manager and lecturer. Forrest Snake Odditorium features large rattlers and Chinese dragons, Frank Forrest, manager; Charles Boyd, tickets; Tony La Rue, pit. Doomed to Die, Mrs. Mary Smith, nurse; Jimmy Jones, tickets; Radium Jim, skeleton; Jim Harris, pit. Mr. and Mrs. Forrest will present their Hawaiian show with six real Hawaiians,

also death of Mrs. Russell, mother of S. B. Russell, president of Lewistown Fair, Lewistown, Pa. Mrs. Charles Cohen confined to hospital in Philadelphia. Doc Garfield with Hall of Science top money show; Paradise Revue, second; Leo Carrell Monkey Circus, third. Ridee-O top ride; Skooter, second, and Octopus, third.

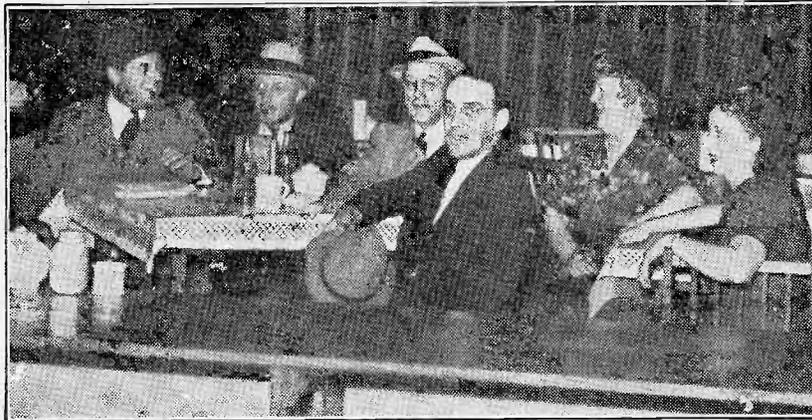
GEORGE HIRSHBERG.

## Patrick

(Motorized)

**Wallace, Ida. May 9 to 13. Circus grounds. Auspices, V. F. W. Weather, good. Business, fair.**

Due to numerous pay days in various mines in and around Wallace show stayed over. Weather was much better during second week, altho little cool. Citizens of Wallace, Mullan and Kellog, as well as from other towns, turned out in great numbers showing approval of extended engagement. Ray Adams made trip to Spokane to restock cigaret shooting gallery. Also purchased new background and shelving. Dick Collier and Bill Adler were away a few days on business. Bill Feilding has put on a new store, with George Phillips agent, Eddie Lane added a grocery wheel to his concessions. George Ritter added new man to his cookhouse force. Lee Hoagland had very nice week with Mystery show. E. E. Jesmer added woman snake charmer to his reptile show. Show now boasts of Salmon River Bill, who has been playing radio and theater circuits. W. R. Patrick announced that he has signed contracts for a Ten-in-One and Athletic show. New tops have been ordered and banners are being painted by W. H. Olson. He finished painting trucks and semi-trailers. Bull Montana



IT WAS A COFFEE AND CAKE HALF HOUR in Kitty's cookhouse on Cetlin & Wilson Shows recently in Darby, Pa. Left to right, Charles Cohen, ride owner and concessioner; Harry E. Bentum, manager Bench Bentum's Diving Sensations; B. H. Patrick, Philadelphia representative of The Billboard; John W. Wilson, general manager of the shows; Mrs. B. H. Patrick and Mrs. John W. Wilson. Photo by L. C. Miller.

three men and three women, which will be known as "A Night in South Seas" at Salt Lake engagement. This gives the Forrests four complete shows on midway. Johnnie Hertl was confined with illness but recovered by end of week. Dove hunting and mud baths were the recreation indulged in by showfolk during week. Marlo and LeFors and May Collier performed their acts with difficulty due to extreme cold. Virgie Miller Martin's auto blew up en route and they were forced to purchase a new car before they could resume trip. Heinie Hertl departed to open his concessions on Browning Amusement Co. in Oregon. General Agent Arthur Hockwald is busy booking tour in Idaho and Wyoming.

WALTON DE PELLATON.

## Cetlin & Wilson

**Chester, Pa. Week ended May 14. Location, Fourth and Clayton. Auspices, Trainer Fire Co. Weather, cold and rain. Business, light.**

Opened Monday night in rain. Tuesday rain and cold. Cold rest of week, with a complete loss of Saturday owing to rain. Philadelphia Record again gave show a near page of pictures. Chester Times very co-operative, tho their policy is for all amusements Tuesday and Thursday only, same applying to local theaters as well. Ted Miller had picture and story on both days, also time with talent on Radio Station WDEL, Wilmington, Del. World of Mirth exhibiting in Philadelphia and visits were exchanged between two shows, also Marks and Endy Bros.' shows. All on show regretted to hear of death of Herbert Tisdale and

is wearing his usual happy smile and says everything is going great. Grover Wright has a new side line. Monroe Eisenman predicts heavy business ahead with banners. Don Brewer, trombone player in band, is finishing his college course at Gonzaga University in Spokane and will be back with show. Mr. and Mrs. W. R. Patrick spent Mothers' Day with their parents in Spokane and Wenatchee, Wash. Visitors: Carl Smith, fire chief from Moscow, Ida.; W. S. Jenkins, H. J. Hines and Charley Farnam, Spokane; George Green, Couer d'Alene, Ida.

JACK WHITNEY.

## Blue Ribbon

(Motorized)

**Madisonville, Ky. May 9 to 14. Location, city limits. Weather, good except cold Thursday and Friday.**

Made 250-mile jump from Decatur, Ala. Show arrived early Sunday afternoon and started setting up. Opened Monday night. Lot right on Highway U. S. 41, making a picturesque appearance. Monday night a surprise, when all gate records were broken for any opening night this season. Midway was packed to capacity and everyone did a business. People seemed show-minded and spent more than freely. Tuesday night also brought nice crowds. Thursday and Friday cut down considerably in receipts due to rain and cold, which kept many people from attending. Saturday looked very much like lost, as a cold wind continued all thru day but died down early in evening and crowds started to fill midway. At 7:30 midway was packed and everyone did best busi-

ness for a Saturday so far played. Local newspaper, The Messenger, which had much to do in bringing out crowds, wrote up Blue Ribbon Shows as cleanest midway ever to play Madisonville. Gloom cast around midway, as Mrs. L. E. Roth is confined in local hospital, being moved here from hospital in Decatur, Ala. Reports are that she is recuperating and will soon be back in office again. From here show makes another 250-mile jump into Indiana.

JACK GALLUPPO.

## Bantly's

**Punxsutawney, Pa. May 9 to 14. Auspices, Elk Run Fire Department. Weather, cold and rainy. Business, bad.**

Week proved to be one of worst this show has ever known. Auspices real fellows and worked hard to make showing a success but weather did otherwise. Freezing cold every night except Saturday, when it rained. Only two days that business was even fair were Wednesday and Friday. Wednesday, Kiddies' Day, over 3,000 children for matinee and night crowd of paid admissions was over 2,000. Rained until 7 p.m. Saturday and several loads of sawdust was placed on lot after it stopped and then it rained again and was spotty all night. It must be said of committee headed by Dutch Staples that they were among best ever and if business would have been one-third as good as committee it would have been a big week.

HARRY E. WILSON.

## Joyland

**Chowchilla, Calif. April 24-May 1. Weather and business, good.**

Show had a free gate. Rides, shows and concessions did good thruout week.

**Dixon, Calif. May 6-8. Auspices, Solano County Fair and Stock Show. Business, good.**

Show opened Friday to a good crowd. Saturday visitors from surrounding towns turned out for pari-mutuel horse racing. Rides had a waiting list far into night. Sunday, Portuguese celebration day, was biggest day of event, and there were more than 8,000 paid admissions. New arrival is Chief Red Cloud, who does a 110-foot high-pole balancing act. Pat McLendon joined Fashion on Parade show, making five girls on show. Hazel Young joined Congress of Oddities. Phil Philis is in annex. Charles A. Keene returned from a trip with a kiddie airplane ride. New baby was born to wife of writer. New banner front received for side show from Leo Sievert. Nick Dobbert arrived with five new concessions. Visitors: Mr. and Mrs. Joe Zotter, Mr. and Mrs. Ben Dobbert, Mr. and Mrs. Arthur and George Conklin.

H. C. BOWEN.

## Sims

**Windsor, Ont., Can. May 9 to 14. Location, Louis and Erie streets. Auspices, Canadian Legion 222. Weather, cold. Business, fair.**

Second week of season, with official opening address made by Mayor Col. E. S. Wigle. Business continued fairly good. Cold and wet weather greatly reduced attendance. Saturday lost entirely account rain. Eddie Dufton joined show with two new concessions. Mlle. Simone, iron-jaw act, and Oswald's trapeze performances please crowds daily. Two new trucks and office trailer have been added. Manager Sims and Legion members entertained newsboys of Windsor Star, as well as 50 children from Shelter. At close of week's engagement committee members presented both Mr. and Mrs. F. W. Sims with presents in appreciation of many years shows have appeared under their auspices. Sims also being made an honorary life member in Legion Post 222.

WILLIAM DAVIS.

## Keystone

(Motorized and Baggage Cars)

**East Pittsburgh, Pa. Week ended May 14. Location, Chalfant baseball field. Auspices, fire department and drum corps. Weather, cool and rain. Business, light.**

Show set up on top of mountain and was visible for miles in Pittsburgh district. Large crowds but elements against business. Only two days out week did Old Sol come out to give show a break. Fire company and drum corps gave co-operation. Saturday night rained and turned lot into sea of mud, with a cold wind to top day off. Manager C. A. Hartzberg has spared no expense this

year in his efforts to put Keystone Shows on map. Lee Erdman is coming in for large share of praise for his line-up of attractions in side show under brand-new green top and new front banner line. Large shipment of varied breeds of monkeys purchased and delivered for monkey circus. William C. Murray and Fred Grant, of advance staff, busy entertaining visiting committees. Midway is equipped thruout with sound system from front to back under able direction of Bob Leedy. Mack Stark promoted to office wagon to assist Mrs. C. A. Hartzberg. BOB CRUVER.

**W. C. Kaus**

Lock Haven, Pa. Week ended May 14. Auspices, baseball club. Weather, rain and cold. Business, fair.

Town looked like a red one, everyone working, but due to sudden change to cold weather, followed by continuous rain, spoiled business for week. What few did brave weather proved good spenders. Saturday completely lost on account of rain. Freezing nights affected show colony, overcoats much in evidence and several on sick list doctoring colds. Sick Benefit Club is increasing in membership and funds are advancing rapidly. Bingo game was held Thursday night, with entire personnel attending. Prizes were donated. Mrs. E. M. McIntyre good trouper and sees that all dues are paid up by members. Red Cox, scribe for Midway Scandal, produced many laughs and surprises with his chatter and scandal at meeting. Baseball game seems to be popular sport on midway and games are played whenever weather permits, even ladies taking part. Wynne Howall will shortly organize a showgirls' baseball club. Ride help not listed in recent roster are: Merry-Go-Round, Clarence Gainy and James Collins; Chairplane, Anthony Chumas; Tilt-a-Whirl, Jimmy Foster and Ed Whitmore. Walter Eyer, late superintendent of M. J. Dollan rides in Chicago, arrived to take charge of Mrs. Kaus' new Big Eli Wheel. Walter and George Kloher proud of their modernistic flash on their photo gallery. Frank Bee and Glenn Miner arrived with long-range shooting gallery. Mae Chumas, of burlesque, joined Hawaiian Village. Eddie McClenny's Hawaiian String Orchestra now has Wilfred McCullough and Nick Lucas. Walter Cox having tough time keeping mice in training for his concession, some even refusing to eat cheese. BOBBY KQRK.

**Crystal**

Statesville, N. C. Week ended May 15. Location, Lackey Field. Auspices, Women's Club. Weather, ideal four days. Business, very good.

This was spot entire show was waiting for, and nobody was disappointed with business. Women's Club, police department and all county and State officials gave their fullest support. Friday afternoon rain broke up one of best children's days show had seen in some time. Crowds Saturday afternoon and night, despite chilly weather, were very large. Uncle Mack Crow and his Carolina Hill-billies are doing a nice business with their show. Minstrel show, headed by Arthur Carver on front, is topping all shows. Doc Carlo Margo, with two shows, has been getting plenty of newspaper publicity, all favorable. Manager Bunts seems to be himself again, carrying his old smile, and predicts a good season. R. G. FELMET.

**Johnny J. Jones**

(Railroad)

Uniontown, Pa. Week ended May 14. Auspices, V. F. W. Location, Craig Circus Grounds. Weather, cold and rain. Business, fair.

Show lot that has not been used in 15 years was rebroken in by this show. Located close in on a grassy plot with ample parking space, an ideal location for tent shows, would probably have proved winner in a big way had weather conditions been normal. Monday and Tuesday nights' attendance was marred with showers that helped keep many away. Both nights midway grosses were fair. Wednesday, Thursday and Friday Old Man Winter arrived, forcing everyone to wear heavy wraps. During these nights, however, midway was packed with patrons, front gate grossing heavily. Saturday rain, resulting 2,400 paid admissions. A get-together meeting was held in one of show tops, during which Mrs. J. C. Simpson, Mrs. Harold Pad-dock, Mrs. Pearl Harvey, Manager T. M.

Allen and Eddie Coe were appointed as a committee to plan and conduct social activities. Director General William C. Fleming has been confined to his room under doctor's care with a touch of influenza. Jack Leper, veteran showman, joined to take front of Johnny Branson's Globe-a-Drome. Baby Lillian (the bride) still getting her share of midway patronage. Many new faces and more new wardrobe on Walker's Gay New Yorkers. Rube and Mrs. Nixon joined with their Monkey Circus. Visitors: Harold Atherton, brother of show's treasurer, from Montgomery, Ala.; Ban Eddington, Columbia Show Print; Felix Bley, general representative Gooding's Shows; Clark Queer, Postmaster, Mt. Pleasant, Pa. STARR DeBELLE.

**Martin**

North Bend, Ore. Week ended May 15. Weather, fair. Business, good.

Party given by Mrs. Mom Schofield was well attended. Friends on show want her to return. She bought a new house trailer. W. C. McDONALD.

**West's**

(Railroad)

Wilmington, Del. Week ended May 7. South Market street grounds. No auspices. Weather, generally fair. Business, fair.

Second engagement of season not quite as good as corresponding week last year as a whole. Shows and rides did well, front gate excellent. Crowds were in genial mood and seemed eager for amusement, remaining on grounds long after free act was over. Fitzzy Brown added two new concessions. Girl shows did well. Miss America and Hawaiian Show played to steady patronage. Schaefer's Monkey Track and Art Spencer's Wall of Death did business. Lancaster, Pa. Week ended May 14. Auspices, American Legion Post No. 664 of Manheim Township. Pennsylvania Railroad Athletic Field. Weather, very cold.

High penetrating wind most of time. Heavy downpour of rain all day Saturday, drowning out business at night. In spite of bad weather Trainmaster Ed Payton had train lined up and ready to move two hours and a half before scheduled leaving time. Beppo's Marionettes in Snow White and the Seven Dwarfs joined here, also McKwad and his Illusions, which, however, did not show in Lancaster. Johnny Williams' Club Alabama and Hot Harlem Minstrel, Singer's side show and Hoffman's wild animals got business. Rides did not do so well because of extreme cold. Neil Berk, general agent, visited show. Mike Conti, with a gain of 10 pounds over last year, is ahead of show. Bennett's Band gives early comers a swing concert under marquee that has a comical effect on young folks, who invariably start dancing to its music. FRANK LaBARR.

**Dyer's**

(Motorized)

Aberdeen, Miss. April 11 to 16. Auspices, American Legion. Business, fair. Amory, Miss. April 18 to 23. Auspices, American Legion. Business, good when weather permitted.

Corinth, Miss. April 25 to 30. Auspices, American Legion. Business, fair.

Show had best route yet and undoubtedly would have done better business if conditions and weather were normal. Much rain and cool nights have cut into business sharply. J. D. Burke, general agent, has been busy on fall route and brought in some contracts. Count Zaino departed to join another show, as did Doc Swan. These able showmen missed by entire company. Dale Stempson, show's mascot, sporting new outfit. Dale's father, Kelley Stempson, is general announcer and operates bingo game. Frank Busch operating sound truck in addition to other duties. At Amory several members joined American Legion, including Bill Boyle. Show added another new truck, making one trip moves now complete. WILLIAM REYD.

**Barkoot Bros.**

(Motorized)

Monroe, Mich. Week ended May 15. Location, East First street ball park. Auspices, Veterans of Foreign Wars. Weather, cold. Business, very poor.

Opened Monday. Rain and cold. Very few people. Each night saw an increased patronage. Thursday and Friday plenty of people, but no money spent. Co-operation from auspices. Sixty-five-

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**BILLY RILY 115 WASH. ST. BOSTON, MASS.**

piece drum corps marched from town to lot and gave concert on lot both Monday and Friday nights. There just seems to be lack of money, as neither rides, shows nor concessions did much business. New funhouse topped rides and shows. Ed Spencer has it all overhauled and added few new features. Lenard Octagus added ball game and slum wheel. Babe Barkoot added two new tops, making him five. Harry Burgess left with his concessions and joined Harry Mills' Midwest Shows. Al Williams added one new concession. K. G. Barkoot drove on lot with new Packard. Eddie Herman looking over new living trailers. Herbert Moore left cookhouse. Curley Powers agent for high striker. Another truck and semi delivered here from Grand Rapids. The Guthrie free act not here this week. Guthrie's mother sick. He had to go to her. H. G. HOCKETT.

**Heller's**

Port Reading, N. J. Week ended May 14. Location, Woodbridge avenue. Auspices, St. Michael's A. A. Weather, wet and cold. Pay gate. Business, fair.

There was some rain every day and at noon Tuesday a heavy rain and wind storm came. Boys held up cookhouse, operated by Bill Nuss, but two other tops blew down. Saturday was lost, as it rained all day and night. BILL FAN.

**F. H. Bee**

Morehead, Ky. Week ended May 14. Auspices, Morehead Police Department. Weather, cold and rain. Business, only fair.

Despite fact weather was cold all week and that it rained every day, business was gratifying. Most of people seemed to be immune to adverse weather and came out and spent freely. Twelfth year Bee Shows exhibited here and from reception received show people felt at home. Splendid co-operation from committee. Police were on job to see that order was kept and that natives rode rides, went to shows and played concessions. Alfredo and his museum were main attraction here and Alice Alfredo came in for much newspaper publicity for her performances. F. H. Bee returned from Huntington, W. Va., where he spent several days with his father and visited relatives. Joe Hurley returned after visit to Detroit and again has his concession on midway. Doc Green has minstrel show with the new

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Heavyweight cards, black on white. Wood markers printed two sides. No duplicate cards. Put up in the following size sets and prices: 35 cards, \$5.25; 50 cards, \$8; 75 cards, \$8.50; 100 cards, \$10; 150 cards \$12.50; 200 cards, \$15; 250 cards, \$17.50; 300 cards, \$20; Remaining cards sold \$5.00 per 100.

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stage and ballyhoo. Bob Parker was on for one of his weekly visits and reports business in East is okeh. Red Higgins had best week of season on grab stand and had all fishermen in community bring him fish. Joe Brown remodeled his photo gallery and it looks like an uptown studio now. Harry Weiss was on sick list but is out and still champion ribber of show.

WILLIAM R. HICKS.

## Gold Medal

(Motorized)

Logansport, Ind. Week ended May 15. Location, Southside ball park. Auspices, Loyal Order of Moose. Weather, cold and rainy. Business, poor.

What has been a top-money town in other years for this show turned out to be poorest stand of season. Show only got one full night's play out of seven. Show made a Sunday stand here. Town well billed and plenty of newspaper stories, paid advertising and art. Natives seemingly show hungry but the weather beat business. Larry Rohrer and Sonny Bernet, of Globe Poster, business callers. Charlie Reed, general representative of Zimdars Shows, visited for couple of nights. Margurita and Camilia Garcia left show here for their home in Tampa. Morris Hellman took time out for a business trip to Detroit; as did Harry Schrimsher for a trip to Cincinnati and Dayton, O. John Bloom, father of Oscar Bloom, owner of show, paid a visit here and will remain on show for a few days. John is well known and well liked among showfolks and enjoys his annual visits to fullest extent. Pat Ford finds time out from his work to get a few pictures now and then. Pat has joined candid camera fans and each town finds him hobnobbing with local photographers picking up the finer points of art. Billy and Irene Pitzer joined here to take over girl show.

H. B. SHIVE.

## World's

South Williamsport, Pa. Week ended May 14. Auspices, Fire Co. Ten-cent gate. Location, Shempp's Acres. Weather, fair but cold, freezing end of week, Saturday rained out. Business, poor, except Friday, good.

Attendance climbed each night up to Friday with attendance of 4,000, but cold sent people home early. Saturday complete washout, nothing opened. There has been a revision of several shows and J. M. (Jimmy) Rafferty has been appointed assistant manager. Mrs. Carrie Rafferty is with him. Mr. and Mrs. C. M. Hedgecock and Red Schulz joined here. Louis and Rose Lang left for another connection. Lillie Dawn is the new star of French Casino. Ruby Davis still attracts. Loretta Huff made a 2,300-mile trip by bus to get her little baby left in hospital at Birmingham, Ala. Child is well now. H. F. Frederick has taken over Look, side show. Snake Show operating sporadically owing to cold weather killing off reptiles. Dorothy Stone, of Motordrome, handing out more thrills than ever. Jimmy Robson is The Billboard sales agent and mail man. His wife also is in Rainbow Frolics. Mrs. John L. Firpo is still champion ticket seller with Mrs. Rose McNeeley close second. Jesse James Reis is secretary for Mrs. Rose Gruberg. Eddie Rahn, general agent, a visitor. Pancakes Hewett among most

popular on show. Dardanella and Marguerite Montanaro stars of the Rainbow Frolics. Charles Joy Gramlich working hard in spite of bad business. Elsie Wolf making progress with Esquire attraction. Jean-Eugene, enigma, among best liked shows. Pasharess Barkoot presides over Oriental Cafe.

DICK COLLINS.

## O. J. Bach

(Motorized)

Rochester, N. Y. Week ended May 14. Weather, cold and rain. Business, poor. Auspices, Fifth Ward Young Men's Republican Club. Location, North and Otilla streets.

This was second week out for this show, first stand being Newark, N. Y. Despite bad weather, many people turned out, but only as "lookers"; it was really too cold to stand in one place. Everyone with show, however, very cheerful with an it-can't-last-forever spirit. Show is small for a city size of Rochester, but made a good appearance. Manager Bach in high spirit despite gloomy conditions. He said that his show would be enlarged within next few weeks, and that so far as grift was concerned it was definitely out. "The Billboard is absolutely right," he said, "and when I have to resort to off-color methods to keep my show going, you can count on me to retire from show business."

CHARLES B. TUTTY SR.

## Dixie

Cullman, Ala. Week ended May 7. Auspices, Elks. Weather, fair. Business, good.

Sheffield, Ala. Week ended May 14. Weather, fair. Business, fair.

Show moved from Pulaski, Tenn., in record time. Personnel now stands as follows. Staff: C. D. Scott, owner and manager; Kellie Grady, assistant manager; Gus Litz, lot man; A. P. McCampbell, electrician. C. D. Scott, rides; Big Ell Wheel and Kiddie Auto, Kellie Grady. Shows: Minstrel, C. D. Scott. Century of Progress and Animal Show. Funhouse, Kellie Grady. Fifty-Fifty, Allen Allen. Girl Show and Snakes, Wallie Blair. Monkey Motordrome, Joe Angram. Athletic Show, Jack Ross. Concessions: Bingo and Fishpond, Mrs. Babe Scott. Bumper, cigaret gallery, pitch-till-you-win and cone rack, Mrs. Litz. Roll-down and nail stand, C. D. Scott. E. Hampton, ham and bacon, two penny pitches. Kellie Grady, pop corn and penny pitch. Arthur Beecham, ball game. Dad Green. Charlie Philion, cookhouse. Curly Owens, photo gallery. Felix Scott, front gate.

A. P. McCAMPBELL.

## New England

(Motorized)

Menands, N. Y. Week ended May 14. Location, Houllhan's lot. Auspices, Tibbets Cadets. Weather, clear and cold and rain Saturday. Business, poor.

This is usually a good spot, but with temperature averaging 45 degrees crowds left lot after a short visit. Buster Gordon's diving troupe and his high dive were heartily acclaimed. Captain De Almo's parachute jump pleased patrons. Jimmie Helman and his Ten-in-One and monkeydrome left, but arrival of Danny Hubbard's sex show made up for Jimmie.

Ray Highsmith, who has cookhouse, bought a new trailer. Mrs. Highsmith will join him in Burlington, Vt. Charley Wulp has his father and 14-year-old son with him for season. Billy Giroud, general manager, bought new trailer. Alfred P. Young bought three new trucks. This town had been closed to carnivals for 10 years. Splendid co-operation from Tibbets Cadets and Mayor Scott. Two new transformers were bought and are being mounted on new Dodge truck. Al Ventres is building a new front for girl and athletic shows. He has new canvas for Miss America show. Ross Manning, general agent, returned after two weeks' booking in Vermont and New Hampshire. Mrs. Cy Aurilio, who was visiting with her husband, returned to her home at Burlington, Vt. Gladys Poirier, featured in Al Ventres' Beauties on Parade, left for her home in Lewiston, Me. Al says he has secured Helene Miller, winner of a Cincinnati beauty contest, for his Miss America show.

## J. F. Sparks

Nicholasville, Ky. Week ended May 14. Location, two blocks from City Hall. Weather, intermittent rains all week and cold. Business, nil except Saturday night, then only fair.

Show did not open Friday night due to a heavy rain at opening time. Rained all day Saturday, with wind reaching a velocity of 50 miles per hour, which turned cigaret shooting gallery completely around. Rain stopped about 6 p.m. and fair crowd turned out despite wet ground and cold. Karl Sonderland, with his wild animal and dog show, joined. Mrs. J. L. Sparks is visiting her son and daughter-in-law, Mr. and Mrs. J. F. Sparks. Sam Margon joined with photo gallery.

JAMES H. TIMMONS.

## Sol's

Mattoon, Ill. Week ended May 14. Auspices, American Legion. Location, circus grounds. Weather, cold and rainy. Business, good when weather permitted.

Started with large crowd Monday night. All grade school children from public and parochial schools were guests of Manager Sam Solomon, thru an arrangement made with school board and its chairman, Dr. Paul Hardinger. Despite unusually chilly weather folks remained on midway. Tuesday night crowds were driven from carnival grounds at 9:30 o'clock due to heavy rain. Balance of week was either thunderstorms or too cold for outdoor show business. American Legion Drum Corps, all sons and daughters of Legionnaires, who had just returned champions for Northern Illinois district, led a big downtown parade followed by clowns and others of Sol's organization and legion cars to grounds. Ray Fulton and his sound car brought up rear making announcements en route to front entrance Monday night. Reporters Woods and Wells and Managing Editor William Hammell, of Journal-Gazette, spent about three hours seeing midway and gave show excellent notice Tuesday. News carriers entertained Wednesday night and drum corps also guests that night. Yogi Naranda, an East Indian mystic, is a reader for Caroline's past, present and future emporium. Harry W. Lee came on to take charge of new Ro-Lo Funhouse. Harry Talley came out with a new chapeau and it rained on it. Chairman Emanuel Berkowitz and Commander Herman DeBruh, in fact, every member of legion, were very active trying to keep crowds coming, but inclement weather stopped their efforts. Visitors: Mrs. Anna Jane Pearson; Lee A. Sullivan and family, of Eli Bridge Co., and Secretary Hunter, of Taylorville Fair Association. Entire organization true to spirit of good losers have without exception remained with show that many of them have been with for several years. However, when this show gets weather breaks it gets business. Russell Bros.' Circus moved off circus grounds as Sol's pulled on Sunday morning. Many friendships renewed among personnel of both shows.

FRANK J. LEE.

## J. Harry Six

Eagleville, Tenn. Week ended April 30. Weather, rain and cold. Business, bad.

Attendance very light first of week. Saturday made up for it with good spenders. Rain during week played same trick as in Chapel Hill by routing several attaches from their teepees to higher ground. Two of them were suc-

cessful in reaching what seemed a good dry building and so settled down to rest again only to be chased by wind this time which had blown a section of roof away. Show was billed for a suburb of Nashville, auspices P.-T. A., but account certain local conditions date was canceled so this resulted in several days' layoff, but Henry Sordelet, general agent, secured another location and show moved and opened Saturday in Adairville, Ky. Concessioners and showmen all stuck with show and much credit is due Mr. and Mrs. S. N. Nutter, of cookhouse.

Adairville, Ky. Week ended May 14. Weather, three days' rain. Location, lot on Main street, Business, fair.

Show moved by trucks here. Opened in rain Saturday but good business. Rain and cold balance of engagement made attendance light until Saturday, May 14, which brought get-away funds. Thursday a party was held in Harlene show top for little Franklin Andrews, son of Soldier Andrews, manager and owner of this show. All children on show were in attendance. Little Frank received many gifts, among them a toy bingo set which proved to be very entertaining to both old and young on rainy nights when they congregated in Pop Nutter's cookhouse for a game. Prizes offered were coffee, Coco-Cola or a hot dog. W. J. Phelps joined with two concessions, sound car and dog act, latter went over well. Graham Cline joined as special agent.

TOMMY SIX.

## Miller Bros.

Manhattan, Kan. Week ended May 14. Auspices, Veterans of Foreign Wars. Weather, fair. Business, good.

The Manhattan Mercury and Courier gave full co-operation in front-page publicity. Kansas State College students turned out in a body to witness performance of Wild Bill Cathorn and his Death Riders, free act. Show was up and opened by 7 o'clock Monday night despite fact that it showed Sunday night and tore down in Emporia, Kan., at midnight.

CHICK FRANKLIN.

## Regal

Picher, Okla. Week ended May 21. Location, half mile from town. Auspices, Veterans of Foreign Wars. Weather, good. Business, fair.

Show had its first summer weather of season here. Johnnie Walsh and George Nelson and Colkins left with their concessions to join John Toffel Shows. George Carson joined here with a baby auto ride and Bennie Norman framed a wheel concession for Jesse Reece and another stand for Harry Fenner and Paul West. Bozo Bennett and wife joined. Mrs. Bennett is on front gate ticket box and Bozo with Lonnee Carr. Bob O'Neal is building a pit show in a new 60-foot top. Seven new banners are being painted for it. Claude Williams' girl show is not doing well in Oklahoma. George Picher's cookhouse is repainted. Mrs. Marion Keener has three concessions. She will go to Sherman, Tex., last of June for graduation of her daughter, Marie. Mr. and Mrs. Meadows will go to Beaumont, Tex., for graduation of their two daughters, Christine and Waneta. Mrs. Meadows will return with three daughters and one son, Edward. Buddy Meadows will remain at Beaumont. Clara Belle Ashley left for Orleans, Neb., to visit her home. Mrs. Dot William went to Springfield, Mo., to visit her mother and sister. Show has a 5-cent gate and a Minstrel Show of 10 persons for a free act. General Agent John Palmer reports a good route. Visitors: Ted Bockman; Jess Wrigley, of Dallas; Ned Torti, Slim Johnson, Guy Dillon; George Devaney, of Fulton Bag and Cotton Mills; Joe Harvey and wife; Johnnie Cannon, general agent of All-American Shows.

## Majestic

Rockwood, Tenn. Week ended May 14. Location, stove - works showgrounds. Weather, mostly rain. Business, fair.

Business was better than weather here, which was played both spring and fall in 1937. Very good crowd actually plowed thru mud on lot Saturday night. Pay day at all of half-time plants that support this thriving little city. Several good reasons, including futility of moving paraphernalia in a sea of mud, influenced management to remain a few days into following week. First time during this rainy spring that a stay beyond advertised dates has been deemed necessary or advisable. Girard's corn game left with Emmet Bufkin. Bufkin

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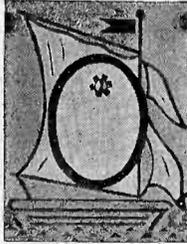
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## DICK'S PARAMOUNT SHOWS, INC.

MONSTER 40 AND 8 CELEBRATION, NEW BEDFORD, MASS., MAY 30 TO JUNE 4, INC.

WANTED RIDES—Octopus or Loop-o-Plane.

SHOWS—Side Show Acts (Salaries guaranteed by office) and Grind Shows with own outfit—liberal percentage.

CONCESSIONS—All Grind Stores except Bottles. Reasonable privilege.

DICK GILSDORF, Manager.

This week, Central Falls, R. I.; next week, New Bedford, Mass.

supplanted last week in legal department when Buck Denby acquired an interest in firm. Visits were exchanged among members of Majestic, Cumberland Valley in Harriman and Model in Knoxville. Ellis Winton, B. S. Kelley and Harry W. Lamon, of Cumberland Valley Shows, made several social calls. Pat Crow, Knoxville, paid first visit of season. Doc and Mrs. Meyers spent a few days as guests of Manager and Mrs. McHendrix. CHRIS M. SMITH.

**Buckeye**  
(Motorized)

Ripley, Miss. May 9 to 14. Auspices, American Legion. Weather and business, fair.  
Short move from New Albany. Ready for opening Monday night. Plenty of people but spending money seemed to be short. General Agent Gentch away rounding out booking. Pop Erbe framing new reptile show. Mr. and Mrs. Joe Galler and writer made trip to Memphis to visit Royal American and John R. Ward shows, renewed many old acquaintances. Business picked up Saturday to help out week's gross considerably. Manager Galler placed order for more new concession tops and Pat Brown new canvas for his rifle range. H. G. STARBUCK.

**Modern**  
(Motorized)

Ironton, Mo. May 9 to 14. Auspices, American Legion. Location, lots and streets adjoining Court Square. Weather, lost two nights on account rain and cold. Business, fair.  
Even with two nights lost on account of inclement weather this town proved to be one of best spots this season. When weather permitted good spending crowds would avail themselves of opportunity of visiting midway. Special Agent Tex Lynch had school kids on hand Tuesday afternoon for special matinee. Thru co-operation of school officials this was a success. Wednesday was Arcadia Day and youngsters of Arcadia, adjoining town, had midway that day. Joe Teska's mechanical show topped midway, with Whitey Emerson's Harlem Hot Shots close second. Mix-Up, Scooter and Airplane Swings were well patronized, as special arrangements were made for youngsters on these rides. With consolidation of Isler Greater Shows and this organization show has grown since opening at Forrest City, Ark. Gloria Bailey has well-framed girl revue and really puts over a well-balanced show that seems to please patrons. Red O'Day and Charles MacNut handle front. Whitey Emerson's Harlem Hot Shots, colored revue with seven-piece orchestra, going over big. Plenty of talent in athletic show under direction of Kid Reed. O. E. Girard joined with bingo; Jack Nelson, long-range shooting gallery and ball game; Earl Tyree, with custard machine; Red Bell, with pop corn, photo gallery and cigaret shooting gallery; Mrs. Irene Braun, with penny pitch. Visitors: Mrs. Ted Reed, Cotton Ellis, Bill Dyer, Charles Vernon, Lew Hayes, Samuel Bortz and George Hines, Fred Cullin, general agent, ahead on business for show. Dick O'Brien, general manager, busy working out innovations for midway. Louis Isler, secretary and treasurer, ably handling office. Jim Lingo busy keeping equipment and rolling stock in shape. General Superintendent Whitey Emerson gets show open on Mondays, so far not missing an opening day. MARK BRYAN.

**Zimdars**  
(Motorized)

Washington, Ind. Week ended May 14. Auspices, American Legion. Location, circus lot. Weather, cold and windy. Business, nil. Ten-cent gate.  
Cold weather and blustery wind greeted show on arrival and stayed same all week. In spite of this the front gate turned more than was expected but inside business remained poor. Show's chaplain, Chief Deerfoot, performed a wedding ceremony as former Frances Joinson wedded James Reeves, Loop-o-Plane operator. Entire personnel attended and were pleased with the Chief's fine ceremony. Eddie Bell and wife joined to work a mentalist act in side show. Frank Wilson and Mrs. Wilson joined with their snake show. Manager Zimdars placed an order for some new show tops. BUDDY MUNN.

**Endy Bros.**

Philadelphia. Week ended May 14. Location, Elmwood avenue and 74th street. Auspices, Thomas Reath Post, American Legion. Weather, mostly fair. Business, good.  
Good gate and inside money all week but rained out Saturday. Absence of bingo and games threw additional business to rides and show, city ordinance forbidding former. Octopus top ride, followed by Boomerang and Merry-Go-Round. Speedy Merrill's drome lapped other shows by wide margin. Hearst's News of the Day, Paramount and 20th Century-Fox Movietone reels made stories on Wilno. Released with credit to show May 18 locally. Bob Flynn added posing show. Betty Lou Saunders, of Follies, ill. Bobby Mansfield preparing gorgeous new front for his Hawaiian show, with plenty of chrome and neon. Executed in neoclassic design. Mrs. David B. Endy spent week here. Much visiting back and forth with World of Mirth. Benny Weiss in New York buying material for construction of new bingo unit to seat 400 and measure 100x100. Heavy fair bookings advanced as reason for outlay for new layout. GLENN IRETON.

**West Coast**

Walla Walla, Wash. Week ended May 14. Auspices, American Legion. Weather, fair. Business, good.  
Show made 175-mile jump in here, following American United Shows. Special Agent Joe De Mouchelle made a few last-minute changes in laying out lot, setting show off to excellent advantage to town and traveled highways. Town was well papered and also near-by places. Front-page news stories, pictures of free acts and mention by radio twice daily brought out a record crowd for first night. W. C. Huggins and entire advance staff left Tuesday morning, returning 24 hours later with a desired contract. General Agent Harry Gordon has show well routed. Special days for orphans, newsboys and school guards were arranged. W. C. Huggins personally entertained the children. Show had a jammed midway Saturday night and got a larger gross than in any previous year. Several showfolks were escorted on a sight-seeing trip thru State Penitentiary by warden, and a special show was arranged by showfolks for inmates. Bill Jessup was a visitor and guest of Joe Glacy, as was Harry Susman, who recently returned from Philippines. Jack Lee's Chandu Show is playing to good business. Hickman Animal Circus is popular with children. Pappy Clark is furnishing thrills with his drome, which he and only one assistant set up. JOE GLACY.

**CUNNINGHAM OPEN**

(Continued from page 44)  
reflects the work well done in quarters. Rides have been repaired and painted, several new show fronts have been built and new banners have been added. Frank Burkett, well known for his artistic painting, has been doing remarkable scenic work. Mr. and Mrs. Sailor White are advertising the show well with their new public-address system. C. E. Blackie Jones and his assistant, Thomas Aber, are the show's advertising agents this year. Flying Return Act is under management of Mrs. Edythe Stegrist, assisted by Alfred the Great, James Schell and George Ragland.

**Shows, Rides, Concessions**  
Rides: Merry-Go-Round, Ralph Walsh, foreman; Orvell Smith, second; Hilda Cunningham, tickets. Big Eli Wheel, Harold Rawson, foreman; Paul Smith, second; Dorothy Cunningham, tickets. Chairplane, Larry Burke, foreman; Frank Burkett, tickets. Kiddie Airplane, Claude Cunningham, foreman; C. V. Stottsberry, tickets.  
Shows: Fairy-in-Well, Clyde Barnett, owner; Ann Johnson, assistant. Girl Review, Ferris & Parks, owners; Patsy Childers, Virginia May, Jack Stanley and Mrs. Joseph Parks. Girl, Tex Connors, owner; Ann Early, Grace Hillen, George Anderson, Fred Standish and Pat Connord.  
Concessions: Mrs. R. Sonker, cook-house; Mr. and Mrs. Ed Miller, Clyde Butler, milk bottle and cat game; S. McKnight. Mr. and Mrs. Harry Huffman, bingo, cane rack, huckle-buck and pop corn; Thomas Dent, Austin Winniann and White Porter. Spot Jolly, ball games; John Hugues. Mrs. Guy Able, pitch

**Geek, Grease Monkey or Owner**

**HE'LL USE A SCHULT TRAILER**

The majority of folks who work with carnivals and fairs use Schult Trailers for the conveniences of home while traveling. The ease of living and the money they save means more comfort and a larger roll at the end of the season.

A popular item among the nine Schult models is the combination house trailer and concession vendor pictured here. Comfortable quarters for 2 persons. Over 22 feet of awning covered counter space makes it ideal for a lunch wagon, skill game, etc. Hundreds of these jobs are bringing easy money with less work to owners all over the country. Investigate now. Take along this trailer when you join your show this summer.

**WRITE FOR FREE CATALOG**  
Schult also builds special models to order. Submit ideas, without obligation, for price quotation.

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**OUR QUALITY IS HIGHER THAN OUR PRICE**

**KOZY Coach** ... "The Best TROUPER of them All"

TRADE NAME REG. U. S. PAT. OFF.

Show folks all over America are making Kozy Coach their home year after year. Every inch has been planned for your complete relaxation and convenience—lots of room for stretching out, and "man size" beds that will soothe your tired nerves and muscles. It has a kitchenette with the latest equipment for cooking the foods you like. There's all kinds of luggage space and a full length wardrobe for ALL your clothes. Send for brochure—"You're Ahead With a Kozy Coach behind" and learn why you should purchase a coach which is time-tested and backed by a company thoroughly responsible financially.

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**BARGAIN**

Streamline Demonstrator. Very Attractive and Durable. Steel Body and Roof, Electric Brakes. Ideal for the trouper. 37 others, many below \$200.00. 6% terms can be arranged. Dist. Alma-Silver Moon & Cov. Wag.

**SELLHORN SALES & SERVICE** East Lansing, Mich.

board and high striker; Robert Williams, H. O. Taylor, Mickey Mouse. Mr. and Mrs. H. A. Morey, mentalist and scales. Mr. and Mrs. Earl South, string store and devil's bowling alley; Wilbert Amburn. A. Stamos, quilt store, lead cork gallery and darts; Berry Jordan, Tom Paghidias, A. Baronah. Joe Hill, Jack Henderson, Harry Henderson, photo gallery. Joe Humphrey, cotton candy, penny arcade. Mr. and Mrs. Earl Fisher, bottle game. Del Farshay, lead shooting gallery. Mr. and Mrs. Walter White, ball games, darts and cork gallery; Charles Meeks, Ray Roach, Bertha Lewis and Theodore Hershner. Mr. and Mrs. Earl Fisher, ball games. W. J. Mespelt, pitch-till-you-win and ball game; Rex Kuhn and William Mespelt. Reported by J. F. Cunningham.

**WALLACE BROS.**  
(Continued from page 44)  
Blakney, trainmaster; Mickey Barends, secretary; Joseph Walsh, chief electrician; Bill Stewart, assistant electrician; William Stewart, lot superintendent; Mutt Montour Jr., boss canvasman; Frank Smith, superintendent of trucks; Harry Proulx, advertising and banners, and Luke Hozack, assistant concession manager.  
**Shows, Concessions, Rides**  
Shows: Girl Revue, Doc Freckelton, producer and manager. Featured girls are Sonya Chorney, Peggy Grant, Beth Hodges, Sherry Brantley. Steve Olas is also in the cast. Musicians, E. F. Staples, Larry Weller and Gord Carter. Side Show, Frank Matthews, director; Thomas Murphy, manager. Features are George Bodie, Al Middleton; Major, magician; Billy Magnot, doorman, and P. Burns, helper. Monkey Circus, Fred Fischer, manager, assisted by Leslie Male and Adrian White. Athletic Arena, operated by Chief Montour; Little Bear Montour and Sailor Davis, wrestlers and boxers. Wild West presented by Montana Frank, and featuring California Joe and Cattle Annie, ropers, sharpshooters and musicians.  
Concessioners: Phil Cronin, Jimmie Carp, Pete St. Cyr, Benny White, Herman Scotty McNish, George Coulter, R. May, Harry Shore, Harry Proulx, Jerry Gordon, Dave Winters, Alec Lazoureas, Darby Hicks, Mr. and Mrs. R. W. Smith, Leblanc and Sandback, Joe Woschits, Bob Pound, Kristoff French, John George, George Beatty, Fulton Wood, Howard Speers, Short and James, Jack Kostenuk Jr., Joseph Walsh, Fred Scheible, Betty McCluskey, Sam Sharp, Bubbles Allen, Art Staples and Rube Buskard.  
Rides: Kiddie Midway, Halliday and Webber, managers. Caterpillar, Percy McCluskey, Jim Parker, Red Sayers and Tom Rowley. Merry-Go-Round, Casper Hill, Francis Potter and Jack Cain. Big Eli Wheels, Jessie McCastlin and Jack Hall. Dangler, Tom Varley and George Miller. Poppey's Funhouse, Arthur Ross and Bud King. Penny Arcade, Luke Hozack. Reported by Mickey Borens and Harry Proulx.

# Trade Name - Trade Mark Infringement

By LEO T. PARKER, Attorney at Law

CONTRARY to the opinion of a majority of persons, there is a distinct difference between a trade mark and a trade name. Briefly, a trade mark is a name, mark, symbol or other character used to indicate a manufactured or salable product. A trade mark never is the name of a business. A trade mark may be registered in the United States Patent Office, but since a trade name applies exclusively to a business no provision is made for its registration except by the various States in which protective laws have been enacted.

A trade name may be either a name, symbol, mark, slogan or other thing that is associated with and indicates a certain business. Generally the first user of a valid trade name enjoys the exclusive right of its use in the territory

## IMPERIAL SHOWS WANT

First-Class Cookhouse, \$35 week; Custard, American Palmist, Bird, Ham, Blanket, Grocery Wheels and Stock Grind Stores. Will book or buy Chairplane.

Address

**EDWARD A. HOCK**

Muskegon, Mich., week May 23; Mishawaka, Ind., week May 30.

## WANTED AT ONCE COOK HOUSE

Must be first class, privilege in tickets. Can place Shows with or without outfits. Johnny Rea write. Can place Strip Photos, Pitch-Till-U-Win, etc. Show playing choice spots. First in. This week Natrona, Pa.; week May 30. Firemen's Convention, Monessen, Pa.; week June 6, Clairton, Pa. First show in 20 years. Week June 13, Du Bois, Pa. Centennial and Old Home-Coming week. Parades every day. Thousands of visitors. Address

**ROYAL EXPO. SHOWS**  
BERT ROSENBERGER, Mgr.

## W. S. CURL SHOWS

Have opening for few more Legitimate Concessions: American Palmistry, Devil's Bowling Alley, Pitch-Till-You-Win, Long Range Gallery, Candy Floss. Good Side Show Annex Attraction, also people for Side Show. Also can place a couple Grind Shows with own transportation. Lancaster, O., May 23-28; Washington C. H., O., May 30-June 4. Committees in Ohio and Indiana, have a few open dates. Write at once.

**W. S. CURL SHOWS, Lancaster, O.**

## OLD HOME WEEK WANTED for OLD HOME WEEK

Shenandoah Heights, Shenandoah, Pa.—8 Days, May 29 to June 4—Two Sundays and on the Streets.

All kinds of Concessions: Ball Games, Wheels, Grind Stores, Frozen Custard, Corn Game, Shooting Galleries, Girl Shows, Pitch-Till-You-Win, Penny Pitches, Palmistry. Also any Rides that do not conflict with the following: Octopus, Ferris Wheel and Chair-o-Plane, already booked. This is a very good spot for everyone. No show here in the last five years. Lloyd Wibble, will clean up here with your Kid Auto Ride—come on at once. Address all mail to R. H. MINER, Slattington, Pa. this week.

## A BRAND NEW GOLD MINE Frosted VITA-KREME

A Delicious New Food Drink. Each frosted unit good for \$30.00 net and up per day. Every beach amusement park, circus and carnival good for 3 to 30 units. Same unit serves counter or "floater." Beautifully chrome plated, \$23.95.

Write for details.

**VITA-KREME PRODUCTS**  
New Castle, Pa.

## WILL SACRIFICE MERRY GO-ROUND

Consists of eight Automobiles, Light Plant, Run about two months. \$375.00 cash. R. W. MADDOX, 1231 Beaumont Ave., Port Arthur, Tex.

## BREMER SHOWS

Want Ten-in-One; have 80 ft. top, new last year; light panel front. Other shows that don't conflict. Concessions that work for stock. Want Pony Ride and Chair-o-Plane, good Ticket Grinders on P. C. and two girls for Illusion Show, not over 135 lbs. weight. Eau Claire, Wis., next week; then Iron Range, Minn.; Duluth July 4. Address per route.

## AL WAGNER CAN PLACE

For Season in Park Here

Capable Scale Man, capable Agents for Grind Store and Wheels, also capable men for Slum Skillo and Nail Store. No boozers. Bill McLaughlin answer. SANDY BEACH PARK, Russells Point, O.

in which it is well known, because the law will not permit any person or firm to appropriate a trade mark or trade name that is so similar to another that the public is likely to be deceived.

On the other hand, if the businesses are nonanalogous to which similar trade names are applied infringement does not exist because where two firms are not competitors "unfair competition," upon which all suits of this kind are based, cannot be proved.

For instance, in a leading case, National v. National, 297 Fed. 351, the United States Court of Appeals held that the use of the word "National" by a corporation did not infringe the word "National" used as the name of another corporation engaged in an entirely different classification of business, because the businesses of the two firms are not similar in any respect and no deception or confusion to the public could result.

A most striking example of this law of trade names is supplied by the records of a leading case (37 Ch. D. 449) in which it was held that the use of the word "Post" on an evening paper did not infringe the name of a morning paper which previously had adopted the word "Post" for the reason that an evening paper does not compete with a morning paper.

### Law Illustrated

Irrespective of the manner or method of alleged infringement of a trade name, it always must be remembered that the important consideration is: Is the public likely to be confused by adoption and use of a new trade name? In other words, if patrons or purchasers are likely to be confused and thereby patronize or purchase merchandise from the new firm believing that it is the original adopter and user of the trade name, then infringement exists.

For example, the owner of a business, circus, carnival, concession or the like, frequently conspicuously displays a symbol or slogan with which the public becomes familiar. The symbol or slogan may automatically become a part of a trade name. As illustration, in a recent case it was shown that a person had operated a concession for a long period and identified it by a large doll that was suspended in front of his business. Another person rented a building and established a competing business under the name "The Doll House." The court held that the conspicuous use of the doll by the first owner established a legal right and it was a deception for the new competitor to adopt the trade name "The Doll House" to the public and a fraud on the original user.

In still another case (61 N. Y. S. 226) it was disclosed that a firm had for many years been known as "Number 10." Later a competitor established a competing business and used the symbol on billheads, letterheads and in all advertisements in a conspicuous manner. The original user of the symbol instituted legal procedure against the later adopter, and the court rendered a verdict in favor of the first user.

### Common Words

In numerous instances circus, carnival, concession owners and owners of other businesses have adopted trade names that have resulted in expensive and prolonged litigation, with the final termination of the controversy being that the name must be abandoned and damages paid to the owner of the older and infringed name.

Moreover, there are many proprietors who have expended considerable time, labor and money in establishing a prosperous patronage and reputation from which competitors are benefiting by using a firm name similar in appearance and articulation to the original name, and yet no infringement exists.

It is important to know that the general rule of the law is established that no person is entitled to the exclusive use of a trade name that merely describes the business to which it pertains.

In other words, the proprietor of a business cannot legally claim the exclusive ownership to a common name. Therefore it is well to avoid trade names which contain common words. However, it has been held by the higher courts that altho the adopted name may be commonly used to indicate an ordinary and usual business, yet if it has attained a secondary meaning by long and continued usual by which this certain business is indicated to the public, then the

original user of such a name may, on the ground of unfair competition, prevent others from adopting it in connection with the same class of business IN THE SAME LOCALITY.

For example, the higher courts have consistently held that such words as "New," "National," "American," "Model," etc., while not distinctive, may be owned exclusively by the original user in a PARTICULAR locality, and the owner legally has the exclusive right to its use and may prevent other persons from applying it to a like business in the same locality.

For illustration, in Churchill, 90 S. W. (2d) 1041, the higher court held that the words "Churchill Down," part of the trade name of a distilling company, infringing the trade name "Churchill Down, Inc.," used to identify a race track, altho the latter company had not objected to use of the words by other firms in different classifications of business. Also, in another case (135 N. Y. S. 706) a higher court held that the first user of the words "New York" in its trade name could enjoin and prevent use of the words "New York" in the trade name of a competitor who established a business in the same classification in the same city. And on numerous occasions the higher courts have held that no company in the United States may adopt and use the word "National" in any trade name of a business engaged in the bakery, or similar business, because the National Biscuit Co. is a company well known in all parts of the United States. Of course, if the National Biscuit Co. were known in only a local territory, any firm in a different territory may use the name and in which the National Biscuit Co. was not known, had not advertised its business and had not sold its commodity. This explanation is given merely for the purpose of illustrating to readers that the important consideration where determining whether one trade name infringes another is: Is the public likely to be deceived or confused?

In Zweck v. Aberdeen, 183 N. W. 118, it was disclosed that for many years in the city of Aberdeen a business was conducted under a trade name having the word "Aberdeen." Later another person opened a similar business and adopted a trade name having the word "Aberdeen," altho other words were different from the first adopted trade name. The owner of the original company filed suit asking the court for an injunction to restrain further use by the new company of the word "Aberdeen" in its trade name. The court promptly granted an injunction against use of the last adopted trade name and said:

"The first dealer in a particular business to adopt and use and give value to a trade name consisting of geographical, generic or descriptive terms will nevertheless be entitled to have the business which he has built up under such name protected against unfair competition on the part of subsequent rival traders."

So, therefore, it is readily apparent that irrespective whether the original user of a trade name, or a word in a trade name, has established priority and has given it publicity in either a large or small area, he is entitled to protection against a competitor adopting and using the same or similar trade name in this area, which may be the whole United States or only one small town. Obviously, however, a person who uses a trade name in a small area cannot prevent a competitor from adopting and using the identical trade name in another territory in which the original user is not known, has not advertised and has not received patrons because, under these circumstances, the public is NOT likely to be deceived.

### Use of Own Name

If a new trade name deceives the public it cannot legally be used, altho the last adopter actually uses his own name. In other words, a person having the same or similar name to an old trade name is liable in damages if he uses his own name IN SUCH A MANNER THAT CONFUSION RESULTS IN THE MINDS OF THE PEOPLE. This is true because no person has a legal right to use his own name as a part or the whole of a trade name if another business owner is unfairly damaged by the use.

Of course, if a man uses his name in a manner NOT likely to deceive the public, he has a perfect right to do so.

For example, in Silver v. Silver, 195 S. W. 529, it was disclosed that the owner of a business having a trade name using the word "Silver" filed suit against a man named Silver who operated a business of a different classification and who adopted in the same city a trade name continuing his name "Silver." The court refused to hold Silver liable, saying:

"There is no question that defendant's name of Silver was honestly acquired, and that it was NOT adopted for the purpose of imposing upon or deceiving the public concerning his business. . . ."

On the other hand, it is interesting to observe the distinction of the law in another case, Howard v. Henriques, 3 Sand. 725. Here it was shown that a man named Irvin had for many years operated a business under his own name. Later another person whose surname was Irvin opened a competing business in the same city and used the same name adopted by the original user. The court promptly held the latter user of the name "Irvin" an infringer of the former trade name. This court said:

"Every man may and ought to be permitted to pursue a lawful calling in his own way. But he must not by any deceitful or other practice impose upon the public and must not . . . by assuming another man's name, endeavor to deprive that man of his own individuality, and thus despoil him of the gains to which, by his industry and skill, he is fairly entitled."

Also, in Vick Medicine Co. v. Vick Chemical Co., 11 F. (2d) 33, it was shown that the Vick Chemical Co. had used the registered trade mark "Vick" upon medicinal preparations prepared and sold by it. A few years later another company adopted this name thru a salesman of automobile tires named W. P. Vick who had formerly been a druggist and who had put on the market a gripe remedy called "Vick's Gripe Remedy," which this company had purchased. Afterward other medicinal products were also marked under the name of "Vick." The Vick Chemical Co. brought suit against the Vick Medicine Co., contending that the latter had adopted the surname of Mr. Vick to obtain the benefit of the widespread publicity of that name resulting from the money and efforts of its company. The court in holding the new user of the name "Vick" not entitled to continue the use said:

"We think that under the circumstances disclosed the use by the appellant (Vick Medicine Co.) of the name 'Vick' in its corporate name, and in the designation of its products, constituted a fraud on the appellee (Vick Chemical Co.)"

### Proper Use

On the other hand, it is well known that a person may use his own name as a trade name, provided, in doing so, he does not unfairly profit from the publicity or established good will of a competitor. In many cases it has been held that a person who uses his own name for a trade name which is similar to a mark previously registered is required to print a notification on his advertising to warn the public against deception.

For illustration, in the leading case, Brown v. Meyer, 139 U. S. 540, it was shown that a man named Brown used his name without likelihood of deceiving the public. The Supreme Court of the United States held this man not liable and said:

"A man's name is his own property, and he has the right to its use and enjoyment as he has to that of any other species of property. If such use be a reasonable, honest and fair exercise of such right he is no more liable for the incidental damage he may do to a rival in trade than he would be for injury to his neighbor's property by the smoke issuing from his chimney."

In another case, decided the past few weeks, suit was filed by Mrs. Helen Haag Durrett Hayes, operator of the Mighty Haag Circus, against Roy D. Haag and Henry H. Haag, operators of Haag Bros. Circus. The suit was dismissed by the lower court since the defendants proved that they have announced repeatedly at performances that their circus has no connection with the Mighty Haag show, and also that other things had been done to warn the public that the two circuses were under different ownership and management. However, the plaintiff (Mrs. Helen Haag Durrett Hayes) filed an appeal in the higher court.

**Arcola Signs Attractions**

ARCOLA, Ill., May 21. — Thomas F. Monahan, general chairman of the Home-Coming Fair here, said that the free-act program will include Al Sweet's Band, Will Hill's Elephants, Wilbur's Circus and Nalda-Pareez, booked thru Barnes-Carruthers Fair Booking Association, and that Young's Production and Management Co will furnish the Dan-wills, Peerless Potters and Tarzan. Radke Sisters will also be on the program. One attraction will be a broom corn palace.

**WANTED**  
MERRY-GO-ROUND.  
Must be Large and in Good Condition.  
SATURDAY, AUGUST 6.  
Annual Picnic—Private Grounds.  
Contract job with flat guarantee, rain or shine.  
Big Company Outing. Address full details in  
first to  
W. T. AUER, MUELLER COMPANY,  
Decatur, Ill.

**WEAUBLEAU ANNUAL REUNION**  
RIVERSIDE PARK,  
July 7-8-9.  
Shows, Rides and Concessions of all kinds wanted.  
JOHN ALLEN, Weaubleau, Mo.

**WANTED**  
CARNIVAL OR INDEPENDENT RIDES,  
4 Days' Fair and Races,  
JULY 26, 27, 28 AND 29, MACON, MO.  
W. H. CESSNA, Box 103, Macon, Mo.

**ADRIAN JULY 4th CELEBRATION**  
Southern Michigan's Best. Held on the Beautiful,  
Shady Fairgrounds with  
FREE ADMISSION.  
Sponsored Annually by the Business Men of Adrian.  
For Concessions address  
F. L. FLACK, 36 E. Woodbridge St., Detroit,  
Mich., Who Has Sole Charge of the Midway.

**WANTED RIDES**  
FOR  
ANNUAL FALL FESTIVAL  
AUGUST 24, 25, 26, 27.  
Free Acts and Concessions write  
C. E. HAFlich, Markle, Ind.

**WANTED FOR ANNUAL WATER CARNIVAL**  
JULY 23-24  
FIRST-CLASS CARNIVAL  
OMRO BUSINESS MEN'S ASSO.  
C. W. STEARNS, Omro, Wis.

**OLD HOME WEEK**  
Saturday, May 28, to June 4, Confluence, Pa.  
Want Shows, Kiddie Ride, Scales, Jewelry, Palm-istry, High Striker.  
M. A. BEAM, Windber, Pa.

**JUNE FUN DAYS**  
SUCCESS LAST YEAR  
Insures two big banner days, June 23-24, this year,  
so we want the best Shows, Games, Others.  
Write quick SECRETARY, Community Club,  
Grundy Center, Ia. All Free Shows and Rides  
are already booked.

**AMERICAN LEGION CELEBRATION**  
Paoli, Ind., July 18-23  
Rides, Ball Games, Bingo, Jingle, Penny Pitch, Ice  
Cream, Snowball, High Striker and Novelty sold.  
Other Concessions and some good Shows wanted.  
Write S. E. McINTOSH, Chairman.

**WANTED**  
RIDES FOR  
6th ANNUAL DUXBURY DAYS  
JULY 2, 3 AND 4, BY AMERICAN LEGION.  
WALTER PRINCE, Adj., Duxbury, Mass.

**WANTED**  
RIDES, SHOWS, CONCESSIONS FOR THE  
19th Annual Gootie Days,  
August 18, 19, 20 or near dates at Dell Rapids,  
South Dakota.  
Write AMERICAN LEGION.

**WANT MORE REVENUE**  
for  
**YOUR ORGANIZATION?**  
Read  
**"BINGO BUSINESS"**  
A Column About Bingo in the  
**WHOLESALE MERCHANDISE**  
Department  
**THIS WEEK AND EVERY WEEK**

**Sponsored Events**  
Veteran, Lodge and Other Organization Festivities

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

**St. Louis Annual Police Circus Brings Best Relief Fund Returns**

ST. LOUIS, May 21.—Police Circus, which closed on May 8, went over as the most successful financially ever held by the St. Louis police department and the Police Relief Fund will be increased by at least \$100,000.

About 250,000 attended during the two weeks and during the second week thousands were turned away, altho all extra

seats possible were put on the arena floor and the tournament during that week was dispensed with because of the extra seats.

According to officials, door sales were heavier than ever before, which they attributed to the fact that Sidney Belmont, producer and director of the event, had more feature acts on the bill than in previous years.

**Stellar Acts in Providence**

PROVIDENCE, May 21.—Palestine Temple annual Shrine Circus at Rhodes-on-the-Pawtuxet this week had outdoor acts in addition to those on the stage in the big ballroom, with two performances nightly. Program included Seven Gauchos, Adele Nelson's Elephants, George Cook and Funny Ford, Will Morris and Bobby, Welby Cooke and Wonder Horse and Seven Variety Gambols. Outside attractions were Five Gordons, water revue; Blonde Sensations and Four Monarchs. Frank Buck's animal exhibit was an added outdoor attraction. Show was again managed by J. C. Harlacker and Earl C. Whelden, proceeds going to Shriners' hospitalization work for crippled children.

Runestone, reports Secretary R. S. Thornton.

ANNUAL Fall Festival has been discontinued, according to announcement by Charles E. Matthews Post, American Legion, in Warrensburg, Mo., former sponsor.

NEW HAVEN, Conn., is sponsoring its 300th birthday festival with a pageant and expo as wind-up of a seven weeks' program; pageant scheduled in Yale Bowl and exposition in Coxé Memorial Gymnasium. Harry F. Carlson is lighting director and technician and William Marlatt pageant director. Expo is under Campbell-Fairbanks Exposition Co., supervised by Clarence F. King.

PEONY FESTIVAL, Van Wert, O., will feature fireworks, parades and queen contest, emceed by Peter Grant, WLW announcer.

MIDWAY, fireworks, parades and competitive events will highlight Clintonville (O.) Mardi Gras, sponsored by the Business Association, celebrating opening of Olympic Beach.

MANITOWOC (Wis.) common council voted \$500 for a celebration in Silver Creek Park.

MIDWAY Amusement Co. is booked for a three-day celebration to be sponsored by the Chamber of Commerce, Spooner, Wis., free acts to include Joe Marvell, balancing; Reta Rose and Co. and Aerial Whites.

FOR a celebration in Lagro, Ind., the American Legion Post signed a contract for shows with Roy Weer, and doings are in charge of Frank Harrel, reports Bob Printy.

HENRY LUEDERS, United Booking Association, furnished vaude and circus acts at the Masonic Exposition in the Market Building, Royal Oak, Mich.

J. C. McCAFFERY, general agent of Beckmann & Gerety Shows, signed a contract with the Milwaukee Midsummer Festival commission for shows and

**Farmer City To Celebrate**

FARMER CITY, Ill., May 21.—Farmer City will celebrate with Miller Bros.' Rodeo, Royal Midway Shows and fireworks. A committee of directors of Farmer City Fair Association is at work on details. A. E. Lowman, in charge of seats during the fair, is chairman, assisted by E. S. Wightman, entertainment; E. C. Murphey, concessions; E. W. Gilbert, advertising; E. R. Rinehart, Sim Wilson, tickets; J. B. Moore, grounds. Celebration is sponsored by Farmer City Fair Association and about \$300 is being spent to advertise in a radius of 50 miles.

**Acts Signed in Watertown**

WATERTOWN, Wis., May 21.—Gymnastic Association, sponsor of a free celebration, will have Heinie's Grenadiers, Station WTMJ; Binks' circus acts; Bingo, clown cop; Otto's Novelodians; De Zurick Sisters, Station WLS2; band concerts, concessions and a \$500 fireworks display, reports Secretary John L. Bruegger.

**Indiana Event on Streets**

LADOGA, Ind., May 21.—Annual Fair and Homecoming here will use shows, rides, concessions and free acts to augment a program of agricultural, live stock, horticultural and manufacturers' exhibits and a \$25,000 horse show, band concerts and competitive events. Committee is Milt Berry, president; Roy Stover, treasurer, and Gene Himes, secretary. Event will be on city streets.

**Shorts**

W. C. KAUS SHOWS are booked for Six-County Firemen's Convention, Kingston, Pa., reports Bobby Kork.

VALLEY SHOWS, free acts and competitive events will be featured at the annual Priddy (Tex.) Picnic, reports Walter J. Manwitz.

CHAMBER of Commerce, Alexandria, Minn., will sponsor Runestone Remembrance Days, a three-day celebration commemorating finding of Kensington

HELP This Department by Telling Committees About It.

**WANTED**  
Rides and Concessions, also a few good, clean Shows and Free Acts, for the ANNUAL, FULTON COUNTY SOLDIERS AND SAILORS REUNION, To Be Held in Cuba, Ill., on August 4-5-6, Day and Night.  
Communicate with S. L. PHILLIPS, Secretary.

**WANTED CARNIVAL**  
FOR JUNE OR JULY  
By the  
AMERICAN LEGION  
LOCKPORT, N. Y.  
Population 25,000.  
T. W. CALLAHAN, Adjutant.

**WANTED**  
SHOWS AND RIDES FOR  
BIG 4th OF JULY CELEBRATION  
ANNUAL EVENT.  
Will consider three or more Shows and Rides.  
BOONVILLE FAIR ASSOCIATION,  
Boonville, Ind.  
A. C. DERR, Secretary.

**WANTED**  
SMALL CLEAN CARNIVAL  
RIDES AND MUSIC  
For  
OLD HOME WEEK  
JULY 1ST TO 5TH, INCLUSIVE.  
AT POLK, PA.  
(Immediate Dating Desired)  
E. L. ELY, Chairman of Concessions.

**WANTED FOR LEGION CELEBRATION**  
CONCESSIONS of all kinds—Peppy SHOWS—BINGO Game—Everything goes. JUNE 6-11 AT MOUNT MORRIS, N. Y. (a good carnival town).  
A. CASSETTA, Sec'y., Mount Morris, N. Y.

**Runestone Celebration**  
ALEXANDRIA, MINN., JUNE 22-23-24-25.  
Big District and State-Wide Celebration.  
WANTED—Legitimate Concessions of all kinds.  
Write GEO. BUSCHER, Chairman Concessions.

**WANTED**  
American Legion 4th of July Celebration  
July 4 to 9, Inclusive.  
Entertainment Acts, Rides, Shows, Concessions of all kinds. Footage basis or flat rate. Contact or write ADJUTANT, Post 477, American Legion, Chisman, Ill.

**WANTED**  
Carnival Company With Rides,  
3RD ANNUAL WATERMELON FESTIVAL,  
JULY 25-30,  
Auspices Junior Chamber of Commerce,  
CHARLESTON, MO.  
Write JOE ELLIS, JR.

**WANTED**  
Rides, Concessions, Small Shows and Orchestra carrying Dance Floor, for  
ANNUAL HOMECOMING CELEBRATION.  
F. N. SANDERS, Chairman.  
August 27-28, Hermann, Mo.

**WANTED**  
CARNIVAL—FREE ACTS,  
57th Annual Anniversary Celebration,  
EL DORADO SPRINGS, MO.  
JULY 19-20-21.  
M. L. JENNINGS, Chairman.

**WANTED for KEY WEST, FLORIDA**  
JULY 2-3-4  
Gala 3-day fiesta marking opening of \$30,000,000 Overseas Highway.  
Want Rides, Pitches, Shows, Concessions of all kinds. No junk.  
A QUICK CLEAN-UP FOR CLEAN SHOWS  
Will play to 50,000. No carnival here in 20 years.  
Wire or Write  
WARREN SMITH, Manager, Overseas Highway Celebration

WANTED—CONCESSIONS—TENT SHOWS.  
**BROWNSTOWN SOLDIERS' REUNION and HOME COMING**  
AUGUST 1 TO 6, INCLUSIVE.  
Eleventh Annual Event, Auspices American Legion.  
Roll-Downs, Buckets, Skillos, Girls' Shows; Egyptian Mitt Joints save stamps. Good spot for all types of Shows, but communicate first. Located on paved streets on Public Square. Big crowds. Tenth season for Gooding Rides. Address  
H. A. VERMILYA, Sec'y., Brownstown, Ind.

rides at the annual celebration in Juneau Park. Contract guarantees the commission minimum revenue of \$5,000 and commission reserves the right to censor all shows.

ACTS at the National Home Show in New Orleans Auditorium included De Kalb Troupe, jugglers and balancers; the Jewels, comedy acrobats, and the Dells, hand balancing. Sponsor was the Realtors' Association.

**ROSTERS OF CARNIVALS**  
(Continued from page 47)

Edward J. DeVelde, talker; George Hulzner, tickets. Rainbow Revue, Irving Lewis, comedian producer; Frankie Harris, dancer; Gladys Harris, specialties; Rose Sydell, specialties; Frankie Fairbanks, specialties; Betty Lou, acrobatic dancer; Violet Walker, strip tease; Bud Brewer, talker; John D. Rhodes, tickets and secretary for Lewis. Mettler Bros.' Wild Animal Show, Cliff Patton, manager and talker; Joe Mettler, inside lecturer; Little Gene Mettler, working acts; William Fleck, tickets; Dick Osborn, tickets; Andy Sires, head keeper. Sound truck, Bill Lichtler. Front gate tickets, Mrs. Mae Patton. Back gate tickets, Mrs. Dale Osborn.

FREE ACTS: Sensational Royals, high pole; Flying Behrs, casting and return. STAFF: Bert Rosenberger, manager; Sam Spencer, assistant manager; George F. Doreman, office manager; William Storey, adjuster; Ramon Mettler, press agent; Walter Baker, lot superintendent; Bud Foreman, electrician, and George Mettler, mechanic.

RAMON METTLER.

**West Coast**

SPOKANE, Wash., May 21.—Roster of Huggins' West Coast Shows as listed here April 23 to 30 follows:

Staff: W. C. Huggins, owner; Jimmie Kling, assistant manager; Harry L. Gordon, general agent; Joe De Mouchelle, special agent; Carl Froman, press back with show; W. G. Tremaine, secretary; B. C. Holden, auditor; Don Raden, billposter; Billie Williams, general superintendent; Frank Hatfield, chief electrician; Burr McTosh, assistant electrician; Jack Dagmeister, chief mechanic; Leo Kelly, blacksmith, and welder; DeWitt Nowland, manager of concessions; William Kautenbury, in charge of neon and sound equipment; Chubby Burke, watchman.

Shows: Ten-in-One, Joe Glacy, manager. Professor Bruno, human target; John Forman, muscle control and strong man; Jeff Vulcan, fire dancing and

blow torch; Van Patten, human orotrich; Bush Bluey, pygmy witch doctor; Hazel Hunter, gorilla woman; Joe Glacy (Rami Sami), magic and illusions; Sidney, seal boy; Lou Lucille, half and half; Gladys Johnson, mentalist; Harry Goldie, tattoo artist; Jimmy O'Brien and Larry Hoffer, tickets; Carl Foreman, talker. Chandhu, Jack Lee, manager; Geneva Sanford, Julia Lee, Shirley White, assistants; Jerry Conroy, tickets; Pete Mahoney, talker; Mrs. James Lee, inside lecturer. Hickman's Circus in Miniature, Milton Hickman, manager; Mrs. Milton Hickman, tickets; Joe Lebeck, talker. Museum of Natural History, W. H. Zuber, manager; Charles Dunning, tickets; Mrs. W. H. Zuber, inside. Motordrome, Clark Willey, manager; Cyclone Curtis, trick rider; Cannon Ball Worden, rider; Rose O'Neill, exhibition rider; Howard Hall, tickets. Athletic Arena, Mike Collins, manager; Mrs. Mike Collins, tickets; Wild Bill Bart and Joe Bagany, wrestlers; Johnnie Jordan and Young Baer, boxers. Krazy House, Henie Heinickel, manager; Raymond Hayes and Mrs. Henie Heinickel, tickets; Vern Lewby, clown. Zoma (snake show), Red Lindsey, manager; Helen Stocker, inside; Ed DeCourcy, tickets. Old World Girl Revue, Red Lindsey, manager; Mona Vaughan, Jean Carol, Barbara Butts, Marge Lindsey, Dorothy Wright, Chiquita Ponet; Sam Bassini, Omer Haddasha, musicians; W. H. Corberly, talker. Hi-De-Ho, Bert Marshall, Ronald G. Duncan, Lee Kelly and Peter Chilberg.

Rides: Big Eli Wheel, F. H. McCoy, foreman; Bud Snyder and Bill Snyder, assistants; Ellen Winterly, tickets. Loop-o-Plane, Hans P. Marcher, foreman; R. Fawcett, Kiddie Autos, Bert LeRoe, foreman; Cal Wingert, assistant; Nell Kiley, tickets. Doggem, Lee Sanford, foreman; James Miles, Art Chilberg, Dale Hendren and Max Langley. Heyday, Bob Getz, foreman; Stanley Laabs, Stewart Lyle, Floyd Trimble and Thurston Orcutt. Merry-Go-Round, Joe Matney, foreman; Charles Leiferman, Ed Ringnette, Fred Munit, assistants. Lindy Loop, Ernest Santanni, foreman; Virgil Norman, Jerry Armstrong and Wallace Walker. Acroplane, Joe Porter, foreman; Edith Hankins, tickets.

Cookhouse, Ed Flynn, manager; Clyde Muller, chef; Clarence O'Reilly, Clarence Smith, Cye Fisk, waiters; Johnnie Burke, stock; Jimmie Lacey, griddle man; Mrs. E. Flynn, cashier. Grab stand, Dot Marchey and Jimmie Finch, waiters. Shooting gallery, Fritz Henkel, manager; Floyd Friend and Fred Atwood, agents. Ball game, Joe Frisbie, Ed Daley. Ham and bacon, Jack Schafer and Joe Summerville. Abe Tabencourt. Dummy dolls, Frank Schafer and Jimmie Hall.

Groceries, Sam Schafer, Coy West and Eddie Harrison. Clothespins, Frenchie Houseman and Sam Miller. Grind store, Jack Conner, Harry and Ed Jeffers and Clarence McNeish. Cork gallery, Dad and Mrs. McNeish. Erie Diggers, Mrs. D. E. Newland. Crystal gazers, Jack Connors and Mrs. J. O. Reilly. Knock-'Em-Over, Billie Williams, owner; William Hoehler and Ted Berryman, agents. Housie, Mrs. W. C. Huggins, owner; Art Smith and Red Roberts, agents. Hi-Striker, Frenchy Ryan. Penny pitch, Charley Everett and Harry Storms. Hoop-la, Charlie Rosen and Harvey King. Scales and novelties, Joe Schumaker.

**15 YEARS AGO**

(Continued from page 46)  
rain and remainder chilly summed up report of Greater Sheesley Shows' seven-day stand in Kenosha, Wis. . . . John Francis Shows enjoyed best opening night of season in Ponca City, Okla. . . . Great Patterson Shows were playing second week of their season on streets of Des Moines, Ia., under Trades and Labor Assembly auspices.

Cecil Vogel, who closed 1922 season as secretary-treasurer of World at Home Shows, rejoined at last moment to again fill that position. . . . Harry Dickinson, well-known pit showman of Central States, was feeling 20 years older. He had just become a grandfather. . . . Mrs. J. W. Conklin and her coterie of concessionists were working to swell business in Washington and Oregon. . . . George B. Williams opened Summerville, Tenn., after it had been closed two years, showed it eight days and left with cordial and pressing invitations from mayor and chief of police to return. . . . William Judkins Hewitt, accompanied by his sister, Elsie, finally tore himself away from New York's better pubs and set sail for Panama and San Francisco on May 18 on S. S. Columbia.

**PACIFIC COAST**

(Continued from page 46)  
should be held, cost of tickets, etc. After many suggestions, however, it was ruled that the matters should be held in abeyance until a definite report could be made June 6.  
Incidentally there is much interest being shown in Harry Hargrave's gigantic, which precedes the ball by a few weeks. Hargrave stated that plans were already under way.  
Since that ended the business meeting, a short time was given over to diversion. Val Vino did a number of recitations to a big hand. Others participating were Ulysses Grant (Doc) Harris, Eddie Gamble and Frank Downey.

Members or anyone having mail addressed care the organization are urged to send in correct permanent or forwarding addresses. An accumulation of mail is being returned to writers.  
You hear a lot about organization these days. Don't overlook the advantages that come with being affiliated with a showmen's organization.

**LOS ANGELES**

(Continued from page 46)  
Foley & Burk Shows, will be with Clyde Gooding's Attractions.

Harry Phillips and Abe Rabin have gone into the novelty manufacturing business.  
Mr. and Mrs. William Martin came in from the East and will locate at one of the beaches.

J. Ed Brown reported that his ad in The Billboard produced fine results.  
Frank Mason has joined the Venice Pier concessioners. Moxie Miller has several concessions there and Jimmie Dunn is also located at Venice.

Carl Martin is with John R. Ward's Jungle Land Show on Long Beach pike. Nate Miller is putting in new rides at the beaches.  
Harry Hargrave's American Amusement Enterprises have acquired a major ride on Ocean Park Pier.  
George Dakaris blew into town from Boston.  
Al Onken reports that he is doing well with Conklin's All-Canadian Shows. He is associated with Harry Seber's Girl Revue show.

A. J. Budd writes of the success being enjoyed by those who went to Sydney, Australia, with Arthur Greenhalgh, of Greenhalgh & Jackson. Greenhalgh reports he will take the party on a tour of the Orient.

Balboa (Calif.) Fun Zone, managed by Al Alexander, drew over 8,000 high school, college and junior college youngsters during its Collegiate Week. E. B. Alexander will have the rides there.

Al Painter and Sid Grauman, with the Riller Bowl, are going along to good business.

Robert Noblett is seriously ill at his home here.  
John T. Backman and William Z. Smith are doing a good business at their Glass House on Olvera street.  
Harry Horwitz is associated with the Yellow Cab Taxi Co.  
Harry Wallace has joined the Gordon Shows.  
Vally Ament is busy with night clubs. Val Vino has joined the Phillips-Rabin novelty sales crew.

**Coming Events**

These dates are for a five-week period.

**CALIFORNIA**

Auburn—Gold Rush Revival. June 3-5. R. G. Bonestell.  
Beaumont—Cherry Festival. June 9-12. Bernice Conine.  
Fontana—Anniversary Celebration. June 10-12. Donna A. Cadwell.  
Madrone—Rodeo. June 5.  
Martinez—Early Days Fiesta. June 3-5. Chamber of Commerce.  
Santa Ana—Air Show. June 19. William Croddy.  
Truckee—Home-Coming Week. June 23-28. Chamber of Commerce.

**COLORADO**

Canon City—Pioneer Day. June 3. H. S. Kaltenbach.

**CONNECTICUT**

New Haven—Tercentenary Festival. June 1-11. Jerome Cargill.

**IDAHO**

Coeur d'Alene—Swedish Festival. June 25-26.

**ILLINOIS**

Chicago—Military Show & Pageant. June 18-19. Maj. Gen. Roy R. Keehn.  
Genoa—Community Day. June 16-17. W. A. Skinner.  
Harvey—Veterans of Foreign Wars Carnival. May 23-28. T. C. Brown.  
Rockford—Shrine Festival. June 13-19. D. J. Jarrett.  
Rock Island—Celebration. June 20-25. Mort Chambers.  
Shabbona—Cheese Days. June 17-18. P. Pedersen.

**INDIANA**

Ft. Wayne—Pageant. June 10-12.  
Hammond—Auto Races. June 5.  
Huntingburg—Legion Celebration. June 6-11. Jack J. Zeller.  
Indianapolis—Auto Races. May 30.  
Jasper—Legion Celebration. June 20-26. George J. K. Kinlin.  
Petersburg—Celebration. June 6-11. Paul F. Stutzman.  
Terre Haute—Elks' Celebration. June 20-25. C. L. Shideler.  
Winchester—Auto Races. May 29.

**IOWA**

Charles City—Jubilee. June 24-25.  
Ft. Dodge—Music Festival. June 5-8. Karl L. King.  
Ft. Madison—Centennial Celebration. May 25-28.

Mason City—Centennial Celebration. June 19-21. Chamber of Commerce.  
Nevada—Vet. of Foreign Wars Picnic. June 5.  
Traer—June Jubilee. June 16-18. A. J. Norton.

West Liberty—Centennial Celebration. June 26-30. Robert Brooke.

**KANSAS**

Kinsley—Old Settlers' Picnic. June 2-4. Clarence Craft.

**KENTUCKY**

Louisville—Merchants' Expo. & Circus. June 6-19. Tom Terrill, Plaza Hotel.  
Pineville—Mountain Laurel Festival. May 27-28. Mrs. Frank Pope.

**MAINE**

Rockland—Old Home Week. June 28-July 5. L. R. Flint.

**MASSACHUSETTS**

Charlestown—Celebration. June 17. Billy Rily, 115 Washington st., Boston.  
Danvers—Celebration. June 30-July 4. H. J. Walker.

**MICHIGAN**

Framington—Celebration. June 30-July 4. Earl F. Crawford.  
Norwood—Elks' Celebration. June 15-18. William J. Dalton.

**MINNESOTA**

Alexandria—Runestone Remembrance Days. Chamber of Commerce. June 22-25. R. S. Thornton.  
Ellsworth—Nobles County Farmers' Picnic. June 9. J. V. Johnson.  
Raymond—Golden Jubilee. June 14-15. H. C. Feig.

**MISSISSIPPI**

Ruthon—Golden Jubilee Celebration. June 8. I. A. Folstad.

**MISSOURI**

Como—Panola-Tate Co. Fair & Horse Show. May 24-26. S. R. Morrison.  
Dexter—Legion Celebration. June 27-July 4. Max Clodfelter.  
Jerico Springs—Anniversary Celebration. June 9-11. J. P. Schock.  
Poplar Bluff—Ozark Jubilee. May 27-28. J. R. Reynolds.

**MONTANA**

Whitefish—VFW Celebration. June 28-July 5. R. D. Shoat, adj.

**NEBRASKA**

Bee—Firemen's Picnic. June 18-19. Rudolph Strunc.  
Ponca—Days of '56. June 24-25. H. M. Rakon.

**NEW JERSEY**

Trenton—Auto Races. May 29. Harry E. LaBreaque.

**NEW MEXICO**

Clovis—Pioneer Days. June 2-3. K. C. Lea.

**NEW YORK**

Elmira Heights—Old Home Week. June 19-23. L. D. Roberts.  
Franklinville—Celebration. June 20-25. Raymond R. Roberts.

Mt. Morris—American Legion Celebration. June 6-11. A. Cassetta.  
New York—Confectionery Industries Expo. June 6-10. Clapp & Poliak, Inc.

**NORTH CAROLINA**

Asheville—Rhododendron Festival. June 12-18. Fred L. Weede.  
Wallace—Strawberry Festival. May 23-28. Howe B. Dunn, Box 326.

**NORTH DAKOTA**

Aneta—Spring Festival. June 9-10. Commercial Club.  
Ashley—Golden Jubilee. June 13-15. Ed Rau.  
Hope—Community Celebration. June 24. Dr. A. L. Pushor.

**OHIO**

Ashland—Firemen's Street Celebration. May 30-June 4.  
Celina—Grand Lake Festival. May 28-29. C. W. Becker, Coldwater, O.  
Cincinnati—Cuvier Press Club Outing. June 23. L. A. Ripley, 22 Garfield Place.  
Coldwater—Centennial & Legion Fair. June 15-18. C. H. Hoying.  
Dayton—Auto Races. June 5.  
Harrison—Firemen's Festival. June 20-25. George S. Loos.

North Baltimore—Legion Street Fair. June 20-25.  
Van Wert—Peony Festival. June 8-9. E. C. Humphreys.

Warren—Western Reserve Historical Celebration. June 27-July 4. George F. Konold Jr.

**OKLAHOMA**

Ada—Celebration. June 13-18. B. G. Howard.  
Ardmore—Rodeo. June 4-5. Florence Randolph.  
Duke—Celebration. June 23-25. Grady F. Westbrook.

Purcell—Anniversary Celebration & Pioneer Reunion. June 10-11. Paul John.  
Tulsa—St. Francis Carnival. June 17-18. A. T. Grundburg.

**OREGON**

Lebanon—Strawberry Festival. June 3-4. David W. Strimater.  
Newberg—Berry Festival. June 18.  
Portland—Rose Festival. June 8-11. M. Woodruff, 1405 Public Service Bldg.

**PENNSYLVANIA**

Altoona—Auto Races. June 11.  
Amber—Legion Celebration. June 17-25. Willard Lightkep.  
Avon—Celebration. June 6-11. E. J. Kline.  
Cherry Tree—Firemen Celebration. May 30-June 4. Alfred L. Cook.

(See COMING EVENTS on page 71)

**4th of July Celebrations**

**ARKANSAS**

Vandervoort—July 4-5. H. E. Sandefur.

**ILLINOIS**

Casey—July 2-4. Jim J. Brown.  
East Moline—July 3-4. Don Sweet, American Legion.  
Fairbury—July 3-4. George H. Decker, Fair Assn.

Farmer City—July 3-4. E. S. Wightman.  
Frankfort—Herbert Lambrecht.  
Iroquois—July 3-4. C. E. Hatch.  
Kampsville—July 2-4. Arthur F. Kamp, American Legion.

Knoxville—July 2-4. Amer. Legion, H. L. Johnson, Galesburg, Ill.  
Milan—Fire and Police Depts.  
Morrison—W. Ross Bealer, American Legion.  
Prophetstown—C. A. Conrad.  
Rock Island—American Legion.  
Scales Mound—Firemen.  
Streator—Wm. J. Lewis.

**INDIANA**

Brazil—Rotary Club.  
Corydon—Dr. L. B. Wolfe.  
Knox—July 2-4, at Bass Lake Park. Harry Rannells.  
Sunman—E. W. Howrey, American Legion.

**IOWA**

Algona—July 3-4. E. L. Vincent, Fair Assn.  
Centerville—American Legion.  
Humboldt—American Legion.  
Manchester—E. W. Williams, Fair Assn.  
Mason City—Veterans of Foreign Wars.  
Rockford—F. M. Weber.  
Rock Rapids—American Legion.

**KANSAS**

Wamego—American Legion.  
Eminence—Carl Wade.

**KENTUCKY**

Duxbury—Duxbury Days. July 3-5. Walter G. Prince, American Legion.

**MICHIGAN**

Adrian—A. D. Billings, Chamber of Commerce.  
Charlevoix—L. Allard, American Legion.  
Sand Lake—Roy Bassett.

**MINNESOTA**

Detroit Lakes—July 2-4. Dan Nelson.  
Floodwood—July 2-4. Civic Club.  
Hutchinson—July 3-4. Fair Assn.  
Janesville—July 2-4. American Legion.  
Jasper—American Legion.  
Montevideo—July 3-4. Address Box 126.  
Pipestone—Civic Club.  
St. Peter—July 2-4. H. E. Miller.  
Thief River Falls—July 2-4. Veterans of Foreign Wars.

(See 4TH OF JULY on page 71)

1938 FAIR DATES

ALABAMA
Alexander City—East Ala. Fair Assn. Oct. 18-22. Lewis B. Dean.
Arab—Arab District Fair. Oct. 10-15. Leon H. Hinds.

ARIZONA
Douglas—Cochise Co. Fair Assn. Oct. 6-8. James H. Barrett.

ARKANSAS
Batesville—Independence Co. Fair Assn. Second week in Oct. Robkella Case.

CALIFORNIA
Anderson—27th District Shasta Co. Fair. Sept. 22-24. Ina P. Torney.

FLORIDA
Pensacola—Pensacola Interstate Fair Assn. Oct. 3-7. John E. Frenkel.

GEORGIA
Adel—Cook Co. Fair. Sept. —. James T. Damper.

IDAHO
Blackfoot—Eastern Idaho Dist. Fair. Sept. 20-23. Eric Sundquist.

COLORADO
Akron—Washington Co. Fair. Aug. 17-19. R. E. Fisher.

ILLINOIS
Albion—Edwards Co. Fair Assn. Aug. 9-13. Lyman Bunting, Ellery, Ill.

CONNECTICUT
Bethlehem—Bethlehem Fair Soc. Sept. 3 (carnival nights Aug. 31-Sept. 2).

DELAWARE
Harrington—Kent & Sussex Fair Assn. July 26-30. Ernest Raughley.

FLORIDA
Pensacola—Pensacola Interstate Fair Assn. Oct. 3-7. John E. Frenkel.

GEORGIA
Adel—Cook Co. Fair. Sept. —. James T. Damper.

IDAHO
Blackfoot—Eastern Idaho Dist. Fair. Sept. 20-23. Eric Sundquist.

COLORADO
Akron—Washington Co. Fair. Aug. 17-19. R. E. Fisher.

ILLINOIS
Albion—Edwards Co. Fair Assn. Aug. 9-13. Lyman Bunting, Ellery, Ill.

INDIANA
Warren—Warren Fair. Aug. 24-27. J. W. Richardson.

INDIANA
Akron—Akron Agrl. Fair. Sept. 14-17. E. A. Whallon.

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INDIANA
Akron—Akron Agrl. Fair. Sept. 14-17. E. A. Whallon.

- Cedar Rapids—All Iowa Fair. Sept. 4-9. C. D. Moore.
- Central City—Wapsie Valley Fair Assn. Aug. 4-7. F. O. Satter.
- Clarinda—Page Co. Agrl. Fair. Aug. 11-12. C. B. Strong.
- Colfax—Jasper Co. Fair. Aug. 22-24. E. J. Morrissey, pres., Valeria Ia.
- Columbus Junction—Lousia Co. Fair. Aug. 16-19. E. H. Wiegner.
- Coon Rapids—Four-County Fair. Sept. 26-29. A. A. McLaughlin.
- Corning—Adams Co. Fair Assn. Aug. 22-26. A. L. Gauthier.
- Corydon—Wayne Co. Fair. Aug. 22-24. H. R. Bare.
- Cresco—Howard Co. Fair. Aug. 29-Sept. 1. J. G. Meyer.
- Davenport—Miss. Valley Fair & Expo. Aug. 14-20. H. W. Power.
- Decorah—Winneshek Co. Fair. Aug. 17-20. J. R. Pearson.
- Derby—Derby District Agrl. Assn. Sept. 6-9. O. W. Norris.
- Des Moines—Iowa Centennial State Fair & Expo. Aug. 24-Sept. 2. A. R. Corey.
- Donnellson—Lee Co. Fair Assn. Aug. 24-27. W. A. Krellbill.
- Eagle Grove—Eagle Grove Dist. Jr. Fair. Aug. 23-25. John Donhowe.
- Eldon—Wapello Co. Agrl. Fair. Assn. Aug. 22-25. L. W. Hall.
- Eldora—Hardin Co. Agrl. Soc. Aug. 9-13. C. W. Haase.
- Elkader—Elkader Fair Co. Sept. 2-5. Les Oelke.
- Emmetsburg—Palo Alto Co. Fair. Aug. 17-19. H. E. Barringer.
- Fonda—Pocahontas Co. Fair Assn. Sept. 3-6. L. M. Ruck.
- Fort Dodge—National Beef Cattle Show. Sept. 6-9. S. P. Stump.
- Garner—Hancock Co. Achievement Show. Aug. 22-23. T. C. Peterson.
- Greenfield—Adair Co. Fair. Sept. 12-15. T. Howe.
- Grundy Center—Grundy Co. Fair Assn. Sept. 6-9. C. S. Macy.
- Guthrie Center—Guthrie Co. Agrl. Assn. Sept. 19-23. M. L. Branson.
- Hampton—Franklin Co. Fair Assn. Aug. 22-25. Glenn D. Craighton.
- Harlan—Shelby Co. Fair Assn. Aug. 22-25. H. L. Minkler.
- Humboldt—Humboldt Co. Fair. Aug. 29-Sept. 1. Otis Nelson, pres.
- Independence—Buchanan Co. Fair. Aug. 16-19. W. J. Campbell, Jesup, Ia.
- Indianola—Warren Co. Fair. Aug. 16-20. Victor Felter.
- Iowa Falls—Central Iowa Agrl. Assn. Sept. 21-22. Chas. H. Benedict.
- Keosauqua—Van Buren Co. Fair. Aug. 9-12. Arthur J. Secor.
- Knoxville—Marion Co. Fair Assn. Aug. 20-22. A. C. Bryan.
- Lorimer—Lorimer Agrl. Fair. Aug. 22-25. W. L. Means.
- Manchester—Delaware Co. Fair. Aug. 30-Sept. 2. E. W. Williams.
- Manson—Calhoun Co. Fair. Sept. 1-4. W. L. Wheeler.
- Marshalltown—Central Iowa Fair. Sept. 11-16. E. B. Clinton.
- Mason City—North Iowa Fair. Aug. 14-19. R. D. Molesworth.
- Monticello—Jones Co. Fair Assn. Aug. 23-26. T. J. George.
- Missouri Valley—Harrison Co. Fair. Assn. Sept. 6-9. Frank C. Burke.
- Moville—Woodbury Co. Fair Assn. Aug. 30-Sept. 2. Veyra Oertel.
- Nashua—Big 4 Fair Assn. Aug. 22-26. Norton Bloom.
- National—Clayton Co. Agrl. Soc. Aug. 26-28. F. L. Lau, Garnavillo, Ia.
- Northwood—Worth Co. Fair Soc. Aug. 15-17. R. T. Nelson.
- Onawa—Monona Co. Fair. Aug. 16-19. Sanford Wallace.
- Orange City—Sioux Co. Agrl. Soc. Aug. 23-26. Gerret Van Stryland.
- Osage—Mitchell Co. Agrl. Soc. Aug. 23-26. C. E. Juhl.
- Oskaloosa—Southern Iowa Fair Assn. Sept. 9-9. Clyde Hanna, New Sharon, Ia.
- Postville—Big Four Agrl. Soc. Sept. 16-19. L. D. Walter.
- Rock Rapids—Lyon Co. Fair. Aug. 17-19. W. H. Sistrerman.
- Rockwell City—Rockwell City Fair. Aug. 11-13. E. B. Trichel.
- Sac City—Sac Co. Fair Assn. Aug. 23-25. Chas. A. Hacke.
- Sheldon—O'Brien Co. 4-H Club Show. Aug. 18-19. M. G. Birlingmair, Primghar, Ia.
- Sibley—Osceola Co. Fair. Sept. 6-9. Paul R. Nelson.
- Spencer—Clay Co. Fair Assn. Sept. 12-17. J. H. Peterson.
- Tipton—Cedar Co. Fair Assn. Aug. 9-12. C. S. Miller.
- Vinton—Benton Co. Fair. Aug. 17-19. James Green.
- Waterloo—Dairy Cattle Congress. Sept. 26-Oct. 2. E. S. Estel.
- Waukon—Albany Co. Fair Assn. Sept. 6-9. A. M. Monserud, Harpers Ferry, Ia.
- Waverly—Bremer Co. Fair Assn. Aug. 20-22. W. F. Hayes.
- Webster City—Hamilton Co. Expo. Sept. 5-9. L. L. Lyle.
- West Liberty—Union District Agrl. Soc. Aug. 22-25. Ray Wuestenberg.
- West Union—Fayette Co. Fair. Aug. 22-26. Ed Bauder.
- What Cheer—Keokuk Co. Fair. Aug. 22-25. E. P. Lally.

## KANSAS

- Ahilene—Central Kan. Free Fair. Sept. 27-30. Ivan Roberson.
- Allen—Northern Lyon Co. Fair Assn. Sept. 19-21. E. E. Edwards.
- Anthony—Anthony Fair Assn. July 18-22. O. F. Morrison.
- Auburn—Auburn Grange Fair. Oct. 7-8. Mrs. Ina Cellers.
- Barnes—Washington Co. Banner Fair. Sept. 7-9. D. Linn Livers.
- Bellevue—North Central Kan. Free Fair. Aug. 29-Sept. 2. Homer Alkire.
- Beloit—Mitchell Co. Fair Assn. Sept. 6-10. J. E. Morris Jr.
- Berryton—Berryton Grange Fair. Sept. 1-3. Floyd W. Rogers, R. 1, Topeka.
- Big Spring—Douglas Co. Agrl. & Livestock Fair Assn. Aug. 31-Sept. 2. Pete Bahnmaier, Leocompton, Kan.
- Blue Rapids—Marshall Co. Stock Show & Fair Assn. Sept. 27-30. H. C. Lathrop.
- Buhler—Buhler Community Fair. Oct. 27-29. J. A. Johnson.
- Burden—Eastern Cowley Co. Fair Assn. Aug. 31-Sept. 2. Dr. E. E. Brooks.

- Burlington—Coffey Co. Free Fair. Aug. 8-12. John Redmond.
- Caldwell—Sumner Co. Fair Assn. Sept. 14-16. George W. Murray.
- Chanute—Neosho Co. Fair. Sept. 5-11. T. F. Morrison.
- Cimarron—Gray Co. Fair Assn. Aug. 25-26. Charles S. Sturtevant.
- Clay Center—Clay Co. Free Fair Assn. Sept. 5-10. Floyd Shoaf.
- Coffeyville—Montgomery Co. Fair Assn. Sept. 5-9. Albert R. Reiter.
- Colby—Thomas Co. Fair Assn. Aug. 16-19. J. B. Kuska.
- Columbus—Cherokee Co. American Legion Free Fair. Aug. 22-27. Cooper Osterhout.
- Cottonwood Falls—Chase Co. Fair Assn. Sept. 28-Oct. 1. Carl A. Ballweg.
- Council Grove—Morris Co. 4-H Club Fair. Aug. 24-25. D. Z. McCormick.
- Delphos—Ottawa Co. Fair (Rodeo). Aug. 11-13. F. W. Powell.
- Dighton—Lane Co. Free Fair. Aug. 17-19. R. C. Wheatcroft, mgr.
- Dodge City—Great Southwest Free Fair Assn. Sept. 5-10. Frank Dunkley.
- Effingham—Effingham Atchison Co. Fair. Aug. 16-19. Clarence Hegarty.
- Eureka—Greenwood Co. Agrl. Assn. Aug. 2-5. Harrison Brookover.
- Garden City—Finney Co. Fair. Oct. 6-7. Ber Grimley.
- Garnett—Anderson Co. 4-H Fair Assn. Sept. 1-3. Fred L. Coleman.
- Girard—Crawford Co. Fair Assn. Week of Aug. 22. Walter Jones.
- Glasco—Cloud Co. Fair. Aug. 31-Sept. 3. R. M. Sawhill.
- Goodland—Northwest Kansas District Free Fair. Aug. 23-26. H. R. Shimeall.
- Greensburg—Kiowa Co. Free Fair Assn. Aug. 31-Sept. 3. C. A. Cochran.
- Hardtner—Barber Co. Fair Assn. Aug. 30-Sept. 2. J. M. Mole.
- Harper—Harper Co. Agrl. Fair Assn. Oct. 18-21. R. E. Dresser.
- Hartford—Hartford Fair Assn. Sept. 22-24. W. K. Thomas.
- Havensville—Community Fair Assn. Sept. 22-23. F. C. Tuley.
- Hill City—Graham Co. Free Fair. Aug. 24-26. Earl P. Stout, Studley, Kan.
- Hillsboro—Marion Co. Fair Assn. Oct. 4-7. C. P. Ashcraft.
- Horton—Tri-County Fair Assn. Sept. 7-9. H. W. Wilson.
- Hutchinson—Kansas State Fair. Sept. 17-23. S. M. Mitchell.
- Independence—Montgomery Co. Farm Bureau Fair. Aug. 31-Sept. 3. Mrs. Guy Kidd.
- Inman—Inman Community Fair. Oct. 21-22. Fred H. Schultis.
- Iola—Allen Co. Fair Assn. Aug. 29-Sept. 2. Roy W. Reed.
- Junction City—Geary Co. 4-H Club Show. Aug. 30-Sept. 1. Paul B. Gwin.
- Kincaid—Kincaid Farmers' Fair Assn. Sept. 29-Oct. 1. W. R. Brown.
- Kingman—Kingman Co. Fair Assn. Oct. 12-15. Arthur Goenner, Zenda Kan.
- LaCygne—Linn Co. Fair & Stock Show. Aug. 31-Sept. 2. Joe W. Payne.
- Lane—Lane Agrl. Fair. Sept. 1-2. W. O. Henderson.
- Lindsborg—Lindsborg Dist. Fair Assn. Oct. 12-13. S. E. Dahlsten.
- McDonald—McDonald-Rawlins Co. Fair Assn. Sept. 6-9. Dr. M. N. Miller.
- Meade—Meade Co. Fair Assn. Aug. 23-26. Agnes W. Todd.
- Miltonvale—Miltonvale Fair Assn. Sept. 23-24. George H. Palmer.
- Minneapolis—Ottawa Co. Horse Show & Fair Assn. Aug. 24-26. F. L. Zuker.
- North Topeka—Indian Creek Grange Fair. Sept. 29-30. Catherine DeBacker.
- Norton—Norton Co. Fair. Sept. 6-9. Jean W. Klissell.
- Norwich—Norwich Fall Fair & Festival. Oct. 3-5. D. F. Willis.
- Onaga—Pottawatomie Co. Fair Assn. Aug. 31-Sept. 2. R. C. Leinbach.
- Oswego—Labette Co. Free Fair. Aug. 29-Sept. 2. Joe A. Carpenter.
- Ottawa—Franklin Co. Agrl. Assn. Aug. 29-Sept. 2. E. Lister.
- Overbrook—Overbrook Free Fair Assn. Aug. 25-27. Gerald Coffman.
- Overland Park—Johnson Co. Fair. Aug. 29-Sept. 3. W. D. Fleming.
- Parsons—Tri-State Fair Assn. Aug. 16-19. J. R. Rockhold.
- Richmond—Richmond Free Fair Assn. Aug. 25-26. John H. Roekers.
- Rush Center—Rush Co. Agrl. & Fair Assn. Aug. 30-Sept. 2. L. E. Dixon.
- Salina—Saline Free Fair. Aug. 29-Sept. 3. H. N. Eller.
- Sedan—Chautauqua Co. Free Fair. Oct. 6-8. Carl Ackerman.
- Silver Lake—Silver Lake Co. Fair. Aug. 31-Sept. 2. M. F. Colter.
- Smith Center—Smith Co. Fair Assn. 23-26. J. D. Flaxbeard.
- Stafford—Stafford Co. Fair Assn. Aug. 30-Sept. 2. E. B. Weir.
- Stockton—Rooks Co. Fair. Aug. 30-Sept. 2. Carl Bray.
- Sylvan Grove Agrl. Fair Assn. Sept. 27-30. Ira C. McKay.
- Thayer—Thayer Home-Coming Picnic & Fair. Sept. 7-9. H. M. Minnich.
- Tonganoxie—Leavenworth Co. Fair Assn. Sept. 21-23. W. A. Niebarger.
- Topeka—Kansas Free Fair. Sept. 11-17. Maurice W. Jencks.
- Uniontown—Bourbon Co. Fair Assn. Aug. 9-12. W. A. Stroud.
- Valley Falls—Jefferson Co. Fair Assn. Aug. 31-Sept. 2. Bert W. Booth.
- Wakeeney—Trego Co. Free Fair. Aug. 23-26. Lew H. Galloway.
- Washington—Washington Co. Fair Assn. Sept. 15-17. Frank S. Trumbo.
- Watson—Shawnee Grange Fair. Sept. 9-10. Roy E. Lewis, pres., Berryton, Kan.
- Welborn—Wyandotte Co. Fair Assn. Aug. 25-27. Kimball L. Backus, Court House, Kansas City, Kan.
- Wellsville—Wellsville Picnic-Fair. Sept. 8-9. Carl C. Warnock.
- West Mineral—Mineral District Free Fair. Sept. 7-10. R. O. Mizner.
- Wetmore—Wetmore Free Dist. Fair Assn. Aug. 25-27. W. A. Eusenbark.
- Winfield—Cowley Co. Fair Assn. Oct. 11-14. G. B. Woodell.

## KENTUCKY

- Alexandria—Alexandria Fair. Sept. 3-5. J. W. Shaw, 335 York st., Newport, Ky.

- Bowling Green—Warren Co. Fair Assn. Aug. 31-Sept. 3. W. H. Richeson.
- Brodhead—Brodhead Fair. Aug. 10-13. W. O. Yadon.
- Carlisle—Nicholas Co. Agrl. Fair. Oct. —. S. C. Vaughn.
- Columbia—Columbia Fair Assn. Aug. 10-13. C. M. Kelsay.
- Ewing—Fleming Co. Agrl. Fair. Aug. 18-20. Pearce West.
- Falmouth—Falmouth Fair. Aug. 17-20. Mrs. Dempsey R. Barnes.
- Fulton—Fulton Co. Fair. Aug. 24-27. Jno. R. Wade, Trenton, Tenn.
- Germantown—Germantown Fair Assn. Aug. 24-27. C. D. Asbury, Augusta, Ky.
- Grayson—Carter Co. Fair Assn. July 20-23. J. Lowell Lusby.
- Harrodsburg—Mercer Co. Fair. July 25-29. T. C. Coleman.
- Hartford—Ohio Co. Fair Assn. Sept. 8-10. S. A. Williams.
- Irvington—Breckenridge Co. Fair. Sept. 8-10. Hodgenville—Larue Co. Fair Assn. Aug. 31-Sept. 2. A. V. Kennady.
- Lawrenceburg—Lawrenceburg Fair, American Legion. Aug. 17-20. Frank E. Martin.
- Lawrenceburg—Lawrenceburg Colored Fair. Aug. 24-26. W. M. Coleman.
- Lexington—Lexington Colored Fair Assn. Aug. 15-20. Jno. B. Caulder.
- Louisville—Kentucky State Fair. Sept. 12-17. H. S. Cleveland.
- Mt. Sterling—Montgomery Co. Fair. July 25-30. F. M. Allen.
- Paducah—Carson Park Fair Assn. Sept. 20-24. H. N. Sullivan.
- Russell Springs—Russell Co. Fair Assn. Aug. 3-6. R. W. Owens.
- Russellville—Logan Co. Fair. Sept. 8-10. A. D. Mansfield.
- Shelbyville—Shelby Co. Fair. Aug. 10-13. T. R. Webber.
- Smiths Grove—Smiths Grove Fair Assn. Sept. 8-9. U. R. Rasdall.
- Somersett—Pulaski Co. Fair Assn. Aug. 30-Sept. 2. Beecher Smith, Jr.
- Springfield—Washington Co. Fair Assn. Aug. 25-27. Joseph Polin.
- Stamping Ground—Stamping Ground Community Fair. Sept. 22-23. Virgil Lucas.

## LOUISIANA

- Alexandria—Rapides Parish Fair. Oct. 6-8. B. W. Baker.
- Coushatta—Red River Parish Fair Assn. Oct. 5-8. W. H. Tyler.
- Covington—St. Tammany Parish Fair. Oct. 7-10. Ralph N. Menetre.
- Deridder—Beauregard Parish Fair Assn. Oct. 12-15. C. J. Ledoux.
- Donaldsonville—South La. State Fair. Oct. 9-16. Harrison Young.
- Franklinton—Washington Parish Fair Assn. Oct. 12-15. L. R. Mills, Bogalusa, La.
- Jennings—Jeff Davis Parish Fair. Oct. 27-30. E. C. Fremaux.
- Jonesboro—Jackson Parish Fair Assn. Last week in Sept. W. T. Holloway.
- Leesville—Vernon Parish Fair. Sept. 28-Oct. 1. J. M. Oakes.
- Logansport—Interstate Free Fair Sept. 28-Oct. 1. Clyde J. Malone.
- Many—Sabine Parish Fair. Oct. 4-8. Byron P. Belisle.
- Marksville—Avoyelles Parish Fair Assn. Oct. 14-16. Earl Edwards.
- New Roads—Pointe Coupee Parish Fair Assn. Sept. 30-Oct. 2. J. Wade LeBeau.
- Olla—North Central La. Fair Assn. Oct. 4-8. H. Vinyard.
- Port Allen—West Baton Rouge Parish Fair Assn. Sept. 23-25. A. E. Camus.
- Shreveport—State Fair of La. Oct. 22-31. W. R. Hirsch.
- Sulphur—Calcasieu-Cameron Fair. Oct. 24-29. Dr. A. H. Lafargue, mgr.
- Tallulah—Louisiana Delta Fair Assn. Oct. 4-7. P. O. Benjamin.
- West Monroe—Ouachita Valley Fair Assn. Oct. 4-9. John H. Birdsong.

## MAINE

- Andover—Oxford North Agrl. Soc. Aug. 31-Sept. 1. Roger L. Thurston.
- Athens—Wesserunnett Valley Fair Assn. Sept. 13-14. W. A. Dore.
- Bangor—Eastern Maine State Fair. Aug. 22-27. Jos. Steward.
- Blue Hill—Blue Hill Fair. Sept. 5-7. Ed. G. Williams.
- Cherryfield—Cherryfield Fair Assn. Sept. 20-22. C. H. Small, Addison, Me.
- Cornish—Cornish Agrl. Assn. Aug. 2-6. Leon M. Ayer.
- Damariscotta—Lincoln Co. Fair. Aug. 23-25 (tentative). John N. Glidden.
- Dover-Foxcroft—Piscataquis Valley Fair. Aug. 26-27. Frank A. Pierce.
- Exeter—Penobscot & Piscataquis Fair Assn. Aug. 30-Sept. 2. A. W. Hill, 64 Third st., Bangor.
- Fryeburg—Fryeburg Fair. Oct. 4-6. Myron Kimball.
- Gorham—Western Me. Fair Assn. Aug. 8-13. F. E. Moulton, West Scarborough, Me.
- Leeds—Leeds Agrl. Assn. Oct. 4. Alice L. Russell.
- Lewiston—All Maine Fair Assn. Sept. 5-10. J. J. Jacobous, 100 Washington st., Auburn, Me.
- Machias—Washington Co. Agrl. Soc. Sept. 13-15. J. L. Andrews, Jonesboro, Me.
- Monmouth—Cochneewagan Agrl. Assn. Sept. 28. W. E. Reynolds.
- Presque Isle—Northern Maine Fair. Aug. 29-Sept. 1. Clayton H. Steele.
- Skowhegan—Skowhegan Fair. Aug. 15-20. Harold O. Pelley.
- South Paris—Oxford Co. Agrl. Soc. Sept. 13-17. Stanley M. Wheeler.
- Springfield—North Penobscot Agrl. Soc. Probably Sept. 5-7. L. A. Averill, Prentiss, Me.
- Topsham—Topsham Fair. Oct. 11-13. E. C. Patten.
- Union—North Knox Fair. Sept. 27-29. H. L. Grinnell.
- Unity—Unity Park Assn. Sept. 13-14. E. S. Parwell.
- Windsor—South Kennebec Agrl. Soc. Sept. 3-5. Earle R. Hayes.

## MARYLAND

- Cumberland—Cumberland Fair. Aug. 15-20. Harry A. Manley.
- Frederick—Great Frederick Fair. Oct. 11-14. Guy K. Motter.
- Hagerstown—Washington Co. Agrl. Assn. Oct. 18-22. Chas. W. Wolf.
- Taneytown—Carroll Co. Fair. Aug. 9-12. George E. Dodder.
- Timonium—Md. State Fair & Agrl. Soc. of Baltimore Co. Sept. 5-15. M. L. Daiger.
- Pimlico Race Course, Baltimore.
- White Hall—White Hall Fair. Sept. 21-24. H. Ross Almony.

## MASSACHUSETTS

- Acton—Acton Agrl. Assn. Sept. 15-17. Albert P. Durkee, RFD, West Concord, Mass.
- Blandford—Union Agrl. Soc. Sept. 5-6. C. R. Ripley.
- Bridgewater—Plymouth Co. Agrl. Soc. Sept. 3 and 5. Mrs. L. B. Nichols.
- Brookton—Brookton Fair. Sept. 11-17. Frank H. Kingman.
- Cummington—Hillsdale Agrl. Soc. Sept. 27-28. Leon A. Stevens.
- Great Barrington—Barrington Fair Assn. Aug. 1-5. Paul W. Foster.
- Greenfield—Franklin Co. Agrl. Soc. Sept. 12-14. Whitman B. Wells.
- Heath—Heath Agrl. Soc. Aug. 31. Homer S. Tanner.
- Littleville—Huntington Community Fair Assn. Sept. 16-17. Elmer O. Olds, Huntington, Mass.
- Marshfield—Marshfield Agrl. Soc. Aug. 22-27. Horace C. Keene.
- Middlefield—Highland Agrl. Soc. Sept. 2-3. Willard A. Pease, Chester, Mass.
- Nantucket—Nantucket Agrl. Soc. Aug. 24-25. Herbert P. Smith.
- Northampton—Hampshire, Franklin and Hampden Agrl. Soc. Sept. 29-Oct. 2. John L. Banner.
- Segreganset—Bristol Co. Young Farmers' Show. Oct. 5-7. Florence M. Corder.
- Springfield—Eastern States Expo. Sept. 18-24. Charles A. Nash, gen. mgr.
- Sturbridge—Sturbridge Agrl. Assn. Sept. 2-5. Samuel T. Sheard.
- Topsfield—Essex Co. Fair. Sept. 7-11. Robert P. Trask, gen. mgr.

## MICHIGAN

- Adrian—Lenawee Co. Fair. Sept. 19-24. F. A. Bradish.
- Allegan—Allegan Co. Agrl. Soc. Sept. 20-24. E. W. DeLano.
- Allenville—Mackinac Co. Fair Assn. Sept. 3-5. Robert Saxon, Moran, Mich.
- Alpena—Alpena Co. Agrl. Soc. Sept. 5-9. R. J. Bushey.
- Ann Arbor—Washtenaw Co. Fair Soc. Aug. 30-Sept. 2. R. H. Alber.
- Armada—Armada Agrl. Soc. Aug. 25-28. Harvey G. Crull.
- Bad Axe—Bad Axe Fair. Aug. 16-19. R. P. Buckley.
- Baraga—Baraga Co. Fair Assn. Aug. 18-20. Mrs. M. L. Stark.
- Big Rapids—American Legion Agrl. Fair Assn. Aug. 30-Sept. 3. Oscar W. Franck.
- Burt Lake—Burt Lake Agrl. Assn. Oct. 22-23. Chas. W. Waldron.
- Cadillac—Northern District Fair. Sept. 12-16. P. B. Bleshefmer.
- Caro—Tuscola Co. Fair Assn. Aug. 22-26. Carl F. Mantey.
- Cassopolis—Cass Co. Agrl. Show. Aug. 16-20. G. S. McIntyre.
- Centreville—St. Joseph Co. Grange Fair Assn. Sept. 19-24. L. R. Schrader, gen. mgr.
- Charlotte—Eaton Co. 4-H Agrl. Soc. Aug. 30-Sept. 2. Hans Kardel.
- Chelsea—Chelsea Community Fair. Oct. 14-15. Roy Wallis.
- Coldwater—Branch Co. Agrl. Soc. Aug. 25-27. Robert Shearer.
- Corunna—Shiawassee Co. Agrl. Soc. Aug. 17-20. Mrs. Edna Cooley.
- Crosswell—Crosswell Agrl. Soc. Aug. 30-Sept. 2. Kyle C. Lomason.
- Decatur—Decatur Agrl. Assn. Sept. 29-Oct. 1. G. E. Gale.
- Detroit—Michigan State Fair. Aug. 27-Sept. 11. Frank N. Isbey, gen. mgr.
- East Jordan—Charlevoix Co. Agrl. Soc. Sept. 6-9. Chas. P. Murphy.
- Escanaba—Upper Peninsula State Fair. Aug. 5-14. R. C. Pryal.
- Fowlerville—Fowlerville Fair. Aug. 3-6. Thomas G. Woods.
- Fremont—Fremont Community Fair. Oct. 14-16. Clarence C. Mullett.
- Gladwin—Gladwin Co. Fair Assn. Sept. 20-23. Roy C. Austin.
- Harrison—Clare Co. Agrl. Soc. Aug. 30-Sept. 2. Ira P. Miller.
- Hart—Oceana Co. Agrl. Soc. Sept. 6-9. G. E. Wyckoff.
- Hartford—Van Buren Co. Agrl. Soc. Sept. 13-17. Paul F. Richter.
- Hartland—Hartland Area Agrl. Soc. Sept. 27-29. B. J. Ford.
- Hastings—Barry Co. Agrl. Soc. Week of Sept. 5. Winn Green.
- Hillsdale—Hillsdale Co. Agrl. Soc. Sept. 25-Oct. 1. H. B. Kelley.
- Hudsonville—Hudsonville Community Fair. Sept. 8-10. Henry Van Noord.
- Imlay City—Imlay City Fair. Aug. 8-12. Frank Rathburg.
- Ionia—Ionia Free Fair. Aug. 15-20. Fred A. Chapman.
- Iron River—Iron Co. Agrl. Soc. Aug. 17-20. Carl Lundquist.
- Ironwood—Gogebic Co. Fair. Aug. 23-26. Victor F. Lemmer.
- Ithaca—Gratiot Co. Agrl. Soc. Aug. 9-13. George B. Winget.
- Jackson—Jackson Co. Agrl. Soc. Aug. 30-Sept. 3. Ernest R. Hively.
- Ludington—Western Mich. Fair Assn. Aug. 23-27. Frank Jerome.
- Marne—Ottawa & Kent Agrl. Soc. Aug. 30-Sept. 2. Mrs. Harvey Walcott, R. R. 2, Coopersville.
- Marquette—Marquette Co. Agrl. Soc. Aug. 23-27. Milton C. Spencer.
- Marshall—Calhoun Co. Fair Assn. Aug. 23-27. B. D. Carpenter.
- Mason—Ingham Co. Fair. Aug. 24-27. George Graham.
- Milford—Oakland Co. Fair Assn. Aug. 10-13. W. S. Lovoy.
- Muskegon—Muskegon Co. Jr. Expo. Sept. 21-24. Carl H. Knopf, mgr.
- Newaygo—Garfield Community Fair. Sept. 29-30. Arnold Ackland.
- Norway—Dickinson Co., Menominee Agrl. Range Soc. Sept. 1-5. Amos Dishaw, Sagola, Mich.
- Onekama—Manistee Co. Agrl. Soc. Aug. 31-Sept. 3. George D. Walker, Bear Lake, Mich.
- Paw Paw—Paw Paw Cape Growers' Agrl. Soc. Sept. 9-11. Clarence Brown.
- Peck—Peck Agrl. Soc. Oct. 6-7. Hale Pierce.
- Petoskey—Emmet Co. Grange Fair. Aug. 23-27. Harold G. Sellers, Alanson, Mich.
- Pickford—Pickford District Fair. Aug. 30-Sept. 1. John H. Wise.
- Plainwell—American Legion Agrl. Fair Assn. Aug. 31-Sept. 3. Chas. H. Wade.
- Saginaw—Saginaw Fair-Mich. Farm Products Show. Sept. 11-17. Wm. F. Jahneke.
- Sault Ste. Marie—Chippewa Co. Agrl. Soc. Sept. 2, 3 and 5. C. G. Walker.

Stalwart—Stalwart Agrl. Soc. Sept. 8-9. R. G. Crawford.  
Traverse City—Northwestern Mich. Fair Assn. Aug. 30-Sept. 2. Arnell Engstrom.

MINNESOTA

Ada—Norman Co. Fair. June 27-29. A. C. Pederson.  
Albert Lea—Freeborn Co. Fair. Aug. 22-25. Andrew C. Hanson.  
Aitkin—Aitkin Co. Agrl. Soc. Aug. 22-24. C. S. Lind.  
Alexandria—Douglas Co. Fair. Aug. 24-27. R. S. Thornton.  
Anoka—Anoka Co. Agrl. Soc. Aug. 29-Sept. 1. E. J. Bell.  
Appleton—Swift Co. Fair Assn. Aug. 18-21. J. G. Anderson.  
Arlington—Sibley Co. Agrl. Assn. Aug. 12-14. O. S. Vesta.  
Austin—Mower Co. Agrl. Assn. Aug. 11-14. B. J. Huseby, Adams, Minn.  
Bagley—Clearwater Co. Agrl. Soc. Aug. 19-22. P. L. Renne.  
Barnesville—Clay Co. Fair & Agrl. Assn. June 23-25. P. O. Solum.  
Barnum—Carlton Co. Agrl. Assn. Aug. 25-28. A. H. Dath.  
Baudette—Lake of the Woods Co. Fair Assn. Aug. 11-13. John F. Clark.  
Bayport—Washington Co. Agrl. Soc. Aug. 19-21. Tom Lammers, Stillwater, Minn.  
Bemidji—Beltrami Co. Agrl. Assn. Aug. 25-28. F. M. Taylor.  
Bird Island—Renville Co. Agrl. Soc. Sept. 12-14. H. W. Mielke.  
Blue Earth—Faribault Co. Agrl. Assn. Aug. 31-Sept. 2. L. B. Erdahl, Frost, Minn.  
Breckenridge—Wilkin Co. Agrl. Soc. Aug. 29-31. E. H. Mead.  
Caledonia—Houston Co. Agrl. Soc. Sept. 1-3. Ed. Zimmerhahl.  
Cambridge—Isanti Co. Fair. Sept. 1-4. L. O. Carlson.  
Canby—Yellow Medicine Co. Fair Assn. Aug. 20-23. J. L. Thiesen.  
Cannon Falls—Cannon Valley Agrl. Assn. July 1-5. Carl O. Olson.  
Clinton—Big Stone Co. Agrl. Soc. Aug. 25-28. F. W. Watkins, R. 3, Graceville, Minn.  
Detroit Lakes—Becker Co. Fair Assn. Aug. 11-13. Dan Nelson.  
Elk River—Sherburne Co. Agrl. Soc. Aug. 18-20. J. L. Currell.  
Fairmont—Martin Co. Agrl. Soc. Sept. 15-17. H. C. Nolte.  
Faribault—Faribault Fair & Agrl. Assn. Aug. 13-16. Dr. Carl Hansen.  
Fergus Falls—Otter Tail Co. Agrl. Soc. Sept. 1-3. M. H. Anderson.  
Fertile—Polk Co. Agrl. Fair Assn. June 30-July 2. Jos. W. Reseland.  
Fosston—Northwestern Minn. Agrl. Assn. Aug. 25-28. H. Algaard.  
Garden City—Blue Earth Co. Agrl. Soc. Aug. 22-24. Wm. Jensen, Rapidan, Minn.  
Glenwood—Pope Co. Fair. Aug. 27-30. W. H. Engebretson.  
Grand Marais—Cook Co. Agrl. Soc. Sept. 14-16. William Clinch.  
Grand Rapids—Itasca Co. Agrl. Assn. Aug. 19-21. Allen J. Doran.  
Hallock—Kittson Co. Agrl. Soc. July 4-6. Duffie Larson.  
Herman—Grant Co. Agrl. Assn. Aug. 26-29. E. R. Haney.  
Hibbing—St. Louis Co. Agrl. Fair Assn. Aug. 26-28. George C. Pauley.  
Hopkins—Hennepin Co. Agrl. Soc. Aug. 25-27. Jimmy Manchester.  
Howard Lake—Wright Co. Agrl. Soc. Aug. 15-17. George W. Collins, Monticello, Minn.  
Hutchinson—McLeod Co. Agrl. Assn. Sept. 19-22. Everett Oleson.  
Jackson—Jackson Co. Fair Assn. Sept. 2-5. George B. Peterson.  
Jordan—Scott Co. Good Seed Assn. Sept. 15-17. Herbert G. Strait.  
Kasson—Dodge Co. Fair Assn. Aug. 22-25. O. A. Erickson.  
LeCenter—LeSueur Co. Fair Assn. Aug. 19-21. W. J. Baker.  
Litchfield—Meeker Co. Agrl. Soc. Aug. 23-25. D. E. Murphy, Dassel, Minn.  
Little Falls—Morrison Co. Agrl. Co-Op. Soc. Aug. 12-14. Warren Gibson.  
Log Prairie—Todd Co. Agrl. Soc. Aug. 15-17. Logan O. Cow.  
Luverne—Rock Co. Tri-State Fair. Aug. 25-27. George W. Fried.  
Madison—Lac qui Parle Co. Agrl. Assn. Sept. 11-14. Olaf T. Mork.  
Mahonomen—Mahonomen Co. Agrl. Soc. July 28-31. E. A. Rumlreich.  
Mankato—Mankato Fair & Blue Earth Co. Agrl. Assn. Aug. 13-16. Hubert G. Smith.  
Marshall—Lyon Co. Fair. Sept. 6-9. Roy W. Williams.  
Montevideo—Chippewa Co. Fair Assn. Sept. 19-21. Carl Engstrom.  
Mora—Kanabec Co. Agrl. Soc. Aug. 10-13. Victor Elfstrom, Wahkon, Minn.  
Morris—Stevens Co. Fair. Sept. 3-5. S. F. Tomlin.  
Nevis—Hubbard Co. Agrl. Assn. Aug. 29-31. Mrs. John Avenson, Park Rapids, Minn.  
New Ulm—Brown Co. Agrl. Soc. Aug. 25-28. W. A. Lindemann.  
Northfield—Rice Co. Agrl. Soc. Sept. 1-3. W. F. Schilling.  
Northome—Koochiching Co. Agrl. Soc. Aug. 15-17. C. W. Bray.  
Owatonna—Steele Co. Agrl. Soc. Aug. 16-21. C. A. Tincher.  
Park Rapids—Shell Prairies Agrl. Assn. Aug. 8-10. B. E. Breuer, Osage, Minn.  
Pequot—Crow Wing Co. Agrl. Soc. Aug. 14-16. A. C. Larson.  
Pillager—Cass Co. Agrl. Soc. Aug. 29-30. P. H. Sorg.  
Pine City—Pine Co. Fair. Aug. 18-20. W. S. McEachern.  
Pine River—Cass Co. Agrl. Assn. Sept. 1-3. Alice Henry.  
Pipestone—Pipestone Co. Agrl. Soc. Aug. 25-27. Bert Sanders.  
Plainview—Wabasha Indust. Fair Assn. Aug. 26-28. C. R. Greive.  
Preston—Fillmore Co. Agrl. Soc. Aug. 25-28. Chas. H. Utley.  
Princeton—Mille Lacs Co. Agrl. Soc. Aug. 17-20. R. C. Angstman.  
Proctor—St. Louis Co. Fair. Aug. 18-21. A. J. Sundquist.  
Red Lake Falls—Red Lake Co. Fair. Sept. 23-24. E. A. Palmer.  
Redwood Falls—Redwood Co. Agrl. Soc. Aug. 22-25. W. A. Hauck.  
Rochester—Olmsted Co. Agrl. Soc. Aug. 11-14. A. C. Borgan.  
Roseau—Roseau Co. Agrl. Soc. July 25-27. Chas. Christianson.

Rush City—Chisago Co. Agrl. Soc. Aug. 25-27. George W. Larson, North Branch, Minn.  
St. Charles—Winona Co. Agrl. & Ind. Fair Assn. Aug. 19-21. R. M. Dixon.  
St. Cloud—Benton Co. Agrl. Soc. Aug. 19-21. Frank L. Smith.  
St. James—Watonwan Co. Agrl. Assn. Aug. 21-24. E. C. Veltum.  
St. Paul—Minnesota State Fair. Sept. 3-10. Raymond A. Lee, State Fair Grounds.  
St. Peter—Nicollet Co. Agrl. Soc. Sept. 1-4. H. E. Miller.  
St. Vincent—St. Vincent Union Industrial Assn. Sept. 15-16. Mark McGovern.  
Sauk Centre—Stearns Co. Agrl. Soc. Aug. 27-30. J. Aschoenhoff.  
Shakopee—Scott Co. Agrl. Soc. Aug. 25-27. R. T. Schumacher.  
Slayton—Murray Co. Agrl. Soc. Sept. 1-3. W. M. Leebens, Fulda, Minn.  
Thief River Falls—Pennington Co. Agrl. Soc. Aug. 1-4. Robert J. Lund.  
Two Harbors—Lake Co. Agrl. Soc. Aug. 30-Sept. 2. Fred D. W. Thias.  
Tyler—Lincoln Co. Fair Assn. Aug. 25-28. Jens S. Bollesen.  
Waconia—Farmers' Co-Op Agrl. Soc. Aug. 18-21. W. J. Scharmer.  
Wadena—Wadena Co. Free Fair. Aug. 15-18. Whitney Murray.  
Warren—Marshall Co. Agrl. Assn. July 7-9. O. M. Mattson.  
Waseca—Waseca Co. Fair. Aug. 29-31. E. H. Smith.  
Wheaton—Traverse Co. Agrl. Assn. Sept. 14-17. J. B. Bruns.  
White Bear Lake—Ramsey Co. Agrl. Soc. Aug. 15-17. R. Freeman, Courthouse, St. Paul.  
Willmar—Kandiyohi Co. Fair Assn. Sept. 14-17. Wm. O. Johnson.  
Windom—Cottonwood Co. Agrl. Soc. Aug. 29-Sept. 1. D. S. Schroeder.  
Worthington—Nobles Co. Fair Assn. Aug. 22-24. J. P. Hoffman.  
Zumbrota—Goodhue Co. Agrl. Soc. Sept. 14-17. Lewis Stoffeld.

MISSISSIPPI

Columbus—Columbus Radius Fair Assn. Week of Sept. 26. W. J. Safterwhite.  
Forest—Scott Co. Colored Fair Assn. Oct. 17-22. Ananias Ward.  
Jackson—Miss. State Fair. Oct. 10-15. Mabel L. Stire.  
Jackson—Miss. Negro State Fair. Oct. 17-22. H. H. Young.  
Kosciusko—Attala Co. Fair. Oct. 3-8. Nelson Siegrist.  
Laurel—South Miss. Fair. Sept. 19-24. R. K. (Dick) Booth.  
Louisville—Winston Co. Fair. Sept. 26-Oct. 1. Mrs. R. W. Boydston.  
McComb—Pike Co. Fair. Oct. 5-8. Junior O'Mara.  
Macon—Noxubee Co. Fair. Sept. 5-11. T. S. Boggess.  
Meadville—Franklin Co. Fair Assn. Oct. 24-29. Mrs. Bly Souleret.  
Meridian—Miss. Fair & Dairy Show. Sept. 26-Oct. 1. Hillman Taylor.  
Okalona—Okolona Fair Assn. Sept. 18-23. L. M. Dossett.  
Pascagoula—Jackson Co. Agrl. Indust. Fair. Oct. 27-28. A. J. Franklin.  
Philadelphia—Neshoba Co. Fair Assn. Aug. 1-5. W. H. Sanford.  
Tupelo—Miss. Ala. Fair & Dairy Show. Oct. 3-8. F. A. Henderson.  
Tylertown—Walthall Co. Fair. Sept. 27-Oct. 1. D. A. Richmond.  
West Point—Clay Co. Fair Assn. Oct. 3-8. C. R. Justice.  
Winona—Montgomery Co. Fair. American Legion. Oct. 10-15. J. O. Cook, Jr.  
Yazoo City—Yazoo Co. Fair Assn. Oct. 3-8. J. N. Ballard.  
Yazoo City—Yazoo Negro Fair Assn. Oct. 10-15. R. J. Pierce.

MISSOURI

Caruthersville—American Legion Fair. Oct. 4-9. H. E. Malloure.  
Concordia—Concordia Fall Festival. Sept. 15-17. W. H. P. Walkenhorst.  
Easton—Buchanan Co. Agrl. Soc. Sept. 7-10. Henry B. Iba.  
Farmington—St. Francois Co. Fair Assn. Sept. 15-17. Paul H. Teal.  
Fremont—Fremont Fair. Oct. 7. K. C. Parman, pres.  
Kahoka—Clark Co. Agrl. Assn. Aug. 2-5. Lynne Gregory.  
Kansas City—American Royal Live Stock & Horse Show. Oct. 15-22. A. M. Peterson.  
Louisiana—Louisiana Fair Assn. Sept. 15-17. J. R. Morrison.  
Mansfield—Ozark Summit Expo. Aug. 3-6. W. C. Coday.  
Memphis—Scotland Co. Free Fair. Sept. 14-15. C. R. Pitney.  
Mexico—Audrain Co. Fair. Aug. 10-13. Ross C. Ewing.  
Mountain Grove—Tri-County Fair. Sept. 29-Oct. 1. J. E. Shelby.  
Neosho—Newton Co. Harvest Show. Sept. 28-Oct. 1. W. H. Buehler.  
Platte City—Platte Co. Agrl. Assn. Aug. 31-Sept. 2. J. Frank Sexton.  
Prairie Home—Cooper Co. Agrl. Soc. Aug. 10-11. Dr. A. L. Meredith.  
Sedalia—Missouri State Fair. Aug. 20-27. Chas. W. Green.  
Shelbina—Shelby Co. Fair Assn. Aug. 30-Sept. 2. Ernest E. Key.  
Springfield—Ozark Empire District Free Fair. Sept. 11-17. Edwin W. Watts.  
Tipton—Farmers & Merchants Fair. Aug. 17-19. R. L. Collier.

MONTANA

Baker—Fallon Co. Fair. Sept. 5-7. Gib Zeldier.  
Billings—Midland Empire Fair. Aug. 9-13. Harry L. Fittin, mgr.  
Chinook—Blaine Co. Fair. Sept. 4-5. Floyd Bowen.  
Dodson—Phillips Co. Fair. Aug. 20-21. S. E. Kodalen.  
Forsyth—Rosebud Co. Fair Assn. Sept. 12-14. Frank Barnum.  
Glendive—Dawson Co. Fair Assn. Sept. 1-3. Claude Utterback.  
Great Falls—North Mont. State Fair. Aug. 1-6. Harold F. DePue.  
Hamilton—Ravalli Co. Fair. Sept. 15-17. W. B. McLaughlin.  
Havre—Hill Co. Fair Assn. Aug. 23-25. Earl J. Bronson.  
Kalispell—Northwest Montana Fair. Aug. 15-17. Ray J. Ellis.  
Miles City—Eastern Mont. Fair. Sept. 8-10. J. H. Bohling.  
Sidney—Richland Co. Fair Assn. Aug. 29-31. Jack M. Suckstorff.

Albion—Boone Co. Agrl. Assn. Sept. 13-16. E. J. Mille, Loretto, Neb.  
Arlington—Washington Co. Fair. Aug. 25-27. Howard Rhea.  
Arthur—Arthur Co. Agrl. Soc. Sept. 1-3. M. B. Reynolds.  
Auburn—Nemaha Co. Fair. Aug. 16-19. G. E. Codington.  
Aurora—Hamilton Co. Agrl. Soc. Aug. 29-Sept. 1. H. E. Toof.  
Bartlett—Wheeler Co. Fair. Aug. 17-20. Owen J. Boyles.  
Bassett—Rock Co. Agrl. Assn. Aug. 18-31. Vern Van Norman.  
Beatrice—Gage Co. Fair & Agrl. Soc. Aug. 23-26. F. Glenn Bozarth.  
Beaver City—Furnas Co. Agrl. Soc. Aug. 16-19. John J. Metzger.  
Benkelman—Dundy Co. Fair. Aug. 24-27. Joe W. Loughlin.  
Bladen—Webster Co. Fair Assn. Aug. 24-26. Frank Kral.  
Bloomfield—Knox Co. Fair. Sept. 11-13. Henry F. Kuhl, Plainview, Neb.  
Bridgeport—Morrill Co. Fair Assn. Sept. 5-7. J. Cedric Conover.  
Broken Bow—Custer Co. Agrl. Soc. Aug. 3-5. P. G. Richardson.  
Burwell—Garfield Co. Frontier Assn. Aug. 9-12. F. W. Manasil.  
Central City—Merrick Co. Fair. Sept. 12-15. Agnar Anderson.  
Chadron—Dawes Co. Fair & Agrl. Soc. Sept. 14-17. Carl Peterson.  
Chambers—Holt Co. Agrl. Soc. Sept. 13-16. Clair Grimes.  
Chappell—Deuel Co. Fair Assn. Aug. 23-25. S. E. Olson.  
Clay Center—Clay Co. Agrl. Soc. Aug. 1-5. H. H. Harvey.  
Concord—Dixon Co. Agrl. Soc. Aug. 24-26. Roy E. Johnson.  
Croy—Saline Co. Fair. Sept. 13-16. Harry C. Belka.  
Culbertson—Hitchcock Co. Agrl. Soc. July 27-30. Henry Kleven.  
David City—Butler Co. Fair Assn. Aug. 28-Sept. 1. Chas. Lemley, Rising City, Neb.  
Deshler—Thayer Co. Fair Assn. Aug. 2-5. T. S. Struve.  
Dunning—Blaine Co. Agrl. Assn. Sept. 15-17. Pete Whitescarver.  
Elwood—Gosper Co. Live Stock Show & Festival. Sept. 14-15. M. R. Morgan.  
Eustis—Frontier Co. Fair. Sept. 7-9. G. C. Hueftle.  
Franklin—Franklin Co. Fair Assn. Sept. 13-16. A. T. Ready, Riverton, Neb.  
Fullerton—Nance Co. Fair Assn. Aug. 24-26. E. M. Black.  
Geneva—Fillmore Co. Agrl. Soc. Sept. 14-17. Chas. G. McEachern.  
Gordon—Sheridan Co. Fair. Aug. 30-Sept. 2. Fred B. Ftch.  
Grant—Perkins Co. Fair Assn. Aug. 24-27. Chas. Marshall.  
Harrisburg—Banner Co. Fair. Sept. 8-9. Mrs. W. W. Downer.  
Harrison—Stoux Co. Fair Assn. Aug. 25-27. V. E. Marsteller.  
Hartington—Cedar Co. Agrl. Soc. Sept. 3-6. Edgar M. Hoar.  
Hastings—Adams Co. Fair. Aug. 8-12. H. R. Fausch.  
Hemingford—Box Butte Co. Agrl. Soc. Aug. 31-Sept. 3. Frank Dee.  
Holdrege—Phelps Co. Jr. Fair. Aug. 24-26. Robert M. Morrison, Loomis, Neb.  
Homer—Dakota Co. Fair. Aug. 30-Sept. 1. Walter E. White, Dakota City, Neb.  
Hooper—Dodge Co. Fair. Sept. 5-8. John Wollmer.  
Humboldt—Richardson Co. Agrl. Soc. Sept. 14-16. F. J. Pipal.  
Johnstown—Brown Co. Fair. Sept. 8-10. O. C. Honnen.  
Kearney—Buffalo Co. Agrl. Assn. Aug. 15-20. S. A. Wilson.  
Kimball—Kimball Co. Agrl. Soc. Aug. 24-26. V. B. Cargill.  
Leigh—Colfax Co. Agrl. Soc. Aug. 30-Sept. 2. J. D. Wurdeaman.  
Lexington—Dawson Co. Fair. Aug. 15-19. Monte Kiffin.  
Lewelling—Garden Co. Fair Assn. Sept. 7-9. Paul Temple.  
Lincoln—Lancaster Co. Agrl. Soc. Sept. 4-9. B. F. Preston, R. 5.  
Lincoln—Nebraska State Fair. Sept. 4-9. Perry Reed.  
McCook—Red Willow Co. Fair. Sept. 13-16. Elmer Kay.  
Madison—Madison Co. Agrl. Soc. Sept. 13-16. O. F. Metschke.  
Mitchell—Scotts Bluff Co. Agrl. Soc. Sept. 14-17. O. P. Burrows.  
Neligh—Antelope Co. Agrl. & Fair Assn. Sept. 1-4. David Rice.  
Nelson—Nuckolls Co. Agrl. Soc. Aug. 31-Sept. 2. Madison Sage.  
Norden—Keya Paha Co. Agrl. Fair Assn. Sept. 14-16. Chas. E. Langer.  
Ogallala—Burt Co. Fair. Aug. 14-17. C. H. Walton, Lyons, Neb.  
Omaha—Ak-Sar—Ben Live Stock & Horse Show. Oct. 23-29. J. J. Isaacson.  
Ord—Loup Valley Agrl. Soc. Sept. 12-14. Edw. L. Kokes.  
Orleans—Harlan Co. Jr. Fair Assn. Aug. 23-26. Elmer Watkins.  
Osceola—Polk Co. Fair Assn. Aug. 23-26. Jay Hastings.  
Pawnee City—Pawnee Co. Fair Assn. Oct. 4-7. D. W. Osborn.  
Pierce—Pierce Co. Agrl. Soc. Aug. 23-26. W. A. Boche.  
St. Paul—Howard Co. Fair. Sept. 6-9. Chas. Dobry.  
Sargent—Sargent Community Fair. Sept. 1-3. Seward Seward Co. Agrl. Soc. Aug. 31-Sept. 3. Stanley A. Matzke.  
Sidney—Cheyenne Co. Fair. Sept. 6-9. O. A. Olson.  
Spalding—Greeley Co. Free Fair. Aug. 22-25. Leland E. Woodley.  
Springfield—Sарpy Co. Fair. Aug. 25-27. Leslie S. McCamley.  
Stapleton—Logan Co. Agrl. Assn. Aug. 31-Sept. 3. C. F. Conhiser.  
Stanton—Stanton Co. Agrl. Soc. Aug. 16-19. Ervine E. Pont.  
Stockville—Frontier Co. Fair. Aug. 23-26. Ralph E. Lidgard.  
Syracuse—Otoe Co. Agrl. Assn. Aug. 30-Sept. 1. J. F. Sorrell.  
Tecumseh—Johnson Co. Fair. Aug. 9-11. T. J. Current.  
Walthill—Thurston Co. Fair. Sept. 7-10. Alfred D. Raun.

NEBRASKA

Waterloo—Douglas Co. Fair. Sept. 14-17. Robert Herrington.  
Wayne—Wayne Co. Fair & Agrl. Assn. Sept. 14-17. Wm. E. Von Seggern.  
Weeping Water—Cass Co. Agrl. Assn. Sept. 13-16. Frank Wood.  
West Point—Cuming Co. Fair. Aug. 28-Sept. 1. Ed M. Baumann.

Elko—Elko Co. Agrl. Assn. Sept. 15-18. Hayden Henderson, Jr.  
Fallon—Nevada State Fair. Sept. 22-25. C. J. Thornton.

NEVADA

Contoocook—Hopkinton Fair. Sept. 20-22. L. A. Nelson.  
Plymouth—Union Grange Fair. Sept. 13-15. W. J. Neal, Meredith, N. H.  
Rochester—Rochester Agrl. Assn. Sept. 27-Oct. 1. Ralph E. Came.  
Sandwich—Sandwich Town & Grange Fair. Oct. 12. Chas. E. Hoyt, mgr., Center Sandwich.

NEW HAMPSHIRE

Egg Harbor City—Atlantic Co. Agrl. Fair. Aug. 30-Sept. 3. A. G. Vaurinct.  
Flemington—Flemington Agrl. Fair Assn. Aug. 30-Sept. 5. Major E. B. Allen, mgr.  
Hackettstown—Hackettstown Fair. Aug. 6-13. Howard S. Sutton.  
Madison—Madison Fair. June 20-25. M. Mottola Jr.  
Morristown—Morris Co. Fair. Sept. 8-10. K. E. Kostenbader.  
Pitman—Cloucesster Co. Orange Fair. Aug. 10-12. Harry S. Bateman.  
Trenton—New Jersey State Fair. Sept. 25-Oct. 1. George A. Hamid, gen. mgr.; Harry E. LaBrique, res. mgr.

NEW JERSEY

Albuquerque—New Mexico State Fair. Oct. 9-16. Leon Harms.  
Roswell—Eastern N. M. State Fair. Oct. 5-8. W. C. Holland.  
Willard—Torrence Co. Fair Assn. Oct. 5-7. Marvin R. Jones.

NEW MEXICO

Afton—Afton Fair. Aug. 16-20. Harry G. Horton.  
Albion—Orleans Co. Fair Assn. Aug. 3-6. Wilbur W. Mull.  
Altamont—Altamont Fair. Aug. 22-27. Roy F. Peugh.  
Angelica—Allegheny Co. Agrl. Soc. Aug. 24-27. L. L. Stillwell.  
Attica—Silver Lake Agrl. Soc. Aug. 23-26. H. M. Wagenblass, R. D. Warsaw, N. Y.  
Avon—Genesee Valley Breeders' Assn. Horse Show. Aug. 26-27. Craig W. Wadsworth.  
Ballston Spa—Ballston Spa Fair. Aug. 30-Sept. 2. James Bunyon.  
Batavia—Genesee Co. Agrl. Soc. Aug. 15-20. Glen W. Grinnell.  
Bath—Steuben Co. Agrl. Soc. Sept. 13-17. J. Victor Faucett.  
Boonville—Boonville Fair. Aug. 2-6. R. A. Vaughn.  
Bristol—Ontario Co. Agrl. Soc. Aug. 24-27. Mrs. J. D. Dewey, R. D. 1, Canandaigua.  
Brookfield—Brookfield-Madison Co. Agrl. Soc. Sept. 5-9. C. C. Craine.  
Caledonia—Caledonia Fair. Aug. 9-13. G. H. Cullings.  
Cambridge—Cambridge Valley Agrl. Soc. Aug. 17-20. P. J. Houlton, Hoosick Falls, N. Y.  
Canandaigua—Ontario Co. Agrl. Soc. Aug. 3-6. James P. Donovan.  
Chatham—Columbia Co. Agrl. Soc. Sept. 3-7. Wm. A. Dardess.  
Cohleskill—Cohleskill Agrl. Soc. Sept. 19-23. Wm. H. Golding.  
Cortland—Cortland Co. Agrl. Soc. Aug. 22-27. Harry B. Tanner.  
Dundee—Dundee Fair Assn. Sept. 6-8. L. R. Haumer.  
Dunkirk—Chautauqua Co. Fair. Sept. 5-9. A. L. Pfeeger.  
Elmira—Chemung Co. Fair. Aug. 29-Sept. 3. J. E. Williamson.  
Fonda—Montgomery Co. Agrl. Soc. Sept. 5-8. Edward Rothmeyer, Tribes Hill, N. Y.  
Gouverneur—Gouverneur Agrl. Soc. Aug. 16-20. Bligh A. Dodds.  
Orangeburg—Rockland Co. Agrl. Assn. Aug. 16-20. Bligh A. Dodds.  
Hamburg—Erie Co. Agrl. Soc. Aug. 22-27. J. C. Newton.  
Hemlock—Hemlock Union Agrl. Soc. Sept. 7-10. Glenn C. McNinch, Conesus, N. Y.  
Ithaca—Tompkins Co. Agrl. Soc. Aug. 16-20. Leon C. Rothermich.  
Kingston—Ulster Co. Agrl. Soc. Aug. 24. E. W. Hathaway.  
Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 17-20. J. W. Watson.  
Lockport—Niagara Co. Fair Assn. Aug. 8-13. F. E. Pease, gen. mgr.  
Lowville—Lewis Co. Agrl. Soc. Aug. 23-27. M. M. Lyman.  
Malone—Franklin Co. Agrl. Soc. Aug. 22-27. H. Bernard Kelley.  
Middletown—Orange Co. Agrl. Soc. Aug. 15-20. Alan C. Madden.  
Morris—Morris Fair Assn. Sept. 13-16. C. L. Smith.  
Naples—Nayles Union Agrl. Soc. Sept. 1-3. Leon Cornish.  
Nassau—Rensselaer Co. Agrl. Soc. Sept. 14-17. Edward J. Mutterer.  
Norwich—Chenango Co. Agrl. Soc. Aug. 9-13. Frank B. Littlefair.  
Orangeburg—Rockland Co. Agrl. Assn. Aug. 31-Sept. 5. W. J. Elliott, West Nyack, N. Y.  
Owego—Tloga Co. Agrl. Soc. Aug. 9-12. Leon Finch.  
Palmyra—Union Agrl. Soc. Sept. 21-24. W. Ray Converse.  
Penn Yan—Yates Co. Agrl. Soc. Aug. 24-26. Chas. M. Watkins.  
Rhinebeck—Dutchess Co. Fair. Aug. 30-Sept. 2. Benson R. Prost.  
Riverhead—Suffolk Co. Fair. Aug. 23-27. Frank M. Corwin.  
Rochester—Monroe Co. Fair & Rochester Expo. Sept. 5-10. Wm. B. Boothby.  
Sandy Creek—Sandy Creek Fair. Aug. 16-19. Dr. H. Hollis.  
Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 5-8. Farnum P. Caird, Troy, N. Y.  
Syracuse—New York State Fair. Aug. 29-Sept. 10. Paul Smith, dir.  
Trumansburg—The Union Fair. Sept. 28-Oct. 1. Frank R. Tunison.  
Vernon—Vernon Agrl. Soc. Sept. 14-17. Fred C. Smith.  
Walton—Delaware Co. Fair. Aug. 22-27. C. O. Field.  
Waterloo—Seneca Co. Agrl. Soc. Sept. 13-16. George F. Jarvis.  
Watkins Glen—Schuyler Co. Agrl. Soc. Sept. 14-16. Milo Hitchcock, Odessa, N. Y.

NEW YORK

Afton—Afton Fair. Aug. 16-20. Harry G. Horton.  
Albion—Orleans Co. Fair Assn. Aug. 3-6. Wilbur W. Mull.  
Altamont—Altamont Fair. Aug. 22-27. Roy F. Peugh.  
Angelica—Allegheny Co. Agrl. Soc. Aug. 24-27. L. L. Stillwell.  
Attica—Silver Lake Agrl. Soc. Aug. 23-26. H. M. Wagenblass, R. D. Warsaw, N. Y.  
Avon—Genesee Valley Breeders' Assn. Horse Show. Aug. 26-27. Craig W. Wadsworth.  
Ballston Spa—Ballston Spa Fair. Aug. 30-Sept. 2. James Bunyon.  
Batavia—Genesee Co. Agrl. Soc. Aug. 15-20. Glen W. Grinnell.  
Bath—Steuben Co. Agrl. Soc. Sept. 13-17. J. Victor Faucett.  
Boonville—Boonville Fair. Aug. 2-6. R. A. Vaughn.  
Bristol—Ontario Co. Agrl. Soc. Aug. 24-27. Mrs. J. D. Dewey, R. D. 1, Canandaigua.  
Brookfield—Brookfield-Madison Co. Agrl. Soc. Sept. 5-9. C. C. Craine.  
Caledonia—Caledonia Fair. Aug. 9-13. G. H. Cullings.  
Cambridge—Cambridge Valley Agrl. Soc. Aug. 17-20. P. J. Houlton, Hoosick Falls, N. Y.  
Canandaigua—Ontario Co. Agrl. Soc. Aug. 3-6. James P. Donovan.  
Chatham—Columbia Co. Agrl. Soc. Sept. 3-7. Wm. A. Dardess.  
Cohleskill—Cohleskill Agrl. Soc. Sept. 19-23. Wm. H. Golding.  
Cortland—Cortland Co. Agrl. Soc. Aug. 22-27. Harry B. Tanner.  
Dundee—Dundee Fair Assn. Sept. 6-8. L. R. Haumer.  
Dunkirk—Chautauqua Co. Fair. Sept. 5-9. A. L. Pfeeger.  
Elmira—Chemung Co. Fair. Aug. 29-Sept. 3. J. E. Williamson.  
Fonda—Montgomery Co. Agrl. Soc. Sept. 5-8. Edward Rothmeyer, Tribes Hill, N. Y.  
Gouverneur—Gouverneur Agrl. Soc. Aug. 16-20. Bligh A. Dodds.  
Orangeburg—Rockland Co. Agrl. Assn. Aug. 16-20. Bligh A. Dodds.  
Hamburg—Erie Co. Agrl. Soc. Aug. 22-27. J. C. Newton.  
Hemlock—Hemlock Union Agrl. Soc. Sept. 7-10. Glenn C. McNinch, Conesus, N. Y.  
Ithaca—Tompkins Co. Agrl. Soc. Aug. 16-20. Leon C. Rothermich.  
Kingston—Ulster Co. Agrl. Soc. Aug. 24. E. W. Hathaway.  
Little Valley—Cattaraugus Co. Agrl. Soc. Aug. 17-20. J. W. Watson.  
Lockport—Niagara Co. Fair Assn. Aug. 8-13. F. E. Pease, gen. mgr.  
Lowville—Lewis Co. Agrl. Soc. Aug. 23-27. M. M. Lyman.  
Malone—Franklin Co. Agrl. Soc. Aug. 22-27. H. Bernard Kelley.  
Middletown—Orange Co. Agrl. Soc. Aug. 15-20. Alan C. Madden.  
Morris—Morris Fair Assn. Sept. 13-16. C. L. Smith.  
Naples—Nayles Union Agrl. Soc. Sept. 1-3. Leon Cornish.  
Nassau—Rensselaer Co. Agrl. Soc. Sept. 14-17. Edward J. Mutterer.  
Norwich—Chenango Co. Agrl. Soc. Aug. 9-13. Frank B. Littlefair.  
Orangeburg—Rockland Co. Agrl. Assn. Aug. 31-Sept. 5. W. J. Elliott, West Nyack, N. Y.  
Owego—Tloga Co. Agrl. Soc. Aug. 9-12. Leon Finch.  
Palmyra—Union Agrl. Soc. Sept. 21-24. W. Ray Converse.  
Penn Yan—Yates Co. Agrl. Soc. Aug. 24-26. Chas. M. Watkins.  
Rhinebeck—Dutchess Co. Fair. Aug. 30-Sept. 2. Benson R. Prost.  
Riverhead—Suffolk Co. Fair. Aug. 23-27. Frank M. Corwin.  
Rochester—Monroe Co. Fair & Rochester Expo. Sept. 5-10. Wm. B. Boothby.  
Sandy Creek—Sandy Creek Fair. Aug. 16-19. Dr. H. Hollis.  
Schaghticoke—Rensselaer Co. Agrl. Soc. Sept. 5-8. Farnum P. Caird, Troy, N. Y.  
Syracuse—New York State Fair. Aug. 29-Sept. 10. Paul Smith, dir.  
Trumansburg—The Union Fair. Sept. 28-Oct. 1. Frank R. Tunison.  
Vernon—Vernon Agrl. Soc. Sept. 14-17. Fred C. Smith.  
Walton—Delaware Co. Fair. Aug. 22-27. C. O. Field.  
Waterloo—Seneca Co. Agrl. Soc. Sept. 13-16. George F. Jarvis.  
Watkins Glen—Schuyler Co. Agrl. Soc. Sept. 14-16. Milo Hitchcock, Odessa, N. Y.

Westport—Essex Co. Agrl. Soc. Aug. 23-26. Robert G. Goodnow, Crown Point, N. Y. White Plains—Westchester Co. Agrl. Assn. Sept. 14-17. Mrs. John McAllister, Scarsdale, N. Y. Whitney Point—Broome Co. Agrl. Soc. Aug. 2-5. Osmen J. Brooks.

NORTH CAROLINA

Albemarle—Stanly Co. Fair. Assn. Oct. 3-8. F. B. Patterson. Asheville—Buncombe Co. Dist. Agrl. Fair & Jubilee. Sept. 19-24. E. W. Pearson. Beaufort—Carteret Fair Assn. Oct. 10-15. Wm. H. Hatsell. Burnsville—Yancey Co. Fair Assn. Week of Sept. 5. Chas. L. Proffitt, pres. Carthage—Moore Co. Agrl. Fair Assn. Oct. 24-29. Paul H. Waddill. Charlotte—Charlotte Agrl. Expo. Oct. 10-15. B. Arp Lowrance. Cherokee—Cherokee Indian Fair Assn. Oct. 4-7. J. L. Walters. Clinton—Sampson Co. Fair. Oct. 4-8. Norman Y. Chambliss, Greensboro, N. C. Durham—American Legion Tobacco Fair & Festival. Sept. 5-10. Mel J. Thompson. Durham—Durham Co. Fair Assn. Week of Sept. 19. G. E. Isaacs, pres. Ellenboro—Colfax Free Fair. Sept. 8-10. Curtis Price. Fayetteville—Cumberland Fair. Sept. 26-Oct. 1. R. G. Cobb. Forest City—Spindale—Rutherford Co. Fair Assn. Sept. 19-24. F. E. Patton, Rutherfordton. Gastonia—Gaston Co. Fair. Oct. 10-15. F. A. Whiteside. Goldsboro—Wayne Co. Fair. Week of Oct. 17. W. C. Denmark. Greensboro—Greensboro Fair. Oct. 17-22. Norman Y. Chambliss. Greenville—Pitt Co. Fair Assn. Oct. 17-22. A. J. Grey. Hamlet—Richmond Co. Agrl. Fair. Oct. 3-8. Harold F. Brown. Henderson—Golden Belt Fair. Oct. 3-8. C. M. Hight. Henderson—Vance Co. Colored Fair. Oct. 10-15. Robert Hawkins mgr. Hickory—Catawba Fair Assn. Oct. 4-8. John W. Robinson. High Point—High Point Fair Assn. Oct. 24-29 or Oct. 31-Nov. 5. A. C. Ingram. Kinston—Neuse-Atlantic Fair. Oct. 3-8. N. G. Bartlett. Lexington—Davidson Co. Fair. Week of Sept. 12. Dave Leonard. Lumberton—Robeson Fair Assn. Sept. 27-30. W. O. Thompson. Mebane—Mebane Six Counties Fair. Oct. 31-Nov. 5. C. S. Farnell. Mocksville—Davie Co. Fair. Sept. 28-30. P. S. Young. Monroe—Union Co. Fair Assn. Oct. 10-15. M. W. Williams. Mount Airy—Mt. Airy American Legion Fair. Sept. 5-10. W. L. Sydnor. Murphy—Cherokee Co. Fair. Sept. 27-Oct. 1. T. W. Axley. New Bern—Five-County Agrl. Fair. Oct. 24-29 (tentative). Tom C. Daniels. North Wilkesboro—Great Northwestern Fair. Sept. 13-18. W. A. McNiel. Raleigh—North Carolina State Fair. Oct. 11-15. Dr. J. S. Dorton, mgr., Shelby, N. C. Reidsville—Reidsville Fair Assn. Sept. 26-Oct. 1. Aaron Weinstein. Rocky Mount—Rocky Mount Fair. Oct. 25-29. Norman Y. Chambliss, Greensboro, N. C. Salisbury—Rowan Co. Fair. Oct. 11-15. Norman Y. Chambliss, Greensboro, N. C. Shelby—Cleveland Co. Fair Assn. Sept. 17-Oct. 1. Dr. J. S. Dorton. Spring Hope—Nash Co. Fair. Sept. 26-Oct. 1. Hobart Brantley. Spruce Pine—Toe River Fair Assn. Sept. 13-17. W. M. Wiseman. Statesville—Iredell Co. Agrl. Fair. Oct. 17-22. George Neel, mgr. Tarboro—Coastal Plain Fair Assn. Oct. 18-22. E. L. Clayton. Warsaw—Duplin Co. Agrl. Fair. Nov. 7-12. R. D. Johnson. Washington—Beaufort Co. Fair. Oct. 10-15. Frazier T. McDevett. Wendell—East Wake Fair. Oct. 3-8. G. H. Wright Jr. Williamson—Williamson Fair. Sept. 27-Oct. 1. Norman Y. Chambliss, Greensboro, N. C. Wilmington—Coastal Fair. Sept. 26-Oct. 1. Wm. A. Peschau. Wilson—Wilson Co. Fair. Oct. 3-8. W. H. Dunn.

NORTH DAKOTA

Bottineau—Bottineau Co. Agrl. Soc. Second week in Sept. Dr. J. C. Jirikowic. Cando—Towner Co. Fair Assn. June 29-July 1. Lyle Brightbill. Fargo—N. D. State Fair for Fargo. Aug. 29-Sept. 3. Frank S. Talcott. Fessenden—Wells Co. Free Fair. July 12-15. E. W. Vancura. Flaxton—Burke Co. Fair & Agrl. Assn. July 13-15. H. C. Wood, Bobbels, N. D. Grand Forks—N. D. State Fair for Grand Forks. June 27-July 2. D. F. McGowan. Hamilton—Pembina Co. Fair. July 21-23. Franklin Page. Jamestown—Stutsman Co. Fair Assn. July 4-6. G. A. Ottinger. Langdon—Cavalier Co. Fair Assn. July 18-20. Dick Forkner. Minot—North Dakota State Fair. July 4-9. H. L. Finke.

OHIO

Ashland—Ashland Agrl. Soc. Sept. 3 and 5. P. A. Heestand. Ashley—Ashley Ind. Agrl. Soc. Aug. 3-6. Harry S. Wigton. Athens—Athens Co. Agrl. Soc. Aug. 23-26. Herb J. Parker. Attica—Attica Fair. Sept. 28-30. Carl B. Carpenter. Barlow—Barlow Agrl. Assn. Sept. 29-30. C. E. Lawton. Bellefontaine—Logan Co. Agrl. Soc. Sept. 20-23. Carl C. Kirk. Bellville—Bellville Ind. Agrl. Soc. Sept. 15-17. E. O. Kochheiser. Berea—Cuyahoga Co. Agrl. Soc. Aug. 17-21. Wm. H. Kroesen. Bluffton—Bluffton Agrl. Soc. Oct. 19-21. Harry F. Barnes. Bucyrus—Crawford Co. Agrl. Soc. Aug. 16-19. Morris Knisely, R. D. I. Crsetline, O. Burton—Geauga Co. Agrl. Soc. Sept. 2-5. Chas. A. Riley. Cadiz—Harrison Co. Agrl. Assn. Sept. 14-16. Howard J. Coffland.

Caldwell—Noble Co. Fair. Aug. 31-Sept. 2. O. J. Lorenz. Canfield—Mahoning Co. Agrl. Soc. Sept. 1-3. and 5. E. R. Zieger, 1404 Central Tower, Youngstown. Canton—Stark Co. Agrl. Soc. Sept. 5-8. Ed S. Wilson. Carrollton—Carroll Co. Agrl. Soc. Sept. 28-Oct. 1. Mrs. J. M. Scott, Harlem Springs, O. Carthage, Cincinnati—Hamilton Co. Agrl. Soc. Sept. 13-17. D. R. Van Atta, 410 Court House Cincinnati. Celina—Mercer Co. Fair, Amer. Legion. Aug. 14-19. Albert C. Stein. Circleville—Circleville Pumpkin Show. Oct. 19-22. George E. Roth. Columbus—Ohio State Fair. Aug. 27-Sept. 2. Earl H. Hanefeld, dir. Columbus—National Dairy Show. Oct. 8-15. Lloyd Burlingham. Columbus Grove—Putnam-Allen Fair. Dec. 20-23. T. M. Teegardin. Coshocton—Coshocton Co. Fair. Oct. 4-8. C. V. Croy, Dresden, O. Croton—Hartford Ind. Agrl. Soc. Sept. 8-10. Clell H. Sinky, Centerburg, O. Dayton—Montgomery Co. Fair. Sept. 5-8. R. C. Haines. Delaware—Delaware Co. Fair. Sept. 21-24. Bruce Burgess. Delphos—Allen Co. Fair. Aug. 23-27. Art O. Wulffhorst. Dover—Tuscarawas Co. Agrl. Soc. Sept. 20-23. G. G. Krantz. Eaton—Preston Co. Fair. Aug. 9-12. A. H. Morton, Camden, O. Elyria—Lorain Co. Fair. Sept. 5-10. Robert J. Agate. Fredericktown—Fredericktown Community Fair. Sept. 22-24. Herbert Cocanower. Fremont—Sandusky Co. Agrl. Soc. Sept. 6-9. Russell S. Hull. Georgetown—Brown Co. Agrl. Soc. Oct. 5-7. E. A. Quinlan. Greenville—Darke Co. Fair. Aug. 21-26. Deo. S. Teaford. Hamilton—Butler Co. Agrl. Soc. Sept. 27-Oct. 1. John W. Cochran. Hicksville—Defiance Co. Fair. Aug. 23-26. M. H. Bevington. Hilliards—Franklin Co. Agrl. Soc. Aug. 17-19. Arch A. Adler. Jefferson—Ashtabula Co. Agrl. Soc. Aug. 16-19. E. W. Lampron. Kinsman—Kinsman Fair. Aug. 30-Sept. 2. Lloyd C. Jewell. Lancaster—Fairfield Co. Fair. Oct. 12-15. Pearl G. Webb. Lebanon—Warren Co. Fair. Sept. 20-23. Lyle Stewart. Lisbon—Columbiana Co. Agrl. Soc. Sept. 13-15. H. E. Marsden. London—Madison Co. Fair. Aug. 23-26. Fred M. Guy, Irwin, O. Loudonville—Loudonville Agrl. Soc. Oct. 3-8. O. K. Kloss. Lucasville—Scioto Co. Agrl. Soc. Aug. 2-5. H. T. Caldwell, Portsmouth, O. McArthur—Vinton Co. Agrl. Soc. Sept. 7-10. John Jones. McConnellsville—Morgan Co. Agrl. Soc. Sept. 14-16. Walter W. Barkhurst. Mansfield—Richard Co. Agrl. Soc. July 27-29. Walter M. Shafer, Lexington, O. Marietta—Washington Co. Agrl. Assn. Sept. 5-7. L. E. Apple. Marion—Marion Co. Agrl. Soc. Aug. 23-26. James W. Hungate. Marysville—Union Co. Agrl. Soc. Sept. 7-10. H. A. Taylor. Medina—Medina Co. Agrl. Soc. Sept. 6-8. Jay V. Einhart. Millersburg—Holmes Co. Agrl. Soc. Sept. 7-10. H. C. Logsdon. Montpelier—Williams Co. Agrl. Soc. Sept. 13-17. A. C. Hausa. Mt. Gilead—Corrow Co. Agrl. Soc. Sept. 28-Oct. 1. O. E. Smith. Mt. Vernon—Knox Co. Agrl. Soc. Aug. 9-12. Guy L. Clutter. Napoleon—Henry Co. Agrl. Soc. Aug. 31-Sept. 3. James Murray. Newark—Licking Co. Agrl. Soc. Sept. 13-17. Keith W. Lowery, Buckeye Lake, O. Norwalk—Huron Co. Agrl. Soc. Aug. 30-Sept. 2. J. F. Henninger. Old Washington—Guernsey Co. Agrl. Soc. Aug. 10-12. J. F. St. Clair. Ottawa—Putnam Co. Agrl. Soc. Oct. 4-8. Joseph L. Brickner. Owensville—Clermont Co. Agrl. Soc. Aug. 16-19. Allan B. Rapp. Painesville—Lake Co. Agrl. Soc. Sept. 14-17. Chas. J. Gray. Paulding—Paulding Co. Agrl. Soc. Sept. 21-23. W. R. Mentzer. Piketon—Pike Co. Agrl. Soc. Aug. 9-12. J. O. Black. Plain City—Plain City Ind. Agrl. Soc. Aug. 3-6. J. L. Rihl. Pomeroy—Wigs Co. Agrl. Soc. Sept. 14-16. Ray E. Gibbs. Proctorville—Lawrence Co. Fair. Aug. 9-12. D. E. Lewis, Ironton, O. Randolph—Randolph Agrl. Soc. Sept. 30-Oct. 1. R. P. Hamilton. Richmond—Richwood Tri-Co. Fair. Aug. 9-12. F. E. Riley. St. Clairsville—Belmont Co. Agrl. Soc. Sept. 8-10. Carter Thornburg. Sidney—Shelby Co. Agrl. Soc. Sept. 13-16. Ben O. Harman, Box 37, Anna, O. Smithfield—Jefferson Co. Fair. Sept. 21-23. J. O. Hayne. Smyrna—Tri-County Fair. Sept. 27-29. Scott Bond, R. D. 4, Freeport, O. Somerset—Somerset Pumpkin Show & Agrl. Assn. Sept. 27-30. A. W. King. Tiffin—Seneca Co. Agrl. Soc. Aug. 23-26. C. B. Baker. Toledo—Lucas Co. Agrl. Soc. Sept. 15-18. Charles Giann. Troy—Miami Co. Agrl. Soc. Aug. 16-19. E. O. Ritter. Upper Sandusky—Wyandot Co. Agrl. Soc. Sept. 13-16. Ira T. Matteson. Urbana—Champaign Co. Agrl. Soc. Aug. 9-12. John W. Yoder. Van Wert—Van Wert Co. Agrl. Soc. Sept. 5-9. N. E. Stuckey. Wapakoneta—Auglaize Co. Agrl. Soc. Aug. 28-Sept. 2. Harry Kahn. Warren—Trumbull Co. Agrl. Soc. Aug. 9-12. Homer C. Mackey. Washington C. H.—Fayette Co. Fair. Sept. 13-17. George L. Gossard. Wauseon—Fulton Co. Agrl. Soc. Sept. 5-8. Orlo Whittecar. Wellington—Wellington Fair Assn. Aug. 23-25. A. R. Branson. Wellston—Jackson Co. Fair. Aug. 16-19. C. E. Ramsey.

Westerville—Westerville Ind. Agrl. Soc. Sept. 15-17. Karl H. Schott. West Union—Adams Co. Agrl. Soc. Aug. 10-12. H. M. Satterfield. Wilmington—Clinton Co. Agrl. Soc. Aug. 10-12. Frank A. Peelle. Woodsfield—Monroe Co. Agrl. Soc. Aug. 2-4. C. G. Dougherty. Wooster—Wayne Co. Agrl. Soc. Sept. 12-16. W. J. Buss. Xenia—Greene Co. Agrl. Soc. Aug. 2-5. Mrs. J. Robert Bryson. Zanesville—Muskingum Co. Agrl. Soc. Aug. 15-20. Perl Elliott, New Concord, O. Zanesville—Putnam Pumpkin Show. July 25-31. G. M. Wageman.

OKLAHOMA

Ada—Pontotoc Co. Free Fair Assn. Sept. 7-10. W. R. Montgomery. Anadarko—Caddo Co. Free Fair. Sept. 12-17. E. T. Cook. Ardmore—Southern Okla. Fair & Expo. Sept. 12-17. Beaver—Beaver Co. Free Fair Assn. Early in Sept. Otto C. Barby. Blackwell—Kay Co. Free Fair Assn. Sept. 13-17. E. H. Martin. Buffalo—Harper Co. Free Fair. Sept. 15-17. W. E. Bland. Canton—Canton Fair & Racing Assn. July 3-5. Troy Stansbury. Cherokee—Alfalfa Fair Assn. About Sept. 15. L. H. Stephens. Durant—Bryan Co. Free Fair Assn. Sept. 14-17. Allen Hill. Enid—Garfield Co. Free Fair Assn. Week of Oct. 24. J. B. Hurst. Hennessey—Hennessey Free Fair Assn. Sept. 1-3. J. W. Gramlich. Holdenville—Hughes Co. Fair. Sept. 12-17. Henry F. Polson. Hugo—Cherokee Co. Free Fair. Oct. 3-8. W. E. Schooler. Miami—Ottawa Co. Fair Assn. Sept. 6-9. George H. Merriam. Muskogee—Okla. Free State Fair. Oct. 3-9. Ethel Murray Simonds. Okemah—Okfuskee Co. Fair Assn. Sept. 8-10. Clarence Humphrey. Oklahoma City—Okla. State Fair & Expo. Sept. 24-Oct. 1. Ralph T. Hemphill. Pauls Valley—Garvin Co. Free Fair Assn. Sept. 15-17. Russell Plesion. Pawhuska—Osage Co. Free Fair Assn. Sept. 12-15. Fred Ahrberg. Pond Creek—Grant Co. Free Fair. First week in Sept. Emery E. Jacobs, Medford, Okla. Poteau—LeFlore Co. Free Fair Assn. Sept. 21-24. C. C. Garrett. Purcell—McCain Co. Free Fair. Sept. 14-17. Ed Davis. Stillwater—Payne Co. Fair Assn. Sept. 13-16. W. Cromwell. Tulsa—Tulsa State Fair. Sept. 17-24. H. E. Bridges. Vinita—Craig Co. Fair & Will Rogers Memorial Rodeo. Sept. 2-5. Frank Bailey. Watonga—Blaine Co. Free Fair Assn. Sept. 13-16. Floyd D. Dowell.

OREGON

Burns—Harney Co. Fair. Sept. 16-18. Nelson B. Higgs. Cady—Clackamas Co. Fair. Aug. 31-Sept. 3. J. P. Telford, Oregon City, Ore. Eugene—Lane Co. Fair Assn. Sept. 21-24. Allen P. Wheeler, Goshen, Ore. Fossil—Wheeler Co. Fair. Sept. 9-10. Arnold C. Elbert. Grants Pass—Josephine Co. Fair. Sept. 1-3. F. G. Roper. Gresham—Multnomah Co. Fair Assn. Aug. 22-28. A. H. Lea, 310 Oregon Bldg. Portland. Hillsboro—Washington Co. Fair. Sept. 1-3. Ed L. Moore. Hood River—Hood River Co. School Fair. Aug. 31-Sept. 1. L. B. Gibson. LaGrande—Union Co. Fair Assn. Last week in Sept. W. R. Gekeler. Monmouth—Polk Co. Fair. Sept. 1-2. Josiah Wills, Dallas, Ore. Moro—Sherman Co. Fair Assn. Sept. 23-25. LeRoy C. Wright. Myrtle Point—Coos Co. Fair Assn. Sept. 14-16. L. H. Pearce. Ontario—Malheur Co. Fair Assn. Sept. 3-5. Bill Callan. Philomath—Benton Co. Fair. Sept. 30-Oct. 1. Portland—Pacific Intern'l. Livestock Expo. Oct. 1-9. O. M. Plummer, gen. mgr. Redmond—Deschutes Co. Fair Assn. Sept. 29-Oct. 1. Clare L. Colegrove. St. Helens—Columbia Co. Fair Assn. Aug. 25-27. Earl C. Dowler. Salem—Oregon State Fair. Sept. 5-12. Leo G. Spitzbart. Tillamook—Tillamook Co. Fair. Aug. 17-20. C. H. Bergstrom. Toledo—Lincoln Co. Fair. Sept. 2-3. W. P. McBee. Tygh Valley—Wasco Co. Fair Assn. Sept. 16-18. J. W. Dodd.

PENNSYLVANIA

Abbottstown—United Farmers' Assn. Aug. 16-20. C. J. Meckley. Allentown—Great Allentown Fair. Sept. 20-24. M. H. Beary. Arendtsville—South Mountain Fair Assn. Sept. 14-17. A. D. Sheely. Barren Hill—Barren Hill Firemen's Fair. June 17-25. Edwin Lightkep, Lafayette Hill, Pa. Bedford—Bedford Co. Fair Assn. Aug. 29-Sept. 3. Albert C. Brice. Bloomsburg—Bloomsburg Fair Assn. Sept. 26-Oct. 1. Harry B. Correll. Burgettstown—Union Agrl. Assn. Sept. 8-10. J. L. McGough. Butler—Butler Fair & Expo. Aug. 16-20. C. M. Miller. Cambridge Springs—Cambridge Springs Community Fair. Sept. 8-10. R. L. Whipple. Centre Hall—Centre Co. Fair & Grange Encampment. Aug. 25-Sept. 2. Mrs. Edith S. Dale, State College, Pa. Clearfield—Clearfield Co. Fair Assn. Sept. 19-24. Wm. Brice Jr. Cochranton—Cochran Community Fair Assn. Sept. 22-24. A. N. Shaffer. Columbia—Columbia Harvest Home Assn. Oct. 11-13. Lester Leber. Conneautville—Conneautville Community Fair Assn. Sept. 15-17. Kenneth Mowry. Conshohocken—Spring Mill Fair. July 6-16. Samuel M. Glass. Cookport (P. O. Commodore)—Greene Township Community Fair. Sept. 15-17. E. L. Haskins, Colver, Pa. Dayton—Dayton Agrl. Assn. Aug. 23-27. J. R. Borland. Doylestown—Doylestown Fair Assn. Sept. 13-17. J. Allen Gardy. Edensburg—Cambria Co. Fair Assn. Sept. 5-10. R. G. Davis.

Edinboro—Edinboro Fair. Sept. 15-17. Biron E. Decker. Ephrata—Ephrata Farmers' Day Assn. Oct. 12-15. Fred R. Janda. Fawn Grove—Fawn Grove Improvement Assn. Aug. 10-13. L. M. Brown, Bridgeton, Pa. Flourtown—Flourtown Fair. Aug. 5-13. Wm. J. Goss. Ford City—Armstrong Co. Fair. Aug. 11-13. Walter H. Bowser. Forksville—Sullivan Co. Agrl. Soc. Sept. 7-10. J. R. Whiteley. Gratz—Gratz Fair Assn. Sept. 20-24. Guy R. Klinger. Hanover—Forest Park Free Fair. Sept. 6-11. A. F. Karst. Harford—Harford Agrl. Soc. Aug. 31-Sept. 2. J. A. Williams. Hatfield—Montgomery Co. Fair Assn. Sept. 5-10. Samuel D. Conner. Honesdale—Wayne Co. Agrl. Soc. Sept. 20-23. E. W. Gammell. Hughesville—Lycoming Co. Fair Assn. Aug. 24-27. Edward E. Frontz. Huntingdon—Huntingdon Co. Agrl. Assn. Aug. 30-Sept. 3. James C. Morgan, bus. mgr. Indiana—Indiana Co. Agrl. Assn. Aug. 30-Sept. 3. B. H. Lichteberger. Jennerstown—Jenner Fair Assn. Sept. 13-16. A. O. Lape, Jenners, Pa. Kutztown—Kutztown Fair Assn. Aug. 16-19. Claude L. Bordner. Lehighton—Lehighton Fair. Aug. 30-Sept. 3. Frank R. Diehl. Lewistown—Mifflin Co. Fair. Aug. 1-6. S. B. Russell. Linesville—Linesville Community Fair Assn. Sept. 7-9. O. A. Porter. McConnellsburg—Fulton Co. Fair Assn. Sept. 15-17. Lloyd W. Mellott. Mansfield—Smythe Park Assn. Sept. 21-24. Frank Marvin. Martinsburg—Morrison Cove Community Fair. Oct. 20-22. Ella S. Ebersole, Curryville. Mechanicsburg—Grangers (Picnic) Fair. Aug. 29-Sept. 5. R. E. Rishwine. Mercer—Mercer Central Agrl. Soc. Sept. 13-16. J. P. Orr. Meyersdale—Somerset Co. Fair Assn. Sept. 5-8. Wm. A. Allshouse. Millersburg—Millersburg Farmers' Fair Assn. Sept. 15-17. Neil B. March. Millport—Oswayo Valley Rural Community Fair. Sept. 14-16. Louis Perkins, R. D., Shinglehouse, Pa. Montrose—Susquehanna Co. Agrl. Soc. Aug. 24-26. Thomas M. Jenkins. Mt. Holly Springs—Cumberland Co. Dairy Show Assn. Aug. 3-5. H. K. McCullough, Newville, Pa. New Castle—New Castle Agrl. Assn. Aug. 23-26. A. C. Shoaf. Newfoundland—Greene-Dreher Community Fair Assn. Sept. 8-10. W. B. Frisbie. Newport—Perry Co. Fair Assn. Sept. 13-15. A. K. Ludwig. Newville—Mifflin Grange Fair. Sept. 6-9. A. E. Miller. North East—North East Community Fair Assn. Sept. 29-Oct. 1. Mrs. Mildred Hendrickson. Pittsburgh—Allegheny Co. Fair at South Park. Sept. 12-18. Cliff J. Ryan. Port Royal—Juniata Co. Agrl. Soc. Sept. 5-10. J. H. Book. Pottsville—Schuylkill Co. Fair. Sept. 5-10. F. W. Bausum. Reading—Reading Fair. Sept. 11-18. Chas. W. Swoyer. Red Lion—Red Lion Gala Week Fair. Aug. 22-27. R. M. Spangler. Selinsgrove—Carnival & Night Fair. Week of July 18. Roland E. Fisher. Smethport—McKean Co. Fair Assn. Sept. 5-8. R. W. Hilton, pres. Stoneboro—Great Stoneboro Fair. Sept. 1-3 and 5. Walter B. Parker. Sugar Grove—Sugar Grove Community Fair. Sept. 8-10. T. R. Sponsler. Towanda—Bradford Co. Agrl. Soc. Aug. 30-Sept. 3. Karl D. Shiner. Troy Agrl. Soc. Aug. 23-27. H. D. Holcombe. Tunkhannock—Wyoming Co. Fair Assn. Sept. 5-8. Percy H. Brunges. Watsburg—Watsburg Agrl. Soc. Aug. 30-Sept. 2. H. M. Burrows. West Alexander—W. Alexander Agrl. Assn. Sept. 15-17. Paul Rogers. Wind Ridge—Richhill Agr. Soc. of Greene Co. Aug. 16-18. O. I. Dillic. Yellow Creek—Northern Bedford Co. Fair Assn. Oct. 20-22. Howard F. Fox, Loysburg, Pa.

RHODE ISLAND

Kingston—Rhode Island State Fair. Aug. 31-Sept. 5. A. N. Peckham, mgr.

SCOTLAND

Glasgow—Scotland's Empire Ehx. in Bella-houston Park. May 1-Oct. 31.

SOUTH CAROLINA

Anderson—Anderson Fair. Oct. 31-Nov. 5. J. A. Mitchell. Anderson—Anderson Co. Colored Fair. Nov. 8-12. J. A. Gresham. Bishopville—Lee Co. Fair Assn. Week of Oct. 31. M. B. McCutchen. Camden—Kershaw Co. Fair Assn. Oct. 10-15. D. J. Creed. Central—Pickens Co. Fair Assn. Oct. 10-15. L. S. Griffin. Columbia—South Carolina State Fair. Oct. 17-22. Paul V. Moore. Conway—Horry Fair Assn. Oct. 10-15 (tentative). Chas. R. Scarborough. Dillon—Dillon Co. Fair. Oct. 3-8. Joe Cabell Davis. Florence—Pee Dee Fair. Oct. 11-15. Wm. B. Douglas. Greenville—Greenville Co. Fair. Oct. 24-29. C. A. Herlong, Greer, S. C. Greenville—Greenville Co. Colored Fair. Oct. 18-23. James A. Tolbert, pres. Greenwood—Greenwood Fair. Oct. 17-22. A. T. Pinson. Kingstree—Williamsburg Co. Fair Assn. Oct. 17-22. H. C. Crawford. Oct. 25-29. J. H. Yon. Mullins—Marion Co. Fair. Week of Sept. 26. C. L. Schofield. Newberry—Newberry Co. Fair. Oct. 31-Nov. 5. J. P. Moon. Orangeburg—Orangeburg Co. Fair Assn. Oct. 25-29. J. M. Hughes. Orangeburg—Orangeburg Co. Colored Fair. Assn. Oct. 11-14. W. C. Lewis. Owings—Mt. Carmel Fair. Nov. 2-5. Andrew Saxon.

Spartanburg-Spartanburg Co. Fair Assn. Oct. 11-15. John P. Fleider. Sumter-Sumter Co. Fair Assn. Oct. 10-15. J. Cliff Brown. Union-Union Co. Fair Assn. Oct. 17-23. A. M. Wick. Walterboro-Colleton Co. Fair Assn. Nov. 1-5. E. E. Jones. Woodruff-Woodruff Fair Assn. First week in Oct. R. L. Robinson. York-York Co. Colored Fair Assn. Oct. 17-22. L. A. Wright.

SOUTH DAKOTA

Aberdeen-Brown Co. Fair. Sept. 5-7. Had J. Tallman. Faith-Faith Fair Assn. Aug. 25-27 (tentative). Ray M. Bernd, mgr. Fort Pierre-Stanley Co. Fair. Sept. 2-4. G. E. Sumner. Gettysburg-Potter Co. Fair Assn. Sept. 1-3. H. Hixson. Huron-South Dakota State Fair. Sept. 11-16. Edgar A. Hornby. Martin-Bennett Co. Fair Assn. Aug. 25-27. Fred A. Beers. Mitchell-Corn Palace Festival. Sept. 26-Oct. 1. Dyer H. Campbell. Murdo-Jones Co. Fair Assn. Aug. 25-27. F. J. Carpenter. Nisland-Butte Co. Fair. Sept. 1-3. Beyer Aune, Newell, S. D. Onida-Sully Co. Fair Assn. Aug. 18-20. U. J. Norggaard. Parker-Turner Co. Fair. Aug. 24-26. L. F. Collins. Selby-Walworth Co. Fair Assn. July 3-5. Robert Abel. Tripp-Hutchinson Co. Fair Assn. Aug. 30-Sept. 3. R. E. Magstadt. Vermillion-Clay Co. Fair Assn. Aug. 30-Sept. 2. K. B. Collar. Webster-Day Co. Fair. Sept. 8-10. Halvor Thompson, Lily, S. D.

TENNESSEE

Alexandria-DeKalb Co. Fair. Aug. 31-Sept. 3. Rob Roy. Athens-Twin County Fair Assn. Sept. 19-24. Fred E. Wankan. Bolivar-Hardeman Co. Fair Assn. Sept. 26-Oct. 1. Aubrey M. Kann. Brownsville-Haywood Co. Colored Fair Assn. Oct. 12-15. P. E. Jeffries. Camden-Benton Co. Fair Assn. Sept. 26-Oct. 1. R. L. Davis. Carthage-Carthage Agrl. Assn. Aug. 10-13. W. B. Robinson. Celina-Clay Co. Fair Assn. Aug. 3-6. W. C. Monroe. Celina-Clay Co. Agrl. Free Fair. Sept. 15-17. Guy B. Johnson. Centerville-Hickman Co. Fair Assn. Sept. 14-17. Grady J. Carothers Jr. Chattanooga-Chattanooga Inter-State Fair. Sept. 19-24. W. M. Broxton. Cookeville-Putnam Co. Agrl. Fair. Sept. 8-10. O. D. Massa. Cottage Grove-Cottage Grove Community Fair. Sept. 16. Dan H. Snow. Covington-Tipton Co. Fair Assn. Sept. 6-9. J. H. Bennett, mgr., Brighton, Tenn. Crossville-Cumberland Co. Fair Assn. Sept. 8-10. John Laminack. Dayton-Rhea Co. Fair. Sept. 8-10. Robert Kidd. Decaturville-Decatur Co. Fair. Oct. 17-22. B. C. Dailey, Parsons, Tenn. Dickson-Dickson Co. Fair. Sept. 28-Oct. 1. C. E. Buttrey. Fayetteville-Lincoln Co. Fair Assn. Aug. 24-26. Hiram Higgins. Gallatin-Sumner Co. Colored Fair. Aug. 25-27. Edw. V. Anthony. Greenback-Greenback Community Fair. Sept. 5-10. Wm. D. Kerr. Henderson-Chester Co. Fair Assn. Oct. 11-15. F. H. Paschal. Huntingdon-Carroll Co. Fair. Oct. 4-8. J. F. Walters. Huntingdon-Carroll Co. Colored Fair Assn. Sept. 14-17. W. A. Cox. Jackson-West Tennessee District Fair. Sept. 12-17. A. U. Taylor. Jackson-Madison Co. Agrl. Assn. (Colored). Sept. 19-24. J. E. McNeely. Knoxville-Tennessee Valley Agrl. Fair. Sept. 26-Oct. 1. H. D. Faust. LaFollette-Tri-County Fair. Sept. 5-10. R. A. Wallace. Lawrenceburg-Lawrence Co. Middle Tenn. Dist. Fair. Sept. 26-Oct. 1. Dr. E. R. Braly. Lebanon-Wilson Co. Fair. Aug. 17-20. A. W. McCartney. Lexington-Henderson Co. Fair Assn. Week of Sept. 19. A. S. Montgomery. McMinnville-Warren Co. Fair Assn. Sept. 15-17. H. S. Wilson. Manchester-Coffee Co. Fair Assn. Sept. 22-24. David W. Shields Jr. Maryville-Biount Co. Fair Assn. Sept. 12-17. Hugh E. DeLozier. Memphis-Mid-South Fair. Sept. 12-17. Frank D. Fuller. Memphis-Colored Tri-State Fair. Sept. 22-24. Dr. L. G. Patterson. Nashville-Tennessee State Fair. Sept. 19-24. Phil C. Travis, mgr. Oneida-Scott Co. Fair. Sept. 12-17. E. C. Terry. Parsons-American Legion Fair. Sept. 19-24. K. K. Houston. Petersburg-Petersburg Colt Show Assn. Sept. 6-7. I. M. Davidson. Rutherford-Rutherford Community Fair Assn. Sept. 23-Oct. 1. Wilton Roberts. Sparta-White Co. Fair. Sept. 15-17. Wm. L. Little. Tracy City-Grundy Co. Fair Assn. Aug. 25-27. Dr. W. T. Roberts. Trenton-Gibson Co. Fair. Sept. 7-10. Jno. R. Wade, mgr. Union City-Obion Co. Fair. Sept. 19-24. Fred Latimer. Wayne-Wayne Co. Fair Assn. Oct. 3-8. H. L. Edwards. Westmoreland-East Sumner Fair. Sept. 9-10. Cyrus Simmons. Whiteville-Whiteville Harvest Festival & Horse Show. Aug. 29-Sept. 3. G. P. Robertson. Winchester-Franklin Co. Fair. Aug. 31-Sept. 2. J. F. Vaughan. Woodbury-Cannon Co. Fair Assn. Sept. 16-17. Mrs. Hesta M. Cummings.

TEXAS

Abilene-West Texas Fair Assn. Oct. 3-8. T. N. Carswell. Amarillo-Tri-State Fair. Sept. 19-24. O. L. Taylor. Anderson-Grimes Co. Fair. Sept. 28-Oct. 1. Clarence Best.

Arlington-Tarrant Co. Fair. Sept. 22-24. Mickey Maguire. Bandera-Bandera Co. Fair Assn. Probably Labor Day. J. E. Adamietz. Beaumont-South Texas State Fair. Nov. 3-13. L. B. Herring, Jr. Bellville-Austin Co. Fair Assn. Sept. 29-Oct. 2. H. M. Brouillette. Boerne-Kendall Co. Fair Assn. Sept. 2-4. A. McD. Gilliat. Bonham-Fannin Co. Fair Assn. Sept. 27-Oct. 1. J. I. Boon. Borger-Hutchinson Co. Fair. Sept. 14-17. H. N. Pruett. Brenham-Washington Co. Fair Assn. Oct. 6-8. F. W. S. Zschappel. Center-Shelby Co. Fair. Oct. 4-8. O. F. Metz. Conroe-Montgomery Co. Fair Assn. Oct. 11-15. J. W. Coleman, pres. Corsicana-Corsicana Live Stock & Agrl. Show. Oct. 3-8. R. W. Knight. Crockett-Houston Co. Fair Assn. Oct. 24-29. S. W. Mims. Cuero-Cuero Turkey Trot. Nov. 10-12. J. W. Arnold. Dallas-State Fair of Texas. Oct. 8-23. Roy Rupard. Decatur-Wise Co. Fair Assn. Late in Sept. R. C. McCurdy. Denton-Denton Co. Fair. Oct. 4-8. O. L. Fowler. Eastland-Eastland Co. Fair Assn. Sept. 29-Oct. 1. H. J. Tanner. Ennis-Ellis Co. Fair. Sept. 26-Oct. 1. A. Dupree Davis. Ft. Worth-Southwestern Expo. & Fat Stock Show. March 10-19. John B. Davis. Franklin-Robertson Co. Fair Assn. Sept. 29-Oct. 1. V. M. Harris. Gainesville-Cooke Co. Fair Assn. Aug. 22-27. Claude Jones. Greenville-Hunt Co. Fair. Aug. 29-Sept. 3. C. A. Duck. Harlingen-Lower Rio Grande Valley Mid-Winter Fair Assn. Nov. 22-26. Sidney Krings. Haskell-Central West Texas Fair Assn. Oct. 19-22. A. M. Turner. Henderson-Rusk Co. Fair. Sept. 4-8. J. W. Harris. Huntsville-Walker Co. Fair Assn. Oct. 18-22. C. E. Sawyer. Iowa Park-Wichita Co. Fair Assn. Sept. 21-24. Mrs. R. E. Van Horn. Jasper-Jasper Co. Fair Assn. Oct. 19-22. R. W. Curtis. LaGrange-Fayette Co. Fair Assn. Oct. 13-16. G. A. Koenig. Lamesa-Dawson Co. Fair. Oct. 13-15. A. G. Bearden. Leonard-Leonard Fair Assn. Sept. 20-24. J. C. Dodson. Liberty-Liberty Co. Fair Assn. Oct. 17-22. Max Karkowski. Linden-Cass Co. Fair. Sept. 27-Oct. 1. W. D. Berry. Livingston-Polk Co. Fair Assn. Oct. 10-15. A. E. Peebles. Longview-East Texas Exhibit Assn. Sept. 12-17. M. D. Abernathy. Lubbock-Panhandle South Plains Fair. Sept. 26-Oct. 1. A. B. Davis, mgr. Lufkin-Texas Forest Festival. Oct. 11-15. Ed C. Burris. McKinney-Collin Co. Fair Assn. Sept. 27-30. W. Hammond Moore. Madisonville-Madison Co. Fair Assn. Sept. 28-Oct. 1. Mrs. R. B. Magness. Marfa-Highland Fair Assn. Oct. 6-8. R. I. Bledsoe. Marshall-Central East Texas Fair. Sept. 26-Oct. 1. John A. Brogitt. Mesquite-Mesquite Fair Assn. Sept. 14-17. John E. Davis. Nacogdoches-Nacogdoches Co. Fair. Oct. 3-8. Joe L. Mock. New Boston-Bowie Co. Fair Assn. Probably early part of Oct. M. E. Melton, Texarkana. New Braunfels-Comal Co. Fair Assn. Sept. 23-25. M. F. Wittenborn. Ozona-Crockett Co. Fair Assn. June 23-25. W. W. West. Palestine-Texas Fruit Palace, Anderson Co. Fair. Oct. 10-15. C. O. Miller, Jr. Paris-Lamar District Fair. Sept. 5-10. H. L. Baker. Pearsall-Winter Garden Fair Assn. Oct. 13-15. J. K. Mattox. Pittsburg-North East Texas Fair Assn. Sept. 14-18. W. R. Morgan. Quitman-Wood Co. Fair. Oct. 6-8. Rosenberg-Richmond-Port Bend Co. Fair Assn. Oct. 7-9. C. I. Sneider Richmond. Sherman-Red River Valley Fair. Oct. 3-8. Frank Thompson. Sweetwater-Midwest Expo. Third or fourth week in Sept. George D. Barber. Tyler-East Texas Fair Assn. Sept. 19-24. V. F. Fitzhugh. Waco-Brazos Valley Free Fair. Oct. 15-24. Sam J. Evans. Wharton-Wharton Co. Fair Assn. Oct. 18-22. H. C. Copenhaver. Yorktown-Yorktown Fair Assn. Oct. 19-21. Paul A. Schmidt.

UTAH

Brigham City-Box Elder Co. Peach Days & Rodeo. Sept. 8-10. W. L. Holst, mgr. Coalville-Summit Co. Fair Assn. Sept. 1-3. Walter Shepherd, R. F. D. 1, Hoytsville, Utah. Fort Duchesne-Uintah Basin Indust. Conv. & Indian Fair. Aug. 22-24. Robert L. Bennett. Heber City-Wasatch Co. Fair. Aug. 25-27. Jno. Barnard. Logan-Cache Co. Fair Assn. Sept. 12-14. N. J. Crookston. Manti-Sanpete Co. Fair. Aug. 31-Sept. 2. P. M. Smith. Murray-Salt Lake Co. Fair. Sept. 3-5. Chester Bello. Provo-Utah Co. Fair. Sept. 15-17. M. H. Harrison. Richfield-Sevier Co. Fair Assn. Aug. 29-31. Ray E. Carr. Salt Lake City-Utah State Fair Assn. Oct. 1-8 (tentative). E. S. Holmes, mgr. Tremonton-Box Elder Co. Fair. Sept. 15-17. C. J. Dewey.

VERMONT

Barton-Orleans Co. Fair. Aug. 18-20. F. C. Brown. Essex Junction-Champlain Valley Expo. Aug. 29-Sept. 3. Harris K. Drury. Hartland-Hartland Fair. Aug. 24-26. Wm. R. Jordan, mgr. Londonderry-Londonderry Fair. Oct. 12. A. E. Phillips.

Morrisville-Lamolle Valley Fair. Aug. 10-13. Erwin H. Olmstead. Rutland-Rutland State Fair. Sept. 5-10. Carl W. Olney. Tunbridge-Union Agrl. Soc. Sept. 20-22. Edw. R. Flint.

VIRGINIA

Abingdon-Abingdon Co. Fair. Aug. 24-27. G. Y. Booker. Amherst-Amherst Co. Fair Assn. Oct. 2-5. L. H. Shrader. Berryville-Clarke Co. Horse & Colt Show Assn. Aug. 18-19. A. B. Hummer. Blackstone-Courier-Record Fair Assn. Sept. 19-24. Alexander Hudgins. Chase City-Mecklenburg Co. Fair Assn. Oct. 11-14. E. L. Emory. Chesterfield C. H.-Chesterfield Co. Fair Assn. Oct. 6-8. Wm. C. Shawen, Chester, Va. Covington-Alleghany Co. Fair Assn. Sept. 5-10. Thos. B. McCaleb. Danville-Danville Fair Assn. Oct. 11-14. Col. H. B. Watkins. Dunganon-Scott Co. Fair Assn. Sept. 7-10. H. L. Stallard. Emporia-Emporia Fair. Oct. 18-22. B. M. Garner. Farnville-Five-County Fair Assn. Sept. 19-24. R. A. Wilmoth. Fincastle-Botetourt Co. Fair Assn. Sept. 20-24. Cecil E. Slusser. Galax-Great Galax Fair. Sept. 12-17. G. F. Carr. Keller-Eastern Shore Agrl. Fair Assn. Aug. 30-Sept. 3. J. Milton Mason. Lexington-Rockbridge Co. Fair Assn. Sept. 19-24. Curtis C. Humphris, E. Lexington. Luray-Page Co. Fair. Aug. 23-27. N. B. Smyth. Madison Heights (Lynchburg) - Madison Heights 6-County Fair Assn. Sept. 12-17. L. H. Shrader, Lynchburg. Manassas-Manassas Horse Show & Fair Assn. Sept. 5-6. James M. Baucum. Martinsville-Henry Co. Fair Assn. Oct. 17-22. O. B. Hensley. Norfolk-Norfolk Fair Assn. Sept. 5-10. Mrs. Mary L. Piddy. Petersburg-Southside Virginia Fair. Oct. 10-15. R. Willard Eanes. Richmond-Virginia State Fair Assn. Sept. 26-Oct. 1. Chas. A. Somma. Roanoke-Roanoke Agrl. Fair. Sept. 5-10. Carlton Penn. Roanoke-Roanoke Colored Fair Assn. Sept. 6-12. H. F. W. Williams, R. 2, Box 6A, Forest, Va. Rocky Mount-Franklin Co. Fair Assn. Sept. 6-10. H. F. Fralin. Shipman-Nelson Co. Fair Assn. Oct. 11-14. R. Kent Loving. South Boston-Halifax Co. Fair Assn. Oct. 4-8. W. W. Wilkins. Staunton-Staunton Fair. Aug. 29-Sept. 3. C. B. Ralston. Suffolk-Tidewater Fair Assn. Oct. 18-21. W. H. Crocker. Tazewell-Tazewell Fair Assn. Sept. 20-24. C. S. Parnell, Mebane, N. C. Warsaw-Northern Neck Fair Assn. Sept. 20-24. L. F. Altaffer. Woodstock-Shenandoah Co. Fair Assn. Sept. 13-16. D. G. Dymock.

WASHINGTON

Chehalis-Centralia-Lewis Co. Fair Assn. Aug. 25-28. Thos. E. Wood, Chehalis. Colville-Stevens Co. Grange Fair Assn. Sept. 8-10. A. K. Millay. Lynden-Northwest Washington Fair Assn. Sept. 14-17. Jackson Elliott. Port Angeles-Clallam Co. Fair Assn. Aug. 25-28. W. C. Gellor. Puyallup-Western Washington Fair Assn. Sept. 19-25. A. E. Bartel. Ritzville-Adams Co. 4-H Fair. Sept. 2-3. George C. Burckhalter. Walla Walla-Southeastern Washington Fair Assn. Sept. 1-3. H. F. Clark.

WEST VIRGINIA

Belington-Belington Festival & Fair Assn. Sept. 15-17. Mrs. J. E. McCollam. Charleston-Kanawha Expo. & Four-H Fair. Sept. 3-11. E. M. Johnson. Clay-Clay Co. Farm Bureau Fair Assn. Sept. 21-24. George C. Deems. Cowen-Webster Co. Fair. Sept. 5-10. Ralph Cunningham. East Rainelle-Western Greenbrier District Fair. Aug. 15-20. L. Young, mgr. Fayetteville-Fayette Co. Fair. Aug. 19-20. J. Haynes Miller. Glenville-Gilmer Co. Fair. Sept. 6-9. Guy B. Young. Belington-Belington Festival & Fair Assn. Sept. 15-17. Mrs. J. E. McCollam. Helvetia-Helvetia Community Fair Assn. Sept. 13-15. Mrs. James McNeal. Jacksons Mills-Jacksons Mill 4-H Fair. Sept. 20-22. R. H. Gist, Morgantown W. Va. Lewisburg-Greenbrier Valley Fair. Aug. 29-Sept. 3. W. L. Tabscott. Mannington-Mannington Dist. Fair Assn. Sept. 7-10. H. G. Moore, pres. Marlinton-Pocahontas Co. Fair. Aug. 22-27. Fred C. Allen. Moundsville-Marshall Co. Fair Assn. Sept. 6-8. O. B. Bonar. New Hope-Beaver Pond Dist. Co-op. Farmers' Club. Sept. 14-16. C. P. Hylton, R. F. D. 1, Box 78, Princeton. Parsons-Tucker Co. Fair Assn. Aug. 31-Sept. 3. L. W. Sturm. Pennsboro-Ritchie Co. Fair Assn. Aug. 30-Sept. 2. H. J. Scott. Petersburg-Tri-County Co-op. Fair Assn. Sept. 14-16. C. L. Stickler. Philippi-Barbour Co. Street Fair Assn. Sept. 7-10. M. B. Snyder, asst. sec'y. Ripley-Jackson Co. Agrl. Fair. Aug. 25-28. Frank McGraw Jr. Shinnston-Shinnston Inter-Community Fair Assn. Sept. 14-16. O. C. Randolph. Summersville-Nicholas Co. Fair. Sept. 15-18. Wm. E. Simpson. Sutton-Braxton Co. Fair Assn. Sept. 12-17. Earle Morrison. Wheeling-Panhandle Regional 4-H Fair. Oglebay Park. Aug. 26-28. G. S. Myers.

WISCONSIN

Antigo-Langlade Co. Agrl. Soc. Aug. 17-19. John T. Omernik. Ashland-Ashland Co. 4-H Fair. Sept. 2-4. J. F. Magnus. Athens-Athens Agrl. Assn. Aug. 30-Sept. 1. A. W. Braun. Augusta-Eau Claire Co. 4-H Fair. Aug. 15-17. P. B. Eves. Baboo-Sauk Co. Fair. Aug. 30-Sept. 2. Wm. T. Marriott. Beaver Dam-Dodge Co. Fair. Sept. 10-13. J. F. Malone.

Black River Falls-Jackson Co. Fair Assn. Sept. 10-13. Douglas J. Curran. Bloomington-Blakes Prairie Agrl. Assn. Aug. 26-28. B. J. Oates. Cedarburg-Ozaukee Co. Fair. Aug. 12-14. H. F. Kaul, Thiensville, Wis. Chilton-Calumet Co. Agrl. Assn. Sept. 2-5. T. Henry Weeks. Chippewa Falls-Northern Wisconsin District Fair. Aug. 2-7. A. L. Putnam. Crandon-Forest Co. Agrl. Soc. Sept. 6-9. Ray M. Ritter. Darlington-Lafayette Co. Agrl. Soc. Aug. 4-7. F. F. McConnell. DePere-Green Bay-Brown Co. Fair. Aug. 11-15. Wm. S. Klaus, DePere. Durand-Pepin Co. 4-H Fair. Sept. 2-3. Myrtle Schultz. Eagle River-Vilas Co. Agrl. Soc. Aug. 20-21. Chas. A. Bethke. Eau Claire-Eau Claire Co. 4-H Fair. Aug. 15-17. P. B. Eves, County Agent. Elkhorn-Walworth Co. Fair. Sept. 2-5. F. M. Porter. Ellsworth-Pierce Co. Fair Assn. Sept. 2-5. O. A. Halls. Eroy-Eroy Fair Assn. Aug. 11-14. O. D. Whitehill.

Fond du Lac-Fond du Lac Co. Free Fair. Aug. 15-18. R. H. Cameron. Friendship-Adams Co. Fair Assn. Sept. 2-4. Robert M. Roseberry. Galesville-Trampeleau Co. Fair. Sept. 2-5. Alfred N. Sagen. Gays Mills-Crawford Co. Fair. Sept. 8-11. Leonore Feldmann, Prairie du Chien, Wis. Grantsburg-Burnett Co. Co-op. Agrl. Soc. Fair. Aug. 25-27. Ray G. Lidbom. Glenwood City-Glenwood Inter-Co. Fair Assn. Aug. 8-10. M. E. Fraher. Hayward-Sawyer Co. Agrl. Fair. Sept. 2-5. J. K. Walker. Iron River-Bayfield Co. Fair Assn. Aug. 26-28. R. J. Halvenstat, Washburn, Wis. Janesville-Rock Co. 4-H Fair. Aug. 16-18. R. F. Glassaco. Jefferson-Jefferson Co. Fair. Sept. 15-18. Ernst Nass. LaCrosse-LaCrosse Inter-State Fair Assn. Aug. 9-13. Joseph J. Frisch. Ladysmith-Rusk Co. Fair. Aug. 30-Sept. 2. F. J. Manning. Lancaster-Grant Co. Agrl. Soc. Aug. 16-19. L. L. Seipp. Luxemburg-Kewaunee Co. Fair. Sept. 3-5. Julius Gahn. Madison-Dane Co. Agrl. Soc. Aug. 16-20. Frank W. Lucas. Manitowoc-Manitowoc Co. Fair. Aug. 17-21. George W. Kiel. Marshfield-Central Wisconsin State Fair Assn. Sept. 4-8. R. R. Williams. Mauston-Juneau Co. Fair. Aug. 15-18. John P. Heerey. Medford-Taylor Co. 4-H Fair. Sept. 2-5. Alma C. Hanson. Menomonie-Dunn Co. Free Fair. Aug. 20-25. R. L. Pierce. Merrill-Lincoln Co. Free 4-H Fair. Aug. 8-11. Gustave A. Sell, gen mgr.; Harold Edmund, Irma, Wis. sec'y. Milwaukee-Wisconsin State Fair. Aug. 20-28. Ralph E. Ammon State Fair Park. Mineral Point-Southwestern Wisconsin Fair Assn. Sept. 2-5. C. L. Winn. Mondovi-Buffalo Co. Agrl. Soc. Aug. 14-16. A. R. Fecker. Monroe-Green Co. Fair. Aug. 9-14. Leland C. White. Neillsville-Clark Co. Agrl. Soc. Aug. 16-20. Harold Huckstead. Oshkosh-Winnebago Co. Fair & Expo. Aug. 29-Sept. 2. Taylor G. Brown. Phillips-Price Co. Agrl. Soc. Sept. 2-5. Karl Mess. Platteville-Big Badger Fair. Aug. 25-28. W. G. Pitts. Plymouth-Sheboygan Co. Fair. Sept. 2-5. W. H. Eldridge. Portage-Columbia Co. Fair Assn. Aug. 4-7. W. Horace Johnston. Rhinelander-Oneida Co. Agrl. Fair. Aug. 14-16. Jess Reed. Rice Lake-Barron Co. Agrl. Soc. Aug. 31-Sept. 4. A. M. Chrislaw. Richland Center-Richland Co. Agrl. Soc. Sept. 13-16. H. J. Gochenaur. Rosholt-Rosholt Free Community Fair Assn. Sept. 3-5. Lester Peterson. St. Croix Falls-Polk Co. Fair Assn. Aug. 15-17. Conway Stannard, Taylors Falls, Minn. Seymour-Seymour Fair Assn. Aug. 5-8. F. W. Huth. Shawano-Shawano Co. Agrl. Soc. Sept. 6-8. Louis W. Grattau. Sparta-Sparta Fair Assn. Sept. 13-16. John F. Nicol. Spooner-Washburn Co. 4-H Fair. Aug. 22-24. Paul S. B. Taklo, R. 1, Box 58, Trego, Wis. Sturgeon Bay-Door Co. Fair Assn. Aug. 26-28. John H. Miles. Superior-Tri-State Fair Assn. Aug. 22-30. M. H. Lavine. Turtle Lake-Turtle Lake Inter-Co. Fair. Sept. 9-10. Walter Cornwall. Union Grove-Racine Co. Agrl. Soc. Aug. 30-Sept. 1. Earl A. Polley, Rochester, Wis. Viroqua-Vernon Co. Agrl. Soc. Sept. 20-23. Fred S. Rogers. Wausau-Marathon Co. Agrl. Soc. Aug. 14-18. Bert E. Walters. Wausaukee-Marinette Co. Fair. Sept. 9-11. Chas. B. Dreyer, Marinette, Wis. Wautoma-Waushara Co. Fair. Aug. 22-25. E. A. Jorgenson. Webster-Central Butte Co. Fair Assn. Sept. 8-10. R. E. Krause. West Bend-Washington Co. Fair Assn. Aug. 9-10. E. E. Skallskey. Westfield-Marquette Co. Agrl. Assn. Sept. 6-9. W. P. Fuller. Weyauwega-Waupaca Co. Agrl. Soc. Aug. 25-28. H. W. Glocke. Wilmot-Kenosha Co. Fair. Aug. 17-19. E. V. Ryall, Kenosha, Wis.

WYOMING Douglas-Wyoming State Fair. Sept. 14-17. F. E. Reid. Powell-Park Co. Fair. Aug. 17-20. H. L. Rains. Rawlins-Carbon Co. Fair Assn. Sept. 8-10 (tentative). H. Breitenstein. Riverton-Fremont Co. Fair. Aug. 21-23. C. E. Hutchings.

CANADA ALBERTA Benalto-Benalto Agrl. Soc. July 19-20. A. Norton.

Calgary—Calgary Exhn. & Stampede. July 11-16. E. L. Richardson.
Camrose—Camrose Exhn. Assn. July 11-13. C. R. Pearson.
Didsbury—Didsbury Agrl. Soc. July 27. C. E. Reiber.
Edmonton—Edmonton Exhn. Assn. July 18-23. P. W. Abbott, mgr.
Goose Creek—Goose Creek Agrl. Soc. Aug. 3. M. Pringle, Loughheed, Alta.
Hays—Hays Agrl. Soc. Aug. 5. H. S. Murray, Lousana, Alta.
Lacombe—Lacombe Agrl. Soc. July 15-16. D. F. Chisholm.
Lethbridge—Lethbridge Exhn. July 4-6. A. E. Russell.
Olds—Olds Agrl. Soc. July 22-23. S. Edwards.
Priddis—Priddis & Millarville Agrl. Soc. Aug. 13. Robert Elliott, Midnapore, Alta.
Red Deer—Red Deer Agrl. Soc. July 7-9. R. S. Gillespie.
Vegreville—Vegreville Exhn. July 25-27. J. Fitzallen.
Vermillion—Vermillion Agrl. Soc. July 28-30. S. C. Heckbert.
Warspite—Warspite Agrl. Soc. Aug. 15. E. C. Coffman.

BRITISH COLUMBIA

Agassiz—Agassiz Agrl. Soc. Sept. 14. E. C. Bates.
Armstrong—Interior Provincial Exhn. Sept. 12-15. Mat Hassen.
Burnaby—Burnaby Agrl. Soc. Sept. 16. Chilliwack—Chilliwack Agrl. Assn. Sept. 21-22. E. H. Barton.
Cobble Hill—Cobble Hill Dist. Agrl. Assn. Sept. 7-8. R. B. Moulton.
Coombs—Coombs Agrl. Assn. Sept. 14-15. J. M. Boyd, Hilliers, B. C.
Delta—Delta Agrl. Soc. Aug. 17. Edgewood—Edgewood Agrl. Soc. Sept. 8-9. Mrs. M. E. Daly.
Fulford Harbor—Fulford Harbor Agrl. Soc. Sept. 2. Mrs. M. E. Drummond.
Haney—Maple Ridge—Haney Agrl. Soc. Sept. 15. Harrop—Harrop Agrl. Assn. Aug. 31. Mrs. W. J. McConnell.
Invermere—Invermere Agrl. Assn. Sept. 2-3. T. W. Turner, Windermere.
Kamloops—Kamloops Exhn. Assn. Aug. 24-25. S. H. Baker.
Kimberley—Kimberley Agrl. Assn. Aug. 26-27. E. M. Hughes.
Ladysmith—Ladysmith Agrl. Assn. Sept. 14-15. Rev. C. McDiarmid.
Lasqueti Island—Lasqueti Island Agrl. Assn. Sept. 6. T. A. Millicheap.
Matsqui—Matsqui Agrl. Assn. Sept. 16. R. B. Whitson.

ALABAMA

Birmingham—Knights of Pythias. Aug. 9. A. G. Benning, Box 1088.
Mobile—Veterans of Foreign Wars. June 5-6. O. Baron, Bessemer, Ala.
Montgomery—Order of Odd Fellows. Aug. 9. H. C. Pollard, Box 626, Huntsville, Ala.
Montgomery—American Legion. July 10-12. D. T. Jones, Box 1069.

ARIZONA

Douglas—American Legion. July 4-6. E. P. McDowell, 409 Ariz. State Bldg., Phoenix.

ARKANSAS

Hot Springs—Veterans of 31st Ry. Engineers, AEF. July 2-4. F. E. Love, 104 1/2 First st., S. W., Cedar Rapids, Ia.
Texarkana—American Legion. July 17-19. Bert Presson, Box 1068, Little Rock.

CALIFORNIA

Los Angeles—Royal Order of Jesters. June 6. L. E. Walton, Shrine Mosque, Springfield, Mo.
Los Angeles—A. A. O. N. M. Shrine (National). June 7-9. J. H. Price, Richmond, Va.
Oakland—Pacific States Assn. of Colored Elks. June 26-29. W. Hunt, 843 34th st.
San Diego—Order of Eagles. June 10-12. Wm. R. Hagerty, 784 Asbury st., San Francisco.
San Jose—Dis. Amer. War Veterans of World War. June 19-23. Jack Hayes, 98 N. 1st st.
San Jose—Veterans of Foreign Wars. June 12-14. G. Imbach, San Francisco.
Santa Barbara—State Command. Can. Legion British Empire Service League. July 1-4. Chas. Mollard.
Santa Barbara—Order of Moose. Aug. 18-20. Jos. C. Flint, 213 E. Acacia ave., Glendale, Calif.
San Jose—Pacific Coast Assn. of Magicians. July 19-21. H. G. Shaw, 1151 Minnesota ave.
Vallejo—Order of Red Men. Aug. 14-18. Louis Boss, Box 503.

COLORADO

Canon City—Order of Eagles. June 20-22. R. Davis, 322 N. Nevada ave., Colorado Springs.
Denver—Outdoor Adv. Assn. of Amer. Aug. 23-25. H. E. Fisk, 165 W. Wacker drive, Chicago, Ill.
Denver—Knights of Pythias. Aug. 23-24. Wm. C. Skinner, 411 Bank Block.
Denver—Rocky Mountain Outdoor Adv. Assn. Aug. 23-24. G. W. Hardy, Sheridan, Wyo.
Glenwood Springs—American Legion. Aug. 28-30. Ed Oberto.
Idaho Springs—Order of Red Men. Aug. 8-9. S. D. Stiles, 1715 California st., Denver.
La Junta—Early Settlers' Reunion. Aug. 1. F. R. Brown.
Ouray—State Elks' Assn. Aug. 19-20. Pat Hurley, Box 444, Ft. Collins, Colo.
Trinidad—Veterans of Foreign Wars. June 23-24. V. Cheever, Colorado Springs.
Trinidad—State Stock Growers and Feeders' Assn. June 17-18. Dr. B. F. Davis, 1641 Stout st., Denver.

CONNECTICUT

Hartford—State Gladiolus Soc. Aug. 11-12. F. W. Lorenz, Meriden, Conn.
Meriden—State Moose Assn. June 24-25. Chas. Bennett, 76 N. 1st st.
New London—American Legion. July 28-30.

FLORIDA

Jacksonville—American Legion. May 25-28. Howard Rowton, Palatka, Fla.
Jacksonville—State Aviation Assn. June 20-21. Phil Travis.
Sarasota—Veterans of Foreign Wars. June 19-21. M. Thrower, St. Augustine.
Tampa—Amer. Fed. of Musicians. June 13-18. Fred W. Birnbach, 39 Division st., Newark, N. J.

Nelson—Nelson Agrl. & Indust. Assn. Sept. 21-23. G. Horstead.
Richmond—Richmond Agrl. Soc. Sept. 15. Saanichton—Saanichton Agrl. Soc. Sept. 27-28. S. G. Stoddard.
Smithers—Bulky Valley Agrl. Assn. Sept. 1-2. S. G. Preston.
Squamish—Squamish Agrl. Soc. Sept. 13-15. Surrey—Surrey Dist. Agrl. Assn. Sept. 23. T. W. Currie, R. 3, New Westminster.
Vancouver—Vancouver Exhn. Assn. Aug. 29-Sept. 5. Sydney C. McLennan.
Victoria—B. C. Agrl. Assn. Sept. 10-17. W. H. Mearns, Willow Park, Victoria.
Whonnock—Whonnock Agrl. Assn. Sept. 22. T. C. Crowe.
Williams Lake—Williams Lake Agrl. Soc. Aug. 31. Jean E. Yorston.

MANITOBA

Brandon—Provincial Exhn. of Man. July 4-8. J. E. Rettie.
Carman—Dufferin Agrl. Soc. June 30-July 2. J. A. Munn.
Dauphin—Dauphin Agrl. Soc. July 14-16. Dr. O. McQuirk.
Portage la Prairie—Portage Indust. Exhn. Assn. July 11-13. Keith Stewart.

NEW BRUNSWICK

Chatham—Miramichi Agrl. Exhn. Assn. Sept. 26-30. H. B. McDonald.
Fredericton—Fredericton Exhn. Sept. 10-17. C. L. Sypher.
Saint John—Saint John Exhn. Sept. 3-10. G. W. Frost.
St. Stephen—St. Stephen Exhn. Aug. 29-Sept. 2. W. S. Stevens.
Stanley—Stanley Fair. Sept. 20-22. T. Allan Best.
Woodstock—Woodstock Exhn. Sept. 19-24. R. W. Maxwell.

NOVA SCOTIA

Bear River—Bear River Agrl. Soc. Sept. 22-23. Capt. K. R. Forrester.
Bridgewater—Lunenburg Co. Exhn. Sept. 6-9. W. J. Crouse.
Halifax—Nova Scotia Provincial Exhn. Aug. 29-Sept. 5. Frank Lordly.
Lawrencetown—Annapolis Co. Exhn. Sept. 13-16. Donald White.
Little Brook—Clare Exhn. Oct. 4-5. Arnaud S. Comeau.
North Sydney—Cape Breton Farmers' Assn. Sept. 5-8. R. M. Jackson.
Yarmouth—Yarmouth Co. Agrl. Soc. Sept. 21-23. E. L. Crosby.

ONTARIO

Acton—Acton Agrl. Assn. Sept. 20-21. F. L. Wright.
Almonte—North Lanark Agrl. Soc. Sept. 7-9. M. Pilkey.
Aylmer—Aylmer & E. Elgin Agrl. Soc. Sept. 26-28. H. Ryckman.

Belleville—Belleville Agrl. Soc. Aug. 30-Sept. 2. R. H. Ketcheson.
Bracebridge—South Muskoka Agrl. Soc. Sept. 22-23. Jerry Dickle.
Coldwater—Coldwater Agrl. Soc. Sept. 9-10. C. M. Robinson.
Collingwood—Nottawasaga & Great Northern Exhn. Sept. 29-Oct. 1. O. G. Bernhardt.
Delta—Delta Fair. Sept. 5-7. Isaac Stevens, Harlem, Ont.
Dresden—Camden Agrl. Soc. Sept. 21-23. H. J. French.
Elmira—Elmira & Woolevich Agrl. Soc. Sept. 2-5. H. W. Zilliax.
Elmvale—Flos Agrl. Soc. Sept. 26-28. Thos. E. Smith.
Fort William—Port Arthur-Canadian Lakehead Exhn. Aug. 15-20. W. Walker, Fort William.

Kingston—Kingston & District Agrl. Soc. Sept. 20-23. G. H. Wilmot.
Leamington—Leamington Dist. Agrl. Soc. Sept. 26-Oct. 1. Emma Atkins.
Lindsay—Lindsay Central Exhn. Sept. 14-17. W. E. Agnew.
London—Western Fair. Sept. 12-17. W. D. Jackson.
Markham—Markham Fair. Sept. 29-Oct. 1. R. H. Crosby.
Midland—Tinsy & Tay Agrl. Soc. Sept. 15-17. Robt. G. Nesbitt.

Napanee—Lennox Agrl. Soc. Sept. 6-8. G. M. Van Lewen.
Oshawa—South Ont. Agrl. Soc. Sept. 13-15. R. B. Faith.
Ottawa—Central Can. Exhn. Assn. -Aug. 22-27. H. H. McElroy.
Owen Sound—Owen Sound Fair. Oct. 1-4. Otto Johann.
Peterborough—Peterboro Indust. Exhn. Aug. 16-20. F. J. A. Hall.

Rainy River—Atwood Agrl. Soc. Aug. 29-31. E. J. Gosselin.
Richmond—Carleton Co. Agrl. Soc. Sept. 22-24. G. M. Stewart.
Ridgetown—Howard Agrl. Soc. Oct. 4-6. J. D. Brien.
Rodney—Rodney Fair. Sept. 26-27. J. A. MacLean.
Sault Ste. Marie—Central Algoma Agrl. Soc. Sept. 13-16. R. Doherty.

Six Nations Reserve—Ohsweken Agrl. Soc. Oct. 11-13. Arthur Anderson, Ohsweken, Ont.
Strathroy—Strathroy Agrl. Soc. Sept. 29-Oct. 1. J. N. Ratcliffe.
Sutton, West—Sutton Agrl. Soc. Aug. 4-6. G. S. Whitney.
Tilsonburg—Tilsonburg & Dereham Agrl. Soc. Aug. 30-Sept. 1. M. Ostrander.
Toronto—Canadian Natl. Exhn. Aug. 26-Sept. 10. Elwood A. Hughes, gen. mgr.

Vankleek Hill—Vankleek Hill Agrl. Soc. Sept. 8-10. J. L. Campbell.
Welland—Welland Co. Agrl. Soc. Sept. 27-29. A. A. Marshall.
Woodbridge—Woodbridge Agrl. Soc. Oct. 7-10. N. George Wallace.
PRINCE EDWARD ISLAND
Charlottetown—Charlottetown Driving Park & Provincial Exhn. Assn. Aug. 15-21. J. W. Boulter.

QUEBEC

Ayers Cliff—Stanstead Co. Agrl. Soc. Aug. 25-27. H. G. Curtis, Stanstead, Que.
Bedford—Missisquoi Agrl. Soc. Sept. 1-3. C. O. Jones.
Brome—Brome Co. Agrl. Soc. Sept. 5-7. E. Caldwell, Knowlton, Que.
Chapeau—Agrl. Soc. of Chapeau. Sept. 20-22. Irwin P. Cahill.
Cookshire—Compton Co. Agrl. Soc. No. 1. W. S. Labere, Buliver, Que.
Granby—Granby Fair. Sept. 8-10. Walter R. Legge.
Lachute—Lachute Fair. June 15-18. Alex Bothwell.
Quebec—Quebec Provincial Expo. Sept. 3-10. Emery Boucher.
Roberval—Roberval Fair. Aug. 24-27. J. Ed Bolly.
St. Pascal—Kamouraska Agrl. Soc. Sept. 13-15. P. W. Levesque.
Scotstown—Compton Co. Agrl. Soc. No. 2. G. F. Cowan.
Sherbrooke—Eastern Township Agrl. Assn. Aug. 27-Sept. 3. Narrey W. Price.
Ste. Scholastique—Ste. Scholastique Exhn. Sept. 13-15. J. Leo Beaudet.
Valleyfield—Valleyfield Exhn. Aug. 15-20. Jacques Malouin.
Waterloo—Shefford Co. Agrl. Soc. Aug. 15-17. R. R. Bachand.

SASKATCHEWAN

Estevan—Estevan Exhn. & Regional Fair. July 4-6. Irwin Dean, mgr.
Lloydminster—Lloydminster Agrl. Exhn. Assn. Aug. 1-3. Gordon M. Cook.
Melfort—Melfort Agrl. Soc. July 21-23. G. B. Jameson.
Moose Jaw—Moose Jaw Exhn. June 29-July 2. George D. Mackie.
North Battleford—North Battleford Agrl. Soc. Aug. 4-6. F. Wright.
Prince Albert—Prince Albert Agrl. Soc. Aug. 8-11. John P. Curror.
Regina—Regina Agrl. & Indust. Exhn. Assn. Aug. 1-6. D. T. Elderkin.
Saskatoon—Saskatoon Indust. Exhn. July 25-30. Sid W. Johns.
Weyburn—Weyburn Agrl. Soc. June 27-28. Fred C. Zabel.
Yorkton—Yorkton Agrl. & Indust. Exhn. Assn. July 18-20. W. J. Cowan.

CONVENTIONS

GEORGIA

Atlanta—Order of Red Men. June 15. C. Gillett.
Brunswick—Junior Order. Aug. 9-10. V. Echols, Atlanta.
Waycross—American Legion. June 19-22.

IDAHO

Boise—G. A. R. of Idaho. June 22-24. Amella A. Papka, State House, Boise.
Boise—Knights of Pythias. June 10-11. H. R. Elliott, Box 125, Kellogg, Ida.
Coeur d'Alene—Veterans of Foreign Wars. July 14-16. H. G. Knaggs, 420 N. 8th st.
Lewiston—Dis. Amer. Veterans of World War. May 30-31. D. F. Evans, Box 118, Boise.
Pocatello—American Legion. Aug. 21-23. Mrs. Vera Holman, Box 27.

ILLINOIS

Aurora—G. A. R. of Ill. June 7-9. Clara F. Hoover, Memorial Hall, Public Library, Chicago.
Bloomington—State Farmers' Union. Aug. 23. L. Winterroth.
Chicago—Holstein-Friesian Assn. of Amer. May 30-31. H. Seaverns, Brattleboro, Vt.
Chicago—Second Div. Assn., AEF. July 14-16. Lt. Col. C. M. Busbee, Box 1330, Washington, D. C.
Chicago—Knights of Pythias. July 18-21. Wm. H. Jones, 5624 Lake Park ave.
Chicago—Auditorium Managers' Assn. July 31-Aug. 2. Jos. C. Grieb, 500 W. Kilbourn ave., Milwaukee, Wis.
Chicago—Natl. Assn. of Music Merchants. Aug. 1-4. W. A. Mennie, 45 W. 45th st., New York City.
Danville—33d Div. Reunion. June 25. W. E. Keith, 127 N. Dearborn st., Chicago.
Jacksonville—State Elks' Assn. June 10-12. A. W. Arnold, Lincoln, Ill.
Peoria—Un. Spanish War Veterans. June 16-19. C. N. Neal, 412 1/2 E. Monroe st., Springfield.
Peoria—Veterans of Foreign Wars. June 30-July 2. F. E. Polley, 53 W. Jackson Blvd., Chicago.
Rockford—American Legion. Aug. 20-23. Wm. C. Mundt, McBurnes Bldg., Bloomington, Ill.

INDIANA

Ft. Wayne—Un. Spanish War Veterans. June 5-7. W. C. Oren, Soldiers & Sailors Monument, Indianapolis.
Indianapolis—Junior Order. Aug. 25-26. Itha McFarland, Box 603, Portland, Ind.
Indianapolis—American Legion. Aug. 21-23 (tentative).
Logansport—Order of Eagles. June 8-9. E. Cloe, Noblesville, Ind.
Richmond—State Elks' Assn. June 7-9. W. C. Groehl, Box 195, Shelbyville, Ind.

Terre Haute—Dis. Amer. Veterans of World War. June 3-5. Wm. V. Pierceall, 2218 N. Illinois st., Indianapolis.
Warsaw—State Indust. and Volunteer Firemen's Assn. June 8-9. W. H. Colleson Sr., Box 222, Winona Lake, Ind.

IOWA

Clear Lake—P. M., Odd Fellows. July 9. E. Wunder, Harlan, Ia.
Davenport—American Legion. Aug. 8-10. R. J. Laird, Argonne-Armory Bldg., Des Moines.
Keokuk—State Elks' Assn. June 11-14. Dr. Jesse Ward, Box 293, Iowa City.
Marshalltown—Un. Spanish War Veterans. June 19-22. L. H. Jarchow, Davenport, Ia.
Marshalltown—Knights of Pythias. Aug. 23-25. R. R. Hibbs, Box 509, Marengo, Ia.
Sioux City—G. A. R. of Ia. June 4-9. T. J. Noll, State House, Des Moines, Ia.
Spirit Lake—Knights Templar. July 4-8. Clinton Kastner, Boone, Ia.
Waterloo—A. F. & A. Masons. June 14-16. C. C. Hunt, Box 211, Cedar Rapids, Ia.

KANSAS

Emporia—State Florists' Assn. July 19-21. L. C. Bunch, Fredonia, Kan.

KENTUCKY

Bowling Green—American Legion. July 18-20. Bowling Green—Un. Spanish War Veterans. June 5-7. Col. P. J. Noel, Box 33.
Covington—Junior Order. Aug. 23-24. O. Stubbs, 1st Natl. Bank Bldg.
Frankfort—Veterans of Foreign Wars. July 7-9. J. W. Schneider, 201 S. Western Parkway, Louisville.
Frankfort—Order of Red Men. Aug. 9-10. E. H. Musterman, 2233 Rowan st., Louisville.
Middlesboro—State Elks' Assn. May 24-26. R. H. Slack, Owensboro.

LOUISIANA

Lafayette—American Legion. July 15-17. R. Coehran, 201 Masonic Temple, New Orleans.
New Orleans—Dancing Masters of Amer. Week of Aug. 1. W. U. Soby, 553 Farmington ave., Hartford, Conn.
Shreveport—Veterans of Foreign Wars. July 1-4. J. V. McConnell, 723 Giddens-Lane Bldg.

MAINE

Belfast—G. A. R. of Me. June 6-9. S. Hastings, Portland, Me.
Old Town—Veterans of Foreign Wars. June 17-19. L. F. Martin, 87 Bosworth st.
Waterville—American Legion. June 24-26. T. N. Weeks, Main st.

MARYLAND

Baltimore—State Firemen's Assn. June 15-17. G. R. Lindsey, Hagerstown, Md.

Baltimore—Order of Elks, Colored. Aug. 23-27. J. E. Kelley, 800 N. 12th st., Birmingham, Ala.

Baltimore—American Legion. Aug. 17-20. J. N. Tribby, War Memorial.
Baltimore—Eastern Assn. Fire Chiefs. June 16-18. C. E. Clark, Box 217, Wayne, Pa.
Baltimore—American Legion. Aug. 17-20. J. N. Tribby, War Memorial, Baltimore.
Hagerstown—Order of Eagles. June 21-22. W. S. Sudler.
Hagerstown—Un. Spanish War Veterans. June 17-19. August Rassa, 3000 Linwood ave., Parkville, Md.

MASSACHUSETTS

Boston—Order of Eagles. June 27-29. M. L. Foley, 59 E. Housatonic st., Pittsfield, Mass.
Plymouth—Un. Spanish War Veterans. June 17-19. Andrew Carr.
Worcester—American Legion. Aug. 18-19. H. P. Redden, State House, Boston.

MICHIGAN

Alpena—Mich. Elks' Assn. June 10-12. J. M. Leonard, Elks Temple, Saginaw, Mich.
Battle Creek—American Legion. Aug. 21-23. D. G. Glascoff, 602 Barium Tower, Detroit.
Detroit—Amer. Assn. of Nurses. July 19-21. R. P. White, 636 Southern Bldg., Washington, D. C.
Detroit—Polar Bear Assn., AEF. May 28-30. A. W. Brown, 402 Palms Bldg.
Grand Rapids—Knights Templar. June 7-8. C. A. Conover, Coldwater, Mich.
Grand Rapids—Un. Spanish War Veterans. June 12-15. L. E. Graves, 742 State Bldg., Lansing.

Grand Rapids—G. A. R. Encampment. June 12-15. Ida F. Davidson, Box 433, Lansing.
Grand Haven—State Gladiolus Soc. Aug. 19-21. W. J. Dittman, 16721 Kentfield ave., Detroit.
Grand Rapids—Natl. Soc. Army of Philippines. Aug. 12-14. J. S. Wood, Box 412, Boston, Mass.

Grand Rapids—Disabled American Veterans of World War. Aug. 20-27. V. D. Corby, 2840 Melrose ave., Cincinnati, O.
Kalamazoo—State Moose Assn. July 21-23. J. H. Deibel, 220 N. Hamilton st., Saginaw, Mich.
Kalamazoo—Veterans of Foreign Wars. June 24-26. A. W. Thomas, 704 E. Jefferson ave., Detroit.

Manistee—Automobile Tourists' Assn. Aug. 1-10.
Manistee—Upper Peninsula Spanish War Veterans Assn. July 17-19. Neil Hume, Skandia, Mich.
Muskegon—State Eagles' Assn. June 23-26. M. W. Ryan, Box 114, Alpena, Mich.
St. Joseph—Knights of Columbus. May 30-31. W. E. Sturn, 310 E. Elm ave., Monroe, Mich.

Sault Ste. Marie—State Firemen's Assn. June 20-23. G. M. Low, Bangor, Mich.

MINNESOTA

Belle Plaine—Third Dist. Legion Conv. June 11-12. Edw. F. Smith.
Duluth—Order of Odd Fellows. June 13-17. E. G. Ludvigsen, 402 St. Paul Bldg., St. Paul.
Duluth—Odd Fellows' Encampment. June 14-15. E. G. Haymaker, Box 23, Motley, Minn.
Duluth—Order of Red Men. Aug. 8. A. H. Woehning, Minneapolis.
Hibbing—Un. Spanish War Veterans. June 26-28. Daniel Thursdale, Box 718.
Mankato—Veterans of Foreign Wars. July 6-9. J. A. Johnson, 602 S. 5th ave., Virginia, Minn.
St. Cloud—American Legion. Aug. 7-10. C. A. Zwiener, Room 9, Historical Bldg., St. Paul.
St. Paul—Knights Templar. June 22-23. C. P. Montgomery, Masonic Temple.

In the Convention List appear only the dates of those meetings which we feel are of interest to the amusement industry. In this category we place, besides the strictly amusement and allied organizations, the following groups:
American Legion, Veterans of Foreign Wars, Disabled Veterans and other Veteran organizations, Odd Fellows, Knights of Pythias, Elks, Knights Templars, Junior Order United American Mechanics, Eagles, Shriners, Red Men, Sons of American Revolution, Woodmen of the World, Masons, Moose, Knights of Columbus, Horticulture Societies, Farm and Home organizations, Live-Stock Associations, Poultry Breeders, Boards of Agriculture, Florist groups, Patrons of Husbandry, State Granges, Firemen and Outdoor Advertising Associations.

St. Paul—Intl. Baby Chick Assn. July 18-21. R. V. Hicks, 3718 Broadway, Kansas City, Mo.

St. Paul—American Poultry Assn. July 16-17. Mrs. E. B. Campbell, 655 W. Third st., Ft. Wayne, Ind.

St. Paul—Natl. Rainbow Div. Veterans Assn. July 12-14. S. C. Cover, 4643 Nottingham road, Detroit, Mich.

Wadena—State Fire Dept. Assn. June 13-15. Fred Claydon.

Winona—Order of Eagles. June 11-13. H. M. Scherer, 416 W. 10th st.

MISSISSIPPI
Gulfport—American Legion. July 17-20. L. W. Maples.

MISSOURI
Chillicothe—Veterans of Foreign Wars. July 2-4. J. Mulvihill, Kansas City.

Lebanon—Un. Spanish War Veterans. June 12-15. J. W. Castanie, 509 N. Broadway, St. Louis.

St. Joseph—Order of Elks. May 27-29. E. W. Baker, Becker, Mo.

St. Joseph—Amer. Guild Banjoists, Mandolinists & Guitarists. June 26-29. Mrs. A. N. Merrifield, Willimant, Conn.

MONTANA
Anaconda—State Assn. of Moose. July 1-3. D. Gough, 722 Broadway, Helena.

Anaconda—State Elks' Assn. Third week in July. H. R. Carlson, Billings.

Anaconda—Order of Red Men. Early in Aug. A. Nelson.

Billings—A. F. & A. Masons. Aug. 17-18. L. T. Hauberg, Box 896, Helena, Mont.

Helena—American Legion. June 23-25. James Kregel.

Red Lodge—Order of Eagles. July 14-16. Wm. Molloy, Box 1215, Butte, Mont.

NEBRASKA
Fremont—Veterans of Foreign Wars. June 12-13. C. S. Thorpe, 2825 Whitmore st., Omaha.

Fremont—American Legion. Aug. 1-3. R. C. Patterson, State Capitol, Lincoln.

Omaha—A. F. & A. Masons. June 7-8. L. E. Smith, 401 Masonic Temple.

NEVADA
Elko—Veterans of Foreign Wars. June 15-16. C. Johnson, Reno, Nev.

Las Vegas—American Legion. June 9-11. Winnemucca—P. & A. Masons. June 9. E. Peterson, Carson City, Nev.

Yerington—Order of Eagles. June 16-17. S. H. Cooper, Reno, Nev.

NEW HAMPSHIRE
Portsmouth—American Legion. June 16-19. N. T. Wright, Box 210.

The Weirs—Veterans of Foreign Wars. July 15-17. J. D. Cantin, 71 S. Main st., Concord, N. H.

The Weirs—Un. Spanish War Veterans. July 30-31. F. S. Morse, 32 Vernon st., Keene, N. H.

NEW JERSEY
Atlantic City—Order of Elks, Grand Lodge. July 11-15. J. E. Masters, 2750 Lake View ave., Chicago, Ill.

Atlantic City—Order of Odd Fellows. June 8-9. H. Pine, Trenton.

Atlantic City—Soc. 3d Div., AEF. July 7-9. R. E. Craig, Box 137, Camden, N. J.

Atlantic City—Order of Eagles. June 24-25. F. J. Leupper, 197 Arlington ave., Jersey City.

Atlantic City—Jewish War Veterans of N. J. June 9-12.

Perth Amboy—State Exempt Firemen's Assn. June 18. Ellsworth Post, Box A, Wharton, N. J.

NEW MEXICO
Raton—American Legion. Aug. 4-6. H. W. Neely, 244 Korber Bldg., Albuquerque.

NEW YORK
Albany—Veterans of Foreign Wars. June 29-July 2. D. F. Terry, 13 Arcadia Place.

Allegany—Cattaraugus Co. Vol. Firemen's Assn. July 18-23. L. J. Lippert.

Binghamton—State Elks' Assn. June 5-8. Philip Clancy, 19 W. 27th st., New York City.

Bolivar—Allegany Co. Firemen's Assn. Week of July 11. L. E. Rost, 77 Wellsville st.

Buffalo—P. M. Order of Odd Fellows. June 23-24. S. Keller, Albany, N. Y.

Cheekjowaga—Western N. Y. Volunteer Firemen's Assn. July 26-27. H. A. Clark, 134 W. Main st., Batavia.

Dansville—Livingston Co. Firemen's Assn. July 28-29. A. B. Creveling, Nunda, N. Y.

Elmira—Order of Red Men. Aug. 8-10. G. V. Vinton, Box 3006, Federal Sta., Rochester.

Elmira—State Assn. of Fire Chiefs. June 8-10. C. W. Noll, Fire Hdqrs., Poughkeepsie.

Endicott—American Legion. Aug. 11-13. Maurice Stember, Room 305, Hall of Records, New York City.

Hudson—Firemen's Assn. June 13-14. C. Noll, Poughkeepsie, N. Y.

Ithaca—Northeastern Poultry Producers' Council. June 21-24. H. D. Copeland, R. 4, Anacostia, D. C.

Kingston—Knights Templar. June 13-14. J. B. Mullan, 608 Terminal Bldg., Rochester.

Kingston—Six-County Firemen's Convention. June 12-17.

New York—Natl. Confectioners' Assn. June 6-10. M. F. Burger, 224 S. Michigan ave., Chicago, Ill.

New York—Amer. Soc. Teachers of Dancing. Aug. 15-20. G. W. Lipps, 3416 Carrollton ave., Indianapolis, Ind.

Norwich—Central N. Y. Firemen's Assn. July 20-21. C. D. Tarbell, Ithaca, N. Y.

Rochester—G. A. R. Encampment. June 14-16. Bernice Case, Capitol, Albany.

Rochester—Order of Odd Fellows. Aug. 16-18. C. W. Boyce, 31 Union Sq., New York City.

Saranac Lake—State Firemen's Assn. Aug. 16-19. F. A. Davis, 140 Broadway, Port Edward, N. Y.

Saranac Lake—Un. Spanish War Veterans. July 10-13. J. J. Fitzpatrick, Box 9, Capitol, Albany.

Saranac Lake—State Moose Assn. July 14-16. C. A. Prouse, Moose Temple, Syracuse.

Utica—Knights of Pythias. Last week in July. S. G. Harnett, 25 W. 44th st., New York City.

Watertown—Order of Eagles. June 16-18. P. A. Cassidy, 310 State st.

NORTH CAROLINA
Asheville—Veterans of Foreign Wars. June 12-14. W. H. Blair.

Charlotte—Junior Order. Aug. 23-24. E. V. Harris, Box 2207, Raleigh, N. C.

Greensboro—Un. Spanish War Veterans. July 3-4. C. K. Brown, 946 W. McCulloch st.

High Point—State Moose Assn. July 2-4. E. Z. Jones, Radio Station WMFR, High Point.

Winston-Salem—Knights of Pythias. June 14. I. W. Farmer, Clayton, N. C.

Winston-Salem—American Legion. June 26-28. J. Caldwell, Fayetteville, N. C.

NORTH DAKOTA
Bismarck—American Legion. June 19-21. Bottineau—Odd Fellows' Encampment. May 30. E. C. Koeneke, Lisbon, N. D.

Fargo—Volunteer Firemen's Assn. June 14-15. H. R. Handtmann.

Fargo—A. F. & A. Masons. June 21-22. W. L. Stockwell, Box 1269.

Mandan—State Elks' Assn. June 5-6. E. Reed, Jamestown, N. D.

Mandan—Un. Spanish War Veterans. June 15-17. F. A. Erikson, 205 First st., Bismarck, N. D.

OHIO
Canton—Veterans of Foreign Wars. June 21-23. G. A. Kistner, Columbus.

Cedar Point—State Elks' Assn. Week of Aug. 28. Harry D. Hale, Newark, O.

Cincinnati—Natl. Inventors Congress. July 18-22. Arthur Livermore.

Cincinnati—Soc. of Amer. Magicians. May 27-29. Richard DuBois, 111 John st., New York, N. Y.

Cincinnati—Intl. Bro. of Magicians. June 14-16. Theo. H. Heuber, 241 Atwood st., Pittsburgh, Pa.

Cincinnati—American Legion of O. July 24-26. J. J. Saslavsky, 17 N. High st., Columbus.

Cincinnati—Order of Eagles, National. Aug. 11-15. C. H. Mann, 1007 Commerce Bldg.

Cincinnati—Knights of Columbus, Supreme Council. Aug. 16-19. W. J. McGinley, 45 Wall st., New Haven, Conn.

Cleveland—Supreme Council MOVPER (Grotto). June 28-30. G. E. Hatch, 1046 Lincoln-Alliance Bank Bldg., Rochester, N. Y.

Cleveland—State Grotto Assn. June 25-26. Wm. C. Schmidt, 268 Hotel Statler.

Cleveland—Un. Spanish War Veterans. June 19-22. J. P. Edwards, 1109 Wyandotte Bldg., Columbus.

Columbus—Veterans of Foreign Wars of U. S. Aug. 21-26. R. B. Handy Jr., 1102 Medical Arts Bldg., Kansas City, Mo.

Columbus—State Rainbow Div. Veterans' Assn. June 10-11. I. C. Henry, 131 N. Main st., Marysville, O.

Columbus—G. A. R. of Ohio. June 20-24. Miss L. S. Lucas, Memorial Hall, Columbus.

Dayton—Junior Order. Aug. 30-31. W. A. Clark, Box 110, Urbana, O.

Gallipolis—Order of Odd Fellows. June 21-23. C. T. Cross, 12 N. 3d st., Columbus.

Lakeside—Internat'l Lyceum Assn. Aug. 29-Sept. 3. C. E. Jones, Auditorium Hotel, Chicago, Ill.

Napoleon—Northwestern Ohio Volunteer Firemen's Assn. June 15. J. W. Gardner, 52 E. Main st., Ashland.

Springfield—Disabled Amer. Veterans World War. July 15-16. A. L. Daniels, 111 Wyandotte Bldg., Columbus, O.

OKLAHOMA
Chickasha—Un. Spanish War Veterans. June 5-7. F. T. Kirby, 218 N. 10th st., Ponca City, Okla.

Sulphur—Veterans of Foreign Wars. July 2-5. Roy H. Williams, Box 1505, Muskogee.

OREGON
Bend—Dis. Amer. Veterans of Ore. June 19-22. Lile Dailey, 407 Oregon Bldg., Portland.

Klamath Falls—Order of Eagles. June 30-July 2. J. R. Voorhees, 310 S. W. Columbia st., Portland.

Klamath Falls—P. of H., State Grange. June 13-17. Bertha J. Beck, 1135 S. E. Salmon st., Portland.

McMinnville—Un. Spanish War Veterans. July 17-20. George F. Walker, 326 Morgan Bldg., Portland.

Medford—State Moose Assn. Aug. —. W. S. Wistrand, Portland.

Portland—A. F. & A. Masons. June 15-17. D. R. Cheney, Masonic Temple.

PENNSYLVANIA
Bedford—Order of Odd Fellows. June 12-16. Frank Shannon, 1516 N. 16th st., Philadelphia.

Chambersburg—Cumberland Valley Vol. Firemen's Assn. Aug. 10-12. C. L. Jacobs, 208 Tritle ave., Waynesboro, Pa.

Dickson City—American Legion. July 11-16. Leon N. Mruk, 810 Main st.

Du Bois—Central Pa. Volunteer Firemen's Assn. Aug. 23-25. Pat S. Dillman, S. Main st.

Easton—Four-Co. Firemen's Assn. July 17-18. F. A. Wesbecker, Central Fire Station.

Erie—Order of Eagles. June 12-14. A. J. Dougherty, 431 3d ave., Pittsburgh.

Harrisburg—Veterans of Foreign Wars. June 23-25. C. A. Gnaou, 306-7 Dauphin Bldg.

Indiana—80th Div. Veterans' Assn. Aug. 4-7. M. R. Byrne, 413 Plaza Bldg., Pittsburgh.

Lebanon—Fraternal Order of Orioles. Aug. 7-10. C. F. Pfaffman, 700 Brisbane Bldg., Buffalo, N. Y.

New Castle—State Elks' Assn. Aug. 21-25. Clarke H. Buehl.

Philadelphia—Order of Red Men. June 14-16. Chas. E. Bell, 1523 W. Girard ave.

Folcroft—Firemen's Assn. June 6-11. Ralph Halzlett.

Scranton—American Legion. Aug. 18-20. Sunbury—Knights of Pythias. Aug. 15-18. H. F. Trumbore, 1328 Chestnut st., Philadelphia.

Washington—G. A. R. of Pa. During week of June 19. S. S. Fowler, City Hall, Philadelphia.

Westfield—Firemen's Assn. of N. Y. and Pa. July 21-22. Gordon Ford.

RHODE ISLAND
Providence—Order of Eagles. June 20-21. F. O. Murray.

Westerly—American Legion. Aug. 25-27. C. W. Lambert, 1030 Main st., W. Warwick, R. I.

SOUTH CAROLINA
Anderson—Spanish-American War Veterans. June 19-20. R. Aveson, Charleston.

Charleston—State Firemen's Assn. June 8-9. F. E. Weiburn, Box 274, Union, S. C.

Florence—American Legion. July 10-12. R. T. Fairry, Box 355, Columbia, S. C.

Greenville—Veterans of Foreign Wars. June 12-14. W. R. Meares, 800 Pendleton st.

SOUTH DAKOTA
Aberdeen—American Legion. July 10-13. T. C. Kasper.

Brookings—State Grange. June 14-17.

Huron—G. A. R. of S. D. June 6-9. May M. Sampson, 703 8th st., Brookings, S. D.

Huron—Veterans of Foreign Wars. June 27-29. J. Johnson.

Milbank—Knights of Pythias. June 20-21. R. E. Owen, Box 283, Sioux Falls, S. D.

Mitchell—Order of Odd Fellows. June 20-24. L. L. Trotter, Box 57, Huron, S. D.

Mitchell—State Elks' Assn. June 5-6. C. H. Nelles, Madison, S. D.

Rapid City—A. F. & A. Masons. June 14-16. W. D. Swain, Sioux Falls, S. D.

Yankton—Un. Spanish War Veterans. June 12-14. Harlan Stafford, 123 Florence ave., Huron, S. D.

TENNESSEE
Knoxville—American Legion. Aug. 21-23. George Caldwell, Gay st., Knoxville.

Memphis—Un. Spanish Amer. War Veterans. June 12-14. W. Archibald, Nashville.

TEXAS
Amarillo—State Firemen's Assn. June 14-16. O. Culbertson, Edna, Tex.

Austin—American Legion. Aug. 28-30. F. E. Young, Drawer Q, Capitol Sta., Austin.

Ft. Worth—United Spanish War Veterans. June 5-7. C. M. Herring, 1613 Virginia Place.

Houston—State Florists' Assn. July 12-14. Wise Adkisson, Box 576, Greenville, Tex.

Waco—Order of Red Men. Aug. 24-25. C. R. Lemke, 415 Austin ave.

Waco—Veterans of Foreign Wars. June 12-15. W. J. Gates, 1514 Avenue O, Galveston, Tex.

UTAH
Cedar City—American Legion. Aug. —. O. Wiesley, Salt Lake City.

Price—State Firemen's Assn. Aug. —. J. J. Creedon, Box 25, Bingham Canyon.

VERMONT
Bennington—American Legion. July 28-30. Burlington—N. E. Assn. of Fire Chiefs. June 21-23. J. W. O'Hearn, 99 Main st., Watertown, Mass.

VIRGINIA
Charlottesville—American Legion. August 29-31.

Luray—Firemen's Assn. of Va. Aug. 9-12. O. W. Dabney, 338 N. Madison st., Staunton, Va.

Newport News—State Elks' Assn. Aug. —. H. E. Dyer, Elks' Home, Roanoke, Va.

Ocean View—Veterans of Foreign Wars. June 19-21. M. Duffy, Norfolk, Va.

Staunton—Order of Eagles. June 16-17.

WASHINGTON
Bellingham—American Legion. Aug. 18-20. Blanton Luther, Box 194.

Hoquiam—Veterans of Foreign Wars. July 20-22. H. F. Stengel, Seattle.

Keelo—State Elks' Assn. July 28-30. L. B. Romine, Elks' Club, Walla Walla.

Long Beach—Order of Red Men. Aug. 8-9. Q. D. Mitchell.

Seattle—Order of Elks (Colored). June 25-29. W. Hunt, 1609 Stuart st., Berkeley, Calif.

Spokane—Un. Spanish War Veterans. July 21-23. F. E. Hoskins, 228 Pacific st.

Spokane—P. of H., State Grange. June 13-17. Harry Check, 3104 Western ave., Seattle.

Tacoma—Northwest Moose Assn. July 21-23. J. F. Pearce, 2215 York st., Vancouver, B. C., Can.

Walla Walla—F. & A. Masons. June 21-23. H. W. Tyler, Masonic Temple, Tacoma.

Wenatchee—Order of Odd Fellows. June 27. L. Jones, Tacoma.

Wenatchee—Odd Fellows' Encampment. June 27. G. R. Chamberlin, I. O. O. F. Temple, Tacoma.

Wenatchee—State Firemen's Assn. June 15-18. W. A. Groce, 716 Mohawk Bldg., Spokane.

Yakima—Order of Eagles. June 17-19. P. R. Trubshaw, Snohemish, Wash.

WEST VIRGINIA
Bluefield—Junior Order. Aug. 25-26. R. F. Lambert, Box 81, Huntington.

Clarksburg—Knights of Pythias. Aug. 24-25. J. G. Van Meter, Box 750, Elkins, W. Va.

Huntington—Un. Spanish War Veterans. June 19-21. W. P. Symptom, 3803 3d st.

Huntington—State Elks' Assn. June 12-14. F. J. Glover, Box 1174, Fairmont, W. Va.

Martinsburg—Odd Fellows' Encampment. June 1. D. D. McCardie, Box 25, Cameron, W. Va.

WISCONSIN
Ashland—American Legion. Aug. 13-16. J. J. Bloomquist, Box 6.

Eau Claire—Un. Spanish War Veterans. June 19-22. H. M. Johnson, 416 Husson st.

Fond du Lac—Dis. Amer. Veterans of World War. July 1-3.

Fond du Lac—Order of Eagles. June 22-25. Harry Korotev, 112 N. Commercial st., Neenah, Wis.

Kenosha—State Moose Assn. July 22-24. H. J. Reden Jr., Box 223, Chippewa Falls, Wis.

La Crosse—State Elks' Assn. Aug. 25-27. Lou Uecker, 1610 Washington st., Two Rivers, Wis.

La Crosse—Knights of Pythias. Aug. 16-17. V. E. Moser, 152 W. Wisconsin ave., Milwaukee.

Manitowoc—Knights Templar. June 24-25. J. W. Lindroth, 816 N. Y. ave.

Sturgeon Bay—Order of Odd Fellows. June 6-8. A. M. Arveson, Milwaukee.

Superior—Veterans of Foreign Wars. June 23-26. Robt. Craik, 2225 Oakes ave.

Superior—Order of Red Men. Aug. 10. W. J. Patterson.

Wisconsin Dells—Auto Tourists' Assn. of Minn.-Wis. July 17-27.

WYOMING
Casper—Knights Templar & R. A. Masons. July 11-12. E. J. Treglown, Masonic Temple.

Cheyenne—Knights of Pythias. Aug. 26-27. Henry Jones, Hanna, Wyo.

Cheyenne—American Legion. Aug. 26-27. Chas. Hughes, Cheyenne Light Co.

Cheyenne—Order of Odd Fellows. July 23. J. O. Murray.

Cody—Order of Eagles. June 13-14. Wm. Edwards, Box 139, Rock Springs, Wyo.

Kemmerer—State Moose Assn. Aug. 5-6. J. H. Mantel, 913 Cedar ave.

Laramie—Un. Spanish War Veterans. June 19-21. R. D. Goble, 835 E. 3d st., Casper.

Laramie—Order of Odd Fellows. July 18-19. R. Chase, Casper, Wyo.

Rawlins—A. F. & A. Masons. Aug. 22-23. J. M. Lowndes, Masonic Temple, Casper.

Rock Springs—State Elks' Assn. June 18-19. A. M. Angelovic, Box 937.

CANADA
Bridgewater, N. S.—Order of Odd Fellows. Aug. 9-12. E. H. Munro, Box 264, Windsor.

Halifax, N. S.—Knights of Pythias. Aug. 16-17. A. S. Priest, 89 Hollis st.

Halifax, N. S.—A. F. & A. Masons. July 10-12. J. C. Jones, Box 522.

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THE SUMMER SPECIAL ISSUE OF THE BILLBOARD WILL BE DATED JUNE 25. CLASSIFIED FORMS CLOSE IN CINCINNATI JUNE 15. INCREASED CIRCULATION. MARK YOUR COPY "CLASSIFIED" AND SEND IT IN EARLY.

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**A BUSINESS OF YOUR OWN—MAKING PALMER'S ORIGINAL CHIPPED GLASS NAME PLATES, NUMBERS, MIRRORS, SIGNS.** Illustrated literature and sample free. **E. PALMER**, 522 Wooster, Ohio. x

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**AGENTS - AGENTS - AGENTS — DROP EVERYTHING** for Persian Down, one of the fastest house to house sellers and a repeat number that will make your eyes sparkle. Sell to offices, garages, beauty parlors, gas stations, barber shops, doctors, dentists. Everyone uses it. Agents making \$15.00 a day and over. Your cost 13c per box, or \$1.50 per case. You sell for 25c per box or \$3.00 per case. 25c brings you sample and full particulars. Money refunded if you're not 100% satisfied. Contact us now. Don't wait. **WILLIS PRODUCTS CO.**, Syracuse, N. Y. x

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**SIX MILLS BLUE FRONTS, \$45.00; ONE** Futurity, \$65.00; one Chief, twelve Pace Comets, \$40.00, nickel, dime play. Light oak cabinets, 20 stop, used one month, lot \$750.00. 1/3 deposit, inspection. **E. G. HUNTER**, 309 N. Locust, Pittsburg, Kan. je4

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Paces Races, 20 to 1 check model, \$110.00;  
30 to 1 check model, \$100.00; Turf Champs,  
Grand Prize, \$20.00; Santa Anita, Center  
Smash, One Better, Pamco Bells, \$15.00; Bonus,  
Credit, Rainbow, Sky High, Multiple, Roundup,  
Grand Slam, \$10.00; Ace, \$5.00; Hockeys,  
\$20.00. All A-1. **G. N. VENDING CO.,** 857  
W. Broad, Columbus, O. x

**TEN ONE-CENT SNACKS — FIVE STANDS.**  
Used about three months. First-class condi-  
tion, \$190.00. One SJP 25c Slot, \$10.00.  
**BUCKEYE VENDING CO.,** Mt. Vernon, O.

**TWO EXHIBIT CHUCKLETTES AND ONE**  
Jockey Club, \$20.00 each; three Jennings  
Club Venders, \$15.00 each, latest head. All  
A-1. **V. N. REASER, Victoria, Tex.**

**USED PHONOGRAPHS—1935, '36, '37 MODELS,**  
\$25.00 up. Write for price list. **KANSAS**  
**NOVELTY CO.,** 555 W. Douglas, Wichita, Kan.  
je18x

**WANTED—WILL PAY CASH \$60.00 FOR**  
Melon Bells. Blue Fronts, serial No. over  
400,000, \$35.00. Single or in quantities. **BOX**  
**C-534, Billboard, Cincinnati, O.** je11x

**WANTED TO BUY—JENNINGS DERBY DAYS,**  
Liberty Bells, Tanforan, Track Times, Ex-  
hibit Races. **CLEVELAND-CHICAGO AMUSE-**  
**MENT SALES COMPANY, 2729 Prospect Ave.,**  
Cleveland, O.

**WANTED—1000 COUNTER MACHINES OF**  
all types for cash. We buy, sell and trade.  
**COUNTER MACHINE EXCH.,** 3307 Armitage  
Ave., Chicago, Ill. x

**WANTED—USED BALLY RESERVES IN ANY**  
quantity. Write for list of Used Bumper  
Games. **ACCURATE COIN COUNTER CO.,** Box  
312, Patton, Pa.

**WANTED—1000 COUNTER MACHINES OF**  
all types for cash. We buy, sell and trade.  
**COUNTER MACHINE EXCH.,** 3307 Armitage  
Ave., Chicago, Ill. x

**WILL TRADE WURLITZER PHONOGRAPHS**  
for Mills Blue Fronts or Pace All Star Mys-  
teries, 5c or 25c play. **MARION COMPANY,**  
Wichita, Kan. je4

**WURLITZER 412s—A. C. CURRENT, ROUTE**  
of 30, \$80.00 Each. Excellent condition, on  
location in New York City. **H. REINSTEIN, 25**  
W. 43d St., New York City.

**3/8" BALL GUM, FACTORY FRESH, 11c BOX;**  
Tab, Stick, Midget Chicks, every Vending  
Gum. **AMERICAN CHEWING, Mt. Pleasant,**  
Newark, N. J. au13x

**1 TOM-MIX RIFLE, \$135.00; 1 JENNINGS SIL-**  
ver Dollar Machine with Jackpot (used two  
weeks), \$135.00; 20 AC Seven Jack Slots, 5c  
Play, \$50.00 each; 2 AC Seven Jack Slots, 25c  
Play, \$75.00 each; 3 Daval Bumper Bowling,  
\$50.00 each; 10 Mills Big Race, \$100.00 each;  
1/3 deposit. **BILL FREY, Miami, Fla.** my28

**COSTUMES, UNIFORMS,  
WARDROBE**

**A CLOSEOUT—EVENING SHOES, 50c PAIR;**  
Gowns, \$1.00; Wraps, \$3.00; Street Dresses,  
\$1.00. **CONLEY, 310 W. 47th, New York.**

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**AND SEND IT IN EARLY.**

**BLUE REGULATION BAND COATS, \$2.50;**  
New Caps, \$1.50; Red Coats, Caps, White  
Mess Jackets, Scenery, Curtains. **WALLACE,**  
2416 N. Halsted, Chicago.

**RHINESTONE G-STRINGS, \$4.00, \$5.00; NET**  
Trunks, 50c, \$5.50 dozen; Lace, 75c, \$8.00  
dozen; Brassieres, 35c; G-Strings, 25c. **PAUL'S,**  
158 W. 44th St., New York City.

**FORMULAS**

**EXPERT ANALYSIS. RESEARCH. INDUSTRIAL**  
Development. Newest guaranteed Formulas.  
Biggest catalog free. Special prices. Leads.  
**GIBSON LABORATORY, Chemists, BH-1142**  
Sunnyside, Chicago. tfm

**FORMULAS — LATEST MONEY MAKERS.**  
Write for free literature describing newest  
Formulas for Fast Sellers. **H-BELFORT, 4042**  
N. Keeler, Chicago.

**KOLA FORMULA—MAKE YOUR OWN KOLA**  
Extract. Big profits. Latest best formula  
and where to secure ingredients, \$5.00. **ALAMO**  
**BOTTLING WORKS, Box 55, Laredo, Tex.** je4x

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**20 AUTOMOBILE FORMULAS — NU-TIRE,**  
Cementless Patches, Auto Polish, etc. One  
dime postpaid. **HUTCHISON CO., 314 N. 4th,**  
Camden, N. J. my28

**FOR SALE—SECOND-HAND  
GOODS**

**BLUE DOT LORD'S PRAYER PENNY MACHINE**  
—With three dies. Excellent condition.  
Real bargain. Details. **W. R. CONRAD, Sur-**  
fern, N. Y.

**CORN POPPERS — GASOLINE, ELECTRICS.**  
Rotary, Heavy Aluminum 12 Quart Popping  
Kettles; Carmelcorn Equipment, Tanks.  
**NORTHSIDE CO., 1528 19th, Des Moines, Ia.**  
jy2x

**Show Family Album**



**MEMBERS of Kopp's Band, taken at Lexington, Ky., fair in 1909. Lower**  
row, left to right: Louis A. Hahn, now with Fillmore Music House, Cin-  
cinnati, and member of Middletown, O., Armco Band; Theo. Hahn Sr., de-  
ceased; Ed Schath, conductor of General Protestant Orphanage Band, Cin-  
cinnati; Joseph Elliott, clarinetist, Cincinnati Symphony Orchestra and mem-  
ber of Armco Band; Ed Carr, deceased; William J. Kopp, leader, now director  
of Shrine Band, Miami, Fla., where he lives; Jess Allen, deceased; Herman  
Hansen, clarinetist with Cincinnati Symphony Orchestra and Armco Band;  
George Carr, teacher and member of Armco Band; Charles Martin, Fillmore  
Music House, and Paul West, deceased.

**Middle row: Charles Reinhardt, deceased; Oscar Brand, retired; Harry**  
Kopp, deceased; Otto Schrickel, retired; Frank Simon, teacher, formerly with  
Sousa's Band and now leader of Armco Band; Arthur Danner, Indianapolis  
Band; J. Simpson, retired; Michael Brand Jr., deceased, and Elmore Kopp,  
retired.

**Third row: Arthur Weiss, deceased; Gustave Hagedorn, teacher, Trenton,**  
N. J.; Herman Burck and William Biltz, deceased; Charles Reifel, Esber-  
ger Band; Henry Fillmore, president Fillmore Music House and leader of  
Fillmore Band; Achmet Kuehn, retired; Volney Hoffman, secretary  
Cincinnati Musicians' Association; Leo Brand Sr., formerly with Cincin-  
nati Symphony Orchestra, now retired, and Thomas Stock and Walter  
Krueskamp, deceased.

*The Billboard invites its readers to submit photos taken from 15 to 20 years ago. It is specially requested that pictures be CLEAR and that they be accompanied with complete descriptive data. Group photos are preferred, but pictures of individuals who are STILL LIVING will be welcomed. They will be returned if so desired. Address Show Family Album Editor, The Billboard, 25-27 Opera place, Cincinnati, O.*

**FROZEN CUSTARD MACHINES—NEW ELEC-**  
tric Portable Aluminum Counter Models.  
Uses ice-salt, \$150. **CONCESSION SPECIALTY,**  
310-B East 34th, New York. je25x

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**FROZEN CUSTARD MACHINERY CO., 869**  
Thomas St., Memphis, Tenn., offers New  
and Used Machines of all makes. Write for  
prices. x

**NEW "VELVO" FROZEN CUSTARD AND ICE-**  
cream Machines, complete freezing and  
storage unit, \$159.00. Write **FROZEN CUS-**  
**TARD CO.,** Gastonia, N. C. je4

**POPCORN MACHINES, CRISPETTE, CARMEL-**  
Crisp, Potato Chip, Cheese Coated Corn  
Equipment. **LONG-EAKINS, 1976 High St.,**  
Springfield, O. jy23x

**1928 INTERNATIONAL 30-PASSENGER BUS—**  
Good condition. Real bargain. Write **GEO.**  
**J. ALLEN, 230 E. First, South, Salt Lake City,**  
Utah.

**FOR SALE—SECOND-HAND  
SHOW PROPERTY**

**CIGARETTE SHOOTING GALLERY—NEW LAST**  
year. Complete, six Guns, Frame, Wire  
Stand, Velvet, Stock. First sixty-five dollars  
takes all. **WALTER GIBSON, 1118 First St.,**  
S. E., Washington, D. C.

**FOR SALE—OR WILL LEASE FOR A LONG-**  
time period to responsible party, a Human  
Cannon, fully equipped, ready for the road.  
**BOX C-528, The Billboard, Cincinnati, O.**

**FOR SALE—STRIP STUDIO, TWO SIZES OF**  
Pictures, Enlarger; original cost \$250; now  
\$75. Two-Headed Baby Display Jar, \$20; also  
Lord's Prayer on Pinhead, \$10. State your de-  
sire. **MRS. M. RAMSEY, Red Springs, N. C.**

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**FOR SALE—MERRY-GO-ROUND, WHIP AND**  
two Lighting Plants mounted on Ford Truck.  
Write **SIDNEY H. LITNER, ESQ., 18 Tremont**  
St., Boston, Mass. x

**FOR SALE CHEAP—COMPLETE PRODUCTION**  
Peck's Bad Boy, Scenery, Props, Cuts and  
Trunks. Address **CHAS. W. BENNER, Canal**  
Winchester, O.

**KARMELOKORNS CRISPETTE OUTFIT, HOT DOG**  
Roaster, Candy Puller, Potato Chip Outfit,  
Slicing Machine, Lighting Plant. **ANCHOR,**  
1045 Abbott, Detroit, Mich.

**PIESEN'S LOOPIT—SIX UNITS, BEAUTIFUL**  
condition, \$300.00; Tank Fish Pond, 8-ft.  
diameter, 3-ft. deep, boiler plate construction,  
revolving bottom, complete with motor,  
\$200.00; Four-for-Dime Photo Machine, finest  
lens, manually operated, complete with booth  
and enlarger, \$125.00. **GEO. F. KONOLD, 314**  
Scott St., Warren, O.

**SOUND TRUCK—CLASSY DODGE PANEL, NEW**  
Powerful Amplifying System. Sell cheap.  
Take car in trade. Also Portable A.C. Amplify-  
ing System cheap. **DON KENNEDY, Shelby-**  
ville, Ind.

**THREE-BREAST ALLAN HERSHELL CAR-**  
ousel—Fine condition, perfect horses. Lease  
in Craterville Park. Old, quitting business.  
**JAMES SHEARS, Cache, Okla.**

**TRUNKS—ALL KINDS, \$6 EACH. STRONG,**  
fiber, sample, Taylor make, size 36x24x27.  
Deposit with order. **WM. LESSER, 517 Monroe,**  
Chicago.

**WELL PRESERVED REAL HUMAN MUMMI-**  
fied Male Body. Will stand rigid inspection  
by doctors. **J. OMER BARNHART, 107 1/2 S.**  
Broadway, Peru, Ind.

**WHIP FOR SALE—NUMBER A-1 CONDITION,**  
price \$1,500 cash. Selling at sacrifice on  
account of disagreement with partner. Going  
out of business. Can be seen in operation.  
**H. RUSH, Answer Billboard, Chicago, Ill.**

**HELP WANTED**

**ACTORS - ACTRESSES — NOW CASTING FOR**  
Summer Stock on Lake Hopatcong. Percent-  
age basis. Minimum entry fee. Information:  
308 Henry St., Hasbrouck Heights, N. J.

**ACROBATIC DANCERS, ACROBAT, CIRCUS**  
Performers, Etc. Girls, men. State your  
salary. Send photos. Can use beginners if well  
built. **BOX C-531, Billboard, Cincinnati, O.**

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**GOOD RIGGER FOR HIGH ACT—MUST BE**  
good Truck Driver. Season's work. Chasers,  
drunks save stamps. **GUS SUN, Springfield, O.**  
je4

**WANTED—FOREMAN ON WHIP. MUST BE**  
experienced or else will not qualify. Also  
Merry-Go-Round Man for Parker machine. **E.**  
**MOSCA, 2666 W. Grand Ave., Chicago.**

**YOUNG MEN WITH SOME TALENT—TO ALSO**  
help on canvas. Write **FORCES VAUDE-**  
**VILLE TENT SHOW, Plover, Wis.**

**LOCATIONS WANTED**

**WANTED—LOCATION IN GOOD PARK FOR**  
Modern Air Ways. First time in this coun-  
ty. **A. JETTAL, care C. Frye, Route 4, Spring-**  
field, O.

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**MAGICAL APPARATUS**

**A CATALOGUE OF MINDREADING MENTAL**  
Magic, Spirit Effects, Horoscopes, Buddha  
and 1938-'39 Forecasts. Graphology Sheets,  
Books, Crystals, Lucky Pieces, Palm Charts.  
Most complete line in world. New 148 il-  
lustrated page catalogue, 30c. Since 1921.  
Beware of imitators. **NELSON ENTERPRISES,**  
198 South Third, Columbus, O. je11

**FREE! CATALOG 500 MAGIC TRICKS FOR**  
pocket, parlor, club or stage. South's lar-  
gest line. **LYLE DOUGLAS, Station A-9, Dallas,**  
Tex. x

**LARGE PROFESSIONAL MAGIC CATALOGUE,**  
25c. **MAX HOLDEN, 220 W. 42d St., New**  
York City. je11x

**MAGIC—MENTALISM, SPIRITISM, FORTUNE**  
Telling. Luminous Paints, Ghost Effects,  
Handwriting, Palmistry Charts. Catalogue 10c.  
**REILLY, 57 E. Long, Columbus, O.**

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**MAGIC BOOKS, TRICK CARDS, LOOK-BACKS,**  
X-Rays, Novelties, Bingo Specials, 3,000,  
\$4.50; Markers, etc. Lowest price list. **WAR-**  
**NOVCO, Conimicut, R. I.** my28

**SELF-CUTTING DECK CARDS, OBDIENT**  
Kupee, Regent Rising Pencil, Silk-Hair, and  
list complete, \$1.00. **FUTUREFACTS, 105**  
Ackerman-A, Clifton, N. J.

**VENTRILQUOAL FIGURES—24-PAGE ILLU-**  
strated Catalog, 10c. **FRANK MARSHALL,**  
5518 S. Loomis Blvd., Chicago, Ill., Used by all  
professional ventriloquists. je11

**MISCELLANEOUS**

**CIRCUS APPARATUS, BALLBEARING TEETH**  
Swivels, Juggling Goods, finest made. Stamp  
for catalog. **EDW. VAN WYCK, 2643 Colerain**  
Ave., Cincinnati, O.

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**POP CORN — FINEST QUALITY NUCROP.**  
Greater profits. Free sample. Write **P. O.**  
**BOX 1063, Syracuse, N. Y.**

**M. P. ACCESSORIES & FILMS**

**BARGAIN—WESTERN AND COMEDY, GOOD**  
8-Reels, 16MM. Soundfilm, \$60.00; Bell &  
Howell 16MM. Model 120 Filmosound, com-  
plete and guaranteed, \$200.00. **P. E. GEORGE,**  
Rt. 2, Tuscaloosa, Ala.

**FIRST \$18.00 GETS COMPLETE SILENT MOV-**  
ing Picture Outfit and 20 Reels. **MOORES**  
**STOVE CO., 620 E. 3d St., Lexington, Ky.**

**LATEST 35MM. EQUIPMENT CIRCULAR —**  
Ready for distribution. Westerns, Comedies,  
Actions available. Let us know your needs and  
lowest prices will be quoted. **ZENITH, 308 W.**  
44th, New York.

**LATEST TALKIES FOR SALE—ALSO RARE OLD**  
Silent Movie Antiques and Special Subjects.  
Send for lists. **F. C. PICTURES CORP., 505**  
Pearl St., Buffalo, N. Y. x

**MOVIE ROAD SHOW BARGAINS — 35MM.**  
Sound Portables, complete, limited quanti-  
ties. DeVry, Weber, Universal, with Ampli-  
fiers, Speakers. Every equipment fully guar-  
anteed. From \$189.50 up. Special bulletin.  
Also 16MM. Sound Projectors. **CONSOLIDATED**  
**THEATER SUPPLY CORP., 1600-B Broadway,**  
New York, N. Y. my28x

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**ROAD SHOW SOUND SPECIALS—WESTERNS.** Actions, Features, \$15.00 up. Write **APOLLO EXCHANGE**, 117 S. 9th St., Newark, N. J. je11

**TALKIE ROADSHOW RENTALS AND SALE**—Rental complete program weekly, 16MM.-35MM., \$20.00; Silent, either size, \$10.00 weekly; Talkie Shorts, every description, \$5.00 reel outright sale; Timely Exploitation Specials, China at Front, \$35.00; Barbary Coast, \$50.00; Sound Birth, Medicals, Venereal Lecture Reels, \$60.00 to \$100.00; Smoker Stags, \$100.00; 100 Western Talkie Features, \$35.00 each; Action Dramas, \$25.00; used Portable Projector bargains, \$200.00 up. Any make new Portable Projector, 35MM.-16MM. 20% discount cash. Installment terms to honest business people, not fly-by-nights. **WALDO FILMS**, Suite 6, Waldo Bldg., Cincinnati. x

**UNUSUAL BARGAINS IN USED OPERA CHAIRS.** Sound Equipment, Moving Picture Machines, Screens, Spotlights, Stereopticons, etc. Projection Machines repaired. Catalogue \$ free. **MOVIE SUPPLY CO., LTD.**, 1318 S. Wabash, Chicago. my28

**WANT 16MM. HOLMES—HAVE EDUCATORS** and Kolographs, 35MM., for sale or trade, like new. Film list. **F. SHAFER**, Washington, Ind.

**WESTERNS, SPECIALS, ROADSHOWS, TALKIES,** Silents—35MM., 16MM., for sale or rent. Projectors for sale. **LONE STAR FILM CO.**, Dallas, Tex.

**WESTERNS, ACTION AND GANGSTER FEAT-** ures. Late releases at bargain prices. Shipped subject to screening. Also Shorts. **MOORE BROS. EXCH.**, Portsmouth, O.

**WRITE FOR 35MM. FILM AND EQUIPMENT** List. Bargains! Three R. C. A. 16MM. Sound Outfits. **ZENITH**, 308 W. 44th St., New York.

**35MM. FILMS, PROJECTORS, SOUND AND** Silent, accept trades. List 10c coin. **CAPITAL PRODUCTIONS**, 2502 West Port Road, Kansas City, Kan. x

**MUSICAL INSTRUMENTS, ACCESSORIES**

**CORNET WANTED—SMALL MODEL, POCKET** size, nine inches long. State condition and price. **EMERY**, 735 W. Main St., Wilmington, Ohio.

**AT LIBERTY ACROBATS**

**TRIPLE BAR MAN AND UNSUPPORTED LAD-** der at liberty on June 11. Good Triple Bar Man and excellent unsupported Ladder Act. Do handstand on ladder, juggle and do various other stunts on 15-foot ladder. Three seasons of circus experience. Address **T. KOSKI**, 523 E. B St., Iron Mountain, Mich.

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**BAR PERFORMER**—Aerial and Ground Bars. Straight or Comedy. **LOUIS OCZVIRK**, 302 W. Wells St., Milwaukee, Wis.

**AT LIBERTY AGENTS AND MANAGERS**

**A-1 ADVANCE AGENT**—Will Book Name Attractions, All-Girl Bands, Western Movie Stars heading this way contact me. Attractions must have good wardrobe. **RAY SALZER**, General Delivery, Steubenville, Ohio.

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**CARNIVAL - GENERAL - SPECIAL AGENT**—Reliable, 20 years' Coast to Coast experience. Booking auspices, press, billing, banners. Have car. **AGENT**, Box 638, Shreveport, La.

**AT LIBERTY BANDS AND ORCHESTRAS**

**AVAILABLE NOW. TEN-** Piece Orchestra. Address **BOX 310**, Billboard, Chicago.

**AT LIBERTY JUNE 5TH—ORGANIZED 9-PIECE** Orchestra. Rumbas, Sweet Commercial. Corn, swing out and entertainment. Two uniforms, P. A. system, cut floor shows. Prefer location. Write for photos. **CARL COLBY**, 1005 7th St., S., Fargo, N. D. my28

**AT LIBERTY—FIVE-PIECE UNION SWING** Band for summer engagements. Each man doubling. P. A. system, singers, entertainment. Full wardrobe and library. Have played the better spots in East. Now playing Innis Arden Country Club, Old Greenwich, Conn. Excellent references. Will travel anywhere. Address **ARTHUR PERLMAN**, New Canaan, Conn. my28

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**PERSONALS**

**LETTERS OF PROFESSIONAL HELP—WRITTEN** on your personality problems, confidential, \$2.00. B-6 Albemarle Apartment, Nashville, Tenn. x

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**PHOTO SUPPLIES AND DEVELOPING**

**A REAL BARGAIN IN 4 FOR 10c PHOTO MA-** chines—Get our prices before buying. We carry a complete line of Direct Positive Photo Supplies. **THE PHOTO MACHINE SUPPLY COMPANY**, Box 714, Louisville, Ky. x

**ALL 4 FOR 10c OPERATORS WRITE FOR NEW** catalogue containing new prices on supplies and equipment. **WABASH PHOTO SUPPLY**, Terre Haute, Ind. my28

**REGULAR \$275.00 STRIP PHOTO OUTFIT—** Makes 4 for dime; also 3 for quarter size photos, \$125.00 complete. **HASSAN**, Box 971, Parkersburg, W. Va. my28

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**ROLLS DEVELOPED—TWO PRINTS EACH** and two Free Enlargement Coupons, 25c. Reprints, 2c each; 100 or more, 1c. **SUMMERS' STUDIO**, Unionville, Mo. je4x

**SNAPSHOTS IN COLORS—ROLL DEVELOPED,** 8 Natural Color Prints, 25c. Natural Color Reprints, 3c. **NATURAL COLOR PHOTO**, C-141, Janesville, Wis. my28x

**4-FOR-DIME OPERATORS—SEND FOR FREE** catalog describing new Foto-Flash Outfits and listing complete line of money-makers. All orders shipped same day as received. **MARKS & FULLER, INC.**, Dept. BC-11, Rochester, N. Y. my28x

**SALESMEN WANTED**

**BIG COMMISSION SELLING CELLULOID PRIC-** ing Tickets, Metal Shelf Moulding, Menu Covers, Signs, Celluloid Buttons, Cards. M. **PRICING TICKETS**, 124 White St., New York. x

**SALESMEN—SELL BUSINESS STATIONERY,** Book Matches, Advertising Gummed Tape, Advertising Pencils, Shelf Moulding, Labels, Salesbooks, Rubber Stamps, Tags, Office Supplies. Business Cards, \$1.50 thousand, 35% commission daily. Free deals. Sales portfolio free. **WILLENS**, 2130 Gladys, Dept. A, Chicago. x

**SCENERY AND BANNERS**

**A-1 AMERICA'S LEADING CIRCUS-CARNIVAL** Sideshow Banner Painters. Devoting our time serving the showmen. **MANUEL'S STUDIO**, 3544 North Halsted, Chicago. je18

**BEST CARNIVAL AND SIDE SHOW BANNERS** on Earth. Positively no disappointments. **NIEMAN STUDIOS, INC.**, 1236 S. Halsted St., Chicago, Ill. my28

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**DYE DROPS—LIKE NEW, OVER 300 DESIGNS,** from \$10 to \$25, according to size. **SHELL SCENIC STUDIOS**, Columbus, O.

**NEW PROCESS BANNERS, DYEDROPS—MORE** artistic, brilliant, durable, inexpensive than others. Send dimensions for lowest estimate. **ENKEBOLL STUDIOS**, Omaha, Neb.

**TENTS—SECOND-HAND**

**TENT FOR BINGO GAME—SIZE 28x50.** Good condition. Will sacrifice. **MRS. CHAS. WILFORD**, 344 W. 56th Place, Chicago, Ill.

**At Liberty Advertisements**

50 WORD, CASH (First Line Large Black Type). 20 WORD, CASH (First Line and Name Black Type), 10 WORD, CASH (Small Type) (No Ad Less Than 25c). Figure Total of Words at One Rate Only.

**ROY SANDERS' SYLVANIANS—UNION, 11** men, desire summer location. Now on location. **DEL EDWARDS**, 1017 N. 9th, Reading, Pa.

**SEVEN OR EIGHT-PIECE BAND—FREE FOR** location immediately. Three Saxes, 2 Trumpets, Drum, Piano and Bass. All young, sober musicians. Go anywhere. Write or wire. **ORCHESTRA**, Box 25, Dravosburg, Pa.

**AT LIBERTY JUNE 20TH—For Summer Only,** 8-10 Piece Band. All young, experienced. Play sweet and hot. Vocal trio. Only reliable managers and agents answer. State all first letter. **BOX 309**, Billboard, Chicago, Ill. my28

**FIVE-PIECE BAND—Including Violin, Piano,** Piano Accordion, Trumpet and String Bass. Specializing in concert, dinner and dance. All with music schooling and fine references. Write **BIRGER WESTER'S ORCHESTRA**, Lake Mary, Fla. Prefer hotel or night club. je4

**GIRL COMBINATION—Seven Pieces. Trumpet,** Trombone, Alto, Tenor, Drums, Bass, Piano. Worked together two years. Prefer work collectively but interested individually. **MUSICIANS**, 428 Bishop Ave., Syracuse, N. Y. je4

**TRIO—Dinner, Dance. Violin, Saxophone, Piano,** doubling two Violins; Cello, Clarinet, Guitar, Swing and classical. Best character performance. Location anywhere. Address **BOX C-509**, Billboard, Cincinnati je4

**AT LIBERTY CIRCUS AND CARNIVAL**

**AT LIBERTY—A MAN** with a Nursing Baby. A Robert Ripley "Believe It or Not." Strange but true. **J. S. WATERS**, 704 7th St., Augusta, Ga.

**AT LIBERTY—HORSE AND PONY TRAINER.** Expect \$25 and all. Must be first class board and pay every week. **BEN OSLEK**, 1113 W. Kirby St., Detroit, Mich. my28

**BILL POSTER AND CONSTRUCTION MAN—** Thirteen years experience, union. Guaranteed sober and reliable, married. **W. H. GERATHS**, 1409 Cumberland St., Little Rock, Ark.

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**AT LIBERTY—SOUND TRUCK ON 1/2-TON** Panel Truck. Will work on gate receipts, percentage or straight salary. Truck decorated with typical show scenes and equipped with two large speakers. Will go anywhere and will positively increase your business. **AL JACKSON**, General Delivery, Albany, N. Y.

**ELECTRICIAN, CANVASMAN—AND DRIVE** any type truck available June 1. Now superintendent of equipment with three hundred foot top. **BOX C-532**, Billboard, Cincinnati, O.

**TATTOOED LADY—PARK OR CIRCUS.** **LOTTIE PICTORIA**, Box 870, care Billboard, 1564 Broadway, New York.

**CIRCUS - CARNIVAL TALKER—For Hula or** Cooch Show. Single man. Rube Comedy, Songs, etc. Mandolin. **JACK GAMBLE**, New Dover, O.

**PUNCH AND MAGIC—For Side Show. Experi-** enced, capable. **BENNIE BERNARD**, care Paul Cassenti, 2766 W. 16th St., Brooklyn, N. Y.

**SOBER MAN—23, wants Carnival or Circus** work. Spieler. Can manage grab joint. State all in first. **DANIEL CARR**, Penn Yan, N. Y.

**TO BREAK LIONS—To work and perform** for small circus and be their trainer. **GEO. CHAPPELL**, 412 Court St., Clayton Hotel, Watertown, N. Y.

**AT LIBERTY DRAMATIC ARTISTS**

**A-1 GENERAL BUSINESS TEAM FOR TENT,** Rep, Med or Stock. Ada, 38, leads preferably or as cast. Five feet two, 115 pounds. Kid spec. silver blonde. Guy, 40, dark, six feet, 180 pounds, as cast. Can direct promotions and merchants. Both neat appearing on and off and guarantee good wardrobe plus ability and experience. Seven-passenger Cadillac and Popcorn Machine. Go anywhere. Salary your limit or figure part salary on corn concession. Need no advance reasonable distance. **BATES**, Room 222, Milner Hotel, Des Moines, Ia.

**AT LIBERTY—THE SEDGWICKS. A-1 CHAR-** acter Team, Ingenue Specialties. Have car and trailer. **ROLAND SEDGWICK**, Tuscaloosa, Ala.

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**VERSATILE TEAM AT LIBERTY—MAN, CHAR-** acters, Character Comedy, Heavies and General Business. Wife, Leads, Ingenues and General Business. Real troupers, strong specialties. Both double orchestra, trumpet and trombone. Excellent wardrobe. Have car. Write or wire, stating full particulars in first. **WM. SELDON**, Defiance, O.

**DANNY ROWE AND FAMILY—Singing and** Dancing Specialties, Sketches, Bits. Available for dramatic, vaudeville or medicine show. Texas territory. **DANNY ROWE**, "The Original Jiggs," 427 Austin St., San Antonio, Tex.

**AT LIBERTY MAGICIANS**

**MAGICIAN - LECTURER—FREDERICK JACK-** SON, 104 Rand St., Brooklyn, N. Y.

**50x134 CANVAS TOP—150 FT. EXTRA SIDE-** wall, Extra 28 Ft. Middle. All sacked. **POST 1813**, V. F. W., Palmer, Mass.

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**THEATRICAL PRINTING**

**COLOR HANDBILLS—3x8, 1,000, \$1.25;** 5,000, \$3.25; 6x9, 1,000, \$2.00; 5,000, \$5.00. Flat Tickets, 10,000 \$6.00. 200 Letterheads, 200 Envelopes, \$1.50, prepaid. **STUMPPRINT**, South Whitley, Ind. jy30x

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**WINDOW CARDS—14x22, ONE COLOR, 100** \$2.50. 50% deposit, balance C. O. D., plus shipping charges. **THE BELL PRESS**, Winton, Penna.

**200 6-PLY 14x22 WINDOW CARDS, \$6.00;** 1,000 Ticket Sellers' Reports, \$3.50; 250 Letterheads, Envelopes, \$3.75. **DOC ANGEL**, Ex-Trouper, Leavittsburg, O.

**WANTED TO BUY**

**BUY OR LEASE—A LARGE PORTABLE ROLLER** Rink, in good condition. Write or wire **FLOYD R. GREEN**, 610 Baltimore, Huntington, W. Va.

**WANT TO BUY—ELI WHEEL. NO. 5 OR 12.** Small Two-Abreast Merry-Co-Round, in good condition. Cheap for cash. **LOU RILEY**, 107 W. Quackenbush Ave., Dumont, N. J.

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**WANTED—A FIRST-CLASS 50x100 OR** Slightly Larger Tent at a bargain. **BOX C-515**, The Billboard, Cincinnati, O.

**AMATEUR MAGICIAN—Seeks position with** small unit with opportunity to learn business. Has partner wishing to break in. Salary secondary. **BOX 871**, care Billboard, New York.

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**MAGICIAN—Change two weeks. Illusions and** Small Magic. Age 32. Have drums, play them. General business, some characters. Wife, 25. Illusions, assists in Magic, small parts. Both know med acts. No booze. Salary your limit and sure. Advance unless we know you. Full particulars first letter. Write **V. ROY**, Bethany, Ill.

**AT LIBERTY MISCELLANEOUS**

**THE GREAT ROSSERINO—** Eminent Hypnotic Scientist. Billboard, Woods Bldg., Chicago, Ill. my28

**AT LIBERTY—High class American Palmist and** Psychologist. Personality, good character, dependable. For hotels, carnival and parks. **MADAM DE-SILVA**, care Billboard, Cincinnati, O.

**PSYCHIC AT LIBERTY—Original "Kansas** Miracle Girl," well-known Radio and Theatre Mentalist, completing 7 months' return engagement as feature reader in Class One tea room. Can train, manage readers or business. Fast, satisfactory private reader, good on repeats. Furnish A-1 reference. First-class parks, resorts, mit. camps, tea rooms and others in need of a first-class, capable worker send offers at once. **BESSIE LARUE**, 1514 S. Third Ave., Apartment 7, Louisville, Ky.

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**ROLLER RINK ORGANIST—Available immedi-** ately. Experienced on Hammond Electric Organ or Pipe Organ. Roller-Dance Steps, Scotchische, Two-Step, etc. Guaranteed absolute sobriety, conduct, appearance at all times. Inherent ability. Fifteen years as spotlight organist on Loew's, Warner. Publix circuits. **BOX C-518**, Billboard, Cincinnati, my28

**AT LIBERTY M. P. OPERATORS**

**CAMERAMAN—With Production Experience** wants assignment to make motion pictures. Have camera equipment. Will travel. **DAN ALBERGO**, 26-22 30th St., Long Island City, N. Y. je23

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**AT LIBERTY MUSICIANS**

**AT LIBERTY JUNE 3—A** Sax Rideman. Double Hot Clarinet, Arranger with scores of swing numbers. Formerly with Ray Welsh, Joe LaFrance, Sally Rand unit, etc. Write to **W. A. CATENARO**, 521 W. Main St., Masontown, Pa.

DANCE CORNET — UNION. ED SMITH, The "Y," Coraopolis, Pa.

EXPERIENCED GIRL. Harpist—Union. Concert or swing. Band, orchestra, radio, solo, accompanying. Read, fill, modulate. Complete library, first-class appearance, wardrobe. Double piano. First time available in four years. Pictures, references. BOX C-535, Billboard, Cincinnati, O.

ALTO SAX—DOUBLING CLARINET. UNION. Location only. MUSICIAN, 2817 W. Wisconsin, Milwaukee, Wis.

AT LIBERTY JUNE 4TH—FAST, EXPERIENCED Swing Drummer. All essentials, vocals, cut or no notice. Midwest locations only. Write all, don't wire. BOB UTOSKA, 702 N. Dubuque St., Iowa City, Ia.

AT LIBERTY—TENOR SAX, CLARINET. READ, fake and modern take-off. Age 23, union. Free to travel. Write or wire. BUD FISCHER, 1116 Anna St., Elizabeth, N. J.

DRUMMER—12 YEARS' EXPERIENCE. YOUNG, reliable and sober. Cut it with anything. Like to get on a good rep show. Ticket if far. Nice outfit and appearance. Join immediately. Wire or write, stating all to BEN FAVISH, 3792 Talman Ave., Ballaure, O.

FINE SECOND TRUMPET—SWING OR SWEET. All essentials. Young, congenial. Like resort work. Can bring guitar. Panics skip. Wire, write. HARRY GISH, Route 1, Paducah, Ky.

GIRL SOUSAPHONIST — PREFER LOCATION. Union. BOX C-524, Billboard, Cincinnati, Ohio. my28

STRING BASS — EXCELLENT READER WITH fine orchestra experience. Double Trombone and Guitar. Desires work with Class "A" orchestra immediately. CARL HOFFMAN, 172 Mayra, Syracuse, N. Y.

TENOR SAX - CLARINET — READ, TONE, phrase, ride and experience. Go anywhere. State all. MONTY GOVER, Arkansas Tech, Russellville, Ark.

TENOR SAX—DOUBLING CLARINET. YOUNG, experienced. DON REED, Stowe, Pa.

TROMBONE—MODERN TONE. JAM, READ, plenty experience. Sober, reliable, young. Write or wire CORDON SINRUD, 409 W. College, Tallahassee, Fla.

TROMBONIST — AGE EIGHTEEN. GOOD reader, good tone. LEWIS RAUTON, 119 Gladstone, Rock Hill, S. C. je11

TRUMPET — EXPERIENCED BAND, ORCHESTRA. Write particulars. F. BELL, 806 Howard Ave., Altoona, Pa. je4

TRUMPET—MODERN SWING MAN. PLENTY experience. Available after June 1. State details. "WOODY" JAMES, 402 E. Howard, Biloxi, Miss.

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ACCORDIONIST — Young and neat. Real professional playing modern accordion. Full repertoire of all request, popular, classical, tango and novelty numbers. Prefer working alone or with small strolling combination. Plenty experience in radio, vaudeville and clubs. Have worked in best spots in Miami, Atlantic City and New York. Photo. BROUGHTON, 1017 M St., N. W., Washington, D. C.

ALL SAXES—Double Clarinet and Violin; Sing some. Big, rich tone, good reader, modern style take-off, college graduate, 23. Sober, single, dependable, all-round qualifications. Non-union but will join. Plenty experience in both large and small bands on all sax chairs. Want steady job with good pay. Write or wire particulars now to SOL BETNUN, 128 Regent St., Salt Lake City, Utah.

ALTO SAX — Style, all essentials. Double Clarinet. Read and fast take-off. Also do some show bits. BOX 872, care Billboard, New York City. Phone Stillwell 4-8194.

CORNET—Tone, read and ride. Sober, dependable. Prefer location. Letters only. Allow for forwarding. State type of band and tell all in first. BOX C-523, Billboard, Cincinnati

DRUMMER, BARITONE SINGER—Union, read, fake, exhibition, nice outfit. Sober, reliable; references. Six years' experience. Join small or large orchestra. JAY FRANCIS LITTLE, 200 West 88th St., New York. Schuyler 4-9347.

DRUMMER - ENTERTAINER—Play Dixieland or any style. Flash and specialties that really sell. Fine outfit, large experience. Clubs, shows, bands, write, wire TINY FRANKS, Clark Hotel, Hastings, Neb.

EXPERIENCED MUSIC TEACHER—Class work, all strings, violin, saxophone, etc. Concert Hall and Guitar Soloist, expert arranger, good organizer, radio and stage experience. Now employed but change desired. Answer. GUITARIST, 124 S. Main St., Sumter, S. C.

TENOR—Doubling Alto and Clarinet. Good tone, read and take-off. Young, single and reliable. Location desired. On location at present but desire change. BOX C-533, Billboard, Cincinnati.

VIOLINIST—Doubling Accordion, Banjo, Guitar. Experienced in all lines. Age 29. Library. Expert musician. State all particulars. Address P. G., 7706 S. Marshallfield, Chicago, Ill.

AT LIBERTY PARKS AND FAIRS

AERIAL COWDENS — SENsational Double Trapeze, Comedy Revolving Ladder. Address Billboard. je18

AERONAUTS — BALLOON Ascensions by Lady or Gent. Established 1911. Write or wire. JOHNSON BALLOON CO., Clayton, N. J. my28

BALLOONIST—AMERICAN BALLOON EXHIBITION CO., Reliable. Write, wire. Humboldt, Tenn. je4

BALLOON ASCENSIONS, Parachute Jumping. One to five drops. Fairs, parks, celebrations any place, any time, always reliable. CLAUDE L. SHAFER, 4704 West Washington St., Indianapolis, Ind. my28

BALLOON ASCENSIONS for Parks, Fairs and Celebrations, covering the United States and Canada. Write JACKSONVILLE BALLOON CO., Jacksonville, Ill. je4

BALLOONISTS AND AIR-plane Parachute Jumpers. Go anywhere for reliable committees, fairs, parks, etc. Established 1903. THOMPSON BROS. BALLOON & PARACHUTE CO., Aurora, Ill. je18

TUMBLING AT WOODS — Bozo, Raggedy Ann, Falling House. Billboard, Cincinnati, O. my28

AERIAL ACT FOR ALL OUTDOOR EVENTS—High Swaying Pole and Trapeze. Appearance guaranteed. BOX C-464, care Billboard, Cincinnati, O. au27

BALLOON ASCENSIONS FURNISHED FOR ALL occasions. HENDERSON BALLOON CO., Haskins, O. (formerly of Toledo). my28

BALLOON ASCENSION—WORLD CHAMPION Lady Parachute Jumper, doing one to eight parachute drops on one ascension. ETHEL PRITCHETT, Spring Lake, Mich. je18

BALLOON ASCENSIONS FURNISHED—ESTABLISHED 1917. Experienced operators. Triple Parachute Drops. O. E. RUTH'S BALLOON CO., 1021 Collier St., Indianapolis, Ind.

CARMENE'S CIRCUS REVUE — FOUR COMPLETE and distinct Free Attractions. Price and literature on request. Address BOX 21, Williamston, Mich. je25

FOUR HIGH CLASS ACTS — WORLD'S BEST Wire Act, real Comedy, Tramp Juggling Act, Novelty Trapeze Act, Hand-Balancing and Acrobat Act. BINK'S CIRCUS ATTRACTIONS, Route 1, Cudahy, Wis. je4

FOUR ACTS—EXPERT ROPE SPINNING and wonderful Educated Horse Act, Muscle Control and Strong Man Act; 940 pound horse supported by a 150-pound man. Recently featured in "Believe It or Not." LEISTAD'S ATTRACTIONS, Elkhorn, Ia. my28

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AERIAL COWDENS — Three Standard Acts. Fast Double Trapeze, Comedy Revolving Ladder and Illuminated Swinging Ladder. Literature and price on request. Address The Billboard, Cincinnati, O. je4

AT LIBERTY—Four separate Acts. Wire Walker. Novelty Juggler Act, Balancing Trapeze Act, Dog Acts. Something new and different from the rest. CHESTER HUBER, Wabasha, Minn. my28

CHARLES LA CROIX (In Person)—Original. Outstanding Novelty Trapeze Act. A high-class platform free attraction. Available for 4th July celebrations, street fairs, etc. Very attractive equipment. Special large modernistic advertising posters free. Wonderful act, elaborately costumed, big drawing card. Price for act reasonable. Address CHARLES LA CROIX, 1304 S. Anthony Blvd., Ft. Wayne, Ind.

CHAS. AUGUSTUS — High-Class Trapeze Artist. Committees wanting a real feature novelty act as a free attraction for your 4th of July celebration and other events, get in touch with me. My act can be erected on your platform and featured. I have complete and flashy apparatus and do a real act. Literature and price on request. Address CHAS. AUGUSTUS, care Dreier Drug Co., 602 Calhoun St., Ft. Wayne, Ind.

FOR INFORMATION regarding the World's Greatest Trained Animal act for every event write RICE'S ANIMALS, 1200 Linwood Ave., Jackson, Mich.

FRED AND MARIE GUTHRIE — Four separate acts for price of one. Double Tight Wire Act, Single Trapeze Act, Lady Butterfly Iron Jaw Act and Double Trapeze Act. Reasonable. Bradner, Ohio. je11

HIGH SWAYING POLE and Highest Aerial Contortion Act, with original contortion thrilling features. Two different acts. BOX C-530, Billboard, Cincinnati, O. je18

LICENSED PARACHUTE and Stunt Men. Let us be the Drawing Feature to your Show with our Dangerous Threading, Guaranteed Air Stunts. Also Free Ground Acts. Now Booking. STEWART PARACHUTE SERVICE, Elgin, Ill. je4

PARACHUTE JUMPS — Air Shows, Sensational Stunt, Stinson Tri-Motored Airliner for passenger carrying, Government licensed pilots and airplanes. Write JACK MILLER, 2528 W. Kilbourn Ave., Milwaukee, Wis. je4

SKATING - FREE ACT — Only original fast roller act of its kind. Most difficult work ever to be staged. Plenty thrills, attractive wardrobe and good looking, clear people, 19 and 21. Write for literature. HOOSIER FLIERS, Edgar B. Noble Jr., Waynedale, Fort Wayne, Ind.

SENSATIONAL ENTERTAINMENT VALUE — Comedy Horse Act for races, pulling contests, Clown Motocycle Cop, Juggling, Wire Acts, Comedy, Aerial Number, Run kid contests, Clown dog. Educational lecture for 4-H Clubs, etc. ART ATTILA, Billboard, Chicago.

THREE ACTS—Tight Wire, Slack Wire and Rolling Globe. All acts first-class every way. Write for prices and literature. RALPH AND SYLVIA CHRISTY, Keokuk, Ia. je4

TWO ACTS — Spanish Wire and High Trapeze. Colorful costumes. Special lighting equipment for night appearances. Bond if desired. BOX C-465, care Billboard, Cincinnati, O. au27

AT LIBERTY PIANO PLAYERS

YOUNG CONCERT PIANIST — European Conservatory Graduate. Nine years concert work, 250 recitals over leading NBC stations. Available during summer Sunday concerts or featured soloist first-class hotel. BOX C-529, Billboard, Cincinnati.

AT LIBERTY MAY 29—A-I PIANIST. FIVE years' experience organized bands. Read, modern take-off, floor shows, arrangements. Age 24, reliable. LEE ROBERTS, 631 N. Winnebago, Rockford, Ill.

PIANIST—EXPERIENCED, ABILITY, ALL ESsentials. Young, modern, union, sober, appearance and dependable. Write all details in first. REG COPENHAVER, Utahville, Pa.

RELIABLE PIANIST—READ, FAKE, ETC. ALL essentials. BOX C-505, Billboard, Cincinnati, O.

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DANCE OR SHOW PIANIST—Can play Tenor Sax, double Clarinet. Age 25. LEON MONDRON, 114 E. Hamtramck St., Mt. Vernon, O.

PIANIST—Union, age 27, sober, 10 years' experience. Will locate, travel, foreign or local. Can also be of use as conductor, librarian or copyist. Reference if necessary. All legitimate offers considered. Write or wire. PAUL BERLIN, 4146 S. Mozart St., Chicago, Ill. my28

PIANIST—Solid rhythm. Read, fake, transpose, arrange, cut shows. Can join immediately. Prefer Wisconsin or Illinois. BEATRICE SIBOLE, 2722 Hall Ave., Marinette, Wis. je11

YOUNG MAN—Union, American Pianist. Thirty, single, desires refined opening. Salary and long engagement must be guaranteed. Experienced accompanist, soloist, orchestra, concert and dance. Now in New York State. State details. BOX C-499, Billboard, Cincinnati. my28

AT LIBERTY SINGERS

GIRL VOCALIST — At Liberty after fifteenth. Sings all original keys. Prefer summer location. No panics. Write JEAN RAYE, 255 E. Kings Hwy. No. 1, San Antonio, Tex.

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AT LIBERTY VAUDEVILLE ARTISTS

AT LIBERTY—OLD-TIME BLACKFACE COMedian. Up in all med acts and bits. Do singles, change for two weeks. Play guitar, harmonica and saw. TOM YANCEY, 3136 Southport Ave., Chicago, Ill. my28

AT LIBERTY—A-I VERSATILE COMEDIAN. Eccentric and Feature Black, or work as cast. Plenty sure-fire specialties. Know all acts. Bits. Good candy man. Neat appearing, sober and reliable. Age forty. Join reliable show anywhere. Need ticket. Wire. BILLY MORNING, 518 Elm St., Raleigh, N. C.

HILLBILLIE TRIO — STRINGS, SONGS, NOVELTY Acts. Fire Act (new and different). Photos to reliable managers only. Gas if far. State what you will and can pay. HILLBILLIES, LeMars, Ia.

STOOGES WITH EXCELSIOR PIANO-ACCORDION—Comedian and Acrobat. Experienced. PHILIP PIANTONE, 217 S. Ashland Blvd., Chicago. Haymarket 3388.

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AT LIBERTY—Straight Man, age 29. Guitar, Specialties, Hillbilly Singer, Rep or Med. Sober and reliable. Salary your top. Write or wire. IRVING CLOUSE, Nardin, Okla. my28

AT LIBERTY—For Med. Show. Blackface Comedian. Change specialties for 2 weeks. Know the acts. Can do whiteface if required. FRED W. SLIM, General Delivery, Cleveland, O.

AT LIBERTY—A Snappy Singing, Dancing, Talking Specialty Woman. A-1 Acts, Bits. Change 10 nights. Middle age. Consider partner with car. Reliable, a lady, need ticket. Med, tent or rep. MADAM GUSSIE FLAMME, General Delivery, Columbus, O.

FEMALE IMPERSONATOR — Singer, Dancer. Male and female voice. No would-be. There with voice, looks, personality, wardrobe. Work male. Reliable managers answer. DORIAN CARLTON, care C. Hunter Jr., 1108 Ridge Rd., North Woodside Silver Spring, Md. my28

STRAIGHT MAN—Singer, Dancer. Know all med. acts, bits. Young, sober, reliable. Complete wardrobe. Salary low. Write MORAN REYMENT, Pulaski, Wis.

4TH OF JULY (Continued from page 60)

MISSOURI Richland—American Legion. MONTANA Roundup—July 3-4. George A. Swertelle. NEBRASKA Schuyler—Dr. H. E. Tagg, American Legion. NEW YORK Akron—R. E. Emendorfer, American Legion. Bath—J. V. Faucett, Fair Assn. Olean—C. J. Hosmer, American Legion. NORTH DAKOTA Halliday—R. M. Pippin. OHIO Canton—On Fair Grounds. OKLAHOMA Fairfax—Chamber of Commerce. Stillwater—July 4-5. Ralph G. Archer. OREGON Tillamook—July 2-4. Tillamook Associated Beaches. PENNSYLVANIA Easton—E. C. Baker, American Legion. Wilkes-Barre—Slovak Day, Sans Souci Park. SOUTH DAKOTA Flandreau—July 2-4. American Legion.

Woonsocket—E. B. Oddy, Chamber of Commerce.

TEXAS Austin—July 2-4. George Cabbell, American Legion. Fairburn—Celebration, Rodeo. Rockdale—W. F. Marshall.

VIRGINIA Louisa—Firemen's Fair, L. S. Key. WISCONSIN Algoma—July 3-4. American Legion. Appleton—Jr. Chamber of Commerce. Black Earth—July 3-4. Brodhead—July 2-4. American Legion. Burlington—American Legion. Chippewa Falls—July 2-4. American Legion. Deerfield—July 3-4. American Legion. De Pere—July 3-4. Clarence Riley, American Legion. Fennimore—July 2-4. Legion-Firemen. Green Bay—July 3-4. American Legion. Manitowoc—L. W. Robertson. Marinette—Middleton—July 3-4. American Legion. Milwaukee—Municipal Celebration. Mineral Point—July 3-4. C. L. Winn, American Legion. Monroe—July 3-4. Leland C. White, Fair Assn. New Richmond—T. J. Madden. Oshkosh—Veterans of Foreign Wars. Park Falls—American Legion. Platteville—Fair Assn. Rice Lake—July 2-4. L. W. Webster, American Legion. Watertown—John L. Bruegger, Gymnastic Assn. Waupun—Walter Paskey, American Legion.

COMING EVENTS (Continued from page 60)

Clymer—Old Home Week. June 13-18. John T. Daniels. Coalport—Celebration. June 27-July 2. Fred J. Hahn. Confluence—Old Home Week. May 28-June 4. M. A. Beam. Culmerville—Celebration. June 20-25. John Saks, Curtisville. Devon—Horse Show. May 24-31. Morris Cheston, Land Title Bldg, Philadelphia. E. Pittsburgh—Community Celebration. May 26-28. Ellwood City—Old-Timers' Celebration. May 30-June 4. Charles A. Miller. Finleyville—Firemen's Celebration. June 20-25. Knox—Firemen's Celebration. June 20-25. J. B. Truby. Lafayette Hill—Barren Hill Firemen's Fair. June 17-25. Edwin Lightkep. Marienville—Forest Festival. June 27-July 3. R. M. McDonald. Mechanicsburg—Jubilee Day. June 9. Miss Mary E. Thomas. Mifflinburg—Firemen's Night Fair. June 20-25. H. H. Baker. Mount Pleasant—Firemen's Street Fair. June 25-July 2. New Brighton—Centennial Celebration. May 30-June 4. Parkers Landing—Home-Coming Week. May 30-June 4. Fire Dept. Scottsdale—Fire Dept. Celebration. June 6-11. E. G. Sturtz. Scranton—Celebration. June 19-24. William R. Bernhard. Sharon—Auto Races. May 30. Sligo—Fire Dept. Celebration. June 13-18. W. C. Elliott. Sunbury—Fire Dept. Celebration. June 12-18. Ralph Youtz. Wall—Firemen's Jubilee. June 6-11. James W. O'Connell.

SOUTH DAKOTA Bison—Gala Day. June 23. Bryant—Legion Celebration. June 26-29. L. A. Jacobson. Chamberlain—Nations Highway Celebration. June 22-24. De Smet—Old Settlers' Day. June 10. Lake Andes—Fish Day. June 10. Montrose—Frolle Day. June 30. Sioux Falls—National Sangerfest. June 16-18. TENNESSEE Dyersburg—Cotton Carnival & Horse Show. June 1-3. Clark P. Moss. Knoxville—Smoky Mountain Festival. June 8-9. Mrs. B. J. Marshall. TEXAS Jacksonville—Natl. Tomato Show & Festival. June 6-8. C. K. DeBusk. Killeen—Homecoming. June 17-19. Chamber of Commerce. Mineral Wells—Health Festival. June 1-19. Pampa—Top of Texas Fiesta. June 9-11. Garnet Reeves. Yoakum—Tomato Harvest Festival. June 10-11. Mrs. Earl Cochran. VIRGINIA Colonial Beach—Legion Festival. June 24-26. Franklin C. Caruthers. Norton—Rhododendron Festival. June 30-July 2. H. E. Hyatt. Tasley—Potato Blossom Festival. May 28-31. American Legion.

WASHINGTON Grand Coulee—Legion Encampment. May 28-30. Seattle—Scandinavian Day Celebration. June 12. Swedish Club. WEST VIRGINIA Barrickville—Celebration. May 30. Dortha Dodd, Fairmont. Buckhannon—Strawberry Festival. June 2-3. J. E. Hudson. Martinsburg—Firemen's Celebration. June 13-18. Westpahl Hose Co. Morgantown—Celebration. May 25-30. J. W. Tephbaugh. WISCONSIN Beloit—Memorial Day Celebration. May 30. Thomas J. Gharitty. Chetek—Regatta & Homecoming. June 11-13. Merten Martinson. Milwaukee—VFW Celebration. June 13-19. Platteville—Legion Celebration. June 5-11. S. R. Mussehl. Prairie du Chien—VFW Spring Festival. May 30-June 5. Racine—Goodwill Celebration. June 24-July 10. Bernard Magruder. CANADA Montreal, Que.—Circus at the Forum. May 21-28. Hamid & Morton. Saskatoon, Sask.—Pat Stock Show. June 3-4. Sid W. Johns.

# Wholesale Merchandise

PRIZES · NOVELTIES · PREMIUMS · SPECIALTIES

Conducted by JOSEPH CSIDA—Communications to 1564 Broadway, New York

## Big Opening Day Biz Anticipated By Concessioners

NEW YORK, May 21.—With Decoration Day just a week off, beach, park, pool and resort concessioners are making ready for a big opening day. Given a break in the weather, the boys are optimistic about the holiday week-end sales possibilities, despite the much-lamented recession.

Items featured are similar to those played up in former years and include such staples as sun glasses, beach chairs and umbrellas, bathing caps, rubber stoppers (for the ears), sun-tan oils and various sunburn liniments.

Complaint of many of concessioners is that there has been nothing really new developed in some time to fit in with their merchandising plans. Game operators at beaches, pools, parks and resorts, however, have less of a complaint on this score than the boys selling the straight beach and pool stuff.

A number of interesting new items have come into popularity recently and the summer spot workers plan to play them up for all they are worth. These include such proven winners as the vent dolls (which are still said to be going well), the various new Snow White and Dwarf items and the tiny (fit in your hand) radios. New combinations of various popular items are also coming in for their share of the summer business, according to the concessioners interviewed. Among such items are the combination radio and clock, called Kal Klok; the vent doll, dressed up in the costume of the popular Drum Major, and several others.

Low-priced cameras, it is expected, will be one of the most popular numbers with both staple and game concessioners. Cameras are always big sellers at resort spots, but with lowered prices and the improved jobs now being offered, a number of concessioners expressed the opinion that the picture boxes would go bigger than ever this year.

## DEALS

A Column for OPERATORS & DISTRIBUTORS of SALESBOARDS, SALESCARDS and TRADE STIMULATORS.

By BEN SMITH

Warm weather months are picnic months and items which can fit into the picnic picture should move well from now until late fall. Such items as cameras, portable radios, portable phonographs, fishing tackle sets and camping accessories are natural for this time of the year and there are many, many more. Look around, pick an item which you believe should appeal to the outdoor man or woman and the chances are a deal on this item will click nicely for you.

\* \* \*

Gift Headquarters is introducing an item which operators should be able to use to good advantage on a small card. It is called Ther-Mo-Pack, a new invention which converts an ordinary fruit jar into a vacuum jar. Just place the fruit jar into the Ther-Mo-Pack container and food or drink remains hot or cold for hours. Item is low priced and should prove popular with all lovers of the great outdoors. A handy outing grip made of sturdy Kraft Board 6 inches wide, 9 inches high with an 11-inch cover that locks in and a nickel wire handle for carrying is also being offered (See DEALS on page 74)

## More Than 100 N. Y. World's Fair Merchandise Numbers To Stimulate Biz for All Workers

NEW YORK, May 21.—Probably the greatest stimulant to workers in all branches of the merchandise field is the licensing by officials of the New York World's Fair of more than 100 items, suitable for use in every conceivable connection. Operators expect World's Fair items to hypo their business tremendously.

Judging from the crowds which lined the sidewalks here during the motorcade held several weeks ago and the more than 500,000 people who flocked to Flushing to witness the fireworks and display of acts and attractions recently, optimistic hopes of operators are well founded.

Reports from some of the boys already handling such World's Fair items as the rabbit's foot charm, lucky World's Fair coin and World's Fair button also indicate that there will be an active demand for merchandise bearing the Perisphere and the Trylon.

A complete list of the many types of merchandise approved and licensed by fair officials follows:

DISPLAYS, STICKERS AND LABELS  
EMBOSSSED AND PRINTED FOIL PAPERS  
BOOK ENTITLED "NEW YORK, THE  
WORLD'S FAIR CITY"

BOARD OF EDUCATION TEXTBOOKS  
FLAGS AND PENNANTS  
PINS AND BUTTONS  
SILVER TEASPOONS  
GOLD AND SILVER CHARMS FOR BRACE-  
LETS AND KEY RINGS  
UNBREAKABLE METAL ASH TRAYS  
RABBIT'S FOOT CHARMS  
POCKET KNIVES  
AUTOMOBILE EMBLEMS  
METAL BOXES  
METAL LETTER OPENERS, BOOKMARKS,  
RULERS, BOXES, ASH TRAYS, COAST-  
ERS, COCKTAIL PICKS, BRACELETS

BOYS' HATS AND CAPS  
ELECTRIC LIGHT BULBS  
WORLD'S FAIR GAME  
NECKERCHIEFS  
PLAYING CARDS  
SOUVENIR CANES  
PLASTIC TRANSPORTATION MODELS  
STIRRUP KEY HOLDERS  
VIEW FOLDERS  
SILK PILLOW TOPS  
LEATHER KODAK BOOKS  
LEATHER BILLFOLDS  
METAL COMPACTS  
NOVELTY JEWELRY, INCLUDING LOCK-  
ETS, RINGS  
SLACKS FOR MEN, WOMEN AND CHILD-  
REN

RAYON AND RAYON-MIXED FABRICS  
BANNERS AND BUNTINGS  
RUBBER STAMPS  
CELLOPHANE AND CELLOPHANE  
TINSEL COMBINATIONS

BATHING SUITS  
BUD VASES  
PAPER WEIGHTS  
TAPESTRY CUSHIONS  
TABLE SCARFS  
RADIO SCARFS  
LUGGAGE  
WOMEN'S AND MISSES' DRESSES  
LADIES' WRIST WATCHES  
GLASS AND TIN CONTAINERS  
METAL VANITY CASES  
BERETS

LEATHERET SOUVENIRS  
WRITING TABLETS  
SAVINGS BANKS  
CLIPS  
CUFF LINKS  
AUTO ROUTES TO FAIR  
"PETER PANDA" TOY  
TOOTHBRUSHES  
HUNTING AND FISHING KNIVES  
LACE ARTICLES FOR THE HOME  
MODELS OF PERISPHERE AND TRYLON  
WINDOW DISPLAY  
DECALCOMANIAS

All items listed will have either the name New York World's Fair or the fair's Perisphere-Trylon symbol or both. It is possible and likely that fair officials will license and authorize other items in the future.

## New Cases Hypo Electric Razor Biz for Many Ops

CHICAGO, May 21.—The spread of an idea that has been with us for several months, transparent cases for electric dry shavers, is doing much to maintain and re-establish profits for sales-board ops, direct sellers and bingo ops. Premium users are also going in for this latest craze, which finds two Chicago firms, Ever-Sharp and the Ever-Keen Dry Shaver, taking the initiative by offering such models. Mechanism in each is clearly visible at all times, making the matter of demonstration easy.

Salesboard operators in particular are grabbing the new gadgets, not only because of their known practicability, but because of the powerful sales appeal they offer when coupled with the statement, "See it work yourself. Watch the wheels go round." Deals on which item has appeared to date have been moving at an even faster clip than the conventional-type shavers, ops report.

Direct sellers, too, have one more valuable point to play up aside from the desirability and low cost of dry shavers today. There are a great many prospects who like to see and know what's on the inside of any kind of mechanical device before they buy it and the electric shaver is no exception. Therefore the transparent case is the solution to the problem many of the boys on firing line have had to face in the past.

Bingo ops, notably a few whose stands have suffered from lack of new methods of presenting quality merchandise, are manifesting a lot of interest in the new development. Some nice shipments of the visible-motor type razors to be used as prizes are reported. General opinion is that the build-up generated for the item thru the fact that formerly transparent shavers were made only as demonstrators has served to intensify the public desire for the item.

## BINGO BUSINESS

By JOHN CARY

ROBERT T. PETERS, of the Bluefield, W. Va., Kiwanis Club, writes:

"I am inclosing newspaper story and pictures taken at a bingo party held March 24-26 in Municipal Auditorium. Funds raised were used to send the A Capella Choir of our local high school to a national contest in St. Louis.

"Needless to say, it was a huge success." WE QUOTE THE LETTER AND PARTICULARLY the last line to show the bingo business world's blues singers that there are still plenty of games being run profitably. Peters and his Kiwanians have the right formula for a successful game. Some of the ingredients used by the Bluefield boys and which should be (but too often aren't) used by all other bingo ops are: Funds (or sizable percentage of funds) to be used for a worthy purpose; comfortable seating facilities for all players; good merchandise awards.

Space doesn't permit it, otherwise we would run photographs of the Bluefield bingo party. The merchandise display would make any bingo player happy, and the pictures of a few of the winners graphically illustrates how the Bluefield players enjoyed the game.

FROM GAME CONDUCTORS TO BINGO SUPPLIES is a bit of a jump. (See BINGO BUSINESS on page 74)

# Popular Items

Write to The Billboard, Buyers' Service Department, 25 Opera Place, Cincinnati, O., for addresses of companies in this department supplying the items which interest you.

## No-Runs

No-Runs, original product designed to prevent runs or snags in hosiery, is returning to the national market with improvements under direct supervision of the inventor, who controls the patents. Product will have national magazine advertising to back it up and should make an excellent seller for almost every type of specialty salesman, demonstrator or streetman. Because of the nature of the product it has already been proved an ideal demonstrator item and can also be handled by the large crew operator working a specific territory intensively. No-Runs is also useful for protection of lingerie and knitted goods.

One treatment protects the garment for life. According to the inventor, it sterilizes, makes any dye fast, prevents sags and wrinkles, strengthens and increases life and adds elasticity. It imparts a desired dull tone finish to shiny material and prevents water spots or mud splash. It is distributed by No-Runs Sales Corp.

## Hurdy Gurdy

A timely and realistic substitute for the street-organ grinder and his monkey is the new item recently announced by Miniature Hurdy-Gurdy Co. Item consists of a small hurdy-gurdy that plays a real tune and can be slung from the shoulders together with a flexible stuffed monkey on a chain. Monkey is garbed in traditional get-up. Miniature organ is available in several favorite tunes, including *O Sole Mio*, *The Peanut Vender*, *The Merry-Go-Round Broke Down* and several others. Item is reported as possessing loads of flash and should be a natural for outdoor and indoor promotions.

## Fur Numbers

Due to the current fur workers' strike in New York, the H. M. J. Fur Co. is offering at close-out prices a limited quantity of genuine lambskin fur rugs. Rugs measure 2 by 3 feet and come in white, brown or gray fur shades. Item has much flash and should be a good number on fair and carnival midways, as well as at amusement park concession stands. Bingo ops have found the rugs a fine consolation prize since women (See POPULAR ITEMS on page 75)

HERE'S A VALUE!

28 inch Dummy Doll in Full Dress Suit and High Hat.



A BIG FLASH and Greatest Value on the Market.

No. 36N70. Per Dozen... \$12.00



TRIXO Hand Monkey

Composition here and shaped exactly like a monkey's cloth body. One dozen in box.

B 38N11 Per Gross \$18.00 Per Dozen \$1.65

N. SHURE CO. 200 W. ADAMS ST. CHICAGO

SNOW WHITE AND SEVEN DWARFS. Positive Sensation on LIVE LUCKY TURTLES



10c Each in 100 lots. Hand-lettered. Sells like hotcakes for 25c at Fairs, Parks, Carnivals, Circuses, Resorts, etc. Only 2 ins. long, decorated with Snow White, Seven Dwarfs, Mickey Mouse and Donald Duck. Immediate Delivery. in waterproof, full colors. Name of your attraction, town or person's name, hand-lettered. Walt Disney Designs, Sample Doz. \$1.50 Floral Designs, Scottie, etc., in 100 lots. Each 9c Individual, Self-Mailing Postal Approved Boxes. Each 1c Wonder Turtle Food in Gallophano Envelopes (10c Seller), per 100 \$2.50 F. O. B. Chicago. Approx. 6 lbs. per 100. Exclusive Licensees for Turtles By Walt Disney Enterprises

H. Fishlove & Co. 1430 N. ORLEANS ST. CHICAGO

## NEW ITEMS

In Carnival Merchandise Blankets Bingo Items Premium Goods Novelties Souvenirs, Etc.

NEW LOW PRICES Write for our New 1938 Catalog. State Your Line. WESTERN NOVELTY CO. 1729-31 Lawrence St. DENVER, COLO.

Another EVANS SENSATION THE GREATEST RADIO-PREMIUM VALUE IN HISTORY!

The Tiny "EVANETTE" WORLD'S FINEST LOW-PRICED REAL RADIO

LOOK AT ALL THESE AMAZING FEATURES

- ☆ A "Real" Radio
- ☆ 4 RCA Licensed Tubes
- ☆ Dynamic Speaker
- ☆ Marvelous True-Tone
- ☆ Remarkable Power
- ☆ Big Set Performance
- ☆ Fits In Your Hand
- ☆ 6 1/2" Wide, 4 1/2" High
- ☆ Weighs Only 4 1/2 Pounds
- ☆ Can Be Carried Anywhere
- ☆ Plugs In Anywhere
- ☆ AC-DC Operation
- ☆ Gets Police Calls
- ☆ Mar-Proof Cabinet
- ☆ Illuminated Colored Dial
- ☆ Self-Contained Aerial

NEVER BEFORE OFFERED AT THIS SENSATIONAL LOW PRICE

Only \$6.95 IN LOTS OF SIX SINGLE SAMPLES ONLY \$7.45 EA.

LICENSED BY R.C.A. AND ASSOCIATED CO'S.

A sensational value! Never before so MUCH for your money! A tiny, good quality Radio with BIG SET PERFORMANCE... plentiful sales appeal... plenty of flash... PRICED MUCH LOWER THAN EVER BEFORE! Cabinets in IVORY, RED, GREEN, GOLD at NO EXTRA CHARGE!

You haven't had an opportunity like this in years... take advantage of it! You'll make MORE SALES and BIGGER PROFITS! We have a sure-fire, fast-moving, big-profit proposition for you. Wire or write for beautifully illustrated five-color circular... just off the press. Complete details by return mail... no obligation.

EVANS NOVELTY COMPANY 946 Diversey Blvd., Chicago, Ill.

Carnival Novelties New Stock—Just Arrived

BB1 Men's Toy Wrist Watches, 1 in. box 8 in.	Gro. \$3.75	BB6 High Hat Fur Monks.	Gro. \$6.75
BB2 Gillette Style Blue Blades	Per 1000 3.00	BBS Cell. Doll, 7 in., with Plume Dress	Gro. 8.50
BB3 Flying Birds, Outside Whistle	Gro. 1.85	BB9 Swagger Sticks, 36 in.	Gro. 5.50
BB15 Pennant Capes	Per 100 .85	BB10 China Head Swagger Sticks	Gro. 6.75
BB5 High Hat Fur Monks, 6 1/2 in.	Gro. 3.75	BB12 Reach Bounder Balls	Doz. 1.15
		BB13 Carnival Print Balloons, No. 8	Gro. 2.95

Parade Canes, Balloon Toss-Ups, Daisy Cork Gums and Corks, Wood, Aluminum and Iron Milk Bottles, Cane Rings, Hoopla Rings, Cowboy and Mex Hats, all sizes; Min. Straw Hats, Rayon, Cloth and Paper Parasols, Corn Game Merchandise, Blankets and Plaster Novelties.

1938 CATALOG READY NOW—ADVISE YOUR LINE. 25% DEPOSIT REQUIRED ON C. O. D. ORDERS.

LEVIN BROS. TERRE HAUTE, IND.

3 1/2c Each — SOUVENIR PENNANTS — 3 1/2c Each

11 1/2" Long Assorted Color Backgrounds. Minimum Quantity 250.

With Indian Head or Local Scenes Painted in Colors, 5c Each.

AMCO EMBLEM CO., Inc. (Painted Pennant Div.), 35 East 21st Street, New York City.

CARNIVAL GOODS - Large Assortment - Lowest Prices. Write for our No 937 Catalog today. Be sure and mention your line of business. All orders shipped same day received.

MIDWEST MERCHANDISE CO. 1006-08 BROADWAY, KANSAS CITY, MO.

LIVE BABY TURTLES --- PAINTED OR UNPAINTED

We can now supply you with Waterproof Painted Turtles that the paint will not chip off or come off. In very attractive colors, including a pearl finish. We can supply you with Baby Turtles all the year around, as we are in the heart of the turtle country. Orders filled same day received, 24 hours a day. Our price will attract you. Sample Dozen, \$1.00, prepaid.

BATON ROUGE TURTLE CO. P. O. Box 2107, BATON ROUGE, LA.

FUR TAILS \$5.00 Per 100

As always, the largest, finest, busiest genuine fur fox tails on the market. Complete with two strong cords for tying to radiator cap, motorcycle, bicycle, etc. Flashy red, white and blue streamer. Cash in on the big craze now! Rush your order today for immediate delivery. Sensational Sale of FUR SCARFS \$6.75 Each. SILVER FOX \$1.00 each. Flash, class, appeal. Order today! Write for FREE Price List of complete Fur Line. Packed in individual boxes.

Genuine Lambskin Fur Rugs \$1.00 each. White, brown or gray fur shades. Big flash. Hot \$5 seller in all dept. stores. Measures 2x3 ft. Sure-fire money maker at this close-out price. Order today!

H. M. J. FUR CO. 150 W. 28th St., New York, N. Y.

DIAMOND WRIST WATCH \$4.25

With 36 Sparkling Facsimile Diamonds. Latest Vogue in Ladies' Jeweled Wrist Watches. Copied From \$100 Model. In Lots of 3, Each 25% Deposit, Balance C. O. D. Samples, 50c Extra. Send for Extra Money Making Watch and Diamond Catalog. PLYMOUTH JEWELRY EXCH 163 Canal St., New York City.

# A PEACH FOR PROFITS



Sensational opportunity to make real profits with MOTO-SCOOT. Dealers and concessionaires everywhere are "cashing in" renting and selling. Rents just like a bicycle. Take advantage NOW, and write or wire immediately for special dealership offer.



**209 So. Western Ave., CHICAGO**

## BINGO BUSINESS

(Continued from page 72)

but we want to mention the new bingo equipment house which made its first announcement in *The Billboard* last week. Ace Process Co. is the name and it has a complete line of markers and special game cards. Nice stuff, according to the jobbers and ops who have used it.

IN AN OPEN LETTER TO GREETERS, which appeared in *The Denver American Greeter*, Lee A. Johnston says kind words about our merchandise department. Johnston, who belongs to the South Carolina Charter Number 48 of Greeters, in making a number of interesting and valuable suggestions to fellow Greeters, writes:

"... Promote bingo games. This is good entertainment and a chance to make a little cash for your charter's fund. If you don't understand how it should be worked, buy *The Billboard* magazine and look in the merchandise department for information."

Our thanks to you, Mr. Johnston... and to all other charters of Greeters as well as to organizations everywhere we say: "If you want information about bingo, how to conduct the games, merchandise prizes to be awarded or any other questions please don't hesitate to write us. We assure you we'll answer as promptly as possible and be as helpful as we can."

See you next week.

## DEALS

(Continued from page 72)

by Gift Headquarters. It holds two Ther-Mo-Packs.

Leo Fiske is back in town and says that on his last stop-over in Chicago he spent a pleasant week-end with Harry Plattner, of Kansas City, Mo., and H. L. Geering, of Billings, Mont. While in Chicago he also took in the Premium and Gift Show. Leo was on the road for about three weeks and reports that he found things quiet in the big towns, but that business in the smaller cities was picking up.

Dick Slayton, of Detroit, is on an automobile trip thru the New England States.

Irwin Feltler, of Gardner & Co., has been on an extended trip to the Pacific Coast.

E. B. Youngerman, formerly with Gardner & Co. and G. & F. Sales, is now with Paris Bead and Novelty Co.

Al Tarrson spent a few weeks in New York looking for new items.

And speaking of new items, M. Marcus has what looks like a swell number for a deal. He has shown it only to a few people just to get their reaction. He should be ready to place it on the market soon.

Happy landing.

## Ventriloquist Dummy Drum Major



Greatest Doll on the Market. Assorted Colors, 24 in. tall.

**\$9.60 dozen**  
In Cellophane.

**\$10.20 dozen**  
One Dozen to Case. Order yours today.

Send 25% with Order, Bal. C. O. D.

We make other good items, so write us for circulars.

**Persia Mfg. Co.**  
416 N. SANGAMON CHICAGO

## "BROWN BOMBER" STATUETTES

Hurry—Now is the time to sell "Brown Bomber" Statuettes. Lifelike fighting pose. 12" high. Beautiful bronze finish. Colored folks buy on sight for \$1.00. Price \$6.00 per doz. Sample \$1.00 GAIR MFG. CO., 1918 Sunnyside, Chicago.



## Send For Our NEW 1938 CATALOG

Your FREE COPY Is Ready!

- CONCESSIONAIRES • PITCHMEN
- PARKMEN • NOVELTY WORKERS
- SPECIALTY MEN • AUCTIONEERS

You can't afford to miss the hundreds of "money-making" values to be found in our New 1938 Catalog. It presents the most extensive lines of merchandise we have ever offered—at Prices That Defy Competition. Hundreds of illustrated pages featuring thousands of clever, original novelty creations. Don't fail to send for your copy of this big "Buyer's Guide" today.

# GELLMAN BROS.

119 North Fourth St. MINNEAPOLIS, MINN.

## SALESMEN — DEMONSTRATORS — CREW MANAGERS — TERRITORIAL AGENTS

### SIXTY MILLION CUSTOMERS EVERY WEEK

Every Woman is a prospect for NO-RUNS—every time she uses Hose, Lingerie or Knitted Goods.

NO-RUNS protects garments for their life, with only one treatment.

NO-RUNS sterilizes, makes any dye fast, prevents sags and wrinkles, strengthens and increases life, and adds elasticity.

NO-RUNS prevents water spots and even mud splash, gives dull-tone beauty to shiny material; will not injure most delicate skin.

NO-RUNS is the original compound made under the inventor's patents, with recent improvements.

NO-RUNS is known from Coast to Coast.

Write for terms and available territories, or send twenty-five cents for sample.

**"ONE DIP — THEN NEVER A RIP"**

## No-Runs Sales Corporation

16145 Woodward Avenue DETROIT, MICHIGAN

## JOBBERS—ATTENTION!

We Manufacture a Complete Line of

# FELT NOVELTY HATS

(Sailor — Spanish — Cowboy — Mexican — Top)

AT THE RIGHT PRICES.

Write for Further Details on Your Business Stationery.

**We do not sell Concessionaires**

# CORONA HAT CO.,

13 University Place, NEW YORK, N. Y.

## Oh Boy! What a Seller

# THER-MO-PACK

with Handy Outing Grip



Ther-Mo-Pack is a Scientific Container which converts any empty quart Fruit Jar into a Vacuum Jar. Insert fruit jar in Ther-Mo-Pack container and

**FOOD or DRINK KEEPS HOT or COLD**

for hours. Use just as you would a Vacuum Bottle or Jug. Handy Outing Grip holds two Ther-Mo-Packs. Also has 101 other uses.

Millions of Ther-Mo-Packs will be sold this year because it is so inexpensive that everyone buys several. Shoot your orders today and get your share of this business.

Set Includes 2 Ther-Mo-Packs and 1 Outing Grip. Sample Set

1/3 Dep. With Order. Bal. C. O. D. **\$1.00**

**GIFT HEADQUARTERS, INC.**  
39 WEST 23rd ST. N. Y. C.

## ELGIN and WALTHAM

Reconditioned Pocket and Wrist Watches

As Low as **\$3.35**

No Extra Charge for Sample Order.

Send for FREE Extra Money Making Watch and Diamond Catalog.

**NORMAN ROSEN**  
WHOLESALE JEWELER  
801 SANSON ST. PHILADELPHIA, PA.

## A \$5.00 GIFT FOR YOU

- U. S. MADE GOGGLES—Carded and Boxed. Dozen, 80c.
- IVORY CHARMS—Large Assortment. Gross, 70c.
- GIANT MOTH CAKES—Bright Colors. Per 100, ONLY \$3.25. 25% Deposit on C. O. Ds.
- Lowest Prices—Items for LIVE Wagonmen—Pitchmen—Streetmen—Home and Office Canvassers... Sideline Merchandise.
- Salesboards, Premiums, Notions, Lotions, Perfumes, Carded Goods, White Shoe Polish, Blades, Soaps, Balloons, U.S. Rubber Swatters
- Fountain Pens, New Electric Clocks and Lamps, Mantel Radios.

**CHAMPION SPECIALTY CO.,** 814-U CENTRAL ST., KANSAS CITY, MO.

### ELECTRIC RAZOR FREE

With \$30 Purchase from Catalog. Write Today—Also FREE SAMPLE CASE OFFER!

## BOONDOGGING

### THE GAME OF A NATION

Cash in on nation-wide publicity Boondoggling has received. Object of this game is to spend money fast. Will bring you big profits. Low cost, assures big take. Regular \$1.00 item. Send 25 cents for sample.

### NUMEROLOGY BOOK

Your Days Are Numbered  
A REAL MONEY MAKER

- 5 Colors
- Indexed
- Complete Directions
- Unusual Different

A Red Hot Seller  
Send 10 Cents for Sample

Many Other Price Package and Premium Items Available.

**SILVERMAN JOBBING COMPANY**  
1420 South Halsted St., CHICAGO

## H - M - SALES CO.

HARRY REEB, MARY REEB,  
237 Sycamore St. Buffalo, N. Y.

### BUFFALO'S NEW SUPPLY HOUSE.

• **SLUM SPECIAL** •

12 Kinds to Gross, @ 90c. Can be used on any Grind Store. 5 Gross for \$4.25.

We Have a Complete Line of Carnival Supplies.

Write for Folder of Bargains and Get on Our Mailing List.

25% With All Orders.

### SPECIAL—ELGIN & WALTHAM WRIST WATCHES—R. B. New Cases, made by Illinois Watch Case Co., with strap in box and price tag. Lots of 3, Each \$3.25

POCKET WATCH: 6x12, Each \$2.75

Octagon, 7-Jewel, Each \$3.25

Same, 15-Jewel, Each \$3.25

MEN'S WRIST WATCH—10 1/2 L, 6 J, Lever Mt., 10 K, RGP White Case, Ea. \$2.50

Special Prices for Quantity Users. 25% Deposit, Balance C. O. D. Sample 50c Extra. Send for Catalog

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Genuine Fur—Rich, Black, Lustrous. 18 in. high, 24 in. long. Complete with harness and leash. Finest premium and one-shot board item.—A REAL WINNER. (600 Hole 1-Shot Board, 50c Extra.)

**\$1.98 EACH** Dozen Lots. SAMPLE \$2.25 EA.

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LARGE SPIRAL BALLOONS.	Gr.	\$3.00
WORKERS for SPIRAL BALLOONS.	Ea.	.25
SUN GLASSES, Domestic (Carded).	Doz.	.75
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### RAZOR BLADES

DOUBLE EDGE RAZOR BLADES—5's—Cello. Per 1000	\$2.25
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AUTO STROP TYPE BLADES—5 to Pkg. Cello. 1,000	4.00

SEND FOR CATALOG.

### BENGOR PRODUCTS CO.

878 BROADWAY, NEW YORK, N. Y.

### SCOTTIES!!

Quality Plaster Composition.



We Need Cash! Amazing Offer!

12 1/2c

Size 11 Inches High, 10 Inches Long. 27,000 MUST BE SOLD AT ONCE. 12 to a Carton — Colors: Red, White and Black — One Color to Carton. 50% Cash Deposit Required on All Orders. (No Exceptions)

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Extra Value! \$2.25 Each



5 for \$10.50 5 for \$10.50

No. BB 9583—Ladies' Bracelet Watch. Exquisitely Styled 10 1/2 L. Chrome cases in assorted engraved designs with beautiful link bracelet to match. Guaranteed jeweled movements. Each in attractive gift case. An amazingly Big Value and whirlwind premium item. Save money NOW by ordering five Watches for \$10.50.

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Send \$1.00 for Sample Line of Bracelets, Crosses, Tie Slides, Fobette and Guard Pins, etc.

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Exclusive, unusual items with real sales value and eye appeal for

### PARKS CIRCUS CARNIVAL FAIR

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\$10000 PER WEEK

or we cheerfully refund your money. Our men earn up to 400 per cent profit with The New Life-O-Phone cigar lighter. Business repeats from year to year with no additional investment, an unlimited field. Great Demand. Good open territories. Pleasant work among high class business men. A money maker without equal for you. Get full facts today.

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Price List Will Be Mailed Upon Your Request.

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### ELGIN & WALTHAM

RECONDITIONED POCKET WATCHES, Like New. Money-Back Guarantee

\$1.65

### LOU MALTZ

139 So. 8th Street, Philadelphia, Pa. Our Prices Always the Lowest. Send for Catalog.

### POPULAR ITEMS

(Continued from page 73)

players realize the value of rugs, having seen them on sale in leading department stores. Firm has another good item for late spring and early summer in its silver-dyed fur scarfs. They look like real silver fox scarfs and make good sales-board and bingo prizes. They also serve as a good flash number for house-to-house men.

### Cigaret Stain Remover

Agents and direct-sales people ought to go to town with Neverlift Co.'s new product, the application of which is said to banish all signs of ugly yellow cigaret stains from fingers. Product comes in a small bottle, 24 to the counter display, and the usual carded product outlets are said to be producing amazing results. Makers assure a nice margin of profit. Women, particularly, are going for this item.

### New Yarn Cage

Concessioners and others who like to catch plenty of feminine trade will do well to investigate the new yarn cage launched by Vital Products Co. It is collapsible, fits easily into any bag and protects yarn against tangling, soiling and rolling across the floor. Made of brightly colored clock spring steel, item is fast becoming popular for gift and prize uses.

### Men's Sweaters

Men's sweaters as a popular item for direct salesmen are coming into season. Prudential Trading Co. is featuring a line of slip-over coats and zipper sweaters in assorted colors and designs. Concern is a merger of the former New Victoria Trading Co. and Liberty Trading Co., which were conducted by Joseph Sananes and Morris Fihma, respectively. Both are experts in merchandising direct sales items.

### Pocket Tool

An item which should be popular with men is the Pocket Tool Kit made of imitation leather and comprising the following items: Pocket knife, reamer, file, saw, chisel, screw driver, hammer, pliers and a combination cap lifter and cork puller. Size of case when open is 11 1/2 inches long by 9 1/8 inches wide and 3/4 x 4 3/8 inches when closed. This handy tool kit is manufactured by Shapleigh's.

### Jewelry Items

In its 1938 26-page catalog just issued Plymouth Watch Co. features a line of items suitable for the concession trade. Most outstanding of which is a ladies' jeweled wrist watch with 36 sparkling facsimile diamonds. Item is fashioned after an original \$100 model. Among the items shown are men's and women's wrist watches, pocket watches and jewelry of all kinds.

### WPA Card Case

WPA camp workers will be interested in an item marketed by Domestic Products Co. Firm manufactures a card case of special size for WPA cards. Case is made to hold four cards. Those employed on projects are advised to preserve their card and the case manufactured by Domestic Products fills a legitimate want. Company will be glad to supply information on the item.

### Canning Aid

Particularly timely is the new device just announced by the H. & H. Co. to aid housewives in canning. It holds jars of any size securely while hot fruits or vegetables are being poured, leaving

### LUCKY BUG PINS.

We have the Largest Assortment of NOVELTY BUG PINS. Going over big with Streetmen, Resorts, Fair and Carnival Workers. Gold or Silver Finish, with either Sparkling Stones, Agates, Jewels or Rhinestones. Asst. of Spiders, Bugs, \$8.50 Lizards, Frogs, Etc. PER GRO. ASST. 25% Deposit, Balance C. O. D. Send \$1 for Sample Dozen Assortment. LASCO PROD., 108 Park Row, New York, N. Y.

### HORSES..HORSES..HORSES.

MAGIC RACE Game is sweeping the country. Six horses on sheet... touch a cigarette to start and the horses start running. A different winner each time. \$1.10 per 100 or \$3.00 per 1,000. Samples 10c. Comic Cartoon Books, Folders and Cards. Send \$1.00 for 25 Samples. Catalog 25c. T. R. PAYNE, 25 Cardinal Place, New York.

hands free to finish the job of capping. A low-priced seller, easy to demonstrate, it looks like a good seller during the canning season.

### Auto Thermometer

A new-type auto thermometer, watch-shaped and neat as a timepiece, is being offered by Simmons Mfg. Co. It fits on windshield of any car by suction grip. Sells at extremely low price and comes a dozen on a card for display and sales purposes.

### American Carnivals Association, Inc.

By MAX COHEN

ROCHESTER, N. Y., May 21.—Our annual visitation program commenced earlier than anticipated this year by reason of fact that on Thursday evening, May 12, we had an opportunity to visit and view O. J. Bach Shows, a member of association, at North and Otilla streets here. Show presented a nice appearance, operating behind a 5-cent gate under auspices of Fifth Ward Young Men's Republican Club. We are indebted to owner-manager O. J. Bach and his assistant, Leo Grundy, for making visit pleasant.

Our attention has been called to a remarkably fine front-page story entitled "A Day at the Races," which appeared in May 11 issue of *Philadelphia Record* and depicted career and activities of well-known Susie, chimpanzee owned by Cetlin & Wilson Shows. Publicity of this type is valuable both to particular show in question and to industry as a whole and we should appreciate it greatly if others of our members would call similar stories to our attention when they appear in print.

### Interest in Assn. Increases

We are again pleased to report a further increase in membership of association and to record receipt of membership application from Sam Anderson, owner of Anderson Amusements, which organization becomes our 44th member. We are of opinion that interest in various services rendered by association, particularly in connection with insurance and bonding facilities, is directly responsible for some of more recent increases in our membership.

Within next few weeks we shall endeavor to prepare our show-visit schedule for this year and would appreciate it very much if our members would write us as soon as conveniently possible advising when and where they would prefer to have us visit their shows.

### Arnold Ackerman Mauled by Lioness

SYDNEY, April 28.—Arnold Ackerman, animal trainer for Wirth's Circus, recently was mauled by a young lioness in Melbourne. A stormy passage led to the elephants belonging to the show becoming very seasick on their voyage from New Zealand to Australia. They were very uncertain on their feet for some time after the boat landed.

Wirth's annual Good Friday hand-out of hot-cross buns and lemonade to poor children was again a popular event. The circus is better than for many years. The top-line act, Flying De Vards. Among other good acts are the Three Leotards, gymnasts; Three Briellos, sensational balancers, and the Four Mayeddas, Jap troupe.

### CHECK THESE HAGN SPECIALS

TIE CLIP SETS \$3.50 GROSS

ORDER No. B201.

No.	Item	Price
B202	Tie Slide & Collar Holder Sets on card. Gross	\$ 1.95
B203	Tie Chain & Collar Holder Sets on card. Gross	4.00
B204	Tie Chain & Collar Holder Sets, boxed. Gross	8.00
B205	Asst. Color Bead Necklaces, bulk. Doz.	.75
B206	La Fitte 18" Pearl Necklaces, boxed. Doz.	.65
B207	Gold Finish Enamel Double Compacts. Doz.	2.25
B208	Rhinestone Spider Brooch on cards. Doz.	.75
B209	Ring and Pendant Set, Asst. color stones, boxed. Doz.	1.95
B2010	Asst. Rhinestone Brooches and Ear Drops on cards. Doz.	.85
B2011	Jumbo Dip Pens. Gross	12.00
B2012	Imported Wind Lighters. Gr.	10.50
B2013	Assorted Charms. Gross	.85
B2014	Electric Shavers. Ea.	1.95
B2015	Amer. MadeENAMELED Lipstick Lighters. Doz.	.79
B2016	Razor Blades (5 in pkg.) Per 100	3.00
B2017	Filter Cigaret Holder, 12 on display card. Doz.	1.25
B2018	Amer. Made Guaranteed Pocket Watches. Ea.	.84
B2019	Amer. Made Guaranteed Alarm Clocks. Ea.	.64
B2020	Amer. Made Electric Alarm Clocks. Ea.	.98
B2021	Amer. Made Wrist Watches. Ea.	1.48
B2022	Ladies' Jeweled Wrist Watches. Ea.	2.10
B2023	Sun Goggles (12 on card). Gr.	9.00
B2023	Opera Glasses. Doz.	1.75
B2023	Pigskin Billfolds. Doz.	.75
B2024	Jap Kimono, asst. colors. Doz.	5.95
B2025	China Head Canes. Gr.	6.95
B2026	Maple Canes (Amer.). Gr.	18.50
B2027	Asst. China Novelties. Gr.	7.20
B2028	Needle Books (25c). Gr.	1.25
B2029	Baseballs. Gr.	9.00
B2030	Blankets, Indian design. Ea.	1.25
B2031	Monks Glove Doll. Doz.	1.35

25% Deposit on C. O. D. Jewelry, Novelty and Premium Cat. No. 383 or Sporting and Home Goods Cat. No. 382 sent on request. Mention your business. We do not sell retail.

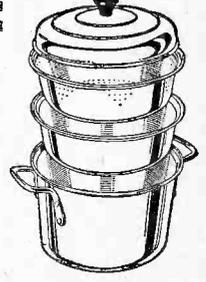
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Wholesalers and Importers Since 1911.  
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Seven Uses:

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5. Steamer
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Here's a prize that folks like to win at bingo, wheels, merchandise boards, etc. Made of polished aluminum—creates a big, flashy display. A real value—and your cost is low!

See your nearest jobber. Write and we will send his address.

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End your correspondence to advertisers by mentioning The Billboard.

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PAT "WINKY" and he winks with his Electric Flickering Eyes. Flickering stops automatically. A pat and they resume flickering. "WINKY" is a plush stuffed animal and is made in various animal forms and sizes. Furnished complete with 2 Dry Cell Batteries and Bulbs. GUARANTEED FOOLPROOF. A GREAT FLASH FOR FAST SALES.

SEE YOUR JOBBER OR WRITE DIRECT.

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24 W. 25th St., NEW YORK CITY



**MICKEY MOUSE & PALS TOSS-UPS**

ELMER ELEPHANT, Donald Duck and Mickey and Minnie Mouse make up a popular quartet in 20-inch-high toss-ups. Heads and bodies in two colors. Individually packed, with feet, in attractive envelopes.

Sold by Leading Jobbers.

**The OAK RUBBER CO. RAVENNA, OHIO.**

**Sales Operators and Coupon Workers THE NEW EASTMAN DEAL**

is going over like wild fire. Operators report sales of one to three gross in a single day.

Deal consists of one package of Eastman Double or Single Edge Blades and one Field Glass. Retail for 59c About 200% profit to operators.

Large supply on hand. Orders filled same day received. Samples 50c postpaid. Write or wire for wholesale prices.

**WILLIAMS SALES CO. 210 W. 8TH ST., KANSAS CITY, MO.**

**SPECIAL NEW ITEMS**

For FAIRS, DEMONSTRATORS AND RESORTS!!!  
Crosses as illustrated, \$1.00 Dozen.  
Send \$2.00 for 20 Samples of GAMED AND WHITESTONE Rings. Send \$1.00 for Special ENGRAVING Line No. 18—Signets and LOCKETS. New Items in COSTUME JEWELRY. NEW CATALOG, OLYMPIC BEAD CO., 307 Fifth Ave., New York, N. Y.

**CHewing GUM 22¢ BOX**

RETAILS FOR \$1.00. Each box holds 20 Full Size 5c Packs of Factory Fresh Gum! Snappy Display Boxes help you to get quick 100% to 200% profits. Be our distributor! Send 50c for sample box (prepaid). GREAT FIELD FOR AGENTS. Write AMERICAN CHEWING PRODUCTS CORP., 4th and Mt. Pleasant Ave., Newark, N. J.

**YOU WILL MAKE FRIENDS SELLING OUR MERCHANDISE**  
Write us your needs.  
**ARGO PEN-PENCIL CO., Inc. 220 Broadway, NEW YORK CITY.**

**Every \$1.00 Gets you \$5.00**  
Yes, sir, real profit. Goodrich Home Workers always have dough, and when you tell prospects Homes are made by the Goodrich Co., Est. 1864, they buy with confidence. Pitchmen, Window Workers, Distrs. write for low go. prices. Best season ahead. Sample 10c.  
**GOODRICH, 1500 West Madison, Dept. BG-5, Chicago**

**RUN MENDERS**  
Med. latch, rubber handle, gross \$2.25; 1,000, \$12.50; wood handle, gross \$3.50; 1,000, \$20.00; chiffon special rubber handle, gross \$8.50; wood handle, gross \$9.50. Directions furnished. Deposit required. 5 samples 50c. Needles as low as \$7.00 per 1,000. **RUN MENDER WORKS, Dept. 5, Waukesha, Wis.**

**TELL THE ADVERTISER IN THE BILLBOARD WHERE YOU GOT HIS ADDRESS.**

**PITCHMEN**

A department for Pitchmen, Demonstrators, Novelty Salesmen, Medicine Showmen, Agents, Streetmen and Others.

by **BILL BAKER**

(Cincinnati Office)

**DOC JOE KROUSE** . . . who closed his dramatic and med show in Northern New Hampshire recently, will operate a concession at Old Orchard Beach, Me., this summer.

**DAVE LEE** . . . fogs thru the following effusion from Pottsville, Pa.: "Saw the Pat Scanlon med unit here recently. Organization is well balanced, and while the weather is not what it could be, the show is doing a good early-season business. The genial Pat doesn't appear a day older than he did 20 years ago and he still does a good job of lecturing. Show is resplendent with all new tents."

**TRIPOD OPININGS:** "Offer anything that's within reason and you'll find that it creates confidence."

**MUSICAL MAY MACK** . . . successor to Mack and Williams and formerly known as Musical Mack, tells from St. Paul: "Believe it or not, I'm contemplating taking to the road this summer just to carry on for tradition's sake. I hope there will be lots of money in circulation when I do because I have several new ideas which I plan to use. Would like to read pipes from Pete DeVore and Doc Hult."

**GENE R. JARNES** . . . of sheet fame, is playing Deware, Okla., to a fair-to-middlin' business.

**EXAGGERATION BREEDS** doubtful suspicions.

**"IT'S A PRIVILEGE** . . . to be dodging snow and sand storms in the high mountain passes and desert prairies of cold, colorful Colorado," scribes V. L. Torres from Denver. "This bright and lively spot for nomads of the road until eight years ago is to all appearances closed and nearly dead. However, the loop and public markets on 15th street can be worked on Saturdays to good advantage. Gold is where you find it, but pitchmen are as scarce in Colorado as hens' teeth. I found the Southeastern and Northwestern towns of this State profitable and worth the effort."

**DOC GRIFFITH** . . . still working oil to the natives in Selman, N. C., is reported to have sold just about every tobacco dealer in the Bright Belt.

**THE CONSCIENTIOUS** spirit in any pitchman is reflected in the mirror of his discreet activities.

**DOC HAITHCOX** . . . med purveyor of the old school, is working North Carolina territory to good results.

**DR. CARLTON V. LaMONTE** whose Thomson & LaMonte med show has been playing the stick towns of Georgia to a living business, pens from Lollie, Ga.: "Have found that the medium-sized towns have readers that a small organization cannot afford and would be no good for the big ones. Have heard much hard-time talk, but so far we have been able to keep above water. One can make a good living down here, altho he will not get rich. Plan to return to South Carolina soon. Show's

**New Series of Legal Opinions**

In this issue, in the Carnival Department, is the third of a new series of legal opinions of special interest and benefit to circus, carnival, park and other amusement enterprise owners. One of these articles will appear in the last issue of each month. The author, Leo T. Parker, is a well-known writer and lawyer.

line-up includes myself, Mrs. LaMonte, the Barkers, Mark McKenzie and Frisco and Trooper."

**CONDITIONS IN CINCINNATI** the last week brought very forcefully to mind Mark Twain's mot: "The weather is much talked about, but very little is done about it." If we could only start a bureau to reform the weather.

**"SWEDE SWANSON** . . . and myself are still working glass cutters and trying to open some of the many closed towns in North Carolina," blasts Eddie Kiehl from Greensboro. "So far we have met with only fair success. Prohibitive licenses prevail in almost all of the towns. Callers at our apartment here this winter and who were induced to partake of the goody coffins were Mr. and Mrs. George Byers, Mr. and Mrs. Frank Libby, Mr. and Mrs. Frederickson, Mr. and Mrs. George Blake and Jack Wilson. Boy, how they went for Swede's pot roast."

**P. J. SCANLON** . . . of the med show bearing his name, opened the season in Lavelle, Pa., May 9 to good crowds and brisk business, according to Tom Cleary. Writing from Shenandoah, Pa., Tom says: "Pat has a good show, with all new canvas dominating. He made my brother-in-law, Johnny Wallace, and myself feel right at home. Show's roster includes P. J. Scanlon, owner and blackface; Amon Houck, straights; Lillian LaMar, Tommy Mack, magic and bits, and Charlie Schadt, cook and canvas. Mart Barrett, of the team Kitty and Mart, also visited the show when we were there."

**NO, FELLOWS,** the tips haven't begun to throw money your way. You have to grind constantly if you want it.

**"MANY MEMBERS** . . . of the tripes and keister fraternity hopped it up at the wedding of Joe Hess and Bee Cook recently in Newark, N. J., according to R. Pandy. Reception lasted until the wee hours of the morning. Among the guests were Bob Veahling and Rose Flannagan.

**CHIEF OWEN REDFEATHER** pipes from St. Louis: "Opened my med store here May 14. Business had been better than what I could handle at my home spot, so I decided to rent a store. I've put a good man in it to run the business while Chief Running Buffalo and I hit the road. Was sorry to learn of the death of Sammy Schmidt, also known as Stanford Schmidt, who passed away in this city recently. He had pitched the Lord's Prayer-on-a-penny for me just a month ago."

**HAVE YOU HAD** a gander at the Letter List lately? Look thru it, fellows, there may be a letter advertised there for you.

**A. B. (ZIP) HIBBLER** . . . Pitchdom's poet philosopher, scribbles the following from Oakland, Calif.: "Before George Nycuff wrote his book called *All Kinds and Conditions of Peoples* he had to circumnavigate the globe and endure all types of hardships to gain his knowledge. San Francisco and Los Angeles then were the same as they are now. A week spent on Third street, San Francisco, and one spent on Fifth street, Los Angeles, have answered the purpose. If Charles Dickens could have seen these streets, before he wrote his book called *Shabby Genteel People* he would have, in all probability, given the book a different title. Believe me, from what I have seen of the highways from Coast to Coast it is about time for Uncle Sam to wake up and declare himself, especially insofar as constitutional rights are concerned. Why should salesmen and peddlers be deprived of the right to sell American-made goods, especially when they are trying to keep off relief, is beyond my comprehension. The pitchman is a thing of the past. As far as I can ascertain the only sensible State that I've passed thru is Oklahoma. There

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A Life Saver for Pen Workers.

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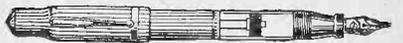
**ELGIN & WALTHAM WRIST WATCHES \$3.95**

In New Cases,

Send for Circular, showing the Biggest Bargains in Rebuilt Watches and unredeemed Diamonds in the country.

**H. SPARBER & CO. 108 North 7th Street, St. Louis, Mo.**

We Manufacture a Complete Line of Fountain Pens, Mechanical Pencils and Gift Sets.



**SOUTHERN PEN CO.**

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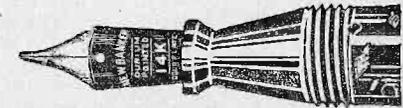
**16 N. Union St., Dept. B, Petersburg, Va. Send \$1.00 for Samples. Prompt Shipments.**

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**JAS. KELLEY, The Fountain Pen King, 487 B'way, N. Y.; CHICAGO, 180 W. Adams St., 1054 Mission St., San Francisco, Calif.**

**MED. MEN OPPORTUNITY**

Use G.P.L. Quality Preparations. A complete medicine show, private label and Office Special line. Immediate service. Reasonable prices. Wholesale catalogue on request.

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**50%-TO DISTRIBUTORS-50%**

Sell Guaranteed MASTERLITE LAMPS. American made. Fully guaranteed for 1000 hours.

Write at once for catalog and proposition.

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**Big Profits!**

Own your own business, stamping Key Checks, Social Security Tags, Name Plates. Sample, with name and address, 25 cents.

**HART MFG. CO. 311 Degraw Street, Brooklyn, New York.**

they grant the fact that all men over 60 years old are exempt from a peddler's license, with the result that they are able to survive and keep off relief. In other States where this isn't permitted the highways are crowded with what society calls undesirable citizens, and the consequence is that life is becoming a burden for the average man. Why agents of the law should be opposed to outside salesmen and permit chain stores to operate without restriction is something else I can't understand. If Uncle Sam would give them to understand that there is such a thing as an interstate commerce law and that all American citizens are entitled to an even break this would be a different country and life would be worth living. There must be something radically wrong when people continually sing the blues and climb over the gate to save the hinges. Tell them that money is a means of exchange and that consumption means prosperity and they'll put their hands in their pockets and back away from you as tho you were a burglar. I am not overly burdened with sense, but if I couldn't see any further than the average man I'd jump in the ocean and say 'here goes nothing.' In fact, I might as well do just that, because my chance as an American citizen doesn't amount to much and never will as long as the

dollar rules the day. I could say more, but what's the use."

**LET'S HAVE** some pipes from you old-timers—especially those who haven't piped in for a while.

**IT'S ABOUT TIME . . .** we have a pipe from Joe and Mary Perry, who are consistently rated as one of the hardest working couples in Pitchdom. Come on now, Joe, get the writing stick out.

**ARE YOU STILL . . .** working your astrology and forecasts, Carl Holdorf?

**WHAT'S IT GOING . . .** to be this year, Jake Branholtz and King Lamar? Tell Ole Bill about it.

**THE FACT THAT YOU** have a good item doesn't necessarily mean that all you have to do is sit tight and let the dough roll in. The best item in the world won't get you a thin dime unless you get out and plug it.

**WONDER IF HARRY . . .** and Ina McGinley will work their pen demonstration at the Indianapolis race again this year.

**PITCHMEN'S SAYINGS:** "Prosperity is on the defour."—Allan Bryant.

**HAVEN'T HEARD MUCH . . .** from either the Ross Dyer or Luke Fields med shows lately. What do you say, boy, what's up?

**DOC VICTOR B. LUND . . .** is still getting some of the long green in Oklahoma territory, according to reports from that neck of the woods.

**DUTCH SHAFER . . .** after three attempts to see Ole Gas Bill finally caught him at his desk last week. During a lengthy confab the genial Dutch advised that he was in town to look over Cincinnati possibilities on peelers. After a short sojourn here he will head for Muncie, Ind., to work the item. He reports that business thus far has been okeh.

**HUSTLER'S TIPS:** White caps, jungle and cowboy hats and the sunvisor caps should get plenty of play again this year. Some of the wide-awake hustlers are already on the road accruing a bank roll by selling to early season tourists. Beauty part of working these items is that everyone is a prospective customer. Order your stock now. And why not take along a supply of balloons for emergency purposes just in case you run out of the items mentioned above?

**"JUST ROLLED IN HERE . . .** from up country, but I'm gonna roll right out again," wigwags T. D. (Senator) Rockwell, razor blade king, from Butte, Mont. "Boys, stay clear of this town. All mines are shut down, due to the slump in copper. It's so tough here and in Anaconda that the men are eating off each other's plates in the restaurants. When the mines will open no one seems to know. R. Guild Stewart is still with me and working condensers to fair results."

**INCLUDED IN THE . . .** pitch talent array working a Butte, Mont., 10-cent store are Fred McFadden, of jewelry fame; Don Lovelace and partner; Mr. and Mrs. Richards, curlers, and Mr. and Mrs. Dollson, silk stocking compound.

**AMONG THE BOYS . . .** reported to be working Montana territory are Cliff Gilbert, of ice cream and drinks fame; Slim Gorman and Bill Hough.

**FAMOUS LAST WORDS:** "If and when you run into a good spot just drop me a letter about it."

**HAYWOOD B. MAXEY'S . . .** (he of med show fame) fine wax exhibit is still clicking to good takes in the downtown business section of Cincinnati.

**"IT LOOKS AS THO . . .** the city dads are living up to their promise to rid the streets of free-lance peddlers and pitchmen," scribbles Carl Herron from New York. "You can walk from river to river and from the Bronx to the South Ferry without seeing a pitchman. It looks as tho Archie Smith, myself and two or three others are the sole survivors here. We're eking out a meager existence by working desolated spots way out of the money. Yes, sir, it's all due to the World's Fair. I'd advise any pitchman to think twice before coming into this town."

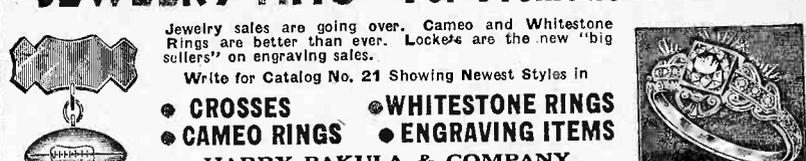
### "JEWELRY HITS" For Promotions and Fairs

Jewelry sales are going over. Cameo and Whitestone Rings, are better than ever. Lookouts are the new "big sellers" on engraving sales.

Write for Catalog No. 21 Showing Newest Styles in

- CROSSES
- WHITESTONE RINGS
- CAMEO RINGS
- ENGRAVING ITEMS

HARRY PAKULA & COMPANY  
5 No. Wabash Ave., CHICAGO, ILL.



## PITCH MEN - ROAD MEN

## SHEETWRITERS - STREET MEN

# MOP UP

Brand New — Red Hot Item

Sells on Sight—25c to \$1.00. Every town open—work anywhere. No Reader.

See next issue of The Billboard or write for details.

### H. O. STRIKER

7320 TIREMAN AVE., DETROIT, MICH.

### AMERICAN MADE GOODS

#### AT LOWEST PRICES

No. 101. Tie Slide and Collar Holder Sets, Carded, Gross.	\$1.65
No. 102. Tie Slide and Collar Holder Sets, Boxed, Gross.	3.00
No. 103. Tie Chain and Collar Holder Sets, Carded, Gross.	2.75
No. 104. Key Chains, Individually Carded, Gross.	6.75
No. 105. WFA Card Case, Holds 4 Cards, Gross.	7.80
No. 106. Leather Key Cases, Small, Dozen on Card, Gross.	3.00
No. 107. Leather Key Cases, 6 Hooks, Dozen on Card, Gross.	6.00
No. 108. Laced Edge Social Security Bill-fold, Dozen.	1.50
No. 109. Leather Billfold and Key Case Set, Beautiful Color Embossed Fancy Box, Dozen.	2.50
No. 110. Bright Enamel Metal Cigarette Case, Holds 20 Cigarettes, Doz. 25% Deposit on C. O. D. Orders.	1.50

**DOMESTIC PRODUCTS CO.**  
66 East 8th St., New York City.

### IT STARTS YOU IN BUSINESS

## SLIDE-ON TIES

Slide-On Ties. \$2.50 Doz.; \$28.00 Gross Wash Ties. .80 Doz.; \$ 8.50 Gross Silk Lined Ties. \$1.50 Doz.; \$16.50 Gross

Complete Line of Ties, Tie and Handkerchief Sets, etc. Send 25% Deposit, Balance C. O. D. Over 100% Profit.

**FREE** Write TODAY for Wholesale Catalog and **FREE** Sample Material.

**SLIDE-ON TIES SAMPLE TIE 25c**

22 West 21st Street Dept. B-25, NEW YORK.

### SUBSCRIPTION MEN

**TRY POULTRY TRIBUNE**, America's Leading Poultry Paper. Side line or full time. Every farmer is a prospect. 3 years \$1.00. Write

**POULTRY TRIBUNE**  
MOUNT MORRIS, ILL.

### VETERANS' BIG SELLERS!

Our sales are increasing. Get your share. New! Great Flash Cover. Primer of Constitution. Everybody must have one. Will Rogers' Latest Jokes, 3c. Flashy Armistice Day Closing Cards, 5c. Veterans' Magazine, Holiday Flashies, 5c. Veterans' Joke Books, 2c. Patriotic Calendar, Hot Season, 5c. Samples 10c. **VETERANS' SERVICE MAGAZINE**, 157 Leonard Street, New York.

### SIGN PAINTING MADE EASY

#### WITH LETTER PATTERNS!

To produce really good Signs and other Lettering Work all you have to do is to trace letters with pencil and then fill in color with brush. Sizes and styles for all practical uses. Write for free samples. **JOHN F. RAHN**, B1330 Central Ave., Chicago, Ill.

### ELGIN & WALTHAM

#### REBUILT WATCHES \$1.75

7 Jewel, 18 Size, In S. H. Engraved Cases, at

Send for Price List. Money Back If Not Satisfied. **CRESCENT CITY WATCH MATERIAL CO.**, 113 N. Broadway, St. Louis, Mo.

### COWBOY HANDKERCHIEFS

Something new. Made in U. S. A. Designs in gaudy colors. Silk Finish. Size 20x20 in., \$24.00 Gross, \$2.50 Doz. Pure Silk. Size 25x25 in., \$45.00 Gross, \$4.00 Doz. Lace Handkerchiefs, six solid colors, 11x11 in., \$6.00 Gross. Will print special name of Park or Resort in 3 to 5 gross lots at \$1.80 per gross extra. 25% deposit with orders. Balance C. O. D.

**KNICKERBOCKER HANDKERCHIEF CO.**, 260 W. 39th St., New York City.

### Pitchdom Five Years Ago

F. L. Moran was working Wheeling, W. Va., to good results. . . . Jack Gardine was purveying whitestones and notions via windows in Albany, N. Y. . . . New York was proving a lucrative spot for Jack Silvers. . . . Tom Sigourney had his store clicking in Chicago.

Mary E. Ragan was still working Dayton, O. Other members of the fraternity in the Gem City included Doc Marcus Marcell, Dad Parker, Doc Layton, Slim Murphy and Guy Warner. . . . Bert Allen, with the shine sack, was clicking with store demonstrations in Chicago. . . . Doc L. Zomogo Hood had his med show rolling merrily along in Arkansas. . . . Doc J. W. Livingston, who spent the winter with his family in Miami, opened his platform show in Ohio. . . . The Mack-Murray Players, with Doc E. Johnston telling the old, old story, played their last hall spot at Fairfield, Ind., before going under canvas in Southern Ohio towns. . . . Doc R. J. Atkins had just opened his platform show in Missouri. . . . B. C. Davenport and wife (Princess Iola) were playing Fox theaters on the West Coast with their novelty acts. . . . Fort Wayne, Ind., proved the worst town for Denver Mack that he had hit in many a moon.

Prof. F. F. Criswell was playing medium-sized towns in the Pennsylvania Dutch district. . . . Hot-Shot Austin was playing to so-so business in Judsonia, Ark. . . . Doc Ray Adair's med show was playing week stands in Illinois. . . . Doc Arthur Pyle's Light Hawk Remedy Co. was playing week stands and encountering considerable rainy weather in Indiana. . . . Jim Ferdon blew into Cincinnati from Dayton, O., to size up Queen City possibilities. . . . Bob Clements was the principal comic and producer of the afterpieces with Gaskins Remedy Co., which was playing Kansas City (Mo.) lots. . . . Madaline Ragan returned to Coney Island, N. Y., and was waiting for the rain to stop so she could go to work. . . . Victor Edison Perry's store on Sixth avenue, New York, was still clicking. . . . Art Cox blew into Middletown, O., after a successful three-week stand in Indianapolis with flukum. . . . Happy Martin was finding it plenty difficult to grab the shekels in New Orleans. . . . That's all.

A PITCHMAN'S real worth is measured by others in the profession by what he produces, not what he thinks of himself and his accomplishments.

A. B. (COTTON) CLARK . . . tells from Henderson, N. C., that he is still pushing the name cards and, when the weather permits, is doing okeh.

HANG OUT AN EAR . . . boys and girls, and listen to the following effusion from that ace periodical purveyor, J. H. McCaskey. Writing from what he terms the paralytic territory of the Eastern Panhandle of West Virginia, he says: "The wheels of industry have been barely moving and at this writing there has been no remedy concocted to overcome the pressure of unemployment. My diagnosis, extracted from an analysis

### HOT ENGRAVING ITEMS

For FAIRS, PROMOTIONS, Complete line. Popular new Lockets, Signet Rings, Crosses and Costume Jewelry for FAST SALES. Best finish on all our numbers. SEND \$1.00 FOR SAMPLES

**LA MODE BEAD & NOVELTY CO.**, 42 West 33rd St., New York.



### 4 for 10c PHOTOGRAPHERS CASH IN

On Our Photo Jewelry Novelties.

## RINGS - BRACELETS CHARMS - TIE CLASPS, Etc.

Complete Line — Lowest Prices. SEND \$1.00 FOR ASSORTED SAMPLES. CATALOG FREE.

**MEDALLION NOVELTY CO., Inc.**  
208 Bowery, New York City.

### PHOTEX

PHOTEX is the new sensation that makes beautiful Photos on cloth, paper or wood! Simple and easy to use; no darkroom required; no other apparatus. Outfit is complete. Photo is permanent and washable. PHOTEX is not a transfer. . . . it MAKES the photos. Many original and novel uses; put photo of sweetheart, wife or mother on handkerchief, scarf or shirt! Make personal stationery. If your Jobber hasn't got it yet, order direct. \$1.80 Doz., \$19.45 Gro. F. O. B. Write for complete details and display material. **GILFORD LABORATORY CO.**, 4931 N. Hamlin Ave., Chicago.

### DISTRIBUTORS

For X on something new. Magnetic Hairpin Holder for beauty operators. No experiment. Patent pending. Taking south by storm. Samples prepaid \$2.95. Dozen, \$21.00. Gross cheaper. **GUY'S, Kaufman, Tex.**

### DREXEL BLADES

Buy Direct From the Manufacturers. 20 Million DREXEL Sold in 1937. 50 Million Will Be Sold in 1938. Send 10c for Samples.

**REGENT MFG. CO.**  
134 W. 32d Street, NEW YORK CITY.



### AGENTS BRAND NEW

FOR THE TOURIST SEASON

Our "Aristocrat" Chrome Plated Patented Pennant Holder. Snaps on the bumper in a jiffy. Big flash. Sells for \$1 each. Cost you \$6 per dozen. Every tourist prospect for two. Order trial dozen or send 50c for money-back sample.

**GREAT EASTERN MFG. CO.**  
1265 Broadway, New York City.

It Helps You, the Paper and Advertisers to Mention The Billboard.

of the territory by actual observation and perusal of the local newspapers plus plenty of conversation, is in articulation. By this I mean there's no long green in the veins of business. I'd suggest that all concerned make these columns a bureau of statistics by using the Pipes Department to circulate the real unbiased facts about conditions in general thruout the country. Come thru with the info, boys and girls, and maybe some statistician may siphon out some useful idea of manipulation beneficial to us, the itinerant merchandising fraternity."

THE LAST SEVERAL winters should have provided many lessons for pitchmen. Are you

The **EASTMAN DEAL**

Taking the Country by Storm  
**1 PAIR OF FIELD GLASSES**  
**5 EASTMAN RAZOR BLADES**  
 Sells for 59c to 69c.  
 Quantity price as low as

**22c PER DEAL**

SAMPLE DEAL, WITH DESCRIPTIVE CIRCULAR, 35c, PREPAID.

NEWSPAPER MATS AND SELLING PLANS FREE WITH ORDERS OF \$25.00 OR MORE.

THIS DEAL IS REAL HOT—SEND FOR YOUR SAMPLE NOW

**NATIONAL TRADING CO.**  
 156 Franklin St. New York City

MEN'S Elgin, Waltham and Other American Rebuilt

**Wrist Watches**

**\$2.95**

Write for Catalog of Other Bargain Values.

**TUCKER-LOWENTHAL Inc.**  
 5 South Wabash Avenue, Chicago.

**BURNING HORSE RACING GAME**

Newest sensation sweeping the COUNTRY like a cyclone. Swell for CARNIVALS, FAIRS, Etc. Sample Package (5 Games), 10c; Dozen Packages, 75c; Gross Packages, \$6.00, Postpaid. Cash, M. O. or Stamps. **ESSAY NOVELTY CO.**, 353 Fifth Ave., New York City.

**ENGRAVERS!**

Send \$2 for 22 Samples of Best 1938 Sellers. Get our Lowest Price, also Circular on Engraving Machines.

**MOORE'S ELECTROGRAVER CO.**  
 651 So. State Street, Chicago, Ill.  
 Manufacturers of Engraving Jewelry and Engraving Machines Since 1910.

**FLASHY NEW MAPS**

EUROPE AND STATES

Latest boundaries of Germany. Fine for sheet writing. Right price.

**Geographical Publishing Co.**  
 621 Plymouth Court, Chicago.

**NOVELTY BAREBACK GLASSES**

ARE BIG SELLERS

Whiskey, 75c doz., 8.00 gr. Highball, 9 oz., 1.00 doz. Highball, 14 oz., 1.20 doz. OR MAKE YOUR OWN BAREBACK DECALS Small 1.75 a 100; 12.50 a 1,000. Large Size Decals, 3.00 a 100; 25.00 per M. Pantyback Glasses or Decals. are 10% less than the above prices.

New Joke Items. Doz. Gro. Hot Chewing Gum .65 "Gottago" Gum .60 Sphnix Dirt Puz. .35 Dogonit (pile) .60 Fly on Sugar Lump .70 Shiek Moustache .60 Bartender Moust. .70 New Comic Medals .50 Pop Eye Monocle .70 SPECIAL: MAGIC RACE GAMES. 6 horses run. WHO IS THE WINNER, per 100, 1.00, 8.00 M. LUCKY CHARMS, 50 kinds, 75c gr.; 65c 10 gr. NEW DEVIL'S RED INK, doz. bottles, 90c Catalogue, 25c, or 50 Samples for 2.00.

**MAGNOTRIX NOV. CORP.**, 136 Park Row, N. Y.

adding to your bank roll now or just taking things easy? Remember, fellows, you can't expect to loll in the sunny confines of Florida next winter if you become bum happy this summer.

REPORTS DRIFTING . . . into the pipes desk indicate that Philadelphia is wide open and that many of the Eastern workers are heading for that town. Take it easy, fellows, don't gang up. There's plenty of other spots that can be worked.

KEN AND GRETA REYNOLDS . . . gold-wire artists, come thru with the following for those who contemplate working West Virginia. "The licenses," they report, "are as follows: Two per cent luxury tax; one-half of one per cent gross tax, a city tax of one-tenth of one per cent and up; a special tax on concessions with a show. Tax on straight sales is \$5 per week. Ball games may be worked for \$10 per day. Business in Charleston and Huntington is just fair; Fairmont is n. g. Pitchmen are scarcer than money in this State, and there is a reason."

IF A PITCHMAN can't sell an item, it can't be sold.

MR. AND MRS. LONGSTREET . . . and Mr. and Mrs. Moreland are traveling together and working sheet in Montana.

H. B. HOOD . . . writes from Merry Old England: "Now that the repression is over, I suppose the boys are out making the bank roll fatter and fatter. Over here we're doing nicely. It was a nice trip and I have no complaints, but I've found that human nature is the same the world over. We travel halfway around the world to get the dough that is right under our nose at home. The old, old saying: 'The fields afar are green, but the fields at home are greener still,' remains. With that in mind, I'm coming back to the good old U. S. A. Bly me, if I ain't hungry for a good cup of java. These people don't know how to make it. It's tea for breakfast and 40 times a day. Saw a sign the other day which read: 'A Hot Joint Today.' And what did the sign mean? Just roast beef. I stopped a London bobby the other day and asked him the direction to a certain spot. He told me to go right down to the Piccadilly Circus and then thru the Oxford Circus, etc. When I asked him if he had ever heard of the Barnum & Bailey Circus he replied: 'No, I haven't, it must be outside the city limits.' Oh, well, we've had a jolly good time of it. I've had my afternoon tea every day and a cup served in bed every day at 8 a.m. So now that the corn is up in Iowa we'll hitch up the old boat and make haste to garner a few loose shekels."

**Events for 2 Weeks**  
 (A New Weekly Service)

- (Week of May 23-28)
- ARK.—Ft. Smith. Rodeo, 29-31.
  - CALIF.—Cambria. Rodeo, 29.
  - Gilroy. Gymkhana Rodeo, 28-30.
  - Marysville. Calif. Stampede, 28-29.
  - ILL.—Harvey. V. F. W. Carnival, 23-28.
  - IND.—Indianapolis. Auto Races, 30.
  - Winchester. Auto Races, 29.
  - IA.—Ft. Madison. Centennial Celebration, 25-28.
  - KY.—Pineville. Mountain Laurel Festival, 27-28.
  - MISS.—Como. Fair & Horse Show, 24-26.
  - MO.—Poplar Bluff. Ozark Jubilee, 27-28.
  - N. J.—Bernardsville. Dog Show, 27.
  - Madison. Dog Show, 28.
  - Summit. Dog Show, 27.
  - Trenton. Auto Races, 29.
  - Westfield. Dog Show, 27.
  - N. C.—Wallace. Strawberry Festival, 23-28.
  - O.—Celina. Grand Lake Festival, 28-29.
  - Greenfield. Spring Festival, 23-28.
  - PA.—Devon. Horse Show, 24-31.
  - E. Pittsburgh. Community Celebration, 26-28.
  - Overbrook. Dog Show, 29-30.
  - Sharon. Auto Races, 30.
  - Whitemarsh. Dog Show, 29.
  - VA.—Tasley. Potato Blossom Festival, 28-31.
  - WASH.—Grand Coulee. Legion Encampment, 28-30.
  - W. VA.—Barrickville. Celebration, 30.
  - Morgantown. Celebration, 25-30.
  - WIS.—Beloit. Memorial Day Celebration, 30.
  - CANADA—Montreal, Que. Circus at the Forum, 21-28.

- (May 30-June 4)
- CALIF.—Auburn. Gold Rush Festival, 3-5.
  - Madrone. Rodeo, 5.
  - Martinez. Early Days Fiesta, 3-5.
  - Sutter Creek. Rodeo, 5.
  - Visalia. Rodeo, 3-5.
  - COLO.—Canon City. Pioneer Day, 3.
  - CONN.—Greenwich. Dog Show, 4.
  - Westport. Dog Show, June 5.
  - DEL.—Glasgow. Dog Show, 5.



**National Showmen's Association**

Palace Theater Building, New York.

NEW YORK, May 21.—Within the next 10 days letters will be sent to operators of all Eastern carnivals, circuses, amusement parks and independent concessioners explaining NSA's elaborate summer program to increase its membership and to augment funds designed to further its benevolent services.

Program, in brief, will consist of . . . (1) Appointment of one member or a group of members on each show business enterprise to act as an NSA committee thruout the season. This committee to be responsible for the enterprise's co-operation with the NSA.

(2) Committee to conduct, with aid of the operator, on an average of one jamboree a week, to be held the most desirable night of the engagement, and staged for the benefit of employees and entire personnel. Nominal admission fee of 10 to 15 cents will be charged and prizes will be awarded to winners of sweepstakes, grab bags, gate, etc.

(3) The funds derived from such events will be used to defray expenses to aid employees in need on that show in the event of injury, sickness, etc. At the end of the season, should there be a surplus resulting from the jamboree series, the amount will be turned over to the central treasury of the NSA to be applied to the cemetery fund.

(4) Routes of the various traveling shows are to be checked and arrangements made by the president of NSA to visit each show on a special mission to raise interest in the organization and explain advantages of membership. Route will probably carry thru the fair season, when shows are at their greatest strength, and events will follow pattern of initial "President's Night" on the Art Lewis Shows a week ago, details of which appeared on page 75 of May 21 issue of *The Billboard*.

(5) Special benefits will be encouraged on each show during the season, with proceeds going to the cemetery fund. When possible, these benefits will be combined with "President's Night" to give impetus.

(6) It will be the duty of every NSA member to begin propaganda immediately toward building and emphasizing the fall banquet and ball, which is tentatively scheduled to be held in a big mid-town hotel November 16 or 17. Tickets will be distributed to show committees during the fair season and these bodies will supervise sale of ducats on each show. Plans for the ball are still being worked out and more details will be forthcoming soon.

(7) Awards. . . . A special gold seal or other deserving presentation for various shows will be available, depending on the drives and memberships obtained and the activities rendered on behalf

- IND.—Anderson. Dog Show, 4.
- Hammond. Auto Races, 5.
- Indianapolis. Dog Show, 5.
- Muncie. Dog Show, 2.
- IA.—Nevada. VFW Picnic, 5.
- KAN.—Kinsley. Old Settlers' Picnic, 2-4.
- MICH.—Lansing. Horse Show, 3-4.
- MO.—Kansas City. Dog Show, 5.
- N. J.—Rumson. Dog Show, 5.
- Trenton. Auto Races, 29.
- N. M.—Clovis. Pioneer Days, 2-3.
- N. Y.—Goshen. Dog Show, 3.
- Port Chester. Dog Show, 3.
- O.—Ashland. Firemen's Street Celebration, 30-June 4.
- Dayton. Auto Races, 5.
- OKLA.—Ardmore. Rodeo, 4-5.
- ORE.—Lebanon. Strawberry Festival, 3-4.
- PA.—Cherry Tree. Firemen's Celebration, 30-June 4.
- Confluence. Old Home Week, 28-June 4.
- Ellwood City. Old-Timers' Celebration, 30-June 4.
- New Brighton. Centennial Celebration, 30-June 4.
- Parkers Landing. Homecoming Week, 30-June 4.
- TEX.—Mineral Wells. Health Festival, June 1-19.
- W. VA.—Buckhannon. Strawberry Festival, 2-3.
- WIS.—Prairie du Chien. VFW Spring Festival, 30-June 4.
- CAN.—Saskatoon, Sask. Fat Stock Show, 3-4.

(Events for five weeks in advance appear in the last issue of each month. This week they will be found on pages 60 and 67.)

of the NSA. Any individual bringing in 50 members by mid-November will be entitled to a life membership gold card and special presentation thereof at the banquet. Any show contributing 50 memberships or more will be recipient of a special monogrammed plaque at the banquet. Any show contributing 100 memberships or more will receive a grand surprise on the night of the banquet.

**Ladies' Auxiliary**

On Wednesday evening, May 11, a special meeting of the auxiliary was called to discuss plans for the summer and to review results of the recent card party and strawberry festival. Treasurer Ida Harris reported that the party netted the organization slightly more than \$125, with some tickets and remittances still outstanding. Secretary Anita Goldie made a special request for prompt filling of all moneys and unsold tickets.

With President Dorothy Packman presiding, meeting turned to a discussion of sale of fall banquet tickets, auxiliary having previously guaranteed to be responsible for sale of 300. Committees were appointed to conduct campaigns on Eastern carnivals.

Altho both the bingo and card parties were voted tremendous successes, it has been decided to postpone further fundraising events until following the first annual banquet. Concentration on sale of banquet tickets and acquisition of new members will be the major functions of auxiliary members for the next few months. Only exception, it is understood, will be the sale of a raffle book, proceeds of which will go to the cemetery fund. A special meeting will be called to discuss the latter plan.

On Tuesday evening, May 10, Bess M. Hamid was hostess to officers and chairmen of committees at the Casa Manana. Party was favored with elaborate corsages, and Dorothy Packman in turn presented the hostess with orchids, two rock crystal perfume bottles and a gorgeous tray.

**WASHINGTON, BLOOMER**

(Continued from page 3)

that the "bonus" was just what it implied—merely a melon which was sliced if and when the season ended in a big profit. According to the management, there is nothing in the wage agreements to guarantee the "bonus." Unemployed men who are laying around Washington as a result of the McCoy fiasco observed that it was a bad year for show business and that labor trouble would hardly be sensible, which apparently was the thought of the Ringling employees, for on Wednesday night the show was loaded on its cars without a hitch.

Rain fell during Wednesday afternoon, thoroughly soaking the damp canvas, but it did not cause a serious drop in business, and on the last night the big top was packed as usual.

**SALE AND SERVING**

(Continued from page 3)

buildings or rooms especially equipped for such processing and sealing.

The board further resolved that at all places where such original containers are cooled by ice, ice water or a similar refrigerant, the tops of such original containers must be at least two inches above the surface of the refrigerant. Such drinks shall be served in original containers or, in lieu thereof, in paper service.

In the regulation governing the sale and dispensing of foods and drugs the board resolved that at all fairs and carnivals all drinks or foods must be served in paper containers or dispensers, except that spoons, knives and forks used in the serving may be of metal provided that they are washed in hot, clean, soapy water and then placed in boiling water for five minutes or, in lieu thereof, paper service may be used.

**FREE! 1938 WHOLESALE CATALOG**

Has 280 pages of World-Wide Bargains, 4,000 salesmen's specialties, 15 selling plans, new creations, outstanding values — at rock-bottom wholesale prices. This catalog is FREE. Send for a copy Today.

**SPORS CO.**  
 5-38 Superior St., Le Center, Minn.

# FEATURE

For Revere Beach Only Museum. No beg or sympathy acts wanted. Medusa Van Allen. I wired you "in" to your home; no reply. Victor Victoria and other similar clean A-1 Acts. Pay salary, or if powerful work percent.

W. J. Bill O'Brien  
Revere Beach (Boston), Mass.

# Out in the Open



Roger Littleford Jr.

## Ringling and Radio

NEW YORK, May 21.—They are still talking about F. Beverly Kelley's radio record with Ringling-Barnum in New York this year. Appointed just a few weeks before the April 8 debut date, he accounted for an unprecedented amount of time on the air and had just about everybody but Gargantua the Gorilla broadcasting at one time or another.



R. S. Littleford Jr.

John Ringling North appeared with Lowell Thomas on that commentator's NBC stint and guested on For Men Only and Radio Newsreel, both NBC programs. . . . Frank Buck told strange experiences in two interviews over WINS and WMCA and also NBC'd with For Men Only. . . . Capt. Terrell Jacobs told Uncle Don's kiddie audience about cats, hit Sam Taub's sport review and rated a network with For Men Only. And Dolly, his wife, joined the Women Make News number over the WOR-Mutual network.

Felix Adler played funny man with Paul Jung on the CBS Dear Teacher special and chided the kids at the expense of Uncle Don. . . . Antoinette Concello "We the People" on CBS; Guy Lombardo interviewed Marion Boardman during his CBS Bond Bread sponsorship; Theol Nelson spoke over WJZ, and Fred Bradna charmed Rudy Vallee listeners with glowing accounts of years gone by.

The pre-opening dress rehearsal went over NBC Coast-to-Coast with Kelley personally handling the mike and introducing personalities as they worked in the arena. Frenchy Haley, Doctor Bergen, George Blood, Mickey Graves, Larry Davis, Richard Kroener and Merle Evans were called on to participate. Kate Smith's new Commentator program originated in a Garden box one evening and Kelley submitted several 10-minute spiels over local outlets. Paul Horumpo joined the Enerngie program (NBC) and Curious Careers (WINS) devoted a session to circus people, while Lowell Thomas waxed heavy on colorful aspects of the workingmen strike. Even this is not a complete summary of airings obtained by Kelley during the 23-day engagement, but it's enough to indicate the type of job that was done.

Kelley followed the show to Boston and Washington, arranged some stuff for Baltimore, then went to Philadelphia. Following the Quaker City date he returns to his furniture business in Delaware, O., but is expected to rejoin the show when it plays Chicago.

Earl Chapin May, circus author and a former trouper in his own right, visited this week in quest for additional anecdotes on Ringling family and staff. . . . And, coincidentally, the same day came two requests for the New York whereabouts of that other well-known writer of sawdust lore, Courtney Ryley Cooper. May, in from the West, plans to make New York his headquarters for a while, but couldn't promise more circus stuff in the near future. . . . That report is out again that screen actor Wallace Beery is taking out a show of his own. He's a former circus trouper and has never quite gotten all of the dust out of his shoes.

Metro-Goldwyn-Mayer will use Col. Tim McCoy as Indian interpreter while filming Northwest Passage, Kenneth Roberts' recent best seller. Company goes on location shortly, they say, in the northern woods. . . . Dex Fellows' Tent of the Circus Saints and Sinners Club will probably have former New Jersey governor, Harold G. Hoffman, as president. Other officers due to be elected at the club's annual meeting June 1 include Fred P. Pitzer, vice-president; E. D. Thornburg, treasurer, and Elmer Q. (Ollie) Oliphant, secretary.

Executive committee up for election has Clifford Fowler, R. C. Haffenden, Carlton Hub, P. C. Magnus, Tex O'Rourke, Chalmers Pancoast, Charles Parkes, Al Siekle, F. Darius Benham, John R. Carey, Louis Clement, Chester Cross, James E. Knox, Joseph B. Pearman, E. L. Robbins and Raymond Schindler. . . . Not many names known to the circus world there!

Wendell Goodwin, p. a. for the New York WPA circus, phones to tell us the project would like to advertise in BB for a muchly needed animal act—but is afraid of the impression it could create. Might seem out of place for the government to solicit relief. . . . Dorothy Herbert, former Ringling and Cole Bros.' equestrienne, expected in town shortly.

Herbert F. O'Malley, director of Playland Park, Rye, N. Y., would like to know if his park is the only publicly owned project of its kind. . . . George P. Smith Jr., New York World's Fair, has been assessing Rockaway concession property scheduled to be confiscated by park commission for its public park project there. (Whew, what a sentence!) . . . Dave Rosen, Coney Island side-show operator, a visitor and reports the Island as a complete frost so far this season. The weather's responsible.

Frank Wirth has enlarged and completely renovated his offices in the Bond Building. He returns to the fair booking field next week. . . . Glenn Iretton, formerly of The Billboard, then with the Hotel Commodore and now press agent for Endy Bros.' Shows, has landed a three-page layout in August issue of Click. Will feature Wilno, the human cannonball, and the Endy show. . . . Mr. and Mrs. Ben Weiss, concessioners, callers last week and took in the National Showmen's Association clubrooms before departing for New Jersey. . . . They say there is a school for show talkers being conducted in New Jersey. Let's hope the World's Fair requires a diploma.

## PUBLIC ADDRESS SYSTEMS

FOR YOUR NEEDS.  
Dependable, Quality Equipment—New and Used. We guarantee to save you money. Write your requirements today.  
**SCIENTIFIC RESEARCH PRODUCTS**  
1904 Patterson Ave., Chicago, Ill.

## PEANUTS

Raw, Roasted. Special Price on Jumbo Elephant Bags. Popcorn and Popcorn Seasoning. Daily Market Prices.

**INTERSTATE FOOD PRODUCTS**  
285 East Houston Street, New York City.  
Phone: Orchard 7-8910.

## Bushay Amusement Co.

WANTS—Small Cook House, Pitch-Till-You-Win, Cigarette Gallery and other Grind Stores. CAN ALSO USE Sound Truck.

### HENRY BUSHAY

Athol Mass., May 23 to May 28; Fitchburg, Mass., May 30 to June 4.

## WANTED

Experienced Loop-o-Plane Operator. WILL BOOK OR BUY Ferris Wheel.

### FRED ALLEN

617 Whitethorne Ave., Columbus, O.

## WANTED

RIDES, SHOWS, CONCESSIONS  
★ Annual Celebration ★  
For July 1 and 2.  
COMMERCIAL CLUB, Stockton, Mo.

## SCHOOL FUND COMMITTEE

WANTS Flat Rides, Pony Ride, Tent Shows, Vaudeville and Musical Revues, Dance Platform and Roller Skating Rink. 300,000 drawing, Bay Street, Fall River, Mass. CONCESSIONS: All Eats open, Palmist, Scales, Ball Games. Reasonable rates. CAN PLACE Minstrel Circus. Open Decoration Day, May 30. CHAS. KYLE, Hotel Mellen (Phone 4600), Fall River, Mass.

Want Corn Game, Short Range Gallery, Pitch-Till-You-Win, Hoop-La, Punk Rack, Cig Gallery, Pop Corn, Candy Apple, Snow Joint Ice Cream. All Stock and Grind Joints \$10. Ride Help come on. Good Banner Man. Have outfit for Hula Show and Geek Show. Sax and Trombone and Minstrel People. Cotton Candy, Bowling Alley, Fish Pond open. Fair and Homecoming Committees write. July 4 is open. No profit. Write or wire MAWAGER, SILVER FLEET SHOWS, Ferdinand, Ind.

## WANTED

Bingo, Ground Circus Acts, Dog and Pony Act, Sides and Banner Salesman with car, Legitimate Concessions. Write

### A. J. GREY, Manager, GREY PRODUCTIONS

Lions Exposition, Week June 20, Williamston, N. C.

## WANTED

FOR DOWNTOWN LOCATION, SYRACUSE, N. Y., WEEK MAY 30,

Octopus, Monkey Show, Legitimate Concessions.

### ART LEWIS SHOWS

Address ART LEWIS, Manager, This Week, Corning, N. Y.

## CHAIRPLANE TAKE NOTICE!

Will Book or Buy Quick. Wire by Western Union.

### LATLIP SHOWS

Charleston, W. Va.

# IDEAL EXPOSITION SHOWS, INC.

"America's Best Amusements"

NEW BRIGHTON, PA., CENTENNIAL

Week May 30

Six Days and Six Nights. Will book or buy Octopus. Can place first-class Illusion Show. Also Fat Family Show. Can place for Side Show, Working Acts, Pin Cushion and Magician.

## CONCESSIONERS, ATTENTION

Can place Wheels, Grind Stores, Photograph Gallery, Long-Range Shooting Gallery, and all Concessions of Every Description. HAVE OPENING FOR DIGGERS. Write or Wire WM. CLICK, Mgr., this week, Mt. Pleasant, Pa.; week of May 30, New Brighton, Pa.

## ATHLETIC SHOW MANAGER WANTED

To join on wire. If you drink liquor don't answer. We play territory where Athletic Show is featured and must make money. State all. CAN ALSO PLACE Stock Concessions. Doc Green wants Performers and Musicians for Plant Show. Address

### F. H. BEE SHOWS, INC.

Mt. Sterling, Ky., this week.

## WANTED CONCESSIONS

THAT WORK FOR STOCK  
Pitch-Till-You-Win, Watcha, Photo Gallery, Punk Rack, Cane Rack, String Game.

### FIDLER UNITED SHOWS

Virdein, Ill., this week; Old Settlers' Celebration, Vandalia, Ill., May 30-June 4.

## WANTED

To Join At Once

### FERRIS WHEEL FOREMAN

Must be capable, sober and reliable and handle Eli Trailer. Salary sure.

Boone, N. C., This Week.  
BULLOCK AMUSEMENT CO.,

## WINDOW CARDS

14x22, 22x28 paper and cardboard posters, one sheets, heralds, etc., for all occasions. Quick service, low prices. Write for free catalog.

BOWER SHOW PRINT 1234 STREET FOWLER, IND.

## BELLE FOURCHE, S. D.

July 1, 2, 3, 4, 5

### CHAMBERLAIN, S. D.

June 21, 22, 23, 24

Shows and Concessions Wanted. Only Stock Joints will work. No Mitt Camps except American Palmistry. Congoland Show come on.

Write WILLIAM FIX, Parkston, S. D.

## WANTED

AERIAL FREE ACT  
for June and July. May use for entire season. Prefer High Pole or High Dive.

### WRIGHT AMUSEMENT CO.

Missouri Valley, Ia.

## F. EUGENE SYKES

Celebrations and Fairs start June 27  
Rides, Shows, Concessions, Acts  
Write or wire me. Hartford, Pa.

## WANTED AGENTS

For Wheels and Grind Stores. Can also use help on Corn Game.

### SAM WEINTROUB

New Brunswick, N. J.

## WANTED AT ONCE

Dancing Girls and Musicians for office girl show. Address

### PEANUTS RICHARDSON

SAM LAWRENCE SHOWS, Lebanon, Pa.

## B AND V SHOWS WANT

For Peekskill, N. Y., May 23; Willimantic, Conn., May 30, Grind Stores, Shows with or without, Flat Rides, Tattoo and Side-Show People. J. VAN-VLIET, General Manager.

### EDDY BROS. CIRCUS

Wants, Contracting Agent that knows how to say 5 and 10, Side-Show People. Simpsons, come on if at liberty. Clowns with Walkarounds. Lowest salary first letter. Route, Closter, N. J., May 26; Haverstraw, N. Y., 27; Hackensack, N. J., 28; Lynbrook, N. Y., 30.

## CONCESSIONS WANTED

Louisville, Ky., lots. \$2 daily. Want Merry-Go-Round. Join now. 28th and Main or address

### TOM TERRILL

Plaza Hotel, Louisville, Ky.

**HAAG BROS.  
THREE RING CIRCUS  
WANTS**

Aerial Team doing two or more numbers, also Clowns. Aerial Rooks wire. Concession Agents. Mickey O'Brien wire. Route: Irvine, 24; Richmond, 25; Georgetown, 26; Shelbyville, 27; Owenton, 28; all Kentucky. ROY HAAC, General Manager.



**BECK & THOMAS SHOWS WANT**

CONCESSIONS of all kinds that work for stock SHOWS. Can place two more Grind Shows with own outfit. CONCESSION AGENTS that appreciate making money. FOR SALE: Cookhouse complete. Will book on show low weekly rental. WILL BUY or BOOK Kiddie Ride, Devil's Bowling Alley, Fish Pond. Want Advertising Banner Solicitor for ads on Calliope. Other useful Carnival People write. Now playing Springfield, Mo. Our celebrations start Ozark, Mo., June 6th. AL C. BECK, Mgr., 304 W. McDaniel St., Springfield, Mo.

**WANTED ACTS**

Doing two or more. Boss Props, Capable People in all departments. Female Impersonator to work Come-In and Clown Cornet and Bass Player for Side Show; Punch and Magic, Mind-Reading Act. WANTED—Elephant Act that can stand prosperity and not walk away while on nut to show. Banner-man who can get more than one banner in two weeks. Address Care CIRCUS, General Delivery, Spokane, Wash.

**WANTED WANTED**

WHEEL AGENTS AND COUPON AGENTS Pocatello, Ida., Week May 23. Rock Springs, Wyo., Week May 30. J. D. SUMMERS STATE FAIR SHOWS.

**AT LIBERTY**

INSIDE TALKER AND LECTURER Talk on any attraction and can manage same if desired. Capable, sober, reliable. Good appearance. Join at once. B. B. TROUSDALE Montrose Hotel, Cedar Rapids, Ia.

**CAN PLACE**

First-class Monkey Show with well-framed outfit and capable of getting money. Want best Girl Show Talker in the business. Must be able to deliver in a high-class manner (want to hear from Hughey Mack). Want to hear from Dick Betts and his Hammond Organ. Can place young Lady Singer and clever Sister Team who can do Specialties. Rockford, Ill., this week; Madison, Wis., next week.

RUBIN & CHERRY EXPOSITION, INC.

**CLINT & CLARK UNITED SHOWS**

ANNUAL FIREMAN CELEBRATION, East Palestine, Ohio, Week of June 6-11. Twenty weeks of Firemen's and Legion Celebrations to follow. 4th of July Week, Chicora, Pa. Large Fireworks Display. Want Grind Stores, Penny Arcade, Athletic Show, Shows with their own equipment, Motor Drome. Masontown, Pa., this week, May 23-28.

**CLYDE'S UNITED SHOWS**

WANTED FOR AMERICAN LEGION CELEBRATION, COALPORT, PA., WEEK OF MAY 30. Cook House, Photo Gallery, Frozen Custard and any other legitimate Concessions not conflicting with what I have. WANT TO BOOK OR LEASE Little American Beauty Merry-Go-Round, or any other Ride not conflicting. WANT Hawaiian, Girl, Snake or any other Shows not conflicting. Other Celebrations and good spots to follow. Address: GEORGE C. SMITH, this week Curwensville, Pa.; next week, Coalport, Pa.

**FEATURE FREAK WANTED**

for Palace of Wonders, Coney Island, N. Y. Pay rain or shine—18 solid weeks in one spot. Clean, pleasant surroundings instead of mud and dirt. Write or wire DAVID ROSEN 3780 Surf Avenue, Coney Island New York

**DELUXE SHOWS of AMERICA**

WANTS Capable Side Show Man. Have best equipped Side Show on the road. Showing best Side Show territory. Must have best of talent. All Address S. E. PRELL, General Manager, 36 Green St., Newark, N. J.

**Hartmann's  
Broadcast**

IN ITS May 19 issue The Enterprise of Norwood, O., carries a story about a petition being drawn by "a representative committee of youths" and to contain the names of at least 1,000, to be presented soon to Mayor Amos L. Eyler, protesting against carnivals appearing in Water Works Park or on any public property of that municipality.

No word of moral effect is intimated in the content of the petition, the newspaper says, the protest being made solely on physical grounds. "The embodiment of the official document," it continues, "cites the unfairness to Norwood business by allowing a street fair, or a show, to come to Norwood and occupy a public park. Naturally, much money is taken from the city, which the municipality does not benefit from in any manner."

The paper then goes on to say that "for several years carnivals have been permitted to exhibit at Water Works Park, using municipal property solely for commercial purposes. Under the guise of sharing profits with a local organization several shows have come to town, exhibited, and then ridden away,

pockets lined with Norwood money, which has been ill spent to say the least. This, the youth of Norwood has realized and with this realization has come definite action."

This all sounds like a lot of blah-blah. Can you imagine the youths taking up the cudgel on behalf of the merchants when the merchants themselves haven't said a word publicly about the "unfairness to Norwood business by allowing a street fair or a show to come to Norwood and occupy a public park?"

The merchants are not helpless by any means. They can fight their own battles.

But there is nothing for them to fight in this case. They know they benefit from carnivals. They know that carnival people have to eat, drink and buy clothing, and that they need supplies of other kinds. The merchants know this business comes to them, and on top of that they know carnival people buy foods and drinks from them to sell to the public on the show lot. They also know that the show pays for its electricity and water and license, and they know, further, that the auspices gets a share of the show's receipts. The youths apparently haven't given any thought to these things.

Too, the youths, and even The Enterprise, had better first investigate and see "if much money is taken from the city, which the municipality does not benefit from in any manner." We'd be willing to venture that no attempt was made to ascertain what the recent carnival in Norwood grossed and what its local expenses were. Furthermore, what sum of money was required to transport the show to Norwood from Asheville, N. C. The cost of the railroad move alone was more than \$2,000.

Everybody who goes into business does so with the intention of making a profit, and that's all carnival showmen expect from their investment. And who would deny that they are entitled to that with the chances they take with the weather alone?

Norwood needs no ordinance barring carnivals. If the people do not support them financially the shows will stay away of their own accord. But as long as they do get this financial support, Norwood, or any other town for that matter, should be willing to concede that they have a form of amusement which the masses desire—and the prices charged are within the reach of any workingman's purse.

Carnivals give employment to thousands of people. Would Norwood be willing to find work for a good portion of these if ordinances such as the one proposed by the youths kept them from making a living in their own business?

CORRY, Pa., must surely be circus-conscious. Anyway, this sounds like it would be good for Ripley. Last week five shows had paper up at Corry at the same time. Lewis Bros.' was billed to play the town May 20; Cole Bros.' for Erie, Pa., May 21; Hagenbeck-Wallace for Jamestown, N. Y., May 28; Robbins Bros.' for Warren, Pa., May 28, and Ringling-Barnum for Erie June 15.

Another circus playing that section at the time was Harris Bros.' being in Wellsboro, Pa., May 20.

OCCASIONALLY we have hinted in this pillar that agricultural towns apparently were in better shape for circuses, carnivals and other tented amusements than the industrial centers, basing our argument on the aid Uncle Sam is giving the farmers.

In agreement with us on this is Thomas F. Monahan, chairman of the amusement committee of the Arcola Home-Coming Fair, Arcola, Ill. He writes:

"We notice that carnivals and shows are not having such a prosperous season. We believe part of the carnival company's trouble is due to the fact that they try to get into cities instead of going out in the farming communities and country towns where the

money generally is. Our own section is prosperous and all our farmers have money."

DICK COLLINS, publicity director of Gruberg's World's Exposition Shows, Inc., has in his possession a letter from Ernest Case, business manager of The Sun-Gazette of Williamsport, Pa., where the show played recently, the content of which was a surprise as well as a pleasure to him.

When Collins played Williamsport two years ago with Dodson's Shows, he could not get to first base with the papers. "They simply didn't publish what I wrote," he says, "and I had one of the best space-getters in the world, Zacchini, to help. I told Max Gruberg that it was no good to go into the city ahead as I felt that I could do nothing. Upon arrival, however, I took the bull by the horns and, instead of going to the editor or the advertising manager, asked for Mr. Case and laid my cards on the table. After a conversation of perhaps a half hour or so on all matters not pertaining to the carnival business, I at last told him the reason for my visit. He then told me to make out my ad and leave it with the write-ups on his desk as he was going to a luncheon and would see what could be done.

"To make a long story short, I got five stories over, took exactly 12 inches of space at \$2.40 an inch and on Thursday asked him, out of curiosity more than anything else, what was the reason for the reversal of form as far as I was concerned. He then told me that the papers in question printed nothing that was in any way exaggerated for the protection of their readers, and that they did not approve of the average carnival methods in any case. He then said, 'I am going to write you a letter on the subject, which you can pick up tonight before you leave the city.'

"The committee, which has played nine carnivals, says it is the first time the paper has in any way recognized a carnival. A simple statement of facts, such as I tendered Mr. Case, brought the required results, and altho the engagement was marred by extremely cold weather, the gate went up every night stories appeared from 1,800 to over 3,000 on Friday when it moderated a little and, had Saturday been fine, we would have had some splendid results. However, it rained all day and we did not show.

"I have gone to some length in explaining the source of this letter as it has been a lesson for me, in spite of my long years of publicity experience and may be a help to others in a similar position who will find out as I have that hostility on the part of newspapers is often their own fault by making extravagant claims in place of plain statements of fact."

The letter to Collins from Case is dated May 12 and reads as follows:

"As a publicity man for a carnival you seem to be rather unusual. Most promoters of spectacles for public entertainment usually go to extremes in their claims. Everything they have to offer is generally classed as stupendous and colossal, or some other superlative statement, whereas you seem to be content with informing the public as to just what you have to offer. This use of advertising is not only more ethical, but I am sure shows greater results to the advertiser thru the increased confidence which is created in the reader. 'I believe that your continued use of such publicity will prove its merit and I wish you success.'"

**W. S. MALARKEY**

Can place Clean Shows and Legitimate Concessions for 12 weeks, commencing June 30, American Legion Celebration at Delhi, N. Y. Address W. S. MALARKEY, Ackerman Bldg., Binghamton, N. Y.

**WANTED  
Louis T. Hanson**

(Wheel Operator) Come on to Dansville, N. Y. CARL D. FERRIS.



# Notes From the Crossroads

By NAT GREEN

WITH economic conditions at a low ebb, outdoor shows have been doing business accordingly. While many showmen feel that there will be marked improvement by midseason, they realize that it's going to be tough going for another couple of months, with no definite assurance that they can recoup early season deficits. Carnivals are in better position to weather the lean weeks than are circuses if they get the volume. People who would hesitate to lay down 75 cents or \$1 for a circus ticket will go on a carnival lot and spend 10, 15 or 25 cents to see the individual shows. Thus the carnival has a better chance to get some revenue.

It is unfortunate that in a year of such economic stress the shows, particularly circuses, have had union troubles added to their other worries. From the standpoint of both performer and circus owner it would seem to be the part of wisdom for the union to give the circuses an opportunity to so adjust their budgets that they can keep going. Unless such adjustment can be made it is likely that several shows will soon head for the barn, throwing hundreds of people out of work. We do not believe union officials want to see this happen, but it will unless they change their attitude.

We have talked to scores of performers and other circus people, nearly all of whom expressed willingness to go along with circus owners in keeping budgets within bounds that would not spell disaster.

It is to be hoped that union officials will see things from the right standpoint and keep their members working.

A recent visitor to our office was Ted Vella, prominent merchandiser (once a pitchman) who specializes in export trade. Vella returned a few months ago from a trip thru Europe and North Africa and his observations on conditions in the various countries and the opportunities they offer for American merchandisers are interesting. Egypt, he states, is in prosperous condition. The new king, who is 20 years old, is very up to date and welcomes modern ideas. In North Africa, says Vella, radios, music machines and various mechanical devices find ready sale. The salesman must, however, familiarize himself with the customs of the country and the methods of doing business. Otherwise he will run into insurmountable difficulties. Vella relates an amusing sidelight on Somaliland natives. Among other small items he had taken along to Africa were a few "jew's-harps" which he demonstrated to one of the leading merchants of Somaliland. The few he had were distributed and made an instantaneous hit with the natives. As a result the merchant ordered 50,000, which he easily disposed of.

Ralph Williams, formerly publicity man with the Tim McCoy Wild West, in Chicago after visiting New York, Cincinnati and other cities. . . . Al Humke, of the same show, returned to his home in Anderson, Ind. . . . Rube Liebman, Midwestern Barnes-Carruthers representative, in from Iowa for a visit to the home office. . . . R. L. Lohmar, of Hen-

nies Bros.' Shows, is commuting in and out of Chicago. Leo Hamilton, manager of the D'Arcy Girls, high act, writes that the act opens at Palisades Park, N. J., this week and is booked solid for the season. . . . The act appeared at the New York World's Fair preview and will be seen in the newsreels. . . . Al Butler, Ringling contracting agent, in Chicago doing advance work for the Big Show.

## Trying Electrical Transcriptions in Advance R-B Show

WASHINGTON, May 21.—Ringling-Barnum circus is experimenting with electrical transcriptions as a medium of advance circus publicity. WOL in this city is the first station to try the new records, and Beverly Kelley, radio publicity man for the Big Show, is satisfied with their possibilities. Sixteen sets of transcriptions have been made for the Ringlings by World Broadcasting, four sets cut laterally and 12 sets vertically. World mails two 15-minute, three 5-minute and one 10-minute records to stations located in towns on the Ringling route to build up business for the circus. The platters contain descriptions of circus life and human-interest elements to stimulate a rush for the ticket wagons.

## Performers' Club

By CHRIS CORNALLA

CHICAGO, May 21.—The Great George leaves next month for 10 weeks of fairs, after which he will take his own show as well as three other acts to South America, sailing in the fall.

Paul Lorenzo's high act, with new truck and equipment, opens the summer season in an Eastern park.

Griffiths and Wells closed an engagement at Castle Farm, Cincinnati, and opened this week in Baltimore for an extended engagement.

The *Three Cheers for Rhythm* unit is rehearsing after recasting prior to opening in the East.

Johnny Jordon troupe is booked for fairs, starting early in August.

Phil and Virginia Bonta are rehearsing at the club.

Jimmy O'Connell joined the Cordova troupe.

## McCoy Wild West Prop Man Struck by Auto

WASHINGTON, May 21.—Stephan J. Healey, formerly a prop man with the McCoy Wild West, is in Casualty Hospital with some cracked ribs and severe spinal injuries sustained when a car driven by a 51-year-old colored cab driver struck him here last Sunday night. Cab driver was arrested and charged with reckless driving. Scene of the accident was in front of the yards where the Ringling-Barnum show had its cars for unloading.

Extent of Healey's injuries have not been determined, altho several X-rays have been taken. Several workers who were with the McCoy show have visited him at the hospital and have engaged an attorney to represent him.

## Carnival Employee Dies of Suffocation

MOLINE, Ill., May 21.—George W. Garbett, 25, Bluefield, W. Va., an employee of Hennies Bros.' Shows, was trapped by dense fumes from a burning mattress in one of the show wagons while Hennies Shows were playing Rockford, Ill., this week. He died from suffocation yesterday morning about 5 a.m.

His plight was discovered by two of the show employees on seeing smoke pouring out of the wagon. They broke in and found him lying near the door.

A small hole was burned thru the floor of the wagon. He had apparently fallen asleep with a lighted cigaret in his hand which ignited the mattress.

## Fair Bookings by Victor

NEW YORK, May 21.—James F. Victor Attractions, of this city, announced booking of grand-stand shows this season at South Carolina State Fair, Columbia; Spartanburg (S. C.) Fair and Orangeburg (S. C.) Fair. Show in each instance will include a 25-people revue, six circus-type attractions and Victor's Famous Band. Victor also announced booking Leaksville (N. C.) Fair and Martinville and South Boston, Va.

### HENRY TREFFLICH'S NEW CHIMPANZEE RENTALS

Rent a Chimpanzee for as low as \$25 per week

If you should decide to purchase the animal after a ten-week rental, the rental paid would be applied to the purchase price. Bond would have to be signed. Apply to

**HENRY TREFFLICH**  
215 Fulton Street New York City

### OSHKOSH, WIS., ON THE STREETS

<b>PARADES DAILY</b> <b>ADVERTISED IN</b> <b>25 MILES RADIUS</b> <b>175,000 PEOPLE</b> <b>TO DRAW FROM</b>	<b>4 BIG DAYS</b> <b>JULY</b> <b>2ND, 3RD, 4TH, 5TH</b>
--	---

First time in 35 years in this city of 40,000. Under combined auspices Southside Business men's Association, Oshkosh Market Days' Assn. & Veterans Foreign Wars.

WANTED—Independent Shows, Rides, Concessions and Demonstrators. Have Free Acts and Fireworks booked. Might consider good Carnival. Flat joints and Steal'em Stores taboo. Write or wire PHIL LAMPERT, Chairman, Oshkosh, Wis.

### IMPORTANT NOTICE

On account of Decoration Day no telegraphed or telephoned SHOW ADS will be accepted for June 4 issue after 9 a.m. (Eastern Standard Time) Monday, May 30.

**WIRE IMPORTANT LATE SHOW ADS SUNDAY NIGHT**

**FORMS FOR COMMERCIAL ADS CLOSE ON SATURDAY, MAY 28.**

### FAIR EXHIBITORS

WAX EXHIBITS MADE TO ORDER—ANY DESCRIPTION—  
We made "The World In Wax" — "The Crisis" — "Chamber of Horrors" — "Spanish Inquisition" — "The Crown Heads of Europe," Etc.

MECHANICAL LIFE-SIZE FIGURES AND MECHANICAL ANIMALS OF EVERY DESCRIPTION—  
PREHISTORIC MEN—PREHISTORIC ANIMALS—DARWINIAN EXHIBITS—  
ALL TYPES OF MINIATURES—  
EMBRYOLOGICAL EXHIBITS IN ALL AGES AND STAGES—  
ANATOMICAL FIGURES FOR MEDICAL SHOWS—  
MUMMIES IN COFFINS—Papier Maché, American Indian, Egyptian, Siamese Twin, Chinese, Also Animals. Complete equipment.

We have recently completed a reproduction of Leonardo daVinci's "LAST SUPPER." This exhibit is 25 feet long, 25 feet deep. It is equipped with Lighting Effects, Mechanical Organ Music, Amplifying System, etc. It is displayed with 20-minute lecture. This exhibit has been appraised at \$100,000. Will sell at reasonable price or lease.

WRITE FOR INFORMATION REGARDING ANYTHING IN THE WAY OF AN EXHIBIT.

**ANIMATED DISPLAYS, INC.**  
J. M. SCHLISSER  
4364-66 SUNSET BLVD., HOLLYWOOD, CALIF.

### BILL HAMES SHOWS, Inc.

Opening Thursday, June 2. Show Leaves Ft. Worth, Texas, May 30.

Can use Ride Help, Concession Agents, Concessions, Shows and Show People. All people interested wire or write  
BILL HAMES SHOWS, INC., P. O. Box 1377, Ft. Worth, Tex.

### CRYSTAL EXPOSITION SHOWS

WANT Legitimate Concessions. Good opening for Side Show, also Grind Shows. Will furnish outfits for same. Ride Help and Foremen for Wheel, Loop-o-Plane, Octopus and Merry-Go-Round. Pay every week and sure. WANT Cook and Griddle Man. Must be sober. This Show plays Norton, Va., Festival, June 30, and Big Stone Gap, Va., a Fourth of July Celebration. Have 14 real fairs under contract. Address all mail Abingdon, Va., this week; Bristol, Va., week May 30. W. J. BUNTS.

### DIXIE EXPOSITION SHOWS WANT

Cook House Privilege, \$50.00 in Tickets; Custard open; Stock Concessions, Trombone and Tuba for Colored Minstrel Band, Grind Shows, Man to take charge new Turn-Over Crazy House. Winchester, Tenn., next week; Mt. Pleasant, week June 6. Mines working full time. Fayetteville, Tenn., this week. Address C. D. SCOTT.

## WANT PIT SHOW

Have Complete Outfit.  
Russell, Kan., Week of May 23d.  
Junction City Follows.  
ANDERSON-SRADER SHOWS, INC.

## WANT-WANT-WANT

SHOWS — CONCESSIONS — FLAT RIDES  
Firemen's Celebration.  
Week May 30, Ellwood City, Pa.  
Good route following. Write, wire,  
Vandergrift, Pa., this week.  
CAVALCADE OF FUN SHOWS.

**Now BIGGER + BETTER than Ever**

**CONCESSIONAIRES!**  
Write Today for Your Copy of Our New 1938 Catalog.  
250 Pages of Outstanding Up-to-the-Minute Values.

FLASH — CORN GAME ITEMS — CHROME WARE — CANES — PLASTER — SLUM and NOVELTIES.  
— READY SOON —

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PARK—CARNIVAL—PREMIUM USERS

OUR NEW CATALOG NOW READY—WRITE FOR YOUR COPY TODAY

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**GOLD CREST**  
POPULAR PRICED PACKAGE Contains Assorted Fruit, Caramel Kisses, Colored Cellophane Wrapped. Per 100 \$2.75

Packed 100 to Carton.  
Send for FREE Illustrated Catalog.  
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**CETLIN & WILSON SHOWS, Inc.**

Wanted—Double Loop-o-Plane, Boomerang, Eight-Car Whip. Can also place Silodrome and Grind Shows of merit. All legitimate Merchandise Concessions open excepting Pop Corn, Bingo, Diggers, Penny Pitch for biggest Memorial Day Celebration in the East located in heart of city, East Liverpool, O., week of May 30, sponsored by Combined Labor Union Organizations of the city. All address, this week, Carnegie, Pa., or Roosevelt Hotel, Pittsburgh, Pa.

**BEST LOCATION IN CONEY ISLAND, N.Y. Available**

Modern, Large Building—Heart of Amusement Center. Suitable for CABARET-NIGHT-CLUB (none here), SHOW, RIDE or any other AMUSEMENT DEVICE.

Unlimited possibilities for right proposition. More than 40,000,000 Visitors Each Season Makes location biggest and best money getter (can arrange to operate World's Fair Season 1939) (or indefinitely). This is a once-in-a-lifetime opportunity, as the visitors are hungry for something new and different. Responsible parties ONLY wire or write

**JULIAN BERGOFFEN, Attorney, 1017 Surf Ave., Coney Island, N. Y.**

**TILLEY SHOWS WANT**

SHOWS With or Without Own Outfits. Want Talkers and Grinders. Man to make openings on Side Show. Girl Show and Animal Circus. Dancing Girls for Girl Show. W. O. Ked get in touch with me. Address Peru, Ill., Week May 23.

**WANTED WANTED**

Pit Show completed. Have all new frame-up. Man to take charge at once who has something to put in it or would hire actors or Freaks. Salary from office with percentage. Minstrel Show Talker for best Minstrel Show traveling. Wire De Kalb, Ill.

**GREATER AMERICAN SHOWS**

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**"Plea for Common Sense" Editorial**  
Lauded by Readers of The Billboard

Ironwood, Mich., May 19, 1938.  
(TELEGRAM)

Editor *The Billboard*, Cincinnati, O.  
Splendid editorial, *A Plea for Common Sense*, current issue of *The Billboard*. We of the service must carry on.

**THEODORE S. CROSBY, M. D.**  
Circus Fan, No. 136.

(LETTER)

New Albany, Ind., May 19, 1938.  
Mr. Al Hartmann, Editor, *The Billboard Publishing Co.*, Cincinnati, O.  
Friend Al: A brain or a hand never

**UNDER THE MARQUEE—**  
(Continued from page 36)

Angeles and visited *The Billboard's* Cincinnati office May 16 while en route east. She also visited her home folks in Arma, Kan.

WHEN LEWIS BROS.' CIRCUS Sundayed in Millersburg, O., Maynard (Doc) Mast, Canton (O.) circus fan, entertained Barney and Jimmy Arnesen, with the show, and C. A. Klein, of Klein's Attractions. Mast attended show the following day.

H. R. BRISON pens that Silver Bros.' Circus was at Green Bank, W. Va., May 14. Beers-Barnes Circus was booked to show Cass, W. Va., five miles from Silver show, but due to rain could not use lot, so it went to Green Bank and camped on the Silver lot. Buck Steele Wild West also was there.

MILTON LaBAWL attended Ringling-Barnum show at Madison Square Garden and visited with men in elephant department, including Larry Davis, Slivers Madison, Sparky Lafferty, Mac McDonald, Frisco Farrell, Nig Whalen, George Johnson, W. Cline, Pete Gibblon, Don Dewey, Johnny Morrison and Maurice Etheridge.

Far be it from Solly to be anything but a booster for those who legitimately strive to promulgate the circus, but there are several in the business whose conduct is casting a reflection on the white tops.

MINSTREL LINE-UP in the side show of Haag Bros.' Circus: Joe Little, trumpet and band leader; C. J. Hollis, second trumpet; Angus Harley, trombone; Johnnie Mitchell, tuba; Hosie Caldwell, drummer; Viola Stepteau, blues singer and leads; Gladys Humphrey, soubret; Rastus Jenkins, tap dancer; Jelly Roll Rogers and Sparkplug Goodman, comics.

BARRY GRAY, vet ex-circus side-show manager, has been visiting his wife's folks in various Ohio towns, including Cincinnati, where he was a visitor at *The Billboard* May 18. He will return to Lansing, Mich., this week and resume writing vent material for vaudeville and night club consumption. This is Barry's 54th year in show business.

H. G. SPINKS pens that he was rigger for Blondin-Rellims' high-wire turn at preview of act at New York World's Fair and goes to Montreal for Hamid-Morton Indoor Circus, at which following acts, which have been practicing at Rouses Point, N. Y., will appear: Flying Wards, Blondin-Rellims, Captain Proske's tigers, Harold Barnes, Slivers Johnson and Charles Mitchell.

CHARLES (KID) KOSTER informs that he has seen the Big One on five occasions this season and every time he attended it looked better to him—a beautiful show. Adds that Downie show is billed for Morristown, N. J., May 18. He closed his season at Montreal, Can., April 30 with *Brother Rat*. Will be back with the George Abbott office next season ahead of *What a Life*, new Abbott attraction.

HARRY GROMAN, formerly with the Hunt and Hagenbeck-Wallace circuses, has returned to these shores after two and one-half years in Japan. He worked for the Japanese Government in the Yamaguchi College of Commerce as instructor and lecturer in Business Administration and Correspondence. On way home to Bethlehem, Pa., he visited with Theo Forstall on the Barnes show. Saw Albert Baron at his quarters near Allentown.

wrote the truth in mind like the pencil in hand, *A Plea for Common Sense*, in the issue of May 21.

During the winter months in visiting quarters of carnivals and circuses never in my 35 years in show business did I see such active work and money spent to put shows ahead of the other fellow's in ideas, construction, lighting and transportation. They all spent money like a season was ahead that would break all past records and still several of the managers told me they did not look for a real season.

No other line of business in the world is as optimistic as showmen and show women. War or no war, they march like soldiers to the front in face of money that is not to be gotten; weather, fire and fight the battle with a smile, with heavy losses every day. That's show business—the show must go on.

Al, you can publish this, as I consider *A Plea for Common Sense* the most forceful article on show business.

ELMER BROWN.

(LETTER)  
Detroit, Mich., May 19, 1938.  
Mr. A. C. Hartmann, Editor, *The Billboard*, Cincinnati, O.

Dear Mr. Hartmann—I want to most heartily thank you for the timely editorial in this week's issue of *The Billboard*.

This is assuredly one of those seasons (so far) which try men's souls to the utmost, what with a real depression upon us together with the wettest spring that I can remember.

I called my employees and concessioners together and read the editorial to them from beginning to end, then told them all to get out their own copies of *The Billboard* and read it over again. Once more, I thank you.

F. L. FLACK.

**ROUTES—**  
(Continued from page 33)

DeCleo, Magician: Jamestown, O., 23-28.  
Douella Dramatic Co.: Gooding, Ida., 25; Shoshone 27; Richfield 28; Hailey 29; Eden 30; American Falls 31; Burley June 1; Oakley 2; Rupert 3; Downey 4.  
Marquis, Magician: Ketchikan, Alaska, June 2-4; Sitka 6; Juneau 9; Skagway 12.  
Ricton's Show: Deepstep, Ga., 26-28; Wayside 30-June 1; Hillsboro 2-4.  
Valentines Flyers (Schweyer Circus) Caracas, Venezuela, S. A., 23-June 4.

**REPERTOIRE**

Billroy's Comedians, Billy Wehle's: Parkersburg, W. Va., 25; Marietta 26; Zanesville 27; Newark 28.  
Ginnivan Dramatic Co.: Clinton, Mich., 23-28; Manchester 30-June 4.  
Ginnivan, Norma, Dramatic Co.: Waynesfield, O., 23-28.  
Heffner-Vinson Show: Henderson, Ky., 25; Beaver Dam 26; Russellville 27; Elizabethtown 28.  
Kinsey, Kathryn, Co.: Kenton, O., 23-28.  
Leonard Players: New Castle, Va., 23-28.

**CARNIVAL**  
(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

All-American: Hominy, Okla.  
American Expo.: Clarksburg, W. Va.  
American United: Hillyard, Wash.  
Anderson-Strader: Russell, Kan.  
Arena: Wilkinsburg, Pa.  
B. & V.: Peekskill, N. Y.; Willimantic, Conn., 30-June 4.  
Bach, O. J.: Frankfort, N. Y.; Dolgeville 30-June 4.  
Bantly's All-American: Glassport, Pa.  
Barfield's Cosmopolitan: Pikeville, Ky.; Jenkins 30-June 4.  
Barker: Galesburg, Ill.; Monmouth 30-June 4.  
Barkoot Bros.: Hudson, Mich.  
Barnhart's Golden West: Breckenridge, Minn.; Granite Falls 30-June 4.  
Baysinger, Al: Galva, Ill.  
Bazinet, Wm., & Sons: Cloquet, Minn.  
Beck & Thomas: Springfield, Mo.; Ozark 30-June 4.  
Beckmann & Gerety: Peoria, Ill.  
Bee, F. H.: Mt. Sterling, Ky.  
Blue Ribbon: La Fayette, Ind.  
Bortz Am. Co.: Greenville, Mo.  
Bremer Tri-State: Wisconsin Rapids, Wis.; Eau Claire 30-June 4.  
Broadway Shows of Amer.: Louisville, Ky., 23-June 5.  
Brown Novelty: Perry, Ga.  
Buck, O. C.: Scotia, N. Y.  
Buckeye State: Natchez, Miss.; Columbia 30-June 4.  
Buffalo Shows: Norwich, N. Y., 30-June 4.  
Bullock Am.: Boone, N. C.  
Burdick's All-Texas: Schulenburg, Tex.  
Calumet: Gary, Ind.  
Campbell's United: Greenville, S. C.  
Cavalcade of Fun: Vandergrift, Pa.; Elwood City 30-June 4.  
Celebration Shows: Rushville, Ind.  
Central States, No. 1: Ellinwood, Kan.  
Central States, No. 2: Wilson, Kan.

1938 Outdoor Season Is Now Officially Open. HEX'S MONEY SAVING CATALOG IS NOW READY.

RED HOT ITEMS FOR ANY AND EVERY GAME ON ANY MIDWAY OR IN ANY PARK. MANY ITEMS ARE EXCLUSIVE WITH US, AND ALL ARE TOP MONEY GETTERS.

OUR SERVICE IS THE FINEST. ALL ORDERS SHIPPED SAME DAY RECEIVED. WE CARRY TREMENDOUS STOCKS. WE NEVER DISAPPOINT YOU.

WE SELL THE LARGEST AND MOST SUCCESSFUL OPERATORS, SO OUR PRICES MUST BE RIGHT. WE HAVE BUT ONE PRICE AND EVERYBODY PAYS THE SAME. WE HAVE NO SALESMEN AND USE NO BAITS. WE OPERATE IN A WAY THAT WILL PLEASE YOU. SEND FOR CATALOG NOW.

(Established 1923)

HEX MFG. CO.

468-470 Seneca St., BUFFALO, NEW YORK

Cetlin & Wilson: Carnegie, Pa. Christ United: Salem, O. Clint & Clark United: Masontown, Pa. Clyde's United: Curwensville, Pa.; Coalport 30-June 4. Coleman Bros.: New London, Conn. Colley, J. J.: Pauls Valley, Okla. Conkila: Kitchener, Ont., Can.

Cote's Attrs.: Ferndale, Mich. Crafts 20 Big: Fresno, Calif., 23-29; Modesto 31-June 5.

Crescent Am. Co.: Wallace, N. C. Crowley's United: Ottumwa, Ia. Crystal Expo.: Abingdon, Va.; Bristol 30-June 4.

Cumberland Valley: Loudon, Tenn. Cunningham's Expo.: New Lexington, O. Curl, W. S.: Lancaster, O.; Washington C. H. 30-June 4.

De Luxe Shows of Amer.: West Orange, N. J. Dick's Paramount: Central Falls, R. I.; New Bedford, Mass., 30-June 4.

Dixie Expo.: Fayetteville, Tenn.; Winchester 30-June 4.

Dodson's World's Fair: Vincennes, Ind. Dudley, D. S.: Iowa Park, Tex.

Dyer: New Athens, Ill. Edwards, J. R.: Wooster, O.

Elite: Lyons, Kan. Ellman: Cudahy, Wis., 23-29; Milwaukee 30-June 5.

Ency Bros.: Rahway, N. J. Evangeline: Madill, Okla.

F. & M.: Scalp Level, Pa. Fair at Home: Highland Park, N. J.

Fairly & Little: Freeport, Ill.; Dubuque, Ia., 30-June 4.

Fidler's United: Virden, Ill.; Vandalia 30-June 4.

Frisk Greater: Northfield, Minn.; Keewatin 30-June 4.

General Am.: Tyler, Tex.; Nacogdoches 30-June 4.

Gibbs, W. A.: Augusta, Kan. Gold Medal: Joliet, Ill.

Golden State: Gilroy, Calif., 23-30. Golden West: San Bruno, Calif.

Gooding Greater: Marion, Ind. Gooding, P. E., Am. Co.: Greenfield, O.; Nelsonville 30-June 4.

Goodman Wonder: (Fairgrounds) Hastings, Neb.; Grand Island 30-June 4.

Great Southern: London, Ky. Greater American: De Kalb, Ill.

Greater Expo.: Harvey, Ill.; Hammond, Ind., 30-June 4.

Greater U. S.: Chandler, Okla. Groves Greater: Crawfordsville, Ind.

Happy Attrs.: Belle Valley, O. Happyland: Ann Arbor, Mich.

Harris: Huntington, Ind. Hartssock Bros.: Cuba, Ill.

Heller's Acme: Clifton, N. J. Henke-Hansler: (Conway & Logan sts.) Milwaukee, Wis.

Henke Bros.: (27th & Capitol Drive) Milwaukee, Wis., 22-June 1.

Hennies Bros.: East Moline, Ill. Heth, L. J.: Urbana, O.

Hilderbrand's United: Salem, Ore. Hines Am. Co.: Olivia, Minn.

Hippodrome: Lincoln, Ill. Hodge, Al G.: Kankakee, Ill.

Howard Bros.: Martins Ferry, O. Hughey Bros.: Nashville, Ill.

Ideal Expo.: Mt. Pleasant, Pa. Imperial: Muskegon, Mich.; Mishawaka, Ind., 30-June 4.

Jones, Johnny J., Expo.: Pittsburgh, Pa. Joyland: Livermore, Calif., 24-30.

Joyland: Saginaw, Mich. K. & G. Am.: Carrollton, Mo.

Kaus Expo.: New Brunswick, N. J. Kaus, W. C.: Sayre, Pa.

Keystone: Irwin, Pa. Kreko's West Coast Am. Co.: Sacramento, Calif., 23-30; San Francisco June 1-12.

Lagasse Am. Co.: Amesbury, Mass.; Peabody 30-June 4.

Landes: Coffeyville, Kan.; Arkansas City 30-June 4.

Lang, Dee: Austin, Minn. Large: Potts Camp, Miss.

Lawrence, Sam: Lebanon, Pa. Lewis, Art: Corning, N. Y.

Liberty National: Munfordville, Ky. McKee: Edmond, Okla.

Magic Empire: Neodesha, Kan. Majestic Expo.: Tazewell, Tenn.

Marks: Camden, N. J. Middleton, Karl: Dansville, N. Y.

Midwest: Denver, Colo. Miller Bros.: Columbus, Neb.

Miner Model: Slaton, Pa. Miner Ride Unit: Rockledge, Philadelphia, Pa.

Model: Williamsburg, Ky. Modern Midway: Elvins, Mo.

Modern Am.: Lynn, Mass. Motor City: (Fenkell & Wyoming) Detroit, Mich.

Naill, C. W.: Camden, Ark. New England: Burlington, Vt.

Northwestern: (Vandyke & Nett aves.) Detroit, Mich., 23-30; (Myrtle & Lawton aves.) Detroit 31-June 5.

Orange State: Vivian, W. Va. Page, J. J., Expo.: Hazard, Ky.

Pan-American: Robinson, Ill. Pearson: Westville, Ill.

Penn State: Renovo, Pa. Pine Tree State: South Portland, Me.

Ray's Am. Co.: Parkers Prairie, Minn. Reading's: Tompkinsville, Ky.; Burkesville 30-June 4.

Red River: Norwood, Man., Can., 23-26; St. Boniface 27-29; Transcona 30-June 1; Keewatin, Ont., 2-4.

Regal United: Miami, Okla. Reynolds & Wells United: Anamosa, Ia.

Rogers & Powell: Friars Point, Miss. Roland: Bishop, Va.

Royal American: Evansville, Ind. Royal Expo.: Natrona Heights, Pa.; Monessen 30-June 4.

Royal Midway: Canton, Ill. Rubin & Cherry: Rockford, Ill.; Madison, Wis., 30-June 4.

Santa Fe Expo.: Macksville, Kan. Sheesley Midway: Dayton, O.

Shugart Bros.: Ft. Gibson, Okla. Siebrand: Deadwood, S. D.

Silver State: Englewood, Colo. Sims Greater: Chatham, Ont., Can.

Six, J. Harry, Attrs.: Auburn, Ky. Smith Bros.: Cyril, Okla.

Smith Greater Atlantic: Dumfries, Va. Snapp Greater: Cedar Falls, Ia.

MISS FAIRYLAND SHE IS POPULAR—DIFFERENT ATTRACTIVE—EVERYONE KNOWS OF HER—EACH 18c No. 35 ORDER A CARTON Dressed in Brilliant Two-Color Costumes, with Gleaming Tinsel Hair Ribbon, Collar, Slippers and Brooch. Height 14 1/2 inches, packed 12 to carton (no less sold), WRITE FOR OUR NEW 1938 CATALOG TODAY SHOWING THE LARGEST AND FINEST SELECTION OF PREMIUM - CONCESSION - NOVELTY - AUCTION - GENERAL MERCHANDISE. — STATE YOUR BUSINESS —



WISCONSIN DELUXE CORPORATION 1302 12 NORTH THIRD ST. MILWAUKEE, WISCONSIN CELEBRATION SHOWS CONNERSVILLE, IND., DOWNTOWN LOT, MAY 30-JUNE 4 WANTS Merry-Go-Round and Kiddie Rides, Pony Ride, Sound Truck. WANT Stock Wheels—Ham & Bacon, Blankets, Groceries, Bird Wheel, no sticks; Lead Gallery, Photo Gallery, Fishpond, Pitch-Till-Win, Knife Rack, Ball Games, Bowling Alley, String Games, and any other Concessions write or wire. We want four Major Rides and four Shows. WANT Ten-in-One and Minstrel Show. Celebration and Fair Committees write or wire. Rushville, Ind., this week.

Sol's Liberty: South Beloit, Ill.; Streator 30-June 4. Spencer, C. L.: Westwego, La. State Fair: Pocatello, Ida.; Rock Springs, Wyo., 30-June 4. Stater Am. Co.: Norman, Okla., 30-June 4. Stumbo: Granby, Mo. Sunset Am. Co.: Oskaloosa, Ia.; Burlington 30-June 4. Texas Long Horn: Sherman, Tex. Tidwell, T. J.: Clovis, N. M. Tilley: Peru, Ill. Tothill, C. H., Attrs.: Lockport, N. Y.; Niagara Falls, 30-June 4. Valley: (Hancock Park) Lampasas, Tex. Wade, W. G.: River Rouge, Mich. Wallace Bros. of Can.: Peterborough, Ont., Can. Wallace Bros.: Chariton, Ia.; Perry 30-June 4. Ward, John R.: Poplar Bluff, Mo.; Dyersburg, Tenn., 30-June 4. West Bros.: Sioux Falls, S. D.; Aberdeen 30-June 4. West Coast: Olympia, Wash. West, W. E., Motorized: Cameron, Mo. Western States: Amarillo, Tex. West's World Wonder: Williamsport, Pa.; Warren 30-June 4. Weyls Production Co.: Fayette City, Pa.; Leechburg 30-June 4. White City: Boise, Ida.; (Stock Show & Rodeo) Union, Ore., 30-June 4. Williams, S. E.: Okeene, Okla. Wilson Am.: Gibson City, Ill. Winters: Rochester, Pa. World of Mirth: Plainfield, N. J. World of Merit: Brockton, Mass. Zeiger, C. F., United: Longmont, Colo. Zimdars Greater: Columbus, Ind.; Brazil 30-June 4.

SOME THERMOMETER 18 In. Wide, 80 In. Long. Jumbo Thermometer, Barometer and Eight-Day Clock This is the biggest thing in advertising. It's not only big in feet and inches, but in dollars and cents. Many men have made big successes by selling advertising space on the "JUMBO." \$180.00 for a Day and a Half Work. Display space in public places and on prominent corners is easily secured for the big "JUMBO" Thermometer. The 14 advertising spaces go like hot cakes—some of our men sell out the thermometer in a day and a half or less. Write Us Today and Let Us Send You Full Details. Can Make Immediate Shipments. THE CHAFFY MFG. CO., 1100 E. Pleasant St., Springfield, Ohio.

MIDWEST SHOW HARRY MILLS, Manager. ALLEGAN, MICH., THIS WEEK. WANTED—Diggers, Scales, Ball Games. Conrad Cupp, "Barber Mac," get in touch with Al and Fay's Cafe. This Show has no pay gate. Going into Northern Ohio and Indiana.

RODEO STOCK FOR SALE Load Bucking Horses, load Bareback Horses and load Wild Horses, to be loaded not later than June 6, 1938. CLYDE MILLER, BURNS, OREGON

which speak for themselves follow: "Rumor false regarding closing of show. We are showing to capacity houses. Performers contented and well paid.—MARIAN A. KNOWLTON." "We resent any rumors about the show closing. We are showing to good houses and are paid in full every Saturday.—THE FLYING LaFORMS."

Season Bows in Cincinnati Marred by Adverse Weather CINCINNATI, May 23.—While not up to last year's figures, business in Coney Island, which opened the season on Saturday, was reported by officials as satisfactory, considering rain Saturday afternoon and threatening weather Sunday afternoon and economic conditions not up to par with 1937. Fair attendance marked the afternoons and picked up some at night. Moonlite Gardens holding up well with dance crowds, as the ballroom had done on two previous week-ends. Cincinnati Zoo officials reported attendance of 8,000 on Sunday at opening of the summer season when denizens were moved to outdoor cages. The newly opened shelter house and refreshment stand in the pergola area drew much favorable comment. Kiddieland, miniature amusement park, has been fully equipped for the season of annual visits of school children beginning today. School days have been set from now until June 16.

CIRCUS AND WILD WEST Barnes-Sells-Floto: Hoquiam-Aberdeen, Wash., 24; Tacoma 25; Everett 26; Seattle 27-29. Beers-Barnes: Williamsburg, Pa., 26. Cole Bros.: Hamilton, Ont., Can., 24; Kitchener 25; London 26; St. Thomas 27; Brantford 28; Toronto 30. Gainesville Community: Farmersville, Tex., 31. Gould's, Jay: Ruthton, Minn., 30-31; Castlewood, S. D., June 1-2; Webster 3-4. Hagenbeck-Wallace: Cumberland, Md., 24; Johnstown, Pa., 25; New Kensington 26; Oil City 27; Jamestown, N. Y., 28; Buffalo 30. Kelley, Al G., & Miller Bros.: Lincoln, Kan., 24; Bernard 25; Tescott 26; Delphos 27; Simpson 28. Mix, Tom: Wellsville, N. Y., 24; Rochester 25; Syracuse 26; Rome 27; Utica 28. Newton Bros.: Oneonta, N. Y., 25; Deposit 26. Parker & Watts: Chadron, Neb., 24; Hot Springs, S. D., 25; Rapid City 26; Deadwood 27; Belle Fourche 28; Faith 30; Moberg 31; Aberdeen June 1; Oakes, N. D., 2; Lisbon 3; Valley City 4. Polack Bros.: Lethbridge, Alta., Can., 23-26; Calgary 28-June 4. Ringling Bros. and Barnum & Bailey: Philadelphia, Pa., 23-28. Robbins Bros.: Ithaca, N. Y., 24; Elmira 25; Hornell 26; Olean 27; Warren, Pa., 28; Niagara Falls, N. Y., 30; St. Catharines, Ont., Can., 31; Oshawa June 1; Kingston 2; Cornwall 3; St. Johns, Que., 4. Sparton Bros.: Central City, Pa., 24; Scalp Level 25; Nanty Glo 26; Hastings 27; Clymer 28; Kittanning 30; Apollo 31; Export June 1; Hermine 2; W. Newton 3; Scottsdale 4. WPA: Canarsie, Brooklyn, N. Y., 24-28.

Additional Routes (Received too late for classification) Bombo Review: Marlon, O., 24; Bellefontaine 25; Sidney 26; Piqua 27. Burro Ball: Dyersburg, Tenn., 25; Greenfield 26; Bells 27-28; Paris 29. LeVant Show: Bell City, Mo., 23-28. McNally Variety Show: Lebanon Springs, N. Y., 23-28. Miller, Al H., Show: Banning, Ga., 23-28. Newton & Totman Tent Show: Hallwood, Va., 23-28. Walker Family Show: Smithville, Ga., 23-28.

More H-W Telegrams CINCINNATI, May 21.—In last week's issue a number of telegrams received from performers and workmen with the Hagenbeck-Wallace Circus were published. Those received this week and

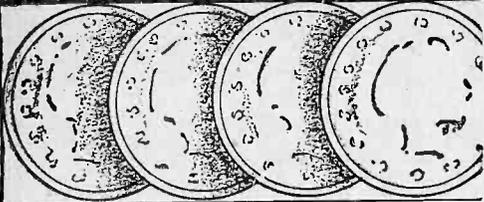
DOLLYAN Package Contains Sugar Rolled Dates and Assorted Jelloettes, Bright Combination Colored Box, Cellophane Wrapped. We regard this number as the Class of all Summer Numbers. Packed 100 to Carton. \$5.00 Per Carton 25% Deposit with All Orders, Balance C.O.D. Send for Free ILLUSTRATED 1937 CATALOG. MARVEL CANDY CO., Inc. 101-103 Wooster St., New York City.

INSURANCE CIRCUS, RIDES, TRUCKS, CARNIVALS. Showman's Insurance Man. CHARLES A. LENZ Now Address Maryland Hotel, St. Louis, Mo. Permanent Address, 440 Insurance Exchange Bldg., Chicago, Ill.

PAN AMERICAN SHOWS WANT Shows and Show People with or without own outfits. Will furnish outfits for Athletic Show, Revue, Sideshow and Hula. Join at once. CAN PLACE Concessions of all kinds for Danville, next week. CAN PLACE good Banner Man. WANT Agents for Wheels, Grind Stores and Girls for Ball Games. Will sell exclusive on Popcorn. Address J. R. STRAYER, this week, Robinson, Ill.

NEW SUMMER GARDEN AVAILABLE LOCATED IN HEART OF CITY. Size of Garden, 60x90. STATE CONV. MAY 29, 30 AND 31. Interested parties write or wire MONTGOMERY LODGE B. P. O. ELKS' No. 596 Montgomery, Ala.

COIN OPERATED • • • VENDING • • • SERVICE • • • MUSIC • • •



# AMUSEMENT MACHINES

*A Department for Operators, Jobbers, Distributors and Manufacturers*

Conducted by WALTER W. HURD—Communications to Woods Building, Randolph and Dearborn Streets, Chicago.

## BOOSTERS

The Boosters Brigade has itself received some good boosting within the past several days. The Boosters Brigade is a movement started by the financial and business editors of newspapers to try to offset the bad effects of the whining and complaining of business men who break into the news at intervals with sad predictions that the country is about to go to the bowwows.



WALTER W. HURD

C. F. Hughes, business editor of The New York Times staff, discusses the progress being made in The Times, May 15, 1938. Mr. Hughes is one of the prime movers in the campaign to get business men to stop their continual knocking and whining. He is the editor who suggested that people have come to have more confidence in "slot machines" than in stocks and bonds because business leaders have for the past several years been continually predicting the downfall of the country.

In his recent column Hughes expresses sympathy for the army of salesmen who are the victims of the whining of their bosses. "Salesmen are doing their level best to sell," he says, "but the boss and any number of powerful agencies are lined up against them." Many a hard-working salesman will appreciate that bit of sympathy.

Hughes also calls attention to how a prominent magazine was persuaded to stop some of its useless knocking recently. "Soon after the reciprocal trade treaty program was launched," Hughes says, "one of the leading magazines of the country began a vigorous attack on it, predicting all manner of dire possibilities. This effort to remove trade barriers and expand international trade had strong support among the large automobile manufacturers. Their case was put before the publication and the treaty criticism soon ended. . . ."

"An executive with the largest automobile company last week came forward with the suggestion that the country has heard about everything it can possibly hear about the depression, its causes and manifestations, and that a moratorium on economics is in order. No doubt many will welcome his proposal, particularly those who are on the firing line of business and want to see public sentiment given a chance to recover from the jitters.

"In important business circles the trend away from complaint and criticism is growing more pronounced. Practical ideas are supplanting the fears of the recent past."

The coin machine trade will be more immediately interested in how locations are taking up the boosting spirit. Which calls to mind the recent and important program broadcast by the National Retail Dry Goods' Association, when five merchants spoke in behalf of the movement to stop the defeatist psychology.

While dry goods stores do not figure so much as locations for coin machines, yet it must be remembered that the National Retail Dry Goods Association has perhaps gone farther than any other trade association in the country to solve the realistic problems that face business. Many trade associations today are so narrow and selfish in their activities

that they are about to become a menace to the country. But the dry goods group has made such far-reaching recommendations as to protect the small merchant from the large, to provide justice to employees and particularly to give consideration to the army of consumers.

So it will be interesting to quote from some of the speeches made over the air by members of this organization. The president of the group is quoted as saying: "We need an almost superhuman effort to recondition and reconstruct the business of the country. This is no time for controversy. This is a time in which every opportunity must be grasped to unify the efforts of business, government and labor. When it shows its purposes honestly, courageously and intelligently the government will have no choice but to go along. We believe that the interests of the retailer and the consumer can be served by demanding a spirit of unity, otherwise we will continue to build a tower of confusion and distrust. . . . It is high time for us to discard the present negative attitude in which the word 'No' has become the most important word in the English language."

A Boston merchant on the same program said: "Let us stop advertising the worst show in the world—this depression or whatever you choose to call it."

It is significant that on May 16, soon after this booster's program, Wanamaker's of New York joined the new parade in paid advertising space. Their opening statement was: "When a mule balks, the balk is in his brain, not in his legs! Banish his fear and he will go full speed ahead. John Wanamaker drops prices to start the buying ball rolling."

The advertising explains that Wanamaker had taken this step after obtaining the co-operation of a number of manufacturers of consumer goods. Such action by big retail interests and co-operating manufacturers recalls a recent editorial on this page. It was stated that the statisticians in a prominent university had the facts to show that if business generally would cut consumer's prices as much as 10 per cent, when the government begins to pour out its billions, that business recovery would come at a fast pace. Or, as these statisticians put it, if business raises prices 10 per cent or more as was done back in 1935 and 1936, then all the billions that the government pours into circulation will soon be soaked up—and the general business of the country will be worse than before. Apparently Wanamakers and several manufacturers are joining the march of progress and will contribute their support to putting the country back on its feet again.

While all these things may seem to have little relation to the coin machine trade, yet all those operators who have seen their earnings drop on locations simply because the locations didn't have the patronage as formerly will be glad to see that merchants are beginning to throw their full support to any program that promises to help the masses of the people to buy goods.

There ought to be some way in which operators and their organizations could co-operate with locations and their organizations to help spread the Boosters Brigade. Practical suggestions, and ideas for such co-operation would be worth a lot to the industry.

## Patent Reform

(Reprinted from The New York Times, May 8, 1938)

PATENTS AND MONOPOLIES. Yankee ingenuity became a byword the world over because of patent laws of unprecedented liberality. Thanks to them, invention flourished. In return for a complete disclosure of his ideas the inventor was granted a monopoly for a limited period, with the result that enormous natural resources were developed by farmers, mechanics, miners and scientists, and that the achievements of Morse, McCormick, Bell, Edison and scores less distinguished made technological history.

Tho the laws served their purpose well, generous interpretations made it possible for monopolies to grow of a very different character from those contemplated when the Constitution was framed. Organized research conducted by hired scientists who have on occasion spent millions in the systematic improvement of processes, products and machines is supplanting the garret inventor and his haphazard ways. New patents are added to old. Moreover, patents are pooled, so that whole arts are monopolized.

With all this in mind, the President in his recent message to Congress called for measures to prevent the suppression of patents and the creation of industrial monopolies. It is doubtful whether any revolutionary invention can be suppressed. Indeed it usually takes longer than 17 years, the life of a patent, to introduce remarkable technical innovations. On the other hand, the creation of perpetual monopolies thru organized research and patent pools is a stern reality to the small business man.

"Future patents might be made available for use by anyone on payment of appropriate royalties," suggests the President. But few voices have been raised in favor of compulsory licenses. The President also speaks of "open patent pools" which "have voluntarily been put into effect in a number of industries with wholesome results." If he means the cross-licensing arrangements in force among members of certain manufacturing associations the term "open" hardly applies. We need more light both on the openness and the wholesomeness of these pools.

Whatever may be urged against patent monopolies perpetuated thru research, it is undeniable that industries have been developed by them with a rapidity and efficiency unattainable by unorganized engineers or small companies. To prevent the amalgamation of related inventions and discoveries thru the acquisition of patents is simply to retard technical progress. Yet it is intolerable that small companies should be reduced to the status of mere licensees, hedged about by the restrictions of a monopoly. Courts, government agencies, Congressional committees have struggled with the problem, only to discover that compulsory licenses and similar remedies are swords that cut two ways—that the incentive to invent is stifled in the very man who needs patents most.

The machine world of today is vastly different from that of the founders of the Republic. Patent reform is urgently



HERE'S R. C. ROLFING, general manager of the Rudolph Wurlitzer Co., who makes his headquarters at the Cincinnati general offices of the firm.

called for in the light of new social and economic exigencies. But it should be undertaken only after exhaustive study of the present system by an impartial commission of experts.

## Penny Candy Goods Show Gain for '37

WASHINGTON, May 21.—According to C. Roy Munde, chief of the U. S. Commerce Department's Foodstuffs Division, sales of penny goods by the nation's candy manufacturers were 5 per cent higher in poundage and 8 per cent greater in value in 1937 than during 1936. Altho it was not disclosed how much poundage the vending machine industry accounted for, it is estimated that the increase in vending machine business during the year was accountable for an appreciable amount of this gain.

The report is based on the advance figures from the 1937 survey of confectionery production and distribution, which provides an analysis of the industry's sales by types of items as well as by types of distribution channels. The complete report will be available, as in former year, during the National Confectioners' Association convention, which will be held this year in New York during the week beginning June 6.

The 316 manufacturers whose reports supplied the basis for the advance figures had a 1937 penny goods volume amounting to 242,000,000 pounds, valued at \$28,000,000, compared to 1936 sales of 230,000,000 pounds, valued at \$26,000,000.

The average value per pound received by manufacturers for penny goods was 11.2 cents per pound in 1936 and 11.5 cents in 1937, it was stated.

## Banner Adds New Bldg. to Quarters

PHILADELPHIA, May 21.—I. H. Rothstein, president of the Banner Specialty Co., announced this week that the firm has rented the building next to its present headquarters here. With this new addition the firm expects to be in a better position than ever to give operators faster service and delivery on new games.

"We have been enjoying one of the greatest business seasons in our history and the demand for the games we sell has been continuing as strong as ever," Rothstein stated. "As a result we're really been cramped for space in our present quarters. We just didn't have sufficient room to run our business on an efficient basis. Therefore we considered ourselves unusually lucky to be able to obtain the building next to our present one."

Rothstein didn't say just how the additional room would be portioned out. It is understood, however, that the sales and executive offices of the firm will be enlarged, and the warehouse facilities will be greatly increased.

## Restaurants

RESTAURANTS MOVE FORWARD. Among the less publicized but important enterprises noted for improving its public relations, adopting new methods and general all-round improvement in the past decade is the restaurant business. Like any large retail group, the industry is still cluttered up with fly-by-night and inexperienced operators whose practices offend both the public and progressive restaurateurs, but for the most part this industry can "point with pride" to a record of self-improvement that is worth investigation by other industries which threaten to lay their troubles on the doorstep of the federal government.

Much of their success has been due to a willingness to co-operate under the leadership of a strong and active trade association, the National Restaurant Association, which holds three or four regional conventions a year as well as a national meeting. Last year the national meeting drew 10,500 persons and the regional convention at Washington, D. C., brought 2,500 visitors. The slogan "Good Food Is Good Health" was adopted in 1936, not only to attract public attention but also to inspire restaurant operators themselves to strive for higher quality in their food.

There are at present more than

# \$4,500 IN EARNINGS FROM SINGLE KEENEY GAME

Blank Sales Service\*  
Blank, N. J.\*

May 10th, 1938

J. H. Keeney & Company,  
Chicago, Ill.

Gentlemen:

Here is a "Believe It or Not" story that should be of vital interest to you, because it concerns one of your oldest games, Rainbo:

Time on Location 5 yrs. & 8 mos.  
Our Income \$4,500.00  
Parts Purchased for Game  
Plunger Springs 35 Cabinet Glasses 15  
Sets of Balls 20 New Slots 5

Yours truly,  
Blank Sales Service

\*Name and Address of operator furnished on request.

If the operator did that with one of our first games, think of what he would do with one of our 1938 "Blue Ribbon Winners" like Kentucky Club and Track Time (consoles); Derby Champ (payout table); or Free Races (pin game)! Your own earnings from any of these four Keeney "power houses" will enable you to come pretty close to the figure.

## J. H. KEENEY & COMPANY

Not Inc.

"The House that Jack Built"

2001 Calumet Ave., Chicago

World's Largest Manufacturers of Console Games

## OKLAHOMA DISTRIBUTORS

ENID  
MINT  
COMPANY  
711 NORTH  
INDEPENDENCE ST.  
ENID, OKLA.

for  
Keeneys  
1938 TRACK TIME  
KENTUCKY CLUB  
DERBY CHAMP  
FREE RACES

153,000 restaurants, cafeterias, lunch-rooms, lunch counters and refreshment stands that did a business exceeding \$2,000,000,000 in 1937.

The chief problem of the industry at present is labor. Slack hours resulting from the public's practice of eating only at certain times of the day; the general practice of providing meals in addition to money wages, and the fact that the industry is not affected by seasonal changes are among the reasons why this industry seeks separate consideration in labor legislation rather than inclusion under broad laws attempting to affect all industry.—(Nation's Business, February, 1938.)



METAL SLOTTED  
COIN COUNTER  
Sample 75c

10 or More, 65c Each.  
Polished Aluminum; stamped gauge marks. See slugs through slot! Lasts a LIFETIME!  
(For Pennies Only.)

STAR MFG. CO. 3901 Wayne, Kansas City, Mo.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

**McCALL NOVELTY CO.**

**RECONDITIONED SPECIALS \$95.00 Each**

**AUTOMATICS (1-BALL)**  
 50 Mills 1-2-3, 10 Fairgrounds | 10 Fleetwoods | 2 Mills Flashers

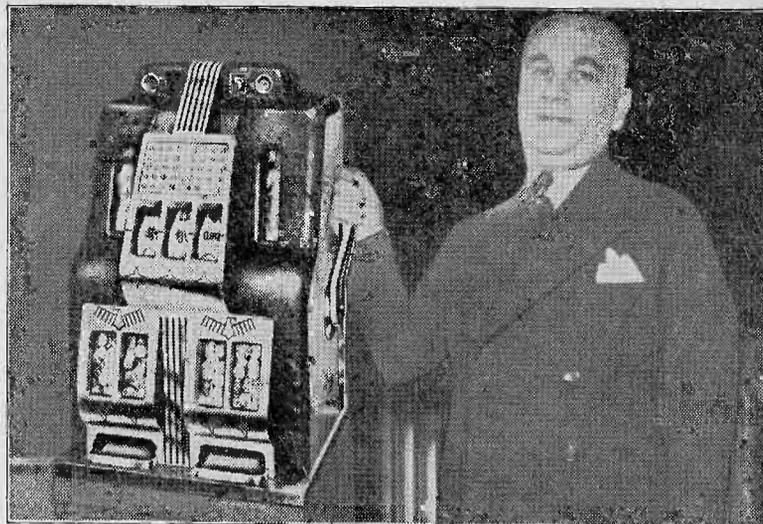
**CONSOLES.**  
 Roletto, Jr. \$125.00  
 Gottlieb Derby (Cash or Tkt. Mod., with Clock) 149.50  
 Bally Lincoln 195.00  
 Fixids 125.00  
 Galloning Dominoes 125.00  
 Bang Tails 99.50  
 Paces Races 95.00  
 Shoot the Moon 95.00

**MISCELLANEOUS.**  
 Bally Eagle Eye... \$95.00  
 1/3 Deposit, Balance C. O. D.

**SLOT MACHINES.**  
 10 Popmatic Popcorn (1937 Model Like New) Ea. \$39.50  
 1c Mills Q. T. Green Fronts, Bell & Fruit Strips. (Late Model) \$35.00  
 1c Jennings Little Duke, S. J. P. 17.50  
 1c Jennings Little Duke, Trip. J. P. 22.50  
 1c Jennings Dutchess D. J. P. 17.50

**Other Specials:**  
 1c Waiting Gold Frnt. Vndr, Gld Aw'd. \$17.50  
 1c Callie Doughboy (Floor Sample) 17.50  
 25c Callie Cadet (Floor Sample) 25.00  
 5c and 10c Mills Futurity 35.00  
 5c Superior Races, Sand Stands 45.00  
 5c Seeburg Grand National 39.50  
 25c Pace Comet All Star (Like New) 29.50  
 10c Pace Comet All Star (Like New) 29.50

3147 LOCUST ST. ST. LOUIS, MO.  
 Phone: Jefferson 1644.  
 Send for Our Latest Price List.



BILL MARMER, Sicking Mfg. Co., Cincinnati, tries a Bally's Bell machine at the Chicago plant.

<b>FOR SALE CONSOLES</b>	Club House 75.00	Carom 12.50
Dark Horses (like new) 69.50	<b>PIN TABLES</b>	Royal Races 12.50
Ray's Track 75.00	Multiple Races 70.00	Boosters 7.50
Exhibit Races 75.00	Photo Finish 25.00	Scoreboards 6.95
Saddle Club 75.00	Golden Wheel 20.00	Bumpers 6.95
Track Times 160.00	Ak-Sar-Ben 95.00	Bull's-eye 35.00
Derby Day Consoles 75.00	Fairgrounds 85.00	Ak-Sar-Ben Free Game 70.00
Bally Bells 35.00	Preakness 27.50	Turf Champs 27.50
Rosemont 35.00	Flicker 15.00	Stoner Races 20.00
Turf Special 75.00	Derby Day 20.00	Home Stretch 12.50
Long Champs 85.00	College Football 20.00	Mercury 18.50
Tanforan 65.00	Ak-Sar-Ben 75.00	Rotaries 49.50
Bang Tails 95.00	Center Smash 12.50	Skooky 17.50
Galloping Dominoes 85.00		

Cleveland-Chicago Amusement Sales Co. 2729 Prospect Ave., Cleveland, O.

# Preview of Floor Space Given by NACOMM May 20

Dinner and floor show is social treat—plans are in good shape for promotion of show—A. B. Coffman is introduced as convention manager

CHICAGO, May 21.—Following a preview of their next coin machine show headquarters at the Stevens Hotel on the evening of May 20, about 150 persons, including exhibitors and prospective exhibitors at the next coin machine show under the auspices of the National Association of Coin-Operated Machine Manufacturers sat down at a dinner and entertainment in the beautiful Tower Ballroom of the Stevens Hotel. According to officials of NACOMM, the affair was arranged primarily to afford an opportunity for all prospective exhibitors to inspect the Exhibition Hall of the Stevens Hotel and to get familiar with the layout of exhibit space there. Cocktails were served in the Exhibition Hall from 5 to 7 o'clock and following this the entire party moved to the Tower Ballroom on the 29th floor of the Stevens overlooking Grant Park and Lake Michigan.

Jack Nelson, of the Rock-Ola Mfg. Corp., served as toastmaster for the evening and introduced a number of the guests present, as well as the speakers, all of whose talks were brief but instructive. These speakers included O. D. Jennings, chairman of the board, and A. E. Gebert, president of NACOMM; James Mangan, advertising manager of Mills Novelty Co., and A. B. Coffman, show manager.

Mr. Mangan's inspirational talk was the principal one of the evening. In part, he said:

"Our big problem in the coin machine industry is to build national good will toward the coin machine—towards this employment of thousands that makes business—and expresses the spirit of America as well as any other enterprise or business product. I want to see men in this industry who have the spirit of aggressiveness, who have the spirit of

challenge and fight and not the spirit of shame and disgrace. It is just an attitude of mind. What we need is to just make a simple decision that we are contributing something to the business of America and we have our right in the business of America just as well as any other industry."

Mr. Mangan presented a new association emblem in the form of a hand holding a coin, following which beautiful gold lapel buttons of this symbol were distributed to each person present. In this connection Mr. Mangan said:

"We have here tonight a simple little device which symbolizes the coin machine—a hand holding a coin. This symbol will be the property of NACOMM, of the National Association of Coin-Operated Machine Manufacturers. The hand holding a coin will be the symbol of coin machine operation, of the coin machine business, of the circulation of money and of the healthy future that this business brings to everyone with whom it comes in contact."

One of the guests of honor called on for brief remarks was Joseph Calcutt, of the Vending Machine Co. of Fayetteville, N. C., one of the foremost coin

machine men of the world.

The two past presidents of NACOMM, Fred L. Mills, president of the Mills Novelty Co., and Walter A. Tratsch, president of A. B. T. Mfg. Co., were introduced. At the speakers' table, in addition to those already mentioned above, were F. H. Parsons, Buckley Mfg. Co.; D. W. Donohue, of Mills Novelty Co.; D. C. Rockola, of Rock-Ola Mfg. Corp.; N. Marshall Seeburg, of J. P. Seeburg Corp., and C. S. Darling, secretary of NACOMM.

Following the dinner and community singing a splendid floor show wound up the evening. Joe Wallace was master of ceremonies for the show.

Representatives of the following companies were present at the preview and dinner: Coin Machine Journal, The Billboard, Automatic Age, Coin Machine Review, Automatic World, Rowe Mfg. Co., Etching Co. of America, Chicago Mill and Lumber Co., Accurate Spring Mfg. Co., Rock-Ola Mfg. Corp., Advance Machine Co., Advertising Posters Co., Becker Bros. Carbon Co., Buckley Mfg. Co., Illinois Lock Co., A. G. Hintze Co., Guardian Electric Mfg. Co., Mills Novelty Co., Thordarson Electric Mfg. Co., Decca Distributing Corp., Imperial Die Casting Co., Peanut Specialty Co., Walter C. Hoy Co., Century Die Casting Co., Hawkins Electric Co., O. D. Jennings & Co., Production Instrument Co., Automat Games, Philip Morris & Co., Albert Dickinson Co., H. C. Evans & Co., Groetchen Tool Co., RCA Victor Distributing Corp., General Steel Warehouse Co., Churchill Cabinet Co., A. B. T. Mfg. Co., Central Mfg. Co., Bally Mfg. Co., Steel Sales Co., J. P. Seeburg Corp., Schmidt Bros., Johnson Fare Box Co., Lay-Tite Co., Northwestern Corp., American Nickeloid Co., Bradis & Gheens, Permo Products Corp., the Vending Machine Co., Yankee Doodle Gum Co., Howard Foundry Co., Baker Novelty and Mfg. Co. and National Slug Rejector Co.

## Value of Beer's Return Revealed

WASHINGTON, May 21.—Just what the re-legalization of beer has meant to the nation in the past five years was revealed by the United Brewers' Industrial Foundation in an appraisal of the

brewing industry made public recently.

In the report stress was laid on the fact that the industry had provided more than \$1,000,000,000 in federal beer revenue and \$500,000,000 in State and municipal taxes in that period. More than \$300,000,000 was spent for the purchase of American farm products going into the brewing of beer, according to the foundation.

Brewery pay rolls totaled \$300,000,000 in the five-year period and there was spent about \$1,000,000,000 for reconstruction, cooperage, containers, machinery, equipment, transportation, etc. The foundation estimated that \$3,000,000,000 was put in circulation thru retail outlets, for rent, pay rolls, taxes, stocking of related items, etc., in the five-year period.

"All of the money circulating thru vital commercial channels has necessarily had a salutary effect on stimulating business and favorably affecting the purchasing power of hundreds of thousands," the foundation survey said. "What is more, the money that has been spent for beer has come largely from new income created by the brewing industry itself."

## 2 Billion Bet on Horses Annually

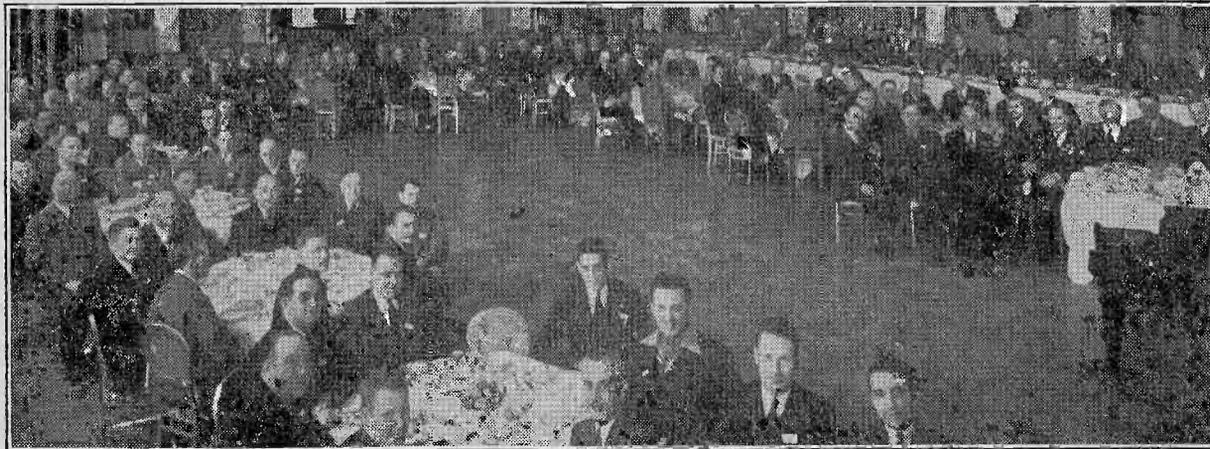
CHICAGO, May 21.—In unleashing a barrage of statistics on gambling and the amusement industry in general, Prof. Arthur J. Todd, sociologist of Northwestern University, revealed that the average American spends \$85 a year for recreation. Heading the list of expenditures is an estimated \$2,000,000,000 wagered every year on horse races. In second place is the poker-playing group who put an estimated \$1,000,000,000 into circulation every 12 months.

As far as Chiagoans go, the professor estimates they spend about \$250,000,000 yearly for commercial fun. That means between \$35,000,000 and \$40,000,000 annually on radio; \$10,000,000 on motion pictures; \$37,000,000 on horse-race bets; \$20,000,000 in the policy racket; \$3,000,000 for bowling and billiards and about \$18,000,000 for newspapers.

## Bill To Boost Travel Presented

WASHINGTON, May 21.—With the tourist season coming to mean more every year to the coin machine industry, members should be interested in supporting Bill H. R. 9212 now before the House of Representatives here.

H. R. 9212 is the bill which, if passed, will authorize the Secretary of Commerce to encourage travel to and thru these United States from foreign shores and will also permit the Secretary of the Interior to further develop U. S. travel by its own citizens. It calls for setting up a travel board and sets up a fund for carrying out the provisions of the act.



AT NACOMM'S PREVIEW OF FLOOR SPACE for its forthcoming coin machine show, held at the Stevens Hotel, Chicago, Friday night, May 20. About 150 persons, including exhibitors and prospective exhibitors at the next NACOMM show, took in the dinner and entertainment which followed the exhibit space preview.

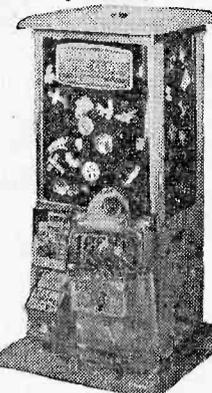
**WANTED**  
 Will pay \$3.50 for Bally Babys in any quantity.  
**BOX D-126**  
 Care The Billboard, Cincinnati, O.

**"MASTER" CHARM AND CANDY VENDER**

(A Sensational Penny Getter)

Vends Candy, Salted Peanuts, Toys, Novelties and Charms for 1c.

NOBODY can resist these charms! The "Charm" fad began in Hollywood and is fast spreading out over the entire Nation. Department Stores and Jewelry Shops sell these charms at fancy prices; that's why at a Penny a Play the Public empties "MASTER" Machines day in and day out. "MASTER" Venders hold 8 lbs. candy coated peanuts and an assortment of Toys, Novelties and Charms.

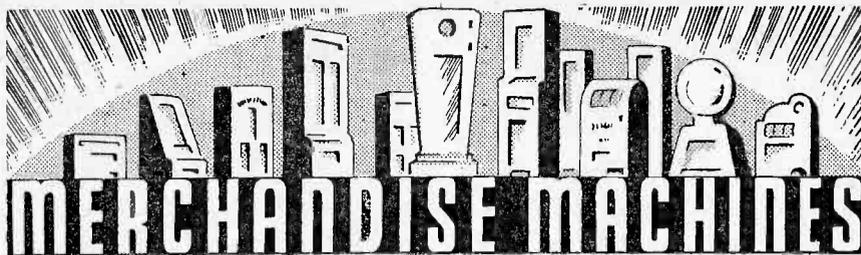


Price, \$8.50

Terms: 1/3 Deposit with Order, Bal. C. O. D. DeLuxe Porcelain Cabinet with Cylinder Locks, 75c extra. "MASTER" is the original and best Toy Vender.

BEWARE OF IMITATIONS. CANDY at 13c per Lb. Packed in 35 Lb. Cartons. CHARMS at 75c Per Gross.

STANDARD SALES MANUFACTURING CO. 133 W. Central Parkway, Cincinnati, O.



**Double Output of Perfume Bar Vender**

NEW YORK, May 21.—Bob Grenner, of the Mechanical Sales Corp., reports that to meet the rapidly increasing demand production has been practically doubled on the perfume vending machine called the Perfume Bar. At the present time he said that the firm is behind in filling orders, but it expects to be filling all orders promptly in few days with the increased schedule in force.

The firm has also made arrangements to make enough of the venders with 25-cent chutes to meet demand while the standard 10-cent machines are being turned out.

"Originally," Grenner reports, "the Perfume Bar was made as a 25-cent vender. It was because of the request of many ops that we change it to a 10-cent machine that caused this tie-up in our production schedule. To make the change it was necessary to get many new parts and a new slug-ejecting mechanism. Once the new production schedule which we have arranged gets under way we assure everyone that his orders will be filled. At this time we have the factory working at top speed."

The machine features the well-known Ris-Charde Parfums, vending a dram cut-glass purse flask in a silver box.

Fuller Co., of New Rochelle, N. Y., to handle Popmatic machines for parts of Massachusetts, Connecticut and Rhode Island. This firm has an enviable reputation for being clean-cut business men and for having plenty of initiative, Gummersheimer said.

The Automatic Vendors Corp., 480 Lexington avenue, New York City, was also appointed to handle Popmatic machines in New York and New Jersey. Walter Frisch, who is president of the Reliance Graphic Corp., is also president of the Automatic Vendors firm. Associated with him in this new venture are L. C. Gobron and H. Blumberg.

**Ops Call LoBoy Silent Partner**

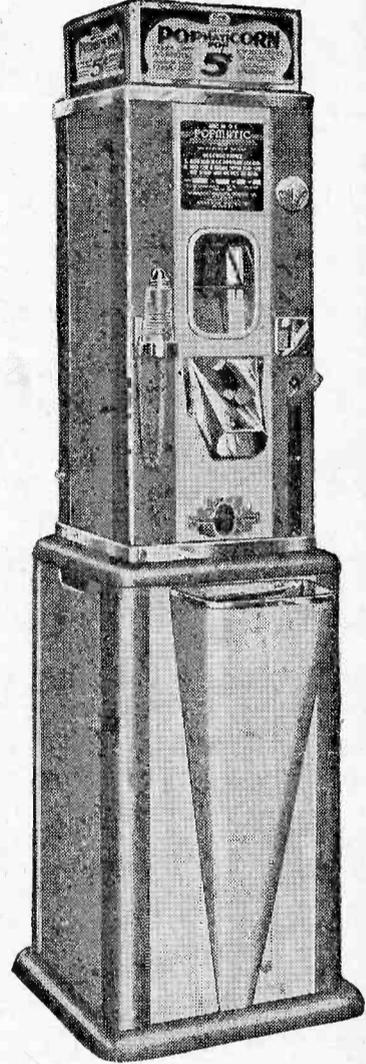
CHICAGO, May 21.—Rock-Ola officials state that never before have they sold so many LoBoy scales as during the past spring. According to N. L. Nelson, head of the games division, most of this boost in scale sales must be attributed to ops realizing that LoBoy scales will keep taking in the pennies while they are busy servicing other higher profit equipment. "Scales require very little supervision," he stated. "They remain permanently on a location and continue to swallow the pennies. As one operator put it: 'All the while I'm chasing here and there supervising my big-profit equipment I have the assurance that my route of LoBoys are working quietly along without me. As a matter of fact, they're like a silent partner.'"

"Perfect performance, operators say, is a vital requirement of consistent producers in scales," he continued, "and Rock-Ola engineers assure operators that LoBoys meet that requirement. The scales are thoroly tested before they leave the factory. We further guarantee them for five years, and experienced operators say that their productive life is for many more than five years."

**Vending Machines Up at Leipzig**

WASHINGTON, May 21.—Specialties Division of the Department of Commerce reported that news had been received of considerable sales of coin-operated machines to English customers at the Leipzig (Germany) Spring Fair. New automats for films were shown with 8 and even 16 columns. Another apparatus for dispensing handily packed portions of ice cream was featured. Altho the exhibitor stated that there is still a considerable amount of doubt as to whether or not the German public will take to this type of automat, it was indicated that large sales had been effected with English buyers. The manufacturer claims that the contents can be kept fresh and cool for 72 hours. The exhibited specimen had a capacity of 200 portions.

The field for such automatic vending devices is apparently growing in Germany and dimensions have been steadily increased to a point where units of 30 columns have been found profitable. The latest introduction in this line was a movable automat which serves during the daytime as a shop window and when the shop is closed it is reversed to then serve as an automat, occupying the whole front of the shop window, and having a height up to 1.50 meters (4.92 feet). Similar devices designed for dispensing bicycle accessories, drugs and cosmetics were displayed. Manufacturers apparently have not exerted themselves a whole lot to bring out new test-your-skill devices and nothing new in principle was observed among football, hockey and shooting gadgets. As a novelty in the gambling device line was offered an electrically propelled auto-racing game, claimed by the manufacturer to be replete with thrills, spills and profitable possibilities.



THE NEW



is now ready for IMMEDIATE DELIVERY

Hundreds already on location

Investigate the 15 features That definitely puts the New POPMATIC POPCORN MERCHANDISER AHEAD

ACT AT ONCE

Get started today in the profitable popcorn business.

Phone—Wire—Write for Complete Details and Prices.

FIRST AND BEST!

**POPMATIC**  
Manufacturing Co.  
5147 NATURAL BRIDGE AVENUE  
ST. LOUIS •• MISSOURI

**KAY-SEE PEANUT VENDER for BOOTH or BAR**

The Ideal Machine for Locations where space is limited.

\$3.00 Each

1 or 100. Complete With Wall Hanger. Western Mo. and Kans. Distributors for "BANG-A-DEER" The Game That Shoots Real Bullets.

CENTRAL DISTRIBUTING CO. 105 W. Linwood Blvd., KANSAS CITY, MO.

**PEANUT & GUM VENDING MACHINES**

NEW, DIRECT FROM FACTORY

Only \$2.40 and up

Over 60,000 Sold

Write for Full Information Today

5/8 Ball Gum at New Low Price.

**ROY TORR**

2047-A So. 68th St., Philadelphia, Pa.



**CHARMS** Not the Ordinary But an Extraordinary Assortment.

Gross Assorted \$1.00

As Low as 75c Gross. All Best Grade Charms. No Metal.

IDEAL SALES, INC., St. Louis, Mo.

1516 Market St.

**PERFECT-PAC Assortment**

For Vending Machines contains 250 Exclusive Imported Charms unequalled elsewhere! Only \$1.25.

COLONIAL SALES & NOVELTY CO.

3901 Wayne, Kansas City, Mo.

**Popmatic Appoints Eastern Distributors**

ST. LOUIS, May 21.—Smiling and looking the picture of health, Walter Gummersheimer, general sales manager of Popmatic Mfg. Co., Inc., returned to the home office here May 20 after a business trip into Eastern territory. The reason for his good cheer, he said, was "because I have taken enough orders for Popmatic pop-corn machines to make anybody feel happy."

Another big result of the trip, he said, was the appointment of distributors in practically all the Eastern territory to handle the pop-corn machines.

Among the appointments announced at this time was that of the Hartwell

**IMMEDIATE DELIVERY!**  
**VENDAPAK**  
This New 5c NUT and CANDY PACKAGE VENDOR is a STEADY MONEY MAKER!  
Fits on counter, against wall, or on floor stands.  
Write at once for exclusive operator's "deal" on VENDAPAK and details of our legal "Prize Plan" for stimulating sales.  
**D. ROBBINS & CO. 1141-B DEKALB AVE. BROOKLYN, N.Y.**

# "THE PERFUME BAR"

INTRODUCED ONLY ONE MONTH AGO AND ALREADY ACCLAIMED BY OPERATORS EVERYWHERE "THE MERCHANDISER'S SENSATION OF 1938"!

Vends a full dram of the internationally famous "Rischarde" Perfume in beautiful cut glass purse flask contained in silver box. 5 popular odors. 60 box capacity. Slug-proof. Guaranteed for one full year!



★ Opens up a big, new, profitable and virgin field for operators everywhere! Theatres, restaurants, night clubs, beauty parlors, bus and rail terminals, etc., etc. Here's the machine you need for big, steady profits for years and years to come!

PRICED LOW!! WITH A 12 MONTH TIME PAYMENT PLAN FOR QUANTITY PURCHASERS AND SPECIAL PROPOSITION FOR DISTRIBUTORS!

Be First! Write - Wire or Phone Immediately!

**MECHANICAL SALES CORPORATION**

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# WANTED!

Salesmen, Jobbers, Operators for sensational, new, low priced 5c Package Nut Vendor for counters and bars. Opens a tremendous market for live wires everywhere. WRITE NOW!

**A. M. Walzer Co., 426 Stinson Blvd., Minneapolis, Minn.**

# SENSATIONAL OFFER

WITH EVERY ORDER FOR THREE OF THE FAMOUS SPARKS BALL GUM VENDER WITH AUTOMATIC TOKEN PAYOUT AT \$37.50 EACH WE WILL INCLUDE FREE ONE ONLY AIR KING RADIO. 1/3 with order, balance C. O. D. 100 DEALS TO SELL, SO RUSH YOUR ORDERS.

**PAUL F. HUNE CO., Est. 1919**

647-649 St. Clair Ave., East Liverpool, O.

Reference: First National Bank.

## DE LUXE CHARM PACKS

NO LEAD—NO JUNK—100% QUALITY

**75** c GROSS POSTPAID TO YOUR DOOR  
FINEST ASSORTMENT IN AMERICA  
BAR NONE! Rush Cash With Order!

## EASTERN

350 MULBERRY ST.  
NEWARK, N. J.

### Prager Vendapak Sales Rep

BROOKLYN, May 21.—Dave Robbins, of D. Robbins & Co., Brooklyn, manufacturers of the new 5-cent nut and candy package vender, Vendapak, has appointed Maurice Prager, of Providence, as New England sales representative for this machine. Prager is well known in the coin machine field. His territory

will take in Rhode Island, Connecticut and Massachusetts.

Robbins' new prize plan with each package in the Vendapak has taken hold and Prager is particularly enthusiastic about the possibilities for sales in his territory. Prager will also handle the 2-in-1 vender, also manufactured by D. Robbins & Co., in the above territory.

## Sunflower Reveals Summer Candy Line

NEW YORK, May 21.—New Rainbow Nuts, Boston Beans, licorice lozengers and new summer premium bars are just part of the candies the Sunflower Vending Machine Corp. now has on display for the vending machine operators, according to Harry Krain, head of the firm.

Krain forecasts that this will be a banner summer for members of the vending machine trade. "Bulk vender ops are going to enjoy big profits this summer," he stated. "That statement is based on the numerous requests we've been receiving of late for information on our summer line of candies for bulk merchandisers as well as for machines, parts and supplies. These requests are keeping us plenty busy, and we believe that this present brisk business we're enjoying is just a taste of what is to come," he concluded.

## Four-in-One Makes New Improvements

DETROIT, May 21.—"Business is coming along very nicely now," Ben Osher, of the Four-in-One Mfg. Co., enthused this week.

This company has just made a still further improvement in certain details of its machines. This includes a slight change in the slot mechanism so that the penny cannot possibly jam "in the works."

Celluloid windows have been installed, replacing those formerly of glass, thereby reducing the chance of breakage. In addition, the new construction allows more accurate control of the fabrication of the machine because of greater accuracy possible with the celluloid window.

The "most booming" territory for vending machines right now is in Canada, with their Canadian distributor rushing the plant with orders, Osher said.

## Three States to Popmatic Distrib

ST. LOUIS, May 21.—R. R. Greenbaum, president of Popmatic Mfg. Co., Inc., has recently granted a distributor's franchise for North and South Dakota and Nebraska. This franchise has been granted to the Triple State Popmatic Co., of Chadron, Neb. This distributor concern is headed by A. E. Abrahamson, A. B. Sherman and Elmer Byerly. Abrahamson had formerly been distributor for an air-conditioning unit manufacturer and has his sales crew already set up. Sherman and Byerly are successful business men. These three men should form an ideal combination for promoting business for Popmatics in their territory. It will only be a short length of time until the Dakotas and Nebraska are Popmatic-minded, they state.

## Op Must Make Money

H. F. BURT

Automat Games, Chicago

After a recent tour of the Eastern States I've come to the conclusion that the boys who used to chisel most now seem to be the ones who are filling out applications for WPA work. In the long run those who conduct their business on a fair and square basis and give the operator the most for his money seem to get the most business.

Aside of the fact of making money, the honest endeavor of the conscientious manufacturer and jobber should be and must be to see that the man who buys the equipment makes money with it.

The responsibility does not end with the mere sale of a few machines. This applies to the jobber as well. It is imperative that all the good angles of operating are made clear to the purchaser to enable him to build up an honest and profitable business. The problems of commissions, type of merchandise, charms, source of supply of the proper kinds of merchandise for summer and winter use, good and bad locations are all factors of every sale. Unless the advice given is sound and practical any new operator is very apt to get a poor start, which leads to discouragement, lack of interest and eventually failure.

Manufacturers and jobbers alike must make every effort to help the operator succeed, for as he is able to grow successful so will his repeat business bring them success. Too many manufacturers in the past have made the mistake of selling one model of machine to one group of operators, then making immaterial changes and selling to another group of operators, wherein no one succeeds.

The trend today is to build up successful operators under such honest and efficient service that you may retain their respect and their repeat business. I say without fear of contradiction that it is the repeat business that makes the real success for jobber and manufacturer.

It is my opinion that more attention should be paid to see that the man now operating is making money and less time and money spent on trying to create new operators. We do not need more new operators, but we do need to see that our present operators are making more money.

## New Vending Firm Is Incorporated

ALBANY, N. Y., May 21.—Mechanical Merchants, Inc., a new \$100,000 vending machine corporation of New York City, was issued a certificate to engage in business by the secretary of state May 12. Incorporators and stockholders include Albert Hassel, Mt. Vernon, N. Y.; Victor J. Young, Astoria, N. Y., and Sarah Pettit, Bronx, New York.

Rumors are that the firm will place on the market a machine for vending ice cream.



THE BEN FRANKLIN STORE in Ripley, Tenn., has a Popmatic pop-corn machine at the front entrance.

# cigarette merchandisers' association

Address Communications to *The Billboard*, 1564 Broadway, N. Y. C.

*Editor's Note: The following address was delivered before the Cigarette Merchandisers' Association of Massachusetts and Rhode Island May 12 at the Parker House, Boston, by Le Roy B. Stein, manager of the CMA of New Jersey.*

"It is with a feeling of joy and gratitude that I accept your invitation to visit with you again. Joy because you have afforded me the opportunity and the privilege of addressing you on a subject with which I feel quite familiar, and gratitude because you have evidently accepted the suggestions which I made at my last visit by engaging a

paid manager and establishing an association office, adopting a constitution, by-laws, a code of ethics and trade practices similar to that of the New Jersey association. It was my contention then and it still is that no association can hope to succeed unless it is conducted like any other business.

"The management of a trade association requires the application of the same principles which govern business. The duty of a business manager of a trade association is to offer the type of service which will enable the members of the association to derive a real benefit, and if the members of the association will regard their association as a business it will pay them far in excess of their fondest anticipation. If you will look to the leaders in any industry, no matter how large or small, you will invariably find those leaders are members of their trade association. You must agree with me, gentlemen, that men do not belong to a trade association because of any fraternal or social benefits which they may derive from that association. Every business man belongs to a trade association because he knows that thru association he will be able to earn a greater profit out of his business with less effort and certainly less investment.

"If that were not true and if this was not a real test trade associations would not flourish to the extent that they do today. There are 2,400 national associations in the United States and about 15,000 State and local associations.

### When Difficulties Arise

"Of course, it is difficult for a business man to conceive the importance of a trade association until he is confronted with some difficulty with which he is not able to cope as an individual. When such an emergency arises he is anxious to have something done but is at a loss as to the methods to be pursued in accomplishing whatever needs to be done because he is totally unprepared for such type of work. It is then that he is anxious to meet with his competitors in order to save his own business, and here for the first time he learns what he should have known as a business man before that it pays to know your competitor and co-operate with him. The day has long since passed in modern business when competitors are sworn enemies. Real business men know that there is room in the business world for themselves and their competitors as well and that they can secure more business at a greater profit thru a stabilization of their industry thru the observance of a code of ethics and a code of trade practices drawn up by their competitors and themselves than thru what we term economic competitive wars.

"Gentlemen, you are to be congratulated tonight in accepting 20 new members into your association, most of whom have never belonged to any trade association before, and it is to these new

members that I give this admonition: Do not expect that by the mere filing of your application for membership and the paying of the small amount of dues that the association will in itself enable you to earn a greater profit in your business or that it will solve the problems of your individual business, because if an association were able to do that it would not need you as a member. It would be able to conduct its business and ignore you entirely. But you can, as an integral part of this association, thru the observance of its rules and regulations which were made by your competitors and which you have an opportunity to amend to include your experiences for the benefit of the entire industry to conduct your business more efficiently, more economically and with less time and effort than before your introduction to membership in this growing organization. But it will be necessary for you to continue to apply true business principles in the operation of your business. It will still be necessary for you to cultivate the friendship of the people with whom you do business, to give them the best service possible and to deal with them in such manner that the good will which you will create will enable you to hold their business in the face of any competition which may arise in the future.

### Practical Suggestions

"I could, of course, give you some practical advice in the conduct of your operation. I presume it will not be out of place if I urge you to keep your equipment spick-and-span, to repair any broken mirrors or glass, to polish your machines, to change the package fronts occasionally, to remove rusted trimmings and to replat them, to check your machines for worn parts and to polish them weekly. All of this may be accomplished by your service man within a few minutes at each service call and you will find that as a result of this added service your location will appreciate it and you will benefit thru a longer life for your equipment. I know it will not be out of place to advise you to rotate your machines so that your best locations will get the latest type of equipment and your poorest location will get a good used machine so that there may be not a single obsolete machine in your entire route. By changing your machines periodically in your locations you will give a service which does much to create good will and which is the greatest deterrent to competition I know of. It may be unnecessary for me to suggest that you inspect your service men from time to time, making certain that they present a proper appearance, for your location can only judge you by the type of man whom you employ.

"But perhaps the best advice that I can give you older members and the new members is this: some trade associations are not successful because association is determined only by the effort that you put into it. You will not be able to get anything out of this association unless you are willing to put something into it besides the dues you pay. You will only derive the benefits you seek from this association if you are willing to give of your time and your effort in carrying out the principles of business which induced you to organize and join this association. And in order that you may learn not only from me as manager of a similar association in another State but from operators from the States on the Eastern seaboard, I want to invite you in behalf of the Cigarette Merchandisers' Association of New Jersey to the interstate CMA convention to be held under the auspices of the New Jersey association at Camp Stuts, Highland, N. Y., on Saturday and Sunday, June 18 and 19, 1938.

"Here you will be afforded the opportunity at the informal convention of discussing those topics which are of paramount interest in the industry today. You will meet with manufacturers and their representatives of cigaret machines, cigarets and matches and you will be able to discuss freely those subjects in which you are most interested. You will learn much about association management from the managers who will be assembled there to conduct their first annual convention and will in addition be able to fraternize with operators and to partake in the athletic events which will be scheduled, and so, gentlemen, I leave you with this thought: If at any time I can be of service to you do not hesitate to call upon me. If there is any question which I can answer do not hesitate to ask it, and after I leave here tonight, if you desire to write to me, I shall be



ATTENTION!  
VENDING  
MACHINE  
OPERATORS!

## WANTED!

There is no other cigarette like *Spud*, and the public demands the genuine.

*Spuds* do not overshadow the fine tobacco taste with menthol—they contain just the right amount to circulate soothing menthol vapor through the sensitive nose and throat passages... *Your Smoke Zone*.

And Your Smoke Zone is Your COLDS Zone!

# Spuds

ARE SOOTHING



THE AXTON-FISHER TOBACCO COMPANY  
Louisville, Kentucky

MODEL "E" SEL-MOR

\$6.25 SAMPLE  
(CHEAPER IN QUANTITIES)

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THOROUGHLY RECONDITIONED FULLY GUARANTEED.

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NATIONAL No. 6	8.00
ADVANCE—4 Column	7.50
MASTER—6 Column	12.50
MONGREL—4 Column	5.00
ROWE ARISTOCRAT—6 Column	22.50
UNEEDA-PAK—8 Column, Enclosed Stand	37.50
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F. O. B. New York City.  
Terms: 1/3 Cash, Balance C. O. D.  
HENRY WERTHEIMER  
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CIGARETTE MACHINE OPERATORS

Have something revolutionary to offer you that will positively increase Cigarette Sales and triple your profits. Write Box 311, The Billboard, Chicago.

FREE DELIVERY WITHIN 1,500 MILES of N.Y.

SUNFLOWER BALL GUM, \$9.90 Per Case 100 Boxes.

FULL CASH With ORDER. 1/2" Size—4 Colors.

SUNFLOWER VENDING MACHINE CORP.  
658 W. 183rd ST., NEW YORK



SIDEWALKS are good locations for Popmatic pop-corn machines, according to the George Lamarr Drug Co., Memphis.

3 Column - 5 Vision - DeLuxe Vendor

PROVEN ON 2000 CHICAGO LOCATIONS PRICED WITHIN REACH OF EVERY OPERATOR

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Write for Details.

BUREL & CO. INC.  
675-679 Orleans St., CHICAGO, ILL.

very happy to keep in touch with you thru correspondence.

"The New Jersey association in giving permission to address you tonight wishes me to state that it is willing to co-operate with you in every possible manner, realizing that the success of this association is another step forward in the stabilization of the industry."

# Bands Help Music Taste

**Pensy phono group plans to help organize Baltimore music operators**

PHILADELPHIA, May 21.—Phonograph Operators' Association of Eastern Pennsylvania will help organize another unit of operators in the Baltimore area at a meeting at the Irondeil Hotel in that city May 23, Frank Hammond, secretary of the local organization, announced this week.

This will be the fifth unit that Hammond has helped form. His ultimate aim, he said, is to combine all local organizations into one large national group in order to stabilize the industry and for mutual protection of operators.

The music operating business has been in the doldrums here for the past few months but is now showing an upswing, local operators report. One big aid in the upswing has been the interest created in recordings by the big name bands that have recently appeared here. Appearing here during the past two months have been such bands as those of Tommy Dorsey, Benny Goodman, Guy Lombardo, Gene Krupa, Hal Kemp, Happy Felton, Fats Waller, Cab Calloway, Bunny Berigan, Buddy Rogers and others. With the whole city swing-crazy, the customers have been flocking to spots that have automatic phonographs to hear their favorites.

# Rock-Ola Phonos Strong in South

CHICAGO, May 21.—Down in Dixie, where music is as necessary as food, where the Charleston, Big Apple and other popular dances originated, the folks know what they want in music and how they want it played and, according to Rock-Ola officials, they solidly approve Rock-Ola's streamlined phonographs.

In discussing the recent reports he has received from Southern distributors, I. F. Webb, Rock-Ola's vice-president and sales manager of the phonograph division, stated: "Earle Montgomery, our distributor down in Memphis, says people in his territory are for the streamlined Rock-Ola 100 per cent. Practically everything they buy these days is streamlined, so it's only natural that when they want to listen to an automatic phono they want it from a streamline model. Carl A. Hooper, from Louisville, reports the same preference exists in his territory.

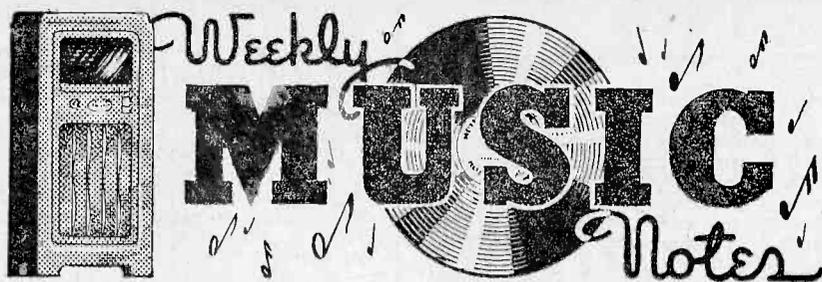
"From the exclusive clubs down to trailer havens Rock-Ola's streamline design stops them in Florida, reports H. G. Hyde, our representative there," Webb continued. "From Dallas Fisher Brown

## Sheet-Music Leaders

(Week Ending May 21)

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

Position Last Wk.	This Wk.	Title
1	1	Love Walked In
3	2	Cry, Baby, Cry
4	3	Please Be Kind
2	4	Ti-Pi-Tin
5	5	Heigh Ho
7	6	I Love To Whistle
..	7	Don't Be That Way
11	8	At a Perfume Counter
6	9	Goodnight, Angel
8	10	On the Sentimental Side
10	11	You Couldn't Be Cuter
9	12	Whistle While You Work
..	13	Cathedral in the Pines
..	14	The Girl in the Bonnet of Blue
15	15	Some Day My Prince Will Come



# "Cry, Baby" and "Be Kind" Crowd "Love" for Top Rung

By DANIEL RICHMAN

NEW YORK, May 21.—A plentiful crop of new tunes that will sooner or later merit attention is springing up under the fertilizing influence of radio plugs, with quite a few changes in the sheet music scenery this week. The leading hits still retain their potency, *Love Walked In* staying on top as the country's best seller, with *Cry, Baby, Cry* and *Please Be Kind* crowding closely on its heels. *Ti-Pi-Tin*, while still popular, is beginning to slip, and another month should see its finish as a front-rank number. But more important is the influx of newcomers, some of which are destined to be big guns of the next couple of months. Here are the ones to look for:

Outstanding is Nick Kenny's *Cathedral in the Pines*. The song jumped from nowhere to second place on the ether list, at the same time bowing on to the best selling line-up. Since a week ago it wasn't to be found in either place, it's evident that it has a strong appeal, so you'd better get it in your machines without any delay and be prepared to keep it there for a long time. There's no doubt of its being just as popular as *Gold Mine*.

*The Girl in the Bonnet of Blue* is coming up fast and rates a groove for itself right now. Chance are it's going to do a lot better shortly, so get it started. And right in the same class are the two Cocomat Grove tunes, *You Leave Me Breathless* and *Says My Heart*, as well as *It's the Dreamer in Me*, *Bewildered*, *Love Light in the Starlight* and *This Time It's Real*.

*Ti-Pi-Tin* may have a worthy successor in another Mexican ditty by the same writer, *My Marguerite*. Horace Heidt is attempting to do for this one what he did for its predecessor and if he's half as successful you'd better stock it immediately. One sheet-music jobber

says the great distance and rolling sagebrush have no effect upon the fun-seeking population. He says they're all for Rock-Ola and the streamline design suits them to a T.

"By nature and environment the people of the South like beauty, color, light and romance with their music, and Rock-Ola phonographs give them these very features for their enjoyment," Webb concluded.

reports a slight demand for it already, indicating some interest on the public's part.

This department feels confident that one of the biggest numbers of the early summer will be *Day Dreaming* from the score of the latest *Gold Diggers* picture. It's an excellent ballad, the only one in the film, and the publishers are getting set to do a real job on it. Every Warner musical since talkies began has had one smash tune come out of it to attain nation-wide popularity and this is it this time.

*Gold Diggers* has a couple of other songs which may do all right carried along by the pic. Titles are *A Stranger in Paree*, *The Latin Quarter* and *I Want To Go Back to Bali*. There's no hurry on these and *Stranger* may be the only one that you'll ever need. But *Day Dreaming* is an absolute must.

Since the country is about due for a new cowboy song it looks good for *Ride, Tenderfoot, Ride*, from another Warner flicker, *Cowboy From Brooklyn*. This is beginning to sell and may be *The Last Round-Up* and *Boots and Saddles* of 1938. And continuing on the novelty side, get hold of the Italian ditty, *Oh, Mama (The Butcher Boy)*. There is likely to be a surprising call for this one.

### Record Buying Guide

**Going Strong—Keep 'Em Around**  
 Cry, Baby, Cry  
 Love Walked In  
 Please Be Kind  
 Don't Be That Way  
 Goodnight, Angel  
 I Love To Whistle

**On Way Up—Better Stock Them**  
 Cathedral in the Pines  
 You Leave Me Breathless  
 The Girl in the Bonnet of Blue  
 It's the Dreamer in Me  
 I Let a Song Go Out of My Heart  
 This Time It's Real

**On Way Down—Not Worth Pushing**  
 Whistle While You Work  
 I Fall in Love With You Every Day  
 How'dja Like To Love Me?  
 Moon of Manakoor  
 You're an Education  
 The Old Apple Tree

# Mass. Phono Ops Organize

**Will seek to establish fair commission rate among operators in State**

BOSTON, May 21.—Automatic Music Association of Massachusetts has been formed here by Nick Russo, president of the Superior Amusement Co., Inc., to unite the music machine operators throughout New England and to aid manufacturers and distributors.

Russo is president of the AMAM, which has offices in the Copley Square Hotel. Other officers are Charles E. (Ranny) Foote, of the company bearing his name, vice-president; Norman Pearlstein, Modern Scale and Amusement Co., Inc., treasurer; Frank Mulready, Automatic Distributors, Inc., secretary; the board of directors: Leo Fox, Hub Automatic Sales Co.; Bert Klapper, Bay State Automatic Music Co., Inc.; John Fiore, Northern Amusement Co.; Elmer H. Laughton, Specialty Sales and Service, and George Navickis, of the company bearing his name.

Highlights of the association's intent are to wipe out commission cutting and not to solicit member locations. A Courtesy List records the locations which a member possesses. Should a member have some difficulty with the location owner, no association member is to solicit that location. The location owner-operator difficulty must be ironed out between themselves without any chiseling tactics from outside sources.

A Grievance Committee considers any disputes and arbitrarily settles them.

Agreement on commissions has been agreed upon in this way: 1938 models—operators receive first \$5 and then 50-50 over that; 1937 models—operators first \$4 and then 50-50; all machines from 1937 back, the operator receives the first \$3 and then 50-50.

Fair competition among the operators, which covers the New England territory, and uniform commission rates between operators and location owners are the goal of the organization, which within its short existence has accomplished much along these lines.

This regulation, Russo points out, will directly aid manufacturers and distributors, who, because of systematic profits, will get paid for their machines without having to be in the midst of cutthroat competition, with no one getting anywhere.

Initiation fee is \$25; dues are 10 cents per month per machine. The AMAM has in its membership 90 per cent of all operators in Massachusetts, representing 96 per cent of all music machine operators, Russo states. There are 40 members enrolled. The AMAM maintains an office in the Copley Square Hotel lobby, with a secretary in attendance at all times to care for the association's business.

Meetings are held every Tuesday following dinner.

# Phono Music Helps Entertain Public

(J. P. Seeburg Corp.)

An interesting statement was made last week by the head of a large motion picture house chain in Chicago which emphasizes the amount of money spent to entertain the public and by the public seeking entertainment.

Declared this official: "At our six Loop movie houses alone this week there is represented an investment of \$10,000,000. Two of these pictures cost a combined total of \$5,000,000 to produce, with the other four making up the balance. Interesting, to say the least, is the fact that Chicagoans have \$10,000,000 worth of entertainment to choose from in six motion picture houses alone. Consider that Chicago itself supports, and supports at a profit, between 130 and 140 motion picture houses, with another 25 in near-by suburbs. Consider also that but a portion of Chicago's entertainment money goes toward motion pictures, since money is spent for entertainment along many other lines as well—night clubs, taverns, bars, restaurants, road- (See PHONO MUSIC on opposite page)



"THINGS ARE LOOKING UP," says Jerry Morris, of Plainfield, N. J., as the camera catches him going over some literature on Wurlitzer's Model 24 phonograph.



STAFF OF THE Automatic Music Co., Greensboro, N. C., in front of office. Right to left: Messrs. Thompson, Yow, Nimply, Johnson, Brey, Bullseye and Miss Jones.

## Phonos Avoid Arizona Tax

High court decides music machines do not come under State games tax

PHOENIX, Ariz., May 21.—Coin-operated phonographs were exempted from the State luxury tax as applied to coin-operated games in a decision by the Arizona Supreme Court reversing a decision by the Maricopa County Superior Court.

The decision described the music machines as selling a necessity rather than a luxury and said they were not games of chance. It was written by Justice Alfred C. Lockwood in the case of R. E. Garrison et al. versus members of the Arizona State Tax Commission and was concurred in by both Chief Justice A. G. McAlister and Justice Henry D. Ross. "When we remember that 'music hath charms to soothe the savage breast' and gaze around us upon the world of today," Justice Lockwood said, "we are impelled to the conclusion that anything which would accomplish that laudable purpose is a necessity in the highest degree.

"When we consider the thousands, nay the millions, of dollars that are annually expended by our educational system in teaching the youth of the land the principles of music, both instrumental and vocal, can we say that such teachings are a luxury?"

"Are we to say that the federal government when it has organized bands and orchestras to give work to the unemployed is spending money for luxuries? "We think the argument of defendants, so far as it claims the vending of music, even tho 'canned' in nature, is made subject to the tax merely because it is a luxury is fallacious and misleading.

"We are of the opinion the real intent of the Legislature was to put a tax upon mechanical games which were operated by means of depositing a coin, slug or token in a slot, and not upon mechanical devices not in the nature of games which furnish to the consumer something of value for a fixed price, whether that something be tangible or intangible in its nature."

## Production Up on Slip-On Cabinets

OMAHA, May 21.—Production of the new Lumi-Chrome Slip-On Cabinets is in full swing, according to E. F. Coufal, manager of the Lumi-Chrome Mfg. Co., and orders are being filled without delay. There are now 18 firms supplying materials for the manufacturing of the cabinets.

"Only the finest materials and the most skilled labor goes into the cabinets," Coufal said. "We're not skimping on anything despite the amazingly low selling price. We offer the operators an iron-clad guarantee and we know that to be able to stand back of this we must put out a product that will do everything we claim for it."

One of the features of the Lumi-Chrome firm's cabinets is the fact that it is not necessary to remove the mechanism from the old phonograph. The old machine is simply slipped into the Lumi-Chrome

Slip-On Cabinet and installation is completed.

"We offer operators another feature in the low freight rates," Coufal added. "Omaha is the third largest railway center in the world and is centrally located. This, plus the fact that each cabinet weighs only 140 pounds when crated, permits us to make shipments to operators in any part of the country at a small shipping cost."

Company expects to reach capacity production within a few days.

## New Orleans

NEW ORLEANS, May 21.—The most brisk demand for phonographs in the history of the trade is reported by dealers of this section of the country. Portable phonographs are selling like hot cakes and as a result recording sales are at the best level in nearly a decade, according to all dealers. Distributors of nationally advertised lines of coin phonographs like Wurlitzers, Seeburgs and Rock-Olas all report the best business of the year thus far and further inquiries indicating that bigger business is just around the corner.

Record sellers credit three developments for the big increase in business over both a month and a year ago, viz.: (1) vigorous campaign for the warm weather by sellers of portable machines; (2) bigger distribution of coin phonographs, especially in open-air spots, and (3) a sudden wave of extraordinarily peppy recordings like *Oh, Momma* and *Ti-Pi-Tin*.

Henry G. Bowers, formerly with the Standard Novelty Co., is now with the Jerry Germentis Novelty Co. as music box service department head.

Sales of phonographs are steadily increasing with warmer weather, according to Melvin Mallory, manager of the Louisiana Amusement Co. Mallory is looking forward to an early visit from H. H. Horton, of the Houston head office of the company.

The Grunewald Music Co., pioneer phonograph and recording sales house of New Orleans, has leased larger quarters at Baronne and Union streets and will move in a few weeks. The firm will occupy all of the three stories of the building. Lease aggregates \$25,000 for a period of years.

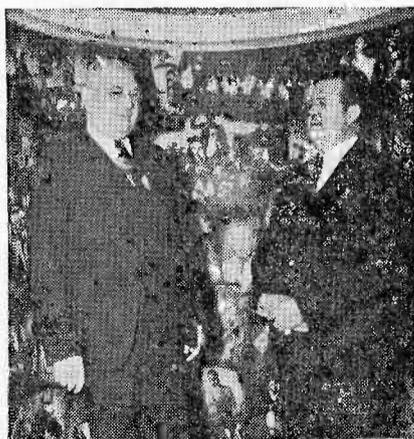
Sidney Wasserman, manager of the Pleasure Amusement Co., reported tremendous improvement in record sales since firm moved to new quarters on South Rampart street. The firm has added to its line of 24-record phonographs in anticipation of big summer operations.

The Great Southern Novelty and Amusement Co. is attracting hundreds of prospective customers to the front of the store on Rampart street with the inauguration of baseball returns on a large loud-speaking unit and scoreboard outside its place.

## PHONO MUSIC

(Continued from opposite page)

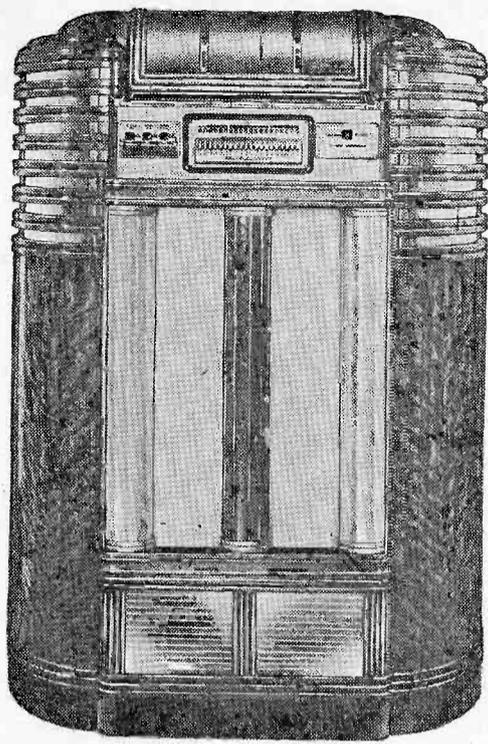
houses, baseball games and other sporting contests, circuses, etc. Consider, too, that Chicagoans spend millions on en-



JOE DARWIN (left), Wurlitzer district manager for metropolitan New York, New Jersey, Maryland and Delaware, talks things over with District Manager Sam Cass, whose bailiwick is up-State New York and Central and Northwestern Pennsylvania.

### Seeburg Original

# COMPLETE CABINET ILLUMINATION



**THE CONCERT GRAND**

Design and mechanical construction of Seeburg Symphonolas fully protected by patents issued and pending.

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16 Record Rhythm Master **\$109.50**

1937 ROCKOLA'S **Practically Brand New**

1936 WURLITZER'S **\$79.50**

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P 12 .....\$64.50

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ertainment each year and that there are approximately 35 times as many people in the United States as in Chicago alone. These facts, added and multiplied together, give us a rough idea of the amount of money spent on movies by the public."

But we still must consider the money spent in night clubs, restaurants, taverns, etc. Night club prices are high because night clubs must pay for high-priced floor-show talent in addition to dance bands. And there are millions of dollars spent in these night clubs by the public. If they were not making a profit they would be unable to stay in business. Using Chicago again for our example, there are dozens of such spots. And they are duplicated thruout the country. In addition to these night clubs there are thousands of restaurants and taverns which also must provide the public with entertainment. But these restaurants and taverns cannot afford to pay high prices for talent and entertainment as the night clubs do. In view of this fact the J. P. Seeburg Corp. has developed over a period of years the famous Seeburg Symphonolas. When they were first introduced they were considered outstanding in their field. Since that time further developments have been made until today the Concert Grand, Regal and Gem are a pinnacle of achievement—the very utmost in automatic phonographs. The combination of their excellent mechanical construction and lifelike reproduction and the exhilarating beauty of the complete cabinet illumination incorporated within the Concert Grand, Regal and Gem is an unbeatable one. It is this combination, as exemplified by these

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Only PERMO POINT is standard equipment on ALL new phonos. Is recommended and sold by all record distributing companies. . . . Assures high fidelity reproduction—longer record life—true tone—undistorted volume output.

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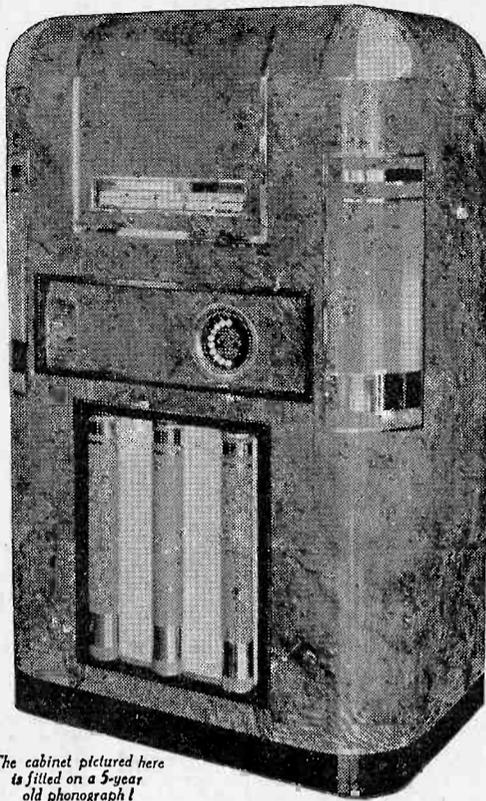
**PERMO PRODUCTS CORP.**  
Metallurgists—Manufacturers  
6515 RAVENSWOOD AVE. CHICAGO ILLINOIS

new Seeburg Symphonolas, that is enabling restaurants, taverns, bars, etc., not only to provide their patrons with exceptional entertainment but at the same time derive profit from this entertainment.

And it is the Concert Grand, Regal and Gem which are enabling music operators everywhere to share a part of the many millions of dollars Mr. and Mrs. America spend to be entertained and obtain many new locations as well—the finest for profitable music operation.

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The cabinet pictured here is fitted on a 5-year old phonograph!

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4300 Brand-New All-Electric Recorded 10-Inch Champion Records at Only 8 1/2¢ Each, F. O. B. Chicago. Certified Check or Money Order With the Order. For Quick Sale, the Entire Lot—Will Not Split. Includes Popular Race and Hill Billy. Take Advantage of This Bargain At Once—Priority Orders Only Will Be Honored.

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## The Week's Best Records

Selected by The Billboard From the Latest Recordings Released

That phonograph operators may be more selective in buying records *The Billboard* presents this special feature. Each week's popular dance and race records are heard, but only those with greatest play potentialities are listed.

### SWING MUSIC

**GENE KRUPA**  
Brunswick 8123

**Feeling High and Happy** and **One More Dream** (after all that build-up Krupa has been getting since his split with Benny Goodman they can't help investing a nickel for a listen, tho the band is bound to disappoint 'em. But it's safe to reserve a slot for either side, what with the magic of Krupa's name, the fact that both sides are popular songs and that Helen Ward sings them. Miss Ward, the swing bugs will remember, was vocalist in Goodman's first band).

**BENNY GOODMAN**  
Victor 25840

**Feeling High and Happy** (the master maker of swing makes 'em feel exactly that way),  
**I Let a Song Go Out of My Heart** (fortunately, they let Benny make this song, which is heading fast to the heap of the hit parade).

**WOODY HERMAN**  
Decca 1801

**Laughing Boy Blues** (the kind of blues that comes from Beale Street, but instead of beating it out this side carries a novel note of a boy laughing the blues. And it's not a horse laugh, either),  
**Twin City Blues** (the city doesn't matter, Woody chopping it up into a sock pile of syncopations).

**JIMMY DORSEY**  
Decca 1799

**Popcorn Man** (having made a killer diller of the organ grinder the same songwriter does as much for the popcorn man),  
**Cowboy From Brooklyn** (Dorsey dishes out a heated tempo for that Brooklyn soda-jerker. Drummer man Ray McKinley adds voice to both sides).

### SWEET MUSIC

**HORACE HEIDT**  
Brunswick 8125

**Little Lady Make Believe** and **Who Do You Think I Saw Last Night?** (Heidt again crashes thru with all his might for these two sides everybody is singing).

**BUDDY ROGERS**  
Vocalion 4071

**Little Lady Make Believe** and **Moonshine Over Kentucky** (with a much better band than you would suspect, Buddy gives these sides a right rhythmic treatment without violating the melodic contents of the songs. Sings the **Moonshine** song himself).

### VOCAL

**BING CROSBY**  
Decca 1794

**Don't Be That Way** (Bing bats out the number one hit song just the way that keeps 'em hanging round the box),  
**Little Lady Make Believe** (Crosby chants it sentimental and sad on this side. It's really a lullaby for baby and an organ plays the background music to match the serious mood of his singing).

**KENNY BAKER**  
Decca 1795

**Love Walked In** and **Lost and Found** (long a favorite of Jack Benny's radio audience, the female spenders will shell out for these sides, even if the songs have already lost their selling power).

**TEMPO KING**  
Vocalion 4073

**If I Look Like I Feel** (if they feel how this sounds, they'll be snapping fingers and tapping toes for this swiny thingy. Tempo's tonjils are bary but with a gusto that's in the groove, a jam band aiding and abetting the musical background.  
**I Want Ya To Sing** (this side is not as tuneful but King kicks out a swingful).

### INSTRUMENTAL and NOVELTY

**MILT HERTH QUARTET**

**Flat-Foot Floojie** (an organ, guitar, piano and drums, beating out in heated harmony and singing Harlem's newest catch phrase, Flat-Foot Floojie with her Floy Joy. Maybe it doesn't make sense, but it should bring in the five cents).

**MILT HERTH TRIO**  
Decca 1800

**Looney Little Tooney** (guitar is missing on this side but it's not missed. But the side falls short of being a floy joy tho the tooney is delightfully looney).

## First Things First

*Editor's Note: The following editorial in The Baltimore Sun, May 20, 1938, makes the unusual suggestion that there may be more important things for police departments to do in the average city than to make raids on gambling.*

"Commissioner Lawson's declaration of a police war on gambling looks in a direction of which the police department ought always to be mindful. Whatever special measures may be undertaken in this connection need to be prosecuted with certain things in mind. There is, first of all, the point that special measures against gambling houses and houses of ill fame usually expose members of the police force to special temptations, against which it is necessary to be on guard.

"There is further the point that special drives of this sort cannot be pushed to the point at which other police responsibilities may be slighted. There have been 68 safes cracked in Baltimore this year and an epidemic of burglaries and holdups besides. The record points to a responsibility which it would be particularly dangerous to forget in any drive on gambling, however meritorious.

"One additional point might be noted, which applies to police work in general, namely, that steady pressure against lawbreakers of all varieties is more likely to keep down crime in the long run than a series of campaigns directed first against one form of crime and then against another.

"There are many other points of which the police department will need to take account in organizing its sudden war on gamblers, but few more important than these."



Address THE COIN CHUTE LEAGUE, 404 Woods Building, Chicago, Ill.

**Eyes on New York**

Constitutional Convention called to revise the constitution of the State of New York has introduced what may become a profound discussion of lotteries and other games of chance to raise funds for charity, relief, etc. The hearing held in Albany on May 10 was an indication of how much people differ on the subject.

The proposals that have already been made to permit lotteries, etc., to raise relief funds are certain to focus national attention on the issue. The liberal movement may fail for the time being in New York, due to present circumstances, but the discussion is sure to spread far and wide.

The proposals have already brought into the open staunch advocates of lotteries and games of chance to finance public and private charities. The proposals have also brought out the conservative opposition, so that full discussion of both sides of the question will be provided for the public.

It is apparent that more and more people are beginning to think about the idea of raising funds by means of lotteries. The issue in New York may even come to a popular vote, in which case a real test will be given as to how the masses of the people feel about the question.

**Unemployment**

Those who are interested in facts and figures about employment and unemployment should file the recent report made by John D. Biggers, director of the national unemployment census.

In one of the final summaries of his census Mr. Biggers said that 7,845,016 had registered as unemployed and of this group 5,833,401 said they were totally jobless, and 2,011,615 said they had emergency jobs such as the Works Progress Administration, National Youth Administration, Civilian Conservation Corps and others. The census was taken in November, 1937.

To illustrate the total Mr. Biggers said that if all the unemployed registrants stood shoulder to shoulder and two feet were allowed for each they would make a line reaching from Washington to Los Angeles.

**Action Imperative**

They equal the combined populations of Nevada, Wyoming, Delaware, Vermont, New Mexico, Arizona, Idaho, New Hampshire, Utah, Montana, North Dakota, Rhode Island, South Dakota, Maine and Oregon.

"Visualized in this way," Mr. Biggers said, "the magnitude of the unemployment problem is self-evident and the imperative need of corrective action must be apparent to everyone."

He said that nearly a fifth—19.9 per cent—of all gainful workers between 15 and 24 years of age reported themselves as totally unemployed or on emergency jobs, and 14.6 per cent of all workers over 45 to 64 said they were jobless. Of

all the gainful workers between 25 and 44 only 12.6 per cent reported they were idle.

A total of 645,425 young men and women under 25 reported they were new workers, but only 142,669 of them had any work at all.

One man out of every eight and one woman out of 23 reported themselves jobless, a total equivalent to the combined populations of Chicago, Philadelphia, Detroit and St. Louis.

**13.9 Pct. of Total Are Negroes**

Negroes, who made up only 9.7 per cent of the 1930 population, constituted 13.9 per cent of all unemployed, Mr. Biggers said.

Significant figures for all registered unemployed, including emergency workers, follow:

Age: 15-19, years, 1,103,353; 20-24 years, 1,317,055; 25-29 years, 886,801; 30-34 years, 713,097; 35-39 years, 713,956; 40-44 years, 677,000; 45-49 years, 660,266; 50-54 years, 579,282; 55-59 years, 487,536; 60-64 years, 374,076; 65-69 years, 212,769; 70-74 years, 71,455; age not reported, 68,370.

Race: White, 6,708,431; Negroes, 1,089,707, and others, 46,828.

Residence: Farm, 1,174,323; nonfarm, 6,538,743, and not reported, 131,950.

**Joe Munves Head Of Arcade Dept.**

NEW YORK, May 21.—Mike Munves reports that his brother Joe has now taken charge of the firm's arcade department at their New Chambers street address. "All the latest arcade equipment is on display at our new headquarters," Munves stated, "and all repairing of arcade machines will be done there, too. The staff of experts we've assembled to handle our repair work we believe are the finest to be had anywhere. They know their business from A to Z."

The three Munves brothers all are in charge of a separate part of the firm's activities now. Mike remains at the firm's headquarters on Park Row, where he has been for so many years. Max is in charge of the firm's export and out-of-town business department with offices at 555 West 157th street, while Joe now has charge of the arcade equipment and repair work at the New Chambers street building of the firm.

**Care in Shipping Boosts Exports**

NEW YORK, May 21.—National Novelty Co., Merrick, L. I., reports that out-of-town business is steadily increasing. Officials of the firm say it is because they make a specialty of shipping machines in first-class condition. They must be packed very carefully to pass the inspection of Charles Boris, who has charge of all shipping as well as being export manager.

Boris says that "repeat orders are received almost as soon as shipments arrive in foreign ports. One European firm claims to have a 'chamber of horrors' in which to throw imported games that arrived in such poor condition they could not be used. This firm says it is a tremendous relief to get machines that are in good shape."

**Acme Automatics Present New Plan**

NEW YORK, May 21.—Mac Perlman and Sol Silverstein, of Acme Automatics, Inc., announced during the past week that they are presenting ops in this area a new credit plan which they believe will make the purchasing of new equipment easier for the men here.

"This plan will apply only to the purchase of new games," they stated. "We expect to enjoy a big response to this plan since it will give all the ops a chance to get new equipment on their routes and live up spots where the take has dwindled. What the operator has long needed is better credit arrangements and we believe this plan of ours offers him just what he wants—a chance to buy new equipment easier."

**House Recuperates**

"To the Editor: We thought you would be interested to know that the Manchester Hillbilly (C. B. House) is not at all superstitious, as he underwent an operation on Friday, May 13, at the Norton Infirmary, Louisville. He is doing as well as could be expected under the circumstances, but will be confined to the hospital for several weeks. He would appreciate it if you would drop him a line.—Mrs. C. B. House."

Editor's Note: C. B. (Charley) House is head of the Kentucky Amusement Co., 919 West Jefferson street, Louisville. His friends in the trade who wish to send a word of cheer during his stay in the hospital may write him in care of the Norton Infirmary, Louisville.

Mr. House and ye editor both claim Manchester, Clay County, Ky., as "the old home town." Them parts is so rough and tough and the moonshine likker so bad that the Kentucky Legislature only a few years ago voted to wipe the county off the map.

**CMMA Drive Progressing**

Memberships and space contracts are showing good progress, reports say

CHICAGO, May 21.—While speeding up the campaign for members, James A. Gilmore, recently appointed secretary-manager of the Coin Machine Manufacturers' Association, said he had been too busy to give attention to anything else much except the membership drive and handling contracts for exhibit space for their convention.

He said that the membership drive is progressing satisfactorily. Regular and associate memberships are coming in daily in response to the recent invitations that were sent out, he said. "Regular memberships are solicited from manufacturers of coin-operated machines of any type or description, and associate memberships are solicited from distributors, jobbers and suppliers to the manufacturers. The officers and directors of CMMA are determined that the association must be representative of the entire industry."

"CMMA headquarters in the Sherman Hotel, Suites 323-324, are as busy as a beehive. Contracts for exhibit space at their Coin Machine Show were mailed May 14. The show will be held January 16, 17, 18, 19, 1939, at the Sherman Hotel. Nearly 150 exhibit booths have already been spoken for. There has been no preferential assignment of space and there will not be. First come first served is our motto. Rental for exhibit space at the show has been priced very reasonable."

The only comment about the industry that Mr. Gilmore made at this time was that in a perusal of the trade magazines recently he had noticed that "the courts in several places, notably Chicago and Milwaukee, had rendered decisions recently that indicate a more liberal attitude toward some of the coin-operated games and amusement devices. Some are being permitted to operate that have heretofore been banned. It would seem to be encouraging to the coin machine industry that the State of New York may take a more liberal attitude toward games of skill and chance as the result of its Constitutional Convention now in session. I am firmly of the opinion that one of the most constructive efforts CMMA could attempt for the coin machine industry would be to organize and present a united front so essential to reverse the attitude of local officials toward the industry. It is nothing short of a tragedy that so much opposition has been so long continued and I know that a united and determined effort to improve the situation should and will be sponsored by CMMA with as little delay as possible. It is difficult to beat the slogan of Rotary—"He profits most who serves best." CMMA plans to live up to that slogan for and in behalf of the entire industry."

Gilmore said that the concrete results of the first week's campaign showed that 36 booths had been reserved. Blanks were sent to prospective exhibitors on May 18, he said, and the 36 new reserva-

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Ball Fan .. \$ 8.50	Long Beach \$20.00
Batter Up .. 13.50	Mad Cap .. 5.00
Bally Bumper 8.50	Mercury .. 21.50
Chico Derby 17.50	Running .. 7.50
Carnival .. 18.00	Wild .... 15.00
Daval Baseball (Register) .. 9.00	Ricochet .. 7.50
Electric Scoreboard 10.50	Sensation of 1937 .. 17.50
Happy Days 7.00	Stoner's Races .. 32.50
	Track Meet. 27.50

**ELECTRIC RIFLE MACHINES**

Jungle Dodger .. \$ 20.00
Hollywood Jr. Ducks .. 25.00
Seeburg Ray-O-Lite .. 125.00

1/3 Deposit With Order, Balance C. O. D.

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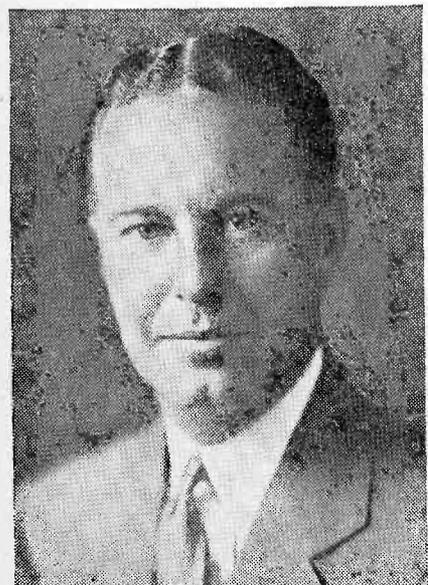
BLOOD PRESSURE INSTRUMENTS CO.  
450 PARK AVE. NEW YORK

tions had come in by May 21. Half of the regular members had not yet made their own reservations, he said. Firms that made their reservations before the floor plans were drawn up are making their selections rapidly.

**Distributing Hooy**

"To the Editor: It seems to us that if you are going to continue to distribute that distributor hooy you should distribute it more widely and impartially. Our customers are beginning to ask us why we don't get some of your weekly distribution as you parcel it out so liberally from week to week.

"We wish to inform you we are so busy taking care of business that we do not have time, simply do not have time, to think of anything else. Our business is growing by leaps and bounds, etc.—Gerber & Glass, Chicago."



RALPH MILLS, one of the Mills brothers and executive of the Mills Novelty Co., Chicago.

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## Arcades of London

By EDWARD GRAVES  
(Reprinted From The World's Fair)

As I write the weather is delightful, with just that nip in the air which, getting cooler toward nighttime, should help seaside operators. Once upon a time the average Londoner going to the seaside found a new diversion in the coin-operated machines at his chosen spot for holiday-making. But now with so many arcades in London, with quite a goodly number it must be a case of renewing acquaintance with previously made friends.

And are there some arcades in London? It must have been obvious from what I have written of recent times that I felt that the thing was being overdone. I still hold that opinion as far as certain districts are concerned, but with regard to the majority of the newer arcades it must, in fairness, be admitted that they are in decoration and atmosphere on a plane far above those days (so seemingly dim and distant) when one took a shop in a side street, put in whatever machines were available and left it at that.

It is all rather like the progress of the cinema, altho the latter shows a tendency to be outgrowing itself or rather growing beyond the source of income available. Which is what seems to be the case with arcades—in certain districts. But I have rubbed that in enough for the time being, and my purpose in this paragraph is to do justice to the quality of the general run of more modern arcades, not forgetting some which have been open for quite a little while and which are of high standard.

Arcades seem to be the noir of certain chambers of trade and commerce. Why? Surely not because the arcades are occupying what would otherwise be empty shops. How many traders asked the question without any qualifications "Which is your choice—an empty shop in your row or the gap filled by an arcade," would honestly answer the former?

One chamber of trade puts forward the grouse that the arcades in its area do not open in the morning and that it looks bad to see in a row or shops open for normal trading one with its doors locked until noon or perhaps a little later. Would that chamber of trade rather see the property used as an arcade merely standing as an empty shell with "To Let" boards on the front? Empty shops have a tendency to create an impression that things are not too good in a particular district. The modern arcade with its bright lights and smart decorative schemes must be more of an asset than empty property.

### Buy-Back Evil

Incidentally, the chamber of trade in question thinks so little of arcades that it seeks a way and means of bringing them into line with the requirements of the Shops Act and so compel them to open and close at the same times as the trading establishments. Sort of "we like you so little that we want you to be with us all the time we are there." To be fair, it must be said that this chamber of trade has brought up the Shops Act more because it alleges that one or more arcades have been trading (in the commonsense interpretation of the term) by the buying back of prizes won. It would be useless to pretend that there has been none of this, but there are indications that the practice has been curtailed.

There is really no point in upsetting traders in this way and it will be a happy day when one can say that the practice does not exist at all. That it ever arose at all I would attribute to the spirit of competition overrunning the bounds of discretion. "Sausage" has an arcade in X street. Along comes "Mash" opening up another in the vicinity. "Sausage," finding business not quite so good as when alone, starts the practice in question as a means of getting back some lost patronage. What more natural than that of "Mash" should do the same thing to hold his own? Yes, natural, but a procedure on both sides which can but lead to trouble. If there is to be competition let it be along lines which will give no offense to those outside the business.

Having written thus, I hope I have not created an impression that the practice is so terribly extensive. It was, and one might just as well be frank, developing on lines which justified alarm among

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those with the interests of the business generally at heart, but I do believe that, thanks largely to those folk, it has received a definite check.

### "Undesirable Elements"

One objection raised by some to arcades is that they attract an "undesirable element." That is, of course, a stock objection to many things; one which need not be taken too seriously. It is my experience that the element attracted to arcades in London depends largely upon the element to be found in a particular district, either for working or living. The West End, by its very character, must get a very diverse mixture of patronage with almost unavoidably some "undesirables" just whatever that may really be.

As for the "desirable" element, it must, on the average, be in a majority—and a big majority. I know many men with responsible positions in London businesses. They go to church or chapel on Sundays, are respected in their suburban townships and perhaps belong to the Special Constabulary or are active in some local civic activity. In their lunch hour in town they seek five minutes' diversion with regularity in an arcade, playing on tables. Are they "undesirables"?

I would say that I have not invented this class of patron; I definitely know of men of this type. The "element" regularly frequenting an arcade must depend largely on the way in which such places are run. If there are any arcades catering mainly and definitely for "undesirables" they must be very few and very far between. Provided competition between arcades is conducted with discretion, proprietors and operators should have no difficulty in refuting any suggestion as to attraction of undesirable elements.

Another point about professed dislike by certain classes to arcades. What is the opinion of the general body of rate-payers? Which is more likely to be better for them—empty property or an arcade? Admittedly there are some uses to which rented property could be put far less desirable than for the same property to be standing idle, but a decently conducted arcade cannot with

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Multiple Races . . . 85.00	Clock . . . . .
Ak-Sar-Ben . . . . . 85.00	College Football . . . . .
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Horseshoes . . . . . 59.50	Racing Form . . . . . 29.50
Arlington . . . . . 42.50	Hlt Parade . . . . . 29.50
Preakness . . . . . 39.50	Turf Champs . . . . . 24.50
Derby Day, . . . . .	Classic . . . . . 22.50
Clock . . . . . 34.50	

## MILWAUKEE COIN MACHINE CO.

2816 W. North Ave., - Milwaukee, Wis.

any sense of reason be included in such a category.

### Discreet Competition

One of my reasons for deeming there to be too many arcades in certain areas has been that the very keen competition created resulted in some cases in discretion being forgotten in the matter of attracting patronage. But as it has been and is being realized that this has taken the business and its conduct outside the immediate domestic circle there is indication that this particular reason will cease to exist.

If the opening up of these new arcades has meant increased competition inside the business it has also provided a good deal of work for the decorating and allied trades. I could not help reflecting on this when taking another look at the latest addition to the arcades of White-chapel. This place, with the name American Sports Saloon across its very up-to-date front, comparable with the smartest of the smart shops in the district, has a decorative scheme of distinction. Flanking the entrance are glazed panels—call them windows if so desired—with skyscrapers thereon in frosted effect. Inside is tubular lighting placed on each side of multi-sectioned curved mirrors, and the color scheme shows taste. The change-giving girls wear smart blue uniforms with pill-box caps. Automatic equipment here is by Major Automatics. Another new arcade on modernistic lines is that in Charing Cross road, with which Alf Makin is associated.

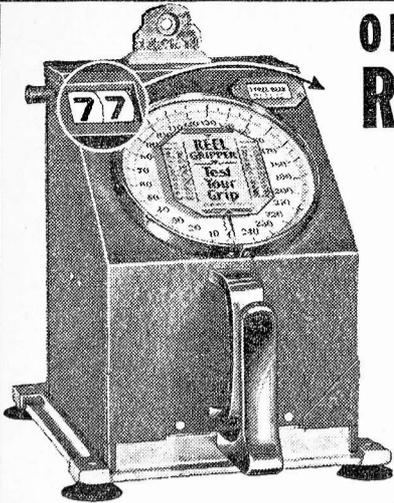
## Oriole Is Host To Chi Visitors

BALTIMORE, May 21.—During the past week Eddie V. Ross, head of Oriole Coin Machine Corp., reports he was host to the two famous Jimmys of the coin machine business. Dropping in here on their business trips were Jimmy Johnson, head of Western Equipment and Supply Co., and Jim Buckley, sales manager of Bally Manufacturing Co. With these men on hand to tell the sales force of the firm all about the equipment they are ready to release the Oriole staff is all enthused over the possibilities of a bright summer season, Ross revealed.

Ross not only acted as host but is reported to have lost no time in going into some deep business discussions with his guests about future developments in the industry. Buckley went south from here," Ross stated, "and told me before leaving that this was one of the most successful trips he has ever made thru this territory. Johnson was also enthused about his new games and predicted a big summer for Western Equipment."



H. R. PERKINS, divisional sales manager of Mills Novelty Co., Chicago.



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GRIP TEST PLUS SPINNING REELS  
DOUBLES LOCATION PLAY! IT'S  
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## McCormick Lauds Phono Slot Guard

GREENVILLE, N. C., May 21.—“Ever since we introduced our phonograph slot guard to operators,” states L. B. (Mac) McCormick, president of the McCormick Machine Co., “reports have been coming in from operators telling us how much money this simple device of ours has saved them. This little guard of ours is a sure way of preventing cheaters from getting bum coins thru the coin chute. Some ops report it has been unusually successful in ending their trouble with cellophane covered pennies which are slammed into the coin chute for free plays.

“The beauty of these slot guards is that once they are installed they usually end all further trouble with slugs in that particular location. It really cleans up the spot for the operator and discourages cheating on any other equipment he may have in the location. By curing the slug evil ops are assured many extra dollars each week when collection time rolls round,” he concluded.

### Dallas

DALLAS, May 21.—Music operators and merchandise vender operators both report a gradual pick-up in play in the Dallas and North Texas territory. Better play is reported for music operators with the opening of the outdoor season. Another contributing factor to improved play of phonographs is the large attendance at some 20 or more State district and national conventions which have been held in Dallas the past month. The recent opening of baseball season and the local bathing beaches has added materially to the take of cigaret vendors. Candy and nut vendors are showing a slight decrease with the advance of the summer season. Jar deals and sales-board operators report a marked pick-up in the play of these ticket games and several local operators say this section is becoming more “ticket” minded.

The city of Dallas is to try out special slot-metered electric lights for municipal tennis courts this summer. The park board plans to erect flood lights on four tennis courts in different parts of the city. The flood lights will be equipped with special meters with 25-cent slots to register one hour of play. If the two-bits an hour meters prove profitable all local tennis courts will be equipped with the slot-meters for night play.

The installation of a Bang-a-Deer machine, product of Tru-Shot Corp., in the Greyhound bus station here has been a real money getter, according to the local management of the bus terminal. Electro-Ball Co. installed the machine for the bus terminal where several hundred persons play the machine each day.

## WANTED

Several hundred used Ball Gum and Peanut Machines, State manufacturer, condition, quantity and lowest price. Prefer Advance and Columbus. Can also use Mills and Caille Scales.

W. M. WILSON  
114 78th St., Niagara Falls, N. Y.

G. C. Kidd, manager of Kidd Sales Co., left Dallas recently for an extended business trip thru South Texas, where he has a large number of active accounts for his varied line of jar deals and salesboards. He expects to spend 10 days working with his jobbers and calling on operators in the South Texas section.

Before leaving Dallas Mr. Kidd conferred with B. P. Bondurant, new salesman for the Kidd Sales Co. line in Oklahoma. Returning from a week's trip thru Oklahoma, Mr. Bondurant reported excellent business on jar deals in Oklahoma.

A. G. Reagan, one of the best known operators of Galveston, Tex., was in Dallas on business last week. Mr. Reagan was on his way to Wichita, Kan., on a combined business and vacation trip.

B. F. Freedman, representative for the Superior Products Co., of Chicago, was in Dallas recently calling on local operators and jobbers.

J. A. Wellborn, vice-president of Kidd Sales Co., was out of his office last week. He is spending several days vacationing in Louisiana, Arkansas and Tennessee.

### New Orleans

NEW ORLEANS, May 21.—With the outdoor season getting into full swing, merchandise vendors are coming in for a rapidly increasing play in the New Orleans area. Contemplating that this summer will find the biggest patronage ever seen for such machines, local operators and distributors report a brisk turnover in new equipment and a keen rivalry for the best locations. Mergers are reported in addition to block purchases of nationally known vendors by leading ops in the city and out. Most of the oldtimers are planning the biggest campaign in their experience in vending gum, candy, nuts, tobacco products and in scales.

Jerry Germentis, head of the newly or-



AL SAVARESE, head of the Palisade Amusement Co., Cliffside, N. J., looks over Keeney's Track Time.

ganized Germentis Novelty Co., reports a good demand for his Stewart-McGuire line of vendors, especially gum and candy. He also announced that his firm had acquired the equipment and good will of the Standard Novelty Co. from Ed Kramer, who is devoting all of his time now to the manufacture of counter games at his Carondelet street office.

New Orleans operators were pleasantly surprised to see Jim Buckley and Mr. and Mrs. O'Toole, of the Bally factory office, pop into town for a few days this week. They were guests Saturday night of Harry Batt at his Casino at Pontchartrain Beach and all had a very lively time discussing and exchanging ideas about the industry.

A bill introduced into the Louisiana Legislature this week by Senator James A. Richardson would legalize the operation of slots and pin tables in Louisiana. Under the bill, however, operators would be forced to pay \$500 annually as a privilege tax on each machine on location, with each parish of the State authorized to impose a similar levy. The bill makes no application of possible revenue.

“It's just common sense to legalize slots in Louisiana,” Senator Richardson said in introducing his bill. “The machines are with us and will always be with us, legalized or not, because people want to play them. We might just as well realize an appreciable sum each year for worthy purposes.”

New incorporations filing charters at the State Capitol this week included the Texas Novelty Co., of Beaumont, Tex., announcing \$15,800 to be employed in Louisiana, where company plans distribution and operation of pin games and other coin devices.

Compton J. La Baue, well-known operator of New Iberia, La., has entirely recuperated from recent injuries in an automobile accident. He left a New Orleans hospital recently to get back on his beat in Southwest Louisiana. An oil boom in the vicinity of New Iberia has been helpful to La Baue in his operation of coin machines and phonographs.

### London

LONDON, May 17.—Latest British firm to import machines direct from America is Peerless Enterprises, Ltd., of Tooting. Principal director, Lionel Beaumont, has 20 years' experience in business as operator, both in England and on Continent. Sales department is housed in new premises adjoining firm's arcade which has been open in Tooting, busy London suburb, for four years. Beaumont plans visiting the United States very soon.

No official British trade delegation so far planned to visit Paris coin machine exposition, a departure from previous years. Several dealers and operators have intimated intention of going over independently.

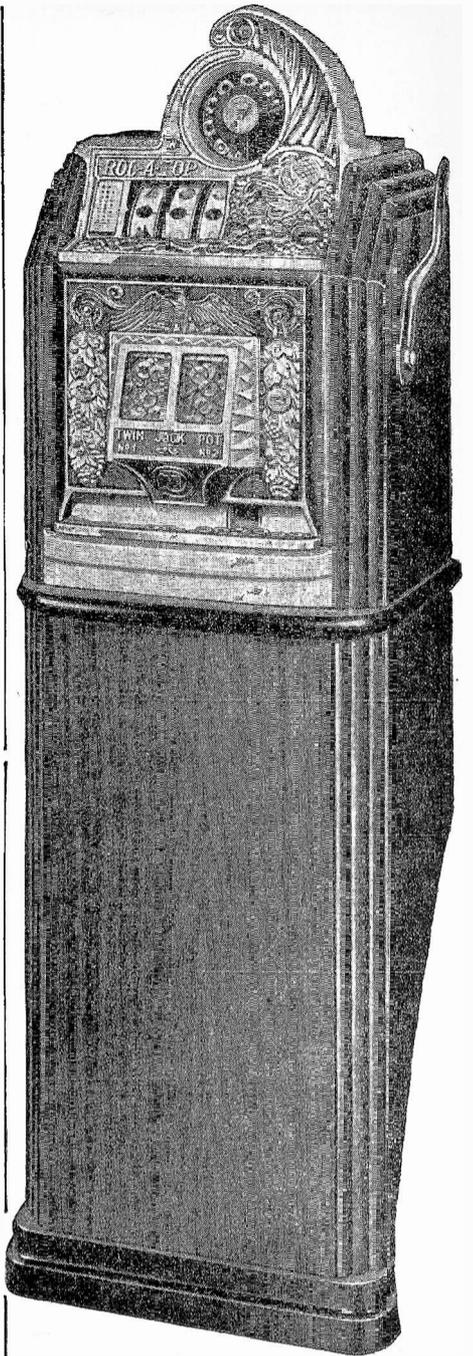
Success of Exhibit Hi-Ball has prompted certain British manufacturers to produce machine on similar lines. Idea of machine not altogether new to Britain, where striker types have been in operation some years.

Despite local restrictions more amusement machines than anticipated are in operation at British Empire Exhibition, Bellahouston Park, Glasgow, Scotland, opened by King George VI on May 3. Amusement park is controlled by Billy Butlin.

Hampton Court, historical show place just outside London, known to many American visitors, has new pool and amusement park known as Upper Deck. Amusements include large automatic pavilion equipped with bumper-type tables, skee-roll, cranes and rotary merchandisers.

Demand for four and six-player merchandisers produced by British manufacturers shows no signs of abating. No more orders being taken for Whitsun holiday delivery, factories being up to capacity.

Death announced at age of 52 of Gordon Smith, manufacturer of many machines such as football, cricket, punchballs and Club Totalisator. Mr. Smith was only speaker for machine interests before Royal Commission on Lotteries and Betting.



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~~\$125.00~~ NEW PRICE \$90.00

NEVER BEFORE - NEVER AGAIN

Will you get a Console like this for \$90.00.

The machines are brand new, latest model, equipped with the famous Rol-A-Top mechanism and coin top showing the last 8 coins played.

Built in Regular, Mystery or Cherry Payout, with or without Front Vender.

BUILT IN 5c, 10c or 25c PLAY

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ALL OF OUR FRIENDS FOR THEIR WONDERFUL ENDORSEMENT, SUPPORT AND ACCLAIM OF THE WORLD'S MOST SENSATIONAL NOVELTY GAME.

# BALLY'S RESERVE

AT THE SAME TIME WE ASK FOR YOUR CONTINUED PATIENCE IN WAITING FOR YOUR ORDERS TO BE FILLED! THE DEMAND CONTINUES FAR GREATER THAN EVEN THE LARGE SUPPLY WE ARE DAILY RECEIVING! IT IS THEREFORE OUR HOPE THAT YOU WILL CO-OPERATE WITH US TO THE EXTENT OF ANTICIPATING YOUR NEEDS! ALL ORDERS ARE BEING FILLED IN ROTATION AS FAST AS RECEIVED! PLEASE WIRE US YOUR ORDER TODAY!

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## Bambino Is Bumper Baseball by Bally

CHICAGO, May 21.—"A baseball game with a new curve that keeps the fans pushing up the box office," is the way Jim Buckley, general sales manager of Bally Mfg. Co., describes the Bally Bambino, 5-ball novelty game.

"It's packed with real baseball thrills, lifelike miniature players romping around the diamond on the big flash-action backboards, piling up runs in a spectacular fashion. Clever 'captive ball' devices give players triples and home runs, in addition to singles and doubles, 20 runs possible in one game. And the new 'curve' is a home run roll-over which is effective only when there's a man up to bat. It's a simple idea, but packed with plenty of 'will-I-make-it?' suspense and 'almost-made-it' repeat play appeal.

"Altho we have not yet made any general announcement, orders from distributors who have seen the game have already necessitated three large releases. Bambino is definitely in the 'hit' class," Buckley affirmed.

## Claim Big Record For Bally Reserve

CHICAGO, May 21.—"Chalk up another record for our Bally Reserve novelty game," says Ray Moloney, president of Bally Mfg. Co. "It's been in production more than 90 days now and still it's impossible to obtain used Bally Reserves for love or money. I don't recall another game which has run that long without bobbing up on the used market.

"Of course, you can't blame the operators for hanging on to their Bally Reserve machines. There are thousands of Bally Reserves which have been on location 30 to 90 days which are today earning more than ever—profits which in many instances actually exceed the earnings of payout games. Bally Reserve is also the only 5-ball novelty game I ever heard of being operated in batteries of 2 to 4 machines per location, which is being done in plenty of sections. The run on Bally Reserve has just begun and my bet is that the game will be in full production for at least the balance of the summer."

## Fourth Paris Show Will Open May 31

PARIS, May 21.—Fourth annual French exhibition of coin machines organized by Rene Godin, publisher of the French coin machine trade paper, will be held in the Salles Hoche, Hoche Halls, May 31 and continuing thru June 2.

On the first two days the exhibition will be open from 10 a. m. to 6 p. m. and on the third day from 10 a. m. to 4 p. m. A banquet will take place on June 1. Hitherto the major French coin machine exhibitions have been held in hotels, but last November M. Godin organized an emergency show and for that purpose took space in Hoche Hall. The forthcoming exhibition is expected to occupy more than double the area required for the November, 1937, show.—(From *World's Fair*, London.)

## Arcade in Park Gets Big Crowds

DETROIT, May 21.—Popularity of the coin machine was again strikingly demonstrated at Edgewater Amusement Park this past week-end. With cold and rainy weather, an early evening hour on Sunday found only about 100 people in the park—and about 50 of them were congregated down in the far end in the penny arcade. The machines were all getting a good play, with the cashier kept busy turning out stacks of pennies for the customers, who ranged from a few youngsters hardly able to reach up to the coin chutes to graybeards who evidently remembered similar machines of their younger days.

The Edgewater Arcade is in an excellent situation to catch the park trade on a poor night despite its location at the end of the midway. The spot has been run for years by Manfred Linick, who has some very old machines here, as well as some of the newest. The center position—of honor?—is taken, for instance, by an old Comet machine mounted on one of those almost life-size

sitting lions used on machines about the turn of the century.

Rudy Faller, a nephew of Linick's, is managing the arcade for him and doing an active job of it.

One feature of the arcade is the use of a couple of experimental new machines made by Rudolph Gatter, veteran coin machine designer. One of these, known as the Ferris Wheel, is a cabinet-type machine looking something like the tall digger-type machines with a target gun. A revolving wheel holds eight different prizes, one of which is released when the player hits one of the eight bull's-eyes on the wheel itself. This combination of skill and prize award, dependent directly upon the machine, results in an interesting new type of machine based upon the popular gun type of game.

Another new automatic bowling game has been constructed by Gatter for this arcade, consisting of an alley about 10 feet long, shooting two balls for a penny. Ten pins at the other end are knocked down, one or all, just as in a real alley, according to the player's skill in directing the ball along the alley.

## Detroit

DETROIT, May 21.—National Coin Machine Corp., large operating organization, has been dissolved, and the music business is being taken over by the new Modern Music Co. Eddie Clemons, who was head of the old National organization, had some partners in the original enterprise. These have now been bought out and he is sole owner of the new business. Headquarters remain at the store on Fifth street.

Sales of music machines are continuing in the territory, with latest reports this week from Seeburg. Among those reported were John Baker, of Dearborn, a new name to the field, by the way; George A. Snyder, one of the city's oldest operators with the Commercial Music Co., and Hubert Wisdom, east side operator.

So important are music machines in the modern tavern that the very name of the machine is now being used for clubs. At the Peter Smith Tavern in Detroit a group of regular patrons have decided to form their own organization and they now call themselves the Club Rock-Ola because some operator has placed a Rock-Ola machine in the spot.

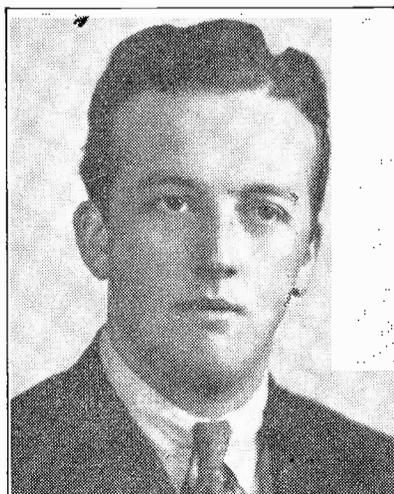
H. A. Hurst, Detroit amusement machine operator, is concentrating his activity now in Oakland County and other sections north of Detroit.

The Herron-Zimmers Moulding Co., which manufactures moulding for use on coin machines, has recently built a modern new plant on Outer drive at Mount Elliott avenue.

Manfred M. Linick, one of the oldest ops in the business, was confined to his home with a severe cold this past week.

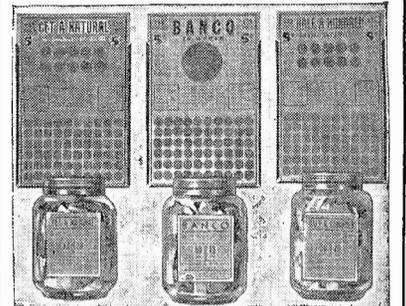
W. G. Gerrard, general manager of Ster-L-Way Products Co., reports the firm temporarily inactive in the toothbrush vending machine field, altho manufacturing operations are continuing.

Victor records for coin machine ops



EDWIN C. LEAR, recently made manager of the Houston branch of Electro Ball Co.

**3 Complete New \$888!**  
**JAR DEALS** for only **8 ALL THREE!**  
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**FREE!** A Pocketbook for your winner  
Profit! Attach this ad to your order for 3 or more deals and get \$1.00 Value Genuine Leather, Hand-Laced Billfold **FREE!**



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### \$24.00 Per Dozen

Get in the money-making class. Throw out your stale deals and operate the liveliest deals in the country that give you a lot more for way less. COMPLETE Deals \$29.40 per dozen. Refills and cards \$24.00 per dozen. If 2,520 tickets are desired, add 25c on each deal. Send only \$1.00 with order. Pay balance on delivery. Full refund guarantee if not satisfied and deals returned unused within 7 days' time.

### WINNER SALES COMPANY

Pick a "Winner" with Winner!  
3307 ARMITAGE AVE., CHICAGO, ILL.

are being distributed in this territory thru the Radio Distributing Co. George MacDuff is in charge. . . . Rumor has Mike Angott adding some 50 Bally Reserves to his route. He says he's very enthusiastic about the machine. . . . Sam Kutzen, Detroit op of the family so well known in various branches of the show world, is recovering from streptococcal infection of the throat. For the past several months Kutzen has been specializing in Bang-a-Deer machines.

Orders were reported for a number of Wurlitzer music machines this week. All of them came from veteran ops in the business who are adding to their routes. Among them were Frank G. Hanosh, of Detroit; Neil C. McAllister, of Highland Park, and the Marquette Music Co., Michigan's largest operator of phonos.

Sam Liebers is one operator who believes in taking the recession philosophically. He is going right on operating on a sound business policy and not being too disappointed when the cash box doesn't show any record-breaking contents. Liebers, by the way, is an excellent host. His favorite dish is a mixture of fruit and nuts of his own concoction.

## Houston

HOUSTON, May 21.—At a special-called meeting held in the M. & M. Building the Music Operators' Association mapped plans for getting more members. Magnolia Brewery treated with barbecue and plenty Magnolia beer.

Automatic Sales Corp., located in the M. & M. Building, is now State distributor for RCA-Victor records. Willard M. Wood, manager of record department, announced complete record service for automatic phonograph operators.

Houston coin machiners' newest newlyweds, Operator and Mrs. J. R. Hazlett, are now in business for themselves. They have a string of machines which Hazlett operates while his wife runs the office. Before her marriage Mrs. Hazlett was Annabel Pearce, for over seven years secretary of Lone Star Music Co. Hazlett is a well-known music operator of the city.

Hans Von Reydt, formerly with Electro Ball Co., is now a phonograph distributor. His headquarters consisting of office, showroom and service department is located at 2931 Main street, Houston, Tex.

C. R. Brewer, service specialist, made Houston his headquarters for several days while contacting operators in this section. Mr. Brewer is retained jointly by Electro Ball Co., of Dallas, and the J. P. Seeburg Co., and his duties consist of calling on operators and assisting them with their service problems.

## Chicoin's Fiesta Scoring With Ops

CHICAGO, May 21.—As part of the celebration of National Air Mail Week during the past week, the public was asked to co-operate by sending part of its mail via air mail. According to the Post Office Department, the co-operation of the public was admirable, for a great increase of air mail was noted.

"Altho we believe the manner in which members of the coin machine industry co-operated with this drive was an outstanding example of how coin machine men want to co-operate with government authorities," stated Sam Wolberg and Sam Gensburg, executives of the Chicago Coin Machine Mfg. Co., "we are also of the belief that some of them were in a hurry to receive their shipments of Fiesta, our latest hit.

"This game is reported to be scoring with ops and players all over the country. Ops say it's like two games in one and that its two playing fields make for excitement on every location. By way of explanation, there are two starter tunnels on the top playing field. As a ball passes thru one of these tunnels all of the 'out balls' are sent down, one at a time, against a kicker which automatically kicks them onto a lower playing field, where additional scoring is made. The total score is registered in lights on the brilliant backrack. One thousand points are recorded as a ball passes thru the starter tunnels and 100 extra points for additional scoring on the lower playing field," they concluded.

## Bazon Sees Big Increase in Sales

CHICAGO, May 21.—In a recent statement Roy Bazon, Monarch Coin Machine Co. official, reported a material rise in sales of all types of equipment this past week.

"One machine in particular that is going great guns is our electric shock machine—one of the most attractive penny machines ever built, and it takes a minimum amount of counter space. As a penny is inserted player holds the two handles on the front of the machine. A harmless electric vibratory current is produced which player may increase at will. The current produced is indicated by a pointer on a dial in full view of the player. And its running cost is negligible, for from 1,500-3,000 plays may be obtained with a single dry battery. This machine is also equipped with a cut-off, and the time may be regulated from one-half to one minute. It's getting the crowds on every location on which it's placed and is heartily indorsed by operators everywhere."

## New England

BOSTON, May 21.—George Navickis, one of the largest music operators in New England, working thruout Connecticut, suffered between a \$30,000 and \$35,000 loss when Ye Olde Tavern at West Brookfield, Mass., of which he is owner, burned to utter ruin May 11. The Tavern, which dates from 1760, was reputed once to have been a haven for George Washington. The fire was discovered by Mrs. Navickis between 4 and 4:30 a.m. and gave the alarm. Workmen had been engaged in renovating the building for the last two weeks. Fire officials attributed the origin to defective wiring.

Nick Russo, president of the Superior Amusement Co., Inc., and president of the Automatic Music Association of Massachusetts, in addition to recently assuming the press agency of Dick Stutz, orchestra leader at the Hotel Westminster Roof Garden, Boston, has turned songwriter. That is, he has taken out of storage, three years old, a tune titled *From Midnight Till Dawn*. Al Scotty wrote the melody, Russo the lyrics, Stutz introduced the tune at the Westminster Hotel Blue Room after orchestrating it

for Russo. The tune, which Russo hopes to peddle and which he'll oblige to warble for you, is a fox-trot ballad that has plenty on the ball.

James Galanes, of Brattleboro, Vt., in Boston with a friend looking over new music machine models. He left a good-sized order for payout equipment with J. V. Fitzpatrick Co.

Barney and Louis Blatt, of the Atlas Coin Machine Co., experienced the necessity of having a carload of Seeburgs dispatched from Chicago pronto to supply the demand for 20-record Symphonolas.

B. Stein, of Portland, Me., in Boston on a visit, reports big profits from beano games he is conducting in Western Massachusetts.

Spring has prompted Dave Myers, Boston repair man, to shed his upper garments and to roll his sleeves in an attempt to speed up his work and to pacify the desires of wild operators from Northern New England. He reports payout equipment is starting to move fast.

Howard Johnson Restaurants opened their newest link in their ever-growing highway chain on Commonwealth avenue, Boston, last week. Norman Pearlstein, of Modern Scale and Amusement Co., Inc., who has a contract with the Johnson people for supplying Seeburg music boxes at their locations, spotted a 20-record Symphonola. System of sound distribution is huge. Twelve speakers and 50 wall boxes comprise the set-up, which is one of the best ever seen by operators who have already inspected the place.

One of the de luxe dine and dance clubs in New England, the Chateau Dreyfus, North Attleboro, Mass., received a phonograph thru the Tri Vending Co., Providence.

The Automatic Music Association of Massachusetts will hold its first annual dance at the Main Ballroom of the Copley Square Hotel June 3. Invitations are going out to operators thruout New England.

Ida Shapiro, secretary to Ben Palastant, of the Supreme Amusement Co. of New England, Inc., isn't exactly superstitious, but she declined to obtain her marriage license on Friday, May 13, the same day her fiance did. Miss Shapiro becomes Mrs. Phillip Kalick on May 30 at the Hotel Touraine, Boston. Kalick is a manufacturer, the company name explaining: General Showcase Co., Boston.

Barney Blatt, Atlas Coin Machine Co., back in Boston after a short trip thru Western Massachusetts and Vermont.

A. Dugas, Webster, Mass., operator, besides playing the organ at his church, giving piano lessons, tuning keyboards and getting results from his music boxes, has plenty of time for his newly arrived daughter.

Tom Libby, veteran pin and novelty game operator, has turned to music, with

## ANOTHER SMASH-HIT COUNTER GAME by DAVAL!

### TRACK REELS

3 REEL HORSE-RACE GAME WITH 11-POINT DIAL SELECTION!

Just out!—Daval's latest triumph at an AMAZINGLY LOW PRICE! TRACK REELS is the most intriguing MONEY MAKER on the market—built to last, and guaranteed! TRACK REELS is EASY TO PLAY! ODDS ARE FROM 2-1 TO 20-1, WITH WIN, PLACE AND SHOW POSITIONS! DIAL SELECTION SUSPENSE keeps players dancing with excitement . . . and profits are sky high . . .

TRACK REELS comes in a sturdy, beautiful new cabinet, which attracts attention but is not gaudy! TRACK REELS is silent, cheat-proof and fool-proof! It's precision built by Daval!

MAKE THE SAME BIG MONEY WITH TRACK REELS THAT YOU MADE WITH PENNY PACK, REEL 21 AND OTHER FAMOUS DAVAL GAMES! ORDER TRACK REELS NOW FOR IMMEDIATE PROFITS!



Equipped with exclusive Daval turntable.

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DAVAL MFG. CO., 325 N. HOYNE AVE., CHICAGO, ILL.

the J. V. Fitzpatrick Co., of Boston, delivering an order of 100 phonographs. His territory covers Northern Massachusetts and New Hampshire.

Leo J. Belander, of Eastern Music Co., Auburn, Me., drove to Boston with his wife, Ruth, and placed an order for 100 music machines, in addition to other equipment. He also placed an order with the J. V. Fitzpatrick Co. for a number of Play Boy Speakers.

J. V. Fitzpatrick, of the company bearing his name, with offices in Bridgeport and Boston, reports that business is on the uptrend in the music machine business thruout Connecticut. The Bridgeport office is hustling with beaches and resorts along the coast line and river ways opening.

## SPECIAL

- 50 MILLS BLUE FRONTS, D. J. (5c), Excellent Condition . . . . . \$42.50
- MILLS CHERRY BELLS (5c) . . . . . 59.50
- MILLS BLUE FRONTS, D. J. (10c-25c) . . . . . 49.50
- MILLS Q. T.s (1c), Green Fronts, Used 3 Weeks . . . . . 30.00
- WATLING T. J. P. (1c) . . . . . 12.50
- WATLING ROL-A-TOP (1c-5c-10c) 30.00

1/3 Deposit, Balance C. O. D.  
D. & S. NOVELTY CO.  
1005 BROADWAY, ROCKFORD, ILL.

## BARGAINS

- SIX BRAND NEW, IN ORIGINAL CRATES, "AK-SAR-BENS," \$85.00 Each
- 1 HANDICAPPER, Like New. 75.00
- 9 PREAKNESS (Rebuilt, excellent condition) . . . . . 39.50 Each
- 20 MILLS LATE BLUE FRONTS, Nickel or Dime, Lt. Cabs. 39.50

R. F. VOGT DISTRIBUTORS  
Cullen Hotel Bldg., Salt Lake City, Utah.

Paces Races—Serials 993, 1474, 1584, \$100.00.  
Paces Races—Serials 2171, 2229, \$110.00.  
Paces Races—Serials 3172, 3566, 3608, 3870, \$125.00.  
Ray's Tracks—\$90.00. Track Times, Old Heads, \$115.00. Rolletto Jr., like new, \$95.00. Bally Club House, used about 2 weeks, \$95.00. Long Champ—2 5c slides, used about 3 weeks, \$95.00. Pace Royal Console Slots, \$75.00. Pace All-Star Comet Slots, \$32.50. 5c Jennings Chief Console Slots, \$75.00. 1 Watling Treasury Gold Award, \$42.50. One Balls and Counter Games. 1/3 deposit with order. WATERBURY AMUSEMENT MACHINE CO., 66 Scovill St., Waterbury, Conn.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS



EXECUTIVES OF THE National Novelty Co., Merrick, L. I., and their families enjoying a day at Long Beach. William Gil de Leon (left) is sales manager and Charles Boris (right) is export manager.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION  
for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

## Handicap Is New Exhibit Creation

CHICAGO, May 21.—There is something new under the sun, according to officials of the Exhibit Supply Co., and it is none other than the new game they have released to the trade called Handicap. "This is the game," states Leo Kelly, of the Exhibit firm, "that combines bumpers and holes with new rebound action to give ops and players the hit game of the year. Handicap features five-ball play and high scoring, rotation scoring, chain scoring and progressive scoring. The five rotating light bumpers add as much as 4,000 to the score with a single ball.

"Every shot on Handicap means something," he went on. "Every action and every bump of the ball creates a new thrill. It's a game skill shooters will love and lucky players won't be able to let alone. The combination of 10 bumpers and five holes, together with special round rubber bumpers, results in all sorts of unusual spinning and rebound action before the ball finally comes to rest in one of the holes. Awards are made for skill scores.

"But that's not all," Kelly declared, "what makes Handicap an absolute winner for appeal is the special bank-night register which awards \$10 or more. This register, which we furnish on request, automatically registers every time the bank-night award is hit, and the beautiful thing about Handicap is that it seems possible to make this top winner each game. There is no waiting for a jackpot to accumulate, the big \$10 or \$25 award is there all the time ready for someone to win. This is truly a game that is packed with features that appeal to every type of location and class of player. The money-getting power of Handicap will prove that it is another Exhibit winner."

## Calcutt Prepares For Summer Sales

FAYETTEVILLE, N. C., May 21.—With all the men in the industry expecting the summer season to show an increase in coin machine popularity, especially in the music field, Joe Calcutt states that he is gathering a mighty assortment of new and used machines for a gigantic summer sale which he expects will offer ops a chance to get started on the summer profit road with the best foot forward.

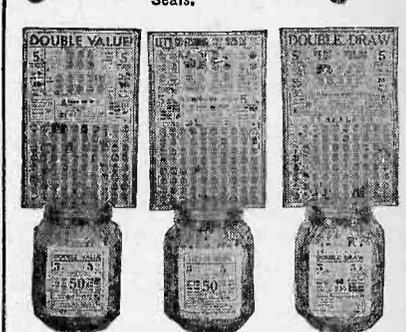
"Right now," Calcutt remarked, "we are busy as bees getting all the machines in shipshape condition so we can give ops the speediest delivery service possible. For the past few weeks we've been enjoying some unusually fine music business. I believe this is largely due to our offering such excellent equipment at very reasonable prices. For this reason we have decided to put the latest and best amusement machine equipment on the market at similar bargain prices. These machines go on sale immediately," he stated, "and this big summer sale of ours will continue for some time to come."

That of this amount the city club spends \$46,180 and the country club \$22,050? That the total amount for all clubs is approximately \$177,122,600?

That the average annual amount spent by city clubs for alcoholic beverages is \$29,700?

That club managers represent one of the largest and most active fields in the United States? — (Club Management, April, 1938.)

## 3 COMPLETE JAR DEALS \$6.95



**DOUBLE VALUE.** 2280 Tickets at 5c Each, \$114.00. Average Payout, \$71.00. Average Profit \$43.00.

**LET'S GO FISHING.** 2280 Tickets at 5c Each, \$114.00. Average Payout, \$72.50. Average Profit \$41.50.

**DOUBLE DRAW.** 2280 Tickets at 5c Each, \$114.00. Average Payout, \$71.50. Average Profit \$42.50.

Refills 2280 Tickets and Cards \$21.00 Per Dozen  
The Finest Ticket Ever Made—Heavy Stock—Easy to Open—Cheat Proof.

TICKETS ONLY PER DOZEN.  
2520s ..... \$18.00    2280s ..... \$15.00  
1836s ..... 13.00    1440s ..... 10.00  
25% Deposit With Order—Balance C. O. D.

**STANDARD SALES CO.**  
3425 Armitage Ave. CHICAGO, ILL.

**LOOK**  
IN THE WHOLESALE MERCHANDISE SECTION for the LATEST NOVELTIES, PRIZES, PREMIUMS AND SPECIALTIES

## To Trade or Not, Stern's Problem

NEWARK, N. J., May 21.—Dave Stern, of Royal Distributors, doesn't know just what to do about the offer he received last week, it is reported. The offer came from a native of Kingsport, Ky. who wants to trade a six-room house bringing in a monthly rent of \$35 for one of the phonos Stern recently had advertised in *The Billboard*.

Stern hasn't decided definitely, but he believes he'll take the trade. "Since this man thinks so much of our phonos to swap his six-room house for it on a blind deal, we'll be just as good a sport," he stated. "Tho we haven't found out just where Kingsport, Ky., is, we'll probably go ahead with the trade as soon as we do."

The letter is being framed and soon will adorn one of the walls of Stern's office. In commenting on the offer, Stern added, "If anyone has property on Broadway near 42d street I'll be glad to swap my whole business for a small parcel of it. All the owners have to do is drop me a line."

## Stoners Take Part In Air Mail Week

AURORA, Ill., May 21.—The coin machine industry did its part in contributing toward the celebration of National Air Mail Week here. Ted and Harry Stoner, executives of Stoner Corp., played major roles in local festivities. Ted took complete charge of the ground operations at the airport, supervising the landing and take-off of 20 or more planes flying the mail. In this capacity Ted distinguished himself as a capable manager, for the entire affair went off in clock-work fashion, with nary a mishap to mar the exhibition, it is reported.

While Ted was busy with his airport duties, Harry Stoner, piloting the Stoner Stinson plane, the Aristocrat Lady, got the mail thru to Chicago in record time. This short hop was just a stone's throw for Harry, who has flown cross country on many occasions.

Private flying of the mails was organized by the Post Office Department on a nation-wide scale during the past week as one of the features of National Air Mail Week.

**OPERATORS ARE WILD!**  
**ABOUT**  
**Fiesta**

**THE 5-BALL NOVELTY GAME**  
Featuring

- Automatic Action!
- 2 Starter Switches!
- Flashy Kicker Action!
- High Score Awards!

ORDER TODAY FOR IMMEDIATE DELIVERY **\$74.50** F. O. B. CHICAGO

**CHICAGO COIN MACHINE MANUFACTURING CO.**  
1725 W DIVERSEY CHICAGO

**USED MACHINES Like New!**  
EVERY ONE IN TOP NOTCH CONDITION.

Auroran ..... \$19.50	Jo Jo ..... \$14.50
Auto Derby ..... 14.50	Mars ..... 25.00
Exhibit's Basketball... 22.50	Sluggo ..... 32.50
Carnival ..... 18.00	Turf Kings ..... 22.00
Chico Baseball ..... 35.00	Vogue ..... 29.50
Easy Steps ..... 54.50	Exhibit's Hi-Ball... 59.50

1/3 Cash With Order, Balance C. O. D.  
FREE: Get on Our Mailing List for Weekly Price Bulletins.  
NATIONAL NOVELTY CO., Merrick, L. I. N. Y.

**EXPORT**  
We Ship to All Parts of the World  
Cable Address: "NATNOVCO."

**FREE** Set of 10 Exclusive HERCULES PAYOUT PROTECTOR PADS with every order. Rush Your Order Now! They're going fast!

AURORAN ..... \$12.50	DUX ..... \$16.50
VOGUE ..... 21.50	ELECTRO ..... 37.50
BALLY'S SPRINT ..... 7.50	TURF KING ..... 18.50
GENCO FOOTBALL ..... 14.50	
ROSE BOWL ..... 18.50	
POWER PLAY ..... 17.50	
ZEPHYR ..... 34.50	

1/3 Deposit, Balance C. O. D., F. O. B. NEWARK.  
WRITE FOR COMPLETE NEW PRICE LIST.  
**HERCULES MACHINE EXCH. INC., 1175 BROAD STREET, NEWARK, N. J.**  
Cable Address: "HERMEX."

### Club Locations

"DID YOU KNOW?"  
That there were in the United States on November 1, 1937, a total of 7,018 private city and country clubs, with the city clubs numbering 2,304 and the country clubs 4,714?  
That 6,070 of these clubs have full facilities for service?  
That membership in city clubs is steadily increasing?  
That city clubs had, as an average, more members in 1936 than they had in 1929, and the 1937 figures show an increase of 7.2 per cent over 1936?  
That country club membership figures, while they have not yet reached the 1929 peak, had a 12.8 per cent increase in 1937 over 1936, and that 1938 in all probability will pass 1929 records?  
That 54 per cent of the country clubs are now open 12 months of the year?  
That the amount of money invested in property, buildings and furnishings in clubs in this country is in excess of \$3,933,073.100?  
That while some clubs reported a decrease in income as compared with the 12-month period immediately preceding, the majority indicated a goodly increase?  
That the average per cent of increase

was so much greater than the average per cent of decrease that the over-all figures were well on the increase generally?

That while the annual club budgets vary considerably with the size and activity of the individual club, the average yearly budget of the 6,070 clubs amounts to \$11,512?

That the total annual budget of clubs for furnishings, new equipment, replacement and supplies (not including food and beverages) is \$69,878,000?

That the average food bill per club, city and country combined, is \$29,180?



SECTION OF BACKBOARD ASSEMBLY LINE at the Bally Mfg. Co. plant, Chicago, where hundreds of backboards are produced daily for Bally Reserve game.

# NATIONAL'S

## BARGAIN COLUMN

FOREIGN BUYERS  
Receive Prompt and Efficient Attention  
Through Our Export Department.  
Cable Address: NATCOINCO.

5

### New Derby Day Consoles

Multiple Coin Head

\$149 each

#### PAYOUTS

Mills 1-2-3 \$90.00	Classic ... \$20.00
Multiple	Bluebird ... 18.00
Races ... 94.00	Center Smash
Fairgrounds ... 85.00	Ticket ... 20.00
Stables ... 70.00	Preview
Clocker ... 45.00	Ticket ... 20.00
Arlington	Royal Races
Ticket ... 45.00	Ticket ... 20.00
Arlington ... 39.50	Lite-A-Pair
Preakness	Ticket ... 18.00
Ticket ... 40.00	One Better
Golden Whl.	Ticket ... 18.00
Ticket ... 35.00	Daily Races
Preakness ... 35.00	Mystery ... 22.50
Photo Finish 29.50	Flicker Late
Turf Champs 29.00	Model ... 18.00
Golden	Credit
Wheel ... 27.50	Ticket ... 15.00
Derby Day,	Bonus ... 9.00
no Clock ... 27.50	Multi Play ... 9.00
Latonia	Queen Mary ... 9.00
Ticket ... 25.00	Prospector ... 7.00

#### NOVELTY GAMES

Gottlieb Slugger, Fr.	Chico Derby ... \$17.50
Sample ... \$34.50	Home
New Auroran 39.00	Stretch ... 16.50
Tops ... 29.00	Dble. Action ... 12.00
Stoner's	Ricochet ... 10.00
Races ... 23.00	Home Run ... 9.50
Genco	Bumper ... 9.50
Football ... 20.00	Rack 'Em
Long Beach 18.50	Up ... 9.00
Auto Derby 17.50	

#### SLOTS

Mills Blue Front, Bell, 50c. ....	\$59.00
Mills Blue Front, S. J., 10c. ....	47.00
Mills Blue Front, D. J., 10c. ....	45.00
Mills Blue Front, D. J., Gold Award, 5c. ....	45.00
Mills Blue Front, D. J., Gold Award, 25c. ....	45.00
Mills Blue Front, D. J., 1c. ....	36.00
Mills Q. T., 10c, Late Model. ....	39.00
Mills Q. T., 1c, Orange Front. ....	27.50
Mills F. O. K. Escalator. ....	19.50
Jennings Chief, \$1.00. ....	95.00
Jennings Chief, 50c. ....	39.00
Jennings Chief, 5c. 10c, 25c. ....	37.50
Jennings Chief Console, 50c. ....	75.00
Jennings Chief Console, 25c. ....	69.50
Watling Rol-A-Top, 50c. Bell. ....	35.00
Watling Rol-A-Top, Fr. Vend., G. A., 25c. ....	22.00
Watling Rol-A-Top, Fr. Vend., 10c. ....	22.00
Watling Rol-A-Top, 5c. ....	29.00
Watling Rol-A-Top, 1c Vendor. ....	28.00

#### COUNTER GAMES

A. B. T.	Superior Cigaret
Targette ... \$17.50	Wach ... \$6.50
Ginger, 5c. ... 18.00	Penny Smoke. 6.00
Tri-O-Pak ... 9.50	Roll 21 ... 6.00
Reel Spot ... 9.00	Reel Dice ... 6.00
Nugget ... 8.00	Rhythmic ... 5.00
Penny Pak ... 7.50	Tit-Tat-Toe ... 4.50
Ziz-Zag ... 6.50	Punchette ... 4.00

Tom Mix Rifle	\$98.00
Wurlitzer 412	84.00
Rotary Merchandiser	65.00
Jennings Derby Day Console, flat top.	65.00
Bally Basket	39.00

TERMS: 1/3 Deposit, Balance C. O. D., F. O. B. Chicago.

First With the Latest New Games. Get Your Name On Our Mailing List.

National Coin Machine Exchange  
1407 DIVERSEY BLVD., CHICAGO.

## Ops Get New Signs For World Series

CHICAGO, May 21.—New signs for old is reported to be the order of the day for Rock-Ola operators who have World Series baseball games out on location. To accommodate operators who are still making high commissions on their 1936 and 1937 World Series machines the service department at Rock-Ola states it is supplying new signs which they consider even more descriptive and alluring than the former ones. Instead of the glass sign set above the machine reading, "1937 World Series," the new sign to be installed says: "Play Ball with the All Stars—5 cents." While there is a nominal charge for these new signs, the service department reports that operators have been ordering them by the dozens since first they were offered to the trade.

W. E. Hall, manager of the department, says: "Operators welcome this new sign because it is permanent—no need to change every year now. They tell us that the suggestion 'Play Ball with the All Stars' actually is bringing more people up to the machine to play. The new glass plate is softly illuminated and the black letters are bright, clear and distinct."

"Since the baseball season has hit its stride receipts from World Series all over the country have hit a new high," says N. L. Nelson, manager of the games division. "Customers like to watch the robot players in action because every one represents one of baseball's outstanding Big League players."

## Genco's Latest a Real Hit, Says Exec

CHICAGO, May 21.—"I may sound like a dictionary," declares Meyer Gensburg, Genco, Inc., official, "but unique, novel, modern, unlike, etc., are merely synonyms or other words describing what we predict will be the rage of the coin machine industry, our newest creation called Hit.

"Hit is every one of those synonyms and more. There is no novelty game, or any other kind of game for that matter, that even closely resembles it. Hit is an absolute departure from the ordinary novelty game in that it has no holes, no bumper springs, no nails and no pegs whatsoever on the entire playing field. Mere words are not sufficient to describe Hit, for it is so completely new to both players and coinmen."

Explaining Hit in more detail, Gensburg stated: "Hit is a five-ball novelty baseball game and is undoubtedly one of the cleverest ever produced. It's chock-full of flashy, brilliant action and maintains fever-pitch excitement of players from start to finish. At the top of the playing field are six rubber-cushioned posts, four of which have lights—a home run, triple, double and single, which flash on and off, one right after the other. On the playing field are seven roll-over switches. As a ball played rolls over any of these switches a hit is recorded on the flashy light-up backboard, corresponding to the hit lighted at the time. In other words, if a ball rolls over a switch while the home-run light, at the top of the playing field, is lighted he gets a home run. And simi-

larly with the triple, double and single. All action is recorded from base to base on the brilliant light-up backboard. In addition all runs are recorded in lights."

## Fort Worth

FORT WORTH, Tex., May 21.—Brightly beam the Ft. Worth operators' faces because grain harvest has started in this section. Already the golden oats and wheat are being cut and shocked preparatory to threshing, which will start in about two weeks. The grain crop will put several hundred thousands of dollars into circulation in and around Ft. Worth during the next 30 days.

The ops are putting lots of penny chutes on machines and avoiding the State tax. In some instances machines have shown a higher earning on pennies than on nickels. Most of the Bally Baskets are now being operated on pennies and good earnings are in evidence.

The Fort Worth Operators' Association seems to be a dead issue. The organization has not held a meeting for months and there seems little hope of reviving the group. It is reported that the music operators are going to organize their own association.

Some of the former automatic table operators have returned to their first love. We know of one who is pushing the paint brush, another has opened a grocery store and another has trekked back to his rural poultry farm.

A court case to test the legality of the new dance-hall ordinance and license which went into effect here on May 1 will come up before Judge Powers' court in a few days. Mike Hastings, former world's champion rodeo steer bulldogger and now the owner of a high-class tavern on the north side, is behind the case and says he will push it to a finish. The new ordinance has cut phonograph and automatic game receipts almost a third.

The Frankrich Distributing Co. reports some nice sales on phonographs and cigaret venders.

Johnny Wilson has gone in for Bally Baskets and Bowling Bumpers along with his counter games and salesboards.

Wright Brothers still have some equipment going, mostly counter games.

Some of the Fort Worth operators attended the Wurlitzer party held in Houston Sunday, May 15.

Jack Walker, active operator of this city, is leading the ops in fish catching, according to reports.

Mrs. Elbert Witt, popular wife of operator Elbert Witt, is spending her vacation in Mexico City.

Mrs. Johnny Wilson Sr. has been adding some new equipment to her large string of phonographs.



KOUNTER KING

Saves  
Merchant's  
Time!

For two months Kounter King has enjoyed front position on the counters of America. Many of the thousands operating are taking in more money than pay tables, consoles, and other elaborate types of coin machines. Merchants are wildly enthusiastic — because Kounter King doesn't rob them of time in honoring rewards. Kounter King's automatic replay feature allows the reward to ride for a new play on a double-up basis. Accepts 1c, 5c, 10c, 25c. Beautifully designed and sturdily built, it's a great buy at only



F.O.B. CHICAGO

## Mills Novelty Company

4100 Fullerton Ave., Chicago, Ill.

## WANTED

WILL PAY CASH OR TRADE FOR Bally Airways, Zephyrs, Bull's Eyes, Silver Flashes, Ski His, Hare-N-Hounds, Cargos, Snappys. Also Penny Packs, Bally Babys, Grotchen Zephyrs.

State Prices and Quantity.  
MONARCH COIN MACHINE CO.,  
1731 Belmont Ave., Chicago, Ill.

When looking for dependable and good earning used and new equipment, write to

SEIDEN DISTRIBUTING CO.  
1240 Broadway, Albany, N. Y.

## Rayolite Dist. Co.

offers

### FOR QUICK SALE

ABT Latest Model F

PENNY TARGETS

\$14.00 ea. F.O.B.

Good Working Condition

946 S. Flower St., Los Angeles, Calif.

### RECONDITIONED. — GUARANTEED

A-1 CONDITION. SLOTS AND CABINETS. ALL LIKE NEW.

3 Mills Q. T., late models, 5c and 10c. Each	\$32.50
1 Mills Extraordinary, 5c. Each	42.50
1 Cherry Bell, 25c. Each	60.00
1 Cherry Bell, 25c. Each	62.50
43 Pace, 5c, like new. Each	45.00
15 Pace, 10c, like new. Each	47.50
15 Double Cabinet, like new. Each	22.50
25 Single Cabinets, like new. Each	16.50
1/3 Deposit, Balance C. O. D.	
The Marckep Co., 1412 Central Parkway, Cincinnati	

## Local Associations

By BILL (THE SPHINX) COHEN, Silent Sales Co., Minneapolis

Oftentimes we are asked by operators: "What is the association doing for me?" Answer: Look about you, brother, and see how many States have passed drastic laws against our business. Have you stopped to think of the reason?

In a great many cases it was operators' fighting one another. They never learned the "live and let live" rule. Association thru organization will get you acquainted with your fellow operators and you will find that he is a human being like yourself who doesn't want his throat cut any more than you want yours treated in the same manner.

Operators who have become acquainted with other men in the business find they have real friends and are now working hand in hand for their mutual benefit by eliminating internal fighting, squabbles and throat-cutting. A direct benefit for everyone is the final verdict.

Come to the association meetings and learn what we are doing for you. Do you know that it only takes one law (such as have already been passed in other States) to put you out of business? Are you one of those not willing to help prevent being put out of business with a trifle now compared to what you would be willing to give when the fatal blow comes and you are out of business for good? A few have been fighting your battle in the past. These few cannot carry the burden forever. It is time you stepped in and did your bit for your own self preservation.



# WHY

... after more than 90 days of big volume production, is it impossible to obtain used BALLY RESERVES for love or money? WHY, after 30 to 90 days on location, are thousands of BALLY RESERVES earning more money than ever? WHY does BALLY RESERVE, a 5-ball novelty game, earn profits equal to payout collections? WHY are operators placing 2 to 4 BALLY RESERVES per location to handle the unprecedented play? See your jobber or write direct for CONFIDENTIAL details that mean man-size money for you!

Pat. Nos. 2063108 and 2082708.

**\$99.50**  
FREE PLAY  
MODEL \$103.50  
F. O. B. Chicago

## Johnson Reports Baseball a Hit

CHICAGO, May 21.—“Ops are growing more enthusiastic over our new game, Baseball, every day,” states Jimmy Johnson, head of Western Equipment and Supply Co. “These men have every reason to be enthusiastic, for with Baseball they are earning great profits. They state that location owners are clamoring for more of these exciting games. These ops say that on some locations one game is not enough, and judging by the orders that are pouring in for this game some of these ops must be placing large batteries in their better locations.

“In Baseball,” he continued, “we feel that we are offering operators a game that is really packed full of appeal. We honestly feel that every investment in Baseball will repay the operator many times over. The biggest reason ops are so pepped up over the game is, of course, due to the large profits they are earning with it. Because it is the type of game it is it will be good for profitable operation for many months to come.

“Players, of course, are wild over Baseball’s realistic action. It’s the closest thing to an actual baseball game we’ve ever seen, they loudly chorus. They like the action of an actual pitched ball. They naturally enjoy hitting it, but enjoy this even more because they are able to control the direction of the ball with the bat handle on the front of the machine. They like to get those singles, doubles, triples and home runs spotted on the playing field. They like to see the men actually run bases and score runs or advance as hits are made,” Johnson concluded.

1932, with the play remaining at 25 centimes (¼ of a cent). The first amusement and skill game to arrive in France following the law forbidding payout models was the Corsaire, and it went over in a big way and was followed shortly by others; to mention a few, Turf Champs, Winner, Skipper, Combination, Skooky, Bumper, etc. The French production is limited to about 8 or 10 models. Among them the best liked are Ski-Hi, Surcouf, Sphinx and Pocket, all of the same type as the American models. No doubt several others of French make will be shown at the exposition to be held May 31 to June 2, as the *Revue de l’Automatique* is offering a bonus of 5,000 francs for the best liked French machine to be exhibited.

To continue, we have seen the gals take to baseball, boxing and what have you. To date no inventor has turned his ideas to producing an amusement machine for the ladies. This correspondent has an idea there is a big field for such a promotion. The YWCA in all the larger towns have plenty of girls who stay in two or three nights a week, get tired of reading and talking and who might welcome a little amusement of that kind. The girls’ clubs, restrooms, etc., in Paris and thruout Europe would welcome a few amusement games in the feminine restaurants (and there are very many). They would have a good play on cold and rainy days, of which there are also very many. Anyhow it’s an idea, to be taken for what it is worth.

## Lear Appointed To Houston Office

HOUSTON, May 21.—Edwin C. Lear has been appointed manager of the Houston branch office of Electro Ball Co. The Houston branch, Southwestern distributor for Seeburg, is one of Electro Balls most important branch offices, and Lear is the youngest man both in years and point of service that Electro Ball has ever entrusted with such a responsible position, it is reported.

Commenting upon this fact, E. D. Furlow, vice-president of the company, said: “We have always placed an extremely high value on service. To us the selling of merchandise is not one bit more important than rendering every possible service after the sale. All other things being equal, and because in our opinion Edwin C. Lear excelled in service, we appointed him manager of the Houston office.

“Lear’s popularity among South Texas operators is not hard to understand. In his past capacity of assistant manager he has always been eager and willing to lend a helping hand to any operator in trouble. I am confident that our company, Lear himself and every Seeburg operator in this section will be benefited by our selection.”

## American Games Popular in France

PARIS, May 21.—In France the machines having the biggest play at present are American billiards. Since their appearance in France about 1932 this game has always had popular appeal, but not to the extent it has today. For several years the payout games held the field until the law banned that sort of amusement, and the billiards again went to town, more popular than ever.

In 1932 the first Ballyhoo of the Bally Co., Chicago, made its appearance in Paris and it was copied and recopied, more and more models, each more elaborate than the last. With its evolution the games became more complicated and required some skill, and finally almost a science, all of which the player likes.

Then arrived the luxurious Bumper type, where several players can match skill, and with the luxury came the boost in the price. A machine of today costs five times that of the Ballyhoo of

## SPORT PAGE MULTIPLE ONE-SHOT

Collections actually 10 to 20 per cent better than Fairgrounds! Plenty of spots waiting for this new multiple sensation. Order today for the biggest payout profits you’ve ever known!



**\$194.50**

Ticket Model  
**\$206.50**  
F. O. B. Chicago

## MILLWHEEL

### 1-5-10-25-CENT COUNTER GAME

Fascinating new “Scrambled Marbles” action gets immediate attention. Repeat play guaranteed by: (1) FREQUENT WINNERS, (2) BIG WINNERS ALWAYS IN SIGHT, (3) ENTIRE ACTION VISIBLE, (4) EVERY GAME COMES CLOSE.

Write for AMAZINGLY LOW PRICE.

**BALLY MFG. COMPANY**  
2640 Belmont Ave., Chicago, Ill.



## SACRIFICE SALE-1000 GAMES-A1 CONDITION

Auto Derby .....	\$ 9.50	Chico Baseball .....	\$34.50	Rose Bowl .....	\$19.50
Auroran .....	12.50	Daytona .....	8.50	Ricochet .....	8.50
Boo Hoo .....	8.50	Dux .....	14.50	Stop 'Em .....	8.50
Bumper .....	8.50	Electro .....	34.50	Skipper .....	9.50
Buttons .....	10.50	Genco Football .....	14.50	Score Board .....	8.50
Beam Lite .....	24.50	Homestretch .....	9.50	Speed .....	12.50
Bull's Eye .....	34.50	Hare 'N' Hound .....	18.50	Track Meet .....	14.50
Baskets (Exhibit's) ..	19.50	Long Beach .....	14.50	Turf King .....	19.50
Cargo .....	42.50	Miss America .....	14.50	War Admiral .....	34.50
Chico Derby .....	9.50	Mercury .....	14.50	Zephyr .....	34.50
Chicago Express .....	14.50	Outboard .....	8.50	Reel Spot .....	9.50
		Power Play .....	18.50	Double Decker .....	9.50

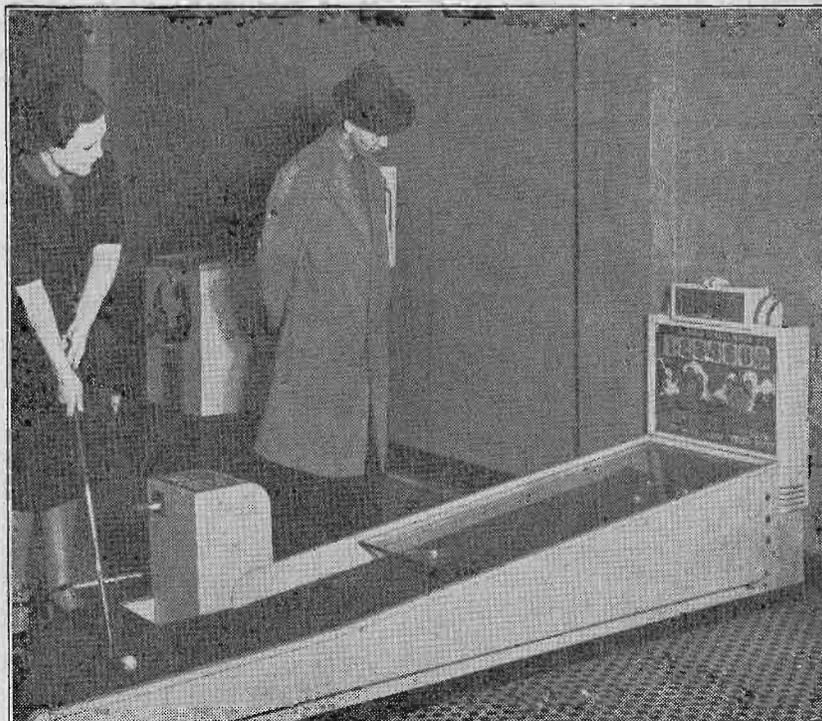
ALL of Our Machines Are Carefully Serviced by Expert Mechanics Before Leaving Our Premises.  
One-Third Deposit Is Required With All Orders, Balance to be Shipped C. O. D.

**ACE DISTRIBUTORS, 1125 Broad St., Newark, N. J.**

## GET OUR PRICES!

NEW GAMES • • • USED GAMES • • • COUNTER GAMES  
BOWLING GAMES • • • JAR DEALS • • • SALESBOARDS

GRAND NATIONAL SALES CO., 2300 Armitage, Chicago, Ill.



A TRI-PUTT GOLF MACHINE, made by Baker Novelty & Mfg. Co., on location at the Sherman Hotel, Chicago.



Another **WINNER!**  
Exhibit

# HANDICAP

with  
**\$1000**  
OR MORE  
**BANK NITE**

as well as  
**2-4-10-20 (etc.)  
SKILL POINT AWARDS**  
HIGH SCORING  
CHAIN SCORING  
PROGRESSIVE SCORING  
**5 BALL PLAY**

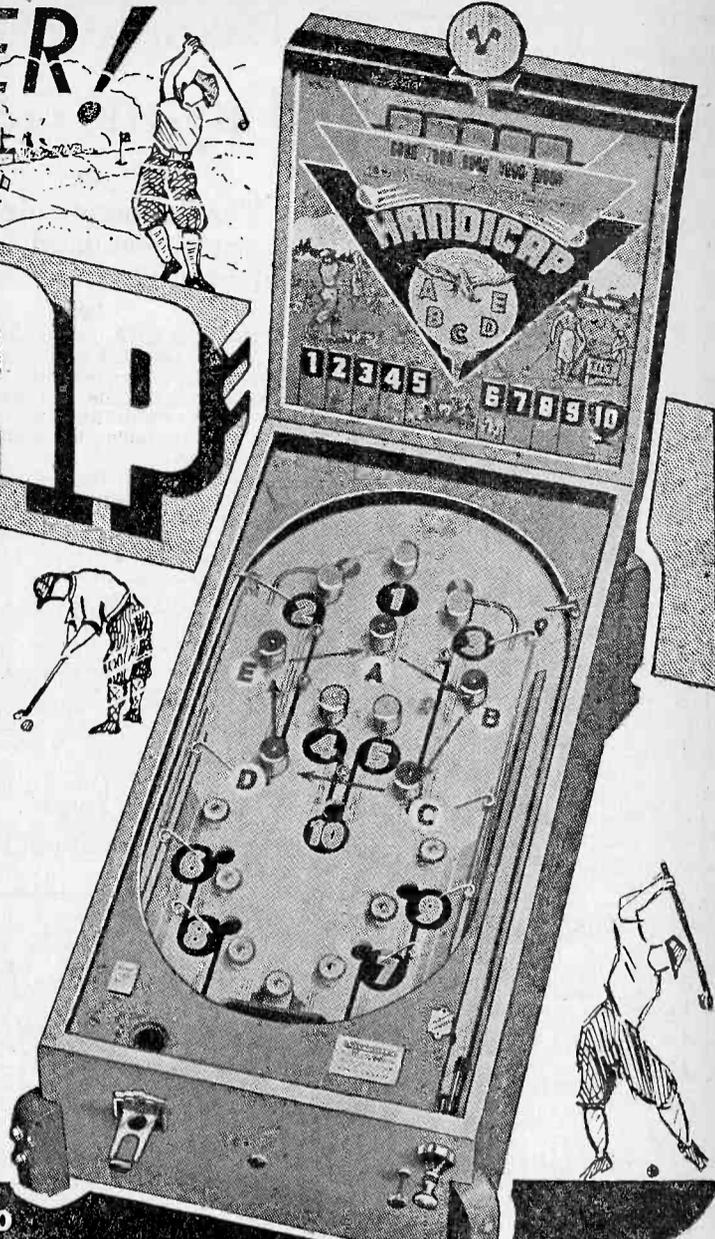
**5 BALL BEACON LIGHT BUMPERS**  
—that add extra thousands to score.  
Possible to get extra 4000 with single ball.

Combines Bumpers and Holes with  
new Rebound Action to give you the  
**HIT GAME OF THE YEAR.**

Order from your Distributor  
today . . . or wire us direct.

**79<sup>50</sup>** F.O.B. CHGO.  
WITHOUT REGISTER

**84<sup>50</sup>** F.O.B. CHGO.  
WITH BANK NITE REGISTER



**EXHIBIT SUPPLY CO., 4222 W. LAKE ST., CHICAGO**

## Joe Louis Meets Max Schmeling in June PUNCH - PUNCH - PUNCH

Round for Round—Thrill for Thrill, all unfolded in this exciting Board. It'll be a ringside seat in itself, so get yours now and enjoy the fight!

FORM 3810-C—600 Holes,  
Takes In . . . . . \$30.00  
Pays Out . . . . . 16.50  
Price . . . . . 1.10  
Plus 10% Federal Tax.

Write for our Catalog of Money-Making Boards, Cards and Die-Cut Sheets.

**CHAS. A. BREWER & SONS**  
6320-32 Harvard Ave. Chicago, U. S. A.  
Largest Board and Card House in the World.

**THE BIG FIGHT**  
IS GUARANTEED TO THE WINNER  
ROUNDS \$10.00  
OTHER WINNERS  
LEFTS TO JAN 15 1938  
RIGHTS TO JAN 15 1938  
KNOCKOUT  
HOLD YOUR TICKETS AFTER FIGHT  
HOLD YOUR TICKETS AFTER FIGHT

**JOE LOUIS** vs **MAX SCHMELING**

HIGH AND LOW CAN BE PLAYED

## Atlas Reports Pick-Up in Sales

CHICAGO, May 21.—News and notes from the Atlas Novelty Co., well-known coin-operated equipment distributor, seem to indicate that sales during the past week have jumped considerably. "Our particular business," officials state, "is a direct reflection of the player's interest in these various games, for we sell direct to the operator, who places them on locations for player's amusement.

Eddie Gensburg, manager of Atlas' Miami office, was welcomed home this week after a three-week trip thru many of the Eastern and Midwestern States. He reported that he found conditions considerably improved along the route of his entire trip. "The operators I spoke of all reported conditions definitely improved," he stated, "and are quite optimistic in their predictions for summer operation."

## Ponser Appointed Baseball Distrib

NEW YORK, May 21.—One of the big results of Jimmy Johnson's visit here during the past week was reported to be the appointment of George Ponser & Co. as distributors for Western Equipment and Supply Co.'s new console-type baseball game in this territory.

"From the way ops have already taken to this game it looks like it's due for a big run," stated George Ponser. "The very first man who played it here in our showrooms put thru an order for 15 machines. There's no doubt about this being one of the best console-type baseball games we've seen. We expect to go to town with this Western creation in a big way."

Ponser added that Bert Lane, sales manager, and all the sales staff of the firm are getting behind Baseball for a real sales drive in this territory. He said their aim is to put thru orders for this game in large quantities to save ops needless freight expense as well as loss of time and money by not having this machine on location.

## HOT OFF OUR PRESSES! BOX SCORE



**3 DEALS \$10.00**  
Complete  
Takes In  
@ 5c — \$114.00  
Average Payout 75.00  
Average Profit 39.00  
Don't Wait—Order Now  
Be the First in Your Territory

We also have another timely Deal called "Daily Double" with a picture of a real horse race on the Jackpot Card that we also offer 3 complete Deals for \$10.00

All Prices F.O.B. Louisville, Ky. 1/3 Deposit of Postal or Express Money Order Must Accompany All Orders.

Write for illustrated literature of other quality Jar Deals we are at present manufacturing.  
**LOUISVILLE NOVELTY MFG. CO.**  
Manufacturers of Quality Jar Deals and Trade Stimulators.  
330 E. Breckinridge St., Louisville, Ky.

## LOWEST PRICES HIGHEST QUALITY CLOSE-OUT ON NOVELTY PIN GAMES

Compare Our Prices With Others Before You Buy

**FORWARD MARCH** . . . . . EACH \$20.00  
**GENCO FOOTBALL** . . . . . 15.00  
**STONERS STADIUM** . . . . . 20.00  
**ROUND THE WORLD** . . . . . 7.50  
**DUX** . . . . . 15.00

Terms—1/3 Deposit With Order, Balance C. O. D. These Machines Have Been Carefully Inspected and Are Ready To Put in Operation.

Address  
**FLORIDA AUTOMATIC MINT CO.**  
1024 Granville Court, N.,  
St. Petersburg, Fla.

## GREATEST BARGAINS IN OUR HISTORY!

CHICO BASEBALL . . . \$30.00	BULLS EYE . . . \$29.00	EXCEL . . . . . \$ 5.00
VOGUE . . . . . 21.00	SILVER FLASH . . . 22.50	HARE & HOUND . . . 24.00
POWER PLAY . . . . 14.00	SNAPPY . . . . . 42.50	CARNIVAL . . . . . 17.00
ZEPHYR . . . . . 34.00	AIRWAY . . . . . 28.00	TRACK MEET . . . . 16.00
GENCO FOOTBALL . . 15.00	TOURNAMENT . . . 13.00	ELECTRIC EYE . . . 15.00
ELECTRO . . . . . 34.00	LONG BEACH . . . 14.00	(Ticket or Cash)
STADIUM . . . . . 15.00	FIRECRACKER . . . 7.00	Flicker . . . . . 25.00

1/3 With Order, Balance C. O. D.  
ALSO WURLITZER PHONOGRAPHS, Models 412, 616 and 616A; ROCK-OLA, 1936 Model; "MIKRO-KALL-IT" COUNTER GAME; Genco BANK ROLL, Bowling Game, \$45.00. ALL LATEST GAMES. WRITE FOR PRICE LIST.

**BROOKLYN AMUSEMENT MACH. CO.,** 8-10 Varet St., Brooklyn, N. Y. (Tel. EVergreen 8-4732)

## SEASON'S END SALE---MILLS 1-2-3 TABLES

Clean and in good working order, with new Payout Units, \$80.00, F. O. B. Miami.  
**PHOTOMATIC** — 10c Play. Complete with all equipment, Special Interior Cabinet, Photoframes, Chemicals, Rotoscope. Cost over \$1,000. Used six weeks. Make offer, cash or trade. Write or wire.  
**BILL FREY, INC.,** Miami, Florida

Have Many Others.

**WURLITZER**  
**MODEL 412 \$79<sup>50</sup>**  
COMPLETE WITH CRATING EACH

BULL'S EYE . . . \$32.50  
CARGO . . . . . 42.50  
DUX . . . . . 16.00  
POWER PLAY . . . 15.00  
SKI HI . . . . . 33.00  
TOPS . . . . . 25.00  
VOGUE . . . . . 25.00  
1/3 Deposit, Bal. C. O. D.

We will buy for Cash Any Quantity Keeney's FREE RACES! State Condition and Price Wanted!  
**EXPORT**  
Cable Address: "ACMATICS" N. Y.

PRICES ARE ALL-WAYS LOWER AT ACME! WRITE FOR LIST!  
**ACME AUTOMATICS, INC.,** 593 - 10th Ave., NEW YORK

WE CARRY THE LARGEST COIN OPERATED STOCK IN AMERICA.

YOUR MONEY CHEER LAY REUNDED IF NOT COMPLETELY SATISFIED.

**SATISFACTION GUARANTEED**

## 30 GRIPPERS

3 WAY **\$9.95**

### ONE BALLS

PREVIEW	\$12.95
CLASSIC	19.95
GOLDEN WHEEL	26.50
RACING FORM	29.50
SPORTSMAN DELUXE	29.50
PREAKNESS	39.50
ARLINGTON	39.50
CLOCKER	44.50
FAIRGROUNDS	84.50

### SLOTS

LION HEAD	\$24.50
WAR EAGLE	34.50
CAILLE CADET	26.50
EXTRAORDINARY	29.50
F. O. K. SILENT	19.50
CHIEFS	37.50
COMET	37.50
ALL STAR	37.50
COMET FRONT VNDR.	32.50
BLUE FRONT	39.50

### MISCELLANEOUS

PACES—20-1	\$119.50
PACES—30-1	129.50
MILLS CRAP GAME	97.50
A. B. T. TARGET	14.95

### PHONOGRAPHS

500 in Stock

### BOWLING GAMES

9'-12'-14'

**GERBER & GLASS**  
914 DIVERSEY BLVD.  
CHICAGO, ILL.

## Decision on Payout Games

Seattle court rules that license should apply to payout games also

SEATTLE, May 21.—In a decision that may have far-reaching effects, a Superior Court judge here recently decided that that section of the city pinball license ordinance which has banned the payout type of table game for nearly four years is invalid.

The basis for his decision was that banning the payout type of games was an arbitrary distinction or discrimination.

Wide installation of payout pinball machines is now expected thruout the city to follow in the wake of the decision. And customers, as in the past, are expected to patronize with new and wide popularity these machines to be installed to pay out in tokens automatically to the customer instead of necessitating his obtaining awards from the store's proprietor or clerk.

Winning his suit by the decision was Edward H. Chavelle, counsel for Budd Carr, pinball operator bringing legal proceedings, based on the contention that the automatic payout games are precisely like the novelty games and that, moreover, the operators prefer use of the automatic machines since they do not have to depend on the location's word as to number of games won.

## Frank Hart Has New Wrap Ball Gum

NEWARK, N. J., May 21.—Frank Hart, of Eastern Machine Exchange, reports that his firm has developed a new process for foil wrapping ball gum which has met with instant approval of ball gum machine operators. "The average foil-wrapped ball gum is crinkly and the foil comes off rather easily," he stated. "Our new process gives the men a clean, smooth, crinkle-free finish which makes the gum look just as if it were coated with foil. Of course, this does a lot to add flash and eye appeal to the machine."

"To most ops who use prize ball gum," Hart went on, "this gum of ours is of great help since it vends easily thru any type of mechanism without clogging. It ups take, too, for we are wrapping the gum in silver, gold and green foils, the three colors which ops have found to be most popular."

## N. Y. Distribs Ask Ops To Co-Operate

NEW YORK, May 21.—Credit Reporting Bureau of the Co-Operative Jobbers here sent a letter to all of their members during the past week announcing the fact that a universal price maintenance plan on forthcoming novelty pin tables is now in effect.

Most of the distribs are reported to



The Greatest Little Machine to Make Friends With the Store-keeper.

# DELUXE GRIP SCALE

3-WAY STRENGTH-TESTER

100% LEGAL



THE ONLY TESTER WITH THESE QUALITY FEATURES!

New BUTTON INDICATOR CONTROL for competitive play! Indicator remains at highest number until player presses button! • CHROME TRIM, CHROME HANDLES THRU-OUT! • The only machine with ANTI-TILT to prevent cheating. • SEPARATE CASH BOX! • TENSION ADJUSTMENT to suit location! • BELL ADJUSTMENT to ring at any number! • NON-CLOG SLOT, button in rear instantly clears obstruction! • RUBBER SUCTION CUPS hold machine securely to counter! Top quality in every detail, built by a manufacturer who knows how! Metal Stand, \$2.50 Extra.

**\$19.50**

With operators who know their GRIP MACHINES it's **GOTTLIEB-50 TO 1**

IMMEDIATE DELIVERY

Write for Circulars and QUANTITY Prices.

**D. GOTTLIEB & CO.**

2736-42 N. Paulina St., CHICAGO, ILL.

STILL IN PRODUCTION: **GIANT GRIP SCALE \$17.50**

have tacked this letter up on their bulletin board. In addition to the announcement the letter stated: "Altho this may appear to be a very sudden and drastic move, actually it is the result of months of discussions and careful consideration by a selected group of distributors, jobbers and operators in Greater New York. We have been very reluctant to make such a move but present conditions in the coin machine industry have forced us to take this step."

"No business can operate without profit. And if present conditions were allowed to continue many jobbers would be forced out of business with the ultimate result that the operator would be compelled to suffer the worst conditions he has ever known in the coin machine business."

"In all fairness therefore to everyone concerned and with the thought in mind that the above mentioned plan can stabilize an industry so badly in need of stabilization, we ask your indulgence and co-operation."



LIVE PROFITS

Size 15"x9"x7"; Wt. 17 Lbs.

**THIS MACHINE IS 100% LEGAL**

A Real Money Maker On Any Location.

An Electric Shock Machine, Controlled in volume by the player. Made of pressed steel, finished in red enamel, very attractive. Uses only one dry cell battery which is good for 2000 to 3000 plays.

**Price \$9.50 each**

Order Yours Now and Be First to Cover Your Locations with This Live Wire.

1/3 Deposit, Balance C. C. D.

**MONARCH COIN MACHINE CO.**  
1731 BELMONT AVE., CHICAGO.



HOWARD WELSH AND PAUL DOWD, Wolverine Novelty Co., Battle Creek, Mich., inspect Sport Page games at the Bally plant, Chicago.

## CLOSE-OUTS

- 15 MILLS 1-2-3, Each ..... \$69.50
- 10 STONER RACES, Each ..... 17.50
- 2 GENCO BASEBALL, Each ..... 12.50
- 3 GENCO FOOTBALL, Each ..... 15.00
- 5 MILLS TOURNAMENT, Each ..... 15.00
- 1 RICOCHET, Each ..... 8.50
- 2 SKOOKY, Each ..... 15.00

All Machines in Perfect Mechanical Condition.

1/3 Cash With Order, Balance C. C. D.

**TRI-STATE AMUSEMENT CO.**

637 S. W. 12th Ave., Miami, Fla.

ADVERTISE IN THE BILLBOARD — YOU'LL BE SATISFIED WITH RESULTS

## SLOT MACHINES REBUILT!

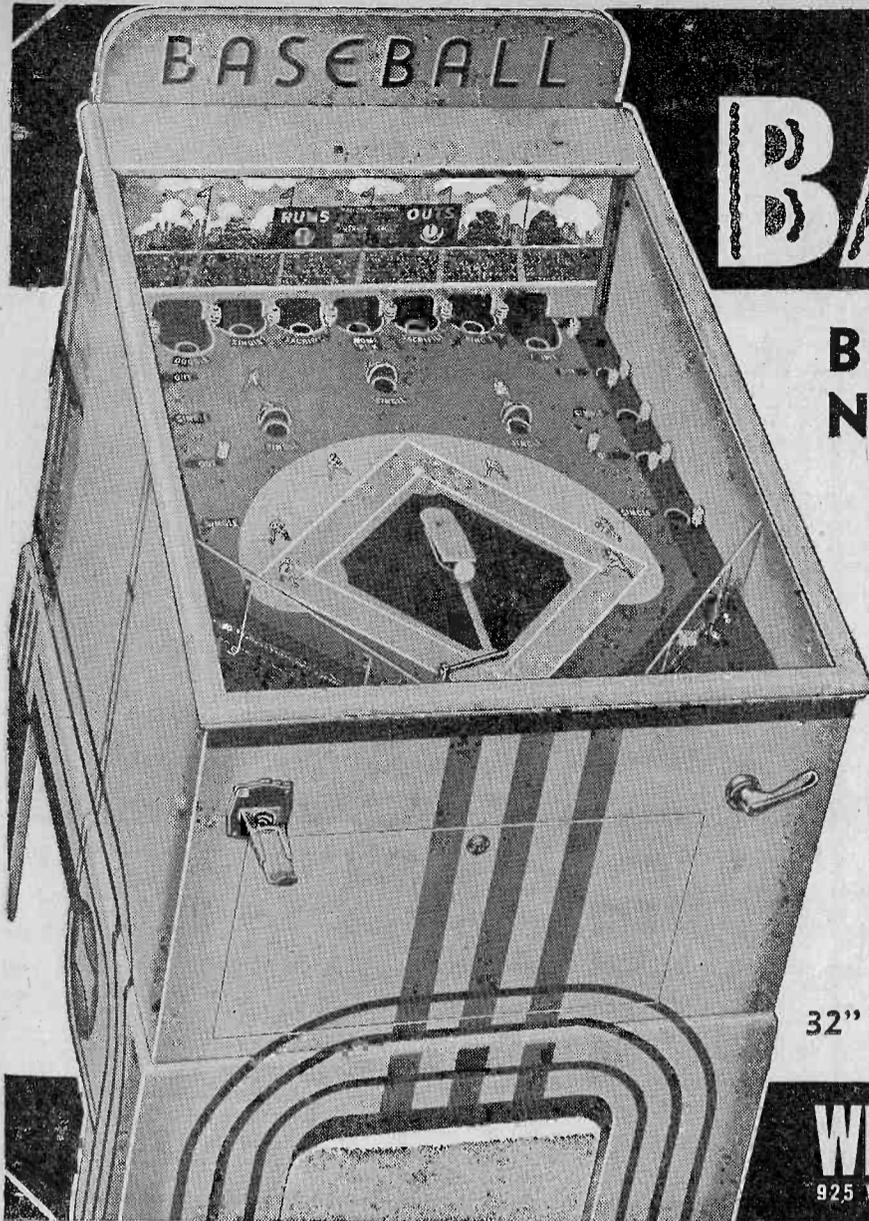
All Work Guaranteed!

**SALE - RECONDITIONED DOUBLE JACKS - \$40.00**

**ABBOTT SALES CO.**

6713 Stony Island Ave., Chicago, Ill.

End your correspondence to advertisers by mentioning The Billboard.



*Jimmy Johnson's*  
**BASEBALL**

**BUILT UP TO QUALITY  
NOT DOWN TO PRICE!**

**We don't have the cheapest game  
but we guarantee it's THE BEST  
3 OUTS --- NOT 15 BALLS!**

*Long and Wide ANIMATED PLAYING  
FIELD IN BEAUTIFUL CONSOLE CABINET*

**It's the Biggest Buy  
in the Business  
at this Low Price!**

**CONSOLE CABINET**

**32" Wide—44" Long—54" High**



*Jimmy Johnson*  
**WESTERN EQUIPMENT & SUPPLY CO.**  
925 W. NORTH AVENUE CHICAGO, ILLINOIS

**WURLITZER \$159.50 ea.**  
— 616 — (Lots of 10)

SINGLE MACHINE—\$169.50. 616A—\$189.50. P12—\$84.50. 716—\$159.50  
ROCK-OLA, Late 1936 Model, \$79.50.

USED CIGARETTE MACHINES.  
ROWE ARISTOCRAT (6 Columns) ..... \$22.50  
STEWART & MCGUIRE (6 Columns) ..... \$27.50  
NATIONAL 1937—9-30 ..... \$74.50

KEENEY'S **BOWLETTE** \$49.50  
(PRACTICALLY NEW)  
50% Deposit, Balance C. O. D.

**BABE KAUFMAN** MUSIC, (CIRCLE CORP. 6-1642) 250 W. 54th St., N.Y.C.

**Coinography**

By the Coinographer

From operating a single pin game to transacting an international jobbing business is the story of Earle C. Backe's rise in the coin machine industry.

Earle placed a pin game with a friend of his who owned a small confectionery store out in Long Island, New York, some years ago. According to reports, he serviced that machine so diligently that other store owners soon came after him for machines for their locations. Steadily his route grew until he finally was operating over 300 machines. Then it was he formed the National Novelty Co. at Merrick, L. I. Today he employs a few people to handle the office details, has several repair and service men to take care of his customers' needs and has a fine fleet of trucks. His plant occupies several thousand feet on an important corner of one of New York's busiest highways, Merrick road.

Today the National Novelty Co. does a nation-wide jobbing business. Besides this, their exacting methods of conditioning machines is said to be responsible for the fine export business they enjoy. Machines have gone forth from the National shipping department, Backe reports, to South Africa, Australia, England, Belgium, France, India and many other countries. Backe believes the reason for the success of his firm both at home and abroad is that his firm believes in giving its customers just what they want, good dependable equipment at just prices.

had a tough job trying to interest operators, jobbers and distributors in this game, and we really had to force the issue in getting them to try out a sample.

"To their surprise, Free Races clicked in a bigger way than they expected and they began ordering more. The result is that while it was introduced in December this game has been growing steadily, and here in May, six months after its introduction, we are putting thru our 12th run of this game.

"Free Races is a five-ball novelty pin game issuing awards in free games," Keeney concluded. "Its popularity is due to the fact that every shot made by a player is a skill shot, which helps him either to obtain or better a score."

**MACHINE CLOSE-OUTS**

NOVELTY TABLES	PAYOUTS
HOME STRETCH ..... \$12.50	PREAKNESS ..... \$30.00
BATTER UP ..... 12.50	DERBY DAY (Clock) ..... 27.50
RUNNING WILD ..... 12.50	GOLDEN WHEEL ..... 25.00
LONG BEACH ..... 18.00	JENNINGS CHIEFS (Late) ..... 32.50
DAVAL BASEBALL ..... 10.00	PACE COMETS (Late) ..... 36.00
VOGUE, F. S. .... 30.00	PACES RACES (Reconditioned) ..... 89.50
STONER RACES ..... 20.00	ROCK-OLA (16 Record, '37 Mod.) ..... 94.50
BALLY ENTRIES (New in Original Crates) ..... \$84.50	
TANFORAN (New in Original Crates) ..... 74.50	

1/3 Deposit With Order. Reference: Genco Co., Chicago.

**ROBINSON SALES COMPANY**

2995 GRAND RIVER DETROIT, MICHIGAN

**OPERATORS ATTENTION**

<b>NOVELTY GAMES.</b>	Long Beach ..... \$22.50	Paddock (Ticket) ..... \$16.50
Auto Derby ..... \$15.50	Make or Break ..... 9.50	Turf Champs (Ticket) ..... 29.50
Bally Basket Ball ..... 52.50	Mercury ..... 18.50	
Carnival ..... 19.50	Ricochet ..... 9.50	<b>COUNTER GAMES.</b>
Electric Scoreboard ..... 9.50	Skipper (Free Play) ..... 14.50	Reel Dice ..... \$ 4.50
Fire Ball ..... 9.50	Stoner's Races ..... 34.50	Reel Spot ..... 9.50
Genco Football of 1937 ..... 17.50	Sensation of 1937 ..... 16.50	Old Age Pension ..... 7.50
Happy Days ..... 8.50	Track Meet ..... 29.50	Reel #21 ..... 4.50
Home Run ..... 9.50		Zephyr ..... 11.50
Home Stretch ..... 16.50	<b>AUTOMATICS.</b>	Bell Slide ..... 12.50
Hand Ball ..... 12.50	Heavyweight ..... \$19.50	Puritan Vender ..... 5.50

Terms: 1/3 Deposit With Orders, Balance C. O. D.

**ST. LOUIS NOVELTY CO.,**

3138 Olive Street, ST. LOUIS, MO.

**SPECIAL CLEARANCE SALE**  
**COIN MACHINE BUYERS - A CHANCE OF A LIFETIME**

If you are in the market to buy New or Used Coin Operated Slot Machines, Pinball Games, Merchandise Machines, Supplies, etc., write us! We carry a most complete stock of Machines at all times. Our Prices are Lowest to be had, and we guarantee all of our machines.

**SPECIAL WURLITZER 400 PHONOGRAPHS \$97.50**

**HUBER COIN MACHINE SALES CO.,** 600-610 W. VAN BUREN ST., CHICAGO, ILL.

**Free Races Goes Big for Keeney**

CHICAGO, May 21.—"Here is one of those ugly duckling games that turns out to be a swan," was the way J. H. (Jack) Keeney prefaced his remarks concerning the Keeney non-payout pin game, Free Races. By that I mean we

*Better Than a PUNCH-BOARD!*  
**OK 5¢ GUM VENDOR**  
VENDS GUM WITH NUMBERS INSERTED READING FROM 1 TO 1200. Capacity: 1200 BALLS  
TAKES IN \$60.00. PAYS OUT \$30.00 IN TRADE AWARDS.  
**PRICE ONLY \$15** For One O. K. GUM VENDOR WITH 1200 BALLS of Numbered Gum FREE.....  
WRITE FOR QUANTITY PRICES  
**D. ROBBINS & CO.** 1141 DE KALB AVE. BROOKLYN N.Y.

**SALESBOARD OPERATORS**

Read

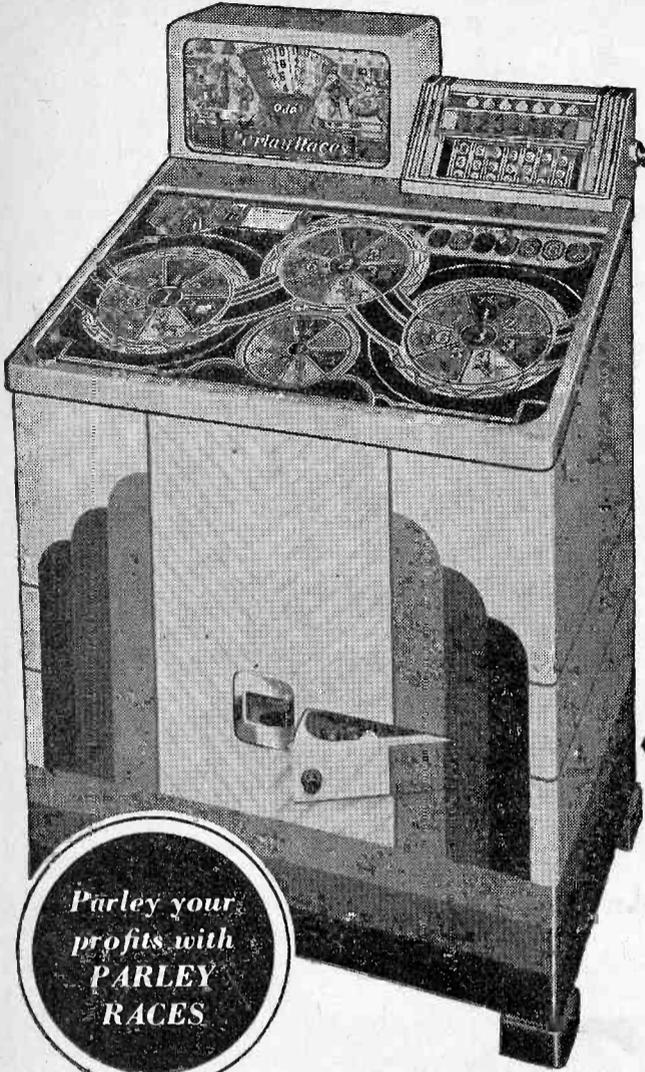
"DEALS"

A column about new salesboard ideas, deals and personalities.

In the

**Wholesale Merchandise Department**

**THIS WEEK and EVERY WEEK**



"Everybody's Crazy Over Horses . . . Horses . . . Horses"

# PARLEY RACES

THE NEWEST . . . FASTEST IDEA IN RACE HORSE GAMES

"Come on you number three . . . come on five" that's what you'll hear the crowd yell when they gather around PARLEY RACES — the newest . . . smartest, most fascinating race horse game made. All the action of being right at the track . . . all the thrills of a photo-finish. Seven-way selective and visible coin slot . . . beautiful and colorful playing field . . . 4 illuminated spinning wheels that dazzle and fascinate the players . . . changing odds on every play, odds from 2 to 1 to 200 to 1 . . . a new type spinning mixer that positively prevents cycling. PARLEY RACES can't be cheated. Your locations want PARLEY RACES . . . You want the big handsome profits that PARLEY RACES earns—You both can be happy by sending in your order for PARLEY RACES today — Write or wire.

O. D. JENNINGS & CO.

4309 WEST LAKE ST., CHICAGO

## ATTENTION!

OPERATORS · JOBBERS  
For BIGGER and BETTER  
VALUES IN...

PAYOUT TABLES  
CONSOLES

SLOTS and PARTS  
WRITE OR WIRE FOR PRICES

**SAVOY VENDING CO.**

406-8 W. FRANKLIN ST.  
BALTIMORE, MD.

## Wis. Taverns Given Relief

State court saves 275 tavern owners from forfeiting entire surety bond

MADISON, Wis., May 21.—Wisconsin State Supreme Court May 17 rendered a decision affecting tavern locations that may serve to relieve pressure on such locations because of minor violations of law that may happen in taverns. The decision involved about 275 lawsuits started by the State, 200 of them against Milwaukee County taverns, in an effort to collect the \$1,000 surety bonds which taverns are required to post by State law.

In an opinion written by Justice Oscar M. Fritz, the court held that the \$1,000 surety bond which a tavern keeper posts as a condition of doing business is only an indemnity bond and need not be forfeited upon conviction of an offense.

The only financial interest the State may claim in the bond, the opinion held, is the amount of unpaid fines. State attorneys said that in forfeiture actions started or contemplated most all of the fines have been paid, so there is little left to collect.

But after reviewing and interpreting the tavern bond act and the circumstances governing it, the court said:

"All the State is authorized to do is to bring an action on a bond in its name and enter judgment therein for the full penalty," the penalty being the fine involved.

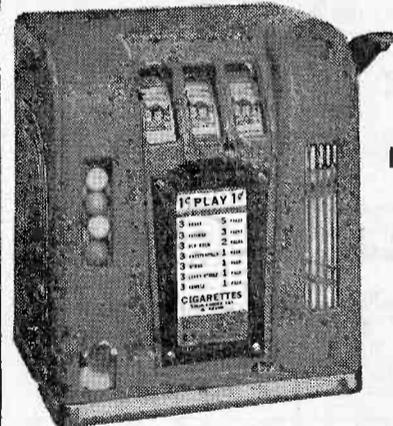
The attorney-general's office had started taking up bonds of tavern keepers in various parts of the State with the idea of pressing wholesale forfeiture suits in the event it won in the Chin-Hackbarth case. Surety companies supplying bonds joined in carrying the case to the high court.

## OKLAHOMA OPERATORS!

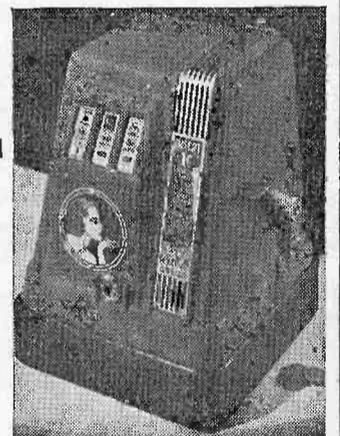
Get in the Big Money With  
**BALLY RESERVE**  
IMMEDIATE DELIVERY  
From Our Oklahoma City Stock

Also New Bambino Bumper  
Baseball Novelty Sensation  
Sport Page Multiple One-Shot  
and Other Bally Hits

Contact Us for a Better Deal!  
**ENID MINT CO.**  
ENID, OKLA.



**ZEPHYR \$18.75 TAX PAID**  
Two Machines in One—Cigarette Vender or Ball Fruit Vender. Visible Ball Gum Vender, Cigarette or Fruit Symbols. 4 Reward Cards. Entirely new Mechanism designed for this machine. Reels spin much faster, completely without noise and are brought to a positive stop from which they cannot be shaken.



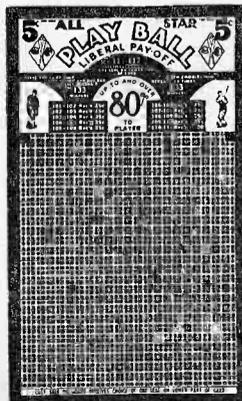
**BALL GUM**  
15c a Box (100 Pieces)  
Case Lots (100 Boxes)  
\$12.00

**MINTS**  
100 Rolls, 75c. Case (1000 Rolls)  
\$6.50

**GINGER** TOKEN PAYOUT \$27.50 TAX PAID

Liveliest automatic payout machine in lowest price field. Tokens call for 1, 2, 3, 5 or 10 packs of Cigarettes. Operator assort tokens in payout tube, thus controlling payout percentage accurately to fit all retail prices of Cigarettes.

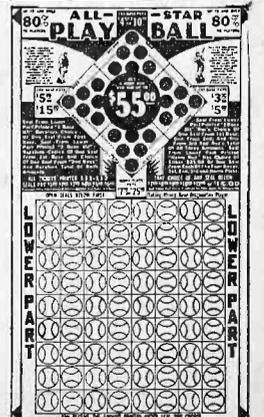
**SICKING MFG. CO. 1922 FREEMAN AVE. CINCINNATI, OHIO**



"Sock it out of the Park!"  
**"All-Star"**

The newest sensation in Barrel Board Deals! Made in either 2280-holes or 2520-holes size. Shows \$40.81 profit on 5c board; \$69.18 on 10c. Base hits touch proper bases. Made in thick and thin. Sold to operators only. Write for details.

**SUPERIOR PRODUCTS, INC.**  
Dept. X,  
14 N. Peoria St., Chicago, Ill.





*First* WITH A NEW IDEA!

NO SPRING BUMPERS - - - NO HOLES  
NO NAILS! Yet the Cleverest  
Baseball Novelty Game You've  
**EVER SEEN!**

**GENCO'S**

**HIT**

4 of the 6 rubber cushioned posts at the top of the playing field have lights inside them. These light in consecutive order, starting with home run, then 3 base hit, 2 base hit and 1 base hit throughout the duration of the game. Balls passing over any of the 7 switches on the playing field record according to the post illuminated. Thus, if a ball passes over a skill switch when the home run post is illuminated, 1 run is credited to the score. Marbles actually run the bases in the back rack, providing a brand new action never before seen in pin games.

VEEDER COUNTER RECORDS ALL AWARDS!

**\$74.50**

**"FREE GAME" MODEL**

**\$10.00 EXTRA**

TAX PAID  
F. O. B.  
CHICAGO

**Genco Inc.**

2621 N. Ashland Ave., Chicago



War Eagle Bell.

**GUARANTEED BARGAINS**

EVERY MACHINE REBUILT WITH FACTORY PRECISION, CABINETS REVAMPED TO RESEMBLE NEW, AND NOW READY FOR LOCATION. 'PHONE, WIRE OR WRITE FOR PRICES TODAY.

- 60 MILLS SKYSCRAPER GOOSENECK BELLS.
- 40 MILLS WAR EAGLE BELLS AND VENDERS.
- 30 MILLS BLUE FRONT MYSTERY BELLS AND VENDERS.
- 7 MILLS CHERRY BELLS OR VENDERS.
- 11 MILLS MELON BELLS OR VENDERS.

WE ALSO HAVE A COMPLETE STOCK OF RECONDITIONED PHONOGRAPHS, PIN BALL GAMES, CONSOLES, ETC. WRITE FOR COMPLETE LIST.

**THE VENDING MACHINE CO.**  
205-15 FRANKLIN ST. FAYETTEVILLE N.C.

**Hercules Arranging  
Poster Campaign**

NEWARK, N. J., May 21.—Irving Orenstein, head of Hercules Machine Exchange, Inc., is reported to be planning to launch a poster campaign to boost play of machines for operators in this territory. "For years national advertisers have realized and capitalized on the value of 'point of purchase advertising' and that is just what this campaign of ours is going to do. Instead of the machine standing idly in a corner with only their own appeal to entice patrons to play them, these posters of ours will be placed right alongside of the machines and help the machine do its selling job.

"These posters," Orenstein continued, "are being drawn up by one of the best men in the business. They will be finished in several colors and be knock-outs for attention-getting appeal. The theme of the posters will be to stress the growth of the coin-operated industry, the way it helps employment and the wonders it has accomplished in bringing fun and pleasure to people all over the world. This seems to us to be one of the best ways possible to bring home to the public the great economic value of the coin machine industry to the nation."

*Tell it  
to  
Sweeney!*

Okay! If you're THAT kind of a guy—we'll be glad to! Just tell us what you want "Sweeney" told and mail your name and address to us—and we'll bet you dimes to doughnuts "Sweeney" will . . .

**NEXT TIME TRY . . .**

**ORIOLE**

**COIN MACHINE CORP**

Oriole Bldg., BALTIMORE, MD.

—ALSO AT—

Pittsburgh • Washington • Buffalo



**TWO HITS**

**BASEBALL**

1,000 Holes.

Takes In . . . . \$50.00  
Pays Out . . . . 24.65  
Featuring 1 \$10, 1 \$5.00

Now Plus  
Only \$1.72 10% Tax.

**PLAY BALL**

600 Holes.

Takes In . . . . \$30.00  
Pays Out . . . . 15.25  
Featuring 2 \$5.00.

Now Plus  
Only \$1.14 10% Tax.

**NEW LOW PRICES NOW IN EFFECT**

**GLOBE PRINTING CO.**

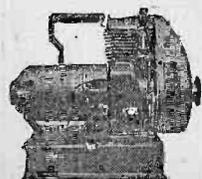
1023-27 Race St. PHILADELPHIA, PA.

**Taksen Reports  
Export Biz Up**

NEW YORK, May 21.—Leon Taksen reports that the export business of his firm is showing a fine increase and that as far as his firm is concerned there is no let-down in the purchasing power of foreign markets. "We have been shipping machines to foreign countries for many years," Taksen states, "and have become acquainted with the ups and downs of the trade all over the world. Our business during 1937 and the first part of this year has shown a decided increase over the business we regularly do with foreign coinmen."

One of the reasons, Taksen reports, his

firm has always enjoyed the patronage of foreign coinmen is that they pay careful attention to the problems of the foreign operator and carefully advise him as to what machines to purchase. "We believe that the foreign market will continue to hold firm for some time to come," he concluded. "In fact, we're planning an extended sales program to our customers across the seas which we feel will bring them the games they want at the prices they can afford to pay."



**110 VOLTS AC ANYWHERE!**

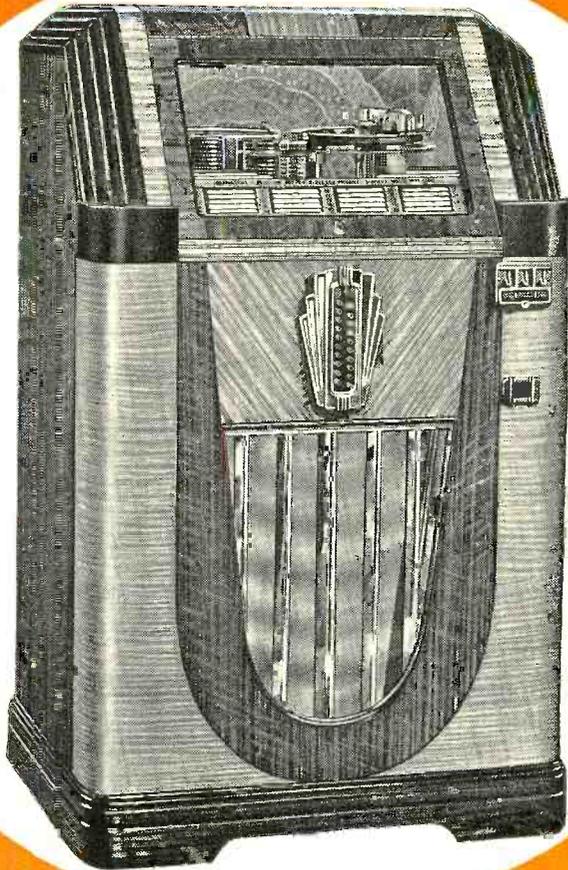
WITH KATOLIGHT PLANTS AND ROTARY CONVERTERS.

Furnish standard 110 AC 60 cycles for operating sound trucks, coin operated music machines, motion pictures, AC radios, flood lights, etc.

- 350 Watts 110 AC, JRA3 . . . . . \$ 89.50
- 550 Watts 110 AC, JR55 . . . . . 130.00
- 1000 Watts 110 AC, 26AL . . . . . 228.00

**KATOLIGHT, Mankato, Minnesota, U. S. A.**

# VISIBILITY



A feast for the eyes—those dazzling 1938 Rock-Ola phonographs! Money-minded operators and fun-minded music lovers are "sold" on the gorgeous streamline cabinet of the Monarch-20. The slanting top gives greater visibility to the ever-popular record-changing mechanism—irresistible and compelling. Intriguing new light effects and the new 99% slug-proof coin-chute as standard equipment also augment its money-making ability. Take the Rock-Ola way to success—Operate Rock-Ola.

## ROCK-OLA'S "Monarch" OF THE MUSIC WORLD

CANADIAN  
OPERATORS ATTENTION

ROCK-OLA  
Multi-Selector Phonographs  
are HYDRO-ELECTRIC  
APPROVED IN CANADA

Distributed by  
P and H COIN MACHINE CO.  
128 Dundas St., Toronto, Canada

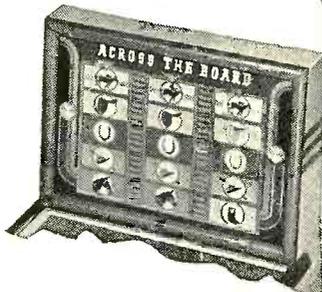
Rock-Ola MFG. CORPORATION • 800 N. KEDZIE AVE • CHICAGO

# 3-UP

The one-shot payout sensation of today—3-UP. Watch it earn money faster than anything you ever operated before. Earns \$25 to \$30 per day. Lightning fast action and steady repeat play step up profits. Eliminates 90% of usual service calls. Two games in one for one low price. Extra light-up back panel makes brand new game. Doubles collections.

## PLUS "ACROSS THE BOARD" FREE

The EXTRA back panel "Across the Board" with horse-race symbols can be changed in 15 minutes on location to 3-UP back panel and award chart with fruit symbols. Stays in style and keeps you in the big money.



**\$174<sup>50</sup>**

SEE YOUR DISTRIBUTOR OR ORDER DIRECT FROM ROCK-OLA

"I like to listen to music played on a  
**WURLITZER PHONOGRAPH**  
 ... It has the finest tone of  
 any reproducing instrument"

*Rubinoﬀ  
 and his Violin.*

A sincere opinion, this—the expression of one of the foremost musicians of the age—the testimony of a man known throughout the world as an expert judge of music and tone.

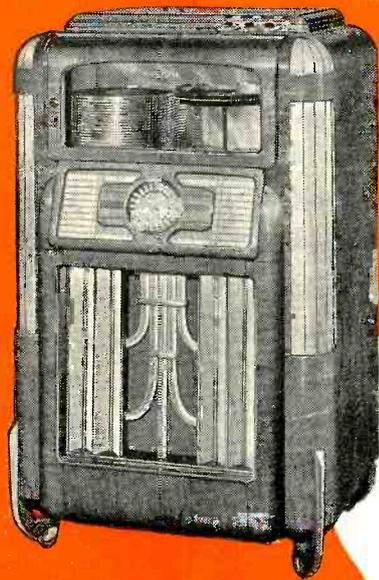
Rubinoﬀ has every reason to expect tone perfection from the house of Wurlitzer. His own violin he obtained through the Rudolph Wurlitzer Company—a Stradivarius, made in 1731.

His appreciation of the Wurlitzer Automatic Phonograph is based on countless nights of dining, while on tour, in the finer restaurants offering Wurlitzer music. And he states that no other instrument even closely approaches, in richness of tone and life-like reproduction, the Wurlitzer Phonograph.

Location owners and patrons alike agree with the famous concert and radio artist. In addition, they prefer Wurlitzer's 24-record capacity which satisfies all musical tastes, and Wurlitzer's brilliant, colorful, easily changeable lighting effects.

This sweeping preference by expert and public means just one thing to alert music operators everywhere—permanent, ever-growing profits!

**THE RUDOLPH WURLITZER COMPANY**  
 NORTH TONAWANDA, N. Y.  
 Canadian Factory:  
 RCA-Victor Co., Ltd., Montreal, Quebec, Canada  
 WBS-98



**24**  
**RECORDS**  
 Model 24-24-A

*Sold Only to Operators*

**WURLITZER**

**AUTOMATIC PHONOGRAPHS**

REG. U. S. PAT. OFF.

**Bring the Music of Modern Masters to Millions**